

Faktor-Faktor Yang Mempengaruhi Wisatawan Berkunjung Ke Agrowisata Mumbul Garden PT. Perkebunan Nusantara XII

(The influence Factors Of tourist visiting Agrowisata Mumbul Garden PT. Perkebunan Nusantara XII)

Hamka Jamal

A Course Of Study Management Agroindustry
Department Of Management Agribusiness

ABSTRACT

This research is located at the Agrowisata Mumbul Garden PT. Perkebunan Nusantara XII. Variables used in this research are service factors (X_1), tool and infrastructure factors (X_2), attraction factors (X_3), Accesable factors (X_4) and visit decision (Y). This research is aimed to analyze the influence of free variables both of together, partially and decide the variables influenced dominantly on visit decision tourist. The technique adopted in this research is double linear regression and determination coefficient, F-testing and t-testing with SPSS 16.0. This research shows that: (1)Variables service factors, tool and infrastructure factors, attraction factors, and accesable factors significantly influence visit decision tourist. (2) Variables accesable factors partial influence on visit decision tourist. (3) The most dominant variable influencing in visit decision tourist is variables accesable factors

Keywords: The Influence Factors Of tourist visiting