ABSTRAK

Eny Setiyowati, 2026 Analisis Promosi, Daya Tarik, Aksesibilitas Dan Harga Terhadap Keputusan Berkunjung Di Kemuning Sky Hills (Studi Tiket Masuk Di Kemuning Sky Hills Di Karanganyar). Fakultas Ekonomi dan Bisnis. Program Studi Manajemen. Universitas PGRI Madiun

Perkembangan industri pariwisata di Indonesia terus mengalami peningkatan seiring dengan meningkatnya minat masyarakat untuk melakukan kegiatan rekreasi dan wisata alam. Dengan judul Analisis Promosi, Daya Tarik, Aksesibilitas Dan Harga Terhadap Keputusan Berkunjung Di Kemuning Sky Hills (Studi Tiket Masuk Di Kemuning Sky Hills Di Karanganyar). Penelitian ini menggunakan data primer yaitu kuesioner yang disebar kepada responden. Jumlah sampel dalam penelitian ini adalah 385 responden. Penelitian ini menggunakan SPSS. Hasilnya promosi berpengaruh signifikan terhadap keputusan berkunjung di Kemuning Sky Hills. Semakin baik promosi yang dilakukan melalui berbagai media, semakin tinggi pula keputusan wisatawan untuk berkunjung. Daya Tarik Wisata berpengaruh signifikan terhadap keputusan berkunjung di Kemuning Sky Hills. Keunikan atraksi wisata, fasilitas, serta pengalaman yang diberikan mampu meningkatkan minat wisatawan untuk memilih Kemuning Sky Hills sebagai destinasi wisata. Aksesibilitas berpengaruh signifikan terhadap keputusan berkunjung di Kemuning Sky Hills. Kemudahan akses menuju lokasi, kenyamanan perjalanan, serta tersedianya sarana pendukung menjadi faktor yang mendorong wisatawan dalam menentukan keputusan berkunjung. Harga Tiket berpengaruh signifikan terhadap keputusan berkunjung di Kemuning Sky Hills. Harga tiket yang dianggap terjangkau dan sesuai dengan manfaat yang diperoleh mampu meningkatkan keyakinan wisatawan dalam memutuskan untuk berkunjung.

Kata Kunci: Kualitas Pelayanan, Citra Merek, Loyalitas Pelanggan, Kepuasan Pelanggan

ABSTRACK

Eny Setiyowati, 2026. *Analysis of Promotion, Tourist Attraction, Accessibility, and Price on the Decision to Visit Kemuning Sky Hills (A Study of Admission Tickets at Kemuning Sky Hills, Karanganyar).* Faculty of Economics and Business, Management Study Program, Universitas PGRI Madiun.

The tourism industry in Indonesia continues to develop along with the increasing public interest in recreation and nature-based tourism. This study is entitled *Analysis of Promotion, Tourist Attraction, Accessibility, and Price on the Decision to Visit Kemuning Sky Hills (A Study of Admission Tickets at Kemuning Sky Hills, Karanganyar).* This study uses primary data collected through questionnaires distributed to respondents. The sample consisted of 385 respondents. Data analysis was conducted using SPSS. The results show that promotion has a significant effect on the decision to visit Kemuning Sky Hills. The better the promotion carried out through various media, the higher the tourists' decision to visit. Tourist attraction has a significant effect on the decision to visit Kemuning Sky Hills. The uniqueness of tourist attractions, facilities, and experiences provided can increase tourists' interest in choosing Kemuning Sky Hills as a tourist destination. Accessibility has a significant effect on the decision to visit Kemuning Sky Hills. Ease of access to the destination, travel convenience, and the availability of supporting facilities are factors that encourage tourists in making their decision to visit. Ticket price has a significant effect on the decision to visit Kemuning Sky Hills. Ticket prices that are considered affordable and commensurate with the benefits obtained can increase tourists' confidence in deciding to visit.

Keywords: *Promotion, Tourist Attraction, Accessibility, Price, Decision to Visit.*