The Influence of City Branding, E-Wom, Attractiveness, and Accessibility on The Decision to Visit Madiun City

Dian Citaningtyas Ari Kadi[1], Apriyanti[1], Ryan Surya Pratama[1], Rizal Ula Ananta Fauzi[1]

[1]University of PGRI Madiun, Indonesia

ABSTRACT

This study aimed to determine the influence of City Branding, e-WOM, Attraction, and accessibility on the decision to visit tourist attractions in Madiun City. The research method used in this study is quantitative, using a sample of 385 respondents with the help of SPSS25 software. The study results indicate that the city branding variable (X1) partially positively and significantly influences the decision to visit Madiun City, so the first hypothesis is accepted. Partially, the e-wom variable (X2) positively and significantly influences the decision to visit Madiun City, so the second hypothesis is accepted. Partially, the attractiveness variable (X3) positively and significantly influences the decision to visit Madiun City, so the third hypothesis is accepted. Partially, the variable of accessibility (X4) positively and significantly influences the decision to visit Madiun City, so the fourth hypothesis is accepted.

Keywords: City Branding, e-WOM, Attractiveness, Accessibility, Visiting Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh City Branding, e-WOM, daya tarik, dan aksesibilitas terhadap keputusan mengunjungi tempat wisata di Kota Madiun. Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif, menggunakan sampel 385 responden dengan bantuan software SPSS 25. Hasil penelitian menunjukkan bahwa variabel city branding (X1) sebagian positif dan signifikan mempengaruhi keputusan untuk mengunjungi Kota Madiun, sehingga hipotesis pertama diterima. Sebagian, variabel e-wom (X2) secara positif dan signifikan mempengaruhi keputusan untuk mengunjungi Kota Madiun, sehingga hipotesis kedua diterima. Sebagian, variabel Attraction (X3) secara positif dan signifikan mempengaruhi keputusan untuk mengunjungi Kota Madiun hingga hipotesis ketiga diterima. Aksesibilitas metode variabel selparsial (X4) secara positif dan signifikan mempengaruhi keputusan untuk mengunjungi Kota Madiun, sehingga hipotesis keempat diterima.

Keywords: Branding Kota, e-WOM, Atraksi, Aksesibilitas, Keputusan Kunjungan

Introduction

Tourism is everything related to tourism, including objects, attractions, and related businesses in the field. Tourism is where we can find pleasure and happiness with nature and the environment. We can reduce boredom or stress after tiring activities by taking a vacation or traveling. The tourism industry is still considered to be the most rapidly developing. Many people spend their free time on vacation at the tourist attractions they want, even at places that are far from where they live.

The reason for choosing Madiun City as the object of research is that it is one of the cities in East Java that many tourists visit. This is because there are many tourist attractions in Madiun City, so many from Madiun and outside Madiun are interested in visiting Madiun City. The tourist attractions in Madiun City are as follows:

Table 1 Madiun City Tourist Attractions in 2024

Types of Tourism	Tourist attraction	Number of Visitors/month 2024				
		2019	2020	2021	2023	2024
Artificial Tourism	Trembersi Park	52,007	27,455	49,305	50,079	35,221
	Riverbank Park	52,003	27,345	49,295	50,065	34,561
	Madiun City Square	52,015	27,461	49,315	50,080	50,095
	Sun City and Theme Park	52,005	27,334	49,375	50,075	35,479
	Blue Spring Swimming Pool	52,014	27,479	49,335	50,095	37,256
	Ngrowo Bening Agro Tourism	51,964	27,247	49,022	50,054	42,573
	Hero Street Center Madiun City	52,035	27,906	49,489	50.106	50,095
Religious Tourism	Ancient Tomb of Kuncen	35,224	39,421	49,315	40,321	35,221
	Taman Ancient Mosque and Tomb	37,256	27,906	27,461	35,221	49,489
	Baitul Hakim Grand Mosque	39,421	27,479	40,321	34,561	32,166

Source: Department of Culture, Tourism, Youth and Sports, Madiun City (2024)

The table above shows quite a lot of tourist attractions located in Madiun City. This certainly impacts the increasing number of tourists in Madiun City. Visitors' decisions to visit a tourist attraction, such as Madiun City, are closely related to consumer behavior. Several things can influence visitor decisions: City Branding, eWOM, attractiveness, and accessibility.

City Branding generally focuses on managing the image of the City, which aims to form a good image of the City, more precisely, what and how the image can be formed and aspects of communication carried out for image management. City Branding is not just a slogan and logo because a City cannot suddenly have a new Identity based only on a temporary logo and slogan. According to Chaniago (2018), City Branding is a way or effort to form a brand of a City that aims to make it easier for the City to be introduced to the target market (investors, tourists, talents, events) by using positioning sentences, slogans, icons, exhibitions, and other media.

The existing phenomenon shows that the City of Madiun is one of the administrative areas of the western part of East Java Province, which has a strategic location. For the Madiun City Government, city branding aims to provide a visual identity that describes the characteristics, potential, history, character, and culture of the local or regional community. In the Madiun Mayor Regulation Number 9 of 2021, it is stated that the first purpose or

intention of City Branding is to promote potential and provide a positive image to the region. The second is to improve the region's ability to compete and compete with other regions in developing potential and tourism visits (Source:https://smartcity.madiunkota.go.id/).

The existing phenomenon shows that the City Government has carried out a series of conducting research stages so that this policy can run successfully, including 1) taking an approach in the form of direct dialogue through a series of meetings and opinion networks; 2) prioritizing the concept of local wisdom and conducting promotions by dividing the target audience; 3) using four main components, namely landmarks, events, fashion, and logos as forming branding identities; 4) the main goal is to build a tourism ecosystem, creative economy and create a safe and peaceful atmosphere in Madiun City; and 5) specifically appointing three Regional Apparatus Organizations (OPD) as the main leading sectors in the City Branding policy, namely Disbudparpora, Diskominfo, and Bappeda Kota Madiun (Source:https://smartcity.madiunkota.go.id/).

One of the City brands of Madiun City is known as "Madiun City of Warriors." In 2017, the government designated Madiun City as a Warrior City. The Madiun City of Warriors brand was designated because there are various martial arts schools in Madiun City. There are approximately 12 martial arts schools in this Warrior City, including the Persaudaraan Setia Hati Terate (PSHT), Persaudaraan Setia Hati Winongo (PSHW), and the Indonesian Putra Silat Family Association "Kera Sakti." With so many martial arts schools, the government created a city branding named Madiun City of Warriors. In May 2021, the Madiun Government launched the Madiun City of Warriors logo to attract more tourists. With the City Branding, Madiun City of Warriors has become an attraction for tourists to visit Madiun City. In the industrial sector, Madiun is known for a brand that sticks to the community: "Pecel City." This is based on its typical food, namely Pecel Rice. When tourists visit the City of Madiun, Pecel Rice is a must-eat food, and getting various kinds of special rice stalls is not tricky.

The next indication that can influence the decision to visit tourist attractions in Madiun City is eWOM. Increased tourist visits can be done with Electronic Word of Mouth (eWOM). EWOM is marketing that uses the Internet to create news or information from word of mouth to support the business and marketing goals. Therefore, service providers are starting to utilize online consumer reviews, also known as electronic word of mouth (eWOM), as a marketing tool.

The existing phenomenon shows that consumers often share positive consumer experiences of tourist visits to Madiun City through social media on the Internet, either through TikTok, Facebook, YouTube, Instagram, WhatsApp, Line, or other social media. The willingness of consumers to tell these positive experiences is known as word of mouth in the internet world, called Electronic Word of Mouth (eWOM), as in the following picture: collecting information from online reviews is an effort by consumers to conduct research before deciding on a purchase or visit. In Madiun, reviews related to tourist attractions or local products can guide potential visitors or consumers to obtain more in-depth information. (Source: Litvin, SW, Goldsmith, RE, & Pan, B, 2008). Consulting online means seeking recommendations or asking others digitally. This can help consumers get opinions from those who already have direct experience. In the context of Madiun, this online consultation can be in the form of asking on forums or social media groups to find the best

recommendations for places or products in Kota Pendekar. (Source: Senecal, S., & Nantel, J, 2004).

This feeling of worry is known as Fear of Missing Out (FOMO), which makes someone feel like they must read online reviews first so as not to regret or miss important information. Worry can encourage consumers always to look for reviews related to products or places in Madiun to reduce the risk of making the wrong decision. (Source: Przybylski, AK, Murayama, K., DeHaan, CR, & Gladwell, V, 2013).

Reading online reviews from other users can increase confidence in making decisions because consumers feel more prepared and have a clearer picture. This can be very relevant for potential tourists or consumers of Madiun products because positive reviews can increase their confidence to visit a place or buy a recommended product. (Source: Schlosser, AE, 2005).

The next indication that can influence the decision to visit tourist attractions in Madiun City is the tourist attraction. Attraction is the main factor in tourism development, and its existence is intended to encourage tourists to visit it. AttractionAttraction also succeeds the government's activities to preserve the customs and culture of the nation as a legacy given to tourists. Tourism activities in an area are not complete if there is a tourist attraction; Attraction is the primary focus of tourism change in a destination. (Nuansya & Sulistyani, 2017). The indicators of tourist attraction in this study include:

Something to see: Madiun City has a variety of interesting tourist attractions. One example is the miniature world located at PSC (Pahlawan Street Center), such as the Merlion lion statue, the Statue of Liberty, the Eiffel Tower, and the Kaaba miniature, which function as symbols of creativity and AttractionAttraction that tourists can see. (Source: Kompas travel, Santoso B, 2020). Something to do: Tourist activities in Madiun are diverse, from seeing the miniature world at Pahlawan Street Center to enjoying the shady and calm atmosphere at Agro Wisata Ngrowo Bening. These activities provide an interactive experience for visitors looking for adventure and those who want to relax. (Source: Hipwe.com, Nugroho S, 2021). Something to buy: Tourists in Madiun can also enjoy a variety of culinary specialties, such as parcel rice or special chili sauce, Brem, and local crafts that are interesting souvenirs. Many places to eat and markets offer local products, creating opportunities for visitors to buy unique items and souvenirs from Madiun. (Source: Hipwe.com, Wahyuni, T., & Lestari, D, 2022)

The existing phenomenon shows that the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Menparekraf/Kabaparekraf), Sandiaga Salahuddin Uno, is amazed by the layout of Madiun City, which is packaged so neatly and neatly, that tourists who come to Madiun City feel comfortable traveling around the City. The Mayor of Madiun initiated various programs to develop the City's potential. After that, the Minister of Tourism and Creative Economy and his staff were invited to tour Madiun City using a mini tourist bus. There are several locations passed by the Minister of Tourism and Creative Economy, including Nasi Pecel 99, which is Madiun's mainstay culinary; the Zero Kilometer Point Monument of Madiun City; Seko Market, which accommodates approximately 450 traders; Madiun City Library; Madiun City Square, Mas Trip Monument, to Rawa Bening Edu Park.

With economic growth in Madiun City reaching 5.80 percent, Tourism, and Creative Economy Minister Sandiaga hopes that Madiun's tourism and creative economy potential will continue to grow, opening up business opportunities and employment. In addition, Madiun is also a magnet for several communities to hold MICE (meetings, incentives, conventions, and exhibitions). Therefore, the Minister of Tourism and Creative Economy left two messages to the Mayor of Madiun. The first is to hold a national scale event in Madiun City. The second is the development of the Creative City concept. He also encouraged Madiun City to conduct the Independent Assessment of Indonesian Creative Cities (PMK3I) initiated by the Ministry of Tourism and Creative Economy to determine which creative economy sub-sectors are superior in Madiun City. Therefore, tourist attractions can influence the decision to visit attractions in Madiun City.

The next indication that can influence the decision to visit a tourist attraction in Madiun City is accessibility. Accessibility is a measure of potential or ease for people to reach their destination on a trip. According to Prajalani (2020), accessibility facilitates convenience, which is indicated for people with disabilities, with its optimal implementation to achieve equal opportunities in accessing various activities so that equal distribution of services in aspects of life follows facility services and accessibility. The accessibility indicators in this study include DistanceDistance, access to location, transportation, and traffic flow.

The existing phenomenon shows that road access connecting Madiun City with surrounding cities can shorten time and avoid congestion. One way to solve traffic congestion on the main road is when a bypass road overcomes a density of vehicle volume. To overcome the problem of vehicle volume density on the main route when the number of port service users increases. Therefore, it is necessary to optimize the function of the existing bypass road as an alternative route when the capacity of the main road increases (Source: Initial Observation Results, 2024).

The explanation above shows that city branding, eWOM, attractiveness, and accessibility can influence visitors' decisions to visit Madiun City. The decision to visit a tourist destination is generally planned well in advance by tourists because tourism products can be felt if tourists visit the tourist destination directly. After all, the tourism product itself cannot be tried or tasted in advance; even the long journey when leaving their place of residence to the tourist destination and returning to their original place where they left is considered a purchased tourism product (Valentino, 2019). This study's indicators of the decision to visit include destination area, traveling mode, time and cost, and travel agent.

The existing phenomenon shows that the number of visitors/tourists at several attractions in Madiun City has increased significantly. Based on the results of the observations, the number of visitors/tourists in Madiun City has been relatively high over the past 7 years. This can be seen in the Table 2.

Table 2. Tourist Visit Data Table in Madiun City in 2024

Year	Tourist Visits
2018	8,492
2019	8.345
2020	196,794
2021	354,674
2022	543,207

2023	593,765
June 2024	312,765

Source: Madiunkota.go.id

Based on the table above shows that tourist visits to several tourist attractions in the City of Madiun have increased every year. In 2018-2019, the number of visitors was minimal due to the COVID-19 pandemic, which caused people to reduce their activities when visiting tourist attractions. However, starting in 2020, the number of visitors has started to return to normal, and in the last three years, there has been a drastic increase. This shows that the decision to visit tourist attractions in the City of Madiun is relatively high. That is why City Branding, eWOM, tourist attractions, and accessibility influence the decision to visit.

Method

The population of this study was all visitors to tourist attractions in Madiun City, whose population is not identified with certainty. Given that the population size is uncertain, the number of samples used in this study was determined using the Lemeshow formula (1997). The sample of this study was visitors to tourist attractions in Madiun City, with as many as 385 respondents. The sampling technique used in this study was purposive sampling, namely determining the sample with a certain mining. With the purposive sampling technique, the researcher distributed questionnaires to visitors to tourist attractions in Madiun City. The criteria for respondents in this study are as follows: have visited tourist attractions in Madiun City at least 1 time and consumers aged 17 - 65 years.

Results and Discussion

According toSugiyono (2022), the researcher uses multiple linear regression analysis if the researcher predicts how the variables will rise and fall dependent if two or more independent variables as predictor factors increase and decrease their value (manipulated). The regression equation in this study can be seen in the Table 3.

Table 3. Multiple Linear Regression Analysis Results Table

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	1,443	.419		3.441	.001
City Branding	.515	.062	.549	8.304	.000
E-Wom	.165	.048	.406	3.439	.001
Attractiveness	.809	.086	.688	9.409	.000
Accessibility	.281	.052	.435	5.398	.000

Source: Processed Primary Data (2024)

Based on the table above, the multiple linear regression line equation obtained in this study is as follows:

$$\hat{Y} = a + b1X1 + b2X2 + b3X3 + ei$$

$$\hat{Y} = 1.443 + 0.515X1 + 0.165X2 + 0.809X3 + 0.281X4 + ei$$

According to the regression equation obtained, the regression model can be interpreted as follows:

1) Constant value = 1.443. Constant value indicates a positive value.besar 1.443. This shows that if the variables city branding, e-wom, attractiveness, and accessibility have a constant value (0), then the decision to visit Madiun City is 1,443.
2) The coefficient value b_1= 0.515, meaning that if the value of the city branding variable (X1) increases by one point, while the other independent variables remain constant, the decision to visit Madiun City experienced an increase of 0.515 points.
3) The coefficient value b_2= 0.165, meaning that if the value of the variable e-wom (X2) men experienced an increase of one point, while the other independent variables remained constant, the decision to visit Madiun City experienced an increase of 0.165 points.
4) The coefficient value b_3= 0.809, meaning that if the variable's value, the attractiveness (X3) increased by one point, while the other independent variables remained constant. Hence, the decision to visit Madiun City increased by 0.809 points.
5) The coefficient value b_4= 0.281, meaning that if the value of the accessibility variable (X4) increases by one point while the other independent variables remain constant, the decision to visit Madiun City experienced an increase of 0.281 points.

Hypothesis test in this study includes the t-test. The t-test partially tests the regression coefficient; this test is conducted to determine the effect of the independent variable on the dependent variable. The t-test in this study is to see the impact of branding, e-wom, attraction, and accessibility on the decision to visit Madiun City partially. The results of the t-test analysis in this study displayed in the Table4.

Table 4. t-Test Analysis Results Table

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,443	.419		3.441	.001
City Branding	.515	.062	.549	8.304	.000
E-Wom	.165	.048	.406	3.439	.001
Attractiveness	.809	.086	.688	9.409	.000
Accessibility	.281	.052	.435	5.398	.000

Source: Processed Primary Data (2024)

Based on the results of the data analysis table above, it can concluded that the Following:

a. On the city branding variable(X1) t count > t tabe, namely 8,304> 1.984 with a significance of 0.000 < 0.05, meaning that Ho is rejected and Ha is accepted. This means that the partial variable city branding (X1) has a positive and significant influence on the decision to visit Madiun City, so the first hypothesis is accepted. This shows that the higher the city branding, the higher the decision to visit Madiun City.
b. On the variable e-wom(X2) t count > t_{table}, namely 3,439> 1.984 with a significance of 0.001 < 0.05, meaning Ho is rejected and Ha is accepted. This means that the partial variable e-wom (X2) positively and significantly influences the decision to visit Madiun City, **so the second hypothesis is accepted**. This shows that the higher the e-wom, the higher the decision to visit Madiun City will also increase.
c. On the variable Attraction (X3) count> t table, namely 9,409> 1,984 de with a significance of 0.000 < 0.05, beThis means that Ho is rejected and Ha is accepted. This means that the partial variable Attraction (X3) has positively and significantly influenced

the decision to visit Madiun City, **so the third hypothesis is accepted**. This shows that the higher the AttractionAttraction, the higher the decision to visit Madiun City will also increase.

d.   On the variable accessibility(X4) t count > t table, namely 5,398> 1,984 de with a significance of 0.000 < 0.05, meaning Ho is rejected and Ha is accepted. This means that partially, the accessibility variable (X4) positively and significantly influences the decision to visit Madiun City, **so the fourth hypothesis is accepted**. This shows that the better the accessibility, the better the decision to visit.in Madiun City will also increase.

Sugiyono (2022) states that the coefficient of determination (R^2) determines how much the independent variable can explain the dependent variable. The magnitude of the proportion of this contribution is called the coefficient of multiple determination, with the symbol R^2. The coefficient of determination in this study is to see the percentage of the influence of city branding, e-wom, attractiveness, and accessibility on the decision to visit Madiun City.

The coefficient of determination values in this study can be seen in the Table 5.

Table 5. Multiple Determination Coefficient Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921	.849	.848	1.98050

a. Predictors: (Constant), Accessibility, City Branding, E-Wom, Attraction
b. Dependent Variable: Decision to Visit

Data source primary Processed(2024)

Based on the table above, the results obtained are as follows: R square is close to 0.849, meaning there is a strong influence between the independent and dependent variables. For the percentage contribution influence of city branding, e-wom, attractiveness, and accessibility on the decision to visit Madiun City.

$$Ry2x\ 100\% \qquad = 0.849\ x100\% = 84.9\%$$

The magnitude of the percentage of influence *branding*, e-wom, attractiveness, and accessibility to the decision to visit Madiun City by 84.9%. While the variables influence the remaining 15.1%, this study did not examine other basses.

Discussion

The first discussion is about the influence of city branding on the decision to visit tourist attractions in Madiun City. This shows that the higher the city branding, the more the decision to visit Madiun City will increase.

Based on the results of the analyzed questionnaire, some respondents answered that cooperation from the City and region is needed, and support from various parties can facilitate the formation of city branding. Some respondents also answered that Madiun is one of the places that deserves city branding, and the geographical conditions in Madiun City are very supportive of city branding. Many respondents answered that support from the surrounding community is needed to get city branding, and the community in Madiun substantially contributes to the formation of city branding. In addition, some respondents also answered that to get city branding in an area, various requirements are needed, such as a distinctive regional identity, and if the requirements have been met, city branding in an area can be quickly ratified. In addition, Madiun City branding is essential to attract visitors,

and the uniqueness of Madiun City is one of the things that caused Madiun to get city branding.

City Branding generally focuses on managing the image of the City, which aims to form a good image of the City, more precisely, what and how the image can be formed and aspects of communication carried out for image management. City Branding is not just a slogan and logo because a City cannot suddenly have a new Identity based only on a temporary logo and slogan. According to Chaniago (2018), City Branding is a way or effort to form a brand of a City that aims to make it easier for the City to be introduced to the target market (investors, tourists, talents, events) by using positioning sentences, slogans, icons, exhibitions, and other media.

The existence of city branding influences tourists' decision to visit tourist attractions in Madiun City. This is reinforced by research conducted by Nenuin Arti Utami (2021), which explains the implementation of city branding in the decision of tourists to visit Bandung City.

Influence E-Wom on Visiting Decisions

The second discussion is about the influence of e-WOM on the decision to visit tourist attractions in Madiun City, which shows that the higher the e-WOM, the more the decision to visit Madiun City will also increase.

Based on the results of the questionnaire that has been analyzed, it can be seen that some respondents answered that before coming to Madiun City, they always read reviews from other visitors who have come to Madiun City. They read reviews from other visitors to increase my trust in Madiun City. Some respondents also answered that they continuously collect information from visitor reviews in Madiun City via the Internet and compare the results of one visitor's review with another about Madiun City. Some respondents also answered that they always conduct Q&As with visitors to Madiun City online, and they need consultation with visitors to convince consumers to believe in Madiun City branding. Moreover, some respondents answered that they feel less confident if there are no online reviews about Madiun city branding, and online reviews are critical in convincing visitors. In addition, some respondents answered that they have confidence after reading reviews about city branding online, and the existence of online reviews is essential to growing confidence in visiting Madiun City.

Electronic word of mouth (E-Wom) can be used to increase tourist visits. Consumers' positive experiences of visiting Madiun City are often told by consumers through social media on the Internet, either through TikTok, Facebook, Youtube, Instagram, WhatsApp, Line, and other social media. The willingness of consumers to share these positive experiences is known as word of mouth in the internet world, and it is called electronic word of mouth (Ewom). Information written on social media by tourists who have visited will provide considerable added value for other users who are potential tourists, so this can accelerate the development of electronic word of mouth and ultimately influence tourists' visiting decisions.

This is reinforced by research conducted by Hari Purwanto (2021), which explains that attractions positively affect visiting decisions. Research conducted by Miranda (2022) also explains that tourist attractions influence tourists' decisions to visit Eptilu Agrotourism. Ray

Octafian's (2023) research also explains that tourist attractions influence visitors' decisions in Semarang's Old City.

The Influence of AttractionRegarding the Visiting Decision

The third discussion, namely regarding the influence of AttractionAttraction on the decision to visit tourist attractions in Madiun City, shows that the higher the AttractionAttraction, the more the decision to visit Madiun City will also increase.

Based on the results of the analyzed questionnaire, some respondents answered that they enjoyed the beautiful scenery in Madiun City. They can easily find tourist locations in Madiun City. Some respondents also said they could hang out or travel in Madiun City because there are many tourist locations, and they can participate in various activities in Madiun City, such as Pencak Silat. In addition, some respondents also answered that in Madiun City, various shops sell typical souvenirs such as brem, special chili sauce, and others, and respondents can buy various souvenirs easily because they are evenly distributed in Madiun City.

Attraction is the main factor in developing tourism development, the existence of which is intended for tourists to visit. AttractionAttraction also succeeds in the government's activities to preserve the customs and culture of the nation as a legacy given to tourists. Tourism activities in an area are not complete if there is a tourist attraction; Attraction is the primary focus of tourism change in a destination. (Nuansya & Sulistyani, 2017).

Therefore, tourist attractions can influence the decision to visit attractions in Madiun City. This is reinforced by research conducted by Hari Purwanto (2021), which explains that E-WOM positively affects visiting decisions. Research conducted by Miranda (2022) also explains that electronic word of mouth influences tourists' visiting decisions at Agrowisata Eptilu. Ray Octavian's (2023) research also explains that E-Wom influences tourists' decisions to visit Kota Lama Semarang.

InfluenceAccessibility to Visiting Decisions

The fourth discussion, namely regarding the influence of accessibility on the decision to visit tourist attractions in Madiun City, shows that the better the accessibility, the better the decision to visit Madiun City will also increase.

Based on the results of the analyzed questionnaire, it can be seen that the distance to Madiun City is not far, and the distance between tourist locations in Madiun City is not far. Some respondents also answered that access to Madiun City is effortless and access to Madiun City is free from traffic jams. Some respondents also answered that to get to Madiun City, you can use public transportation, and visitors can use private vehicles comfortably because the road conditions are wide. In addition, some respondents also answered that the traffic flow to Madiun City is conducive and orderly.

Accessibility is one of the supporting factors in tourism development. Road access connecting the City of Madiun with surrounding cities can shorten time and avoid congestion.

The easier access to tourist destinations, the safer and more comfortable for tourists. The government greatly supports the accessibility of Madiun City to tourist attractions. One of the easiest accesses to visit Madiun City is by train. In addition, the Madiun City government is also developing innovations by providing free tourist transportation. With this tourist transportation, it is hoped that there will be movement of people from one destination to another, followed by the movement of goods to increase the economic movement of the people of Madiun City.

Therefore, accessibility can influence the decision to visit tourist attractions in Madiun City. This is reinforced by research conducted by Miranda (2022), which explains that accessibility influences the decision to visit tourists at Eptilu Agrotourism. Research conducted by Daulay (2022) also explains that accessibility influences the decision to visit the Bali Lestari Beach Tourism Object.

Conclusion

Based on data analysis and discussion regarding the influence of city branding, e-WOM, attractiveness, and accessibility on the decision to visit Madiun CityIt can be concluded that partially, the city branding variable has a positive and significant influence on the decision to visit Madiun City, so the first hypothesis is accepted. Partially, the city branding variable has a positive and significant influence on the decision to visit Madiun City, so the first hypothesis is accepted.l e-wom has a positive and significant influence on the decision to visit Madiun City, so the second hypothesis is accepted. Partially, the attractiveness variable positively and significantly influences the decision to visit Madiun City, so the third hypothesis is accepted.

Reference

Abdulrahman, D. (2021). Analisis Pengaruh City Branding Dan Word Of Mouth Terhadap Minat Berkunjung Serta Dampaknya Terhadap Keputusan Berkunjung Ke Sukabumi (Studi kasus pada mahasiswa di Kota Tangerang Selatan yang pernah berkunjung ke Sukabumi). *Skripsi*. Jurusan Manajemen Fakultas Ekonomi Dan Bisnis Uin Syarif Hidayatullah Jakarta

Adriyati, R., & Indriani, F. (2017). Pengaruh Electronic Word Of Mouth Terhadap Citra Merek Dan Minat Beli Pada Produk Kosmetik Wardah. *Diponegoro Journal Of Management, Vol.6 No.4, 1-14.*

Aaker, David. (2017). *Aaker on Branding: 20 Prinsip Esensial Mengelola dan Mengembangkan Brand*. Jakarta: Gramedia.

Ananto, O. 2018. Persepsi Pengunjung Pada Objek Wisata Danau Buatan Kota Pekanbaru. *Jurnal Organisasi dan Manajemen Fisip. 5(1):1-11.*

Arikunto, S. (2021). *Prosedur Penelitian*. Jakarta: Rineka cipta.

Arrazi, L.M. (2020). Pengaruh Daya Tarik Dan Electronic Word Of Mouth Terhadap Keputusan Berkunjung Pada Kawasan Kota Lama Semarang. *Jurnal Administrasi Bisnis, Vol. X, No. I*

Asriandi, Ian. (2020). Strategi Pengembangan Obyek Wisata Air Terjun Bissapu DiKabupaten Bantaeng. Makassar: *Jurnal*. Universitas Hasanuddin

Atussholiha (2023). Pengaruh E-Wom (Electronic Word Of Mouth) Dan Daya Tarik Terhadap Keputusan Berkunjung Rest Area Heritage KM 260b (Studi Empiris Pengunjung Rest Area Heritage KM 260B). *Jurnal Ilmiah Ekonomi Dan Bisnis, Vol.16, No.1, Juli 2023, pp. 1 - 9*

Daulay. (2022). Pengaruh Daya Tarik Wisata, Fasilitas Dan Aksesibilitas Terhadap Keputusan Berkunjung Ke Objek Wisata Pantai Bali Lestari. *Jurnal Creative Agung, Vol. 12, No. 2, (2022) Oktober : 1 - 19*

Goyette, I., Ricard, L., & Bergeron, J. (2018). e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context *. *23, 5–23*

Hasan, A. and Setiyaningtiyas, N. W. (2021) 'Pengaruh Electronic Word Of Mouth pada Media Sosial Facebook terhadap Keputusan Berkunjung ke Desa Wisata Nglanggeran Gunungkidul', *Media Wisata, 13(1). doi: 10.36276/mws.v13i1.217.*

Ismagilova. (2017). *Electronic Word of Mouth (eWOM) in the Marketing. Context.* Springer Briefs in Business.

Kamtarin, M. (2019). Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from The Perspective of Consumer. *Journal of Academic Research in Economics and Management Sciences, 1.*

Kotler, P. & *Keller*, K.L. (2019), *Manajemen Pemasaran* Jilid I Edisi ke 12. Jakarta: Erlangga.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2017). Electronic Word-Ofmouth In Hospitality And Tourism Management. *29(3), 458-468.*

Pangestuti, D., & Wibawanto, S. (2021). Pengaruh Electronic Word of Mouth pada Media Sosial Instagram Terhadap Keputusan Berkunjung (Studi pada Pengunjung Rahayu River Tubing Padureso Kebumen). *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akutansi 3 (5) Oktober 2021.*

Makawoka, C.D. (2022). Daya Tarik Wisata, Citra Destinasi Dan Electronic Word Of Mouth (E-Wom) Terhadap Keputusan Berkunjung Pada Objek Wisata Pantai Kenzo Desa Kombi. *Jurnal EMBA Vol.10 No. 3 Juli 2022, 817 - 829*

Mayasari, H. (2017). Daya Tarik Wisata Dan Promosi Terhadap Keputusan Memilih Objek Wisata Kawasan Mandeh Kabupaten Pesisir Selatan. *Jurnal Manajemen Dan Kewirausahaan, 8(1), 1–12.*

Miranda. (2022). Pengaruh Daya Tarik Wisata, Aksesibilitas, Fasilitas, dan Electronic Word of Mouth Terhadap Keputusan Berkunjung Wisatawan di Agrowisata Eptilu. *Jurnal Sosial Ekonomi Pertanian p-ISSN 0853-8395; e-ISSN 2598-5922*

Nuansya, A., & Sulistyani, A. (2017). Daya tarik wisata budaya Festival Cian Cui di Kota Selat Panjang Provinsi Riau. Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik, *4, 1–15.*

Octafian, R. (2023). Pengaruh E-WOM Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan Di Kota Lama Semarang. *Jurnal Nawasena Vol 2 No. 2 (Agustus 2023) – E-ISSN : 2828-9110*

Pendit, Nyoman S. (2019). *Ilmu Pariwisata: Sebuah Pengantar Perdana*. Jakarta: Pradnya Paramita.

Purwanto, H. (2021), Pengaruh daya tarik dan E-WOM terhadap keputusan berkunjung melalui minat berkunjung sebagai variabel intervening. MBR (Management and Business Review), *5(2) 2021, 251-264*

Raharjo. Lianti, (2019) *City Branding Strategy The Four Steps, Marketers*, Edisi April.

Ridwan, M. (2019), *Perencanaan dan Pengembangan Pariwisata*. Medan: PT Sofmedia

Siregar, Yulia Citra. (2017). Fasilitas Pada Ekowisata Danau Naga Sakti Di Kabupaten Siak Sri Indrapura Riau. *Skripsi Program Studi Pariwisata Universitas Riau.*

Sugiarsono, J. (2019). City Branding, Bukan Asal Membuat Logo dan Slogan. *SWA, Vol. 25 No. 17, hal. 192.*

Sugiyono. (2022). *Metode Penelitian Kuantitatif Kualitatif dan R&D.* Bandung: Alfabeta.

Sugiyono, (2022). *Statistika untuk Penelitian*. Bandung: Alfabeta.

Sujarweni, Wiratna. (2020). *Statistika Untuk Penelitian*. Yogyakarta: Graha ilmu

Suwantoro, Gamal. (2019). *Dasar-dasar Pariwisata*. Penerbit Andi Yogyakarta.

Swastha, B dan Handoko. (2019). *Manajemen Pemasaran Analisis Perilaku Konsumen*. Yogyakarta: BPFEE.

Tjiptono, F. (2021). *Strategi Pemasaran.* Yogyakarta: Andi.

Tjiptono, F. (2021). *Strategi Pemasaran. Edisi 2*. Yogyakarta. ANDI

Undang-Undang Republik Indonesia No. 10 Tahun 2009 tentang Kepariwisataan

Utami, N.A. (2021). Pengaruh Pelaksanaan City Branding Terhadap Keputusan Berkunjung Wisatawan Di Kota Bandung. *e-Proceeding of Management : Vol.8, No.5 Oktober 2021 | Page 4471*

Yoeti, Oka A. (2020) *Pengantar Ilmu Pariwisata*. Bandung: Angkasa.

Zaenuri, M. (2021). *Perencanaan Strategis Kepariwisataan Daerah Konsep Dan Aplikasi*. Yogyakarta: e-Gov Publishing