

ABSTRACT

The advent of the internet brings many advantages, especially to the broader society where technology can be enjoyed by almost all communities without any limitations and difficulties. With the growth of the internet helped accompanied by the increasing number of users of social media services and functions of social media itself at this time has grown as a medium for consumers to obtain information company or products sold. One of them is Instagram social media, where there are great opportunities in doing promotion. This study aims to determine the effect of electronic word of mouth on the interest of visiting at The Lodge Maribaya through trust as a variable mediated on Instagram users in the city of Bandung.

This research is a quantitative research. The research method used is descriptive method - causal. The sampling technique used is nonprobability sampling with incidental sampling type. Data collection was done by distributing questionnaires to 150 respondents who are users of Instagram in Bandung who are interested and know The Lodge Maribaya. Data analysis technique used is path analyst.

From result of research got result that variable of Electronic Word of Mouth (X) partially influence to Trust (Z) equal to 55,6%. Based on Test T Trust (Z) partially significant positive effect on Visiting Interest (Y) of 4.2%. The magnitude of the influence of Electronic Word of Mouth (X) variables on Visiting Interest (Y) is 35.2% which means Electronic Word of Mouth (X) directly influence the Visiting Interest (Y), based on the coefficient of indirect influence line variable Electronic Word Of Mouth (X) of Visiting Interest (Y) through Trust (Z) at The Lodge Maribaya at 46.5%.

Based on the research results, it can be concluded that Electronic Word of Mouth has a positive and significant impact on the Trust at The Lodge Maribaya. Trust directly influences interest in visiting The Lodge Maribaya. The indirect influence between the Electronic Word of Mouth (X) variables on Trusted (Z) Trusted (Trust) Visibility (Y) has a significant positive effect and has a large role compared to direct influence. Electronic Word of Mouth has significant effect on Visiting Interest at The Lodge Maribaya.

Keywords: Electronic Word of Mouth, Trust, Visitor Interest.