

**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP
KEPUTUSAN BERKUNJUNG WISATAWAN**

**(Survei pada Wisatawan yang Memutuskan Berkunjung ke Objek Wisata
Jembatan Gantung Lembah Purba Situgunung - Sukabumi)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Persyaratan
Memperoleh Gelar Sarjana Pariwisata pada Program Studi
Manajemen Pemasaran Pariwisata



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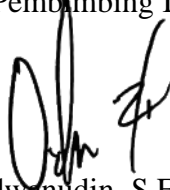
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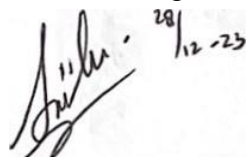
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ABSTRAK

Yessa Febyansyach Pratiwi 1901469 “Pengaruh *Electronic Word of Mouth* terhadap Keputusan Berkunjung Wisatawan” (Survei pada Wisatawan yang Memutuskan Berkunjung ke Objek Wisata Jembatan Gantung Lembah Purba Situgunung - Sukabumi) dibawah bimbingan Oce Ridwanudin S.E., M.M dan Dewi Pancawati Novalita, M.M.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *electronic word of mouth* terhadap keputusan berkunjung wisatawan di objek wisata Jembatan Gantung Lembah Purba, Sukabumi. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey*. Metode pengambilan sampel menggunakan teknik *purposive sampling*. Penelitian dilakukan dengan mengambil sampel sebanyak 106 responden, serta pengolahan data menggunakan regresi linear berganda dengan bantuan *software SPSS Statistics 20 for Windows*. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *electronic word of mouth* terhadap keputusan berkunjung wisatawan. Secara parsial, adanya pengaruh positif dan negatif antara sub variabel *electronic word of mouth* terhadap keputusan berkunjung wisatawan di objek wisata Jembatan Gantung Lembah Purba, Sukabumi.

Kata Kunci: *Electronic Word of Mouth*, Keputusan Berkunjung, Jembatan Gantung Lembah Purba

ABSTRACT

Yessa Febyansyach Pratiwi 1901469 *“The Influence of Electronic Word of Mouth on Tourists Visiting Decisions (Survey of Tourist Who Decide to Visit Lembah Purba Suspension Bridge, Sukabumi Tourist Attraction” under the guidance of Oce Ridwanudin S.E., M.M and Dewi Pancawati Novalita, M.M.*

The purpose of this research is to find out how electronic word of mouth influences tourist visiting decisions at Lembah Purba Suspension Bridge, Sukabumi. Research that is descriptive and verification, using explanatory survey methodologies. The sampling method uses purposive sampling technique. The research was conducted by taking a sample of 106 respondents and processing the data using multiple regression with the assistance of the software package SPSS Statistics 20 for Windows. The research results show that simultaneously there is a significant influence between electronic word of mouth on the tourist visiting decisions. Partially, there is a positive and negative influence between the electronic word of mouth sub-variables on the tourist visiting decisions at Lembah Purba Suspension Bridge, Sukabumi.

Keywords: Electronic Word of Mouth, Tourist Visiting Decisions, Lembah Purba Suspension Bridge

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