

Pengaruh electronic word of mouth pada pemilihan destinasi wisata, studi kasus: Banyuwangi = The impact of electronic word of mouth on a tourism destination choice, case study: Banyuwangi

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Abstrak

ABSTRAK

Penelitian ini menguji pengaruh electronic word of mouth pada attitudes, subjective norms, dan perceived behavioral control, pengaruh attitudes, subjective norms, dan perceived behavioral control pada intention to travel, serta pengaruh electronic word of mouth secara langsung pada intention to travel, dengan studi kasus pariwisata Banyuwangi. Teknik analisis yang digunakan adalah Partial Least Squares Structural Equation Modeling (PLS-SEM), dengan jumlah sampel 98. Hasil penelitian ini menunjukkan bahwa electronic word of mouth tidak berpengaruh secara langsung terhadap intention to travel, tetapi berpengaruh pada attitudes dan subjective norms yang pada akhirnya berpengaruh pada intention to travel.

ABSTRACT

This research examined the impact of electronic word of mouth on attitudes, subjective norms, and perceived behavioral control, the impact of attitudes, subjective norms, and perceived behavioral control on intention to travel, and the impact of electronic word of mouth directly on intention to travel, with a case study of Banyuwangi tourism. Partial Least Squares Structural Equation Modeling (PLS-SEM) procedure was applied for analysis, with 98 samples. The results indicate that electronic word of mouth doesn't have a direct impact on intention to travel, but has an impact on attitudes and subjective norms. Subsequently, attitudes and subjective norms do have an impact on intention to travel.

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