

ABSTRAK
PENGARUH *DIGITAL MARKETING*, DAYA TARIK DAN E-WOM
TERHADAP MINAT BERKUNJUNG KE AGRO DIGITAL
TASIKMALAYA

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Agro Digital merupakan agrowisata di Kota Tasikmalaya yang memadukan kegiatan pertanian dengan pemanfaatan teknologi digital. Jumlah pengunjung Agro Digital menunjukkan pola kunjungan yang belum stabil. Kondisi ini diduga berkaitan dengan efektivitas *digital marketing* yang masih rendah, daya tarik yang belum optimal, dan minimnya ulasan *Electronic Word of Mouth* (E-WOM). Persoalan tersebut mendorong perlunya menganalisis tingkat dan pengaruh *digital marketing*, daya tarik dan E-WOM, baik secara bersama-sama maupun masing-masing terhadap minat berkunjung ke Agro Digital.

Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei. Ukuran sampel dihitung menggunakan *linear time function* yang menghasilkan 44 responden. Pemilihan responden dilakukan dengan teknik *purposive sampling* berdasarkan kriteria tertentu, di antaranya yang pernah berkunjung ke Agro Digital minimal satu kali. Data dianalisis secara deskriptif untuk melihat tingkat masing-masing variabel, kemudian diuji lebih lanjut dengan regresi linear berganda, meliputi uji F, koefisien determinasi (*R Square*), dan uji t.

Hasilnya tingkat *digital marketing* berada pada kategori sangat tinggi, sementara daya tarik, E-WOM, dan minat berkunjung masing-masing berada pada kategori tinggi. *Digital marketing*, daya tarik dan E-WOM berpengaruh signifikan terhadap minat berkunjung baik secara parsial dan simultan. Ketiga variabel tersebut memberikan kontribusi sebesar 62,9% (*R Square* = 0,629) terhadap minat berkunjung.

Kata Kunci: Agrowisata, Daya Tarik, *Digital Marketing*, E-WOM, Minat Berkunjung, Wisatawan

ABSTRACT

THE EFFECT OF DIGITAL MARKETING, ATTRACTIVENESS, AND E-WOM ON VISIT INTENTION TO AGRO DIGITAL TASIKMALAYA

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Agro Digital is an agrotourism site in Tasikmalaya that combines farming activities with digital technology. Visitor numbers to Agro Digital indicating an unstable visitation pattern. This instability appears linked to digital marketing that has not been applied effectively, the attraction is suboptimal, and a comparatively thin base of Electronic Word of Mouth (E-WOM). These issues highlight the need to analyze the level and impact of digital marketing, attractiveness, and E-WOM influence visit intention to Agro Digital, both jointly and individually.

The study applied a quantitative survey approach. The sample size was calculated using a linear time function, yielding 44 respondents. Respondents were selected through purposive sampling based on set criteria, including having visited Agro Digital at least once. The data were first examined descriptively to determine the level of each variable, then tested using multiple linear regression, comprising the F-test, coefficient of determination (R^2), and t-test.

The findings show digital marketing falling into the very high category, while attractiveness, E-WOM, and visit intention each fall into the high category. Digital marketing, attractiveness and E-WOM have a significant effect on visit intention as jointly and individually. The three independent variables accounting for 62,9% (R Square = 0,629) of the variation in the visit intention.

Keywords: *Agrotourism, Attractiveness, Digital Marketing, E-WOM, Visit Intention, Tourist*