

PENGARUH *PHYSICAL EVIDENCE* DAN *PROMOTION* TERHADAP MINAT BERKUNJUNG DI PANTAI KARANGTAWULAN

**Ditulis oleh :
WIDHY PUTERA PRATAMA**

**Dibawah bimbingan :
Mutia Tri Satya, S.Sos., M.Si**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui kondisi *physical evidence* dan *promotion* serta pengaruhnya terhadap minat berkunjung di Pantai Karangtawulan.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Data yang dihasilkan berupa data primer yang dilakukan dengan mengumpulkan data melalui penyebaran kuisioner. Pengujian hipotesis menggunakan regresi linier berganda, analisis koefisien determinasi, uji t dan uji f. Pengolahan data dilakukan dengan bantuan alat pengujian statistik yaitu *IBM SPSS v24*.

Hasil pengujian deskriptif menunjukkan bahwa *physical evidence*, *promotion* serta minat berkunjung bersama-sama dikategorikan kurang baik. Secara parsial *physical evidence* berpengaruh terhadap minat berkunjung sebesar 40,8%, sisanya 59,2% dipengaruhi oleh faktor lain. Lalu secara parsial *promotion* berpengaruh terhadap minat berkunjung sebesar 6,76%, sisanya 93,24% dipengaruhi oleh faktor lain. Secara simultan *physical evidence* dan *promotion* berpengaruh terhadap minat berkunjung dengan Koefisien determinasi sebesar 73,2% yang berarti *physical evidence* dan *promotion* berpengaruh terhadap minat berkunjung, sisanya sebesar 26,8% dipengaruhi oleh faktor lain.

Kata kunci : *physical evidence*, *promotion* dan minat berkunjung.

THE EFFECT OF PHYSICAL EVIDENCE AND PROMOTION ON VISITING INTERESTS IN KARANGTAWULAN BEACH

Written by :
WIDHY PUTERA PRATAMA

Under The Guidance
Mutia Tri Satya, S.Sos., M.Si

ABSTRACT

This research was conducted is aimed to determine the condition of physical evidence and promotion and its influence on interest in visiting Karangtawulan Beach.

The research method used is descriptive and verification method. Produced data is formed as primary data which is done by collecting data through questionnaires. Hypothesis testing uses multiple linear regression, correlation coefficient analysis, coefficient of determination analysis, t test and f test. Processing data is done by the statistical testing tools, namely IBM SPSS v24.

The results of deskriptif testing show that physical evidence, promotion and interest in visiting together are categorized as poor. Partially physical evidence has an effect on visiting interest as much as 40.8%, the remaining 59.2% is influenced by other factors. Then partially promotion affects the visiting interest of 6.76%, the remaining 93.24% is influenced by other factors. Simultaneously physical evidence and promotion have an effect on visiting interest The coefficient of determination is 73.2% which means that physical evidence and promotion have an effect on visiting interest, the remaining 26.8% is influenced by other factors.

Keywords: physical evidence, promotion and visiting interest.