THE PERCEPTION OF LOCAL PEOPLE ABOUT ATTRACTION, ACCESSIBILITIES AND AMENITIES AS TOURISM DESTINATION DEVELOPMENT. CASE STUDY: TANJUNG LESUNG

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, expect where due acknowledgement is made the thesis.

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ABSTRACT

THE PERCEPTION OF LOCAL PEOPLE ABOUTATTRACTION, ACCESSIBILITIES & AMENITIES AS TOURISM DESTINATION DEVELOPMENT. CASE STUDY: TANJUNG LESUNG

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The purpose of this research was to see whether or not Attraction, Accessibilities & Amenities has an impact towards Tourism Destination Development in Tanjung Lesung which is located in Tanjung Jaya, Pandeglang. Therefore, Quantitative data is being used and the Z Test (Rao Purba) with the confidence level of 90%. 100 Questionnaires were spread but 68 was used to conduct the testing. The findings were that Attraction couldn't be used for the Multi-Collinearity test & Hypothesis test due to having heteroscedasticity. Moving forward to the hypothesis test, both of the variable X (Accessibilities & Amenities) do not give an impact towards Tourism Destination Development. The reason why is simply because of the citizens of Tanjung Lesung do not support the idea of change and improvement to Attraction, Accessibilities & Amenities for the better.

Keywords: Attraction, Accessibilities, Amenities, Tourism Destination Development & Tanjung Lesung.

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DEDICATION

I dedicate this work for the Government, the Citizens of Tanjung Jaya and for this country: Indonesia.

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Herewith, i would like to thank my parents for the support and love. To my auntie, brother and friends to accompany me in Tanjung Lesung while spreading my questionnaires. Also to my advisor Sir Are who supported me with my work. To Olivia & Hanny for reminding me that this won't last long and it will be done soon, for the silly jokes and talks, most importantly to always be there whenever i needed help, you guys are the best! Lastly, i want to thank Steven who helped and supported me since day 1 of my journey. Without everyone of you, i wouldn't have made it this far.

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