

ABSTRAK

RIKA RITA NADEAK. Pengaruh Motivasi Terhadap Minat Berkunjung Pada Event Food Bazaar (Studi Kasus Pop Ups Market di Kota Medan). Dibimbing oleh Nukeu Novia Andriani S S.S., M.M.Par dan Juni Anggraini SST., M.Si

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi terhadap minat berkunjung pada event *food bazaar*. Jenis penelitian yang digunakan pada penelitian ini adalah kuantitatif dan menggunakan kuesioner sebagai teknik pengumpulan data. Populasi dalam penelitian ini sebanyak 19.372 pengunjung selama empat hari *event* diselenggarakan. Sampel penelitian ini sebanyak 100 pengunjung. Teknik analisis data yang digunakan regresi linear sederhana diolah menggunakan SPSS. Pengujian hipotesis dilakukan dengan uji t dengan tingkat signifikansi 5%. Hasil penelitian menunjukkan bahwa ada pengaruh antara motivasi terhadap minat berkunjung. Analisis data dan hasil pengujian yang dilakukan terhadap hipotesis, maka dapat diambil kesimpulan bahwa uji hipotesis diketahui nilai t hitung sebesar $13.311 > t$ tabel. Maka dapat disimpulkan bahwa H_0 ditolak dan H_a diterima. Artinya ada pengaruh motivasi terhadap minat berkunjung pada *event food bazaar*. Berdasarkan uji R^2 (R Square) didapati sebesar 0.644 yang menyatakan bahwa presentase pengaruh variabel independen (motivasi) terhadap variabel dependen (minat berkunjung) yang sebesar 64.4% sedangkan sisanya 35.6% tidak dijelaskan atau tidak dipengaruhi oleh variabel lain yang tidak dijadikan sebagai pernyataan pada penelitian ini.

Kata Kunci : Motivasi, Minat Berkunjung, Event Food Bazaar

ABSTRACT

RIKA RITA NADEAK. The Influence of Motivation on Interest in Visiting Food Bazaar Events (Case Study of Pop Ups Market in Medan City). Supervised by Nukeu Novia Andriani S.S., M.M.Par and Juni Anggraini SST., M.Si

This research aims to determine the influence of motivation on interest in visiting food bazaar. The type of research used in this research is quantitative and uses a questionnaire as a data collection technique. The population in this study was 19,372 visitors during the four days the event was held. The sample for this research was 100 visitors. The data analysis technique used is simple linear regression processed using SPSS. Hypothesis testing was carried out using the t test with a significance level of 5%. The research results show that there is an influence between motivation and interest in visiting. Data analysis and the results of the hypothesis test carried out, it can be concluded that the hypothesis test shows a calculated t value of $13.311 > t$ table. So it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a motivational influence on interest in visiting food bazaar events. Based on the R^2 (R Square) test, it was obtained at 0.644, which states that the percentage of influence of the independent variable (motivation) on the dependent variable (interest in visiting) was 64.4%, while the remaining 35.6% was not explained or not influenced by other variables that are not used as statements in this research.

Keywords: Motivation, Interest in Visiting, Food Bazaar Event