

The Influence Of Attractiveness And *Customer Reviews* On Visit Decisions Through Visit Interest

Putri Ayu Setianingsih¹, Bayu Kurniawan², Noventia Karina Putri³

^{1,2,3} PGRI University Semarang, Indonesia ,

Corresponding Author: putriayusetia09@gmail.com

Abstract

Lawang Sewu is a historic building in the city of Semarang. The aim of this research is to determine the influence of attractiveness and *customer reviews* on the decision to visit through direct and indirect interest in visiting. This type of research uses *accelerated sampling* with a quantitative approach. Data were analyzed using Smart PLS 0.3. The population in this study is the unknown number of visitors to Lawang Sewu, so using the Hait et al (2020) formula, the results obtained were 100 respondents. Research Results: (1) attractiveness has a significant effect on interest in visiting (2) *customer reviews* have a significant effect on interest in visiting (3) attractiveness has no significant effect on the decision to visit (4) *customer reviews* have a significant effect on the decision to visit (5) interest in visiting has an influence on the decision to visit (6) attractiveness has a significant influence on the decision to visit through interest in visiting (7) *customer reviews* have a significant influence on the decision to visit through interest in visiting.

Keywords : Attraction, *Customer Reviews*, Decision to Visit and Interest in Visiting