

ABSTRACT

Umbul Sidomukti is a tourist attraction in Central Java which has variety of tourism potential to attract tourists to visit. This tourist attraction offers an outdoor swimming pool facilities that has a view of the mountains because it is located on the slopes of Ungaran Mountain. It also has another attraction that is outbound tour. But apparently the number of visitors has decreased each year. Therefore, this study tries to analysis the factors that influence the number of attraction visitors of Umbul Sidomukti.

The method used in collecting primary data using the proportional method of purposive sampling. This study took a sample of 100 respondents. Analysis methods in this research are multiple linear regression with the number of tourist visits to the Umbul Sidomukti as the dependentvariable, while there are five variables as independent variables, namely the cost of a travel to a tourist attraction in Umbul Sidomukti, the cost of travel to other tourist attractions (Gedong Songo Tample), age of visitors, average income per month and the distance.

After testing irregularities classical assumptions, the results indicate that data is normally distributed and there is no obtained a discrepancy. Based on calculations SPSS was obtained, calculated the F value = 14,538 with significance of F for 0,000. By using a significance level = 0,05 was obtained value of F table value = 2,31. Then the F test (14,538) > F table (2,31), or the significance of F of 0,000 indicates less than 0,05 so it can be concluded that the five independent variables in the cost of a travel to a tourist attraction in Umbul Sidomukti, the cost of travel to other tourist attractions (Gedong Songo Tample), age of visitors, average income per month and the distance affect the number of tourists visits in Umbul Sidomukti accepted. Partially, the cost of a travel to a tourist attraction in Umbul Sidomukti, age of visitors and average income per month has a significant effect. While the cost of travel to other tourist attractions and distance are not significant.

Keywords: *The Number of Tourist Visits, The Cost of A Travel to A Tourist Attraction, The Cost of Travel to Other Tourist Attractions, Age Of Visitors, Income Per Month and The Distance*