

## ABSTRAK

**SADIFAH.** Analisis Faktor-faktor yang Mempengaruhi Intensitas Kunjungan Wisata Brastagi Kabupaten Karo Provinsi Sumatera Utara Program Pascasarjana Universitas Negeri Medan, 2019.

Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi pengunjung wisata Brastagi Kabupaten Karo Provinsi Sumatera Utara. Populasi penelitian adalah pengunjung wisata Brastagi yang berasal dari dalam negeri (domestik). Metode pengumpulan data dengan kuesioner. Variabel penelitian meliputi variabel bebas dan variabel terikat. Variabel bebas antara lain pendapatan wisatawan, sarana dan prasarana, jumlah anggota keluarga dan jarak tempuh, sedangkan variabel terikatnya intensitas kunjungan wisata ke Brastagi. Metode analisis data dengan menggunakan metode OLS (*Ordinary Least Square*).

Hasil analisis data dalam penelitian ini menggunakan e-views 9.0. Hasil penelitian menunjukkan bahwa pendapatan wisatawan berpengaruh positif terhadap intensitas kunjungan wisatawan, sarana dan prasarana berpengaruh negatif terhadap intensitas kunjungan wisatawan dan signifikan, dan jumlah anggota keluarga berpengaruh negatif terhadap intensitas kunjungan wisatawan, dan jarak tempuh berpengaruh negatif terhadap intensitas kunjungan wisatawan di Brastagi.

**Kata Kunci :** *Intensitas kunjungan wisata Brastagi. pendapatan wisatawan, sarana dan prasarana, jumlah anggota keluarga dan jarak tempuh.*



## ABSTRACT

**Shadifah. Analysis Of The Factors That Influence The Visit Intensity Of Brastagi Tourism, Karo Province District, Sumatera Utara. Pascasarjana Program. Medan State University, 2019.**

This Study aims to determine and analyze the factors that affected to tourist visitors in the District of Brastagi, Karo Regency. The population of this study was tourist visitors in the District of Brastagi, which is from domestic tourist. The method of collecting data was used questionnaire. This study includes dependent and independent variables. Dependent variable in this study is the intensity of tourist visitors in the District of Brastagi and Independent variable is tourist income, facilities, and infrastructure, the number of tourist family member and the distance traveled by tourist. Analysis Method used in this study is *Ordinary Least Square* (OLS).

The results of this study was used *e-views* 9.0. The results showed that tourist income has negative effect to intensity of tourist visitors, facilities and infrastructure has positive effect to intensity of tourist visitors, the number of tourist family member has negative effect to intensity of tourist visitors and the distance traveled by tourist has positive effect to intensity of tourist visitors.

*Keywords* : Intensity Of Tourist Visitors, Tourist Income, Facilities and Infrastructure, The Number Of Tourist Family Member, The Distance Traveled By Tourist