

**PENGARUH ATTRACTION, AMENITIES DAN ACCESSIBILITY
TERHADAP MINAT KUNJUNG KEMBALI PADA WISATAWAN PANTAI
PASIR PUTIH PARBABA, KABUPATEN SAMOSIR, DANAU TOBA.**

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *attraction, amenities*, dan *accessibility* secara simultan berpengaruh terhadap minat kunjung kembali wisatawan, 2) *attraction, amenities*, dan *accessibility* secara parsial berpengaruh terhadap minat kunjung kembali wisatawan Pantai Pasir Putih Parbaba , Kabupaten Samosir, Danau Toba. Populasi dalam penelitian ini adalah wisatawan Pantai Pasir Putih Parbaba. Teknik pemilihan sampel menggunakan *purposive sampling*. Jumlah sampel sebanyak 100 responden. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa: 1) *attraction, amenities*, dan *accessibility* secara simultan berpengaruh terhadap minat kunjung kembali wisatawan, 2) *amenities* berpengaruh secara parsial terhadap minat kunjung kembali wisatawan sedangkan *attraction*, dan *accessibility* tidak berpengaruh secara parsial terhadap minat kunjung kembali wisatawan, Pantai Pasir Putih Parbaba , Kabupaten Samosir, Danau Toba.

Kata Kunci: *attraction, amenities, accessibility* dan minat kunjung kembali wisatawan.

THE INFLUENCE OF ATTRACTION, AMENITIES, AND ACCESSIBILITY TOWARDS THE INTEREST OF TOURIST TO REVISIT

Case Study On Pasir Putih Parbaba Beach, Samosir Regency, Lake Toba.

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This study aims to determine whether or not: 1) attraction, amenities, and accessibility simultaneously influence the interest of tourist to revisit, 2) attraction, amenities, and accessibility partially influence the interest of tourist to revisit Pasir Putih Parbaba Beach , Kabupaten Samosir, Danau Toba. The population of this study is Pasir Putih Parbaba Beach tourists. Sampling selection technique used purposive sampling. The amount of sampel in this research was 100 respondents. The instrument tests used in this research were validity and reliability. The analysis technique is multiple linear regression. The result of the research shows that: 1) attraction, amenities, and accessibility simultaneously influenced the interest of tourist to revisit, 2) amenities partially influenced toward the intrest of tourist to revisit, but attraction and accessibility did not partially influence the interest of tourist to revisit Pasir Putih Parbaba Beach, Kabupaten Samosir, Danau Toba.

Keywords: attraction, amenities, accessibility and the intrest of return visit