

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, *electronic word of mouth*, dan citra destinasi terhadap minat berkunjung wisatawan pada Wisata Kelong Pancing Madu Tiga Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui penyebaran kuesioner kepada 98 responden dan dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS versi 30. Hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap minat berkunjung dengan nilai t hitung sebesar 2,922 dan signifikansi 0,004. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung dengan nilai t hitung sebesar 2,568 dan signifikansi 0,012. Citra destinasi berpengaruh positif dan signifikan terhadap minat berkunjung dengan nilai t hitung sebesar 4,010 dan signifikansi $< 0,001$ serta menjadi variabel yang paling dominan. Secara simultan, promosi, *electronic word of mouth*, dan citra destinasi berpengaruh positif dan signifikan terhadap minat berkunjung dengan nilai F hitung sebesar 20,795 dan signifikansi $< 0,001$. Hasil uji koefisien determinasi menunjukkan nilai Adjusted R Square sebesar 0,380 yang berarti bahwa promosi, *electronic word of mouth*, dan citra destinasi mampu menjelaskan 38% variasi minat berkunjung, sedangkan sisanya sebesar 62% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: Promosi, *Electronic Word of Mouth*, Citra Destinasi, Minat Berkunjung,

ABSTRACT

This study aims to analyze the effects of promotion, electronic word of mouth, and destination image on tourists' visit intention to Kelong Pancing Madu Tiga Tourism Destination in Tanjungpinang. This research employed a quantitative approach with an associative research design. Data were collected through questionnaires distributed to 98 respondents and analyzed using multiple linear regression with the assistance of SPSS version 30. The results showed that promotion had a positive and significant effect on visit intention, with a t-value of 2.922 and a significance level of 0.004. Electronic word of mouth had a positive and significant effect on visit intention, with a t-value of 2.568 and a significance level of 0.012. Destination image had a positive and significant effect on visit intention, with a t-value of 4.010 and a significance level of less than 0.001, making it the most dominant variable. Simultaneously, promotion, electronic word of mouth, and destination image had a positive and significant effect on visit intention, with an F-value of 20.795 and a significance level of less than 0.001. The coefficient of determination test showed an Adjusted R Square value of 0.380, indicating that promotion, electronic word of mouth, and destination image were able to explain 38% of the variation in visit intention, while the remaining 62% was influenced by other factors outside the scope of this study.

Keywords: Promotion, Electronic Word of Mouth, Destination Image, Visit Intention.

