ABSTRACT

This study aims to analyze the factors that influence the intensity of tourist visits to the religious tourist destination of the Sheikh Zayed Grand Mosque Surakarta. This mosque is one of the leading religious destinations in Indonesia which was built as a symbol of cooperation between Indonesia and the United Arab Emirates, and is a replica of the Sheikh Zayed Grand Mosque in Abu Dhabi. Apart from being a place of worship, this mosque also functions as a center for Islamic religious, educational and cultural activities, which has a high attraction from the aspects of architecture, spirituality and supporting facilities. The existence of the Sheikh Zayed Grand Mosque strengthens Surakarta's position as a city with significant religious tourism potential.

This study used a quantitative approach with accidental sampling technique. The research sample was 109 respondents, who were selected through quota sampling technique. Data analysis was conducted using Tobit regression model through Stata 15 software, considering that the dependent variable used was censored dependent variable.

The results showed that the variables of travel cost, income, and convenience have positive coefficients, while the cost of traveling to other attractions, education, age, active pilgrimage, active recitation, religion, tranquility, security, cleanliness, and facilities have negative coefficients. This study shows that improving convenience and managing travel costs efficiently can encourage visitation intensity. Conversely, more attention needs to be paid to the aspects of cleanliness, security, and facilities so that they do not become barriers to visitation.

Keywords: religious tourism, Sheikh Zayed Grand Mosque, Tobit regression, tourist behavior, STATA.