

ABSTRAK
PENGARUH HARGA, *ELECTRONIC WORD OF MOUTH*, DAN LOKASI
TERHADAP MINAT KUNJUNG KONSUMEN
Studi Kasus pada Warung Kopi Klotok Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, *electronic word of mouth*, dan lokasi terhadap minat kunjung, (2) pengaruh harga terhadap minat kunjung, (3) pengaruh *electronic word of mouth* terhadap minat kunjung, (4) pengaruh lokasi terhadap minat kunjung. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara online tentang harga, *electronic word of mouth*, lokasi, dan minat kunjung kepada 100 responden. Analisis data menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa: (1) harga, *electronic word of mouth*, dan lokasi berpengaruh secara simultan terhadap minat kunjung, (2) harga berpengaruh terhadap minat kunjung, (3) *electronic word of mouth* berpengaruh terhadap minat kunjung, (4) lokasi berpengaruh terhadap minat kunjung.

Kata Kunci: Harga, *Electronic Word of Mouth*, Lokasi, Minat Kunjung

ABSTRACT
**THE INFLUENCE OF PRICE, ELECTRONIC WORD OF MOUTH, AND
LOCATION TOWARDS VISIT INTEREST**
A Case Study at Warung Kopi Klotok Yogyakarta

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This study aims to determine: (1) the influence of price, electronic word of mouth, location towards visit interest, (2) the influence of price towards visit interest, (3) the influence of electronic word of mouth towards visit interest, (4) the influence of location towards visit interest. The sampling technique used purposive sampling. The data were obtained by distributing online questionnaire about price, electronic word of mouth, location, and visit interest to 100 respondents. Data analysis using SPSS 25. The results of the study show that: (1) price, electronic word of mouth, and location had influence simultaneously toward visit interest, (2) price had a influence towards visit interest, (3) electronic word of mouth had a influence towards visit interest, (4) location had a influence towards visit interest.

Keywords: Price, Electronic Word of Mouth, Location, Visit Interest

