

ABSTRAK

Penelitian bertujuan untuk menganalisis pengaruh fasilitas, *electronic word of mouth*, dan citra destinasi terhadap keputusan berkunjung. Penelitian ini merupakan penelitian *explanatory research* dengan pendekatan kuantitatif. Penelitian dilakukan pada pengunjung wisata Puncak Ratu di Kota Pamekasan, menggunakan sampel sebanyak 100 pengunjung dengan menggunakan *probability sampling*. Teknik pengumpulan data menggunakan kuesioner kemudian dianalisis menggunakan analisis regresi linier berganda dengan bantuan SPSS versi 25. Hasil dari penelitian ini menunjukkan fasilitas secara parsial berpengaruh positif tidak signifikan terhadap keputusan berkunjung. *Electronic word of mouth* secara parsial berpengaruh positif signifikan terhadap keputusan berkunjung. Citra destinasi secara parsial berpengaruh positif signifikan terhadap keputusan berkunjung. Serta berdasarkan pengujian simultan ditemukan bahwa fasilitas, *Electronic word of mouth*, dan citra destinasi secara bersama-sama atau simultan berpengaruh signifikan terhadap keputusan berkunjung pada wisata Puncak Ratu Pamekasan. Luaran yang ditargetkan dalam penelitian ini yaitu laporan kemajuan, laporan akhir penelitian, logbook kegiatan, poster, publikasi ilmiah jurnal.

Kata Kunci : *Citra Destinasi, Electronic Word Of Mouth, Fasilitas, Keputusan Berkunjung.*

ABSTRACT

The study aims to analyze the influence of facilities, *electronic word of mouth*, and destination imagery on visiting decisions. This research is an *explanatory research* with a quantitative approach. The study was conducted on visitors to Puncak Ratu tourism in Pamekasan City, using a sample of 100 visitors using *probability sampling*. The data collection technique using a questionnaire was then analyzed using multiple linear regression analysis with the help of SPSS version 25. The results of this study show that facilities partially have an insignificant positive effect on visiting decisions. *Electronic word of mouth* partially positively affects visiting decisions. The image of the destination partially has a significant positive effect on visiting decisions. And based on simultaneous testing, it was found that facilities, *electronic word of mouth*, and destination imagery together or simultaneously had a significant effect on the decision to visit Puncak Ratu Pamekasan tour. The outputs targeted in this study are progress reports, final research reports, activity logbooks, posters, journal scientific publications.

Keywords : *Destination Imagery, Electronic Word Of Mouth, Facilities, Visiting Decisions.*