

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh promosi dan kualitas pelayanan terhadap keputusan berkunjung pantai air manis padang dengan *brand image* sebagai variabel intervening. Metode pengumpulan data melalui survei dan mengedarkan kuisioner, dengan sampel 100 responden. Metode analisis yang digunakan *structural equation modeling* menggunakan smartpls.

Hasil penelitian yang didapatkan terdapat pengaruh yang signifikan promosi terhadap *brand image*. Terdapat pengaruh yang signifikan kualitas pelayanan terhadap *brand image*. Terdapat pengaruh yang signifikan promosi terhadap keputusan berkunjung. Terdapat pengaruh yang tidak signifikan kualitas pelayanan terhadap keputusan berkunjung. Terdapat pengaruh yang signifikan *brand image* terhadap keputusan berkunjung. Terdapat pengaruh yang signifikan promosi terhadap keputusan berkunjung melalui *brand image*. Terdapat pengaruh yang signifikan kualitas pelayanan terhadap keputusan berkunjung melalui *brand image*.

Kata Kunci: Promosi, Kualitas Pelayanan, *Brand Image* dan Keputusan Berkunjung

ABSTRACT

This research aims to test how much influence promotion and service quality have on the decision to visit Air Manis Padang beach with brand image as an intervening variable. The data collection method is through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is structural equation modeling using smartpls.

The research results showed that there was a significant influence of promotion on brand image. There is a significant influence of service quality on brand image. There is a significant influence of promotion on the decision to visit. There is an insignificant influence of service quality on the decision to visit. There is a significant influence of brand image on the decision to visit. There is a significant influence of promotion on the decision to visit through brand image. There is a significant influence of service quality on the decision to visit through brand image.

Keywords: Promotion, Service Quality, Brand Image and Visiting Decision