ABSTRACT

Water Blaster, one of the tourism object in Semarang has great potential to be developed for tourism because of this high potential. Water Blaster is the biggest water attractions in thd Semarang and its located on top of the city so that they can enjoy the views of the city below. But the number of visitors at Water Blaster is still relatively low compared with other similar object. There are several factors that influenced the number of visits of Blater Water, the purpose of this study was to determine the factors that influence and how much influence on the number of visits to attractions of Water Blaster.

The method used in collecting primary data using the proportional method of purposive sampling. This study took a sample of 100 respondents. While analysis tools used in this study is multiple linear regression with the number of visits as the dependent variable and five independent variables are ticket pricing in other similar places variable (Rp), the facility variable, the game variable, the average revenue per month variable (Rp) and a distance variable (km).

After testing irregularities classical assumptions, the results indicate that data is normally distributed and there is no obtained a discrepancy.. Based on calculations SPSS 17.0 was obtained, calculated the F value = 21,272 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 (21,272) > 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 ticket price to other similar tourism attractions, facilities, game, income average per month and distance affect the number of tourists visiting of Water Blaster accepted. Partially, facilities variable, games, the average income per month and distance has a significant effect. While variable ticket pricing in other similar torism places are not significant. And from the fifth variable is the most dominant influence on the number of tourist visits is games variable. T-calculated value of 5.406 and probability of significance of 0,000.

Keywords: Semarang, Water Blaster, Tourism, The Number of Tourists Visiting