

## ABSTRAK

Risma Nur Qomariyah (2024) “Pengaruh Daya Tarik Wisata, *Elektronic Word Of Mouth*, Fasilitas, Dan Persepsi Harga Terhadap *Revisit Intention* Pada Objek Wisata Mojosemi Forest Park Kabupaten Magetan” Skripsi. Program studi manajemen. Fakultas ekonomi dan bisnis. Universitas PGRI Madiun. Dosen Pembimbing : (I) Hari Purwanto, S.E., M.M. (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Tujuan penelitian ini untuk mengetahui pengaruh daya tarik wisata, *elektronic word of mouth*, fasilitas, dan persepsi harga terhadap *revisit intention* pada Objek Wisata Mojosemi Forest Park Kabupaten Magetan secara parsial. Jenis penelitian ini yaitu kuantitatif. Jumlah sampel yang digunakan sebanyak 384 responden. Tehnik pengambilan sampel yaitu *purposive sampling*. Analisis data dalam penelitian ini uji hipotesis UJI T menggunakan bantuan program SPSS versi 25.

Hasil penelitian menunjukkan bahwa variabel daya tarik wisata berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Mojosemi Forest Park Kabupaten Magetan, *elektronic word of mouth* berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Mojosemi Forest Park Kabupaten Magetan, fasilitas berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Mojosemi Forest Park Kabupaten Magetan, dan persepsi harga memiliki pengaruh yang positif dan signifikan terhadap *revisit intention* pada objek wisata Mojosemi Forest Park Kabupaten Magetan.

**Kata Kunci:** Daya Tarik Wisata, *Elektronic Word Of Mouth*, Fasilitas, Persepsi Harga, dan *Revisit Intention*

## **ABSTRACT**

The Effect of Tourist Attractions, Electronic Word of Mouth, Facilities, and Price Perceptions of the Re-visit Intention in the Mojosemi Forest Park Magetan Regency Tourism Object.

The aim of this study was to determine the effect of tourist attractions, electronic word of mouth, facilities, and price perceptions of the revisit intention in the Mojosemi Forest Park, Magetan Regency tourism object. The type of research was quantitative. The number of samples used was 384 respondents. The sampling technique was purposive sampling. Data Analysis in this study the t-test hypothesis test used the assistance of the SPSS version 25 program.

The results show that the tourist attraction variable has a positive and significant effect towards the revisit intention in the Mojosemi Forest Park tourist attraction in the Magetan Regency, the Electronic Word of Mouth has a positive and significant effect towards the revisit intention in the Mojosemi Forest Park tourist attraction in Magetan Regency, the facilities have a positive and significant effect towards Revisit intention to Mojosemi Forest Park Magetan Regency Tourism Object, and price perception has a positive and significant influence towards the revisit intention in the Mojosemi Forest Park tourist attraction in Magetan Regency.

Keywords: Tourist Attractions, Electronic Word of Mouth, Facilities, Price Perceptions, Re-visit Intention