ABSTRACT

ANALYSIS OF FACTORS AFFECTING DEMAND OF VISIT TANJUNG SETIA COAST, LAMPUNG WEST

By

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This study aimed to identify the profile of tourists visiting Tanjung Setia coast, knowing the demand curve for leisure travelers on the beach of Tanjung Setia, and determine the factors that affect the recreational demand on the beach of Tanjung Setia.

The data is taken primary and secondary data, where primary data obtained from questionnaires distributed to visitors and secondary data obtained from government agencies and recreation-related.

The analysis tools are sampling methods, data analysis methods, the method of least squares trend, travel cost method and multiple linear regression analysis.

The results showed the characteristics of visitors Tanjung Setia is very diverse, both from the region of origin, sex, age, occupation, income, and others. Analysis of cost data is the average cost of travel to the zone by the number of visits had no significant effect, due to seasonal variations. The results of the regression analysis of the factors thought to affect recreation demand shows that the average cost of travel, and facilities significantly affect the demand for recreation in Tanjung Setia coast.

Keywords: Tourism, Tanjung Setia, Travel Expenses