

ABSTRAK

“PENGARUH E-WORD OF MOUTH, DAYA TARIK WISATA, CITRA DESTINASI TERHADAP KEPUASAN DAN MINAT KUNJUNGAN KEMBALI WISATAWAN NUSANTARA”

(Studi Pada Destinasi Wisata Kota Lama Semarang)

Konsep kunjungan ulang wisatawan pada suatu daerah tujuan wisata erat kaitannya dengan konsep pemasaran. Tujuan penelitian ini adalah untuk mengetahui apakah *e-word of mouth*, daya tarik wisata, dan citra destinasi berpengaruh terhadap kepuasan, serta untuk mengetahui apakah kepuasan berpengaruh terhadap minat kungjungan kembali.

Populasi dalam penelitian ini adalah pengunjung Kawasan Kota Lama Semarang. Jumlah sampel dalam penelitian ini sebanyak 96 responden dengan teknik *purposive accidental sampling*. Teknik pengumpulan data menggunakan metode kuesioner/angket dan observasi. Metode analisis data menggunakan analisis deskriptif, dan analisis regresi linear berganda dengan bantuan program Statistik SPSS v20. Berdasarkan hasil penelitian menunjukan bahwa variabel e-word of mouth, citra destinasi, dan daya tarik berpengaruh positif dan signifikan terhadap kepuasan, dan kepuasan berpengaruh positif dan signifikan terhadap minat berkunjung kembali.

Kata Kunci : e-word of mouth, citra destinasi, daya tarik, kepuasan, minat berkunjung kembali

ABSTRACT

"INFLUENCE OF E-WORD OF MOUTH, TOURISM ATTRACTION, DESTINATION IMAGE ON SATISFACTION AND INTEREST OF REVISITING TOURISTS OF THE NUSANTARA"

(Study on Semarang Old Town Tourism Destinations)

The concept of repeat tourist visits to a tourist destination is closely related to the marketing concept. The purpose of this study was to determine whether e-word of mouth, tourist attraction, and destination image had an effect on satisfaction, and to find out whether satisfaction had an effect on return visit interest.

The population in this study were visitors to the Old City of Semarang. The number of samples in this study were 96 respondents with accidental sampling technique. The data collection technique used a questionnaire/questionnaire and observation method. Methods of data analysis using descriptive analysis, and multiple linear regression analysis with the help of SPSS v20 Statistics program. Based on the results of the study showed that the variables of e-word of mouth, destination image, and attractiveness had an positive and significant effect on satisfaction, and satisfaction had positive and significant an effect on interest in revisiting.

Keywords: *e-word of mouth, destination image, attractiveness, satisfaction, interest in revisiting.*