

ABSTRAK
PENGARUH KUALITAS LAYANAN, HARGA, AKSESIBILITAS DAN
DAYA TARIK PADA KEPUASAN PENGUNJUNG
DI DESA WAE REBO

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas layanan terhadap kepuasan pengunjung di desa Wae Rebo, (2) pengaruh harga terhadap kepuasan pengunjung di desa Wae Rebo, (3) pengaruh aksesibilitas terhadap kepuasan pengunjung di desa Wae Rebo, (4) pengaruh daya tarik terhadap kepuasan pengunjung di desa Wae Rebo. Teknik pengambilan sampel menggunakan *accidental sampling*. Data diperoleh dengan menyebarkan kuesioner tentang kualitas layanan, harga, aksesibilitas dan daya tarik kepada 110 responden. Analisis data menggunakan IBM SPSS *statistic 22*. Teknik Pengujian instrumen dalam penelitian ini yaitu uji validitas dan reliabilitas, sedangkan metode analisis data menggunakan teknik analisis regresi linear berganda, uji asumsi klasik, uji t dan uji koefisien determinan. Hasil penelitian menunjukkan bahwa: (1) Kualitas layanan berpengaruh terhadap kepuasan pengunjung, (2) Harga berpengaruh terhadap kepuasan pengunjung, (3) Aksesibilitas berpengaruh terhadap kepuasan pengunjung (4) Daya tarik berpengaruh terhadap kepuasan pengunjung.

Kata Kunci: Kualitas Layanan, Harga, Aksesibilitas, Daya Tarik, Kepuasan Pengunjung.

ABSTRACT
THE INFLUENCE OF SERVICE QUALITY, PRICE, ACCESSIBILITY
AND ATTRACTION ON VISITOR SATISFACTION
IN WAE REBO VILLAGE

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This study aims to determine: (1) the influence of service quality on visitor satisfaction in Wae Rebo village, (2) the influence of price on visitor satisfaction in Wae Rebo village, (3) the influence of accessibility on visitor satisfaction in Wae Rebo village, (4) the influence attraction to visitor satisfaction in the village of Wae Rebo. The sampling technique used accidental sampling. Data was obtained by distributing questionnaires about service quality, accessibility and attractiveness prices to 110 respondents. Data analysis used IBM SPSS statistics 22. The instrument testing techniques in this study were validity and reliability tests, while the data analysis method used multiple linear regression analysis techniques, classical assumption tests, t tests and determinant coefficient tests. The results showed that: (1) Service quality influenced visitor satisfaction, (2) Price influenced visitor satisfaction, (3) Accessibility influenced visitor satisfaction (4) Attractiveness influenced visitor satisfaction.

Keywords: Service Quality, Price, Accessibility, Attractiveness, Visitor satisfaction