

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh sosial media instagram dan fasilitas terhadap minat berkunjung kembali melalui kepuasan wisatawan di wisata Pantai Lon Malang. Metode analisis yang digunakan dalam penelitian ini adalah kuantitatif. Populasi penelitian ini yaitu wisatawan yang sedang berkunjung di Pantai Lon Malang. Pengumpulan data dilakukan dengan menyebarkan kuesioner. Variabel dibagi menjadi 3 bagian diantaranya variabel eksogen: sosial media instagram dan fasilitas, serta variabel endogen: minat berkunjung kembali dan variabel intervening yaitu kepuasan wisatawan. Teknik analisis data menggunakan partial least square (PLS) dengan program SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa sosial media instagram (X1) dan fasilitas (X2) tidak berpengaruh signifikan terhadap minat berkunjung kembali. Sosial media instagram (X1) dan fasilitas berpengaruh signifikan terhadap kepuasan wisatawan. Kepuasan wisatawan (Z) berpengaruh terhadap minat berkunjung kembali. Sosial media instagram (X1) tidak berpengaruh signifikan terhadap minat berkunjung kembali melalui kepuasan wisatawan. Fasilitas (X2) berpengaruh signifikan terhadap minat berkunjung kembali melalui kepuasan wisatawan.

Kata kunci : *sosial media instagram, fasilitas, kepuasan wisatawan, minat berkunjung kembali.*

ABSTRACT

This research aims to determine the influence of Instagram social media and facilities on interest in returning to visit through tourist satisfaction at Lon Malang Beach tourism. The analytical method used in this research is quantitative. The population of this research is tourists who are visiting Lon Beach, Malang. Data collection was carried out by distributing questionnaires. The variables are divided into 3 parts, including exogenous variables: social media, Instagram and facilities, as well as endogenous variables: interest in returning to visit and the intervening variable, namely tourist satisfaction. The data analysis technique uses partial least squares (PLS) with the SmartPLS version 4.0 program. The research results show that Instagram social media (X1) and facilities (X2) do not have a significant effect on interest in returning to visit. Instagram social media (X1) and facilities have a significant effect on tourist satisfaction. Tourist satisfaction (Z) influences interest in returning to visit. Instagram social media (X1) does not have a significant effect on interest in returning to visit through tourist satisfaction. Facilities (X2) have a significant effect on interest in returning to visit through tourist satisfaction.

Keywords: *Instagram social media, facilities, tourist satisfaction, interest in returning.*