

ABSTRAK

Aditya Eka Saputra. 2026. Pengaruh Harga Tiket, Event, Amenitas, dan Kuliner Terhadap Minat Berkunjung pada Waduk Bening Widas Kabupaten Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Heny Sidanti, S.E., M.Si. Pembimbing (II) Hari Purwanto, S.E., M.M.

Penelitian ini bertujuan mengetahui pengaruh Harga Tiket, Event, Amenitas, dan Kuliner terhadap Minat Berkunjung masyarakat pada Waduk Bening Widas Kabupaten Madiun, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan teknik non-probability sampling jenis purposive sampling, melibatkan 385 responden yang pernah berkunjung ke lokasi tersebut. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan Harga Tiket, Event, Amenitas, dan Kuliner masing-masing berpengaruh positif dan signifikan terhadap Minat Berkunjung, serta secara simultan keempat variabel tersebut juga berpengaruh positif dan signifikan. Temuan ini mengindikasikan bahwa harga tiket terjangkau, event menarik, amenities memadai, serta kuliner berkualitas berperan penting mendorong minat masyarakat berkunjung ke Waduk Bening Widas Kabupaten Madiun.

Kata Kunci: Harga Tiket, Event, Amenitas, Kuliner, Minat Berkunjung

ABSTRACT

Aditya Eka Saputra. 2026. The Influence of Ticket Prices, Events, Amenities, and Culinary Attractions on Visiting Interest at Waduk Bening Widas, Madiun Regency. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Heny Sidanti, S.E., M.Si. Advisor (II) Hari Purwanto, S.E., M.M.

This study aims to determine the influence of ticket prices, events, amenities, and culinary offerings on the public's intention to visit the Bening Widas Reservoir in Madiun Regency, both individually and simultaneously. The study employs a quantitative associative approach using purposive sampling (a type of non-probability sampling) and involves 385 respondents who have previously visited the site. Data were collected via questionnaires and analyzed using multiple linear regression. The results indicate that ticket prices, events, amenities, and culinary offerings each have a positive and significant effect on the intention to visit; furthermore, these four variables exert a positive and significant influence when considered simultaneously. These findings suggest that affordable ticket prices, engaging events, adequate amenities, and quality culinary options play a crucial role in encouraging the public to visit the Bening Widas Reservoir in Madiun Regency.

Keywords: *Ticket Price, Event, Amenities, Culinary, Intention to Visit*