

ABSTRAK

ANALISIS PENGARUH JUMLAH KUNJUNGAN WISATAWAN DAN *LENGTH OF STAY* (LOS) TERHADAP PRODUK DOMESTIK REGIONAL BRUTO SEKTOR PARIWISATA DAERAH ISTIMEWA YOGYAKARTA KUARTAL 2010.1-2017.4

Penelitian ini dilakukan untuk menguji pengaruh variabel wisatawan domestik, wisatawan mancanegara, LOS wisatawan domestik di hotel bintang, dan LOS wisatawan mancanegara di hotel bintang terhadap Produk Domestik Regional Bruto sektor pariwisata DIY pada kuartal 2010.1-2017.4. Penelitian ini menggunakan analisis regresi linier berganda dengan metode pendekatan OLS (*Ordinary Least Square*) *logaritma*. Data yang digunakan adalah data sekunder yang berupa deret waktu (*time series*) dengan jumlah 32 observasi

Data yang terdapat di dalam penelitian ini berasal dari laporan-laporan yang dikeluarkan secara berkala dari lembaga-lembaga terkait seperti Badan Pusat Statistik, Kementerian Pariwisata, dan Dinas Pariwisata Provinsi DIY selama periode kuartal 2010.1-2017.4

Hasil Penelitian menunjukkan bahwa variabel independen wisatawan domestik, wisatawan mancanegara, LOS wisatawan domestik di hotel bintang, dan LOS wisatawan mancanegara di hotel bintang memiliki pengaruh yang simultan terhadap variabel dependen yaitu Produk Domestik Regional Bruto sektor pariwisata DIY.

Kata Kunci

: wisatawan domestik, wisatawan mancanegara, LOS wisatawan domestik di hotel bintang, LOS wisatawan mancanegara di hotel bintang, PDRB sektor pariwisata DIY, OLS (*Ordinary Least Square*)

ABSTRACT

ANALYSIS OF THE EFFECT OF TOURIST VISITS AND LENGTH OF STAY (LOS) ON GROSS DOMESTIC REGIONAL PRODUCTS SECTOR TOURISM DAERAH ISTIMEWA YOGYAKARTA QUARTER 2010.1-2017.4

This research was conducted to examine the influence of domestic tourists, foreign tourists, domestic tourists LOS in star hotels, and foreign tourists LOS in star hotels on the Gross Domestic Regional Product Sector Tourism DIY in the quarter 2010.1-2017.4. This study uses multiple linear regression analysis with the method of logarithmic OLS (Ordinary Least Square) approach. The data used are secondary data in the form of a time series with a total of 32 observations.

The data contained in this study comes from reports issued periodically from related institutions such as the Central Statistics Agency, Tourism Department, and Tourism Office Provincial DIY during the quarter period 2010.1-2017.4

The results of the study show that the independent variables of domestic tourists, foreign tourists, domestic tourists LOS in star hotels, and foreign tourist LOS in star hotels have a simultaneous influence on the dependent variable, namely the Gross Domestic Regional Product sector tourism DIY.

Keywords

: domestic tourists, foreign tourists, domestic tourists LOS in star hotels, foreign tourists LOS in star hotels, GDRP DIY tourism sector, OLS (Ordinary Least Square)