

**PENGARUH MOTIVASI WISATAWAN NUSANTARA TERHADAP  
KEPUTUSAN BERKUNJUNG PADA ERA ADAPTASI KEBIASAAN  
BARU DI DESA WISATA MERGOLANGU  
KABUPATEN WONOSOBO JAWA TENGAH**

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***ABSTRACT***

*This study aims to discover the effect of domestic tourist motivation, which consists of sub-variables of push factors and pull factors, on the visit decision to Mergolangu Tourism Village, especially in the era of new habits adaptation. Tourist motivation is an important factor influencing the selection and decision making for destination choice. This study uses an explanatory survey method with a quantitative approach. In this research, data collection was carried out using accidental techniques while the analysis uses multiple linear regression analysis to see how the effect of tourist motivation on visiting decisions simultaneously. The results of multiple regression analysis show that tourist motivation consisting of sub-variables of push factors and pull factors has an effect positively and significantly on the decision to visit.*

***Keywords:*** *Tourist Motivation, Visit Decision, Era of New Habits Adaptation*