

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Amenitas, Aksesibilitas, Daya Tarik, dan *Destination Trust* terhadap Keputusan Berkunjung pada objek wisata Jatim Park II di masa pandemi covid-19. Populasi pada penelitian ini yaitu konsumen yang pernah berkunjung atau mengetahui wisata Jatim Park II. Sampel yang digunakan dalam penelitian ini sebanyak 253. Metode penarikan sampel yang digunakan dalam penelitian ini adalah Teknik *purposive sampling*, yaitu teknik pengambilan sampel sumber data dengan pertimbangan tertentu. Adapun teknik pengumpulan data dilakukan menggunakan kuesioner dan olah data dilakukan dengan teknik analisis SEM-PLS menggunakan perangkat lunak SPSS dan SmartPLS. Hasil penelitian ini mendapati bahwa amenities tidak berpengaruh signifikan terhadap keputusan berkunjung ke Jatim park II, aksesibilitas tidak berpengaruh signifikan terhadap keputusan berkunjung ke Jatim Park II, daya Tarik berpengaruh signifikan terhadap keputusan berkunjung ke Jatim park II, dan *destination trust* berpengaruh signifikan terhadap keputusan berkunjung ke Jatim Park II.

**Kata Kunci:** Amenitas, Aksesibilitas, Daya Tarik, *Destination Trust*, Keputusan Berkunjung



## **ABSTRACT**

*This study aims to determine the effect of Amenities, Accessibility, Attractiveness, and Destination Trust on Visiting Decisions at the Jatim Park II tourist attraction during the Covid-19 pandemic. The population in this study are consumers who have visited or know about Jatim Park II tourism. The samples used in this study were 253. The sampling method used in this study was a purposive sampling technique, namely the technique of taking samples of data sources with certain considerations. The data collection technique was carried out using a questionnaire and data processing was carried out using the SEM-PLS analysis technique using SPSS and SmartPLS software. The results of this study found that amenities had no significant effect on the decision to visit Jatim Park II, accessibility had no significant effect on the decision to visit Jatim Park II, attractiveness had a significant effect on the decision to visit Jatim Park II, and destination trust had a significant effect on the decision to visit East Java Park II.*

**Keywords:** *Amenity, Accessibility, Attractiveness, Destination Trust, Visiting Decision*

