

**PENGARUH ADVERTISING, SALES PROMOTION, EVENT AND EXPERIENCES, INTERACTIVE MARKETING, DAN WORD OF MOUTH TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN KE KEBUN RAYA EKA KARYA BALI**

**Oleh**

**Imilda Rozan**

**NIM 1717041149**

**Jurusan Manajemen**

**ABSTRAK**

Penelitian ini bertujuan untuk menjelaskan pengaruh variabel *advertising*, *sales promotion*, *event and experiences*, *interactive marketing*, dan *word of mouth* terhadap keputusan berkunjung wisatawan ke Kebun Raya Eka Karya Bali. Metode penelitian yang digunakan adalah metode *explanatory research*, alat pengumpulan data menggunakan kuesioner yang disebar kepada pengunjung Kebun Raya Eka Karya Bali yang berjumlah 135 responden. Analisis data menggunakan metode kuantitatif dan analisis regresi linier berganda, untuk mengolah data digunakan software pembantu *SPSS 22 For Windows*. Berdasarkan dari hasil analisis regresi linier berganda menunjukkan variabel *advertising*, *sales promotion*, *event and experiences*, *interactive marketing*, dan *word of mouth* berpengaruh signifikan secara bersama-sama terhadap keputusan berkunjung dengan *p-value* < 0,05. Dari hasil analisis regresi linier berganda juga menunjukkan bahwa variabel *advertising*, *sales promotion*, *interactive marketing*, dan *word of mouth* berpengaruh signifikan secara parsial terhadap keputusan berkunjung dengan *p-value* < 0,05. Namun variabel *event and experiences* tidak berpengaruh signifikan terhadap keputusan berkunjung dengan *p-value* > 0,05 yaitu sebesar 0,069.

**Kata Kunci** : *advertising*, *event and experiences*, *interactive marketing*, keputusan berkunjung, *sales promotion*, dan *word of mouth*.

# **INFLUENCE OF ADVERTISING, SALES PROMOTION, EVENTS AND EXPERIENCE, INTERACTIVE MARKETING, AND FROM MOUTH OF TOURIST VISITING DECISIONS TO EKA KARYA BALI BOTANICAL GARDENS**

**By**

**Imilda Rozan**

**NIM 1717041149**

**Management major**

## **ABSTRACT**

This study aims to explain the effect of advertising, sales promotion, event and experiences, interactive marketing, and word of mouth variables on the decision to visit tourists to the Eka Karya Botanical Gardens Bali. The research method used is explanatory research method, data collection tool using questionnaires distributed to visitors to the Eka Karya Bali Botanical Gardens, totaling 135 respondents. Data analysis used quantitative methods and multiple linear regression analysis, to process the data used SPSS 22 For Windows auxiliary software. Based on the results of multiple linear regression analysis, it shows that advertising, sales promotion, event and experiences, interactive marketing, and word of mouth variables have a significant effect on the decision to visit with a p-value  $<0.05$ . From the results of multiple linear regression analysis also shows that the variables advertising, sales promotion, interactive marketing, and word of mouth have a significant effect partially on the decision to visit with a p-value  $<0.05$ . However, the event and experiences variable has no significant effect on the decision to visit with a p-value  $> 0.05$ , which is 0.069.

**Keywords:** *advertising, events and experiences, interactive marketing, visiting decisions, sales promotion, and word of mouth.*