

ABSTRAK**PENGARUH MOTIVASI WISATA DAN E-WOM TERHADAP MINAT
BERKUNJUNG KE DAYA TARIK WISATA GOA PINDUL**

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh motivasi wisata dan *electronic word of mouth* terhadap minat berkunjung ke daya tarik wisata Goa Pindul, 2) pengaruh motivasi wisata terhadap minat berkunjung ke daya tarik wisata Goa Pindul, 3) pengaruh *electronic word of mouth* terhadap minat berkunjung ke daya tarik wisata Goa Pindul. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan adalah *Purposive sampling* dengan kriteria responden mahasiswa/i Universitas Sanata Dharma Yogyakarta yang mengetahui tentang Goa Pindul melalui media sosial Instagram namun belum pernah mengunjungi Goa Pindul. Penelitian ini menggunakan sampel 100 (seratus) responden. Teknik pengujian instrumen dalam penelitian ini yaitu uji validitas, dan reliabilitas, sedangkan teknik analisis data menggunakan uji asumsi klasik, analisis regresi linier berganda, dan analisis deskriptif. Hasil penelitian menunjukkan bahwa: 1) motivasi wisata dan *electronic word of mouth* secara bersama-sama mempengaruhi minat berkunjung wisatawan ke daya tarik wisata Goa Pindul, 2) motivasi wisata berpengaruh terhadap minat berkunjung ke daya tarik wisata Goa Pindul, 3) *electronic word of mouth* berpengaruh terhadap minat berkunjung ke daya tarik wisata Goa Pindul.

Kata Kunci: Motivasi Wisata, *Electronic Word of Mouth*, Minat Berkunjung

ABSTRACT

**THE INFLUENCE OF TRAVEL MOTIVATIONS AND E-WOM
TOWARDS THE INTENTION TO VISIT TO GOA PINDUL TOURIST
ATTRACTION**

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This study aimed to find out: 1) the influence of travel motivations and electronic word of mouth towards the intention to visit Goa Pindul tourist attraction, 2) the influence of travel motivations towards the intention to visit Goa Pindul tourist attraction, 3) the influence of electronic word of mouth towards the intention to visit Goa Pindul tourist attraction. The type of research used in this study is descriptive quantitative research. The sampling technique used is purposive sampling with the criteria of respondents are students of Sanata Dharma University Yogyakarta who know about Goa Pindul through Instagram social media platform but have never visited Goa Pindul. This study used a sample of 100 respondents. Instrument testing technique in this study is validity test, and reliability, while the data analysis techniques are classical assumption test, multiple linear regression analysis, and descriptive analysis. The result of the study shows that: 1) travel motivations and electronic word of mouth simultaneously influenced the intention to visit Goa Pindul tourist attraction, 2) travel motivations influenced the intention to visit Goa Pindul tourist attraction, 3) electronic word of mouth influenced the intention to visit Goa Pindul tourist attraction.

Keyword: Travel Motivations, Electronic Word of Mouth, Intention to Visit