

ABSTRAK

**PENGARUH ATTRACTION, AMENITIES, ACCESSIBILITY, DAN
ANCILLARY SERVICES TERHADAP MINAT BERKUNJUNG ULANG
DI NEW RIVERMOON KLATEN**

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Penelitian ini bertujuan untuk mengetahui: pengaruh *attraction*, *amenities*, *accessibility*, dan *ancillary services* terhadap minat berkunjung ulang wisatawan di New Rivermoon, Klaten. Penelitian ini menggunakan pendekatan metode survei. Sampel penelitian adalah wisatawan yang pernah berkunjung lebih dari satu kali ke New Rivermoon dalam dua tahun terakhir, menggunakan teknik *purposive sampling* dengan 385 sampel penelitian. Data dianalisis menggunakan regresi linear berganda menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa *attraction*, *amenities*, *accessibility*, dan *ancillary services* berpengaruh signifikan terhadap minat berkunjung ulang di New Rivermoon, dengan nilai koefisien Determinasi (R^2) sebesar 48,9% yang menunjukkan bahwa keempat variabel tersebut mampu menjelaskan variasi minat berkunjung ulang wisatawan, sedangkan sisanya sebesar 51,1% dijelaskan oleh faktor-faktor lain di luar model penelitian ini.

Kata Kunci : *attraction*, *amenities*, *accessibility*, *ancillary services*, minat berkunjung ulang, wisata air, New Rivermoon, Klaten.

ABSTRACT
THE INFLUENCE OF ATTRACTION, AMENITIES, ACCESSIBILITY,
AND ANCILLARY SERVICES ON REVISIT INTENTION AT NEW
RIVERMOON KLATEN

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This study aims to determine : the simultaneous effect of attraction, amenities, accessibility, and ancillary services on tourist's revisit intention at New Rivermoon, Klaten. This study employed a quantitative approach using a survey method. The sample consisted of tourists who had visited New Rivermoon more than once within the last two years, selected using purposive sampling technique with total of 385 respondents. The data were analyzed using multiple linear regression with SPSS version 26. The results of the study show that attraction, amenities, accessibility, and ancillary services have a significant effect on the intention to revisit New Rivermoon, with a coefficient of determination (R^2) of 48.9%, indicating that these four variables are able to explain the variation in tourists' intention to revisit, while the remaining 51.1% is explained by other factors outside the scope of this study.

Keywords : attraction, amenities, accessibility, ancillary services, revisit intention, water tourism, New Rivermoon Klaten.