

ABSTRAK

PENGARUH DIGITAL MARKETING, E-WOM, DAN DESTINATION BRANDING TERHADAP MINAT BERKUNJUNG WISATAWAN KE GIRIMULYO KULONPROGO

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Penelitian ini dilakukan bertujuan untuk mengetahui: 1) pengaruh *digital marketing* terhadap minat berkunjung wisatawan ke Girimulyo, Kulonprogo; (2) pengaruh *Electronic Word of Mouth* (E-WOM) terhadap minat berkunjung wisatawan; dan (3) pengaruh *destination branding* terhadap minat berkunjung wisatawan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel purposive sampling, dengan jumlah 105 responden. Teknik analisis yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda, dengan menggunakan SPSS 25. Hasil dari penelitian ini menunjukkan bahwa: 1) *digital marketing*, *Electronic Word of Mouth* (E-WOM), *destination branding* berpengaruh secara simultan terhadap minat berkunjung wisatawan; 2) *digital marketing* tidak berpengaruh secara parsial terhadap minat berkunjung wisatawan; 3) *Electronic Word of Mouth* (E-WOM) tidak berpengaruh secara parsial terhadap minat berkunjung wisatawan; 4) *destination branding* berpengaruh secara parsial terhadap minat berkunjung wisatawan.

Kata kunci: Digital Marketing, Electronic Word of Mouth, Destination Branding, Minat Berkunjung, Girimulyo, Kulonprogo.

ABSTRACT

***THE INFLUENCE OF DIGITAL MARKETING, E-WOM, AND DESTINATION
BRANDING ON TOURISTS' INTEREST IN VISITING GIRIMULYO
KULONPROGO***

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This study was conducted to determine: 1) the effect of digital marketing on tourist's interest in visiting Girimulyo, Kulonprogo; (2) the effect of Electronic Word of Mouth (E-WOM) on tourist's interest; and (3) the effect of destination branding on tourist's interest. This study uses a quantitative approach with purposive sampling technique, with a total of 105 respondents. The analysis technique used in this research is multiple linear regression analysis technique, using SPSS 25. The results of this study indicate that: 1) digital marketing, Electronic Word of Mouth (E-WOM), destination branding have a simultaneous effect on tourist's interest; 2) digital marketing has no partial effect on tourist's interest; 3) Electronic Word of Mouth (E-WOM) has no partial effect on tourist's visiting interest; 4) destination branding has a partial effect on tourist's visiting interest.

Keywords: Digital Marketing, Electronic Word of Mouth, Destination Branding, Interest in Visiting, Girimulyo, Kulonprogo.