# ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh wisatawan yang berkunjung ke objek wisata pegunungan dengan menggunakan daya tarik, citra destinasi, *electronic word of mouth* dan motivasi wisata. Karena banyaknya wisatawan yang berminat berkunjung ke objek wisata pegunungan**.** Penelitian ini merupakan deskriptif kuantitatif bentuk hubungan kausal. Populasi dalam penelitian ini berjumlah 115 responden yang diambil menggunakan rumus Hair. Teknik pengambilan sampel adalah non probability sampling dengan metode purposive sampling. Teknik pengumpulan data dilakukan dengan menyebar kuesioner secara online dan menganalisis data menggunakan regresi linear berganda. Hasil dari analisis regresi linear berganda diperoleh dengan menggunakan SPSS. Berdasarkan uji F daya tarik, citra destinasi,*electronic word of* mouth dan motivasi wisata berpengaruh secara bersama-sama terhadap minat berkunjung ke objek wisata pegunungan di Bogor. Secara uji t, daya tarik dan *electronic word of mouth* tidak berpengaruh terhadap minat berkunjung pada objek wisata pegunungan di Bogor dan citra destinasi dan motivasi wisata berpengaruh terhadap minat berkunjung pada objek wisata pegunungan di Bogor.

**Kata kunci : daya tarik, citra destinasi, *e-wom,* motivasi wisata, minat berkunjung**

This study aims to determine the influence of tourists visiting mountain tourism objects by using attractiveness, destination image, electronic word of mouth and tourist motivation. Because many tourists are interested in visiting mountain attractions. This research is a descriptive quantitative form of causal relationship. The population in this study amounted to 115 respondents who were drawn using the Hair formula. The sampling technique is non probability sampling with purposive sampling method. The data collection technique is done by distributing questionnaires online and analyzing the data using multiple linear regression. The results of multiple linear regression analysis were obtained using SPSS. Based on the F test of attractiveness, destination image, electronic word of mouth and tourism motivation together influence the interest in visiting mountain tourism objects in Bogor. In the t test, attractiveness and electronic word of mouth did not affect the interest in visiting mountain tourism objects in Bogor and the image of the destination and tourism motivation had an effect on the interest in visiting mountain tourism objects in Bogor.

**Keywords: attractiveness, destination image, e-wom, tourism motivation, interest in visiting**