

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik wisata, *electronic word of mouth*, citra destinasi terhadap minat kunjungan pada wisata Yogyakarta. Objek penelitian ini dilakukan terhadap mahasiswa yang berlokasi di Jakarta yang telah menonton film AADC2 dengan mengambil 115 sampel menggunakan deskriptif kuantitatif dan analisis yang digunakan adalah analisis *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa variabel Daya tarik wisata berpengaruh positif dan signifikan terhadap minat kunjungan. Variabel *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat kunjungan. Dan citra destinasi berpengaruh positif dan signifikan terhadap minat kunjungan .

Kata kunci :Daya tarik wisata , *electronic word of mouth*, citra destinasi, minat kunjungan



ABSTRACT

This research aims to analyze the influence of tourist attraction, electronic word of mouth, destination image on interest in visits to Yogyakarta tourism. The object of this research was conducted on students located in Jakarta who had watched the AADC2 film by taking 115 samples using quantitative descriptive and the analysis used was Partial Least Square (PLS) analysis. The results of the study indicate that the variable tourist attraction has a positive and significant influence on interest in visits. Electronic word of mouth variables have a positive and significant effect on the interest of visits. And the image of the destination has a positive and significant effect on interest in visits.

Keywords: Travel attraction, electronic word of mouth, destination image, and interest in visits

