

Pengaruh electronic word of mouth terhadap pemilihan destinasi wisata studi kasus raja ampat papua = The effect of electronic word of mouth towards destination choice study case raja ampat papua

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20422337&lokasi=lokal>

Abstrak

ABSTRAK

Tujuan dari penelitian ini adalah menganalisa pengaruh Electronic Word of Mouth pada Intention To Visit wisatawan ke Raja Ampat melalui Theory Of Planned Behaviour. Penelitian dilakukan pada beberapa wisatawan yang pernah membaca informasi mengenai Raja Ampat di media sosial dan belum pernah mengunjungi Raja Ampat sebelumnya Hasil penelitian menunjukkan tidak adanya pengaruh yang signifikan antara Electronic Word of Mouth terhadap Intention To Visit secara langsung, adanya pengaruh yang signifikan antara Electronic Word of Mouth terhadap Attitude Toward Visiting, Subjective Norms, dan Perceived Behavioral Control.. Hasil penelitian ini memiliki perbedaan dengan hasil penelitian sebelumnya dikarenakan profil responden yang kurang mewakili penelitian dari sisi demografis.

ABSTRACT

The purpose of this study is to analyze the influence of Electronic Word Of Mouth to Intention To Visit Raja Ampat through Theory Of Planned Behaviour. This study was conducted to tourists who have read information related to Raja Ampat and have not visit Raja Ampat previously. The research show that Intention To Visit is not significantly influenced directly by the Electronic Word Of Mouth, however Electronic Word Of Mouth is significantly influence Attitude Toward Visiting, Subjective Norms, and Perceived Behavioral Control... To be able to influenced significantly the Job Performance. Result of this study have differences with the result of previous studies because of the nature of respondent which doesn't representing this study from the demographic side.