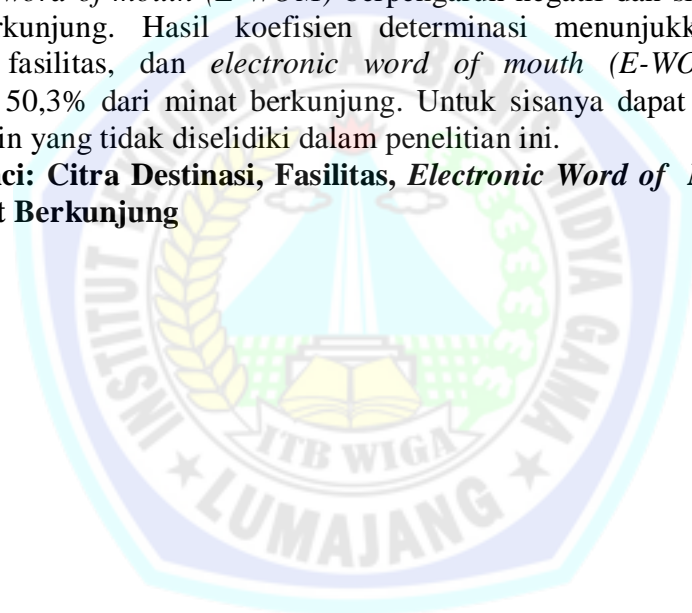


## ABSTRAK

Wisata Pemandian Joyokarto adalah destinasi wisata yang berada di Dusun Krajan Timur, Desa Joyokarto, Kecamatan Tempeh Kabupaten Lumajang. Objek wisata ini memadukan konsep alamiah dan modern sehingga memberikan pengalaman unik tersendiri bagi wisatawan yang melakukan kunjungannya. Penelitian ini bermaksud untuk menganalisis pengaruh dari citra destinasi, fasilitas dan *electronic word of mouth (E-WOM)* terhadap minat berkunjung pada wisata Pemandian Joyokarto di Kabupaten Lumajang. Metode kuantitatif diterapkan pada penelitian ini, yang mencakup analisis menggunakan regresi linier berganda. Sampling insidental serta purposive digunakan untuk memilih 96 responden. Hasil penelitian diperoleh, untuk uji t (parsial), variabel citra destinasi berpengaruh positif dan signifikan terhadap minat berkunjung, variabel fasilitas juga berpengaruh positif dan signifikan terhadap minat berkunjung, dan variabel *electronic word of mouth (E-WOM)* berpengaruh negatif dan signifikan terhadap minat berkunjung. Hasil koefisien determinasi menunjukkan bahwa citra destinasi, fasilitas, dan *electronic word of mouth (E-WOM)* memberikan kontribusi 50,3% dari minat berkunjung. Untuk sisanya dapat dipengaruhi oleh variabel lain yang tidak diselidiki dalam penelitian ini.

**Kata Kunci:** Citra Destinasi, Fasilitas, *Electronic Word of Mouth (E-WOM)* dan Minat Berkunjung



## **ABSTRACT**

*Joyokarto Bathing Tour is a tourist destination located in East Krajan Hamlet, Joyokarto Village, Tempeh District, Lumajang Regency. This tourist attraction combines natural and modern concepts so as to provide a unique experience for tourists who visit. This research aims to analyze the influence of destination image, facilities and electronic word of mouth (E-WOM) on interest in visiting the Joyokarto Baths tourist attraction in Lumajang Regency. Quantitative methods were applied in this research, which included analysis using multiple linear regression. Incidental and purposive sampling was used to select 96 respondents. The research results obtained, for the t test (partial), the destination image variable had a positive and significant effect on interest in visiting, the facility variable also had a positive and significant effect on interest in visiting, and the electronic word of mouth (E-WOM) variable had a negative and significant effect on interest. visit. The results of the coefficient of determination show that destination image, facilities and electronic word of mouth (E-WOM) contribute 50.3% of visiting interest. The rest can be influenced by other variables not investigated in this study.*

**Keywords: Destination Image, Facilities, Electronic Word of Mouth (E-WOM) and Interest in Visiting**