

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Marketing* (SMM) dan *Accessibility* terhadap minat kunjung kembali wisatawan di Pantai Lon Malang. SMM berperan penting dalam menciptakan citra destinasi yang positif melalui konten visual yang menarik, sementara aksesibilitas, meliputi kemudahan transportasi dan fasilitas umum, mempengaruhi pengalaman dan kepuasan wisatawan. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada wisatawan yang telah berkunjung ke Pantai Lon Malang. Sampel penelitian dipilih secara *purposive sampling* dengan kriteria tertentu dan data dianalisis menggunakan teknik regresi linier berganda untuk menguji pengaruh variabel-variabel independen (*social media marketing* dan *accessibility*) terhadap variabel dependen (minat kunjung kembali). Hasil penelitian ini menunjukkan bahwa social media marketing dan accessibility secara persial dan simultan berpengaruh terhadap minat kunjung kembali wisatawan di Pantai Lon Malang.

Kata kunci : *social media marketing*, *accessibility*, minat kunjung kembali

ABSTRACT

This study aims to analyze the influence of Social Media Marketing (SMM) and Accessibility on tourists' revisit intention at Lon Beach Malang. SMM plays an important role in creating a positive destination image through attractive visual content, while accessibility, including ease of transportation and public facilities, affects tourist experience and satisfaction. This research uses quantitative methods with data collection through questionnaires distributed to tourists who have visited Lon Beach Malang. The research sample was selected by purposive sampling with certain criteria, and the data were analyzed using multiple linear regression techniques to test the effect of the independent variables (social media marketing and accessibility) on the dependent variable (revisit intention). The results of this study indicate that social media marketing and accessibility have a persial and simultaneous effect on tourist revisit interest at Lon Beach Malang.

Keyword : Social Media Marketing, Accessibility, Revisit Intention