

ABSTRACT

“Wana Wisata Kartini Mantingan” is chosen because it is one of tourism at Rembang district, which has fluctuating amount of customer. The purpose of this research is to know about what effect of travel cost, personal income, distance, age, and facilities’s level of satisfaction toward the demand of “Wana Wisata Kartini Mantingan” and to analyse how much the influence of travel cost, personal income, distance, age, and facilities’s level of satisfaction toward the demand of “Wana Wisata Kartini Mantingan”.

Analysis tool for this research is multiple linear regresion analysis to see how independent variables influencing dependent variable which was used for this research.

The result of this research was two independent variables that has significant influence toward the demand of “Wana Wisata Kartini Mantingan”, which was : travel cost, and personal income.

Keywords : tourism demand, multiple linear regresion analysis, Wana WisataKartini Mantingan.