

ABSTRACT

The number of domestic tourist visits from year to year has increased significantly. Indonesia has a diversity of natural beauty spread across many islands. One of the amazing destinations is located on the island of West Sumatra, namely the Mandeh Tourism Area. Unfortunately, in 2023, this area experienced a decrease in the level of tourist visits. With the rapid growth of internet and social media usage in Indonesia, utilizing advertising and electronic word of mouth can be a solution to increase tourist visits. Through an effective advertising strategy and support from positive reviews on social media platforms, it is hoped that the Mandeh Tourism Area can get greater attention and increase attractiveness for tourists. The purpose of this study was to determine the effect of advertising and electronic word of mouth on visiting decisions either partially or simultaneously.

The research method used is a quantitative method with descriptive analysis and multiple linear regression analysis. The population in this study is the Indonesian people who follow and visit social media Mandeh Tourism Area. The sampling technique used is nonprobability sampling with purposive sampling technique with a sample of 150 respondents using a measurement scale, namely an ordinal scale.

The results of this study indicate descriptive analysis that advertising is in a good category with a percentage of 80.9%, electronic word of mouth in a good category with a percentage of 78.3% and visiting decisions in a good category with a percentage of 77.6%. Based on the results of the study, partially advertising has a positive and significant effect on visiting decisions. Electronic word of mouth also has a positive and significant effect on visiting decisions. Meanwhile, simultaneously advertising and electronic word of mouth have a positive and significant influence on visiting decisions..

Keywords: *Advertising, Electronic Word of Mouth, Decision to Visit*