

ABSTRAK

PENGARUH BAURAN PEMASARAN JASA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN PANTAI KERANG MAS KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *product, price, place, promotion, people, process* dan *physical evidence* terhadap keputusan berkunjung wisatawan mengunjungi objek Wisata Pantai Kerang Mas Kabupaten Lampung Timur. Jenis penelitian adalah eksplanasi dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah wisatawan yang berkunjung pada objek wisata Pantai Kerang Mas. Teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel 100 responden. Data tersebut diperoleh dari kuesioner menggunakan skala likert. Analisis data penelitian ini menggunakan analisis statistik regresi linier berganda. Hasil penelitian menjelaskan secara parsial, *product, price, place, promotion, people* dan *physical evidence* berpengaruh positif dan signifikan terhadap keputusan berkunjung. Secara simultan, *product, price, place, promotion, people, process* dan *physical evidence* terhadap keputusan berkunjung. Implikasi penelitian ini adalah pengelola Pantai Kerang Mas meningkatkan promosi agar meningkatkan jumlah wisatawan yang datang. Pengelola Pantai Kerang Mas juga harus memperbaiki, menambah fasilitas pendukung yang ada agar pengunjung lebih nyaman dalam melakukan kunjungannya.

Kata Kunci: *Product, Price, Place, Promotion, People, Process* dan *Physical Evidence, Keputusan Berkunjung*

ABSTRACT

THE INFLUENCE OF SERVICE MARKETING MIX ON DECISIONS TO VISIT KERANG MAS BEACH TOURISTS, EAST LAMPUNG REGENCY

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This study aims to determine the magnitude of the influence of product, price, place, promotion, people, process, and physical evidence on the decision to visit tourists visiting the Kerang Mas Beach Tourism object, East Lampung district. This type of research is an explanation with a quantitative approach. The population in this study were tourists who visited the Kerang Mas Beach tourist attraction. The sampling technique used purposive sampling with a sample of 100 respondents. The data was obtained from a questionnaire using a Likert scale. The data analysis of this research used multiple linear regression statistical analysis. The results of the study explain partially. product, price, place, promotion, people, and physical evidence have a positive and significant effect on the decision to visit. Simultaneously, product, price, place, promotion, people, process, and physical evidence of the decision to visit. The implication of this research is that the manager of Kerang Mas Beach increases promotions in order to increase the number of tourists who come. The manager of Kerang Mas Beach must also improve, add existing supporting facilities so that visitors are more comfortable in making their visit.

Keywords: Product, Price, Place, Promotion, People, Process Dan Physical Evidence, Visit Decision