

"The influence of –Electronic Word of Mouth and the Attributes of Tourism Products Against Tourist Visit Decisions (Case study on Agrotourism Hot Spring Tirta Camellia Pangalengan.West Java).

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- **Abstract:** The development of the internet is very fast, making internet users increase every year. In Indonesia, 87.13% of them use the internet to access the Social Network or the media used, which is called Social Media. The involvement of consumers in providing responses through Comet on the uploaded content is used by Social Media users to exchange information called Electronic Word Of Mouth. This study aims to determine consumer responses regarding Electronic Word Of Mouth and Tourism Product Attributes to Tourist Decisions Visiting the N8 Unit of Tirta Camelia Hot Water Agro Tourism, in addition to knowing the effect of Electronic Word Of Mouth and Tourism Product Attributes on Tourist Decisions Visiting Agro Tourism N8 Unit of Water Heater Tirta Camelia Hot Water. The research method used is descriptive and verification research methods. Then the data collection technique was carried out by accidentally spreading questionnaires to 100 consumers who had visited the Tirta Camelia Hot Springs. Data processing is done by multiple linear regression analysis, correlation coefficient, determination coefficient and hypothesis testing. Based on the results of the correlation coefficient analysis, that E-WOM and Tourism Product Attributes have a strong relationship with Tourist Visit Decisions. Based on the coefficient of determination and hypothesis test F (F test) shows that there are significant effects simultaneously (simultaneous) from E-WOM and the Tourism Product Attributes to Tourist Decisions Visit. The results of the study partially show that E-WOM influences the Visiting Wistawan Decision. Likewise with the Tourism Product Attributes significantly influence the Tourist Decision.
- **Keywords:** Social Media, correlation coefficient, simultaneously, hypothesis test