

Analisis pengaruh antara e-wom, destination image, attitude toward destination, dan travel intention. Studi kasus: Provinsi DKI Jakarta = Analysis of the effect among electronic word-of-mouth, destination image, attitude toward destination, and travel intention. Study of: DKI Jakarta

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Abstrak

Aktivitas pemasaran diperlukan dalam industri pariwisata. Salah satu pemasaran yang dilakukan adalah melalui aktivitas E-Wom. Penelitian kuantitatif ini bertujuan untuk melihat pengaruh antara E-Wom, Destination Image, Attitude Toward Destination, dan Travel Intention. Penelitian ini melibatkan 140 responden yang peneliti dapatkan melalui penyebaran kuesioner secara online dan langsung di Singapura melalui teknik convenience sampling dan snowball sampling.

Hasil penelitian ini menunjukkan bahwa attitude toward destination wisatawan berpengaruh secara signifikan terhadap travel intention wisatawan dan destination image berpengaruh secara signifikan terhadap attitude toward destination wisatawan pada studi kasus Provinsi DKI Jakarta.

.....Marketing activities are needed in tourism industry. One of which is through the use of E-Wom. The purpose of this quantitative study is to analyze the effect among E-Wom, Destination Image, Attitude Toward Destination, dan Travel Intention. The study consists of 140 respondents administered through the distribution of online and direct questionnaires in Singapore with the use of convenience sampling and snowball sampling methods.

The empirical results from the structural model suggest that tourist's attitude toward destination significantly effects tourist's travel intention and destination image significantly effects tourist's attitude toward destination, especially in the case of DKI Jakarta.