

## ABSTRAK

### **PENGARUH *ELECTRONIC WORD OF MOUTH* DAN DAYA TARIK TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN KE HUTAN PINUS ASRI MANGUNAN, DLINGO, BANTUL, D.I.YOGYAKARTA**

Studi Kasus pada Objek Wisata Hutan Pinus Asri Mangunan

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2019

Penelitian bertujuan untuk mengetahui : 1) pengaruh *electronic word of mouth* dan daya tarik secara parsial terhadap keputusan berkunjung wisatawan Hutan Pinus Asri Mangunan. 2) untuk mengetahui pengaruh secara bersama – sama *electronic word of mouth* dan daya tarik terhadap keputusan berkunjung wisatawan Hutan Pinus Asri Mangunan. Jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan : 1) *electronic word of mouth* dan daya tarik secara parsial berpengaruh positif terhadap keputusan berkunjung wisatawan ke Hutan Pinus Asri Mangunan. 2) *electronic word of mouth* dan daya tarik secara bersama – sama berpengaruh terhadap keputusan berkunjung wisatawan ke Hutan Pinus Asri Mangunan.

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

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND  
ATTRACTIVENESS ON TOURIST VISITING DECISIONS TO HUTAN  
PINUS ASRI MANGUNAN, DLINGO, BANTUL, D.I.YOGYAKARTA

A Study on Tourism Objects Hutan Pinus Asri Mangunan

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This research aims to find out : 1) the influence of electronic word of mouth and the attractiveness simultaneously on tourist visiting decisions to Hutan Pinus Asri Mangunan. 2) the influence of electronic word of mouth and the attractiveness on tourist visiting decisions to Hutan Pinus Asri Mangunan. The samples are 100 respondents. The method of sampling is purposive sampling. Data collection technique was questionnaires. The data analysis technique is multiple linear regression analysis. The result of the research shows that : 1) electronic word of mouth and attractiveness simultaneously influenced tourist visiting decisions to Hutan Pinus Asri Mangunan. 2) electronic word of mouth and attractiveness influenced partially and positively tourist visiting decisions to Hutan Pinus Asri Mangunan.

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