

ABSTRAK

PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM), DAYA TARIK WISATA, DAN LOKASI TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI PUNCAK SOSOK DUSUN JAMBON, DESA BAWURAN, KECAMATAN PLERET, KABUPATEN BANTUL, YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word Of Mouth (E-WOM)*, daya tarik wisata, dan lokasi terhadap keputusan berkunjung wisatawan di Puncak Sosok. Populasi pada penelitian ini adalah wisatawan di Puncak Sosok Dusun Jambon, Desa Bawuran, Kecamatan Pleret, Kabupaten Bantul, Yogyakarta sehingga populasi dalam penelitian ini tidak terbatas. Jumlah sampel dalam penelitian ini adalah 171 responden yang merupakan pengunjung objek wisata Puncak Sosok, menggunakan teknik sampel non-probability sampling dengan metode purposive sampling. Teknik analisis data menggunakan analisis regresi linier berganda dengan menggunakan program SPSS. Hasil dari penelitian ini menunjukkan bahwa (1) *Electronic Word Of Mouth (E-WOM)* berpengaruh terhadap keputusan berkunjung Wisatawan di Puncak Sosok, (2) Daya Tarik Wisata terhadap keputusan berkunjung wisatawan di Puncak Sosok, dan (3) Lokasi berpengaruh terhadap keputusan berkunjung wisatawan di Puncak Sosok.

Kata Kunci: *Electronic Word Of Mouth (E-WOM)*, Daya Tarik Wisata, Lokasi, Keputusan Berkunjung

ABSTRACT

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
TOURIST ATTRACTION, AND LOCATION ON TOURISTS' VISITING
DECISIONS IN PEAKAK SOSOK DUSUN JAMBON, BAWURAN
VILLAGE, PLERET DISTRICT, BANTUL DISTRICT, YOGYAKARTA**

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This research aims to determine the influence of Electronic Word of Mouth (E-WOM), tourist attractions, and location on tourists' decisions to visit Puncak Sosok. The population in this study were tourists in Puncak Sosok Dusun Jambon, Bawuran Village, Pleret District, Bantul Regency, Yogyakarta so the population in this study was not limited. The number of samples in this research was 171 respondents who were visitors to the Puncak Sosok tourist attraction, using a non-probability sampling technique with a purposive sampling method. The data analysis technique uses multiple linear regression analysis using the SPSS program. The results of this research show that (1) Electronic Word of Mouth (E-WOM) influences tourists' decision to visit Puncak Sosok, (2) Tourist Attraction influences tourists' decision to visit Puncak Sosok, and (3) Location influences tourists' decision to visit Puncak Sosok.

Keywords: Electronic Word Of Mouth (E-WOM), Tourist Attraction, Location, Visiting Decision