

SHINTA NADILA. 2023. Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Berkunjung Wisatawan di Puri Mataram Kabupaten Sleman. Di bawah arahan Antik Suprihanti dan Heni Handri Utami

ABSTRAK

Penelitian ini bertujuan untuk (1) Mendeskripsikan karakteristik wisatawan Puri Mataram berdasarkan jenis kelamin, usia, dan alamat/asal (2) Menganalisis pengaruh variabel produk, harga, promosi, tempat, orang, proses dan bentuk fisik terhadap keputusan berkunjung wisatawan ke desa wisata Puri Mataram. Penelitian ini menggunakan metode deskriptif dengan metode pelaksanaan menggunakan metode survey. Metode pengambilan lokasi menggunakan *purposive*. Metode pengambilan responden menggunakan *sampling incidental*. Penelitian ini menggunakan data primer dan data sekunder. Metode pengumpulan data menggunakan observasi, wawancara, dan kuesioner. Penelitian ini menggunakan teknik analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa wisatawan yang berkunjung berjenis kelamin perempuan sebesar 56%, berusia 20-29 tahun sebesar 59%, dan berasal dari Sleman sebesar 47%. Variabel produk, harga, promosi, tempat, dan proses berpengaruh secara signifikan terhadap keputusan berkunjung wisatawan ke Desa Wisata Puri Mataram

Kata Kunci: Bauran Pemasaran, Keputusan Berkunjung, Desa Wisata

SHINTA NADILA. 2023. The Influence of Marketing Mix on Tourist Visit Decision at Puri Mataram In Sleman Regency. Supervised by Antik Suprihanti and Heni Handri Utami

ABSTRACT

This research aimed to (1) Describe the characteristics of Puri Mataram tourists based on gender, age, and address (2) Analyze the influence of product, price, promotion, place, people, process and physical evidence variables on tourist decision to visit the tourism village, Puri Mataram. This research used a descriptive method with the implementation method was using the survey method. In addition, purposive method is used in retrieval location, while incidental sampling method is used in taking respondents as many as 100 people. Furthermore, this research uses primary and secondary data. Methods of data collection using observation, interviews, and questionnaires. This research also uses descriptive analysis and multiple linear regression analysis techniques. The results showed that tourists who visit Puri Mataram are female by 56%, age 20-29 years by 59%, from Sleman by 47%. Product, price, promotion, place and process variables significantly influence the tourist decision to visit Puri Mataram Tourism Village.

Keywords: *Marketing Mix, Visit Decision, Tourism Village*