

Pengaruh electronic word-of-mouth, destination image, destination familiarity dan attitude toward destination terhadap travel intention destinasi Lombok = The influence of electronic word-of-mouth, destination image, destination familiarity and attitude toward destination on travel intention to Lombok

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Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dari electronic word of mouth, destination image, destination familiarity, dan attitude toward destination di sektor pariwisata. Dalam hal ini peneliti memberikan beberapa batasan penelitian terkait objek yang akan diteliti yaitu online review dengan destinasi Lombok. Data diperoleh dengan cara menyebarkan kuesioner kepada sampel sebagai responden yang memiliki kriteria pernah membaca ulasan perjalanan online untuk destinasi Lombok dan belum pernah berkunjung ke Lombok. Teknik sampling yang digunakan yaitu non-probability sampling dengan pendekatan purposive sampling. Sampel yang dikumpulkan sebanyak 163 orang responden. Analisis data menggunakan Partial Least Square (PLS) dan dibantu oleh software SmartPLS 3.0. Berdasarkan hasil pengolahan data ditemukan bahwa electronic word-of-mouth, destination image, destination familiarity dan attitude toward destination memiliki pengaruh yang positif terhadap travel intention seseorang terhadap destinasi Lombok, dimana variabel dengan pengaruh terbesar terhadap travel intention adalah destination image.

.....This study aims to determine and analyze the influence of electronic word of mouth, destination image, destination familiarity, and attitude towards destination in the tourism sector. In this case the researchers provide several limitations of research related to the object to be studied, namely online review with the destination of Lombok. Data obtained by distributing questionnaires to the sample as respondents who have criteria; have read online travel reviews for Lombok destinations and have never been to Lombok. The sampling technique used is non-probability sampling with a purposive sampling approach. Samples collected were 163 respondents. Data analysis using Partial Least Square (PLS) and assisted by Smart PLS 3.0 software. Based on the results of data processing, it was found that electronic word-of-mouth, destination image, destination familiarity and attitude toward destination have a positive influence on a person's travel intention towards Lombok destination, where the variable with the greatest influence on travel intention is the destination image.