

ABSTRAK

Nama : Yusuf Ikbal

Program Studi : Manajemen

Judul : Pengaruh *Electronic Word Of Mouth* dan *Viral Marketing* Terhadap Minat Berkunjung Masyarakat di *Instagram* pada Wisata Alam Green Canyon Kabupaten Karawang.

Penelitian ini bertujuan untuk mengetahui hubungan *Electronic Word Of Mouth* dengan *Viral Marketing*, mengetahui pengaruh parsial *Electronic Word Of Mouth* dan *Viral Marketing* terhadap Minat Berkunjung, mengetahui pengaruh simultan *Electronic Word Of Mouth* dan *Viral Marketing* terhadap Minat Berkunjung Masyarakat di *Instagram* pada Wisata Alam Green Canyon Kabupaten Karawang. Penelitian ini dilakukan dengan menggunakan deskriptif kuantitatif. Sample sebanyak 130 responden dan pengambilan sampelnya menggunakan metode *Rumus Hair*. Analisis data yang digunakan menggunakan *path analysis* dengan bantuan aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa: *Electronic Word Of Mouth* dan *viral marketing* terhadap Minat berkunjung memiliki kriteria setuju berdasarkan hasil dan jawaban responden. *Electronic Word Of Mouth* memiliki hubungan terhadap *viral marketing* secara signifikan. *Electronic Word Of Mouth* berpengaruh parsial terhadap Minat Berkunjung secara positif dan signifikan. *Viral Marketing* berpengaruh parsial terhadap Minat Berkunjung secara positif dan signifikan. Pengaruh Simultan *Electronic Word Of Mouth* dan *Viral Marketing* terhadap Minat Berkunjung secara positif dan signifikan.

Kata kunci: *Electronic Word Of Mouth*, *Viral Marketing*, Minat Berkunjung

ABSTRACT

Name : Yusuf Ikbal

Study Program: Management

Title : The Influence Of Electronic Word Of Mouth and Viral Marketing on the Interest in Visiting the Community on the Instragram on Green Canyon Natural Tourism Kabupaten Karawang.

This study aims to determine the relationship between Electronic Word of Mouth and Viral Marketing, to determine the partial effect of Electronic Word of Mouth and Viral Marketing on Visiting Interest, to determine the simultaneous effect of Electronic Word of Mouth and Viral Marketing on Visiting Interest in Green Canyon, Karawang Regency. This research was conducted using quantitative descriptive. The sample was 130 respondents and the samples were taken using the Hair Formula method. The data analysis used was path analysis with the help of the SPSS application. The results of this study indicate that: Electronic Word of Mouth and viral marketing for visiting interest have agreed criteria based on the results and answers of respondents. Electronic Word Of Mouth has a significant relationship to viral marketing. Electronic Word Of Mouth has a partial positive and significant effect on Visiting Interest. Viral Marketing has a partial effect on Visiting Interest positively and significantly. The simultaneous effect of Electronic Word of Mouth and Viral Marketing on Visiting Interest positively and significantly.

Key Word: *Electronic Word Of Mouth, Viral Marketing, Visiting Interest*