

ABSTRACT

As the increase of tourism sector in Indonesia that has a variety such as nature, culture, creativity, and culinary tourism. In Klaten Regency, there is one place that provide a watery recreation that many people might not be aware yet, the place is Umbul Manten, located in Janti, Sidowayah, Polanharjo, Klaten Regency, Central Java.

Based on the local village story, the name of Umbul Manten is taken from its pool that has been used for a traditional culture named “siraman pengantin” in Java tradition. Umbul Manten is a natural pool from a spring that keeps flowing and fill the surrounding land. Umbul Manten provide this pool for all ages and all society who live in Klaten and around. In early 2020, the administrator planned that they will design an underwater photo concept which can be used as a great selfie spot from children to adult.

This research is proposed to measure the impact of travel product attribute and electronic word of mouth (E-WOM) on visiting decision at Umbul Manten Klaten. This research is using a quantitative method and using a questionnaire for the data collection with the sample of 100 respondents who use Instagram. This research use a multiple linier regression to determine the impact of each variables using SPSS.

From the data processing it is known that travel product attribute and e-WOM have a significant impact on visiting decision. It is proven by the $F_{Hitung} (15.960) > F_{Tabel} (3.090)$ and the significancy $0.000 < 0.005$. Based on the hypothesis test, travel product attribute variable and e-WOM variable have a significant impact on visiting decision variable. Overall, both variables of travel product attribute and e-WOM give 76.5% impact on visiting decision at Umbul Manten Klaten while the rest 23.5% is influenced by other variables that are not available in this research.

Keywords: e-WOM, travel product attribute, visiting decision