

PENGARUH *e-WOM* MEDIA SOSIAL TERHADAP MINAT BERKUNJUNG KE DAYA TARIK WISATA KOTA BANDUNG

ABSTRAK

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Tujuan Penelitian ini adalah untuk mengidentifikasi persepsi pengguna media sosial terhadap *e-WOM* dan minat berkunjung terkait daya tarik wisata di kota Bandung, serta menganalisis pengaruh *e-WOM* media sosial terhadap minat berkunjung ke daya tarik wisata kota Bandung. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan analisis regresi linier sederhana serta kuesioner penelitian yang telah disebarakan kepada 100 responden dengan kriteria pernah melihat postingan teman di media sosial terkait daya tarik wisata di kota Bandung. Hasil penelitian menunjukkan bahwa terdapat pengaruh *e-WOM* media sosial terhadap minat berkunjung ke daya tarik wisata kota Bandung. Hasil pengaruhnya adalah sebesar 52,1%, sisanya 47,9% dipengaruhi oleh variabel lain yang tidak diteliti peneliti. Dimana hasil tanggapan responden terhadap variabel *e-WOM* dan variabel minat berkunjung berada pada kategori tinggi di garis kontinum. Selain itu, didapati juga bahwa media sosial yang paling sering digunakan responden dalam sehari adalah Instagram. Maka dari hasil penelitian tersebut, pemerintah dan pengelola daya tarik wisata di kota Bandung disarankan untuk dapat segera membuat akun *official* dan disarankan untuk selalu *up to date* dan meninjau akunnya secara berkala. Guna mempertahankan bahkan meningkatkan ketertarikan masyarakat terhadap daya tarik wisata tersebut. Juga bagi pengelola daya tarik wisata disarankan untuk terus mengembangkan dan menjaga kualitas daya tarik wisatanya, agar ekspetasi yang didapat melalui *e-WOM* dapat sesuai kenyataan.

Kata kunci : Pengaruh, *e-WOM* dan Minat Berkunjung

THE EFFECTS OF E-WOM SOCIAL MEDIA ON VISITING INTEREST TO TOURISTS ATTRACTION OF BANDUNG CITY

ABSTRACT

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The purpose of this study was to identify perceptions of social media users towards e-WOM and interest in visiting related tourist attractions in the city of Bandung, as well as analyzing the influence of social media e-WOM on interest in visiting the tourist attraction of Bandung. The research method used is descriptive quantitative with simple linear regression analysis and a research questionnaire that has been distributed to 100 respondents with the criteria of having seen friends' posts on social media related to tourist attraction in the city of Bandung. The results showed that there was an influence of social media e-WOM on interest in visiting the tourist attraction of the city of Bandung. The effect was 52.1%, the remaining 47.9% was influenced by other variables that the researcher did not examine. Where the respondent's response to e-WOM variables and visiting interest variables are in the high category on the continuum line. In addition, it was also found that the social media most frequently used by respondents in a day was Instagram. So from the results of the study, the government and managers of tourist attractions in the city of Bandung are advised to be able to immediately create an official account and are advised to always be up to date and review their accounts regularly. In order to maintain and even increase public interest in the tourist attraction. Also for managers of tourist attractions are advised to continue to develop and maintain the quality of tourist attraction, so that expectations obtained through e-WOM can be in accordance with reality.

Keywords: Influence, e-WOM and Visiting Interest