

## ABSTRAK

Septiana Putri Angraeni, 2024. Pengaruh *Electronic Word Of Mouth* (E-WoM), Daya Tarik, Harga Tiket dan Aksesibilitas Terhadap *Revisit Intention* Pada Objek Wisata Telaga Ngebel di Kabupaten Ponorogo (Studi Kasus Pada Pengunjung Objek Wisata Telaga Ngebel). Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E.,M.M., Pembimbing (II) Hari Purwanto, S.E.,M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh antara *electronic word of mouth* (e-wom), daya tarik, harga tiket dan aksesibilitas terhadap *revisit intention* pada objek wisata Telaga Ngebel di Kabupaten Ponorogo. Sampel penelitian ini sebanyak 385 responden. Metode penelitian yang digunakan yaitu metode *survey* dengan pendekatan deskriptif kuantitatif. Teknik pengumpulan data pada penelitian ini melalui penyebaran kuesioner dengan bantuan *skala likert*. Analisis data dilakukan menggunakan PLS-SEM dengan bantuan *Software SmartPLS (Partial Least Square)* versi 4.0.

Hasil penelitian ini membuktikan *electronic word of mouth* (e-wom) berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Telaga Ngebel. daya tarik berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Telaga Ngebel. Harga tiket berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Telaga Ngebel. Aksesibilitas berpengaruh positif dan signifikan terhadap *revisit intention* pada objek wisata Telaga Ngebel.

**Kata Kunci :** *Electronic Word Of Mouth* (E-WoM), Daya Tarik, Harga Tiket, Aksesibilitas, *Revisit Intention*, Telaga Ngebel.

## ***ABSTRACT***

Septiana Putri Angraeni, 2024. The Effect of Electronic Word Of Mouth (E-WoM), Attractiveness, Ticket Prices and Accessibility on Revisit Intention at Telaga Ngebel Tourism Object in Ponorogo Regency (Case Study on Visitors to Telaga Ngebel Tourism Object). Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Rizal Ula Ananta Fauzi, S.E.,M.M., Supervisor (II) Hari Purwanto, S.E.,M.M.

The purpose of the study was to determine whether there is an influence between electronic word of mouth (e-wom), attractiveness, ticket prices and accessibility on revisit intention at Telaga Ngebel tourist attraction in Ponorogo Regency. The sample of this study was 385 respondents. The research method used is a survey method with a quantitative descriptive approach. The data collection technique in this study was through distributing questionnaires with the help of a Likert scale. Data analysis was carried out using PLS-SEM with the help of SmartPLS (Partial Least Square) software version 4.0.

The results of this study prove that electronic word of mouth (e-wom) has a positive and significant effect on revisit intention at Telaga Ngebel tourist attraction. attractiveness has a positive and significant effect on revisit intention at Telaga Ngebel tourist attraction. Ticket prices have a positive and significant effect on revisit intention at Telaga Ngebel tourist attraction. Accessibility has a positive and significant effect on revisit intention at Telaga Ngebel tourist attraction.

**Keywords :** Electronic Word Of Mouth (E-WoM), Attractiveness, Ticket Price, Accessibility, Revisit Intention, Telaga Ngebel.