

ABSTRACT

The tourism industry is one of the industrial sectors that has an important role in the development and contribution to foreign exchange earnings, regional income, regional development, investment and labor and business development in various regions of Indonesia. One of the tourism sectors that also contributes to the industrial sector is Orchid Forest Cikole. The use of social media, especially Instagram, can help reach local and foreign tourists to attract tourists to make return visits at Orchid Forest Cikole.

This study aims to look at the role of social media on the revisit intention of tourists at Orchid Forest Cikole by using the dependent variables, namely Social Media Quality, Social Media Quantity, Social Media Credibility and e-WOM which are connected to the intervening variable, namely Destination Brand Awareness and Destination Satisfaction towards Revisit Intention.

The method used for this research is quantitative method with data analysis techniques, namely SEM-PLS. Data were collected using a questionnaire distributed to respondents. A total of 317 respondents were collected from the results of distributing questionnaires online.

The results of statistical analysis show that (1) social media quality does not have a positive and significant effect on destination satisfaction but has a positive and significant effect on destination brand awareness. (2) social media quantity has a positive and significant effect on destination satisfaction. (3) social media credibility has a positive and significant effect on destination satisfaction. (4) E-WOM has a positive and significant effect on destination satisfaction and destination brand awareness. (5) destination satisfaction has a positive and significant effect on destination brand awareness. (6) destination brand awareness has a positive and significant effect on revisit intention. (7) destination satisfaction has a positive and significant effect on revisit intention.

It can be seen that the variables that influence the overall revisit intention are social media quantity, social media credibility, E-WOM, destination satisfaction, and destination brand awareness.

Keywords: *tourism sector, revisit intention, social media quantity, e-WOM, social media quality, social media credibility, destination brand awareness, destination satisfaction*