

PENGARUH *CITY BRANDING* “*FRIENDLY AND RELIGIOUS*” DAN *CITY IMAGE* “KOTA SANTRI” TERHADAP KEPUTUSAN BELAJAR AGAMA

(Studi kasus di Kabupaten Jombang Ponpes Tebuireng , Bahrul Ulum Tambak Beras, Mamba’ul Ma’arif Denanyar, Darul ulum Rejoso)

ABSTRAK

Oleh:

Mimbar Budi Santoso

Dosen Pembimbing:

Nuri Puri, SST.,MM

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *city branding* “*friendly and religious*” dan *city image* “kota santri” terhadap keputusan belajar agama Dalam penelitian ini menggunakan metode explanasi (explanatory) dengan skala pengukuran Likert, sampel yang digunakan sebanyak 95 sampel, metode pengumpulan data dengan wawancara, dokumentasi, angket dan observasi. Analisis data menggunakan analisis deskriptif, regresi linier berganda dan uji T. Hasil penelitian menunjukkan bahwa (1) *City branding* “*friendly and religious*” yang baik mampu meningkatkan keputusan belajar agama (2) *City image* “kota santri” yang baik mampu meningkatkan keputusan belajar agama. Saran dalam penelitian selanjutnya yaitu agar dapat mengembangkan *city branding* dan *city image* terhadap keputusan belajar agama secara menyeluruh perlu dilakukan penelitian dengan menggunakan sampel yang lebih besar dan dalam jangka waktu penelitian yang lebih panjang.

Kata Kunci: *City branding*, *City image* dan Keputusan Berkunjung

**THE EFFECT OF CITY BRANDING" FRIENDLY AND RELIGIOUS "AND
CITY IMAGE" SANTRI CITY "TO THE DECISION OF RELIGIOUS
LEARNING**

**(Case study in Jombang Regency Ponpes Tebuireng, Bahrul Ulum Tambak
Beras, Mamba'ul Ma'arif Denanyar, Darul ulum Rejoso)**

ABSTRACT

By:

Mimbar Budi Santoso

Supervisor:

Nuri Puri, SST., MM

This study aims to know and explain the influence of city branding "friendly and religious and city image" santri city "tap religious learning decisions In this study using explanatory methods (explanatory) with Likert measurement scale, the sample used as many as 95 samples, interviews, documentation, questionnaires and observations. Data analysis used descriptive analysis, multiple linear regression and T test. The result of the research showed that (1) City branding "friendly and religious is good able to improve the decision of studying religion (2) City image" santri city "is able to improve the decision of studying religion. Suggestions in subsequent research is that in order to develop city branding and city image of religious learning decisions as a whole needs to do research by using larger samples and within a longer period of research.

Keywords: City branding ,City image and Decision to Visit