

**MODEL PENINGKATAN KUNJUNGAN DESA WISATA
MELALUI BRANDING DESTINASI, PENGALAMAN WISATA
DAN MEDIA PROMOSI DIGITAL DIMEDIASI KREASI NILAI WISATA**



DISERTASI

Diajukan untuk memenuhi sebagian syarat
untuk memperoleh gelar Doktor Ilmu Manajemen

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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

Iwan Setiawan, 2025

MODEL PENINGKATAN KUNJUNGAN DESA WISATA MELALUI BRANDING DESTINASI, PENGALAMAN
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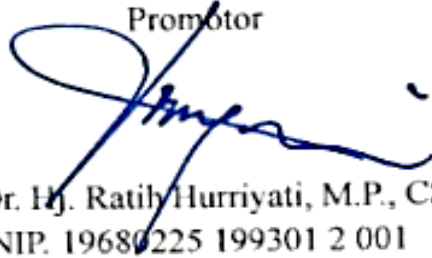
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IWAN SETIAWAN

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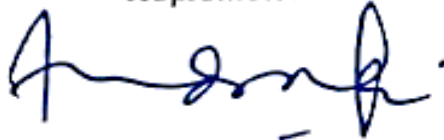
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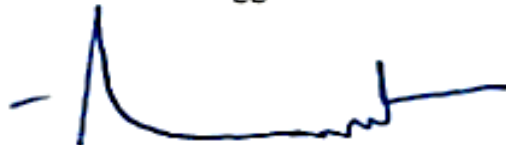
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ABSTRAK

Iwan Setiawan (2317324) *Model Peningkatan Kunjungan Desa Wisata melalui Branding Destinasi, Pengalaman Wisata dan Media Promosi Digital dimediasi oleh Kreasi Nilai Wisata*. Di bawah bimbingan Promotor Prof. Dr. Hj. Ratih Hurriyati, MP. Ko-promotor Dr. Heny Hendrayati, S.IP., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh branding destinasi, pengalaman wisata, dan media promosi digital terhadap keputusan kunjungan wisatawan ke desa wisata di wilayah Priangan Timur, dengan kreasi nilai wisata sebagai variabel mediasi. Penelitian ini dilatarbelakangi oleh pentingnya pemahaman tentang faktor-faktor pemasaran yang memengaruhi perilaku kunjungan wisatawan dalam konteks desa wisata.

Pendekatan yang digunakan adalah kuantitatif dengan desain deskriptif dan teknik survei. Data dikumpulkan dari 200 responden wisatawan menggunakan purposive sampling. Analisis data dilakukan menggunakan metode Structural Equation Modeling Partial Least Squares (SEM-PLS).

Hasil penelitian menunjukkan bahwa branding destinasi, pengalaman wisata, dan media promosi digital berpengaruh signifikan terhadap keputusan kunjungan wisatawan, baik secara langsung maupun tidak langsung melalui variabel kreasi nilai wisata. Media promosi digital menjadi faktor paling dominan, sedangkan pengalaman wisata berkontribusi besar dalam membentuk persepsi nilai. Kreasi nilai wisata terbukti menjadi mediator signifikan dalam hubungan tersebut.

Kontribusi penelitian ini mencakup perluasan penerapan logika dominan jasa (*Service-Dominant Logic*) dalam konteks pariwisata desa, serta penyediaan model empiris untuk memahami perilaku kunjungan wisatawan. Secara praktis, hasil penelitian ini memberikan acuan bagi pengelola desa wisata dan pembuat kebijakan dalam merancang strategi pemasaran berbasis pengalaman dan digitalisasi. Keterbatasan penelitian ini terletak pada ruang lingkup geografis dan variabel yang digunakan, sehingga disarankan untuk penelitian lanjutan dengan cakupan yang lebih luas dan variabel tambahan.

Kata Kunci: branding destinasi, pengalaman wisata, media promosi digital, kreasi nilai wisata, keputusan kunjungan, desa wisata.

.

ABSTRACT

Iwan Setiawan (2317324). A Model for Enhancing Tourist Visits to Rural Destinations through Destination Branding, Tourist Experience, and Digital Promotional Media Mediated by Tourism Value Creation. Under the supervision of Promoter Prof. Dr. Hj. Ratih Hurriyati, MP. Co-promoter Dr. Heny Hendrayati, S.IP., M.M.

This study aims to analyze the influence of destination branding, tourist experience, and digital promotional media on tourists' visit decisions to rural tourism destinations in the Priangan Timur region, with value co-creation as a mediating variable. The research is motivated by the need to understand marketing-related factors that influence tourist behavior in the context of rural tourism.

A quantitative approach with a descriptive survey design was employed. Data were collected from 200 tourist respondents through purposive sampling. Analysis was conducted using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method.

The results show that destination branding, tourist experience, and digital promotional media significantly affect visit decisions, both directly and indirectly through value co-creation. Digital promotion emerged as the most influential factor, while tourist experience made a significant contribution to perceived value. Value co-creation proved to be a significant mediator in these relationships.

This study contributes to the extension of the Service-Dominant Logic (SDL) framework within the rural tourism context by integrating value co-creation as a mediating construct. Practically, it provides insights for rural tourism managers and policymakers in designing experience-based and digital-oriented marketing strategies. The study is limited by its regional scope and selected variables, suggesting the need for broader future research with additional constructs.

Keywords: *destination branding, tourist experience, digital promotion, value co-creation, visit decision, rural tourism.*

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