

ABSTRAK

PENGARUH KUALITAS PROMOSI DAN KUALITAS HARGA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN PADA WATERBOOM TIRTA DJAYA

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas promosi dan kualitas harga terhadap keputusan berkunjung wisatawan pada Waterboom Tirta Djaya.

Penelitian ini menggunakan metode *survey explanatory* yang dilaksanakan pada konsumen/pengunjung *Waterboom* Tirta Djaya pada bulan Juni hingga Oktober 2020. Populasi penelitian ini adalah konsumen/pengunjung dari *Waterboom* Tirta Djaya selama periode tiga bulan (Juni, Juli dan Agustus) yang diambil rata-rata nya sebanyak 1394 pengunjung. Sampel penelitian diambil menggunakan teknik *Insidental Sampling*. Data dikumpulkan dengan menggunakan kuesioner. Variabel terikat dalam penelitian ini adalah keputusan berkunjung, sedangkan variabel bebasnya adalah kualitas promosi dan kualitas harga. Analisis dilakukan menggunakan metode regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa: (1) secara simultan, kualitas promosi dan kualitas harga berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan pada *Waterboom* Tirta Djaya; (2) secara parsial, kualitas promosi tidak berpengaruh signifikan terhadap keputusan berkunjung wisatawan pada *Waterboom* Tirta Djaya; (3) secara parsial, kualitas harga berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan pada *Waterboom* Tirta Djaya. Faktor kualitas promosi dan kualitas harga mempunyai pengaruh sebesar 41,2% terhadap keputusan berkunjung wisatawan pada *Waterboom* Tirta Djaya, sedangkan sisanya 58,8% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata kunci: kualitas promosi, kualitas harga dan keputusan berkunjung

ABSTRACT

THE EFFECT OF PROMOTIONAL QUALITY AND PRICE QUALITY ON TOURIST VISITING DECISIONS AT WATERBOOM TIRTA DJAYA

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This study aims to examine and analyze the effect of promotional quality and price quality on tourists visiting decisions at Waterboom Tirta Djaya.

This research used an explanatory survey method which was carried out on consumers / visitors of Waterboom Tirta Djaya from June to October 2020. The population of this study were consumers / visitors of Waterboom Tirta Djaya for a period of three months (June, July and August) who took the average. as many as 1394 visitors. The research sample was taken using incidental sampling technique. Data were collected using a questionnaire. The dependent variable in this study is the decision to visit, while the independent variable is the quality of the promotion and the quality of the price. The analysis was performed using multiple linear regression method.

The results of this study indicate that: (1) simultaneously, promotion quality and price quality have a positive and significant effect on the decision to visit tourists at Waterboom Tirta Djaya; (2) partially, the quality of promotion has no significant effect on the decision to visit tourists at Waterboom Tirta Djaya; (3) partially, price quality has a positive and significant effect on the decision to visit tourists at Waterboom Tirta Djaya. Promotion quality factors and price quality have an influence of 41.2% on the decision to visit tourists at Waterboom Tirta Djaya, while the remaining 58.8% is influenced by other variables not included in this study.

Keywords: promotion quality, price quality and visiting decisions