

ABSTRACT

Indonesia's tourism sector is currently contributing to the Gross Domestic Product (GDP) in 2019 by 4.80%. In 2019 the contribution of tourism to foreign exchange Rp. 246.4 trillion and recorded the number of foreign tourist arrivals to Indonesia 16.1 million compared to 2018. The city of Bandung is one of the regions in Indonesia with tourism that has an amazing tourist attraction. Growth in the number of tourists in the city of Bandung shows an increase. Bandung City Government continues to make efforts to develop and develop the tourism sector by promoting Electronic Word of Mouth and Viral Marketing through the Instagram account Disbudpar.bdg as an effort to introduce tourist destinations in order to increase tourist interest in visiting. The purpose of this study was to determine the extent of the direct influence of Electronic Word of Mouth and Viral Marketing variables on the interest of tourists visiting Bandung. This research is a quantitative research with a descriptive verification method. The sample of this study is 100 tourists who will visit and use the services available in Bandung city tourism by distributing questionnaires conducted online. The method of data analysis in this study uses multiple linear regression test, and uses the Likert scale as a measurement scale. Based on the results of the study, that the percentage for the Electronic Word of Mouth variable was 81.56%, the Viral marketing variable was 76.64% and the visiting interest variable was 84.81%. The independent variable Electronic word of mouth and Viral marketing have a positive and significant influence on the variable of tourist interest by 15.2% while the remaining 84.8% is not explained in this study or other factors such as service quality, content marketing, brand image, city branding & social media.

Keywords: Electronic word of mouth, Viral marketing, Visiting Interest.