

## **ABSTRACT**

*In modern times, tourism is one important factor in boosting the economy of a region. Through tourism, the sector - other sectors will be encouraged to experience growth. Tourism ranks third in terms of foreign exchange income. This study is motivated by problems related to City Branding, Interest to Visit, and Decision to Visit to Puncak, Bogor. Those problems based on the results of pre-survey showing that the City Branding consisting of Familiarity (Presence), Potential (Potential), place (Place), People / Society (People), Fascination (Pulse), as well as the prerequisites (prerequisite), yet fully got a good response from responden. Even Puncak, Bogor Regency by Republika including a bustling tourist destination, but in 2017 describes the number of visitors decreased. This study aimed to determine the effect of City Branding against Been and Decision Interests Been to Puncak, Bogor Regency.*

*This study uses quantitative methods with descriptive research and causal. The population in this study were tourists visiting Puncak, Bogor Regency with a number that is not known for certain. Sampling was done by non-probability sampling method kind of purposive sampling, with the number of respondents was 100 persons. Data were analyzed using descriptive analysis and path analysis. Based on the results of descriptive analysis, the variables city branding as a whole is in good category.*

*Based on the results of descriptive analysis, the variables interest to visit as a whole is in good category. Based on the results of descriptive analysis, the variables decision to visit as a whole is in good category. The results of path analysis showed that the variables of City Branding significantly affect Interest to Visit and Decision to Visit. City Branding amount of influence on interest visited by 49.3%. The amount of influence City Branding on decision visited amounted to 72.2%, as well as the influence of interest to visit and decision to visit viewed by 60%.*

**Keywords :** *City Branding, Interests to Visit, Decision to Visit.*