

ABSTRAK

PENGARUH SIKAP TERHADAP UNGGAHAN FOTO OBJEK WISATA DI *INSTAGRAM* DAN PERSEPSI KELOMPOK REFERENSI PADA MINAT BERKUNJUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh sikap terhadap unggahan foto objek wisata di *Instagram* dan persepsi kelompok referensi pada minat berkunjung. Sampel dalam penelitian ini sebanyak 300 responden. Analisis data menggunakan teknik analisis regresi linear berganda, dan uji beda t-test. Hasil penelitian menunjukkan sikap terhadap unggahan foto objek wisata di *instagram* dan persepsi kelompok referensi berpengaruh positif pada minat berkunjung.

Kata Kunci : Sikap terhadap unggahan foto objek wisata di *instagram*, Persepsi Kelompok Referensi dan Minat Berkunjung.

ABSTRACT

**INFLUENCE OF ATTITUDE TOWARD UPLOADED PHOTOS OF
TOURISM OBJECTS ON *INSTAGRAM* AND REFERENCE GROUP
PERCEPTION ON VISIT INTEREST**

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The purpose of this research is to identify influence of attitude toward uploaded photo of tourism objects on *Instagram* and reference group perception on visit interest. The sample of this research consists of 300 respondents. The data are analyzed using multiple linear regression analysis technique and independent sample-test of mean different. The result of the research shows that attitude toward uploaded photo of tourism objects on *Instagram* and reference group perception affects positively visit interest.

Key Words: Attitude toward uploaded photo of tourism objects on *Instagram*, Reference group perception and visit interest.