ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH,* DAYA TARIK WISATA DAN CITRA DESTINASI TERHADAP MINAT BERKUNJUNG KE TEBING BREKSI

Fania Dewi Titisari
Universitas Sanata Dharma
2020

Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh *electronic word of mouth* terhadap minat berkunjung; (2) pengaruh daya tarik wisata terhadap minat berkunjung; (3) pengaruh citra destinasi terhadap minat berkunjung; dan (4) pengaruh *electronic word of mouth*, daya tarik wisata, dan citra destinasi terhadap minat berkunjung. Penelitian ini merupakan penelitian eksplanatori. Penelitian dilaksanakan di Kota Yogyakarta pada bulan Oktober 2019. Teknik sampling yang digunakan adalah *purposive sampling*. Sampel penelitian sebanyak 100 responden dengan ketentuan responden tersebut mengetahui Tebing Breksi melalui media sosial namun belum pernah berkunjung ke Tebing Breksi. Teknik pengumpulan data menggunakan kuesioner yang pengumpulannya dengan bantuan *google forms*. Teknik analisis data menggunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *electronic word of mouth* berpengaruh terhadap minat berkunjung; (2) daya tarik berpengaruh terhadap minat berkunjung; (3) citra destinasi berpengaruh terhadap minat berkunjung; dan (4) *electronic word of mouth*, daya tarik wisata, dan citra destinasi secara bersama-sama berpengaruh terhadap minat berkunjung.

Kata kunci: *electronic word of mouth*, daya tarik wisata, citra destinasi, minat berkunjung.

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH, TOURISM ATTRACTIVENESS AND DESTINATION IMAGE ON VISIT INTENTION TO TEBING BREKSI

Fania Dewi Titisari
Sanata Dharma University
2020

This research aimed to examine and analyze: (1) the effect of electronic word of mouth on visit intention to Tebing Breksi; (2) the effect of tourism attractiveness on visit intention to Tebing Breksi; (3) the effect of destination image on visit intention to Tebing Breksi; and (4) the effect of electronic word of mouth, tourism attractiveness and destination image on visit intention to Tebing Breksi. This research is an explanatory study. This research was conducted in Yogyakarta in October 2019. The research sampling technique was a purposive sampling. The research sample consisted of 100 respondents who knew about Tebing Breksi through social media but never visit Tebing Breksi. The data collection method was a questionnaire used Google Forms. The data analysis technique was multiple linear regression.

The results of data analysis showed that: (1) electronic word of mouth had effect on intention to visit Tebing Breksi; (2) tourism attractiveness had effect on intention to visit Tebing Breksi; (3) destination image had effect on intention to visit Tebing Breksi; and (4) electronic word of mouth, tourism attractiveness, and destination image had effect on intention to visit Tebing Breksi.

Keywords: electronic word of mouth, tourism attractiveness, destination image, visit intention.