

ABSTRAK

Yusrianingsih Nuryani, Mengukur Minat Berkunjung Kembali Atas Dasar Media Sosial Dan Citra Destinasi Wisata Pantai Lon Malang Di Sampang Madura di bawah Bimbingan Dr. A. Yahya Surya Winata, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh media sosial terhadap minat berkunjung kembali melalui citra destinasi wisata Pantai Lon Malang di Sampang Madura. Penelitian ini dilaksanakan secara kuantitatif deskriptif, menggunakan jenis penelitian *explonatori* (*Explonatory research*), teknik pengumpulan data berupa survei dengan wawancara ataupun observasi kegiatan teknik analisis data adalah mengelompokkan data berdasarkan variabel dan jenis responden, metatulasi, data berdasarkan variabel, penyajian data, melakukan perhitungan data untuk menguji hipotesis.

Hasil penelitian ini menunjukkan variabel citra destinasi (X2) dan media sosial (X1), secara simultan atau secara bersama-sama mempunyai pengaruh terhadap minat berkunjung kembali (Y) wisata Pantai Lon Malang Sampang Madura. Secara parsial variabel *intervening* atau variabel bebas dalam penelitian ini diketahui bahwa Media Sosial (X1) berpengaruh terhadap variabel Citra Destinasi (X2). Dari variabel eksogen citra destinasi (X2) dan media sosial (X1) berpengaruh terhadap variabel endogen minat berkunjung kembali (Y) dan dari masing-masing variabel eksogen mempengaruhi terhadap variabel endogen yang dapat diketahui dari rata-rata responden yang menjawab baik, dimana hal ini sesuai dengan hasil analisis dan pembuktian analisis hipotesis, maka diketahui variabel citra destinasi (X2) dan media sosial (X1) berpengaruh terhadap variabel minat berkunjung kembali (Y) dan variabel Media sosial (X1) berpengaruh terhadap citra destinasi (X2) wisata Pantai Lon Malang Sampang Madura.

Kata Kunci: *Media Sosial, Citra Destinasi, Minat Berkunjung Kembali*

ABSTRACT

Yusrianingsih Nuryani, Measuring Interest in Returning Based on Social Media and Image of Lon Malang Beach Tourism Destinations in Sampang Madura under the guidance of Dr. A. Yahya Surya Winata, S.E., M.Sc.

This study aims to determine the effect of social media on the interest in revisiting through the image of the destination of the Lon Malang Beach tourist destination in Sampang Madura. This research was conducted in a quantitative descriptive manner, using exploratory research, data collection techniques in the form of surveys with interviews or observations. Data analysis techniques activities are grouping data based on variables and types of respondents, tabulation, data based on variables, data presentation, performing data calculations. to test the hypothesis.

The results of this study indicate that the destination image variable (X2) and social media (X1), simultaneously or together have an influence on interest in revisiting (Y) Lon Beach Malang Sampang Madura tourism. Partially the intervening variable or independent variable in this study is known that Social Media (X1) has an effect on the Image of Objective variable (X2). From the exogenous variable the destination image (X2) and social media (X1) affect the endogenous variable of interest in visiting again (Y) and from each exogenous variable it affects the endogenous variable as seen from the average respondent who answered well, where this is in accordance with the results of the analysis and proof of the hypothesis analysis, it is known that the destination image variable (X2) and social media (X1) affect the variable interest in revisiting (Y) and the social media variable (X1) affects the destination image (X2) Lon Beach Malang Sampang Madura tourism.

Keywords: *Social Media, Destination Image, Interest in Revisit*