

**PENGARUH BAURAN PEMASARAN JASA TERHADAP KEPUTUSAN
BERKUNJUNG WISATAWAN DI AGROWISATA PT. PAGILARAN
DESA KETELENG KECAMATAN BLADO KABUPATEN BATANG
JAWA TENGAH**

ABSTRAK

Oleh:

Kinda Reggi Kristiayu

(Pembimbing: Indah Widowati dan Budiarto)

Tujuan penelitian adalah 1) mengetahui penilaian wisatawan terhadap produk, harga, lokasi, promosi, orang, proses, bukti fisik, dan keputusan berkunjung wisatawan di Agrowisata PT. Pagilaran dan 2) menganalisis pengaruh bauran pemasaran jasa (*marketing mix 7-P*) produk, harga, lokasi, promosi, orang, proses, dan bukti fisik terhadap keputusan berkunjung wisatawan di Agrowisata PT Pagilaran. Metode dasar penelitian adalah metode deskriptif dengan metode pelaksanaan survey, metode penentuan lokasi secara *purposive* (sengaja), metode penentuan responden menggunakan *sampling insidental*. Jumlah sampel 80 orang. Metode pengumpulan data menggunakan dokumentasi, kuesioner, observasi, dan wawancara. Teknik analisis yang digunakan adalah regresi linier berganda. Hasil penelitian bahwa 1) penilaian wisatawan terhadap bukti fisik adalah sangat baik, penilaian terhadap produk, harga, lokasi, promosi, orang, proses, dan keputusan berkunjung wisatawan adalah baik dan penilaian terhadap harga adalah cukup baik di Agrowisata PT. Pagilaran 2) bauran pemasaran jasa (*marketing mix 7-P*) produk, harga, lokasi, promosi, orang, proses, dan bukti fisik memiliki pengaruh terhadap keputusan berkunjung wisatawan di Agrowisata PT. Pagilaran.

Kata Kunci: Bauran Pemasaran Jasa, Keputusan Berkunjung, Agrowisata.

THE EFFECT OF SERVICE MARKETING MIX ON TOURISTS VISITING DECISION IN AGROTOURISM OF PT. PAGILARAN, KETELENG SUB-DISTRICT OF BLADO DISTRICT, BATANG REGENCY, CENTRAL JAVA

ABSTRACT

By:

Kinda Reggi Kristiayu

(Supervised by: Indah Widowati and Budiarto)

This research aims 1) to know the tourist's assessment of product, price, location, promotion, people, processes, physical evidence, and tourist visiting decisions at Agrotourism of PT. Pagilaran and 2) to analyze the effect of the service marketing mix (marketing mix 7-P) consisting of product, price, place, promotion, people, process, and physical evidence on tourist visiting decisions at Agrotourism of PT. Pagilaran. The basic research used descriptive method and implemented by survey method. The determining of locations used purposive method. Sampling of respondents used Sampling Insidental. Respondents involved in this research were 80. Method of collecting data used documentation, questionnaire, observation, and interview. The analysis technique of research was multiple linear regression. The results of the research showed that 1) Tourist's assessment of physical evidence is very good and assesment for products, prices, location, promotions, people, processes, and tourist visiting decisions is good, while assesment for price is enough at Agrotourism of PT. Pagilaran 2) service marketing mix (marketing mix 7-P) consisting of product, price, place, promotion, people, process, and physical evidence give a positive effect on tourist visiting decisions at Agrotourism of PT. Pagilaran.

Keyword: Services Marketing Mix, Decision Making, Agroturism.