

ABSTRAK

Penelitian bertujuan mengetahui dan menganalisis pengaruh *website* dan *branding* terhadap minat berkunjung pada destinasi wisata halal Makam Syaichona Moh. Cholil Bangkalan. Penelitian menggunakan metode kuantitatif dan teknik analisis data menggunakan regresi linier berganda. Populasi penelitian adalah calon pengunjung destinasi wisata halal Makam Syaichona Moh. Cholil Bangkalan. Pengambilan sampel menggunakan teknik purposive sampling dengan jumlah 133 responden. Pada penelitian ini data primer langsung didapatkan dari calon pengunjung destinasi wisata halal Makam Syaichona Moh. Cholil Bangkalan melalui penyebaran kuesioner Hasil uji t (parsial) pada penelitian menunjukkan bahwa *website* dan *branding* secara parsial berpengaruh positif dan signifikan pada minat berkunjung, sehingga H1 dan H2 diterima. Hasil koefisien determinan menunjukkan Adjusted R Square sebesar 0,515 artinya pengaruh *website* dan *branding* atas minat berkunjung bernilai 51,5% dan sisanya sebesar 48,9% dipaparkan oleh variabel independen lain diluar penelitian ini.

Kata Kunci: *Website*, *Branding*, Minat Berkunjung, Wisata Halal, Makam Syaichona Moh. Cholil Bangkalan

ABSTRACT

The research aims to find out and analyze the influence of the website and branding on the interest of visiting the halal tourist destination of Syaichona Moh's Tomb. Cholil Bangkalan. Research using quantitative methods and data analysis techniques using multiple linear regression. The research population is tourists of the halal tourist destination of Syaichona Moh's Tomb. Cholil Bangkalan. Sampling using purposive sampling technique with 133 respondents. In this study, the primary data was directly obtained from visitors to the halal tourist destination of Syaichona Moh's Tomb. Cholil Bangkalan through the distribution of questionnaires. The results of the t (partial) test in the study showed that websites and branding partially had a positive and significant effect on the interest of visiting, so that H1 and H2 were accepted. The result of the determinant coefficient shows that the Adjusted R Square is 0.515, which means that the influence of the website and branding on the interest of visiting is 51.5% and the remaining 48.9% is presented by other independent variables outside this study.

Keywords: Website, Branding, Interest in Visiting, Halal Tourism, Tomb of Syaichona Moh. Cholil Bangkalan