ABSTRAK

Nadiva Rifandayanti. 2026. Pengaruh Daya Tarik, *Amenity*, Harga dan *Electronic Word of Mouth* terhadap Keputusan Berkunjung Wisatawan pada Taman Wisata Desa (TWD) Jabung Magetan. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M., Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik, *amenity,* harga, dan *electronic word of mouth* terhadap keputusan berkunjung wisatawan pada Taman Wisata Desa (TWD) Jabung. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi wisatawan yang pernah berkunjung ke TWD Jabung. Sampel penelitian berjumlah 384 responden yang ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan program *Statistical Package for the Social Sciences* (SPSS) versi 26.

Hasil penelitian menunjukkan bahwa daya tarik berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan pada Taman Wisata Desa (TWD) Jabung. *Amenity* juga berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan. Selain itu, harga berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan. Variabel *electronic word of mouth* turut memberikan pengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan. Dengan demikian, seluruh hipotesis dalam penelitian ini diterima, sehingga peningkatan daya tarik, *amenity*, harga yang sesuai, serta *electronic word of mouth* yang positif dapat mendorong peningkatan keputusan berkunjung wisatawan ke Taman Wisata Desa (TWD) Jabung.

Kata Kunci: Daya Tarik, *Amenity*, Harga, *Electronic Word of Mouth*, Keputusan Berkunjung

ABSTRACT

Nadiva Rifandayanti. 2026. The Influence of Tourist Attractions, Amenities, Price, and Electronic Word of Mouth on Tourists' Visiting Decisions at Jabung Village Tourism Park (TWD) Jabung, Magetan. Thesis. Management Departement, Economic and Business Faculty, Universitas PGRI Madiun. Advisor (I) Dr. Hari Purwanto, S.E., M.M., Advisor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Keywords: Tourist Attraction, Amenity, Price, Electronic Word of Mouth, Visiting Decision.

This study aims to determine the influence of tourist attraction, amenity, price, and electronic word of mouth on tourists' visiting decisions at Taman Wisata Desa (TWD) Jabung. This study used a quantitative research method. The population consisted of tourists who had visited Taman Wisata Desa (TWD) Jabung. The sample consisted of 384 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using Statistical Package for the Social Sciences (SPSS) version 26.

The results showed that tourist attraction had a positive and significant influence on tourists' visiting decisions at Taman Wisata Desa (TWD) Jabung. Amenity also had a positive and significant influence on tourists' visiting decisions. In addition, price had a positive and significant influence on tourists' visiting decisions. Electronic word of mouth also had a positive and significant influence on tourists' visiting decisions. Therefore, all hypotheses in this study were accepted. This means that better tourist attractions, adequate amenities, appropriate prices, and positive electronic word of mouth can increase tourists' visiting decisions at Taman Wisata Desa (TWD) Jabung.