

ABSTRAK**PENGARUH *CITY BRANDING*, *SOCIAL MEDIA MARKETING*
DAN CITRA DESTINASI TERHADAP
MINAT BERKUNJUNG****Studi pada Destinasi Wisata Samosir, Danau Toba,
Sumatera Utara**

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Penelitian ini bertujuan mengetahui dan menganalisis pengaruh *city branding*, *social media marketing* dan citra destinasi terhadap minat berkunjung. Penelitian dilakukan pada wisatawan destinasi di Destinasi Wisata Samosir, Danau Toba, Sumatera Utara. Teknik pengumpulan data yang digunakan adalah observasi dan kuesioner, sedangkan teknik yang digunakan untuk penentuan sampel adalah metode *nonprobability sampling* dengan teknik *purposive sampling*. Teknik analisis data yang digunakan adalah regresi linier berganda.

Berdasarkan analisis data yang dilakukan dalam penelitian ini, diperoleh hasil simultan *city branding*, *social media marketing* dan citra destinasi berpengaruh terhadap minat berkunjung wisatawan di Destinasi Wisata Samosir, danau Toba. Secara parsial diperoleh hasil *city branding* dan citra destinasi berpengaruh terhadap minat berkunjung wisatawan di Destinasi Wisata Samosir, Danau Toba, sedangkan *social media marketing* tidak berpengaruh terhadap minat berkunjung wisatawan di Destinasi Wisata Samosir, Danau Toba. Nilai koefisien determinasi yang diperoleh 0.609. hal ini menjelaskan bahwa variabel *city branding*, *social media marketing* dan citra destinasi mampu menjelaskan minat berkunjung wisatawan sebesar 60,9%, sedangkan sisanya sebesar 39,1% dipengaruhi variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Minat Berkunjung, City Branding, Social Media Marketing, Citra Destinasi*

ABSTRACT

**THE INFLUENCE OF CITY BRANDING, SOCIAL MEDIA
MARKETING AND DESTINATION IMAGE ON
INTEREST IN VISITING**

**Study on Samosir Tourism Destinations, Lake Toba,
North Sumatra**

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This study aims to determine and analyze the influence of city branding, social media marketing and destination image on visiting intentions. The research was conducted on tourist destinations on Destinasi Wisata Samosir Island, Lake Toba, North Sumatra. Data collection techniques used were observation and questionnaires, while the technique used to determine the sample was nonprobability sampling method with purposive sampling technique. The data analysis technique used is multiple linear regression.

Based on the analysis of the data carried out in this study, the simultaneous results obtained by city branding, social media marketing and destination image have an effect on visiting tourists on Destinasi Wisata Samosir Island, Lake Toba. Partially, the results obtained for city branding and destination image have an effect on tourist interest in visiting Destinasi Wisata Samosir Island, Lake Toba, while social media marketing has no effect on tourist interest in visiting Destinasi Wisata Samosir Island, Lake Toba. The value of the coefficient of determination obtained is 0.609. this explains that the variables city branding, social media marketing and destination image can explain the interest in visiting tourists by 60.9%, while the remaining 39.1% is influenced by other variables not examined in this study.

Keywords: Interest in Visiting, City Branding, Social Media Marketing, Destination Image