PENGARUH ATRAKSI WISATA, AMENITAS, AKSESIBILITAS DAN MOTIVASI WISATAWAN TERHADAP KEPUTUSAN WISATAWAN DALAM MENGUNJUNGI DESA WISATA JATIMULYO KABUPATEN KULON PROGO

(Survey pada Wisatawan Desa Jatimulyo Kabupaten Kulon Progo)

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ABSTRACT

The competition for tourist destinations is getting tougher and Covid-19 pandemic has caused fluctuation visitors in Jatimulyo Kulon Progo Tourism Village. Need new strategy to maintain feasibility as a tourist place. The purpose of this study was to examine the attractions, amenities, accessibility, and motivation tourist's decisions to visit village of Jatimulyo, Kulon Progo. This research uses quantitative method with purposive sampling technique with criteria who have visited the tourist village of Jatimulyo Kulon Progo with a total of 100 respondents. Method of data collection using a questionnaire that is measured using the Likert scale and has been tested for validity and reliability. The data analysis technique used is multiple linear regression analysis and hypothesis testing using the F test simultaneously and the t test partially. The results of the analysis show that the variables of attraction, amenities, accessibility, and motivation simultaneously influence the decision to visit the tourist village of Jatimulyo, Kulon Progo. then the four independent variables consisting of attractions, amenities, accessibility, and motivation partially influence the decision to visit the tourist village of Jatimulyo, Kulon Progo.

Keywords: Tourist Attraction, Amenities, Accessibility, Tourist Motivation, And Visit Decision.