

*THE EFFECT OF ELECTRONIC WORD OF MOUTH TOWARDS A VISITING DECISION  
CONDUCTED BY A VISITING INTEREST  
(Case study of Banyumili tourism visitors)*

*ABSTRACT*

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*This study aims 1) To determine the effect of Electronic Word Of Mouth on the decision to visit Banyumili Tourism visitors 2) To determine the effect of Electronic Word of Mouth on the interest of visiting Banyumili Tourism visitors 3) To determine the influence of visiting interest on the decision to visit Banyumili Tourism visitors. 4) To determine the effect of Electronic Word Of Mouth on visiting decisions mediated by the interest in visiting Banyumili Tourism visitors. The study uses explanatory research methods carried out through data collection in the field. The assumptions used in this study are in the form of variables that can be measured using variables measured using respondents' responses with a questionnaire, the sample is Banyumili Tourism visitors as many as 100 visitors, data analysis using SEM with multiple WarpPLS approaches and testing hypothesis. Based on the results of the study show that 1) Electronic Word of Mouth is able to increase Interest in Visiting Banyumili Tourism 2) Visiting interest is able to increase the decision to visit Banyumili Tourism 3) Electronic Word of Mouth is not able to improve decision to Visit Banyumili Tourism 4) Interest in visiting fully mediates the increase electronic word of mouth with a visiting decision*

*Keywords: Electronic Word Of Mouth, Visiting Interests, Visiting Decisions*