

## ABSTRAK

**ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP  
LOYALITAS WISATAWAN DENGAN KEPUASAN WISATAWAN SEBAGAI  
VARIABEL *INTERVENING*****Studi pada Wisatawan *Jember Fashion Carnaval***

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Penelitian ini bertujuan untuk (1) mengetahui apakah *electronic word of mouth* berpengaruh terhadap loyalitas wisatawan *Jember Fashion Carnaval*, (2) mengetahui apakah *electronic word of mouth* berpengaruh terhadap kepuasan wisatawan *Jember Fashion Carnaval*, (3) mengetahui apakah kepuasan wisatawan berpengaruh terhadap loyalitas wisatawan *Jember Fashion Carnaval*, (4) mengetahui apakah ada pengaruh *electronic word of mouth* terhadap loyalitas wisatawan *Jember Fashion Carnaval* melalui kepuasan wisatawan sebagai variabel *intervening*. Penelitian ini dilaksanakan pada bulan September 2019 secara *online* berdasarkan letak geografis yaitu pulau Jawa dan Bali. Populasi dalam penelitian ini adalah seluruh wisatawan *Jember Fashion Carnaval*. Teknik pengambilan sampel menggunakan *non probability sampling* yaitu *purposive*. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*). Hasil penelitian ini adalah ada pengaruh dari *electronic word of mouth* terhadap loyalitas wisatawan *Jember Fashion Carnaval*, ada pengaruh dari *electronic word of mouth* terhadap kepuasan wisatawan *Jember Fashion Carnaval*, ada pengaruh kepuasan wisatawan terhadap loyalitas wisatawan *Jember Fashion Carnaval*, dan *electronic word of mouth* berpengaruh langsung terhadap loyalitas wisatawan tanpa melalui kepuasan wisatawan.

Kata kunci: *electronic word of mouth*, kepuasan wisatawan, loyalitas wisatawan, *Jember Fashion Carnaval*

**ABSTRACT**

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TOWARDS VISITORS  
LOYALTY USING VISITORS SATISFACTION AS INTERVENING VARIABLE  
A Study On Jember Fashion Carnaval's Visitors**

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This research aims to (1) find out whether electronic word of mouth influences the loyalty of Jember Fashion Carnaval visitors, (2) find out whether electronic word of mouth influences the satisfaction of Jember Fashion Carnaval visitors, (3) find out whether visitors satisfaction influences the visitors loyalty of Jember Fashion Carnaval, (4) find out whether there is an influence of electronic word of mouth towards the loyalty of visitors in Jember Fashion Carnaval through visitors satisfaction as intervening variable. This research was conducted on September 2019 by online survey based on geographical location, Java and Bali. The population in this research were all Jember Fashion Carnaval visitors. The sampling technique used non probability sampling way namely purposive sampling. The analysis technique data used is path analysis. The results of this research are there was an influence of electronic word of mouth towards Jember Fashion Carnaval visitors loyalty, there was an influence of electronic word of mouth towards Jember Fashion Carnaval visitors satisfaction, there was on influence of visitors satisfaction towards Jember Fashion Carnaval visitors loyalty, and electronic word of mouth influenced directly towards visitors loyalty without visitors satisfaction as the intervening variable.

Keywords: electronic word of mouth, visitors satisfaction, visitors loyalty, Jember Fashion Carnaval