

Analisis Pengaruh Online Brand Experience terhadap Niat Berkunjung Wisatawan di Nihi Sumba, NTT melalui Brand Credibility (Studi Pada Followers Instagram @nihi) = The Effect of Online Brand Experience on Visit Intention in Nihi Sumba, NTT, through Brand Credibility (Study of Followers Official Instagram @nihi)

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Abstrak

Pariwisata merupakan salah satu tonggak perekonomian negara yang dimana sejalan dengan peningkatan jumlah kunjungan wisatawan. Hal tersebut menyebabkan destinasi wisata harus mampu memilih strategi yang tepat untuk meningkatkan niat berkunjung wisatawan, salah satunya dengan menumbuhkan online brand experience melalui media sosial. Nihi Sumba merupakan salah satu destinasi wisata yang menggunakan sosial media dalam menciptakan pengalaman secara online. Penelitian ini dilakukan untuk menganalisis pengaruh online brand experience terhadap niat berkunjung wisatawan di Nihi Sumba, NTT melalui brand credibility studi pada followers official instagram @nihi. Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian eksplanatif, dengan menyebarkan kuesioner kepada 110 followers instagram @nihi menggunakan teknik non probability sampling berupa purposive. Teknik analisis data yang digunakan adalah dengan analisis regresi dan Sobel Test untuk melihat pengaruh antar variabel baik secara langsung maupun tidak langsung. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara online brand experience terhadap niat berkunjung wisatawan di Nihi Sumba, NTT melalui mediasi brand credibility. Penelitian ini menunjukkan bahwa online brand experience yang tercipta saat menavigasi official instagram @nihi dapat membentuk brand credibility sehingga mampu menimbulkan niat berkunjung langsung ke Nihi Sumba, NTT.

.....Tourism is one of the pillars of the country's economy, which is in line with the increase tourist visits. This causes tourist destinations to choose the right strategy to increase tourist visiting intentions, one of which is growing online brand experiences through social media. This study was conducted to analyze the effect of online brand experience on visit intention in Nihi Sumba, NTT through brand credibility study of followers instagram @nihi. This study uses a quantitative approach, an explanatory type of research, by distributing questionnaires to 110 followers official instagram @nihi using non-probability sampling techniques in the form of a purposive method. The data analysis technique used is the regression analysis and Sobel Test to see the influence between variables both directly and indirectly. The result showed that there was an influence between online brand experience on visit intention in Nihi Sumba, NTT through brand credibility. This study shows that the online brand experience created when the followers navigating the official instagram @nihi can form brand credibility, so that can generate to visit intention to Nihi Sumba, NTT.