

ABSTRACT

Faizatul Khamilah, The Influence of Promotional Strategies on Tourist Return Interest at the Sreseh Mangrove Spot Tourism in Marparan Village. Under the guidance of Dr. Ir. Nurita Andriani, M.M.

This research aims to examine the influence of Personal Selling and Direct Marketing, either simultaneously or partially, on tourists' revisit interest in visitors to the Sreseh Mangrove Spot tourist attraction in Marparan Village. This research is quantitative research with the variables personal selling, direct marketing and tourist interest in returning to visit. The data analysis technique used is multiple linear regression analysis. The number of samples in this research was 67 people. The sampling method used was purposive sampling with certain criteria. The results of the research show that a) Personal selling has a partially positive and significant effect on tourists' interest in returning to visit Sreseh Mangrove Tourism, b) Direct Marketing has a partially positive and significant effect on tourists' interest in returning to visit Sreseh Mangrove Tourism, c) Personal Selling and Direct Marketing has a positive and significant effect simultaneously on tourists' interest in returning to Sreseh Mangrove Tourism.

Keywords: *Promotion, Personal Selling, Direct Marketing, Interest in Returning*

ABSTRAK

Faizatul Khamilah, Pengaruh Strategi Promosi Terhadap Minat Berkunjung Kembali Wisatawan Di Wisata Mangrove Sreseh Spot Desa Marparan. Dibawah bimbingan Dr. Ir. Nurita Andriani , M.M.

Penelitian ini bertujuan untuk menguji pengaruh Personal Selling dan Direct Marketing baik secara simultan ataupun parsial terhadap minat berkunjung kembali wisatawan pada pengunjung objek wisata mangrove sreseh spot Desa Marparan. Penelitian ini merupakan penelitian kuantitatif dengan variabel personal selling, direct marketing dan minat berkunjung kembali wisatawan. Teknik analisis data yang digunakan yaitu analisis regresi linier berganda. Jumlah sampel dalam penelitian ini berjumlah 67 orang. Metode sampel menggunakan yang digunakan menggunakan purposive sampling dengan kriteria tertentu. Hasil penelitian menunjukkan bahwa a) Personal selling berpengaruh positif dan signifikan secara parsial terhadap minat berkunjung kembali wisatawan di Wisata Mangrove Sreseh, b) Direct Marketing berpengaruh positif dan signifikan secara parsial terhadap minat berkunjung kembali wisatawan di Wisata Mangrove Sreseh, c) Personal Selling dan Direct Marketing berpengaruh positif dan signifikan secara simultan terhadap minat berkunjung kembali wisatawan di Wisata Mangrove Sreseh.

Kata Kunci : Promosi, *Personal Selling*, *Direct Marketing*, Minat Berkunjung Kembali