

ABSTRACT

***THE INFLUENCE OF PRICE, TOURISM FACILITIES, AND
ACCESSIBILITY ON THE DECISION TO VISIT TOURISTS TO NON-
BEACH TOURISM VILLAGES IN PANGANDARAN DISTRICT***

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This study aims to find out: 1) how are prices, tourist facilities, accessibility and decisions to visit non-coastal tourism villages in Pangandaran district. 2) the effect of price, tourist facilities and partial accessibility on the decision of tourists to visit non-coastal tourism villages in Pangandaran Regency. 3) the influence of price, tourist facilities and accessibility together on the decision of tourists to visit non-coastal tourism villages in Pangandaran Regency. This study uses primary data with multiple linear regression analysis. The results of this study indicate that 1) price conditions, tourist facilities and the decision to visit non-coastal tourism villages in Pangandaran district are in the very good category and the accessibility variable is categorized as unfavorable. 2) Partially price, tourist facilities and accessibility have a significant positive effect on the decision of tourists to visit non-coastal tourism villages in Pangandaran district. 3) Price, tourist facilities, and accessibility have a significant positive effect on the decision to visit tourists to non-coastal tourism villages in Pangandaran district.

Keywords: prices, tourist facilities, accessibility and visiting decisions

ABSTRAK

PENGARUH HARGA, FASILITAS WISATA, DAN AKSESIBILITAS TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN KE DESA WISATA NON PANTAI DI KABUPATEN PANGANDARAN

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Penelitian ini bertujuan untuk mengetahui: 1) bagaimana harga, fasilitas wisata, aksesibilitas dan keputusan berkunjung ke desa wisata non pantai di kabupaten Pangandaran. 2) pengaruh harga, fasilitas wisata dan aksesibilitas secara parsial terhadap keputusan berkunjung wisatawan ke desa wisata non pantai di Kabupaten Pangandaran. 3) pengaruh harga, fasilitas wisata dan aksesibilitas secara bersama-sama terhadap keputusan berkunjung wisatawan ke desa wisata non pantai di Kabupaten Pangandaran. Penelitian ini menggunakan data primer dengan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa 1) kondisi harga, fasilitas wisata dan keputusan berkunjung ke desa wisata non pantai di kabupaten Pangandaran dalam kategori sangat baik dan variabel aksesibilitas dikategorikan kurang baik. 2) Secara parsial harga, fasilitas wisata dan aksesibilitas berpengaruh positif signifikan terhadap keputusan berkunjung wisatawan ke desa wisata non pantai di kabupaten Pangandaran. 3) Secara bersama-sama harga, fasilitas wisata, dan aksesibilitas berpengaruh positif signifikan terhadap keputusan berkunjung wisatawan ke desa wisata non pantai di kabupaten Pangandaran.

Kata kunci: harga, fasilitas wisata, aksesibilitas dan keputusan berkunjung.