

ABSTRAK

**PENGARUH DAYA TARIK WISATA, CITRA DESTINASI, FASILITAS WISATA
DAN PROMOSI DIGITAL TERHADAP MINAT KUNJUNG WISATAWAN
GENERASI Z KE KALIURANG**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan daya tarik wisata, citra destinasi, fasilitas wisata dan promosi digital terhadap minat berkunjung wisatawan, (2) pengaruh secara parsial daya tarik wisata terhadap minat berkunjung wisatawan, (3) pengaruh secara parsial citra destinasi terhadap minat berkunjung wisatawan, (4) pengaruh secara parsial fasilitas wisata terhadap minat berkunjung wisatawan, (5) pengaruh secara parsial promosi digital terhadap minat berkunjung wisatawan. Populasi pada penelitian ini merupakan seluruh wisatawan Generasi Z yang berpotensi berkunjung ke destinasi wisata Kaliurang. Sampel dari penelitian ini sebanyak 103 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis dengan *software* SPSS 23. Hasil penelitian ini menunjukkan bahwa: (1) daya tarik wisata, citra destinasi, fasilitas wisata serta promosi digital secara simultan berpengaruh terhadap minat berkunjung wisatawan, (2) daya tarik wisata secara parsial tidak berpengaruh terhadap minat berkunjung wisatawan, (3) citra destinasi secara parsial berpengaruh terhadap minat berkunjung wisatawan, (4) fasilitas wisata secara parsial berpengaruh terhadap minat berkunjung wisatawan, (5) promosi digital secara parsial berpengaruh terhadap minat berkunjung wisatawan.

Kata kunci: daya tarik wisata, citra destinasi, fasilitas wisata, promosi digital, minat kunjung wisatawan.

ABSTRACT

**THE INFLUENCE OF TOURIST ATTRACTIONS, DESTINATION IMAGE,
TOURIST FACILITIES AND DIGITAL PROMOTION ON THE VISITING OF
GENERATION Z TOURISTS TO KALIURANG.**

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This study aims to determine: (1) the simultaneous influence of tourist attractions, destination image, tourism facilities, and digital promotion on tourists' visiting intention; (2) the partial influence of tourist attractions on tourists' visiting intention; (3) the partial influence of destination image on tourists' visiting intention; (4) the partial effect of tourism facilities on tourists' visiting intention; and (5) the partial effect of digital promotion on tourists' visiting intention. The population in this study consists of all Generation Z tourists who have the potential to visit the Kaliurang tourist destination. The sample of this study includes 103 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. The data analysis techniques employed include descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using SPSS 23 software. The results of this study indicate that: (1) tourist attractions, destination image, tourism facilities, and digital promotion simultaneously have an effect on tourists' visiting intention; (2) tourist attractions partially do not have an effect on tourists' visiting intention; (3) destination image partially has an effect on tourists' visiting intention; (4) tourism facilities partially have an effect on tourists' visiting intention; and (5) digital promotion partially has an effect on tourists' visiting intention.

Keywords: tourist attractions, destination image, tourism facilities, digital promotion, and visiting intention.