ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis secara langsung maupun tidak langsung pengaruh efektivitas daya tarik dan promosi digital terhadap keputusan berkunjung melalui minat kunjungan sebagai Variabel *intervening* pada Kawasan wisata pantai Kabupaten Jember. Jumlah sampel penelitian ini adalah 400 responden. Teknik analisis yang digunakan adalah *Structural Equation Model* (SEM) dengan menggunakan WarpPLS 7.0. Hasil analisis data menunjukkan bahwa variabel Efektivitas daya tarik berpengaruh signifikan terhadap minat kunjungan, promosi digital berpengaruh signifikan terhadap minat kunjungan, Efektivitas daya tarik berpengaruh signifikan terhadap keputusan berkunjung, promosi digital berpengaruh signifikan terhadap keputusan berkunjung, minat kunjungan berpengaruh signifikan terhadap keputusan berkunjung. Secara tidak langsung Efektivitas daya tarik dan promosi digital berpengaruh signifikan terhadap keputusan berkunjung melalui minat kunjungan sebagai variabel *intervening*. Hasil analisa data menunjukkan bahwa variabel efektivitas daya tarik, minat kunjungan dan promosi digital secara parsial berpengaruh signifikan terhadap keputusan berkunjung Kawasan wisata pantai Kabupaten Jember.

Kata Kunci : efektivitas daya tarik, Promosi digital, Minat kunjungan, Keputusan berkunjung

ABSTRACT

The aim of this research is to determine and analyze directly or indirectly the influence of the effectiveness of digital attractions and promotions on visiting decisions through visiting interest as an intervening variable in the coastal tourist area of Jember Regency. The sample size for this research was 400 respondents. The analysis technique used is Structural Equation Model (SEM) using WarpPLS 8.0. The results of data analysis show that the variable Effectiveness of attractions has a significant influence on interest in visiting, digital promotion has a significant influence on interest in visiting, Effectiveness of attractions has a significant influence on the decision to visit, digital promotion has a significant influence on the decision to visit, interest in visiting has a significant influence on the decision to visit. Indirectly, the effectiveness of digital attractions and promotions has a significant effect on visiting decisions through visiting interest as an intervening variable. The results of data analysis show that the variables of effectiveness of attraction, interest in visiting and digital promotion partially have a significant influence on the decision to visit the coastal tourist area of Jember Regency.

Keywords: effectiveness, attraction, digital promotion, interest in visiting and decision to visit