

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *destination image* dan *electronic word of mouth* terhadap minat berkunjung wisatawan. Penelitian dilakukan di Bandung Zoo. Metode penelitian yang digunakan adalah analisis deskriptif-verifikatif dengan jumlah sampel sebanyak 100 orang. Teknik sampling yang digunakan ini adalah *convenience sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda melalui program *software* statistik SPSS versi 26. Penelitian ini dilakukan dengan cara menyebarkan kuesioner sebagai teknik pengumpulan data. Hasil penelitian menunjukkan bahwa secara parsial *destination image* berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan dan secara parsial *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan, serta secara simultan *destination image* dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung wisatawan.

Kata Kunci: *Destination Image*, *Electronic Word of Mouth*, Minat Berkunjung Wisatawan

## **ABSTRACT**

*This study aimed to analyze the effect of destination image and electronic word of mouth on tourist visiting interest. The research was conducted at Bandung Zoo. The research method used is descriptive-verify analysis with a sample size of 100 people. The sampling technique used is convenience sampling. The data analysis technique used is multiple linear regression analysis through the statistical software program SPSS version 26. This research was conducted by distributing questionnaires as data collection technique. The results showed that partially destination image have a positive and significant effect on tourist visiting interest and partially electronic word of mouth have a positive and significant effect on tourist visiting interest, and simultaneously destination image and electronic word of mouth have a positive and significant effect on tourist visiting interest.*

*Keywords: Destination Image, Electronic Word of Mouth, Tourist Visiting Interest*