

## ABSTRAK

**Sabrimiralda Ulya, NIM 7161210036. “Pengaruh *Tourism Ambassador* dan *Reliability* Terhadap Minat Berkunjung di Objek Wisata Museum Deli Serdang”.**

Penelitian ini bertujuan untuk mengetahui pengaruh *tourism ambassador* dan *reliability* terhadap minat berkunjung di objek wisata Museum Deli Serdang. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan teknik *Simple random sampling*, dengan jumlah sampel sebanyak 370 orang yang pernah berkunjung di Museum Deli Serdang. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala *interval* dan diolah secara statistik menggunakan analisis regresi linear berganda dan pengujian hipotesis dengan uji F, uji t dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan uji asumsi klasik. Pengolahan data menggunakan program SPSS 21.0 *for windows*.

Secara parsial *tourism ambassador* dan *reliability* berpengaruh positif dan signifikan terhadap minat berkunjung pada Museum Deli Serdang. Berdasarkan hasil penelitian menunjukkan bahwa variabel *tourism ambassador* dan *reliability* secara simultan berpengaruh terhadap minat berkunjung. Hal ini terlihat dari nilai  $F_{hitung} > F_{tabel}$  ( $394,043 > 3,02$ ) dan nilai signifikannya  $0,000 < 0,05$ . Uji koefisien determinasi menunjukkan nilai sebesar 0,682 yang berarti bahwa *tourism ambassador* dan *reliability* berpengaruh terhadap minat berkunjung sebesar 68,2% sedangkan sisanya dipengaruhi oleh variabel lain.

**Kata Kunci:** *tourism ambassador*, *reliability*, minat berkunjung.

## **ABSTRACT**

***Sabrimiralda Ulya, NIM 7161210036. "The Influence of the Tourism Ambassador and Reliability on Interest in Visiting the Deli Serdang Museum Attraction".***

*This study aims to determine the effect of tourism ambassador and reliability on visiting interests in the Deli Serdang Museum attraction. This study uses quantitative methods with sampling techniques using simple random sampling technique, with a total sample of 370 people who have visited the Deli Serdang Museum. Data collection techniques in this study were carried out by distributing questionnaires whose measurement with interval scale and processed statistically using multiple linear regression analysis and hypothesis testing with the F test, t test and coefficient of determination before the data had been tested using validity test, reliability test and test classical assumption. Data processing using SPSS 21.0 for Windows.*

*Partially tourism ambassador and reliability have a positive and significant effect on the interest of visiting the Deli Serdang Museum. Based on the results of the study showed that the tourism ambassador and reliability variables simultaneously affect the interest in visiting. This can be seen from the value of  $F_{count} > F_{table}$  ( $394,043 > 3.02$ ) and the significant value is  $0,000 < 0.05$ . The coefficient of determination test shows a value of 0.682 which means that tourism ambassador and reliability affect the interest in visiting by 68.2% while the rest is influenced by other variables.*

***Keywords: tourism ambassador, reliability, interest in visiting.***

