

ABSTRAK

Siti Ayu Fauziah 2022: Faktor-Faktor Ketertarikan Berkunjung ke Daerah Wisata di Yogyakarta. Skripsi Jakarta: Program Studi S1 Manajemen Fakultas Ekonomi Universitas Negeri Jakarta. Tim Pembimbing: Usep Suhud M.Si.,Ph.D. & Ika Febrilia S.E.,M.M.,

Penelitian ini bertujuan untuk menguji : 1) Pengaruh Factor daya tarik budaya terhadap ketertarikan berkunjung. ke objek wisata di Yogyakarta 2) Pengaruh factor destinasi image terhadap ketertarikan berkunjung ke objek wisata di Yogyakarta. 3) Pengaruh factor sosial media promotion terhadap ketertarikan berkunjung ke objek wisata di Yogyakarta. 4) Pengaruh factor kualitas pelayanan terhadap ketertarikan berkunjung ke objek wisata di Yogyakarta. 5) Pengaruh factor aksesibilitas terhadap ketertarikan berkunjung ke objek wisata di Yogyakarta. Objek penelitian menggunakan metode survey dengan Instrument berupa kuesioner Jumlah. Responden Penelitian ini adalah 200 responden yang telah berkunjung ke kota Yogyakarta. Analisa data dalam penelitian ini menggunakan SPSS versi 25 dan SEM dengan program AMOS versi 24. Hasil penelitian ini menunjukkan bahwa hipotesis pertama menyatakan bahwa variable *Citra Destinasi* berpengaruh positif dan signifikan terhadap *Kertertarikan Berkunjung*, hipotesis kedua menyatakan bahwa variable *Daya Tarik Budaya* berpengaruh positif dan signifikan terhadap *Ketertarikan Berkunjung*, hipotesis ketiga menyatakan bahwa variable *Promosi Media Sosial* berpengaruh positif dan signifikan terhadap *Ketertarikan Berkunjung*, hipotesis keempat menyatakan bahwa variable *Kualitas Layanan* berpengaruh positif dan signifikan terhadap *Ketertarikan Berkunjung* dan hipotesis kelima variable *Aksesibilitas* berpengaruh positif dan signifikan terhadap *Ketertarikan Berkunjung*.

Kata kunci: daya tarik budaya, destinasi image, social media promotion, kualitas pelayanan, aksesibilitas dan ketertarikan berkunjung .

ABSTRACT

This research aims to test: The influence of cultural attraction factors on the interest in visiting tourist attractions in Yogyakarta. The influence of the image destination factor on the interest in visiting tourist attractions in Yogyakarta. The influence of social media promotion factors on the interest in visiting tourist attractions in Yogyakarta. The influence of service quality factors on the interest in visiting tourist attractions in Yogyakarta. The influence of accessibility factors on the interest in visiting tourist attractions in Yogyakarta. The object of the study uses survey methods with instruments in the form of questionnaire. The number of respondents to this study is 200 respondents who have visited the city of Yogyakarta. Analysis of data in this study using SPSS version 25 and SEM with AMOS program version 24. The results of this study show that the first hypothesis states that the variable Image of the Destination has a positive and significant effect on the visit intention, the second hypothesis states that the variable of Cultural Attraction has a positive and significant effect on visit intention, the third hypothesis states that the variable of Social Media Promotion has a positive and significant effect on visit intention, the fourth hypothesis states that the Service Quality Variable has a positive and significant effect on visit intention, and the fifth hypothesis of Accessibility variables has a positive and significant effect on visit intention.

Keywords: cultural heritage, destination image, social media promotion, quality of service, accessibility and intention visiting.

