The Influence of Tourist Attractions and Destination Image on Visiting Interestin Nanggelan Beach, Jember
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ABSTRACT

This study aims to analyze the influence of tourist attractions and destination image on visiting interest in Nanggelan Beach, Jember Regency. This research uses a quantitative method with a descriptive approach. The variables used in this study consist of independent variables, namely Tourist Attractions (X1) and Destination Image (X2). Data were collected through questionnaires distributed to anyone interested in visiting Nanggelan Beach, especially within the Jember Regency area. The data analysis tool used was IBM SPSS Statistics version 26 with a total sample of 100 respondents. The data analysis technique employed was multiple linear regression to examine the influence of the independent variables. The results show that tourist attractions and destination image have a significant effect, both partially and simultaneously, on tourists' visiting interest in Nanggelan Beach, Jember. These findings provide an important contribution for Nanggelan Beach tourism managers to enhance promotion and increase tourist visits through its attractions and destination image. The study results show the regression coefficient for tourist attractions (X1) is 0.337, and for destination image (X2) is 0.901, with a constant value (Y) of 10.695. The conclusion of this research is that the significance value for both tourist attractions and destination image variables is 0.000 < 0.05, indicating that these variables strongly influence tourists' interest in visiting Nanggelan Beach.

Keywords: *Tourist Attractions, Destination Image, Visiting Interest, Nanggelan Beach.*