

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH*, HARGA, DAN
FASILITAS TERHADAP KEPUASAN WISATAWAN
DI *OBELIX SEA VIEW*

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Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic word of mouth*, harga, dan fasilitas terhadap kepuasan wisatawan di *Obelix Sea View*, Kabupaten Gunungkidul.

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori yang dilaksanakan pada bulan Mei-Juni 2026 di lokasi *Obelix Sea View*, Desa Giricahyo, Kecamatan Purwosari, Kabupaten Gunungkidul. Populasi dalam penelitian ini adalah seluruh wisatawan berusia lebih dari 17 tahun yang pernah berkunjung dan menggunakan minimal satu fasilitas di *Obelix Sea View*. Sampel terdiri dari 110 responden yang ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner menggunakan *Google Form*. Data dianalisis menggunakan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *Electronic word of mouth*, harga, dan fasilitas dapat menjadi prediktor bagi kepuasan wisatawan di *Obelix Sea View*; (2) *Electronic word of mouth* berpengaruh positif terhadap kepuasan wisatawan di *Obelix Sea View*; (3) harga berpengaruh positif terhadap kepuasan wisatawan di *Obelix Sea View*; (4) fasilitas berpengaruh positif terhadap kepuasan wisatawan di *Obelix Sea View*.

Kata Kunci: kepuasan wisatawan, *Electronic word of mouth*, harga, fasilitas

ABSTRACT

***THE INFLUENCE OF ELCTRONIC WORD OF MOUTH, PRICE, AND
FACILITIES ON TOURIST SATISFACTION
AT OBELIX SEA VIEW***

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This study aims to analyze the influence of Electronic word of mouth, price, and facilities on tourist satisfaction at Obelix Sea View, Gunungkidul Regency.

This research is a quantitative study using an explanatory approach, conducted in May–June 2026 at Obelix Sea View, Giricahyo Village, Purwosari District, Gunungkidul Regency. The population in this study consisted of all tourists aged over 17 years who had visited and used at least one facility at Obelix Sea View. The sample comprised 110 respondents determined using a purposive sampling technique. Data were collected through a questionnaire distributed via Google Forms. The data were analyzed using multiple linear regression.

The results of the data analysis indicate that: (1) Electronic word of mouth, price, and facilities can serve as predictors of tourist satisfaction at Obelix Sea View; (2) Electronic word of mouth has a positive effect on tourist satisfaction at Obelix Sea View; (3) price has a positive effect on tourist satisfaction at Obelix Sea View; (4) facilities have a positive effect on tourist satisfaction at Obelix Sea View.

Keywords: *tourist satisfaction, Electronic word of mouth, price, faciltiti*