

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing terhadap visit intention pada Wisata Umbul Ponggok dengan destination image dan tourist engagement sebagai variabel mediasi. Penelitian ini didasarkan pada teori Stimulus–Organism–Response (SOR), di mana social media marketing berperan sebagai stimulus yang memengaruhi kondisi internal wisatawan berupa citra destinasi dan keterlibatan wisatawan, yang selanjutnya mendorong respons berupa niat berkunjung. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada 112 wisatawan potensial yang pernah melihat konten media sosial Umbul Ponggok. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa social media marketing berpengaruh positif dan signifikan terhadap visit intention, destination image, dan tourist engagement. Selain itu, destination image dan tourist engagement juga berpengaruh positif dan signifikan terhadap visit intention serta terbukti memediasi pengaruh social media marketing terhadap visit intention. Temuan ini menegaskan bahwa penerapan pemasaran media sosial yang efektif mampu meningkatkan niat berkunjung wisatawan melalui pembentukan citra destinasi dan peningkatan keterlibatan wisatawan.

Kata kunci: social media marketing, destination image, tourist engagement, visit intention, teori SOR

SUMMARY

This study aims to analyze the effect of social media marketing on visit intention to Umbul Ponggok Tourist Destination, with destination image and tourist engagement as mediating variables. This research is grounded in the Stimulus–Organism–Response (SOR) theory, in which social media marketing acts as a stimulus that influences tourists’ internal states, namely destination image and tourist engagement, which subsequently generate a behavioral response in the form of visit intention. This study employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 112 potential tourists who had previously been exposed to Umbul Ponggok’s social media content. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. The results indicate that social media marketing has a positive and significant effect on visit intention, destination image, and tourist engagement. Furthermore, destination image and tourist engagement also have a positive and significant effect on visit intention and are proven to mediate the relationship between social media marketing and visit intention. These findings highlight the importance of effective social media marketing in increasing tourists’ visit intention through the formation of a positive destination image and enhanced tourist engagement.

Keywords: social media marketing, destination image, tourist engagement, visit intention, SOR theory