

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh citra kota, aksesibilitas dan *electronic word of mouth* terhadap keputusan berkunjung ke Kota Bandung. Populasi dalam penelitian ini adalah wisatawan yang pernah berkunjung ke Kota Bandung dan pernah membaca ulasan mengenai Kota Bandung di internet. Metode yang digunakan pada penelitian ini adalah *convenience sampling* dengan jumlah responden sebanyak 172. Analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa citra kota, aksesibilitas, *electronic word of mouth* berpengaruh positif terhadap keputusan berkunjung ke Kota Bandung.

Kata kunci : citra kota, aksesibilitas, *electronic word of mouth*, keputusan berkunjung

SUMMARY

This study aims to analyze the effect of city image, accessibility and electronic word of mouth on the decision to visit the city of Bandung. The population in this study were tourists who had visited the city of Bandung and had read reviews about the city of Bandung on the internet. The method used in this study is convenience sampling with the number of respondents as much as 172. Analysis of data using multiple linear regression analysis. The results of this study indicate that city image, accessibility, electronic word of mouth have a positive effect on the decision to visit the city of Bandung.

Keywords : city image, accessibility, electronic word of mouth, and visiting decision.