ABSTRAK

Muhardianti Nurriyah. 2024**.** *Pengaruh E-Wom, Media Sosial Instagra, Dan Citra Destinasi Terhadap Minat Berkunjung Pada Sungai Maron Kabupaten Pacitan*. Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Hari Purwanto, S.E., M.M. Pembimbing (II) Hedra Setiawan, S.E., M.M

Tujuan dari penelitian ini adalah untuk mengetahui adanya pengaruh *Electronic Word of Mouth (E-WOM)*, Media Sosial Instagram dan Citra Destinasi terhadap Minat Berkunjung pada Sungai Maron Kabupaten Pacitan. Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan sampel sebanyak 385 responden, dengan menggunakan bantuan software SPSS25. Hasil penelitian menunjukkan bahwa adanya pengaruh signifikan *Electronic Word of Mouth (E-WOM)* terhadap minat berkunjung, Media Sosial Instagram berpengaruh signifikan terhadap minat berkunjung, Citra Destinasi berpengaruh signifikan terhadap minat berkunjung. Dan Berdasarkan nilai Adjusted R Square yang diperoleh sebesar 0,897 menunjukkan bahwa ada pengaruh antara E-WOM, Media Sosial Instagram, dan Citra Destinasi berpengaruh terhadap Minat Berkunjung di Sungai Maron Kabupaten Pacitandan dapat diinterpretasikan bahwa sebesar 89,7%. Dan sisanya sebesar 10,3% dipengaruhi oleh faktor lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: E-WOM, Media Sosial Instagram, Citra Destinasi, Minat Berkunjung

ABSTRACT

Muhardianti Nurriyah. 2024. The Influence of E-Wom, Social Media Instagram, and Destination Image on Interest in Visiting the Maron River, Pacitan Regency. Management Study Program Thesis, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Hari Purwanto, S.E., M.M. Supervisor (II) Hedra Setiawan, S.E., M.M

The Influence of E-Wom Instagram Social Media and Destination Image towards Interest in Visiting the Maron River, Pacitan Regency. The aim of this research was to determine the influence of Electronic Word of Mouth (E-WOM), Instagram Social Media and Destination Image towards Interest in Visiting the Maron River, Pacitan Regency. The research method used in this research was quantitative using a sample of 385 respondents, using SPSS25 software. The research results show: there is a significant influence of Electronic Word of Mouth (E-WOM) towards interest in visiting, Instagram Social Media has a significant influence towards interest in visiting, Destination Image has a significant influence towards interest in visiting. Moreover, based on the Adjusted R Square value obtained at 0.897, it shows that there is an influence between E-WOM, Instagram Social Media, and Destination Image towards Interest in Visiting the Maron River, Pacitan Regency and it can be interpreted as 89.7%. The remaining 10.3% is influenced by other factors not explained in this research.

Keywords: E-WOM, Instagram Social Media, Destination Image, Visiting Interest.