

ABSTRACT**THE INFLUENCE OF SOCIAL MEDIA ATTRACTIVENESS TICKET PRICES AND SERVICE FACILITIES ON VISITING DECISIONS AT SANGGAR BEACH TOURIST ATTRACTIONS WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE****Oleh :****YONATHAN ALBERT RIYANTO**

This study aims to determine the influence of social media attractiveness of ticket prices and service facilities on visiting decisions with consumer satisfaction as an intervening variable. The type of research used associative causality. Non-probability sampling technique was used through purposive sampling method. Calculation of the number of samples used the Slovin formula with a total sample of 100 respondents. Structural Equation Modeling Partial Least Square (SEM-PLS) analysis technique was through Smart PLS 3.0 software. The results indicated that Social Media (X1), Ticket Prices (X3), Service Facilities (X4), and Consumer Satisfaction (Y2) have an influence on Visiting Decisions (Y1). However, Attractiveness (X2) does not influence on Visiting Decisions. Social Media has no influence on Customer Satisfaction, Attractiveness, Ticket Prices, and Facilities affect customer satisfaction. Social Media has no influence on Visiting Decisions with Customer Satisfaction acts as an intervening variable. Conversely, Attractiveness and Ticket Prices have an influence on Visiting Decisions with Customer Satisfaction as an intervening variable. Lastly, Service Facilities have an influence on Visiting Decisions at Sanggar Beach tourist attraction with Customer Satisfaction as an intervening variable.

Keywords: *Visiting Decision, Customer Satisfaction, Social Media, Attractiveness, Ticket Price, Service Facilities, Partial Least Square (PLS)*