

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh *Experiential Marketing* Dan *Word Of Mouth* Terhadap Keputusan Berkunjung Dengan Persepsi Pengunjung Sebagai Variabel Intervening Pada Pengunjung Objek Wisata Lembah Harau Kab. Lima Puluh Kota. Metode pengumpulan data melalui survei dan mengedarkan kuesioner, dengan populasi 237.241 orang, dan sampel 100 responden yang didapatkan dari slovin. Metode analisis yang digunakan adalah *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS) menggunakan smartpls.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial terdapat pengaruh positif yang signifikan *Experiential Marketing* terhadap Persepsi Pengunjung. Terdapat pengaruh positif yang signifikan *Word Of Mouth* terhadap Persepsi Pengunjung. Terdapat pengaruh positif yang signifikan *Experiential Marketing* terhadap Keputusan Berkunjung. Terdapat pengaruh positif yang tidak signifikan *Word Of Mouth* terhadap Keputusan Berkunjung. Terdapat pengaruh positif yang signifikan *Experiential Marketing* terhadap Keputusan Berkunjung. Terdapat pengaruh *Experiential Marketing* terhadap Keputusan Berkunjung melalui Persepsi Pengunjung. Terdapat pengaruh positif yang signifikan *Word Of Mouth* terhadap Keputusan Berkunjung melalui Persepsi Pengunjung.

Kata Kunci : *Experiential Marketing, Word Of Mouth, Persepsi Pengunjung dan Keputusan Berkunjung*

ABSTRACT

This study aims to examine how big the influence of experiential marketing and word of mouth on visiting decisions with visitor perception as an intervening variable on Visitors of Harau Valley Tourist Attraction at Kab. Fifty Cities. The method of collecting data is through surveys and distributing questionnaires, with a population of 237.241 people a sample of 100 respondents obtained from slovin. The analytical method used is Structural Equation Model (SEM) based on Partial Least Square (PLS) using smartpls.

The results obtained based on the Partial Test have a significant positive effect of Experiential Marketing on Visitors Perception. There is a significant positive effect of Word Of Mouth on Visitors Perception. There is a significant positive effect of Experiential Marketing on Visiting Decitions. There is an positive and insignificant effect of Word Of Mouth on Visiting Decitions. There is a significant positive effect of Experiential Marketing of Visiting Decitions through Visitors Perception. There is a positive and significant effect of Word Of Mouth on Visiting Decisions through Visitor Perceptions.

Keywords: Experiential Marketing, Word Of Mouth, Visitor Perceptions and Visiting Decisions.