Abstract

RESEARCH GOAL is to determine the relationship and influence events "April Mop Competition with Gank LU" on visitor satisfaction in Sentra Grosir Cikarang Mall. METHODS the use of quantitative research methods used by the type of survey research eksplanatif associative. The number of questionnaires were analyzed as much as 100 questionnaires by using likert scale. ANALYSIS research using SPSS 20.0, the correlation value obtained Pearson Correlation of 0.569, the value gained significance hypothesis test variables $x = 0.000 < 0.05$. RESULTS ACHIEVED that the relationship between the variables (X) and variable (Y) is sufficient, and there is influence between April Mop Competition Event to Event Visitor Satisfaction. CONCLUSION in organizing the event to consider the quality of each dimension of the event, because of the better organized the event in the event of visitor satisfaction will also increase. (JNS)

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