ABSTRAK

Siska Silfiana. 2023**. Pengaruh Daya Tarik Dan *Electronic Word Of Mouth* (E-wom) Terhadap Minat Kunjung Pada Pantai Slopeng Di Kabupaten Sumenep.** Skripsi : Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Wiraraja, Pembimbing: Ahmad Ghufrony, SE., M.M.

Penelitian ini dilakukan karena permasalahan daya tarik dan *electronic word of mouth* (E-wom) pada pantai Slopeng di Kabupaten Suemenp. Tujuan dari penelitian ini adalah dapat mengetahui pengaruh daya tarik, dan *electronic word of mouth* (E-wom) terhadap minat kunjung .

Dalam menjawab permasalhan tersebut, jenis penelitian yang digunakan yaitu metode kuantitatif dengan responden yang diambil sebanyak 60 diketahui dengan analisis tersebut pengambilan sampel mengunakan *purposive sampling* dengan cara penyebaran koesioner. Adapun teknik analisis data yang digunakan yaitu, uji statistik deskriptif, uji kualitas data, uji asumsi klasik, uji persamaan regrsi linier berganda dan uji hipotesis.

Hasil dari penelitian ini menunjukkan bahwa daya tarik, dan *electronic word of mouth* (E-wom) terhadap minat kunjung pada pantai Slopeng di Kabupaten Sumenep berpengaruh secara simultan terhadap minat kunjung. Berdasarkan uji t menyatakan bahwa secara parsial variabel daya tarik, dan *electronic word of mouth* (E-wom) berpengaruh signifikan terhadap minat kunjung.

Kata Kunci: Daya Tarik, *Electromic Word Of Mouth* (E-wom) dan Minat Kunjung.

ABSRTAC

Siska Silfiana. *2023.* **The Effect of attractiveness and electronic word of mouth (E-wom) on interest in visiting slopeng beaches in sumenep district.** *Thesis: Management Study Program, Faculty of Economics and Business, Wiraraja University, Supervisor: Ahmad Ghufrony, SE., M.M.*

This research was conducted because of the problem of attractiveness, and electronic word of mouth (E-wom) at the slopeng beach in sumenep district. The purpose of this research is to know the attractiviness, and electronic word of mouth (E-wom) on interest visit.

In answering these problems, the type of research used is a quantitative method with 80 respondents taken. The data analysis technique used is descriptive statistical test, data quality test, classical assumption test, multiple linear regression equation test and hypothesis testing.

The results of this study indicate that attractiveness, and electronic word of mouth on interest in visiting slopeng beaches in sumenep district simultaneously influence interest visit. Based on the t test stated that partially variable attractiveness, and electronic word of mouth (E-wom) have a significant effect on interest visit.

Keywords: *Daya Tarik, electronic word of mouth (E-wom) and interest visit.*