

## ABSTRAK

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**“PENGARUH PENGGUNAAN SOSIAL MEDIA, *DESTINATION PERSONALITY*, *DESTINATION IMAGE* DAN *SELF CONGRUITY* TERHADAP *BEHAVIORAL INTENTION TO VISIT LABUAN BAJO*”**

(79 hal + 18 tabel + 5 gambar + 3 Lampiran )

Sektor pariwisata di Indonesia masih memiliki kontribusi yang rendah terhadap pendapatan domestik bruto jika dibandingkan dengan negara lainnya di Asean, maka dari itu sektor pariwisata di Indonesia memiliki potensi untuk dapat terus dikembangkan dan tentunya dapat berkontribusi lebih terhadap perekonomian. Penelitian ini bertujuan untuk menganalisa pengaruh dari penggunaan sosial media, *Destination Personality*, *Destination Image* dan *Self Congruity* terhadap *Behavioral Intention to visit* Labuan Bajo. Penelitian ini dilakukan pada 173 responden yang pernah melakukan kunjungan pada tempat wisata di Labuan Bajo. Metode yang digunakan adalah kuantitatif dengan teknik analisa SEM-PLS. Hasil penelitian menunjukkan bahwa penggunaan sosial media, *Destination Personality* dan *Self Congruity* dapat mempengaruhi *Behavioral Intention to visit* Labuan Bajo secara signifikan dan positif. Namun *Destination Image* tidak dapat memberikan pengaruh signifikan terhadap *Behavioral Intention to visit*.

Kata Kunci : Sosial Media, *Destination Personality*, *Destination Image*, *Self Congruity*, *Behavioral Intention to visit*, Wisata

Referensi : 36 (2011-2023)

## **ABSTRACT**

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***“THE INFLUENCE OF THE USE OF SOCIAL MEDIA, DESTINATION PERSONALITY, DESTINATION IMAGE AND SELF CONGRUITY ON THE BEHAVIOR OF INTENTION TO VISIT LABUAN BAJO”***

*(79 pages + 18 table + 5 figure + 3 attachment )*

*The tourism sector in Indonesia still has a low contribution to gross domestic income when compared to other countries in ASEAN, therefore the tourism sector in Indonesia has the potential to continue to be developed and of course can contribute more to the economy. This research aims to analyze the influence of Social Media use, Destination Personality, Destination Image and self-congruity on Behavioral Intention to visit Labuan Bajo. This research was conducted on 173 respondents who had visited tourist attractions in Labuan Bajo. The method used is quantitative with the SEM-PLS analysis technique. The research results show that the use of Social Media, Destination Personality and self-congruity can influence Behavioral Intention to visit Labuan Bajo significantly and positively. However, Destination Image cannot have a significant influence on Behavioral Intention to visit.*

*Keywords: Social Media, Destination Personality, Destination Image, Self Congruity, Behavioral Intention to visit, Tourism*

*References : 36 (2011-2023)*