

**PENGARUH PENGGUNAAN *SOCIAL MEDIA MARKETING* INSTAGRAM
TERHADAP KEPUTUSAN MENGINAP
DI CIREMAI LAND GLAMPING KUNINGAN**

SKRIPSI

*Diajukan untuk Memenuhi Syarat Memperoleh Gelar Sarjana Pariwisata
Program Studi Manajemen Resort dan Leisure*



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**PROGRAM STUDI MANAJEMEN RESORT DAN LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

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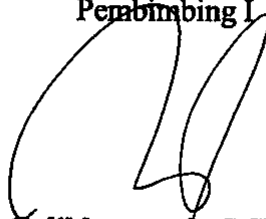
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LAND GLAMPING KUNINGAN**

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**PENGARUH PENGGUNAAN *SOCIAL MEDIA MARKETING*
INSTAGRAM TERHADAP KEPUTUSAN MENGINAP
DI CIREMAI LAND GLAMPING KUNINGAN**

ABSTRAK

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Social media marketing instagram diyakini menjadi faktor yang dapat mempengaruhi keputusan menginap. Dengan adanya *marketing* yang dilakukan di *social media* instagram, menjadi sebuah dorongan dalam tamu untuk memutuskan menginap. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan *social media marketing* instagram yang terdiri dari *interactivity*, *informativeness*, *trendiness*, dan *word of mouth* terhadap keputusan menginap di Ciremai Land Glamping Kuningan. Metode penelitian yang digunakan yaitu *explanatory survey* dengan pendekatan *cross sectional method* dengan jumlah sampel untuk diuji sebanyak 143 responden. Teknik analisis data yang digunakan adalah teknik analisis regresi berganda. Analisis data dilakukan dengan menggunakan SPSS 26 for windows. Hasil penelitian pada penelitian ini yaitu : Secara parsial, ketiga dimensi yakni *interactivity*, *informativeness*, dan *trendiness* terdapat pengaruh yang signifikan terhadap keputusan menginap, namun tidak terdapat pengaruh yang signifikan pada dimensi *word of mouth*. Secara simultan *social media marketing* terdapat pengaruh yang signifikan terhadap keputusan menginap. Temuan ini menunjukkan bahwa semakin tinggi penilaian pada *social media marketing* instagram Ciremai Land Glamping Kuningan, maka akan semakin tinggi juga pengaruhnya dalam meningkatkan keputusan menginap tamu di Ciremai Land Glamping Kuningan. Adapun implikasi dari penelitian ini yaitu Ciremai Land Glamping Kuningan harus terus meningkatkan *social media marketing* melalui *social media* instagram untuk terus dapat meningkatkan keputusan menginap tamu.

Kata Kunci: Ciremai Land Glamping Kuningan, Instagram, Keputusan Menginap, *Social Media Marketing*

***THE INFLUENCE OF USING SOCIAL MEDIA MARKETING INSTAGRAM
ON STAY DECISION
AT CIREMAI LAND GLAMPING KUNINGAN***

ABSTRACT

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Instagram social media marketing is believed to be a factor that can influence the decision to stay. With the marketing carried out on Instagram social media, it becomes an encouragement for guests to decide to stay. This study aims to analyze the effect of using Instagram social media marketing which consists of interactivity, informativeness, trendyness, and word of mouth on the decision to stay at Ciremai Land Glamping Kuningan. The research method used was an explanatory survey with a cross sectional method approach with a total sample of 143 respondents to be tested. The data analysis technique used is multiple regression analysis technique. Data analysis was performed using SPSS 26 for windows. The results of this study are: Partially, the three dimensions, namely interactiveness, informativeness, and trendyness, have a significant effect on the decision to stay, but there is no significant effect on the word of mouth dimension. Simultaneously social media marketing has a significant influence on the decision to stay. These findings indicate that the higher the rating on Instagram social media marketing Ciremai Land Glamping Kuningan, the higher the influence will be in increasing guest's decision to stay at Ciremai Land Glamping Kuningan. The implication of this research is that Ciremai Land Glamping Kuningan must continue to improve social media marketing through Instagram social media to continue to be able to increase guest's decision to stay.

Keyword: *Ciremai Land Glamping Kuningan, Decision to Stay, Instagram, Social Media Marketing*

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