ABSTRAK

PENGARUH DIGITAL MARKETING, ATRIBUT PRODUK PARIWISATA, WORD OF MOUTH PADA MINAT BERKUNJUNG ULANG KE TAMAN SAFARI INDONESIA DI MASA PANDEMI COVID-19 STUDI PADA TAMAN SAFARI INDONESIA BOGOR.

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Penelitian ini bertujuan untuk mengetahui : 1) Apakah digital marketing, atribut produk pariwisata, word of mouth terhadap minat berkunjung ulang pada objek wisata Taman Safari Indonesia 2) Apakah digital marketing berpengaruh terhadap minat berkunjung ulang pada objek wisata Taman Safari indonesia 3) Apakah atribut produk berpengaruh terhadap minat berkunjung ulang pada objek wisata Taman safari indonesia 4) Apakah Word of Mouth berpengaruh terhadap minat berkunjung ulang pada objek wisata Taman safari indonesia Teknik sempel penelitian ini menggunakan teknik Non-Probability Sampling. Teknik pengelolahan data penelitian menggunakan aplikasi SPSS versi 23.0. Data diperoleh dari penyebaran kuesioner secara online menggunakan google form kepada pengunjung Taman Safari Indonesia Bogor, Populasi dalam penelitian ini yaitu pengunjung Taman Safari Indonesia Bogor yang berdomisili Jabodetabek. Responden pada penelitian ini sebanyak 99 responden. Hasil penelitian ini menunjukan bahwa : 1. Digital Marketing, Atribut produk pariwisata, Word of Mouth berpengaruh terhadap minat berkunjung ulang ke Taman Safari Indonesia Bogor. 2. Digital Marketing Berpengaruh Terhadap Minat Berkunjung ulang ke Taman Safari Indonesia Bogor. 3. Atribut produk pariwisata tidak berpengaruh terhadap minat berkunjung ulang ke Taman

Safari Indonesia Bogor. 4. Word of mouth berpengaruh terhadap minat berkunjung ulang ke Taman Safari Indonesia Bogor.

Kata kunci : *Digital marketing,* Atribut produk pariwisata, *Word of mouth*

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, TOURISM PRODUCT ATTRIBUTES, WORD OF MOUTH ON INTEREST IN RE-VISITING TAMAN SAFARI INDONESIA DURING THE COVID-19 PANDEMIC STUDY AT TAMAN SAFARI INDONESIA BOGOR.

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This research aims to find out: 1) The influence of digital marketing, tourism product attributes, word of mouth toward interest to revisit Taman Safari Indonesia tourist attraction 2) The influence of digital marketing toward interest to revisit Taman Safari Indonesia tourist attraction 3) The influence of product attributes toward interest to revisit Indonesian Safari Park tourist attraction. 4) The influence of Word of Mouth toward interest to revisit the Indonesian Safari Park tourist attraction. The sampling technique for this research uses the Non-Probability Sampling technique. The data was analyzed using SPSS version 23.0 application. Data was obtained from distributing questionnaires using Google Form filled in by visitors of Taman Safari Indonesia Bogor. The population in this study were visitors to Taman Safari Indonesia Bogor who lived in Jabodetabek. Respondents in this study were 99 respondents. The results of this research show that: 1. Digital Marketing, tourism product attributes, and word of mouth influenced the interest to revisit Taman Safari Indonesia Bogor. 2. Digital Marketing influenced the interest to revisit Taman Safari Indonesia Bogor. 3. Tourism product attributes did not influence the interest the revisit Taman Safari Indonesia Bogor. 4. Word of mouth influenced the interest to revisit Taman Safari Indonesia Bogor.

Keywords: Digital marketing, tourism product attributes, word of mouth.