

ABSTRAK

Ardiya Pramesti Harnanditiya. (2024). Pengaruh *Electronic Word Of Mouth* Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Dengan Minat Berkunjung Sebagai Variabel Intervening (Studi Empiris Pada Mojosemi Forest Park). Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Hari Purwanto, S.E., M.M. Pendamping (II) Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk membuktikan secara empiris mengenai Pengaruh *Electronic Word Of Mouth* dan Daya Tarik Wisata Terhadap Keputusan Berkunjung dengan Minat Berkunjung Sebagai Variabel Intervening Pada Mojosemi Forest Park. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 orang. Metode pengambilan sampel yaitu menggunakan sampel *lemeshow*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui *google form*. Teknik analisis data menggunakan alat uji berupa *Structural Equatiom Modeling* (SEM) dengan smartPLS Versi 3.0. Hasil penelitian ini menunjukkan bahwa *Electronic Word of Mouth* berpengaruh signifikan terhadap keputusan Berkunjung di Mojosemi Forest Park, Daya Tarik berpengaruh signifikan terhadap Keputusan Berkunjung di Mojosemi Forest Park, *Electronic Word of Mouth* berpengaruh signifikan terhadap Minat Berkunjung di Mojosemi Forest Park, Diduga Daya Tarik berpengaruh signifikan terhadap Minat Berkunjung di Mojosemi Forest Park, Minat Berkunjung berpengaruh signifikan terhadap Keputusan Berkunjung di Mojosemi Forest Park, Daya Tarik berpengaruh positif terhadap Keputusan Berkunjung Minat Berkunjung Pada Wisata Mojosemi Forest Park, Daya Tarik berpengaruh positif terhadap Keputusan Berkunjung Minat Berkunjung Pada Wisata Mojosemi Forest Park.

Kata Kunci: *Electronic Word Of Mouth* , Daya Tarik, Keputusan Berkunjung dan Minat Berkunjung

ABSTRACT

Ardiya Pramesti Harnanditiya. (2024). The Influence of Electronic Word of Mouth and Tourist Attraction towards Visitor Decisions with Visiting Interest as an Intervening Variable (Empirical Study at Mojosemi Forest Park). Thesis. Management Study Program. Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Hari Purwanto, S.E., M.M. Companion (II) Hendra Setiawan, S.E., M.M.

This research aimed to empirically prove the influence of electronic word of mouth and tourist attraction towards visiting decisions with visiting interest as an intervening variable at Mojosemi Forest Park. This research was a quantitative study with a sample size of 384 people. The sample collection method was using the Lemeshow sample. Data collection used a questionnaire distributed via Google Form. The data analysis technique used a test tool in the form of Structural Equation Modeling (SEM) with smartPLS Version 3.0.

The results of this research show: Electronic Word of Mouth has a significant influence towards the decision to visit Mojosemi Forest Park, Attraction has a significant influence towards the Decision to Visit Mojosemi Forest Park, Electronic Word of Mouth has a significant influence towards Interest in Visiting Mojosemi Forest Park, It is suspected that Attraction has a significant influence towards Interest in Visiting Mojosemi Forest Park, Interest in Visiting has a significant influence towards the Decision to Visit at Mojosemi Forest Park, Attraction has a positive influence towards Decision to Visit Interest in Visiting Mojosemi Forest Park Tourism, Attraction has a positive influence towards Decision to Visit Interest in Visiting Mojosemi Forest Park Tourism.

Keywords: *Electronic Word Of Mouth, Attraction, Decision to Visit and Interest to Visit*