

ABSTRACT

Tourism is a series of activities and travel activities carried out by individuals or groups to a place. The tourism sector has an important role as one of the sources of foreign exchange earnings. City Branding and City Image can be a forum as a promotion to attract tourists to visit tourist attractions. This study aims to find the effect of City Branding and City image on Tourism Visiting Decisions. The research method used is quantitative with a descriptive approach. This study uses non-probability sampling techniques for decision making with a total of 100 respondents, using a measurement scale, namely the Likert scale. The results of descriptive analysis, city branding variables can be categorized well with a score of 81.54%, city image variables can be categorized well with a score of 79.40%, and visiting decision variables can be categorized well with a score of 79, 71%. The results of this study obtained that city branding has a significant effect on city image, city branding has no significant effect on visiting decisions, city image has a significant effect on visiting decisions, and city branding on visiting decisions through city image has a significant effect.

Keywords : *City Branding, City Image, Visiting Decision*