

## **ABSTRACT**

### **THE INFLUENCE OF SOCIAL MEDIA AND PHYSICAL EVIDENCE ON TOURISTS' INTEREST IN RETURNING (STUDY ON SLANIK WATERPARK LAMPUNG)**

**By**

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This research aims to determine the influence of social media and physical evidence on tourists' interest in visiting Slanik Waterpark Lampung again. As we know, Slanik Waterpark is the largest water park in Lampung province and has quite complete destination facilities for both water and non-water games. Then This research uses social media theory, physical evidence and tourists' interest in coming back. This research will use the data collection method used in this research, namely field research, and in this research the sample population uses nonprobability sampling with a total of 100 respondents. Based on the results of the tests carried out, it can be concluded that social media partially has no effect on tourists' interest in coming back. Based on the results of tests conducted, social media has no effect on tourists' interest in visiting again. Based on the results of tests carried out, physical evidence influences the interest in returning tourists to Slanik Waterpark. Based on the results of the tests carried out, it can be concluded that social media and physical evidence simultaneously influence the interest in returning tourists to Slanik Waterpark Lampung

**Keywords: Social Media, Physical Evidence and Tourist Interest in Returning**