ABSTRAK

DWI SETIYANTO NPM 2019110066. Analisis Produk Promosi dan Bukti Fisik Terhadap Keputusan Berkunjung ke Museum Wayang. Dibawah bimbingan: Ismayanti, A.Par., M.Sc

Musum Wayang adalah sebuah Museum yang terletak di kawasan Kota Tua, Jakarta Barat, DKI Jakarta. Tujuan penelitian ini adalah menganalisis produk, promosi, dan bukti fisik pada Museum Wayang. Menganalisis pengaruh produk, promosi, dan bukti fisik terhadap keputusan berkunjung ke Museum Wayang secara parsial. Menganalisis pengaruh produk, promosi, dan bukti fisik terhadap keputusan berkunjung wisatawan ke Museum Wayang secara simultan. Dan menganalisis variabel yang paling dominan terhadap keputusan berkunjung wisatawan. Analisis data yang digunakan adalah analisis regresi linier berganda, uji parsial, dan uji simultan. Hasil penelitian diperoleh dengan menyebarkan kuesioner kepada 100 responden yang berkunjung ke Museum Wayang.

Hasil analisis regresi linier berganda didapat nilai konstan sebesar 2,220. Nilai produk sebesar 0,012. Nilai promosi sebesar 0,147. Dan nilai bukti fisik sebesar 0,142. Berdasarkan hasil uji parsial (uji t) pada variabel produk didapat nilai t hitung (0,212) lebih kecil dari t tabel (1,984) maka H_0 diterima dan H_a ditolak. Pada variabel promosi didapat nilai t hitung (3,447) lebih besar dari t tabel (1,984) maka H_0 ditolak dan H_a diterima. Pada variabel bukti fisik didapat nilai t hitung (3,579) lebih besar dari t tabel (1,984) maka H_0 ditolak dan H_a diterima. Berdasarkan hasil uji simultan (uji f) didapat F hitung (24,889) lebih besar dari F tabel (2,70) maka H_0 ditolak dan H_a diterima.

Berdasarkan hasil pengujian regresi linier berganda menunjukkan adanya pengaruh dari variabel Produk, Promosi, dan Bukti Fisik yang didominasi oleh variabel Promosi. Berdasarkan hasil uji parsial menunjukkan variabel produk tidak berpengaruh terhadap keputusan berkunjung. Berdasarkan hasil uji simultan menunjukkan variabel produk, promosi, dan bukti fisik berpengaruh secara simultan terhadap keputusan bekunjung. Dengan adanya penelitian ini diharapkan dapat memberi masukan untuk produk, promosi, dan bukti fisik kepada pihak pengelola Museum Wayang untuk meningkatkan jumlah kunjungan wisatawan, khususnya pada variabel produk karena tidak berpengaruh secara parsial.

Kata Kunci : Produk, Promosi, Bukti Fisik, Keputusan Berkunjung, Museum Wayang.

ABSTRACT

DWI SETIYANTO NPM 2019110066. Analysis of Promotional Products and Physical Evidence of Visiting Decisions to the Puppet Museum. Under the guidance of: Ismayanti, A.Par., M.Sc

Wayang Museum is a museum located in the Old Town area, West Jakarta, DKI Jakarta. The purpose of this research is to analyze the product, promotion, and physical evidence at the Wayang Museum. Partially analyze the effect of products, promotions, and physical evidence to the Wayang Museum. Analyzing the effect of product, promotion, and physical evidence on the decision of tourists to visit the Wayang Museum simultaneously. And analyze the most dominant variable on the decision to visit tourists. The data analysis used is multiple linear regression analysis, partial test, and simultaneous test. The research results were obtained by distributing questionnaires to 100 respondents who visited the Wayang Museum.

The results of multiple linear regression analysis obtained a constant value of 2.220. The product value is 0.012. Promotional value of 0.147. And the value of physical evidence is 0.142. Based on the results of the partial test (t test) on the product variable, the value of t count (0.212) is smaller than t table (1.984), so H0 is accepted and Ha is rejected. In the promotion variable, the value of t count (3.447) is greater than t table (1.984), so H0 is rejected and Ha is accepted. In the physical evidence variable, the value of t count (3.579) is greater than t table (1.984), so H_0 is rejected and H_a is accepted. Based on the results of the simultaneous test (f test) obtained F count (24.889) is greater than F table (2.70) then H0 is rejected and Ha is accepted.

Based on the results of multiple linear regression testing, it shows that there is an influence from the Product, Promotion, and Physical Evidence variables which are dominated by the Promotion variable. Based on the partial test results, it shows that the product variable has no effect on the decision to visit. Based on the results of the simultaneous test, it shows that the product, promotion, and physical evidence variables simultaneously influence the decision to visit.
With this research it is hoped that it can provide input for products, promotions, and physical evidence to the management of the Wayang Museum to increase the number of tourist visits, especially on product variables because they have no partial effect.

Keywords: Product, Promotion, Physical Evidence, Decision to Visit, Puppet Museum.