

Pengaruh Perceived Quality Official Destination Website Terhadap Intention to Visit Travel Destination Melalui Moderasi Online Destination Brand Experience Pada Pengguna Website Wakatobi di Jabodetabek = The Influence of Perceived Quality Official Destination Website on Intention to Visit Travel Destination Through the Moderation of Online Destination Brand Experience among Wakatobi Website's Users in Jabodetabek

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Abstrak

Official destination website (ODW) merupakan salah satu media digital tourism marketing untuk mempromosikan destinasi pariwisata tertentu dengan memberikan pengalaman yang berkesan secara daring kepada pengunjung ODW. Penelitian ini menganalisis pengaruh perceived quality official destination website (ODW) terhadap intention to visit destinasi pariwisata melalui moderasi online destination brand experience (ODBE). Penelitian ini dilakukan terhadap individu yang berdomisili di Jabodetabek yang pernah menggunakan ODW Wakatobi. Penelitian ini menggunakan pendekatan penelitian kuantitatif dan mengambil data dengan menyebarkan kuesioner secara daring melalui Google Form terhadap 150 responden. Untuk menganalisis data, Partial Least Square-Structural Equation Modelling (PLS-SEM) melalui perangkat lunak SmartPLS 3 digunakan sebagai teknik analisis data penelitian ini. Hasil penelitian ini menunjukkan bahwa terhadap pengaruh yang signifikan antara perceived quality official destination website (ODW) terhadap intention to visit melalui moderasi online destination brand experience (ODBE) pada Wakatobi.

.....The official destination website (ODW) serves as one of the digital tourism marketing platforms aimed at promoting specific tourist destinations by providing a memorable online experience for ODW visitors. This research analyzes the influence of perceived quality official destination website (ODW) on intention to visit travel destination through the moderation of online destination brand experience (ODBE). The study focuses on individuals residing in Jabodetabek who have previously used the ODW Wakatobi. Employing a quantitative research approach, data were gathered through the distribution of online questionnaires via Google Form to 150 respondents. To analyze the data, Partial Least Squares-Structural Equation Modeling (PLS-SEM) was employed using the SmartPLS 3 software as the data analysis technique. The results of this research demonstrate a significant influence of perceived quality official destination website (ODW) on intention to visit, moderated by the online destination brand Experience (ODBE) in the context of Wakatobi.