

ABSTRAK

Wiwin Imro'ah. 14.05.411.00002. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. 2019. Pengaruh Ketersediaan Fasilitas Sarana Terhadap Daya Tarik Wisata Makam Syaichona Moch Cholil Bangkalan. Halaman 72 halaman + 25 Lampiran

Penelitian ini bertujuan untuk mengetahui pengaruh ketersediaan fasilitas sarana terhadap daya tarik wisata makam Syaichona Moch Cholil. Pada variabel fasilitas sarana diungkap melalui empat komponen yang terdiri dari: Akomodasi, Tempat makan dan minum, Tempat belanja dan Fasilitas umum. Sedangkan pada variabel daya tarik wisata diungkap melalui enam faktor yaitu: motivasi, persepsi, kepribadian, sikap, atraksi dan aksesibilitas. Penelitian ini menggunakan metode kuantitatif. Subjek dalam penelitian ini berjumlah 350 orang. Pengambilan sampel menggunakan teknik *sampling purposive*. Metode pengumpulan data menggunakan kuesioner (angket) dalam model Likert. Teknik analisis data pada penelitian ini menggunakan regresi linier sederhana. Berdasarkan hasil pembahasan dan analisis data maka didapatkan kesimpulan bahwa ada pengaruh antara ketersediaan fasilitas sarana terhadap daya tarik wisata makam Syaichona Moch Cholil. Pada uji korelasi diperoleh probabilitas atau signifikansi $0,001 < 0,05$, maka H_0 diterima artinya variabel ketersediaan fasilitas sarana memiliki pengaruh signifikansi terhadap variabel daya tarik wisata. Hasil penelitian diperoleh R^2 sebesar $0,031 = 3,1\%$ artinya kontribusi atau sumbangan efektif ketersediaan fasilitas sarana terhadap daya tarik wisata makam Syaichona Moch Cholil sebesar 3,1% sedangkan sisanya sebesar 96,9% dijelaskan oleh faktor lain yang tidak diukur dalam penelitian ini.

Kata Kunci: Fasilitas sarana, Daya tarik wisata, makam Syaichona Moch Cholil.
Daftar Pustaka : 37 (1996-2017)

ABSTRACT

Wiwin Imro'ah. 14.05.411.00002. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo Madura University. 2019. Effects Availability of Facility Facilities on Tourist Attraction of Syaichona Moch Cholil Bangkalan's Tomb. 72 page + 25 Attachments

This study aims to determine the effect availability of facilities for the tomb tourist attraction of Syaichona Moch Cholil. The same facility variables are revealed through four components which consist of: Accommodation, Dining and drinking places, Shopping and public facilities. Whereas the tourist attraction variable is revealed through two components, namely: Internal and External. This research uses quantitative methods. The subjects in this study were 350 which were determined through nonprobability sampling techniques using purposive sampling. Methods of collecting data using a questionnaire (questionnaire) in a Likert model. Validity and reliability using used tests. Technical data analysis in this study uses simple linear regression. Based on the results of the discussion and data analysis, it was concluded that there was an influence between the availability of facilities for the grave tourist attraction of Syaichona Moch Cholil. In the correlation test the probability or significance is $0.001 < 0.05$, then H_a is accepted, it can be concluded that the variable availability of facilities has a significant influence on the variable tourist attraction. The results obtained by R square of $0.031 = 3.1\%$ means that the contribution or effective contribution of the availability of facilities to tourist attraction of Syaichona Moch Cholil Bangkalan's is 3.1% while the remaining 96.9% is explained by other factors not measured in this study.

Keywords: Facility facilities, tourist attraction, tomb of Syaichona Moch Cholil. Bibliography: 37 (1996-2017)