

ABSTRAK

Arasti Nurul Latifa Ganda (02041711105). Pengaruh *Electronic word of mouth*, Daya tarik dan Lokasi terhadap keputusan berkunjung di Danau Tolire. Di bawah bimbingan E. Ida Hidayanti dan Johan fahri.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Electronic word of mouth*, daya tarik dan lokasi terhadap keputusan berkunjung wisatawan di Danau Tolire secara simultan dan parsial. Penelitian ini menggunakan pendekatan Kuantitatif. Sampel dalam penelitian ini menggunakan metode *purposive sampling* dan jumlah sampel yang diteliti sebanyak 100 Responden dan sumber data primer dilakukan dengan penyebaran kuesioner. Metode Analisis yang digunakan dalam penelitian ini adalah Analisis regresi linear berganda.

Hasil penelitian dari olah data secara simultan adalah *Electronic word of mouth*, daya tarik dan lokasi secara bersama-sama berpengaruh terhadap keputusan berkunjung wisatawan di Danau Tolire dan secara parsial bahwa *Electronic word of mouth* dan lokasi berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan di Danau Tolire sedangkan Daya tarik berpengaruh negatif dan signifikan terhadap keputusan berkunjung wisatawan di Danau Tolire.

Kata Kunci: *Electronic word of mouth*, Daya tarik, lokasi, keputusan berkunjung

ABSTRACT

Arasti Nurul Latifa Ganda (02041711105). The influence of Electronic word of mouth, Attractiveness and Location on the decision for the tourist to visit Lake Tolire. Under the guidance of E. Ida Hidayanti, and Johan fahri.

This study aims to determine how the influence of Electronic word of mouth, attractiveness and location on the decision for the tourists to visit Lake Tolire simultaneously and partially. This study uses a Quantitative Approach. The sample in this study used a purposive sampling method and the number of samples studied was 100 respondents and the primary data source was carried out by distributing questionnaires. The analysis method used in this research is multiple linear regression analysis.

The research results from simultaneous data processing are electronic word of mouth, attraction and location together influence the tourists decision to visit Tolire Lake and partially that electronic word of mouth and location have a positive and significant effect on the tourists decision to visit Lake Tolire while attractiveness has a negative and significant effect on the decision to visit tourists on Lake Tolire.

Keyword: *Electronic word of mouth, Attractiveness, Location, Visiting decision.*