

ABSTRAK

PENGARUH PROMOSI MELALUI MEDIA SOSIAL INSTAGRAM,
WORD OF MOUTH, DAYA TARIK WISATA DAN HARGA
TERHADAP MINAT KUNJUNG ULANG
Studi pada Objek Wisata Heha Sky View

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara bersama-sama promosi melalui media sosial instagram, *word of mouth*, daya tarik wisata, dan harga terhadap minat kunjung ulang, (2) pengaruh secara parsial promosi melalui media sosial instagram terhadap minat kunjung ulang, (3) pengaruh secara parsial *word of mouth* terhadap minat kunjung ulang, (4) pengaruh secara parsial daya tarik wisata terhadap minat kunjung ulang, (5) pengaruh secara parsial harga terhadap minat kunjung ulang. Populasi dalam penelitian ini adalah seluruh pengunjung pada objek wisata Heha Sky View. Sampel yang digunakan adalah 100 responden yang merupakan pengunjung dan mengikuti akun media sosial instagram dari objek wisata Heha Sky View. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis deskriptif dan uji hipotesis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) promosi melalui media sosial instagram, *word of mouth*, daya tarik wisata dan harga secara bersama-sama berpengaruh terhadap minat kunjung ulang, (2) promosi melalui media sosial instagram secara parsial berpengaruh positif terhadap minat kunjung ulang, (3) *word of mouth* secara parsial berpengaruh positif terhadap minat kunjung ulang, (4) daya tarik wisata secara parsial tidak berpengaruh terhadap minat kunjung ulang, (5) harga secara parsial berpengaruh positif terhadap minat kunjung ulang.

Kata Kunci : Promosi melalui media sosial instagram, *word of mouth*, daya tarik wisata, harga, minat kunjung ulang.

ABSTRACT

THE INFLUENCE OF PROMOTIONS THROUGH INSTAGRAM, WORD OF MOUTH, TOURIST ATTRACTIONS, AND COST TOWARD THE VISITOR'S INTEREST FOR REVISITING

Study on Heha Sky View Tourist Objects.

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This research was conducted to determine: (1) The simultaneous influence of promotions through Instagram, word of mouth, tourist attractions, and cost toward the visitor's interest for revisiting, (2) Partial influence of promotions through social media such as Instagram toward the visitor's interest for revisiting, (3) partial influence of word of mouth toward the visitor's interest for revisiting, (4) partial influence of tourist attractions toward the visitor's interest for revisiting, (5) partial influence of cost toward the visitor's interest for revisiting. The population in this research was all visitors of Heha Sky View. The sample used is 100 respondents who visited and follow the Instagram account of Heha Sky View. The sampling used purposive sampling technique. Data collection techniques used questionnaire. The analysis of data used descriptive analysis and hypothesis testing using multiple linear regression. The results show that: (1) Promotion through Instagram, word of mouth, tourist attraction, and price simultaneously had an influence of visitor's interest for revisiting, (2) Promotion through Instagram partially had a positive influence of visitor's interest for revisiting, (3) word of mouth partially had a positive influence of visitor's interest for revisiting, (4) Tourist attraction partially did not influence of visitor's interest for revisiting, (5) cost partially had a positive influence of visitor's interest for revisiting.

Keywords: Promotion through social media such as Instagram, word of mouth, tourist attraction, cost, visitor's interest for revisiting.