

ABSTRAK**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN DAYA TARIK WISATA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI CANDI RATU BOKO, KECAMATAN PRAMBANAN, KABUPATEN SLEMAN, DIY.**

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Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic word of mouth*, dan daya tarik wisata terhadap keputusan berkunjung wisatawan pada Candi Ratu Boko. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria wisatawan Candi Ratu Boko yang menggunakan media sosial Instagram. Penelitian ini menggunakan sampel sebanyak 100 (seratus) responden. Analisis data menggunakan uji asumsi klasik, analisis regresi linear berganda dan analisis deskriptif. Hasil penelitian ini menunjukkan bahwa : 1) Mayoritas responden adalah laki – laki , 2) Secara simultan *electronic word of mouth* dan daya tarik wisata berpengaruh terhadap keputusan berkunjung wisatawan di Candi Ratu Boko, 3) *Electronic word of mouth* berpengaruh terhadap keputusan berkunjung wisatawan di Candi Ratu Boko. 4) Daya tarik wisata berpengaruh terhadap keputusan berkunjung wisatawan di Candi Ratu Boko.

Kata kunci : *electronic word of mouth*, daya tarik wisata, keputusan berkunjung

ABSTRACT
THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND ATTRACTION ON
TOURISTS DECISIONS
A CASE STUDY ON TOURISTS VISITING RATU BOKO TEMPLE, SLEMAN
REGENCY, SPECIAL REGION OF YOGYAKARTA.

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This study aims to determine whether electronic word of mouth and attraction on tourists decision to visit Ratu Boko Temple in Sleman Regency, Special Region of Yogyakarta. The sampling technique used is purposive sampling. The criterion of the sample is that they use Instagram social media. This study uses a sample of 100 (one hundred) respondents. The data analysis uses classical assumption test, multiple linear regression analysis and descriptive analysis. The result of this study indicates that : 1) The majority of respondents are male, 2) Electronic word of mouth and attraction influences the decision to visit Ratu Boko Temple Simultaneously. 3) Electronic word of mouth influences the decision to visit Ratu Boko Temple. 4) The attractiveness influence the decision to visit Ratu Boko Temple.

Keywords : electronic word of mouth, attraction, visiting decision.

