

ABSTRACT

Alamendah Tourism Village is a tourist village located in the Ciwidey area, Bandung district, in 2019 the Alamendah Tourism Village experienced a decrease in visitors due to the covid-19 pandemic. To increase visits to the Alamendah Tourism Village in this technological era, it can be done through social media. Usually, people who will visit a place such as a tourist spot, will first look for reviews about the place on social media. the presence of electronic word mouth allows social media users to share their experiences and interact about a destination, positive e-WOM contributes to a positive destination image. The purpose of this study was to see the effect of e-WOM and destination image on interest in visiting the Alamendah Tourism Village, this study used a quantitative type of research, this study used a causal descriptive research method, the population in this study were respondents who had never visited a tourism village. Alamendah, the sampling technique used is non-probability sampling with purposive sampling method. This research was conducted on 100 respondents who had never been to Alamendah Tourism Village. Data were collected by distributing questionnaires through google forms, and data were processed using SPSS 21. T-test, f-test and coefficient of determination were used to test the hypothesis. Based on the results of the study, it was found that the effect of the e-WOM variable on visiting interest was a positive and significant effect of 0.005 which was smaller than the probability value of 0.05. The destination image variable on visiting interest is a positive and significant effect of 0.000 which is smaller than the probability value of 0.05. The e-WOM variable and destination image on visiting interest have a positive and significant effect of 0.000, which is smaller than the probability value of 0.05.

Keywords: *e-WOM, Destination Image, Visiting Interest*