

ABSTRAK

MUHAMMAD LUTHFI DARMAWAN. NIM 2017120017. Pengaruh Kualitas Fasilitas Terhadap Minat Berkunjung Pada Objek Wisata Tirta Banyu Panas Di Kabupaten Cirebon. Dibawah bimbingan Ismayanti Istanto, A.Par,M.Sc

Dalam mendukung pembangunan ekonomi suatu wilayah, sektor pariwisata memiliki andil yang sangat besar. Salah satu objek wisata di Kabupaten Cirebon ialah obyek wisata tirta Banyu Panas. Objek wisata ini memiliki potensi wisata yang dapat dikembangkan lebih lanjut. Jumlah wisatawan objek wisata tirta Banyu Panas cenderung fluktuatif dan cenderung menurun tentunya menjadi pertanyaan besar bagi pengelola serta dinas pariwisata setempat. Tujuan dari penelitian ini ialah untuk mengidentifikasi kualitas fasilitas objek wisata tirta Banyu Panas di Kabupaten Cirebon. Mengidentifikasi minat berkunjung di objek wisata tirta Banyu Panas di Kabupaten Cirebon. Mengetahui ada pengaruh kualitas fasilitas terhadap minat berkunjung wisatawan di objek wisata tirta Banyu Panas. Populasi pengumpulan data ini adalah para wisatawan yang telah berkunjung di objek wisata tirta Banyu Panas. Adapun jumlah sampel yang diambil sebanyak 100 responden. Metode analisis yang digunakan adalah analisa deskriptif kuantitatif dan regresi linier sederhana dan diolah dengan program SPSS. Hasil rekapitulasi penilaian responden terhadap kualitas fasilitas pada objek wisata tirta Banyu Panas di Kabupaten Cirebon tinggi. Hasil rekapitulasi penilaian responden terhadap minat berkunjung pada objek wisata tirta Banyu Panas di Kabupaten Cirebon tinggi. Dan hasil persamaan regresi linier sederhana menunjukkan ada pengaruh kualitas fasilitas terhadap minat berkunjung pada objek wisata tirta Banyu Panas di Kabupaten Cirebon.

Peneliti menyimpulkan bahwa hasil analisa deskriptif rekapitulasi penilaian responden terhadap kualitas fasilitas objek wisata tirta Banyu Panas termasuk dalam kategori tinggi.

Hasil analisa deskriptif rekapitulasi penilaian responden terhadap minat berkunjung di objek wisata tirta Banyu Panas termasuk dalam kategori tinggi. Dan hasil dari persamaan regresi linier sederhana menunjukkan ada pengaruh kualitas fasilitas terhadap minat berkunjung pada objek wisata tirta Banyu Panas.

Kata kunci: Kualitas Fasilitas, Minat Berkunjung. Objek Wisata

ABSTRACT

MUHAMMAD LUTHFI DARMAWAN. NIM 2017120017. The Effect of Facility Quality on Emerging Interest in Tirta Banyu Panas Tourism Objects in Cirebon Regency. Under the guidance of Ismayanti Istanto, A.Par,M.Sc.

In supporting the economic development of a region, the tourism sector has a very large contribution. One of the attractions in Cirebon Regency is the Banyu Panas water tourism object. This tourist attraction has tourism potential that can be developed further. The number of tourists at the Banyu Panas Tirta tourism object tends to fluctuate and tends to decrease, of course, it is a big question for managers and the local tourism office. The purpose of this study was to identify the quality of the facilities of the Banyu Panas Tirta tourism object in Cirebon Regency. Identifying interest in visiting the Tirta Banyu Panas tourist attraction in Cirebon Regency.

Knowing that there is an influence of the quality of facilities on the interest of visiting tourists at the Tirta Banyu Panas tourist attraction. The population of this data collection are tourists who have visited the Tirta Banyu Panas tourist attraction. The number of samples taken as many as 100 respondents. The analytical method used is descriptive quantitative analysis and simple linear regression and processed with the SPSS program. The results of the recapitulation of respondents' assessments of the quality of facilities at the Banyu Panas Tirta tourism object in Cirebon Regency are high. The results of the recapitulation of respondents' assessment of interest in visiting the Banyu Panas water tourism object in Cirebon Regency are high. And the results of the simple linear regression equation show that there is an influence of the quality of the facilities on the interest in visiting the Banyu Panas Tirta tourism object in Cirebon Regency.

The researcher concludes that the results of the descriptive analysis of the recapitulation of respondents' assessments of the quality of the Banyu Panas Tirta tourism object are in the high category. The results of the descriptive analysis of the recapitulation of respondents' assessment of interest in visiting the Tirta Banyu Panas tourism object are included in the high category. And the results of the simple linear regression equation show that there is an influence of the quality of the facilities on the interest in visiting the Banyu Panas Tirta tourism object.

Keywords: Quality of Facilities, Interest in Visiting, Tourist attraction Note:

