

**“THE FACTORS WHICH AFFECT VISITOR’S IMPRESSION IN
AGROWISATA ROYAL FAMILY PASRUJAMBE SUBDISTRICT
LUMAJANG REGENCY”**

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ABSTRACT

Every human always needs time for vacation and recreation after doing the daily activity in a week. Human’s interest in tourists place can cause an impression to go there. The higher visitors’ interest shows the better quality of the tourist place. This study is conducted in Agrowisata Royal Family Pasrujambe Subdistrict, Lumajang Regency. Data collection methods used in this study is observation, questionnaire, interview, and the study of literature, while the number of respondents is 40 respondents. The analysis techniques used are descriptive analysis, logistic regression analysis, Wald test, and Adds Ratio. The test results with *SPSS 16.0 for Windows* can be concluded that: (1) Variable of Age (X_1) has the significant effect to the Visitors’ Interest (Y) and a visitors’ opportunity whether they go or not to Agrowisata Royal Family is the same, (2) Variable of Sex (X_2) Variable Facility has the significant effect to the Visitors’ Interest (Y) and a visitors’ opportunity especially male sex who visit to Agrowisata Royal Family is 42,800 times greater than female sex, (3) Variable of Facility (X_8) has significant effect to the Visitors’ Interest (Y) and more facilities in Agrowisata Royal Family then a visitors’ opportunity who visit to Agrowisata Royal Family is 295,469 times greater than those who do not visit Agrowisata Royal Family.

Keywords: Visitor Interest, Agrowisata