

ABSTRAK

Rudolf Manik. NIM 509142034. Faktor-Faktor Yang Mempengaruhi Wisatawan Mengonsumsi Makanan Tradisional Di Restoran Kecamatan Simanindo Kabupaten Samosir. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2014

Penelitian ini bertujuan untuk mengetahui (1) produk makanan dan minuman tradisional di restoran Kecamatan Simanindo Kabupaten Samosir. (2) produk pelayanan (*service*) makanan tradisional di restoran Kecamatan Simanindo Kabupaten Samosir. (3) produk kebersihan dan higienitas restoran di Kecamatan Simanindo Kabupaten Samosir. (4) produk harga makanan tradisional di restoran Kecamatan Simanindo Kabupaten Samosir (5) produk atmosfer/suasana restoran di Kecamatan Simanindo Kabupaten Samosir. Populasi penelitian ini adalah wisatawan yang mengonsumsi makanan tradisional di restoran Kecamatan Simanindo Kabupaten Samosir selama satu bulan yang berjumlah 300 orang. Sampel penelitian di ambil secara kebetulan (*accidentally sampling*) yaitu memberikan kuesioner kepada konsumen yang ditemukan di restoran dan bersedia mengisi angket yang berjumlah 75 orang. Penelitian ini menggunakan metode deskriptif yaitu untuk mendapatkan gambaran tentang fenomena yang terjadi dimasa sekarang. Teknik pengumpulan data penelitian dengan menggunakan angket. Teknik analisis data dalam penelitian ini menggunakan perhitungan persentase.

Hasil angket wisatawan mengonsumsi makanan tradisional di restoran Kecamatan Simanindo Kabupaten Samosir pada indikator faktor makanan dan minuman sebaran jawaban Sangat Suka dengan persentase 38,67 % sebanyak 29 orang. Pada indikator faktor kebersihan dan higienitas sebaran jawaban Sangat Suka dengan persentase 36 % sebanyak 27 orang. Pada indikator faktor harga sebaran jawaban Sangat Suka dengan persentase 30,67% sebanyak 23 orang. Pada indikator faktor atmosfer/suasana sebaran jawaban Sangat Suka dengan persentase 30,67% sebanyak 23 orang.

ABSTRACT

Rudolf Manik. 509142034. Factors In Affecting Travelers Eating Traditional Foods At Restaurant Of Simanindo District Samosir regency. A Thesis. Faculty of Engineering, State University of Medan. 2014

This study intended to find out (1) the traditional food and beverages products of the restaurant in Simanindo District Samosir Regency. (2) the traditional food service product of the restaurant in Simanindo District Samosir Regency. (3) the cleanliness and hygiene product of the restaurant in Simanindo District Samosir Regency. (4) the price of traditional food products (5) the atmosphere/ambiance product of the restaurant in Simanindo District Samosir Regency. The population of this study is that tourists who consume traditional foods in restaurants District Simanindo Samosir for a month , amounting to 300 people. The research sample was taken by chance (accidentally sampling) which gave questionnaires to consumers who are found in restaurants and willing to complete a questionnaire which amounted to 75 people. This study used a descriptive method to get an overview of the phenomena occurring in the present. Research data collection techniques by using a questionnaire . Data analysis techniques in this study using the percentage calculation .

The questionnaire results of tourists consume traditional foods in restaurants Simanindo District Samosir Regency on indicators of food and beverage distribution factor of answers Very Like with a percentage of 36.67 % as many as 29 people. In indicator of cleanliness and hygiene factor distribution by percentage of answers Very Like 36 % as many as 27 people. On the distribution of the price factor indicators of answers Very Like with the percentage 30.67 % as many as 23 people . At atmospheric factors indicator/atmosphere spread answers Very Like with the percentage of 30.67 % as many as 23 people .