

ABSTRAK

Aprilia Dwi Rahayu, Pengaruh Citra Destinasi Sungai Kebonagung Terhadap Minat Berkunjung Destinasi Wisata Gua Jeruk Kabupaten Sumenep. Dibawah bimbingan Hadi Purnomo, SE, MM, CRP®

Penelitian ini bertujuan untuk menganalisis pengaruh *Cognitive Destination Image* dan *Affective Destination Image* terhadap Minat Berkunjung wisatawan di destinasi wisata Goa Jeruk desa Kebonagung Kabupaten Sumenep. Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data menggunakan kuesioner yang disebar secara offline dan online menggunakan *google form*. Sampel dalam penelitian ini yaitu 100 pengunjung destinasi wisata Goa Jeruk Kabupaten Sumenep. Hasil dari penelitian ini menunjukkan bahwa *Cognitive Destination Image* berpengaruh positif dan signifikan terhadap Minat Berkunjung destinasi wisata Goa Jeruk dengan nilai signifikansi (sig) sebesar 0,000, *Affective Destination Image* berpengaruh positif dan signifikan terhadap Minat Berkunjung destinasi wisata Goa Jeruk dengan nilai signifikansi (sig) sebesar 0,003 dan hasil pengujian pengaruh *Cognitive Destination Image* dan *Affective Destination Image* mendapat nilai signifikansi sebesar 0,000 sehingga secara simultan berpengaruh terhadap Minat Berkunjung.

Kata Kunci: Citra Destinasi, Desa Kebonagung, Minat Berkunjung

ABSTRACT

Aprilia Dwi Rahayu, *The Effect of Destination Image of Kebonagung River on Interest in Visiting the Orange Cave Tourism Destination, Sumenep Regency. Under the guidance of Hadi Purnomo, SE, MM, CRP®*

This study aims to analyze the effect of Cognitive Destination Image and Affective Destination Image on tourist interest in tourist destinations in Goa Jeruk village Kebonagung Sumenep Regency. This research uses quantitative methods. Data collection techniques using questionnaires distributed offline and online using google form. The sample in this study were 100 visitors to the Orange Cave tourist destination, Sumenep Regency. The results of this study indicate that Cognitive Destination Image has a positive and significant effect on Interest in Visiting Goa Jeruk tourist destinations with a significance value (sig) of 0.000, Affective Destination Image has a positive and significant effect on Interest in Visiting Goa Jeruk tourist destinations with a significance value (sig) of 0.003 and the results of testing the effect of Cognitive Destination Image and Affective Destination Image get a significance value of 0.000 so that it simultaneously affects Interest in Visiting.

Keywords: *Destination Image, Kebonagung Village, Interest in Visiting*