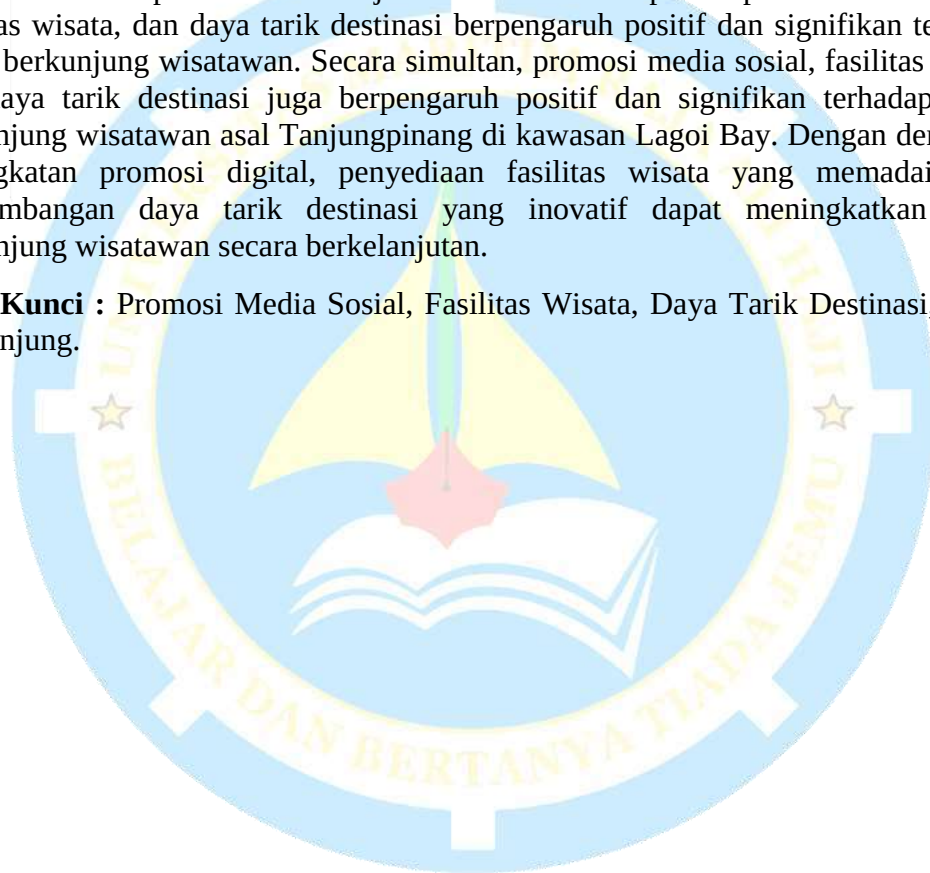


ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi media sosial, fasilitas wisata, dan daya tarik destinasi terhadap minat berkunjung wisatawan asal Tanjungpinang di kawasan Lagoi Bay, Kabupaten Bintan. Populasi dalam penelitian ini adalah masyarakat Tanjungpinang yang memiliki minat untuk berkunjung ke kawasan Lagoi Bay. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel non-probability sampling. Data dikumpulkan melalui penyebaran kuesioner dan studi pustaka. Teknik analisis data yang digunakan meliputi analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi dengan bantuan program IBM SPSS. Hasil penelitian menunjukkan bahwa secara parsial promosi media sosial, fasilitas wisata, dan daya tarik destinasi berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan. Secara simultan, promosi media sosial, fasilitas wisata, dan daya tarik destinasi juga berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan asal Tanjungpinang di kawasan Lagoi Bay. Dengan demikian, peningkatan promosi digital, penyediaan fasilitas wisata yang memadai, serta pengembangan daya tarik destinasi yang inovatif dapat meningkatkan minat berkunjung wisatawan secara berkelanjutan.

Kata Kunci : Promosi Media Sosial, Fasilitas Wisata, Daya Tarik Destinasi, Minat Berkunjung.



ABSTRACT

This study aims to examine the effect of social media promotion, tourism facilities, and destination attractiveness on the visiting intention of tourists from Tanjungpinang to the Lagoi Bay area, Bintan Regency. The population of this study consists of residents of Tanjungpinang who have an interest in visiting Lagoi Bay. This research employs a quantitative method with a non-probability sampling technique. Data were collected through questionnaires and literature review. The data analysis techniques used include multiple linear regression analysis, t-test, F-test, and coefficient of determination with the assistance of IBM SPSS software. The results indicate that partially, social media promotion, tourism facilities, and destination attractiveness have a positive and significant effect on visiting intention. Simultaneously, social media promotion, tourism facilities, and destination attractiveness also have a positive and significant effect on the visiting intention of tourists from Tanjungpinang to the Lagoi Bay area. Therefore, strengthening digital promotion, improving tourism facilities, and developing innovative destination attractions can enhance tourists' visiting intention in a sustainable manner.

Keywords: Social Media Promotion, Tourism Facilities, Destination Attractiveness, Visiting Intention

