

Judul Penelitian : Pengaruh Konten Marketing, Daya Tarik, dan Fasilitas Dukung Terhadap Keputusan Berkunjung di Gumul Paradise Waterpark Kabupaten Kediri.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh konten marketing, daya tarik, dan fasilitas pendukung terhadap keputusan berkunjung di Gumul Paradise Waterpark Kabupaten Kediri. Penelitian menggunakan pendekatan kuantitatif dengan metode asosiatif. Populasi penelitian adalah seluruh pengunjung Gumul Paradise Waterpark Kabupaten Kediri, sedangkan sampel berjumlah 96 responden yang dipilih menggunakan teknik accidental sampling. Pengumpulan data dilakukan melalui kuesioner dengan skala Likert dan dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS 26. Hasil penelitian menunjukkan bahwa secara parsial konten marketing berpengaruh positif dan signifikan terhadap keputusan berkunjung ($t = 3,126$; $\text{sig.} = 0,002$), daya tarik berpengaruh positif dan signifikan ($t = 8,546$; $\text{sig.} = 0,000$), serta fasilitas pendukung juga berpengaruh positif dan signifikan ($t = 4,345$; $\text{sig.} = 0,000$). Secara simultan, konten marketing, daya tarik, dan fasilitas pendukung berpengaruh signifikan terhadap keputusan berkunjung dengan nilai F sebesar 839,936 dan signifikansi 0,000. Nilai koefisien determinasi

(R²) sebesar 0,965 menunjukkan bahwa 96,5% variasi keputusan berkunjung dapat dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, peningkatan kualitas konten marketing, daya tarik, dan fasilitas pendukung dapat meningkatkan keputusan wisatawan untuk berkunjung.

**Kata Kunci : Konten Marketing, Daya Tarik, Fasilitas Pendukung,
Keputusan Berkunjung**

Research Title : The Influence of Content Marketing, Tourist Attraction, and Supporting Facilities on Visiting Decisions at Gumul Paradise Waterpark, Kediri Regency

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ABSTRACT

This study aims to analyze the influence of content marketing, tourist attraction, and supporting facilities on visiting decisions at Gumul Paradise Waterpark, Kediri Regency. This research employed a quantitative approach using an associative research method. The population consisted of all visitors to Gumul Paradise Waterpark, Kediri Regency, while the sample comprised 96 respondents selected using the accidental sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of IBM SPSS version 26.

The results indicate that, partially, content marketing has a positive and significant effect on visiting decisions ($t = 3.126$; $\text{sig.} = 0.002$), tourist attraction has a positive and significant effect ($t = 8.546$; $\text{sig.} = 0.000$), and supporting facilities also have a positive and significant effect ($t = 4.345$; $\text{sig.} = 0.000$). Simultaneously, content marketing, tourist attraction, and supporting facilities have a significant effect on visiting decisions, with an F -value of 839.936 and a significance level of 0.000. The coefficient of determination (R^2) of 0.965 indicates that 96.5% of the variation in visiting

decisions can be explained by these three variables, while the remaining 3.5% is influenced by other factors outside the scope of this study. Therefore, improving the quality of content marketing, tourist attraction, and supporting facilities can enhance tourists' visiting decisions.

Keywords : Content Marketing, Tourist Attraction, Supporting Facilities, Visiting Decision.