

ABSTRACT

THE EFFECT OF TOURISM INDUSTRY ON TOURIST ATTRACTION AND VISITING DECISION TO TOURISM DESTINATIONS IN LAMPUNG PROVINCE

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Lampung Province as one of the provinces in Indonesia has natural and cultural potential that can be developed as a tourist attraction. These potentials include beautiful nature and cool air, surrounded by green hills and mountains, which are overgrown with a variety of flowers and trees. The objective of this study was to determine the effect of the tourism industry on the tourist attraction and the decision to visit the tourist destinations of Lampung Province. This research used the quantitative research using the casual method. The data collection methods used were interviews and questionnaires. The population in this study was all visitors of Lampung Province tourism. This study used the smart PLS test using Smart PLS 3.0. The results of research conducted using Smart PLS 3.0 result that the tourism industry had an effect on the creation of tourist attractions and the formation of tourist visiting decisions to the Lampung province. This can be seen from the verification of the research hypotheses, all of which are significant.

Keywords: Tourism Industry, Tourism Attraction and Visiting Decisions

