

ABSTRAK

Harga dan fasilitas pada suatu obyek wisata merupakan dua aspek penting yang dapat mempengaruhi keputusan berkunjung wisatawan. Tujuan dari penelitian ini adalah untuk mengetahui penetapan harga dan fasilitas wisata, keputusan berkunjung wisatawan, serta pengaruh penetapan harga dan fasilitas wisata terhadap proses keputusan berkunjung wisatawan pada Sari Ater *Hot Spring and Resort*.

Konsep harga yang digunakan berdasarkan pada penetapan harga jasa berdasarkan persepsi pelanggan terhadap nilai menurut Tjiptono (2008:198). Fasilitas wisata berdasarkan pada aspek-aspek fasilitas wisata menurut Fred Lawson & Manuel Boud-Bovy (2007:246), sedangkan keputusan berkunjung berdasarkan pada proses keputusan berkunjung menurut Correia dan Crouch (2008:122) yang membagi ke dalam *Pre-Decision*, *Decision*, dan *Post Purchase Evaluation*.

Metode yang digunakan adalah deskriptif dan kausal dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah wisatawan yang berkunjung ke Sari Ater *Hotel And Resort* pada minggu ketiga bulan Januari 2013, dengan sampel berjumlah 100 orang melalui teknik penarikan sampel Kuota Sampling. Teknik analisa data adalah statistik inferensial, dengan prosesnya melalui analisis deskriptif, MSI (*Method of Succesive Interval*), Analisis Regresi Linier Berganda, dan pengujian Hipotesis adalah Uji-F dan Uji-t.

Hasil penelitian menunjukkan bahwa penetapan harga dan fasilitas wisata yang tersedia pada Sari Ater *Hot Spring and Resort* dinilai baik dan mendukung bagi aktivitas pariwisata. Nilai koefisien determinasi diperoleh nilai R^2 sebesar 72,3%, dengan demikian maka Harga dan Fasilitas memberikan pengaruh terhadap Keputusan berkunjung sebesar 72,3%. Variabel X1 (Harga) memiliki nilai pengaruh paling besar yakni 39,58%. Sedangkan variabel X2 (Fasilitas wisata) memiliki nilai pengaruh paling kecil yakni sebesar 32,67%. Berdasarkan hasil pengujian hipotesis, diketahui bahwa secara simultan nilai $F_{hitung} > F_{tabel}$ ($126,277 > 3,090$) maka dapat disimpulkan bahwa Harga dan Fasilitas Wisata secara bersamaan mempengaruhi Keputusan Berkunjung wisatawan dengan signifikan. Secara parsial (Uji-t), penetapan harga memiliki pengaruh yang signifikan terhadap keputusan berkunjung wisatawan ke Sari Ater *Hot Spring and Resort* dengan nilai $t_{hitung} = 6,785 > t_{tabel} = 1,984$, sedangkan untuk Fasilitas Wisata memiliki pengaruh yang signifikan terhadap keputusan berkunjung wisatawan ke Sari Ater *Hot Spring and Resort* dengan nilai $t_{hitung} = 5,770 > t_{tabel} = 1,984$.

Kata Kunci : Penetapan Harga, Fasilitas Wisata, dan Keputusan Berkunjung

ABSTRACT

Prices and facilities in a tourism resort are two crucial aspects that may influence tourists' decision of visiting. The purpose of this research was to find out pricing and tourism facilities, tourists' decision of visiting, and the influence of pricing and tourism facilities on the tourists' decision making process to visit Sari Ater *Hot Spring and Resort*.

The price concept used based on service pricing in accordance with customers' perception on values according to Tjiptono (2008:198); tourism facilities based on tourism facilities aspects according Lawson & Manuel Boud-Bovy (2007:246); and decision to visit based on the decision making process to visit according to Correia and Crouch (2008:122) who divide it into *Pre-Decision*, *Decision*, and *Post Purchase Evaluation*.

The methods used were descriptive and causal by a quantitative approach. The population in this research was those tourists who visited Sari Ater *Hotel and Resort* in the third week of January 2013, by a sample of 100 persons by a sampling technique of Sampling Quote. The data analysis technique used was inferential statistics, by processes of descriptive analysis, MSI (*Method of Successive Interval*), and Multiple Linear Regression Analysis, and by hypothesis tests of f Test and t Test.

The research results showed that the pricing and tourism facilities available at Sari Ater *Hot Spring and Resort* were considered as good and they supported tourism activities. The value of determination coefficient, R^2 , was 72.3%. Thus, prices and facilities have an influence on the decision to visit by 72.3%. Variable X1 (prices) has the greatest value of influence by 39.58%. Meanwhile, variable X2 (tourism facilities) has the smallest value of influence by 32.67%. Based on the results of hypothesis test, it was found that simultaneously the value of $F_{\text{count}} > F_{\text{table}}$ ($126.277 > 3.090$). Thus, it could be concluded that both prices and tourism facilities simultaneously influenced significantly tourists' decision of visiting. Partially, (t test), pricing has a significant influence on tourists' decision to visit Sari Ater *Hot Spring and Resort* by a value of $t_{\text{test}} = 6.785 > t_{\text{table}} = 1.984$, whereas tourism facilities have a significant influence on tourists' decision to visit Sari Ater *Hot Spring and Resort* by a value of $t_{\text{test}} = 5.770 > t_{\text{table}} = 1.984$.

Keywords: Pricing, Tourism Facilities, Decision to Visit