FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BERKUNJUNG KE KEBUN RAYA BOGOR SEBELUM DAN SESUDAH DITERAPKANNYA SISTEM SATU ARAH (SSA)

Della Eka Putrie dan Angga Sulistiono
Sekolah Tinggi Ilmu Ekonomi Kesatuan
Email : anggaslt@gmail.com

ABSTRACT

This research aims to determine the factors that affect Visiting Interest to Kebun Raya Bogor before and after the implementation of a one-way system. There are some factors that can affect Visiting Interest, pull factor and push factor. This research used independent variable (Location, Historical Attractions, Natural Environment and Weather Attraction, Escape Motive, Relaxation, Family and Friend Togetherness, Knowledge, Enjoying Natural Resources) and variable dependent (Visiting Interest). The sampling method that used in this research is nonprobability sampling. With 100 respondents that have been picked are people who have been visiting to Kebun Raya Bogor before and after the implementation of a one-way system.

Based on this research, obtained conclusion that there are three factors that have positive affect and significant toward Visiting Interest to Kebun Raya Bogor before the implementation of a one-way system. The factors are Location, Family and Friend Togetherness earned t-count that bigger than t-table. Location (2,090>1,99), Family and Friend Togetherness (3,225>1,99). And there is one factor that have positive affect and significant toward visiting interest after the implementation of a one-way system is Knowledge, it earned t-count that bigger than t-table (2,486>1,99).

This research also got result that there is positive affect and significant from Location, Historical Attractions, Natural Environment and Weather Attraction, Escape Motive, Relaxation, Family and Friend Togetherness, Knowledge, Enjoying Natural Resources together toward Visiting Interest to Kebun Raya Bogor before and after the implementation of a one-way system because f-count is bigger that f-table. Before the implementation of a one-way system it earned f-count (8,386>2,04) and after the implementation of a one-way system is (8,627>2,04).

Keywords : Location, Historical Attractions, Natural Environment and Weather Attraction, Escape Motive, Relaxation, Family and Friend Togetherness, Knowledge, Enjoying Natural Resources, Visiting Interest.