

**ABSTRAK**  
**FAKTOR YANG MENDORONG ORANG BERKUNJUNG KE WOOD  
CAFE NGABANG**

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Tujuan dari penelitian ini adalah untuk mengetahui apa saja faktor yang mendorong orang berkunjung ke Wood Cafe Ngabang. Populasi dari penelitian ini adalah orang yang berkunjung ke Wood Cafe Ngabang.

Teknik pengambilan *sample* dilakukan dengan teknik *non probability sampling* yaitu *accidental sampling*. Sampel dari penelitian ini diambil sebanyak 100 orang responden. Teknik pengumpulan data dilakukan dengan kuisioner observasi, dan studi pustaka. Teknik analisis data yang digunakan adalah teknik analisis *Cochran Q-Test* untuk mengetahui apa saja faktor yang mendorong orang berkunjung ke Wood Cafe Ngabang.

Hasil analisis karakteristik responden berdasarkan jenis kelamin mayoritas laki-laki sebanyak 69% dan berdasarkan status pekerjaan mayoritas pelajar/mahasiswa sebanyak 66%. Hasil analisis *Cochran Q-Test* terdiri dari empat faktor yang mendorong orang berkunjung ke Wood Cafe Ngabang yaitu karena karyawan kafe cekatan dan tanggap dalam pelayanan, kafe bersih, menu yang ditawarkan khas, unik, dan menarik, lokasi kafe mudah dijangkau dan strategis.

**Kata kunci : faktor, pendorong, berkunjung, Wood Cafe, Ngabang.**

**ABSTRACT**

**THE FACTORS THAT ENCOURAGE VISITORS TO COME TO THE  
WOOD CAFE NGABANG**

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This under graduated thesis aims to find out the factors that encourage visitors to come to the Wood Cafe Ngabang. The research started in December 2017 until January 2018, and took place in Wood Cafe of Ngabang. Questionnaires were used to collect the data in this research. In this research, the data used as the population are the visitors of Wood Cafe Ngabang. There were 100 samples of people who were analyzed, using a *non-probability sampling* which is *Accidental Sampling*. The validity was tested using *Product Moment Correlation* formula and the reliability was tested using the *Cronbach Alpha* formula. The data analyses used in this research are 1) Percentage analysis to find out the subjects' identities, 2) Cochran Q-test analysis to find the factors that encourage visitors to come to the Wood Cafe of Ngabang.

From the percentage analysis, the researcher found that the majority of visitors of the Wood Cafe Ngabang based on the gender are mostly men and based on the occupation are mostly students. The result of the Cochran Q-test analysis showed that the factors that were significant in encouraging visitors to go to Wood Cafe Ngabang are because the cafe's employees are capable and responsive in service, the cafe is clean, the menu offered is distinctive, unique and interesting, the location of the cafe's is easy to reach and strategic.

**Keywords:** the factors, encourage, visitors, Wood Cafe, Ngabang.