

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DI MEDIA SOSIAL *INSTAGRAM* TERHADAP KEPUTUSAN BERKUNJUNG KE WISATA BUKIT RHEMA MAGELANG

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Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* di media sosial *Instagram* terhadap keputusan berkunjung wisatawan ke Bukit Rhema Magelang. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria responden merupakan pengunjung objek wisata Bukit Rhema Magelang dan sudah mengikuti/*following* akun *Instagram* Bukit Rhema. Data diperoleh dengan membagikan kuesioner tentang *concern for others*, *expressing positive feeling*, *helping the company*, *platform assistance* dan keputusan berkunjung kepada 100 responden. Analisis data menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan: 1) *electronic word of mouth* berpengaruh terhadap keputusan berkunjung, 2) *concern for others* tidak berpengaruh terhadap keputusan berkunjung, 3) *expressing positive feeling* memiliki pengaruh terhadap keputusan berkunjung, 4) *helping the company* memiliki pengaruh terhadap keputusan berkunjung, 5) *platform assistance* memiliki pengaruh terhadap keputusan berkunjung.

Kata kunci: *electronic word of mouth*, *concern for others*, *expressing positive feeling*, *helping the company*, *platform assistance*, keputusan berkunjung.

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARDS TOURIST DECISIONS TO VISIT BUKIT RHEMA MAGELANG

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This research attempts to learn the influence of electronic word of mouth in social media instagram on tourists' decision to visit Bukit Rhema Magelang. The purposive sampling technique is applied. The criteria of respondents are visitors of Bukit Rhema Magelang tourism and have followed the instagram of Bukit Rhema account. Research data was obtained by distributing questionnaires about concern for others, expressing positive feeling, helping the company, platform assistance and tourist decisions. The analysis of data used is the multiple regression analysis technique. The result shows: 1)electronic word of mouth influence tourist decisions, 2)concern for others did not took any effect of tourist decisions, 3)expressing positive feeling took effect to tourist decisions, 4)helping the company took effect to tourist decisions, and 5)platform assistance took effect to tourist decisions.

Keywords: electronic word of mouth, concern for others, expressing positive feeling, helping the company, platform assistance, decisions tourist.