

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN ATRIBUT PRODUK WISATA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI SITUS KERATON RATU BOKO

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Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan atribut produk wisata terhadap keputusan berkunjung wisatawan di Situs Keraton Ratu Boko. Populasi dalam penelitian ini adalah para wisatawan objek wisata Situs Keraton Ratu Boko yang mempunyai media sosial. Sampel yang diambil sebanyak 100 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan kuisioner. Analisis data menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa secara bersama-sama *electronic word of mouth* dan atribut produk wisata berpengaruh terhadap keputusan berkunjung wisatawan di Situs Keraton Ratu Boko dan secara parsial *electronic word of mouth* berpengaruh terhadap keputusan berkunjung wisatawan, sedangkan atribut produk wisata tidak berpengaruh terhadap keputusan berkunjung wisatawan.

Kata kunci: *electronic word of mouth*, atribut produk wisata, keputusan berkunjung

ABSTRACT

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND TOURISM
PRODUCT ATTRIBUTE TOWARDS TOURIST VISITING DECISION TO
KERATON RATU BOKO SITE**

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This research attempts to learn the influence of electronic word of mouth and tourism product attribute towards tourist visiting decision to visit Keraton Ratu Boko Site. The population in this research is the tourists who visited Keraton Boko Site. The sample taken was 100 respondents. The method for the sampling is purposive sampling. Data collection techniques was questionnaire. The analysis of data used multiple regression analysis technique. The results of this study indicates that simultaneously electronic word of mouth and tourism product attribute influenced tourist visiting decision to Keraton Ratu Boko Site and partially only electronic word of mouth influenced tourist visiting decision to Keraton Ratu Boko Site.

Keyword: electronic word of mouth, tourism product attribute, visiting decision