PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *VISIT INTENTION* YANG DIMEDIASI OLEH *DESTINATION IMAGE* (STUDI KASUS PADA CALON WISATAWAN DINO PARK)

SKRIPSI

Untuk Memenuhi Salah Satu Persyaratan Mencapai
Derajat Sarjana Manajemen

Oleh:
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PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MUHAMMADIYAH MALANG
2024

SKRIPSI

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(Studi Kasus pada Calon Wisatawan Dino Park)

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Diterima dan disetujui
pada tanggal 25 Mei 2024

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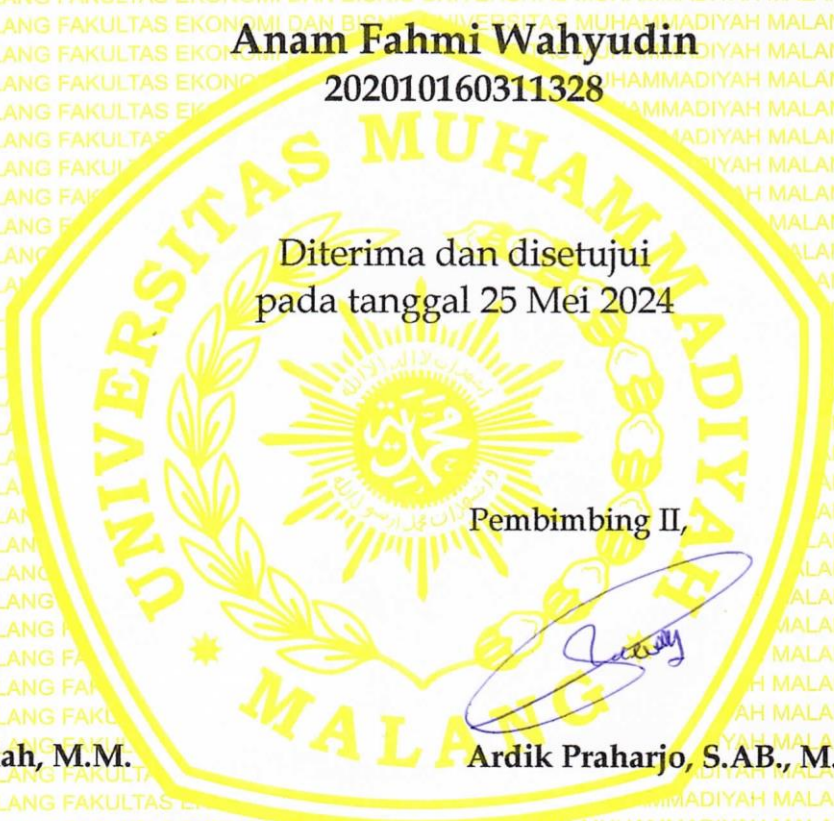
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Prof. Dr. Idah Zuhroh, M.M.   **Dr. Nurul Asfiah, M.M.**

LEMBAR PENGESAHAN SKRIPSI

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(Studi Kasus pada Calon Wisatawan Dino Park)

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Malang, 20 Juni 2024

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Anam Fahmi Wahyudin

PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *VISIT INTENTION* YANG DIMEDIASI OLEH *DESTINATION IMAGE* (Studi Kasus Pada Calon Wisatawan Dino Park)

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ABSTRACT

This study aims to analyse the effect of social media marketing on visit intention among prospective Dino Park tourists, with Destination image as a mediating variable. Data were collected through a survey of 110 prospective Dino Park tourists using purposive sampling. The data analysis technique used is Structural Equation Modeling (SEM) Second Order with the help of SmartPLS 4 application. The results showed that social media marketing has a positive effect on visit intention. Destination image also has a positive effect on visit intention. Destination image is proven to mediate the influence of social media marketing on visit intention. These findings indicate that Dino Park managers need to utilise social media marketing effectively to increase tourist visit intention. Informative, interesting, and interactive social media marketing content can build a positive Destination image and encourage tourists to visit.

Keywords: Social Media Marketing, Destination image, Visit intention, Dino Park, Jawa Timur Park 3

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* terhadap *visit intention* pada calon wisatawan Dino Park, dengan *destination image* sebagai variabel mediasi. Data dikumpulkan melalui survei terhadap 110 calon wisatawan Dino Park dengan menggunakan *purposive sampling*. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) *Second Order* dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa social media marketing berpengaruh positif terhadap *visit intention*. *Destination image* juga berpengaruh positif terhadap *visit intention*. *Destination image* terbukti memediasi pengaruh social media marketing terhadap *visit intention*. Temuan ini menunjukkan bahwa pengelola Dino Park perlu memanfaatkan *social media marketing* secara efektif untuk meningkatkan niat kunjungan wisatawan. Konten *social media marketing* yang informatif, menarik, dan interaktif dapat membangun citra destinasi yang positif dan mendorong wisatawan untuk berkunjung.

Kata kunci: *Social Media Marketing*, *Destination image*, *Visit intention,* Dino Park*,* Jawa Timur Park 3

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Penulis,

Anam Fahmi W

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