

## **ABSTRACT**

**Audrey Radinka Putri. 180541100077. The Effect of Electronic Word Of Mouth Promotion on Innovation Decisions for Mangrove Ecotourism Tourists in Labuhan Village, Sepulu District, Bangkalan Regency. Essay. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo University, Madura. 2021.**

This study aims to determine the effect of electronic word of mouth promotion with the decision to visit mangrove ecotourism in Labuhan Village, Sepulu District, Bangkalan Regency. The population in this study is the mangrove ecotourism tourism in Labuhan Village, Sepulu District, Bangkalan Regency who has visited or is currently visiting. Samples were taken as many as 292 respondents. Taking the sample using judgmental sampling technique. Data collection techniques with questionnaires. Data analysis using simple regression analysis technique. The results of this study indicate that the promotion of electronic word of mouth on the decision to visit tourists.

Keywords: decision to visit, electronic word of mouth promotion, tourists

## ABSTRAK

**Audrey Radinka Putri. 180541100077. Pengaruh Promosi *Electronic Word Of Mouth* Terhadap Keputusan Berkunjung Wisatawan Ekowisata Mangrove Desa Labuhan, Kecamatan Sepulu, Kabupaten Bangkalan. Skripsi. Program Studi Psikologi, Fakultas Ilmu Soisal Ilmu Budaya, Universitas Trunojoyo Madura.2021.**

Penelitian ini bertujuan untuk mengetahui pengaruh antara promosi *electronic word of mouth* dengan keputusan berkunjung wisatawan ekowisata mangrove Desa Labuhan, Kecamatan Sepulu, Kabupaten Bangkalan. Populasi dalam penelitian ini adalah para wisata ekowisata mangrove Desa Labuhan, Kecamatan Sepulu, Kabupaten Bangkalan yang telah atau sedang berkunjung. Sampel yang diambil sebanyak 292 responden. Pengambilan sampel menggunakan teknik *judgemental sampling*. Teknik pengumpulan data dengan kuesioner. Analisis data menggunakan teknik analisis regresi sederhana. Hasil penelitian ini menunjukkan bahwa promosi *electronic word of mouth* terhadap keputusan berkunjung wisatawan.

Kata kunci : keputusan berkunjung, promosi *electronic word of mouth*, wisatawan

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