

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Promosi Media Sosial dan *Electronic Word of Mouth (E-WOM)* terhadap Minat Berkunjung Wisatawan di Bukit Siguntang, Kota Palembang. Penelitian ini dilatar belakangi oleh perkembangan teknologi saat ini, semakin pentingnya media digital sebagai sarana promosi dan sumber informasi yang mempengaruhi keputusan wisatawan dalam memilih destinasi wisata. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Data dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang pernah berkunjung atau mengetahui Bukit Siguntang. Analisis bantuan data dilakukan menggunakan regresi linier berganda dengan program SPSS melalui uji validitas, reliabilitas, asumsi klasik, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa Promosi Media Sosial berpengaruh positif dan signifikan terhadap Minat Berkunjung Wisatawan dengan nilai t hitung sebesar 10,203 dan signifikansi 0,000. Variabel E-WOM juga berpengaruh positif dan signifikan dengan nilai t hitung sebesar 4,539 dan signifikansi 0,000. Secara simultan kedua variabel tersebut berpengaruh signifikan terhadap Minat Berkunjung Wisatawan dengan nilai F hitung sebesar 76,115 dan signifikansi 0,000. Nilai koefisien determinasi (R^2) sebesar 0,611 menunjukkan bahwa Promosi Media Sosial dan E-WOM mampu menjelaskan 60,3% variasi Minat Berkunjung Wisatawan. Sedangkan sisanya dapat dipengaruhi oleh faktor atau variable lain di luar penelitian ini.

Kata Kunci: *Promosi Media Sosial, Electronic Word of Mouth (E-WOM), Minat Berkunjung Wisatawan, Bukit Siguntang.*

ABSTRACT

This study aims to examine the influence of Social Media Promotion and Electronic Word of Mouth (E-WOM) on tourists' visit intention to Bukit Siguntang, Palembang City. The study is motivated by the rapid advancement of technology and the growing importance of digital media as a promotional platform and information source that influences tourists' destination choices. A quantitative approach was employed using descriptive and verificative research methods. Data were collected through questionnaires distributed to 100 respondents who had visited or were familiar with Bukit Siguntang. The data were analyzed using multiple linear regression with SPSS software, including validity, reliability, classical assumption, t-test, F-test, and coefficient of determination analyses. The findings reveal that Social Media Promotion has a positive and significant effect on tourists' visit intention, with a t-value of 10.203 and a significance level of 0.000. Similarly, E-WOM has a positive and significant effect on tourists' visit intention, with a t-value of 4.539 and a significance level of 0.000. Furthermore, Social Media Promotion and E-WOM simultaneously have a significant effect on tourists' visit intention, as indicated by an F-value of 76.115 and a significance level of 0.000. The coefficient of determination (R^2) is 0.611, indicating that Social Media Promotion and E-WOM account for 60,3% of the variance in tourists' visit intention, while the remaining 38.9% is explained by other factors beyond the scope of this study.

Keywords: *Social Media Promotion, Electronic Word of Mouth (E-WOM), Visit Intention, Tourism Destination, Bukit Siguntang.*