

## **ABSTRACT**

*Batang Regency is currently trying to increase tourism. with the launch of the program "Visit Batang 2022, Heaven Of Asia". This program is the seriousness of the Batang Regency government to work on the tourism potential in Batang. One of the tourism objects currently being developed is Ujungnegoro Beach. However, the number of tourist visits from 2017 to 2018 has decreased the number of visitors to Ujungnegoro beach. This study aims to analyze the influence of tourism products, destination image and promotion of tourists visiting decisions to visit Ujungnegoro beach attraction, Batang Regency.*

*The population used in this study were visitors to Ujungnegoro beach in Batang Regency. where data collection techniques are carried out using questionnaires, the samples tested were 100 people with nonprobability sampling technique and the technique for determining accidental sampling. This study uses multiple linear regression analysis techniques using SPSS 25 analysis tools.*

*Based on the results of multiple linear regression, in this study it was found that the three independent variables consisting of destination images, tourism products and promotions showed positive and significant results both partially and simultaneously on visiting decisions. the independent variable can explain the dependent variable, namely the visiting decision of 48.7%, while the remainder is equal to 51.3% visiting decisions are influenced by other variables outside the variables used in this study.*

*Keywords : decision to visit, tourism product, destination image, promotion.*