

## **ABSTRAK**

TSANIYA GITHA HASYA. NIM 2019110029. Pengaruh Daya Tarik Wisata Terhadap Minat Berkunjung ke Museum Satriamandala. Di bawah bimbingan Dr.Nafiah Ariyani,SE,M.Si.

Daya tarik wisata merupakan aspek yang sangat penting dalam meningkatkan minat berkunjung ke suatu destinasi wisata. Terlebih pada museum di Indonesia yang minat berkunjungnya masih rendah. Museum Satriamandala merupakan salah satu museum di DKI Jakarta milik militer dan dikelola oleh Pusat Sejarah Tentara Nasional Indonesia disingkat Pusjarah TNI yaitu Badan Pelaksana Pusat pada tingkat Mabes TNI yang berkedudukan langsung di bawah Panglima TNI. Museum Satriamandala termasuk dalam 20 Lokasi Daya Tarik Wisata (DTW) DKI Jakarta dengan jumlah pengunjung yang relatif rendah.

Penelitian ini bertujuan untuk mengetahui bagaimana daya tarik wisata dalam dimensi atraksi, amenitas, aksesibilitas, dan pelayanan pada Museum Satriamandala dan pengaruhnya terhadap minat berkunjung. Jenis penelitian ini adalah deskriptif dengan pendekatan kuantitatif. Metode pengumpulan data menggunakan kuesioner dengan skala likert yang dilakukan uji validitas dan reliabilitasnya. Populasi dalam penelitian ini adalah total keseluruhan pengunjung Museum Satriamandala bulan Januari – November tahun 2022 yang berjumlah

22.439 pengunjung. Metode pengambilan sampel menggunakan teknik *accidental sampling* dengan sampel yang digunakan sebanyak 100 responden. Metode analisis data pada penelitian ini yaitu analisis statistik deskriptif menggunakan nilai rata-rata dan asosiatif menggunakan regresi linear berganda.

Hasil penelitian ini diketahui (1) Atraksi di Museum Satriamandala sangat menarik, (2) Amenitas di Museum Satriamandala menarik, (3) Aksesibilitas di Museum Satriamandala Sangat Menarik, (4) Pelayanan di Museum Satriamandala Sangat Menarik, (5) Pengunjung sangat berminat untuk berkunjung ke Museum Satriamandala, (6) Atraksi, amenitas, aksesibilitas, dan pelayanan berpengaruh positif terhadap minat berkunjung ke Museum Satriamandala secara bersama sama maupun secara parsial.

**Kata Kunci :** Atraksi, Daya Tarik Wisata, Minat Berkunjung, Museum, Satriamandala. iii

## **ABSTRACT**

TSANIYA GITHA HASYA. NIM 2019110029. The Effect of Tourist Attraction on Interest in Visiting the Satriamandala Museum. Under the guidance of Dr.Nafiah Ariyani, SE, M.Sc.

Tourist attraction is a very important aspect in increasing interest in visiting a tourist destination. Especially interest in visiting museums in Indonesia is still low. The Satriamandala Museum is one of the museums in DKI Jakarta that belongs to the military and is managed by the History Center of the Indonesian National Armed Forces, abbreviated as Pusjarah TNI, namely the Central Executive Agency at the TNI Headquarters level which is directly under the TNI Commander. The Satriamandala Museum is included in the 20 Locations of DKI Jakarta Tourist Attractions (DTW) with a relatively low number of visitors.

This study aims to find out how tourist attractions are in the dimensions of attractions, amenities, accessibility, and services at the Satriamandala Museum and their influence on visiting intentions. This type of research is descriptive with a quantitative approach. The data collection method uses a questionnaire with a Likert scale which is tested for its validity and reliability. The population in this study is the total number of visitors to the Satriamandala Museum from January to November 2022, totaling 22,439 visitors. The sampling method used accidental sampling technique with a sample of 100 respondents. The method of data analysis in this study is descriptive statistical analysis using the average value and associative using multiple linear regression.

The results of this study revealed (1) the attractions at the Satriamandala Museum were very interesting, (2) the amenities at the Satriamandala Museum were interesting, (3) the accessibility at the Satriamandala Museum was very interesting, (4) the services at the Satriamandala Museum were very interesting, (5) visitors were very interested in visiting the Satriamandala Museum, (6) Attractions, amenities, accessibility, and services have a positive effect on the intention to visit the Satriamandala Museum simultaneously or partially.

**Keywords:** Attractions, Interest in Visiting, Museums, Satriamandala, Tourist Attractions.