

**KUALITAS PELAYANAN DAN PROMOSI TERHADAP MINAT
MASYARAKAT BULELENG MENGUNJUNGI OBJEK WISATA AIR
SANIH KECAMATAN KUBUTAMBAHAN**

ABSTRAK

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Kajian ini bertujuan guna menguji bagaimana pengaruh kualitas pelayanan dan promosi terhadap minat masyarakat Buleleng mengunjungi objek wisata Air Sanih. Pada kajian ini mempergunakan metode kuantitatif. Adapun banyaknya sampel yang dipakai yaitu sebanyak 60 responden dengan menggunakan teknik *probability sampling*. Dengan pengumpulan data mempergunakan teknik kuesioner kemudian dianalisis memakai analisis jalur (*Path Analysis*). Adapun luaran dari penelitian ini yaitu : (1) adanya pengaruh positif/signifikan kualitas pelayanan terhadap minat masyarakat Buleleng mengunjungi objek wisata Air Sanih, (2) adanya pengaruh positif/signifikan promosi terhadap minat masyarakat Buleleng mengunjungi Objek wisata Air Sanih Kecamatan Kubutambahan, (3) adanya pengaruh positif/signifikan kualitas pelayanan terhadap minat masyarakat Buleleng mengunjungi objek Wisata Air Sanih Kecamatan Kubutambahan yang di mediasi oleh promosi, (4) adanya pengaruh positif/signifikan kualitas pelayanan dan promosi terhadap minat masyarakat Buleleng mengunjungi objek wisata Air Sanih Kecamatan Kubutambahan.

Kata Kunci: Kualitas, Minat dan Promosi

**THE SERVICE QUALITY AND PROMOTION OF PUBLIC INTEREST IN
VISITING THE AIR SANIH TOURIST ATTRACTION IN
KUBUTAMBAHAN SUB-DISTRICT**

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ABSTRACT

This study aims to examine how the influence of service quality and promotion on the interest of Buleleng people to visit Air Sanih tourist attraction. In this study using quantitative methods. The number of samples used was 60 respondents using probability sampling techniques. With data collection using questionnaire techniques and then analyzed using path analysis. The outcomes of this study are: (1) there is a positive/significant effect of service quality on Buleleng people's interest in visiting Air Sanih tourist attraction, (2) there is a positive/significant effect of promotion on Buleleng people's interest in visiting Air Sanih tourist attraction Kubutambahan District, (3) there is a positive/significant effect of service quality on Buleleng people's interest in visiting Air Sanih tourist attraction Kubutambahan District mediated by promotion, (4) there is a positive/significant effect of service quality and promotion on Buleleng people's interest in visiting Air Sanih tourist attraction Kubutambahan District.

Keywords: *Quality, Interest and Promotion*

