

## ABSTRAK

Anisa Hesti Widyaningsih (2024). Pengaruh Electronic Word Of Mouth dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Melalui Minat Berkunjung Sebagai Variabel Intrvening (Studi Empiris Pada Pengunjung Wisata Sakura Hills Karanganyar). 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 Untuk membuktikan secara empiris mengenai Pengaruh Electronic Word of Mouth dan Daya Tarik Wisata terhadap Keputusan Berkunjung melalui Minat Berkunjung sebagai Variabel Intervening pada wisata Sakura Hills Karanganyar. Penelitian ini merupakan penelitian kuantitatif. Metode pengambilan sampel yaitu menggunakan sampel lemeshow. Teknik analisis data menggunakan alat uji berupa Structual Equatiom Modeling (SEM) dengan smartPLS Versi 3.0. Hasil penelitian ini menunjukkan bahwa Electronic Word of Mouth dan Daya Tarik berpengaruh terhadap Minat Berkunjung, Electronic Word of Mouth dan Daya Tarik berpengaruh terhadap Keputusan Berkunjung, Minat Berkunjung berpengaruh terhadap Keputusan Berkunjung, Electronic Word of Mouth dan Daya Tarik berpengaruh terhadap Keputusan Berkunjung melalui Minat berkunjung.

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

## **ABSTRACT**

*Anisa Hesti Widyaningsih (2024). The influence of Electronic Word of Mouth and Tourist Attraction on Visiting Decisions through Visiting Interest as an Intraavening Variable (Empirical Study of Sakura Hills Karanganyar Tourist Visitors). Thesis Management Study Program. Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Hari Purwanto, S.E., M.M. supervisor (II) Hendra Setiawan, S.E., M.M*

*The Influence of Electronic Word of Mouth and Tourist Attraction towards Visiting Decisions through Visiting Interest as an Intravening Variable (Empirical Study of Sakura Hills, Karanganyar Tourist Visitors). This research aimed to empirically prove the influence of electronic word of mouth and tourist attraction towards visiting decisions through visiting interest as an intervening variable in Sakura Hills, Karanganyar tourism. This research was quantitative. The sampling method was using lemeshow samples. 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 and Attractiveness influence Visiting Interest, Electronic Word of Mouth and Attractiveness influence Visiting Decisions, Visiting Interest influence Visiting Decisions, Electronic Word of Mouth and Attractiveness influence Visiting Decisions through Visiting Interest.*

**Keywords:** *Electronic Word of Mouth, Attractiveness, Interest in Visiting, Decision to Visit.*