

## ABSTRAK

Ary Febri Triandy, Pengaruh *Event* Pariwisata, Promosi, Dan *E-WOM* Terhadap Keputusan Berkunjung i Taman Wisata Ngembag Kabupaten Ponorogo. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing II: Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk memberikan bukti empiris tentang pengaruh *event* pariwisata, promosi, dan *Electronic Word of Mouth (E-WOM)* terhadap keputusan berkunjung di Taman Wisata Ngembag, Kabupaten Ponorogo. Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 385 orang. Pengumpulan data dilakukan melalui kuesioner. Teknik pengambilan sampel menggunakan teknik non-probability sampling dengan metode purposive sampling. Metode analisis data pada penelitian ini menggunakan program SPSS 25. Hasil penelitian ini membuktikan bahwa: 1) *Event* pariwisata berpengaruh positif dan signifikan terhadap keputusan berkunjung di Taman Wisata Ngembag. 2) Promosi berpengaruh positif dan signifikan terhadap keputusan berkunjung di Taman Wisata Ngembag. 3) *Electronic Word of Mouth (E-WOM)* berpengaruh positif dan signifikan terhadap keputusan berkunjung di Taman Wisata Ngembag.

Kata Kunci: *Event* Pariwisata, Promosi, *E-WOM*, Keputusan Berkunjung, Taman Wisata Ngembag.

## ABSTRACT

*Ary Febri Triandy, The Influence of Tourism Events, Promotion, and E-WOM on Visiting Decisions at Ngembag Tourism Park, Ponorogo Regency. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor I: Dian Citaningtyas Ari Kadi, S.E., M.M. Advisor II: Hendra Setiawan, S.E., M.M.*

*This study aims to provide empirical evidence on the influence of tourism events, promotion, and Electronic Word of Mouth (E-WOM) on visiting decisions at Ngembag Tourism Park, Ponorogo Regency. This research is a quantitative study with a sample size of 385 respondents. Data collection was carried out using questionnaires. The sampling technique employed non-probability sampling with a purposive sampling method. The data analysis method used in this study was SPSS 25. The results of this study demonstrate that: 1) Tourism events have a positive and significant effect on visiting decisions at Ngembag Tourism Park. 2) Promotion has a positive and significant effect on visiting decisions at Ngembag Tourism Park. 3) Electronic Word of Mouth (E-WOM) has a positive and significant effect on visiting decisions at Ngembag Tourism Park.*

*Keywords: Tourism Events, Promotion, E-WOM, Visiting Decisions, Ngembag Tourism Park.*