

ABSTRACT

THE EFFECT OF THE ATTRACTIVENESS OF TOURISM AND TOURIST EVENTS ON TOURISTS' VISITING DECISIONS IN THE CULTURAL CITY OF ULUAN NUGHIK "RUMAH BADUI" WEST TULANG BAWANG REGENCY

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The purpose of this research was to find the effect of tourist attractions and tourist events on tourists' visiting decisions in the cultural city of Uluan Nughik "Rumah Badui" West Tulang Bawang Regency. This type of research was causal associative. The data sources used were primary data and secondary data. The sampling technique in this research used a non-probability sampling technique with a purposive judgment sampling method. The total of 100 respondents was determined by the Slovin formula. The data analysis method in research used PLS (partial least square). The result of the research showed that attractiveness affected the decision to visit, and tourist events affected the decision to visit.

Keywords: Attraction, Tourist Event, Decision to Visit.

