

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik wisata, *electronic word of mouth* (e-wom) dan citra destinasi terhadap minat berkunjung ke Malioboro Yogyakarta. Salah satu destinasi yang menarik banyak perhatian wisatawan adalah Malioboro yang terletak di Yogyakarta. Malioboro mengalami kenaikan dan penurunan pada kunjungan wisata yang disebabkan oleh adanya covid-19 serta pengaruhnya sosial media yang saat ini dapat di akses semua kalangan. Populasi dalam penelitian ini adalah wisatawan yang belum pernah berkunjung ke Malioboro. Sampel yang di pergunakan adalah sebanyak 105 responden, di hitung berdasarkan rumus *hair et al.* Metode penarikan sampel menggunakan *non-probability* dan *convenience sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Hasil penelitian menunjukkan bahwa daya tarik wisata berpengaruh positif dan signifikan terhadap minat berkunjung, *electronic word of mouth* tidak berpengaruh signifikan terhadap minat berkunjung dan citra destinasi berpengaruh positif dan signifikan terhadap minat berkunjung.

Kata Kunci: Daya Tarik, Electronic Word of Mouth, Citra Destinasi, Minat Berkunjung.



ABSTRACT

This study aims to analyze the influence of tourist attractions, electronic word of mouth (e-wom) and destination image on interest in visiting Malioboro Yogyakarta. One destination that attracts a lot of tourist attention is Malioboro, which is located in Yogyakarta. Malioboro has experienced an increase and decrease in tourist visits due to Covid-19 and the influence of social media which can now be accessed by all groups. The population in the study were tourist who have never visited Malioboro. The sample used is 105 respondents, calculated based on the formula Hair et al. The sampling method uses non-probability and convenience sampling. The Methods of data collection using survey method, with the research instrument is a questionnaire. The data analysis method using Partial Least Square. The research results show that tourist attraction has a positive and significant effect on interest in visiting, electronic word of mouth does not have a significant effect on interest in visiting and destination image has a positive and significant influence on interest in visiting.

Keywords: Attraction, Electronic Word of Mouth, Image of Destinations, Interest in Visiting.

