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**PENGARUH *SOCIAL MEDIA MARKETING* TIKTOK TERHADAP *REVISIT INTENTION* DENGAN *BRAND TRUST*
SEBAGAI VARIABEL MEDIASI**

(Survei pada Wisatawan yang Sudah Pernah Mengunjungi Trans Studio Bandung & Mengikuti (*followers*) akun Tiktok @transstudio.bandung)

SKRIPSI

Diajukan untuk memenuhi salah satu syarat dalam menempuh Sidang Skripsi
Program Studi Manajemen Pemasaran Pariwisata



Oleh:

**Afina Aninnas Gunara
1905643**

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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2023**

LEMBAR HAK CIPTA

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Oleh
Afina Aninnas Gunara
1905643

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat dalam memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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LEMBAR PENGESAHAN

PENGARUH *SOCIAL MEDIA MARKETING* TIKTOK TERHADAP *REVISIT INTENTION* DENGAN *BRAND TRUST* SEBAGAI VARIABEL MEDIASI

(Survei pada Wisatawan yang Sudah Pernah Mengunjungi Trans Studio Bandung & Mengikuti (*followers*) akun Tiktok @transstudio.bandung)

Skripsi ini disetujui dan disahkan
Oleh:

Pembimbing I



Sulastri, S.Pd., M.Stat., MM
NIP. 920171219820323201

Pembimbing II



Rijal Khaerani, S.Pd., M.Stat
NIP. 19850821 201903 1 006

Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata



Taufik Abdullah, PhD.
NIP. 19851024 201404 1 001

Tanggung Jawab Yuridis
Pada Peneliti



Afina Aninnas Gunara
NIM. 1905643

ABSTRAK

Afina Aninnas Gunara 1905643 “Pengaruh *Social Media Marketing* Tiktok terhadap *Revisit Intention* dengan *Brand Trust* sebagai Variabel Mediasi” (Survei pada Wisatawan yang Sudah Pernah Mengunjungi Trans Studio Bandung & Mengikuti (*followers*) akun Tiktok @transstudio.bandung) di bawah bimbingan Sulastri, Sp.Pd., M.Stat., MM dan Rijal Khaerani, S.Pd., M.Stat.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari *Social Media Marketing* Tiktok terhadap *Revisit Intention* dengan *Brand Trust* sebagai variabel mediasi. Dalam penelitian ini menggunakan variabel bebas (X) yakni *Social Media Marketing* yang terdiri dari beberapa sub dimensi, yaitu *entertainment*, *interaction*, *trendiness*, *customization*, dan *WoM*. *Brand Trust* (Z) sebagai variabel mediasi serta *Revisit Intention* (Y) sebagai variabel terikat. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 300 responden yaitu wisatawan yang sudah pernah mengunjungi Trans Studio Bandung. Teknis analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan menggunakan bantuan IBM *Statistical Product for Service Solutions* (SPSS) versi 25.0 for Windows. Berdasarkan pengujian yang telah dilakukan, diperoleh hasil bahwa *Social Media Marketing* Tiktok berpengaruh secara signifikan terhadap *Revisit Intention* dengan *Brand Trust* sebagai variabel mediasi.

Kata Kunci: *Social Media Marketing*, *Brand Trust*, *Revisit Intention*, Trans Studio Bandung

ABSTRACT

Afina Aninnas Gunara 1905643 "The Influence of Social Media Marketing Tiktok on Revisit Intention with Brand Trust as a Mediation Variable" (Survey of Tourists Who Have Visited Trans Studio Bandung & Followed the Tiktok account @transstudio.bandung) under the guidance of Sulastri, Sp.Pd., M.Stat., MM and Rijal Khaerani , S.Pd., M. Stat.

This study aims to find out how the influence of Tiktok's Social Media Marketing has on Revisit Intention with Brand Trust as a mediating variable. In this study using the independent variable (X), namely Social Media Marketing which consists of several sub dimensions, namely entertainment, interaction, trendiness, customization, WoM. Brand Trust (Z) as a mediating variable and Revisit Intention (Y) as the dependent variable. The type of research used is descriptive and verification using explanatory survey methods and using a cross sectional study approach. The data in this study used primary data by taking a sample of 300 respondents, namely tourists who had visited Trans Studio Bandung. The data analysis technique used is Structural Equation Modeling (SEM) using IBM Statistical Product for Service Solutions (SPSS) version 25.0 for Windows. Based on the tests that have been carried out, the results show that Tiktok's Social Media Marketing has a significant effect on Revisit Intention with Brand Trust as a mediating variable.

Keyword: Social Media Marketing, Brand Trust, Revisit Intention, Trans Studio Bandung

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