

Pengaruh social media marketing terhadap visit intention The Nice Funtastic Park dimediasi oleh Destination Image: Studi pada followers akun Instagram The Nice Funtastic Park = The effect of social media marketing on The Nice Funtastic Park visit intention with Destination Image as a mediating variable: A study on The Nice Funtastic Park Instagram account followers

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Abstrak

Saat ini, media sosial banyak digunakan sebagai alat pencarian informasi serta menjadi sarana pemasaran pariwisata. Kemajuan teknologi informasi dan internet memberikan akses yang lebih mudah bagi para wisatawan untuk mendapatkan informasi mengenai sejumlah tempat wisata. Hal ini dimanfaatkan oleh The Nice Funtastic Park untuk meningkatkan minat kunjung wisatawan ke tempat wisata tersebut. The Nice Funtastic Park merupakan tempat rekreasi baru di kota Cianjur dengan tema edukasi. Selain social media marketing, destination image juga dapat memengaruhi minat kunjungan secara tidak langsung. Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing terhadap visit intention dimediasi oleh destination image pada followers akun Instagram The Nice Funtastic Park. Penelitian ini menggunakan pendekatan kuantitatif dan teknik purposive sampling. Penelitian ini dilakukan dengan menyebarkan kuesioner melalui Google Form kepada 120 responden. Penelitian ini menggunakan teknik analisis data deskriptif dan analisis statistik inferensial dengan pendekatan Partial Least Squares Structural Equation Modelling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan dari social media marketing terhadap visit intention melalui destination image pada followers akun Instagram The Nice Funtastic Park.

.....Recently, social media is widely used as a tool for information search and as a marketing tool for tourism. The advancement of information technology and the internet provide easier access for tourists to obtain information about various tourist destinations. This is utilized by The Nice Funtastic Park to increase the interest of tourists in visiting the place. The Nice Funtastic Park is a new recreational place in the city of Cianjur with an educational theme. In addition to social media marketing, destination image can also indirectly influence visit intention. This study aims to analyze the influence of social media marketing on visit intentions mediated by destination image among the followers of The Nice Funtastic Park's Instagram account. This research uses a quantitative approach and purposive sampling technique. The study was conducted by distributing questionnaires via Google Form to 120 respondents. This research uses descriptive data analysis techniques and inferential statistical analysis with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results of the study infer that there is a positive and significant influence of social media marketing on visit intention through destination image among the followers of The Nice Funtastic Park's Instagram account.