

ABSTRAK

Aulia Oktaviani, Pengaruh Promosi Melalui Media Sosial dan E-WOM (*Electronic Worth Of Mouth*) Terhadap Keputusan Berkunjung Wisatawan di Dermaga Rindu Kabupaten Bangkalan di Bawah Bimbingan Dr. A. Yahya Surya Winata, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh promosi media sosial dan e-wom (*electronic worth of mouth*) terhadap keputusan berkunjung wisatawan di Dermaga Rindu Kabupaten Bangkalan. Penelitian ini dilakukan dengan metode kuantitatif, dengan menggunakan analisis deskriptif dan analisis regresi linear berganda. Populasi dalam penelitian ini adalah seluruh wisatawan yang pernah berkunjung ke wisata Dermaga Rindu Kabupaten Bangkalan. Teknik penarikan sampel dalam penelitian ini menggunakan *probability sampling*, dan analisis dengan menggunakan *software* SPSS IBM 26.

Berdasarkan hasil analisis deskriptif menunjukkan bahwa keputusan berkunjung berada pada kategori tinggi, demikian pada promosi melalui media sosial berada pada kategori b begitupun juga e-wom berada pada kategori tinggi. Berdasarkan hasil analisis regresi linear berganda bahwa promosi melalui media sosial dan *electronic word of mouth* secara parsial berpengaruh positif terhadap keputusan berkunjung di wisata Dermaga Rindu Kabupaten Bangkalan. Selanjutnya promosi melalui media sosial dan *electronic word of mouth* secara simultan berpengaruh positif terhadap keputusan berkunjung di wisata Dermaga Rindu Kabupaten Bangkalan.

Kata Kunci: Keputusan Berkunjung, Promosi melalui media sosial, dan *Electronic Word Of Mouth*

ABSTRACT

Aulia Oktaviani, The Influence of Promotion Through Social Media and E-WOM (Electronic Worth Of Mouth) On Tourists' Visiting Decisions at Rindu Pier, Bangkalan Regency Under the Guidance of Dr. A. Yahya Surya Winata, S.E., M.Si.

This study aims to determine the effect of social media promotions and e-wom (electronic worth of mouth) on tourists' visiting decisions at Dermaga Rindu, Bangkalan Regency. This research was conducted using quantitative methods, using descriptive analysis and multiple linear regression analysis. The population in this study were all tourists who had visited the Rindu Jetty tour in Bangkalan Regency. The sampling technique in this study used probability sampling, and analysis using SPSS IBM 26 software.

Based on the results of the descriptive analysis, it shows that the decision to visit is in the high category, so promotion through social media is in the high category as well as e-wom is in the good category. Based on the results of multiple linear regression analysis that promotion through social media and electronic word of mouth partially has a positive effect on the decision to visit the Pier Rindu tour, Bangkalan Regency. Furthermore, promotions through social media and electronic word of mouth simultaneously have a positive effect on the decision to visit the Rindu Pier tour, Bangkalan Regency.

Keywords: *Visiting Decision, Promotion through social media, and Electronic Word Of Mouth*

