

ABSTRAK

PENGARUH *E-WoM* DAN DAYA TARIK WISATA TERHADAP MINAT KUNJUNG WISATAWAN BERDASARKAN PERSEPSI DAYA TARIK WISATA MENURUT KARAKTERISTIK DEMOGRAFIS

Studi pada Taman Wisata Alam Mangrove Pantai Indah Kapuk

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Penelitian ini bertujuan untuk mengetahui apakah : 1) *electronic word of mouth* berpengaruh terhadap minat kunjung wisatawan, 2) daya tarik wisata berpengaruh terhadap minat kunjung wisatawan, 3) *electronic word of mouth* dan daya tarik wisata secara bersama-sama berpengaruh terhadap minat kunjung wisatawan, 4) perbedaan persepsi wisatawan mengenai daya tarik wisata berdasarkan kelompok usia wisatawan pada Taman Wisata Alam Mangrove Pantai Indah Kapuk. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data yang digunakan adalah regresi linear berganda, Uji T, Uji F dan *independent sample t test*.

Hasil penelitian menunjukkan bahwa: 1) *electronic word of mouth* berpengaruh terhadap minat kunjung wisatawan, 2) daya tarik wisata berpengaruh terhadap minat kunjung wisatawan, 3) *electornic word of mouth* dan daya tarik wisata secara bersama-sama berpengaruh terhadap minat kunjung wisatawan, 4) terdapat perbedaan persepsi wisatawan mengenai daya tarik wisata berdasarkan kelompok usia wisatawan.

Kata kunci : *Electronic Word of Mouth*, Daya Tarik Wisata, Minat Kunjung Wisatawan.

Abstract

THE INFLUENCE OF E-WOM AND TOURIST ATTRACTION ON VISIT INTEREST BASED ON PERCEPTION OF TOURIST ATTRACTION AND DEMOGRAPHIC CHARACTERISTICS

Study in Mangrove Nature Park Pantai Indah Kapuk

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This research aims to investigate whether : 1) electronic words of mouth affects evaluation on tourist attraction, 2) evaluation on tourist attraction influenced interest to visit, 3) electronic words of mouth and evaluation on tour attraction simultaneous affect the interest to visit, and 4) the different evaluation on tourist attraction based on the age group of tourist of Mangrove Nature Park Pantai Indah Kapuk. This research used purposive sampling. Data were obtained using questionnaire to 100 respondents. Data analysis techniques used in this research were multiple linear regression, T test, F test and independent sample t-test.

This research results showed that : 1) electronic word of mouth affects evaluation on attraction 2) evaluation on tourist attraction affects visit interest 3) electronic words of mouth and evaluation in tourist attraction affect visit interest 4) there are different evaluation on tourist attraction based on the age group of tourists.

Keyword : *Electronic Word of Mouth*, Tour Attraction, interest visiting tourist.