

ABSTRAK

Fiti Nur Auliya (2024) "Pengaruh Harga, Fasilitas Wisata, dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Kembali di Kebun Bunga Refugia Kabupaten Magetan" Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Dosen Pembimbing : (I) Hari Purwanto, S.E., M.M (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh harga, fasilitas wisata, dan daya tarik wisata terhadap keputusan berkunjung kembali di Kebun Bunga Refugia Kabupaten Magetan secara parsial. Jenis penelitian ini yaitu kuantitatif. Sampel penelitian 385 responden. Teknik pengambilan sampel yaitu *purpose sampling*. Analisis data dalam penelitian ini uji Hipotesis Uji t menggunakan bantuan program SPSS Versi 25.

Hasil penelitian menunjukkan bahwa secara parsial variabel harga berpengaruh positif dan signifikan terhadap keputusan berkunjung kembali di Kebun Bunga Refugia, variabel fasilitas wisata berpengaruh positif dan signifikan terhadap keputusan berkunjung kembali di Kebun Bunga Refugia, dan variabel daya tarik wisata memiliki pengaruh yang positif dan signifikan terhadap keputusan berkunjung kembali di Kebun Bunga Refugia Kabupaten Magetan.

Kata Kunci : *Harga, Fasilitas, Daya Tarik, Keputusan Berkunjung*

ABSTRACT

Fiti Nur Auliya (2024) *"The Influence of Price, Tourism Facilities, and Tourist Attractions on the Decision to Revisit Refugia Flower Garden in Magetan Regency"* Thesis. Management Study Program. Faculty of Economics and Business. PGRI Madiun University. Supervisors: (I) Hari Purwanto, S.E., M.M. (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

The Influence of Prices, Tourist Facilities, and Tourist Attractions on the Decision to Re-visit in the Flower Refugia Garden of Magetan Regency. The research objectives to find out whether there was an influence of prices, tourist facilities, and tourist attractions towards the decision to revisit in the Flower Garden of Refugia, Magetan Regency partially. This type of research was quantitative. The research sample was 385 respondents. The sampling technique was purpose sampling. Data Analysis in this study used the t-test hypothesis test with the assistance of the SPSS version 25 program.

The results show: partially the price variable has a positive and significant effect towards the decision to revisit in the Refugia flower garden, the variable tourism facilities have a positive and significant effect towards the decision to revisit the Refugia Flower Garden, and the tourist attraction variable has a positive and significant influence towards the decision revisit the Refugia Flower Garden in Magetan Regency.

Keywords: Prices, Facilities, Attractiveness, Visiting Decisions.