

## **ABSTRAK**

### **PENGARUH STRATEGI *WORD OF MOUTH* DAN DAYA TARIK WISATA TERHADAP MINAT KUNJUNGAN ULANG PADA WISATA SABAH JULU KABUPATEN PAKPAK BHARAT**

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Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan secara serempak *word of mouth*, Daya tarik wisata terhadap Minat Kunjungan Ulang pada Wisata Sabah Julu Kabupaten Pakpak Bharat. Penelitian ini menggunakan sampel sebanyak 98 responden yang merupakan pengunjung yang sudah pernah berkunjung minimal sekali atau dua kali ke Wisata Sabah Julu. Metode analisis yang digunakan adalah analisis linier berganda.

Hasil penelitian menunjukkan bahwa secara parsial *Word Of Mouth* menghasilkan nilai  $t_{hitung} (-0,462)$  dan signifikansi 0,645, Daya tarik wisata  $t_{hitung}$  5,135 dan signifikan 0,000. Yang berarti secara parsial *word of mouth* tidak berpengaruh secara positif dan signifikan terhadap minat kunjungan ulang sedangkan Daya Tarik Wisata berpengaruh positif dan signifikan terhadap minat kunjungan ulang. Dan secara simultan *Word Of Mouth* dan Daya Tarik Wisata berpengaruh positif dan signifikan terhadap Minat Kunjungan Ulang dengan nilai  $F_{hitung} 13,119 > F_{tabel} 3,09$  dan berada pada tingkat signifikansi  $0,000 < 0,05$ .

**Kata Kunci :** *Word Of Mouth*, Daya Tarik Wisata, Minat Kunjungan Ulang

## **ABSTRACT**

### **THE INFLUENCE OF WORD OF MOUTH STRATEGY AND TOURIST ATTRACTION ON THE INTEREST OF REPEAT VISITS TO SABAH JULU TOURISM PAKPAK BHARAT REGENCY**

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*This study aims to determine the effect partially and simultaneously word of mouth, tourist attraction on interest in repeat visits to Sabah Julu Tourism, Pakpak Bharat Regency. This study used a sample of 98 respondents who were visitors who had visited at least once or twice to Sabah Julu Tourism. The analytical method used is multiple linear analysis.*

*The results showed that partially Word Of Mouth produced a thing value (-0.462) and a significance of 0.645, tourist attraction tcounted 5.135 and significant 0.000. Which means partially word of mouth does not have a positive and significant effect on interest in repeat visits, while tourist attractions have a positive and significant effect on interest in repeat visits. And simultaneously Word Of Mouth and Tourist Attractions have a positive and significant effect on the intention of repeat visits with a Firung value of 13,119 Fuba 3.09 and a significance level of 0.000 <0.05. Keywords: Word Of Mouth, Tourist Attraction, Interest in Repeat Visits.*

**keywords: word of mouth, tourist attraction, interest in repeat visits**