

ABSTRAK

DAHNIAR HI. ALI MISBA (02041711049) Pengaruh *Electronic Word Of Mouth* Dan Kualitas Pelayanan Terhadap Minat Berkunjung Wisatawan Di Pantai Sulamadaha Kota Ternate. Ketua Komisi :Johan Fahri SE., MPM., Ph.D , Anggota Komisi: Safri Panigoro SE., M.Si

Penelitian ini bertujuan untuk mengetahui dan menganalisa kuat Pengaruh Electronic Word Of Mouth dan Kualitas Pelayanan Terhadap Minat Berkunjung Wisatawan Di Pantai Sulamadaha Kota Ternate. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pengunjung pantai wisata sulamadaha Kota Ternate. Teknik pengambilan sampel adalah purposive sampling, jumlah sampel yang di gunakan adalah sebanyak 110 responden . Analisis data menggunakan analisis regresi linera berganda dengan menggunakan SPSS 24 sebagai alat uji statistik.

Hasil penelitian menunjukkan bahwa (1) Electronic Word Of Mouth berpengaruh signifikan terhadap Minat Berkunjung .(2) Kualitas Pelayanan berpengaruh signifikan terhadap Minat Berkunjung

Kata Kunci: Electronic Word Of Mouth, Kualitas Pelayanan, Minat Berkunjung

ABSTRACT

DAHNIAR HI.ALI MISBA (02041711049) The Effect of Elcetronic Word Of Mouth and Service Quality on Tourist Interest in Visiting Sulamadaha Beach, Ternate City. Commission Chairman :Johan Fahri SE., MPM., Ph.D , Commission Member: Safri Panigoro SE., M.Si

This study aims to determine and analyze the strong influence of Electronic Word Of Mouth and Service Quality on Tourist Interest in Visiting Sulamadaha Beach, Ternate City. This study uses a quantitative approach. The population in this study were visitors to the Sulamadaha tourist beach in Ternate City. The sampling technique is purposive sampling, the number of samples used is 110 respondents. Data analysis using multiple linear regression analysis using SPSS 24 as a statistical test tool

The results of the study show that (1) Electronic Word Of Mouth has a significant effect on Visiting Requests. (2) Service Quality has a significant effect on Visiting Interest.

Keywords: Electronic Word Of Mouth, Service Quality, Visiting Interest