RINGKASAN

Latar belakang penelitian ini adanya perbedaan hasil penelitian pengaruh pendapatan, usia, pendidikan, biaya perjalanan, lama perjalanan dan jarak terhadap jumlah kunjungan wisatawan dan adanya penurunan jumlah kunjungan wisatawan di Taman Rekreasi Andhang Pangrenan Purwokerto. Penelitian ini bertujuan untuk menganalisis pendapatan, usia, pendidikan, biaya perjalanan, lama perjalanan dan jarak berpengaruh signifikan terhadap jumlah kunjungan wisatawan di Taman Rekreasi Andhang Pangrenan Purwokerto. Alat analisis menggunakan regresi linear berganda. Populasi dalam penelitian ini adalah seluruh wisatawan yang berwisata di Taman Rekreasi Andhang Pangrenan Purwokerto sampel sejumlah 96. Metode pengambilan sampel dengan metode menggunakan accidental sampling.

Dari penelitian ini dapat disimpulkan bahwa: Pendapatan berpengaruh positif signifikan terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto. Usia tidak berpengaruh terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto. Pendidikan tidak berpengaruh terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto. Biaya perjalanan berpengaruh negatif signifikan terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto. Lama perjalanan berpengaruh negatif signifikan terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto. Jarak berpengaruh positif signifikan terhadap jumlah kunjungan wisatawan Taman Rekreasi Andhang Pangrenan Purwokerto.

Implikasi dari penelitian ini adalah bagi pimpinan Taman Rekreasi Andhang Pangrenan Purwokerto diharapkan mampu meningkatkan jumlah kunjungan wisatawan dengan cara menjaga kebersihan, menambah fasilitas dan melakukan promosi, melalui media cetak dan elektronik.

Kata kunci: Pendapatan, usia, pendidikan, biaya perjalanan, lama perjalanan, jarak dan jumlah kunjungan

SUMMARY

The background of this research is that there are differences in the results of research on the influence of income, age, education, travel costs, travel time and distance on the number of tourist visits and a decrease in the number of tourist visits at the Andhang Pangrenan Recreation Park, Purwokerto. This study aims to analyze income, age, education, travel costs, travel time and distance which have a significant effect on the number of tourist visits at Andhang Pangrenan Recreation Park, Purwokerto. The analysis tool uses multiple linear regression. The population in this study were all tourists who traveled to the Andhang Pangrenan Purwokerto Recreation Park with a sample of 96. The sample was taken using accidental sampling.

From this research it can be concluded that: Income has a significant positive effect on the number of tourist visits Andhang Pangrenan Purwokerto Recreation Park. Age has no effect on the number of tourists visiting Andhang Pangrenan Purwokerto Recreation Park. Education has no effect on the number of tourists visiting Andhang Pangrenan Purwokerto Recreation Park. Travel costs have a significant negative effect on the number of tourist visits to Andhang Pangrenan Purwokerto Recreation Park. Travel time has a significant negative effect on the number of tourist visits to Andhang Pangrenan Purwokerto Recreation Park. Distance has a significant positive effect on the number of tourist visits to Andhang Pangrenan Purwokerto Recreation Park.

The implication of this research is that for the leadership of the Andhang Pangrenan Purwokerto Recreation Park it is hoped that it will be able to increase the number of tourist visits by maintaining cleanliness, adding facilities and carrying out promotions, through print and electronic media.

Keywords: Income, age, education, travel costs, travel time, distance and number of visits