

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh variabel pendapatan, biaya perjalanan, dan lama perjalanan terhadap jumlah kunjungan wisata di Ekowisata Sungai Mudal. Pendumpulan data dilakukan dengan data primer melalui kuisisioner yang di isi pengunjung Ekowisata Sungai Mudal secara *online* . Pengolahan data di penelitian ini menggunakan uji asumsi klasik (uji normalitas, uji heteroskedastisitas, uji multikolinearitas), regresi linier berganda, dan analisis deskripsi. Hasil penelitian menunjukkan bahwa pendapatan, lama perjalanan, dan biaya perjalanan berpengaruh signifikan terhadap jumlah kunjungan wisatawan. Diharapkan pengelola obyek wisata ini akan terus berinovasi agar meningkatkan daya tarik yang membuat wisatawan datang berkunjung lagi ke Ekowisata Sungai Mudal.

Kata Kunci : Pendapatan, Biaya Perjalanan, Lama Perjalanan, Jumlah Kunjungan Wisata.

ABSTRACT

This study aims to determine the effect of income variables, travel costs, and travel time on the number of tourist visits in Sungai Mudal Ecotourism. Data collection was carried out using primary data through a questionnaire which was filled in by visitors to the Sungai Mudal Ecotourism online. Data processing in this study used the classical assumption test (normality test, heteroscedasticity test, multicollinearity test), multiple linear regression, and descriptive analysis. The results showed that income, travel time, and travel costs have a significant effect on number of tourist visits. It is hoped that the management of this tourism object will continue to innovate in order to increase the attractiveness that makes tourists come to visit the Mudal River Ecotourism again.

Keywords: Income, Travel Expenses, Travel Length, Number of Tourist Visits.