ABSTRACT

This study aimed to determine the effect of the travel cost, individual income, travel time, respondent leisure time, facilities, community characteristics around the attraction and the natural beauty of Toba Lake on quantity demand of Batu Kursi Siallagan attractions.

Sampling method in this study using a quota sample and accidental sampling. This study took a sample of 100 respondents are tourists who visiting Batu Kursi Siallagan. Analysis tools used in this study is multiple linear regression with demand as the dependent variable and the seven others as independent variables.

It is known that the travel cost, respondent leisure time, facilities and community characteristics related have a negative correlation, then individuals income and the natural beauty of Toba Lake have a positive relation to demand of Batu Kursi Siallagan. The variabels which have a significant effect is the individual's income, travel time, respondent leisure time and natural beauty of Toba Lake while the variables which have no significant affect are the travel cost, facilities and community charateristics around the attraction.

The value of coefficient of determination or R^2 0.3674, which means 36.74 percent of the total demand attraction explained by the variation of the independent variables.