

ABSTRAK

Penelitian ini bertujuan untuk menguji dan membahas mengenai Pengaruh Motivasi, *Electronic Word of Mouth* dan Lokasi Terhadap Keputusan Berkunjung Taman Sari Yogyakarta. Penelitian ini dilakukan terhadap 128 responden dengan pendekatan deskriptif kuantitatif dan teknik sampel menggunakan *Purposive sampling*. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil Penelitian menunjukkan bahwa Motivasi berpengaruh positif dan signifikan terhadap Keputusan Berkunjung. *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Berkunjung. Lokasi berpengaruh positif dan tidak signifikan terhadap Keputusan Berkunjung.

Kata kunci : Motivasi, *Electronic Word of Mouth*, Lokasi, Keputusan Berkunjung, Taman Sari Yogyakarta



ABSTRACT

This study aims to examine and discuss The Influence of Motivation, Electronic Word of Mouth and Location on Visit Decision to Taman Sari Yogyakarta. This research was conducted on 128 respondents with a quantitative descriptive approach and sampling techniques using purposive sampling. The data analysis used is statistical analysis in the form of SEM-PLS. The research results show that motivation has a positive and significant effect on visiting decisions. Electronic Word of Mouth has a positive and significant effect on visiting decisions. Location has positive and no significant effect on visiting decisions.

Keywords: Motivation, Electronic Word of Mouth, Location, Visit Decision, Taman Sari Yogyakarta

