

INTISARI

PENGARUH DIMENSI *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP KEPUTUSAN BERKUNJUNG DI STUDIO ALAM GAMPLONG

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Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh dimensi *Electronic Word of Mouth* (E-WOM) terhadap keputusan berkunjung. Populasi pada penelitian ini adalah pengunjung obyek wisata Studio Alam Gamplong. Sampel dalam penelitian ini menggunakan metode *Non Probability Sampling* dengan teknik *Purposive Sampling*. Metode pengumpulan data menggunakan kuesioner dengan responden yang memenuhi kualifikasi sebanyak 106 orang. Analisis data menggunakan analisis statistik dan deskriptif. Pengolahan data menggunakan software SPSS. Hasil penelitian ini menyatakan bahwa (1) Dimensi *Concern for Others* berpengaruh positif dan signifikan terhadap keputusan berkunjung (2) Dimensi *Expressing Positive Feelings* berpengaruh positif dan signifikan terhadap keputusan berkunjung.

Kata kunci : *Concern for Others, Electronic Word of Mouth, Expressing Positive Feelings*, keputusan berkunjung

ABSTRACT

THE INFLUENCE OF THE DIMENSION OF ELECTRONIC WORD OF MOUTH (E-WOM) ON THE DECISION VISIT IN STUDIO ALAM GAMPLONG

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This research was conducted with the aim to determine the influence of Electronic Word of Mouth dimensions on decision visit. The population in this study were visitors to the Studio Alam Gamplong tourist attraction. The sample in this study used the Non Probability Sampling method with the Purposive Sampling technique. Methods of data collection using a questionnaire with respondents who is qualified 106 people. Data analysis uses statistical and descriptive analysis. Data processing using SPSS software. The results of this study stated that (1) The Concern for Others dimension had a positive and significant influence on decision visit (2) The Expressing Positive Feelings dimension had a positive and significant influence on decision visit.

Keywords: Electronic Word of Mouth, Concern for Others, Expressing Positive Feelings, decision visit