

ABSTRACT

This study aims to analyze the influence of income, travel costs, facilities, and religiosity on tourist visits to the Great Mosque of Central Java (MAJT). The phenomenon of increasing tourist visits to Semarang City and the importance of the tourism sector as a driver of the regional economy prompted this research. The Great Mosque of Central Java, as one of the religious tourism destinations, is expected to attract more visitors with the right strategy.

The type of research used is quantitative research with a descriptive and associative approach. Data were collected through a questionnaire survey distributed to 100 respondents visiting MAJT. Multiple linear regression analysis was applied to test the relationship between independent variables (income, travel costs, facilities, and religiosity) and the dependent variable (tourist visits).

The results showed that income has a positive and significant influence on tourist visits, while travel costs and religiosity have a negative and significant influence. Although facilities were found to have a positive influence, this influence was not significant. This study suggests that MAJT management should improve the quality of facilities and consider the factor of travel costs to attract more tourists. Promoting aspects of religiosity can also be an effective strategy to enhance the appeal of this religious tourism. The findings of this research are expected to contribute to the development of tourism strategies in Central Java, particularly in the religious tourism sector.

Keywords: Income, Travel Costs, Facilities, Religiosity, Tourist Visits, Great Mosque of Central Java.