

ABSTRAK

Peranan penting daya tarik wisata memiliki pengaruh terhadap dunia pariwisata, terutama pada destinasi wisata yang diperuntukkan untuk semua kalangan masyarakat. Objek wisata yang telah ada tetapi belum memenuhi ekspektasi jumlah pengunjung diperlukan pengembangan yang baru sehingga dapat memikat masyarakat luas sebagai destinasi wisata yang sesuai dengan kebutuhan dan keinginan wisatawan, baik lokal atau non-lokal oleh pemerintah daerah dan masyarakat sekitar. Pengembangan wisata untuk meningkatkan kunjungan kembali wisata pantai dan hutan dengan mengidentifikasi empat karakteristik *attraction* (daya tarik), *accessibilities* (aksesibilitas), *amenitis* (fasilitas penunjang kegiatan pariwisata) dan *ancillary service* (pihak terkait pengembangan daya tarik wisata). Pada bagian teknik pengambilan sampel (*sampling technique*) yang digunakan yaitu *probability/random* (probabilitas/acak) atau *non probability/non random* (tidak probabilitas/tidak acak). Teknik pengambilan sampelnya, teknik tersebut harus mampu menjamin bahwa sampel yang diperoleh mampu mewakili (*representativeness*) populasi. Variabel *attraction* baik secara parsial dan simultan dengan variabel yang ditentukan pada penelitian dengan dibuktikan dari hasil penyebaran kuesioner dan nilai signifikansi dari tabel anova masing-masing sebesar $0,035 < 0,05$ dan $0,00 < 0,05$ artinya kuat lemahnya minat kunjung kembali wisatawan dipengaruhi variabel *attraction* (secara parsial) dan interaksi semua variabel independen penelitian (secara simultan). Variabel *amenities* baik secara parsial dan simultan dengan variabel yang ditentukan pada penelitian dengan dibuktikan dari hasil penyebaran kuesioner dan nilai signifikansi dari tabel anova masing-masing sebesar $0,009 < 0,05$ dan $0,00 < 0,05$ artinya kuat lemahnya minat kunjung kembali wisatawan dipengaruhi variabel *amenities* (secara parsial) dan interaksi semua variabel independen penelitian (secara simultan). Variabel *accessibilities* baik secara parsial dan simultan dengan variabel yang ditentukan pada penelitian dengan dibuktikan dari hasil penyebaran kuesioner dan nilai signifikansi dari tabel anova masing-masing sebesar $0,011 < 0,05$ dan $0,00 < 0,05$ artinya kuat lemahnya minat kunjung kembali wisatawan dipengaruhi variabel *accessibilities* (secara parsial) dan interaksi semua variabel independen penelitian (secara simultan). Variabel *ancillary service* baik secara parsial dan simultan dengan variabel yang ditentukan pada penelitian dengan dibuktikan dari hasil penyebaran kuesioner dan nilai signifikansi dari tabel anova masing-masing sebesar $0,044 < 0,05$ dan $0,00 < 0,05$ artinya kuat lemahnya minat kunjung kembali wisatawan dipengaruhi variabel *ancillary service* (secara parsial) dan interaksi semua variabel independen penelitian (secara simultan).

Kata Kunci : Objek wisata, *attraction*, *accessibilities*, *amenitis*, *ancillary service*, ANOVA

ABSTRACT

The important role of tourist attractions has an influence on the world of tourism, especially in tourist destinations that are intended for all circles of society. Tourism objects that already exist but do not meet the expectations of the number of visitors require new developments so that they can attract the wider community as tourist destinations that are in accordance with the needs and desires of tourists, both local and non-local by the local government and the surrounding community. Tourism development to increase return visits to coastal and forest tourism by identifying four characterizations of attraction (attraction), accessibilities (accessibility), amenities (facilities supporting tourism activities) and ancillary service (parties related to the development of tourist attractions). The sampling technique used is probability/random (probability/random) or non-probability/non-random (not probability/not random). The sampling technique, the technique must be able to guarantee that the sample obtained is able to represent the population. The attraction variable is both partially and simultaneously with the variables determined in the study as evidenced by the results of the questionnaire distribution and the significance value of the ANOVA table, each of which is $0.035 < 0.05$ and $0.00 < 0.05$, meaning that the strength and weakness of the interest in returning tourists is influenced attraction variable (partially) and the interaction of all independent variables of the study (simultaneously). The amenities variable is both partially and simultaneously with the variables determined in the study as evidenced from the results of the questionnaire distribution and the significance value of the ANOVA table is $0.009 < 0.05$ and $0.00 < 0.05$, meaning that the strength of the interest in returning tourists is influenced by amenities variable (partially) and the interaction of all independent variables of the study (simultaneously). Accessibilities variables both partially and simultaneously with the variables determined in the study as evidenced by the results of the questionnaire distribution and the significance value of the ANOVA table, each of which is $0.011 < 0.05$ and $0.00 < 0.05$, meaning that the strength and weakness of the interest in returning tourists is influenced accessibilities variables (partially) and the interaction of all independent variables of the study (simultaneously). The ancillary service variable, both partially and simultaneously with the variables determined in the study, was proven from the results of the questionnaire distribution and the significance value from the ANOVA table was $0.044 < 0.05$ and $0.00 < 0.05$, meaning the strength and weakness of the interest in returning tourists. influenced by the ancillary service variable (partially) and the interaction of all independent variables of the study (simultaneously).

Keywords: *tourist attraction, attraction, accessibilities, amenities, ancillary service, ANOV*

