

ABSTRACT

Tourism development is a strategic sector in increasing regional income; however, the fluctuating trend of tourist visits to Widuri Beach in Pemalang Regency indicates a discrepancy between its potential as a leading marine tourism destination and the actual visitation rate. The fluctuation in tourist visits to Widuri Beach demonstrates that the destination's advantages have not fully succeeded in attracting visitors consistently, thus requiring an analysis of the factors influencing visiting behavior. This study aims to examine the effects of age, residential distance, income, facility perception, and price perception on the number of tourist visits.

This research employs a quantitative approach using primary data collected from 100 tourist respondents through a questionnaire instrument, with accidental sampling as the sampling technique. The data were analyzed using multiple linear regression to determine both partial and simultaneous influences among variables. The independent variables consist of Age, Residential Distance, Income, Facility Perception, and Price Perception, while the dependent variable is Tourist Visits.

The results indicate that age does not have a significant effect on tourist visits, while residential distance has a negative and significant effect, implying that the farther the distance traveled by tourists, the lower their tendency to visit Widuri Beach. Additionally, income has a positive and significant influence, confirming that tourists' financial capability is a key driving factor in tourism activities. Facility perception also shows a positive and significant effect, indicating that completeness and comfort of destination facilities play a crucial role in the decision to visit. Furthermore, price perception has a positive and significant influence, suggesting that affordable pricing increases tourists' interest in Widuri Beach. Simultaneously, all independent variables are proven to significantly affect tourist visits, meaning that economic aspects, accessibility, and service quality must be priority considerations in development strategies to enhance competitiveness and ensure the sustainability of the tourism sector at Widuri Beach.

Keywords: *Tourism, Tourist Visits, Multiple Linear Regression Analysis, Widuri Beach*

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