

## **ABSTRAK**

Skripsi yang berjudul “Pengaruh Sarana Prasarana, Daya tarik, Promosi dan Kualitas Pelayanan Terhadap Minat Berkunjung Wisatawan (Studi Pada Obyek wisata Kampung Coklat Blitar)” ditulis oleh Khibdhi Natus Sholikah, NIM 12402173632, Pembimbing Dr. H. Mashudi, M.Pd.I.

Latar belakang penulisan skripsi ini didasari atas minat berkunjung wisatawan yang semakin hari semakin banyak, karena perkembangan teknologi dan kebutuhan rakyat yang terus menerus meningkat. Setiap usaha perdagangan barang dan jasa pasti perlu yang namanya menganalisa berbagai faktor yang dapat mempengaruhi minat berkunjung wisatawan, sehingga hasil dari strategi pemasaran yang diterapkan dapat menjadi semakin memuaskan.

Penelitian ini mengangkat permasalahan yang dirumuskan dalam 5 pertanyaan yaitu: (1) Apakah sarana prasarana berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (2) Apakah daya tarik berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (3) Apakah promosi berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (4) Apakah kualitas pelayanan berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (5) Apakah sarana prasarana, daya tarik, promosi dan kualitas pelayanan secara simultan berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan.

Dalam penelitian ini menggunakan pendekatan dengan jenis penelitian kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan metode kuesioner. Jenis data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari hasil kuesioner yang telah diisi oleh pengunjung wisata kampung coklat Blitar yang dijadikan sampel dalam penelitian ini. Metode analisis data menggunakan uji validitas dan uji reliabilitas, uji asumsi klasik dan regresi inear berganda.

Menurut hasil pengujian, diketahui bahwa (1) secara parsial sarana prasarana berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (2) secara parsial daya tarik berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (3) secara parsial promosi berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (4) secara parsial kualitas pelayanan berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan; (5) secara simultan sarana prasarana, daya tarik, promosi dan kualitas pelayanan berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan.

Kata kunci : Sarana Prasarana, Daya Tarik, Promosi, Kualitas Pelayanan dan Minat Berkunjung

## **ABSTRACT**

*The thesis entitled "The Influence of Infrastructure, Attractiveness, Promotion and Quality of Service on Tourists' Interest in Visiting (Study on Tourism Objects in Blitar Chocolate Village)" was written by Khibdhi Natus Sholikah, NIM 12402173632, Advisor Dr. H. Mashudi, M.Pd.I.*

*The background of writing this thesis is based on the interest in visiting tourists which is increasing day by day, due to the development of technology and the needs of the people who continue to increase. Every business of trading in goods and services definitely needs to analyze various factors that can influence the interest of visiting tourists, so that the results of the marketing strategy implemented can be more satisfying.*

*Therefore, this study raises the problems formulated in 5 questions, namely: (1) Does the infrastructure have a positive and significant effect on the interest of visiting tourists; (2) Does attractiveness have a positive and significant effect on the interest of visiting tourists; (3) Does promotion have a positive and significant effect on the interest of visiting tourists; (4) Does the quality of service have a positive and significant effect on the interest of visiting tourists; (5) Does the infrastructure, attractiveness, promotion and service quality simultaneously have a positive and significant effect on the interest of visiting tourists.*

*In this study using an approach to the type of quantitative research. Data collection techniques in this study using a questionnaire method. The type of data used in this study is primary data obtained from the results of questionnaires that have been filled out by visitors to the Blitar Chocolate Village which were used as samples in this study. The data analysis method used validity and reliability tests, classical assumption tests and multiple linear regression.*

*According to the test results, it is known that (1) partially the infrastructure has a positive and significant effect on the interest of visiting tourists; (2) partially attractiveness has a positive and significant effect on the interest of visiting tourists; (3) partially promotion has a positive and significant effect on the interest of visiting tourists; (4) partially the quality of service has a positive and significant effect on the interest of visiting tourists; (5) Simultaneously, infrastructure, attractiveness, promotion and service quality have a positive and significant effect on the interest of visiting tourists.*

*Keywords: Infrastructure, Attractiveness, Promotion, Quality of Service and Interest in Visiting*