

ABSTRAK

Skripsi dengan judul “Pengaruh Permintaan, Penawaran, Pemasaran Destinasi Wisata Pantai pada masa Pandemi Covid19 terhadap Upaya Peningkatan Perekonomian Masyarakat Kabupaten Tulungagung” ini ditulis oleh Yuanita Rikke Setiarendra NIM 12402173294 dengan dosen pembimbing Lantip Susilowati, S.Pd., M.M.

Penelitian ini dilatarbelakangi oleh adanya pandemi covid19 yang mengakibatkan perekonomian masyarakat menurun. Salah satu upaya yang dapat meningkatkan perekonomian melalui sektor pariwisata. Dalam meningkatkan jumlah pengunjung destinasi wisata pantai di Tulungagung maka perlu meningkatkan permintaan, penawaran dan pemasaran wisata pantai tersebut.

Rumusan masalah pada penelitian ini adalah: (1) Apakah pengaruh permintaan pengunjung destinasi wisata pantai dalam masa pandemi covid19 terhadap upaya peningkatan perekonomian masyarakat Kabupaten Tulungagung ? (2) Apakah pengaruh penawaran pengunjung destinasi wisata pantai dalam masa pandemi covid19 terhadap upaya peningkatan perekonomian masyarakat Kabupaten Tulungagung ? (3) Apakah pengaruh pemasaran pengunjung destinasi wisata pantai dalam masa pandemi covid19 terhadap upaya peningkatan perekonomian masyarakat Kabupaten Tulungagung ? (4) Apakah pengaruh permintaan, penawaran dan pemasaran pengunjung destinasi wisata pantai dalam masa pandemi covid19 terhadap upaya peningkatan perekonomian masyarakat Kabupaten Tulungagung ?.

Metode penelitian ini dilakukan dengan pendekatan kuantitatif dan jenis penelitian asosiatif. Jumlah sampel pada penelitian sebanyak 40 responden yaitu pengunjung destinasi wisata pantai di Tulungagung. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuisioner penelitian secara online pada responden. Selanjutnya data yang telah diperoleh melalui penyebaran kuisioner dianalisis dengan menggunakan uji normalitas, uji t, dan uji regresi.

Hasil penelitian ini menunjukkan bahwa: 1) variabel permintaan secara parsial tidak berpengaruh terhadap perekonomian masyarakat 2) variabel penawaran secara parsial berpengaruh positif dan signifikan terhadap perekonomian masyarakat 3) variabel pemasaran secara parsial berpengaruh positif dan signifikan terhadap perekonomian masyarakat 4) variabel permintaan, penawaran, dan pemasaran secara simultan berpengaruh positif dan signifikan terhadap perekonomian masyarakat.

Kata kunci : permintaan, penawaran, pemasaran, perekonomian

ABSTRACT

Thesis with the title "The Effect of Demand, Supply, Marketing of Coastal Tourism Destinations during the Covid19 Pandemic on Efforts to Improve the Economy of the Community of Tulungagung Regency" was written by Yuanita Rikke Setiarensa NIM 12402173294 with supervisor Lantip Susilowati, S.Pd., M.M.

This research was motivated by the Covid19 pandemic which resulted in a decline in the people's economy. One of the efforts that can improve the economy is through the tourism sector. In increasing the number of visitors to beach tourism destinations in Tulungagung, it is necessary to increase the demand, supply and marketing of coastal tourism.

The formulation of the problems in this study are: (1) What is the influence of the demand for visitors to coastal tourism destinations during the Covid19 pandemic on efforts to improve the economy of the people of Tulungagung Regency? (2) What is the effect of the offer of visitors to beach tourism destinations during the Covid19 pandemic on efforts to improve the economy of the people of Tulungagung Regency? (3) What is the influence of marketing of visitors to coastal tourism destinations during the Covid19 pandemic on efforts to improve the economy of the people of Tulungagung Regency? (4) What is the effect of demand, supply and marketing of visitors to coastal tourism destinations during the Covid19 pandemic on efforts to improve the economy of the people of Tulungagung Regency?.

This research method is conducted with a quantitative approach and associative research type. The number of samples in the study were 40 respondents, namely visitors to beach tourism destinations in Tulungagung. The data collection technique is done by distributing research questionnaires online to respondents. Furthermore, the data that has been obtained through distributing questionnaires is analyzed using the normality test, t test and regression test.

The results of this study indicate that: 1) the demand variable partially has no effect on the community's economy 2) the supply variable partially has a positive and significant effect on the community's economy 3) the marketing variable partially has a positive and significant effect on the community's economy 4) the variable demand, supply, and marketing simultaneously has a positive and significant effect on the community's economy.

Keyword : demand, supply, market, economic