

ABSTRACT

This study analyzes the effects of distance, travel time, travel costs, and income on the number of tourist visits to Curug Lawe Waterfall. This study aims to provide a deeper understanding of the factors of distance, travel time, travel costs, and income in influencing the number of tourist visits to Curug Lawe Waterfall.

The study employs a quantitative method through a survey of 100 visitors to Curug Lawe Waterfall. Data were collected through interviews and the distribution of questionnaires. The analytical technique used to identify the significant effects of each independent variable is multiple linear regression. The variables analyzed include distance, travel time, travel costs, and income as independent variables, with the number of tourist visits as the dependent variable.

The results of the study partially indicate that, distance and travel costs have a significant and negative effect on the number of tourist visits, travel time has no significant and negative effect on the number of tourist visits, while income has a significant and positive effect. Simultaneously, the variables of distance, travel time, travel costs, and income influence the number of tourist visits by 72,8%, with the remaining percentage affected by other factors not covered in this study. These findings underscore the importance of optimizing these four factors to increase the number of tourist visits to Curug Lawe Waterfall.

Keywords: Curug Lawe Waterfall, Tourism, The Number of Tourists Visitor.

