

## **ABSTRACT**

*Bandung is one of the cities in Indonesia that offers various tourist destinations. Bandung became the city with the highest tourism index reaching 93,50. One of the city branding currently carried out in Bandung is 'Stunning Bandung' which is a smart branding program in building Bandung Smart City. There is a decrease in the number of tourists in the city of Bandung in 2016, 2019, and 2020. The existence of city branding is expected to attract more tourists to visit Bandung and increase the potential of tourist destinations in Bandung.*

*The purpose of this study is to find out how the level of city branding in Bandung, find out how the level of tourist visit decision, and determine the effect of implementation city branding on tourist visit decision in Bandung.*

*The method used in this research is a quantitative approach method. The data obtained came from distributing questionnaires to 100 respondents who were visiting Bandung. Questionnaires were distributed online through social media. The sample was taken based on the nonprobability sampling method with purposive sampling technique with the respondent's criteria are not a city resident of Bandung and not residing in Bandung. Explanation of research results using descriptive analysis and simple linear regression analysis. Validity and reliability tests are used to show that the questionnaire used is valid and reliable so that it can support the research conducted.*

*This study shows that there is a significant positive effect between city branding and tourist visit decision with a regression coefficient value is 0,299 and a t-count value is 5,665 > t-table 1,984. The coefficient of determination test results is 0,247, which means that city branding affects the tourist visit decision by 24,7%.*

*The results obtained from this study is the implementation of city branding has a significant effect on tourist visit decision in Bandung although the results of the effect are small, which is below 50%. The results of this study are expected to be a source of further studies in subsequent studies that examine the influence of city branding on tourist visit decision.*

**Keywords:** *City Branding, Tourist Visit Decision, Smart Branding*