

ABSTRACT

Joko Tingkir Beach is a tourist attraction located in Pemalang Regency. Joko Tingkir Beach has the potential to be developed. However, this potential has not been able to compete with similar tourism in Pemalang Regency. This study aims to determine the factors that influence the number of tourist visits to Joko Tingkir Beach.

The data analysis method used in this study is multiple linear regression analysis with the OLS (Ordinary Least Square) approach. The sample in the study was 30 respondents. The variables used in this study consisted of the dependent variable, namely the number of tourist visits, and the independent variable, namely tourism expenditure to Joko Tingkir Beach, tourism expenditure to Widuri Beach, leisure time, income, facilities, and natural beauty.

The results of the study show three variables that affect the number of tourist visits to Joko Tingkir Beach: leisure time, income, and facilities. The development of tourist objects of facilities and infrastructure is needed to increase tourist visits to Joko Tingkir Beach.

Keywords: Tourism, Tourist Visit, Multiple Linear Regression Analysis, Joko Tingkir Beach