

***Pengaruh Daya Tarik Wisata, Electronic Word of Mouth (E-WOM), Aksesibilitas, dan Fasilitas Terhadap Keputusan Berkunjung di Wisata Lontar Sewu Gresik***

Name : Rosa Linda

NIM : 191500049

***Abstract***

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*The purpose of this research is to find out how tourist attraction, electronic word of mouth, accessibility, and facilities influence the decision to visit Lontar Sewu Gresik. The sample in this study was 100 people using quantitative research methods and accidental sampling techniques. The results were obtained from a questionnaire distributed to respondents using a Likert scale. The results of hypothesis testing on the t test show that tourist attraction partially has a significant effect on visiting decisions, electronic word of mouth partially has a significant effect on visiting decisions, accessibility partially has a significant effect on visiting decisions, and facilities partially has a significant effect on visiting decisions. The results of the F-test show that tourist attractiveness, electronic word of mouth, accessibility, and facilities simultaneously influence visiting decisions. This shows that tourist attractiveness, electronic word of mouth, accessibility, and facilities have a positive and significant effect on the decision to visit Lontar Sewu Gresik tourism.*

*Keywords : Tourist Attraction, Electronic Word of Mouth, Accessibility Facilities, Visit Decision.*

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**Abstrak**

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Tujuan dari penelitian ini adalah untuk mengetahui bagaimana daya tarik wisata, *electronic word of mouth*, aksesibilitas, dan fasilitas memiliki pengaruh terhadap keputusan berkunjung di wisata Lontar Sewu Gresik. Sampel dalam penelitian ini berjumlah 100 orang dengan menggunakan metode penelitian kuantitatif dan teknik *accidental sampling*. Hasil diperoleh dari kuesioner yang disebarakan kepada responden dengan menggunakan skala likert. Hasil uji hipotesis pada uji t menunjukkan bahwa daya tarik wisata secara parsial berpengaruh signifikan terhadap keputusan berkunjung, *electronic word of mouth* secara parsial berpengaruh signifikan terhadap keputusan berkunjung, aksesibilitas secara parsial berpengaruh signifikan terhadap keputusan berkunjung, dan fasilitas secara parsial berpengaruh signifikan terhadap keputusan berkunjung. Hasil uji-F menunjukkan bahwa daya tarik wisata, *electronic word of mouth*, aksesibilitas, dan fasilitas berpengaruh secara simultan terhadap keputusan berkunjung. Hal ini menunjukkan bahwa daya tarik wisata, *electronic word of mouth*, aksesibilitas, dan fasilitas berpengaruh positif dan signifikan terhadap keputusan berkunjung wisata Lontar Sewu Gresik.

Kata Kunci : Daya Tarik Wisata, *Electronic Word of Mouth*, Aksesibilitas, Fasilitas, Keputusan Berkunjung.