ABSTRACT

Borobudur Temple is one of the most famous tourist destinations located in Magelang Regency and has been recognized by UNESCO as a world heritage site.

This research aims to analyze the factors that influence tourist visits to Borobudur Temple, Magelang Regency. The sample used in this research was 100 respondents who had visited Borobudur Temple. Using a purposive sampling technique, the data used is primary data based on questionnaires. The analysis technique used is the Tobit regression with STATA version 17 application.

The results of this research show that attractiveness, accessibility, and facilities have a positive and significant effect on tourist visits to Borobudur Temple, Magelang Regency. While the variables of promotion, income, motivation to visit, and gender do not affect tourist visits to Borobudur Temple Magelang Regency.

Keywords: Borobudur Temple, attractiveness, accessibility, facilities, promotion, income, motivation to visit, gender, tourist visits.