

ABSTRAK

Sindi Robianti, 2024. Pengaruh *Subject Norma*, *Word Of Mouth* (WOM), Lokasi, Dan Fasilitas Terhadap Keputusan Berkunjung (Studi Kasus Pada Taman Bantaran Kota Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Rizal Ula Ananta Fauzi S.E.,M.M. Pembimbing II : Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini untuk memberikan bukti empiris mengenai Pengaruh *Subject Norma*, *Word Of Mouth* (WOM), Lokasi, Dan Fasilitas Terhadap Keputusan Berkunjung (Studi Kasus Pada Taman Bantaran 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 dengan penyebaran melalui *google form*. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa *Subject Norma* tidak berpengaruh signifikan terhadap keputusan berkunjung, *Word Of Mouth* (WOM) berpengaruh signifikan terhadap keputusan berkunjung, Lokasi berpengaruh positif signifikan terhadap keputusan berkunjung, dan Fasilitas berpengaruh signifikan terhadap keputusan berkunjung di Taman Bantaran Kota Madiun

Kata Kunci : *Subject Norma*, *Word Of Mouth* (WOM), Lokasi, dan Fasilitas.

ABSTRACT

Sindi Robianti, 2024. *The Influence of Subject Norms, Word of Mouth (WOM), Location and Facilities towards Visiting Decisions (Case Study at Bantaran Park, Madiun City). Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I: Dr. Rizal Ula Ananta Fauzi S.E., M.M. Supervisor II: Dian Citaningtyas Ari Kadi, S.E., M.M.*

This research was to provide empirical evidence regarding the influence of subject norms, word of mouth (WOM), location and facilities towards visiting decisions (case study at Bantaran Park, Madiun City). This type of research was descriptive research with a quantitative approach. The sample in this study amounted to 385 respondents. The sampling method was using a purposive sampling. Data collection in this research used a questionnaire distributed via Google Form. The data analysis technique in this research used a test tool in the form of SmartSPSS 25 software. The results of the research prove: Subject Norms have no significant influence towards the decision to visit, Word of Mouth (WOM) has a significant influence on the decision to visit, Location has a significant positive influence towards the decision to visit, and Facilities have an influence significant to the decision to visit Taman Bantaran Madiun City.

Keywords: Subject Norms, Word Of Mouth (WOM), Location, Facilities.