

**THE INFLUENCE OF INSTAGRAM TOWARDS TRAVEL DECISION
MAKING PROCES: A CASE STUDY OF LAMPUNG, INDONESIA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

The Influence of Instagram towards Decision Making Process: A Case Study of Lampung, Indonesia

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Social media has affected travellers including when they decide to choose a destination. This research is dedicated to investigate the impact of Instagram as a social media towards decision making process, case of Lampung, Indonesia. Lampung is chosen as the case study as it has shown significant growth of the number of visitation during 2014 and 2018.

The method in this research is using quantitative research methods. Online questionnaire has been conducted and completed by 134 respondents to find out whether Instagram impact tourist's decision making process to visit Lampung. The data was analyzed in SPSS system to retrieve the result. The data processing techniques using validity and reliability test, analyzing techniques using classical assumption test and hypothesis test. Therefore, the result of this study indicated that Instagram only affect 17% towards decision-making process.

Keywords: Social Media, Instagram, Decision Making Process, Lampung, Indonesia

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DEDICATION

I dedicate this works for my parents, myself, and Lampung.

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I would like to use this opportunity to express my deepest gratitude to all who have contributed to making this thesis complete.

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