

ABSTRACT

The growth of tourism in the Regency of Banyuwangi based on the visit of domestic tourists visiting the Regency of Banyuwangi continues to experience a significant increase, in 2013 amounted to 1,057,952 and in 2018 it increased to 5,039,934. One of the ways to market the tourism potential of Banyuwangi Regency is create a creative tourism such as festivals and carnival events.

The purpose of this study was to determine visitors perceptions about the Gandrung Sewu festival event, the influence of the Gandrung Sewu festival event, and the magnitude of influence of the Gandrung Sewu festival event on the visit decision tourists to Banyuwangi Regency.

The type of this research is quantitative by using causality and using a non-probability sampling method using a questionnaire to 100 respondents. The data analysis techniques of this study consist of descriptive analysis, normality test, Pearson correlation analysis, coefficient of determination, simple linear regression analysis, and hypothesis testing.

The results of the hypothesis test using the t-test showed that the Gandrung Sewu Festival Event had an influence on the Visiting Decision. This is evidenced by $t_{hitung} (14,675) > t_{table} (1,984)$. The results showed that the Event value was 84.4% in the very good / very high category and the Visit Decision value was 81.9% in the good / high category. Based on the coefficient of determination, it is found that the Gandrung Sewu Festival Event has an influence of 68.7% on the visit decision tourists to Banyuwangi Regency.

Keyword: *Event, Visit Decision, Gandrung Sewu Festival*