

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Electronic word of mouth* instagram dan *Physical Evidence* terhadap keputusan berkunjung pada objek wisata Pakuhaji Cimahi secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel 100 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan menyebarkan kuisioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda, kolerasi berganda, uji hipotesis, dan koefisien determinasi, kemudian hasil penelitian ini menunjukkan bahwa variabel *Electronic word of mouth* instagram dan *Physical evidence* berada pada kategori kurang baik serta untuk variabel keputusan berkunjung juga pada kategori kurang baik. Secara parsial *Electronic word of mouth* instagram pengaruhnya terhadap keputusan berkunjung sebesar 10,4%. Sedangkan *Physical evidence* lebih besar pengaruhnya terhadap keputusan berkunjung yaitu sebesar 70%. Sehingga didapatkan pengaruh *Electronic word of mouth* instagram dan *Physical evidence* terhadap keputusan berkunjung sebesar 80,4%.

**Kata kunci :** *Electronic word of mouth* instagram, *Physical Evidence*, dan keputusan berkunjung

## **ABSTRACT**

*This study aims to determine how much the effect of Electronic word of mouth instagram and physical evidence of visiting decision on Pakuhaji Cimahi both partially and simultaneously. The research method used is descriptive and verivicative with total sample of 100 respondensts. Data collection techniques used is observation, interview and questionnaires. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination and the result of this thesis indicate that the Electronic word of mouth instagram variable are in a not good really good category. For the visiting decision is in the not really good category too. Partially the Electronic word of mouth instagram has smallest influence on visiting decision, which is equal to 10,4%. Where the physical evidence has a greater effect on visiting decision which is equal to 70%. So that the influence of Electronic word of mouth instagram and physical evidence on visiting decision is 80,4%.*

***Keywords : Electronic word of mouth instagram, Physical Evidence, and visiting decision***