

ABSTRAK

Wahyudin Yahya, 2025. Analisis Daya Tarik Wisata, Pengalaman Wisatawan, dan Promosi Media Sosial Terhadap Minat Berkunjung Kembali Agrowisata Belimbing Bojonegoro (Studi Empiris Agrowisata Belimbing Bojonegoro). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Heny Sidanti, S.E., M.M. Pembimbing II : Dian Citaningtyas Ari Kadi, S.E., M.M.

Kata Kunci : Daya Tarik Wisata, Pengalaman Wisatawan, Promosi Media Sosial, Minat Berkunjung Kembali Agrowisata.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh daya tarik wisata, pengalaman wisatawan, dan promosi media sosial terhadap minat berkunjung kembali wisatawan ke Agrowisata Belimbing Bojonegoro. Pendekatan kuantitatif digunakan dengan metode survei melalui penyebaran kuesioner kepada wisatawan yang pernah berkunjung ke Agrowisata Belimbing Ngringinrejo, Kabupaten Bojonegoro. Data dianalisis menggunakan regresi linier berganda untuk menguji hubungan antar variabel. Hasil analisis menunjukkan bahwa daya tarik wisata, pengalaman wisatawan, dan promosi media sosial berpengaruh positif dan signifikan terhadap minat berkunjung kembali. Temuan ini sejalan dengan Theory of Planned Behavior (TPB) yang menjelaskan bahwa sikap terhadap perilaku, norma subjektif, dan persepsi kontrol perilaku berperan dalam membentuk niat wisatawan melakukan kunjungan ulang. Implikasi penelitian ini menunjukkan pentingnya pengelolaan daya tarik destinasi, penciptaan pengalaman wisata yang berkesan, serta optimalisasi promosi melalui media sosial guna meningkatkan loyalitas wisatawan dan keberlanjutan destinasi agrowisata.

ABSTRACT

Wahyudin Yahya, 2025. *Analysis of Tourism Attraction, Tourist Experience, and Social Media Promotion on the Intention to Revisit Belimbing Agrotourism Bojonegoro (Empirical Study of Belimbing Agrotourism Bojonegoro). Management Study Program, Faculty of Economics and Business, PGRI University Madiun. Supervisor I: Dr. Heny Sidanti, S.E., M.M. Supervisor II: Dian Citaningtyas Ari Kadi, S.E., M.M.*

Keywords : *Tourist Attraction, Tourist Experience, Social Media Promotion, Revisit Intention Agrotourism.*

This study aims to examine and analyze the influence of tourist attraction, tourist experience, and social media promotion on tourists' revisit intention to Belimbing Agrotourism in Bojonegoro. A quantitative approach was employed using a survey method by distributing questionnaires to tourists who had previously visited Belimbing Agrotourism in Ngringinrejo Village, Bojonegoro Regency. The data were analyzed using multiple linear regression to test the relationships among variables. The results indicate that tourist attraction, tourist experience, and social media promotion have a positive and significant effect on revisit intention. These findings are consistent with the Theory of Planned Behavior (TPB), which explains that attitudes toward behavior, subjective norms, and perceived behavioral control play an important role in shaping tourists' intentions to revisit. The implications of this study highlight the importance of managing destination attractions, creating memorable tourist experiences, and optimizing social media promotion to enhance tourist loyalty and support the sustainability of agrotourism destinations.