

**PENGARUH SOSIAL MEDIA INSTAGRAM DAN *WORD OF MOUTH*
TERHADAP MINAT BERKUNJUNG DI WISATA AEK SIJORNI
KABUPATEN TAPANULI SELATAN**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh sosial media instagram, dan *word of mouth* terhadap minat berkunjung di wisata Aek Sijorni Kabupaten Tapanuli Selatan. Teknik pengumpulan sampel dalam penelitian ini menggunakan teknik *accidental sampling* yang terdiri dari 100 responden.

Teknik analisis data pada penelitian ini menggunakan analisis deskriptif, uji instrument penelitian, uji asumsi klasik, uji hipotesis, analisis regresi linear berganda, uji koefisien determinasi dan metode dalam pengumpulan data berupa daftar pertanyaan, dan dokumentasi.

Hasil penelitian menunjukkan bahwa pengaruh sosial media instagram, dan *word of mouth* secara serentak berpengaruh signifikan terhadap minat berkunjung dengan nilai $F_{hitung} 26,475 > \text{nilai } F_{tabel} 3,94$. Uji parsial menunjukkan bahwa sosial media instagram dan *word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung. Nilai *Adjusted R Square* yang didapat dari hasil pengujian Koefisien Determinan (R^2) terhadap minat berkunjung sebesar 0,340 menjelaskan bahwa 34,0% minat berkunjung mampu dijelaskan oleh variabel sosial media, dan *word of mouth*, sedangkan sisanya 66,0% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Sosial Media Instagram, *Word Of Mouth*, Minat Berkunjung



THE INFLUNCE OF SOCIAL MEDIA INSTAGRAM AND *WORD OF MOUTH* ON THE INTEREST TO VISIT AEK SIJORNI NATURAL TOURISM PARK IN SOUTH TAPANULI

ABSTRACT

This study aims to determine whether there is an influence of social media, Instagram, and word of mouth on interest in visiting Aek Sijorni tourism, South Tapanuli Regency. The sampling technique in this study used an accidental sampling technique consisting of 100 respondents.

The data analysis technique in this study used descriptive analysis, research instrument testing, classical assumption test, hypothesis testing, multiple linear regression analysis, coefficient of determination test and methods for collecting data in the form of a list of questions, and documentation.

The results showed that the influence of social media Instagram, and word of mouth simultaneously had a significant effect on interest in visiting with an Fcount of $26.475 > F_{table} 3.94$. The partial test shows that social media Instagram and word of mouth have a positive and significant effect on visiting interest. The value of Adjusted R Square obtained from the test results of the Determinant Coefficient (R^2) on interest in visiting is 0.340 explaining that 34.0% of visiting interest can be explained by social media variables, and word of mouth, while the remaining 66.0% is explained by other variables. not investigated in this study.

Key Words: Social Media Instagram, Word of Mouth, Visiting Interest