

## ABSTRAK

Anggi Duwi Lestasi, 2024. Pengaruh *Electronic Word Of Mouth (E-Wom)*, Lokasi, Dan Fasilitas Terhadap Keputusan Berkunjung Yang Dimediasi Citra Destinasi Taman Wisata Ngrowo Bening Edu Park Kota Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Heny Sidanti S.E.,M.M. Pembimbing II : Hendra Setiawan, S.E., M.M.

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh *Electronic Word Of Mouth (E-Wom)*, Lokasi, Dan Fasilitas Terhadap Keputusan Berkunjung Yang Dimediasi Citra Destinasi Taman Wisata Ngrowo Bening Edu Park Kota Madiun. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 385 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa *Electronic Word Of Mouth (E-Wom)* berpengaruh signifikan terhadap citra destinasi, Lokasi tidak berpengaruh signifikan terhadap citra destinasi, Fasilitas berpengaruh signifikan terhadap citra destinasi, *Electronic Word Of Mouth (E-Wom)* berpengaruh signifikan terhadap keputusan berkunjung, Lokasi berpengaruh signifikan terhadap keputusan berkunjung, Fasilitas berpengaruh signifikan terhadap keputusan berkunjung, Citra destinasi tidak berpengaruh signifikan terhadap keputusan berkunjung, *Electronic Word Of Mouth (E-Wom)* melalui citra destinasi berpengaruh signifikan terhadap keputusan berkunjung, Lokasi melalui citra destinasi tidak berpengaruh signifikan terhadap keputusan berkunjung, Fasilitas melalui citra destinasi tidak berpengaruh signifikan terhadap keputusan berkunjung di Taman Wisata Ngrowo Bening Edu Park Kota Madiun

**Kata Kunci** : *Electronic Word Of Mouth (E-Wom)*, Lokasi, Fasilitas, Citra Destinasi, Keputusan Berkunjung.

## ***ABSTRACT***

Anggi Duwi Lestasi, 2024. The Influence of Electronic Word of Mouth (E-Wom), Location, and Facilities on Visiting Decisions Mediated by the Destination Image of the Ngrowo Bening Edu Park Tourist Park, Madiun City. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I: Dr. Heny Sidanti S.E., M.M. Supervisor II: Hendra Setiawan, S.E., M.M.

This research is to provide empirical evidence regarding the influence of electronic word of mouth (E-Wom), location and facilities on visiting decisions mediated by the destination image of the Ngrowo Bening Edu Park tourist park, Madiun City. This type of research is descriptive research with a quantitative approach. The sample in this study amounted to 385 respondents. The sampling method is using a purposive sampling method. Data collection in this research uses a questionnaire. The data analysis technique in this research uses a test tool in the form of SmartSPSS 25 software. The results of the research prove that Electronic Word Of Mouth (E-Wom) has a significant effect on destination image, Location does not have a significant effect on destination image, Facilities has a significant influence on the destination image, Electronic Word Of Mouth (E-Wom) has a significant influence on the decision to visit, Location has a significant influence on the decision to visit, Facilities have a significant influence on the decision to visit, Destination image has no significant influence on the decision to visit, Electronic Word Of Mouth (E -Wom) through the design image has a significant influence on the decision to visit, Location through the design image has no significant effect on the decision to visit, Facilities through the design image have no significant effect on the decision to visit the Ngrowo Bening Edu Park Tourism Park, Madiun City

Keywords: Electronic Word of Mouth (E-Wom), Location, Facilities, Destination Image, Decision to Visit.