

## **ABSTRACT**

***Zuliana sari, The Role of Word of Mouth Electronics in Increasing Interest Visiting Sedudo Waterfall Tourism (Study on Instagram followers @ explore\_nganjuk). The guide of Thesis Advisor (I) Mohammad Arief, Co-Advisor (II) Evaliati Amaniyah.***

*The purpose of this study was to determine the effect of positive electronic variables by word of mouth which included platform assistance (X1), concern for others (X2), expressing positive feelings (X3), economic incentives (X4) and helping the company (X5) with interest in visiting (Y) Sedudo Waterfall Tourism on followers of @explore\_nganjuk Instagram account, This study uses a type of explanatory research, with a quantitative research approach, the sampling method used was purposive sampling, with a sample of 100 respondents. Analysis of the data used is the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test. Multiple linear regression, t test, test coefficient of multiple determination.*

*The results showed that of the five variables partially (t test) each variable significantly affected the interest in visiting Sedudo Waterfall Tourism with the following significance values: platform assistance 0.001, concern for others 0.024, expressing positive feelings 0,000, economic incentives 0,000 and helping the company 0,000. Based on the calculation of the coefficient of determination (R<sup>2</sup>), it can be seen that the effect of electronic variable word of mouth (X) on visiting interest (Y) is 68.5%. While the remaining 31.5% is influenced by other variables not examined in this study.*

*Keywords: Platform assistance, concern for others, expressing positive feelings, economic incentives, helping the company and visiting interests.*

## ABSTRAK

**Zuliana Sari, Peran *Electronic Word of Mouth* dalam Meningkatkan Minat Berkunjung ke Wisata Air Terjun Sedudo (Studi pada *followers* akun instagram @explore\_nganjuk). Dibawah bimbingan Mohammad Arief (I) dan (II) Evaluati Amaniyah.**

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari variabel *electronic word of mouth* positif yang meliputi dari *platform assistance* (X1), *concern for others* (X2), *expressing positive feelings* (X3), *economic incentives* (X4) dan *helping the company* (X5) terhadap minat berkunjung (Y) ke Wisata Air Terjun Sedudo pada *followers* akun instagram @explore\_nganjuk. Penelitian ini menggunakan jenis penelitian penjelasan, dengan pendekatan penelitian kuantitatif, metode pengambilan sampel yang digunakan adalah *purposive sampling*, dengan jumlah sampel 100 responden. Analisis data yang digunakan adalah dengan menggunakan uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heterokedastisitas. Regresi linier berganda, uji t, uji koefisien determinasi berganda.

Hasil dari penelitian menunjukkan bahwa dari ke lima variabel secara parsial (uji t) masing-masing variabel berpengaruh secara signifikan terhadap minat berkunjung ke Wisata Air Terjun Sedudo dengan nilai signifikansi sebagai berikut: *platform assistance* 0,001, *concern for others* 0,024, *expressing positive feelings* 0,000, *economic incentives* 0,000 dan *helping the company* 0,000. Berdasarkan hasil perhitungan koefisien determinasi ( $R^2$ ) dapat diketahui besarnya pengaruh variabel *electronic word of mouth* (X) terhadap minat berkunjung (Y) adalah sebesar 68,5%. Sedangkan sisanya 31,5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Platform assistance, concern for others, expressing positive feelings, economic incentives, helping the company* dan minat berkunjung.