

ABSTRAK

Pengaruh *Electronic Word of Mouth (E-WOM)* Dan Citra Destinasi Terhadap Minat Berkunjung Pada Taman Wisata Tawun Kabupaten Ngawi

Feny Apriliani

fenyapriliani14@gmail.com

Program Studi Manajemen

Fakultas Ekonomi & Bisnis Universitas Kadiri

Dosen Pembimbing 1: Dr. Yudiarto Perdana Putra, SE, MM

Dosen Pembimbing 2: Priyo Priyantoro, SE, MM.

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth (E-WOM)* dan Citra Destinasi terhadap Minat Berkunjung wisatawan pada Taman Wisata Tawun Kabupaten Ngawi. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah wisatawan yang pernah berkunjung ke Taman Wisata Tawun Kabupaten Ngawi. Teknik pengambilan sampel menggunakan purposive sampling sehingga diperoleh sampel sebanyak 96 responden. Teknik pengumpulan data dilakukan melalui kuesioner. Analisis data menggunakan regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth (E-WOM)* tidak berpengaruh signifikan terhadap Minat Berkunjung wisatawan. Citra Destinasi berpengaruh positif dan signifikan terhadap Minat Berkunjung wisatawan. Selain itu, *Electronic Word of Mouth (E-WOM)* dan Citra Destinasi secara simultan berpengaruh positif dan signifikan terhadap Minat Berkunjung wisatawan pada Taman Wisata Tawun Kabupaten Ngawi. Dengan demikian, Citra Destinasi menjadi faktor yang lebih dominan dalam meningkatkan Minat Berkunjung wisatawan dibandingkan *Electronic Word of Mouth (E-WOM)*.

Kata Kunci: *Electronic Word of Mouth (E-WOM)*, Citra Destinasi, Minat Berkunjung.

ABSTRACT

The Effect of *Electronic Word of Mouth (E-WOM)* and Destination Image on Tourists' Visiting Intention at Tawun Tourist Park, Ngawi Regency

Feny Apriliani

fenyapriliani14@gmail.com

Management Study Program

Faculty of Economics and Business, Kadiri University

Advisors 1: Dr. Yudiarto Perdana Putra, SE, MM.

Advisors 2: Priyo Priyantoro, SE, MM.

This study aims to determine the effect of *Electronic Word of Mouth (E-WOM)* and Destination Image on tourists' Visiting Intention at Taman Wisata Tawun, Ngawi Regency. This research is a quantitative study with an associative approach. The population in this study consisted of tourists who had visited Taman Wisata Tawun, Ngawi Regency. The sampling technique used purposive sampling, resulting in 96 respondents. Data were collected through questionnaires. The data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that *Electronic Word of Mouth (E-WOM)* has no significant effect on tourists' Visiting Intention. Destination Image has a positive and significant effect on tourists' Visiting Intention. Furthermore, *Electronic Word of Mouth (E-WOM)* and Destination Image simultaneously have a positive and significant effect on tourists' Visiting Intention at Taman Wisata Tawun, Ngawi Regency. Therefore, Destination Image is a more dominant factor in increasing tourists' Visiting Intention than *Electronic Word of Mouth (E-WOM)*.

Keywords: *Electronic Word of Mouth (E-WOM), Destination Image, Visiting Intention.*