

PENGARUH AKSESIBILITAS DAN HARGA TERHADAP MINAT KUNJUNGAN ULANG WISATAWAN KE DAYA TARIK WISATA (DTW) DI KECAMATAN KINTAMANI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) Pengaruh Aksesibilitas terhadap Minat Kunjungan Ulang Wisatawan ke Daya Tarik Wisata (DTW) di Kecamatan Kintamani (2) Pengaruh Harga terhadap Minat Kunjungan Ulang Wisatawan ke Daya Tarik Wisata (DTW) di Kecamatan Kintamani, (3) Pengaruh Aksesibilitas dan Harga Terhadap Minat Kunjungan Ulang Wisatawan ke Daya Tarik Wisata (DTW) di Kecamatan Kintamani. Populasi dalam penelitian ini yakni semua wisatawan yang pernah berkunjung ke Daya Tarik Wisata (DTW) di Kecamatan Kintamani minimal 1 (satu) kali, baik wisatawan domestik dan mancanegara. Teknik sampling yang digunakan dalam penelitian ini adalah teknik non-probability sampling tipe incidental, dengan jumlah sampel yang dipergunakan sebanyak 119 Wisatawan. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil menunjukkan bahwa (1) terdapat pengaruh positif dan signifikan Aksesibilitas terhadap Minat Kunjungan Ulang Wisatawan secara parsial, (2) Terdapat pengaruh positif dan signifikan Harga terhadap Minat Kunjungan Ulang Wisatawan secara parsial, (3) Aksesibilitas dan Harga secara simultan berpengaruh positif dan signifikan terhadap Minat Kunjungan Ulang Wisatawan.

Kata Kunci: Aksesibilitas, Harga, Minat Kunjungan Ulang

THE EFFECT OF ACCESSIBILITY AND PRICE ON TOURISTS' INTENTION TO REVISIT TOURIST ATTRACTION IN KINTAMANI DISTRICT

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ABSTRACT

This study aims determine (1) the effect of Accessibility on Tourists' Intention to Revisit Tourist Attractions in Kintamani District, (2) the effect of Price on Tourists' Intention to Revisit Tourist Attractions in Kintamani District, (3) the effect of Accessibility and Price on Tourists' Intention to Revisit Tourist Attractions in Kintamani District. The population in this study consists of all tourists who have visited Tourists Attractions in Kintamani District at least once, both domestic and international tourists. The sampling technique used in this study is a non-probability sampling type called incidental sampling, with a sample size of 119 tourists. Data was collected using a questionnaire and analyzed using multiple linear regression. The result showed that (1) there is a positive and significant influence of Accessibility on Tourists' Revisit intention partially, (2) there is a positive and significant influence of Price on Tourists' Revisit intention partially, (3) Accessibility and Price simultananeously have a positive and significant effect on Tourists' Revisit Intention.

Keyword: Accessibility, Price, Interest in Returning Visit