

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang menentukan pengambilan keputusan wisatawan berkunjung ke Watercress Cafe Batu Belig. Jumlah sampel yang digunakan sebanyak 105 orang, menggunakan metode *accidental sampling*. Pengumpulan data menggunakan kuesioner. Objek penelitian difokuskan pada variabel baruan pemasaran 7P: *Product, Price, Place, Promotion, People, Process, Physical Evidence*. Dari konsep 7P tersebut, didapatkan 21 indikator. Teknik analisa data menggunakan analisis faktor. Hasil penelitian menunjukkan Dengan menggunakan metode *Principal Component Analysis* (PCA) diperoleh tiga (3) faktor dan 21 variabel yang dipertimbangkan wisatawan berkunjung ke Watercress Cafe Batu Belig dan mampu menjelaskan semua varian yang dalam data, yaitu sebesar 77,106%. Ketiga faktor tersebut diberi nama sesuai dengan komponen variabel. Faktor-faktor yang dipertimbangkan wisatawan berkunjung ke Watercress Cafe Batu Belig adalah faktor suasana restoran, faktor lokasi, dan faktor media promosi. Faktor yang paling dominan dipertimbangkan wisatawan berkunjung ke Watercress Cafe Batu Belig adalah suasana restoran karena memiliki nilai *eigen value* paling besar.

**Kata Kunci:** Strategi Pemasaran, Pengambilan Keputusan.

## **ABSTRACT**

This study aims to determine the factors that determine tourist decision-making to visit Watercress Cafe Batu Belig. The number of samples used was 105 people, using the accidental sampling method. The data collection using a questionnaire. The object of research is focused on the 7P marketing variable: Product, Price, Place, Promotion, People, Process, and Physical Evidence. From the 7P concept, 21 indicators were obtained. Data analysis techniques using factor analysis. The results showed that by using the Principal Component Analysis (PCA) method, three (3) factors and 21 variables were obtained which were considered by tourists visiting Watercress Cafe Batu Belig and were able to explain all the variants in the data, which amounted to 77.106%. The three factors are named according to the variable components. The factors considered by tourists visiting Watercress Cafe Batu Belig are restaurant atmosphere factors, location factors, and promotional media factors. The most dominant factor considered by tourists visiting Watercress Cafe Batu Belig is the restaurant atmosphere because it has the greatest eigenvalue.

Keywords: Marketing Strategy, Decision Making.