

ABSTRAK

**PENGARUH USER GENERATED CONTENT (UGC), CITY BRANDING,
ATTRACTION, DAN AMENITAS TERHADAP KEPUTUSAN
BERKUNJUNG WISATAWAN KE TEBING
BREKSI YOGYAKARTA**

Nur Aisyah Rahmandasari
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *User Generated Content* (UGC), *city branding*, *attraction*, dan amenitas secara simultan terhadap keputusan berkunjung wisatawan ke Tebing Breksi Yogyakarta; (2) pengaruh UGC terhadap keputusan berkunjung; (3) pengaruh *city branding* terhadap keputusan berkunjung; (4) pengaruh *attraction* terhadap keputusan berkunjung; dan (5) pengaruh amenitas terhadap keputusan berkunjung wisatawan. Penelitian ini menggunakan pendekatan kuantitatif dan metode survei dengan 385 responden. Sampel penelitian adalah wisatawan yang pernah berkunjung ke Tebing Breksi dan pernah melihat konten Tebing Breksi di media sosial dengan teknik *purposive sampling*. Data dianalisis menggunakan analisis regresi linier berganda menggunakan *SPSS versi 26*. Hasil penelitian menunjukkan bahwa: UGC, *city branding*, *attraction*, dan amenitas berpengaruh secara simultan terhadap keputusan berkunjung, UGC berpengaruh terhadap keputusan berkunjung, *city branding* berpengaruh terhadap keputusan berkunjung, *attraction* tidak berpengaruh terhadap keputusan berkunjung, amenitas berpengaruh terhadap keputusan berkunjung. Nilai koefisien determinasi (Adjusted R^2) sebesar 0,742 menunjukkan bahwa 74,2% keputusan berkunjung dapat dijelaskan oleh variabel penelitian. Penelitian ini menunjukkan bahwa keputusan berkunjung ke Tebing Breksi lebih dipengaruhi oleh faktor berbasis persepsi dan pengalaman digital dibandingkan faktor fisik semata.

Kata kunci: *User Generated Content*, *City Branding*, *Attraction*, Amenitas, Keputusan Berkunjung

ABSTRACT

**THE INFLUENCE OF USER GENERATED CONTENT (UGC), CITY
BRANDING, ATTRACTION, AMENITIES ON TOURISTS'
VISITING DECISIONS TO TEBING
BREKSI YOGYAKARTA**

Nur Aisyah Rahmandasari
Management Study Program, Faculty of Economics and Business
Sanata Dharma University
Yogyakarta
2026

This study aims to determine: (1) the simultaneous effect of User Generated Content (UGC), city branding, attractions, and amenities on tourists' visiting decisions to Tebing Breksi Yogyakarta; (2) the effect of UGC on visiting decisions; (3) the effect of city branding on visiting decisions; (4) the effect of attractions on visiting decisions; and (5) the effect of amenities on tourists' visiting decisions. This study employs a quantitative approach using a survey method with 385 respondent. The sample consists of tourists who have visited Tebing Breksi and have viewed Tebing Breksi-related content on social media, selected using purposive sampling. Data were analyzed using multiple linear regression analysis. The result of the study indicate that UGC, city branding, attraction, amenities simultaneously influence visiting decisions. UGC has an effect on visiting decisions, city branding has an effect on visiting decisions, attraction does not have an effect on visiting decisions, and amenities have an effect on visiting decisions. The coefficient of determination (R^2) value of 0,745 indicates that 74,5% of visiting decisions can be explained by the variables in this study. This study indicates that the decision to visit Tebing Breksi is influenced more by factors based on perception and digital experience than by physical factors alone.

Keywords: User Generated Content, City Branding, Attraction, Amenities, Visiting Decision