

ABSTRAK

PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) DAN BRAND IMAGE TERHADAP MINAT BERKUNJUNG KE DAYA TARIK WISATA TAMAN SARI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui : (1) *Electronic Word of Mouth* (eWOM) terhadap minat berkunjung, (2) *Brand Image* terhadap minat berkunjung. Populasi dalam penelitian ini adalah mahasiswa aktif angkatan 2022-2025 Universitas Sanata Dharma yang belum pernah berkunjung ke Wisata Taman Sari. Teknik pengambilan sampel menggunakan *non probability sampling*, data diperoleh dengan membagikan kuesioner ke 100 responden. Teknik analisis data dalam penelitian ini adalah analisis regresi linier berganda menggunakan aplikasi IBM SPSS versi 27. Hasil dari penelitian ini menunjukkan bahwa: (1) *Electronic Word of Mouth* dan *Brand Image* secara simultan berpengaruh signifikan terhadap minat berkunjung, (2) *Electronic Word of Mouth* secara parsial berpengaruh secara signifikan terhadap minat berkunjung, (3) *Brand Image* secara parsial berpengaruh signifikan terhadap minat berkunjung.

Kata Kunci: *Electronic Word of Mouth*, *Brand Image* dan Minat Berkunjung.

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (eWOM) AND BRAND IMAGE ON THE INTENTION TO VISIT TAMAN SARI TOURIST ATTRACTION IN YOGYAKARTA

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The purpose of this study is to determine: (1) electronic word of mouth (eWOM) on visitation interest, and (2) brand image on visitation interest. The population in this study is active students from 2022 - 2025 at Sanata Dharma University who have not visited Taman Sari Park. The sampling technique used was non-probability sampling, and the data were obtained by distributing a questionnaire to 100 respondents. The data analysis technique used in this study is multiple linear regression analysis using the IBM SPSS application, version 27. The results of this study show that: (1) electronic word of mouth and brand image have a significant, simultaneous effect on the intention to visit, (2) electronic word of mouth has a significant, partial effect on the intention to visit, and (3) brand image has a significant, partial effect on the intention to visit.

Keywords: Electronic Word of Mouth, Brand Image, and Intention to Visit.

