

ABSTRACT

Septyana Pamuji Parijatha. 190541100044. Travel Decision Making at Lon Malang Beach, Sampang Regency. Thesis. Psychology Study Program. Department of Social Sciences and Cultural Sciences. Faculty of Social and Cultural Sciences, Trunojoyo University Madura, Madura, 2023

Tourism is one of the needs of society. People do not only travel to get rid of boredom with daily routines, but also to participate in activities that are currently popular. A tourist attraction should have an attraction for tourists so that it becomes an option in traveling when tourists make travel decisions. The purpose of this study was to find out the reasons and attractions that Lon Malang Beach has so that it becomes the final destination of the tourist decision-making process. The research method uses qualitative research methods with a descriptive approach. The data analysis used is the data analysis model of Miles and Huberman, where the activities consist of: (1) data collection; (2) data reduction; (3) Data presentation; and (4) Drawing conclusions/verification. The selection of informants in this study used purposive sampling with the following criteria: (1) Tourists visiting Lon Malang Beach; (2) Domicile in Madura; (3) At least 17 years old. Data collection using interviews. The results of the study found that there were five major themes in the tourist decision-making process, each of which had an important role. The five major themes from the results of this study consist of: (1) Convenience, (2) Climatic Conditions, (3) Extraordinary Objects, (4) Affordable Facilities, and (5) Information Provided.

Keywords: decision making, attractiveness, travel, Lon Malang