

PENGARUH DAYA TARIK WISATA, KUALITAS PELAYANAN DAN HARGA TERHADAP MINAT BERKUNJUNG WISATAWAN PADA DESA WISATA DI KAWASAN BALKONDES BOROBUDUR

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik wisata, kualitas pelayanan dan harga terhadap minat berkunjung wisatawan pada desa wisata di kawasan Balkondes Borobudur. Penelitian ini menggunakan pendekatan kuantitatif. Data primer digunakan dalam penelitian ini yang diperoleh dari 100 responden wisatawan sebagai sampel dan dipilih berdasarkan metode *convenience sampling*. Data yang telah terkumpul dianalisis berdasarkan analisis regresi linier berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa daya tarik wisata tidak berpengaruh terhadap minat berkunjung wisatawan, sedangkan kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan di desa wisata kawasan Balkondes Borobudur. Hasil penelitian memberikan implikasi teoretis sebagai referensi bagi peneliti selanjutnya dan memberikan implikasi manajerial bagi pengelola desa wisata untuk menerapkan layanan berbasis protokol kesehatan dan tersertifikasi CHSE serta menawarkan harga promosi sesuai untuk meningkatkan minat berkunjung wisatawan khususnya di era normal baru pada masa pandemi Covid-19.

Kata kunci: Daya Tarik Wisata, Kualitas Pelayanan, Harga, Minat Berkunjung Wisatawan, Desa Wisata

***THE EFFECT OF TOURISM ATTRACTION, SERVICE QUALITY AND
PRICE ON THE TOURIST INTEREST TO VISIT IN TOURISM VILLAGES
IN THE BALKONDES BOROBUDUR AREA***

ABSTRACT

This study aims to determine the effect of tourist attraction, service quality, and price on tourist interest in visiting tourism villages in the Balkondes Borobudur area. This study uses a quantitative approach. The primary data used in this study were obtained from 100 tourist respondents as a sample and selected based on the convenience sampling method. The data that has been collected was analyzed based on multiple linear regression analysis using SPSS. The results showed that tourist attraction did not affect the tourist interest to visit, while the service quality and price had a positive and significant effect on the tourist interest to visit in the tourist village of the Balkondes Borobudur area. The results of the study provide theoretical implications as a reference for further researchers and provide managerial implications for tourism village managers to implement health protocol-based and CHSE-certified services and offer appropriate promotional prices to increase tourist interest, especially in the new normal era during the Covid-19 pandemic.

Keywords: *Tourist Attraction, Service Quality, Price, Tourist Interest to Visit, Tourism Village*