ABSTRAK

ELISA MANUELA. NIM 2019110067. Pengaruh Daya Tarik terhadap minat berkunjung Kembali wisatawan ke Museum Seni Rupa dan Keramik. Dibawah bimbingan Ibu Ina Djamhur,A.Par,M.Sc,Msc

Penelitian ini dilatarbelakangi oleh ketidakstabilan jumlah pengunjung dari tahun 2018 sampai 2022, terdapat atraksi yang kurang terawat, aksesbilitas minimnya alur manajemen pengunjung, terkait ancillary minimnya pelayanan informasi dan terkait amenitas minimnya sirkulasi udara. Tujuan dari penelitian ini adalah untuk memgetahui pengaruh Daya Tarik Wisata terhadap minat berkunjung kembali wisatawan ke Museum Seni Rupa dan Keramik. Responden dalam penelitian ini berjumlah 100 responden dengan teknik pengambilan data menggunakan kuesioner melalui GoogleFrom yang berisi tentang aspek daya tarik wisata (atraksi, aksesbilitas, amenitas, ancillary). Metode analisis data yang digunakan adalah analisis regresi berganda. Berdasarkan hasil penelitian yang didapat bahwa variabel daya tarik wisata secara simultan berpengaruh positif yaitu indikator atraksi dengan nilai rata-rata 4,56 yang berarti sangat menarik, sementara aksesbilitas dinilai sangat mudah dengan nilai rata-rata 4,65. Adapun indikator amenitas dinilai sangat baik dengan nilai rata-rata 4,64 dan ancillary dengan nilai rata-rata 4,53 yang bermakna sangat baik. Sedangkan Hasil Uji R_2 sebesar 50,7% Sementara sisanya 49,3% dipengaruhi oleh variabel lain di luar penelitian. Hasil dari penelitian ini adalah bahwa Atraksi, Aksesbilitas, Amenitas, Ancillary berpengaruh signifikan terhadap Minat Berkunjung Kembali ke Museum Seni Rupa dan Keramik.

Kata kunci : Atraksi, Aksesbilitas, Amenitas, Ancillary dan Minat berkunjung Kembali

ABSTRACT

ELISA MANUELA. NIM 2019110067. The Effect of Attractiveness on the Interest in Visiting Tourists Return to the Museum of Fine Arts and Ceramics. Under the guidance of Mrs. Ina Djamhur, A.Par, M.Sc, Msc

The background of this research is the instability in the number of visitors from 2018 to 2022, there are attractions that are poorly maintained, lack of accessibility for visitor management channels, related to ancillary, lack of information services and related to amenities, lack of air circulation. The purpose of this study was to determine the effect of tourist attraction on tourists' intention to return to the Museum of Fine Arts and Ceramics. Respondents in this study amounted to 100 respondents with data collection techniques using a questionnaire via GoogleFrom which contains aspects of tourist attractions (attraction, accessibility, amenities, ancillary). The data analysis method used is multiple regression analysis. Based on the research results, it was found that the variable tourist attraction simultaneously has a positive effect, namely the attraction indicator with an average value of 4.56 which means it is very attractive, while accessibility is considered very easy with an average value of 4.65. The amenity indicators are considered very good with an average value of 4.64 and ancillary with an average value of 4.53 which means very good. While the R2 test results were 50.7% while the remaining 49.3% was influenced by other variables outside the research. The results of this study are that Attraction, Accessibility, Amenity, Ancillary have a significant effect on Interest in Returning to the Museum of Fine Arts and Ceramics.

Keywords: Attraction, Accessibility, Amenities, Ancillary and Interest to Visit Again