

## **ABSTRACT**

*Indonesia's tourism sector currently contributes about 4% of the total economy. In the year 2019, the Government of Indonesia working to increase tourism contribution figures on GDP doubled to 8%. West Java is one of the areas in Indonesia with tourism that has an amazing tourist attraction. The Government of West Java continues to make an effort of reconstruction and development in the sector of tourism promotional efforts by conducting electronic word of mouth (e-wom) via instagram account Pesona Jawa Baratku as an effort to introduce destinations in order to increase tourist visits. This study aims to determine how the influence of electronic word of mouth (e-wom) on the decision of visiting tourists to western Java.*

*This research is quantitative research with a descriptive method and verifikatif. The sample of this research are 100 tourists have been visiting several tourist destinations in West Java and followers account Pesona Jawa Baratku. Data collection tools used are questionnaire, observation, and study of the literature. The results of a questionnaire processed spread through the help of microsoft excel 2013 and SPSS version 22. Techniques of data analysis used in this study i.e., a simple linear regression with the help of SPSS software version 22.*

*Based on the results of this research show that the Electronic word of mouth (e-WOM) Pesona Jawa Baratku a positive and significant effect of visiting tourists. The results of the study prove that electronic word of mouth (e-WOM) influence of 72.4% of tourists visit to West Java.*

**Keywords:** *Electronic word of mouth (E-WOM), decision for a visit.*