

Abstrak

Irwan (02041611053). Pengaruh promosi, daya tatrik dan aksesibilitas terhadap minat kunjung kembali pada Objek wisata Taman Love Kota Ternate. Di bawah bimbingan Dr.E. Ida Hidayanti. SE.,M.SI. dan Subhan.SE.,M.com (Adv) .

Penelitian ini bertujuan untuk mengetahui apakah promosi berpengaruh terhadap minat berkunjung kembali, daya tarik berpengaruh terhadap minat berkunjung kembali, aksesibilitas berpengaruh terhadap minat berkunjung kembali dan promosi, daya tarik dan aksesibilitas berpengaruh terhadap minat berkunjung kembali.

Promosi berpengaruh positif dan signifikan terhadap minat kunjung kembali, artinya dikatakan bahwa semakin baik nilai persepsi wisatawan mengenai promosi yang dilakukan oleh pihak pengelola wisata taman love kota ternate maka akan minat kunjung kembali pada objek wisata yang terletak di Kelurahan Moya Kota Ternate. Daya tarik berpengaruh positif dan signifikan terhadap minat kunjung kembali Kualitas, artinya semakin baik fasilitas dan panorama alam yang indah sehingga daya tarik bagi wisatawan yang ingin berkunjung wisata alam yang terletak di Kelurahan Moya Kota Ternate. *Aksesibilitas* berpengaruh terhadap minat kunjung kembali, artinya bahwa semakin baik aksesibilitas yang mudah ditempuh menuju ke taman love yang mudah dijangkau oleh wisatawan maka wisatawan akan berkunjung kembali pada taman love yang berada di kelurahan moya kota ternate. Berdasarkan hasil uji simultan menunjukkan bahwa promosi, daya tarik dan aksesibilitas berpengaruh terhadap minat kunjung kembali, artinya ketiga variabel bebas mampu mempengaruhi variabel terikat di kerenangan wisatawan puas dengan apa yang disampaikan oleh pihak pengelola Wisata Taman Love.

Keywords : Promosi. Daya tarik, aksesibilitas dan Minat kunjung kembali

Abstract

Irwan (02042611053). *The influence of promotion, tatrik power and accessibility on interest in returning to the tourist attraction of Taman Love, Ternate City. Under the guidance of Dr.E. Ida Hidayanti. SE.,M.si. dan subhan.SE.,M.com (Adv) .*

This study aims to determine whether promotion has an effect on interest in return visits, attractiveness affects interest in return visits, accessibility which affects interest in return visits and promotions, power and accessibility have an effect on interest in return visits.

Promotion has a positive and significant effect on the interest in visiting again, meaning that the better the value of tourist perceptions regarding the promotion carried out by the management of the Taman Cinta, Ternate City, will be interested in revisiting tourist objects located in Moya Village, Ternate City. Attraction has a positive and significant effect on interest in returning to visit Quality, meaning that the better facilities and beautiful natural panoramas so that the attraction for tourists who want to visit natural tourism is located in Moya Village, Ternate City. Accessibility affects the interest in visiting again, meaning that the better the accessibility that is easily reached to the love park that is easily accessible by tourists, the tourists will come back to love first, which is in Moya village, Ternate city. Based on the results of the simultaneous test, it shows that promotion, attractiveness and accessibility have an effect on the interest in returning, meaning that the three independent variables are able to influence the dependent variable, because tourists are satisfied with what is conveyed by the management of Taman Cinta Tourism.