

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing*, *electronic word of mouth*, dan promosi online terhadap keputusan berkunjung wisatawan ke Destinasi Wisata Pulau Penyengat, Kota Tanjungpinang. Populasi dalam penelitian ini adalah wisatawan yang pernah berkunjung ke Pulau Penyengat, Kota Tanjungpinang. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*, dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner dan studi pustaka. Teknik analisis data yang digunakan meliputi analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2) dengan bantuan program IBM SPSS versi 27. Hasil uji t menunjukkan bahwa variabel *social media marketing* (X_1) berpengaruh positif dan signifikan terhadap keputusan berkunjung. Variabel *electronic word of mouth* (X_2) berpengaruh positif dan signifikan terhadap keputusan berkunjung. Variabel promosi online (X_3) berpengaruh positif dan signifikan terhadap keputusan berkunjung. Hasil uji F menunjukkan *social media marketing*, *electronic word of mouth*, dan promosi online secara simultan berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan ke Destinasi Wisata Pulau Penyengat, Kota Tanjungpinang. Nilai koefisien determinasi (R^2) sebesar 0,708 atau 70% menunjukkan bahwa keputusan berkunjung wisatawan dapat dijelaskan oleh variabel *social media marketing*, *electronic word of mouth*, dan promosi online, sedangkan 30% sisanya dipengaruhi oleh variabel lain di luar model penelitian.

Kata Kunci : *Social Media Marketing, Electronic Word of Mouth, Promosi Online, Keputusan Berkunjung.*

ABSTRACT

This study aims to examine the effect of social media marketing, electronic word of mouth, and online promotion on tourists' visiting decisions to Pulau Penyengat Tourism Destination, Tanjungpinang City. The population of this study consists of tourists who have visited Pulau Penyengat, Tanjungpinang City. This research employs a quantitative research method. The sampling technique used is non-probability sampling with a purposive sampling method, involving 100 respondents. Data were collected through questionnaires and literature review. The data analysis techniques include multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2), assisted by IBM SPSS version 27. The results of the t-test indicate that social media marketing (X_1) has a positive and significant effect on visiting decisions. Electronic word of mouth (X_2) also has a positive and significant effect on visiting decisions. Likewise, online promotion (X_3) has a positive and significant effect on visiting decisions. The F-test results show that social media marketing, electronic word of mouth, and online promotion simultaneously have a positive and significant effect on tourists' visiting decisions to Pulau Penyengat Tourism Destination, Tanjungpinang City. The coefficient of determination (R^2) value of 0.708 (70%) indicates that tourists' visiting decisions can be explained by social media marketing, electronic word of mouth, and online promotion, while the remaining 30% is influenced by other variables outside the research model.

Keyword : ***Social Media Marketing, Electronic Word of Mouth, Online Promotion, Visiting Decision.***