

**PENGARUH KONTEN FOTO INSTAGRAM BUATAN *DESTINATION*  
*MARKETING ORGANIZATION* (DMO) TERHADAP NIAT  
BERKUNJUNG KE DESTINASI WISATA YANG DIMEDIASI OLEH  
CITRA DESTINASI**

PENELITIAN TESIS

diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar  
Magister Pariwisata pada Program Studi Magister Pariwisata  
Sekolah Pascasarjana Universitas Pendidikan Indonesia



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UNIVERSITAS PENDIDIKAN INDONESIA

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Februari 2024

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BENI ISMARIZAL**

**PENGARUH KONTEN FOTO INSTAGRAM BUATAN *DESTINATION  
MARKETING ORGANIZATION* (DMO) TERHADAP NIAT BERKUNJUNG  
KE DESTINASI WISATA YANG DIMEDIASI OLEH CITRA DESTINASI**

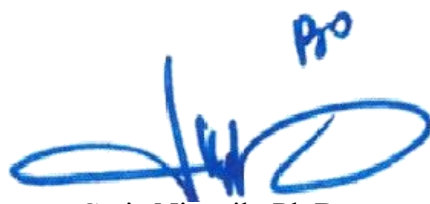
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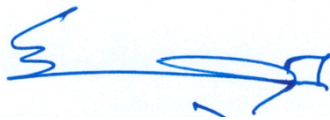
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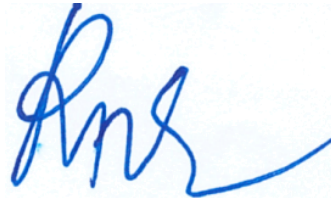
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## ABSTRAK

**Beni Ismarizal, 2208189, “Pengaruh Konten Foto Instagram Buatan Destination Marketing Organization (DMO) terhadap Niat Berkunjung ke Destinasi Wisata yang dimediasi oleh Citra Destinasi”** di bawah bimbingan Ahmad Hudaiby Galih kusumah, S.ST., M.M dan Caria Ningsih, S.E., M.Si., Ph.D.

Penelitian ini bertujuan untuk menganalisis pengaruh konten foto instagram buatan DMO terhadap niat berkunjung ke destinasi wisata yang dimediasi oleh citra destinasi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan penelitian deskriptif dan verifikatif. Analisis data dilakukan menggunakan *Exploratory Factor Analysis* terhadap sampel 200 responden Generasi Y dan Z, serta *Structural Equation Modeling* terhadap sampel 400 pengikut akun Wonderful Indonesia dari Generasi Y dan Z. Data dikumpulkan melalui kuesioner berbasis Google Form yang disebar melalui berbagai platform seperti WhatsApp, Instagram, dan Telegram. Dalam penelitian ini menemukan bahwa konten foto instagram buatan DMO memiliki pengaruh positif dan signifikan terhadap niat berkunjung ke destinasi wisata serta citra destinasi, selanjutnya citra destinasi berpengaruh positif dan signifikan terhadap niat berkunjung ke destinasi wisata. Citra destinasi memediasi pengaruh konten foto instagram buatan DMO terhadap niat berkunjung ke destinasi. Implikasi dari penelitian ini pengelola maupun pemasar destinasi wisata harus fokus pada konten foto yang menarik sehingga sesuai bagi perspektif Gen Y dan Z dimasa yang akan datang. Penelitian ini merekomendasikan untuk mengembangkan konstruk dari berbagai sudut pandang keilmuan pariwisata, pemasaran pariwisata, dan destinasi wisata. peneliti selanjutnya juga dapat menguji hubungan antara variabel konten foto instagram buatan DMO dengan variabel lainnya, seperti *Customer Satisfaction*, *Behavioral Intention*, *brand loyalty*, Keputusan berkunjung.

**Kata Kunci:** Konten foto instagram buatan DMO, Citra Destinasi, Niat Berkunjung, Pemasaran Pariwisata

## ABSTRACT

**Beni Ismarizal, 2208189, “The Effect of Instagram Photo Content Made by Destination Marketing Organization (DMO) on Intention to Visit Tourism Destinations mediated by Destination Image” under the guidance of Ahmad Hudaiby Galihkusumah, S.ST., M.M and Caria Ningsih, S.E., M.Sc., Ph.D.**

*This study aims to analyze the influence of Destination Marketing Organization (DMO)-created Instagram photo content on the intention to visit tourist destinations, mediated by destination image. The research method employed is a quantitative approach with descriptive and verificative research. Data analysis was conducted using Exploratory Factor Analysis on a sample of 200 respondents from Generation Y and Z, as well as Structural Equation Modeling on a sample of 400 followers of the Wonderful Indonesia account from Generation Y and Z. Data were collected through a Google Form-based questionnaire distributed via various platforms such as WhatsApp, Instagram, and Telegram. The study found that DMO-created Instagram photo content has a positive and significant influence on the intention to visit tourist destinations as well as destination image. Furthermore, destination image has a positive and significant influence on the intention to visit tourist destinations. Destination image mediates the influence of DMO-created Instagram photo content on the intention to visit destinations. The implications of this study suggest that destination managers and marketers should focus on creating compelling photo content that resonates with the perspectives of Generation Y and Z in the future. This study recommends further development of constructs from various perspectives in tourism science, tourism marketing, and tourist destinations. Subsequent researchers may also test the relationship between DMO-created Instagram photo content variables and other variables such as Customer Satisfaction, Behavioral Intention, Brand Loyalty, and Visit Decision*

**Keywords: DMO-created Instagram photo content, Destination Image, Intention to Visit, Tourism Marketing**

## HALAMAN PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul Pengaruh Konten Foto Instagram buatan DMO terhadap Niat Berkunjung ke Destinasi Wisata yang dimediasi oleh Citra Destinasi. ini beserta seluruh isinya adalah benar-benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila dikemudian hari ditemukan adanya pelanggaran terhadap etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, 5 Januari 2024

Yang membuat pernyataan,



Beni Ismarizal

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Penulis ingin menggambarkan kajian secara mendalam tentang Pengaruh Konten foto instagram buatan DMO terhadap Niat Berkunjung ke Destinasi Wisata yang dimediasi oleh Citra Destinasi. Penulis berharap semoga tesis ini dapat memberikan manfaat bagi para praktisi pariwisata dan perkembangan ilmu pengetahuan, khususnya bidang kajian pariwisata serta dapat dijadikan salah satu rujukan bagi peneliti atau penulis karya ilmiah lainnya. Akhir kata penulis berbesar hati apabila para pembaca dapat memberikan kritik dan saran dalam rangka proses penulisan dan penelitian berikutnya.

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Penulis

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