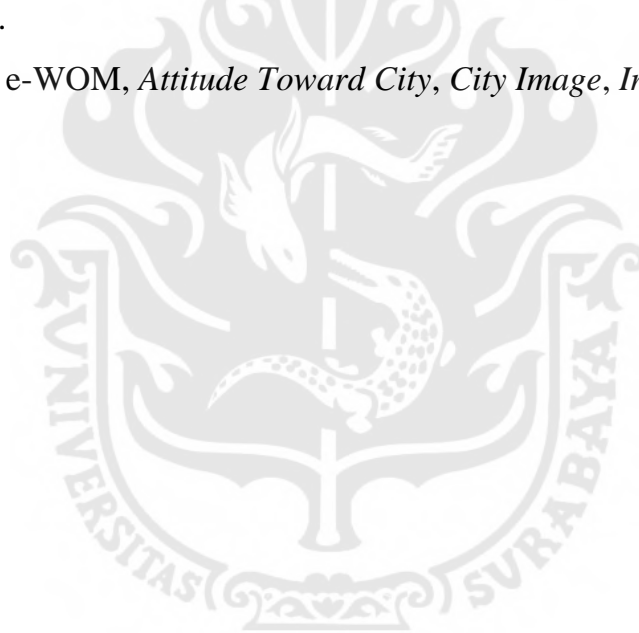


INTISARI

Penelitian ini bertujuan menguji pengaruh e-WOM terhadap *Visit Intention* untuk mengunjungi tempat wisata. Objek yang digunakan dalam penelitian ini adalah Yogyakarta. Penelitian ini menggunakan sampel sebanyak 150 responden. Penelitian ini menggunakan pendekatan kuantitatif melalui pengujian secara statistik. Pengujian dilakukan dengan menggunakan SEM (*Structural Equation Modeling*) melalui software AMOS versi 21.0 untuk menguji model pengukuran dan struktural.

Hasil penelitian ini menunjukkan bahwa e-WOM (Instagram) berpengaruh positif terhadap *Attitude Toward City*, *City Image* dan *Intention to Visit* Yogyakarta. Lalu *Attitude Toward City* juga terbukti berpengaruh positif terhadap *City Image* dan *Intention to Visit* Yogyakarta. Dan *City Image* terbukti berpengaruh positif terhadap *Intention to Visit* ke Yogyakarta.

Kata kunci: e-WOM, *Attitude Toward City*, *City Image*, *Intention to Visit*



ABTRACT

This study aimed to examine the effect of e-WOM on Visit Intention to tourist attractions. The object is taken from Yogyakarta. This study used sample of 150 respondents. This research uses quantitative approach through statistical test. The test is done by using SEM (Structural Equation Modeling) through AMOS software version 21.0 to test the measurement and structural model.

The results of this study indicate that e-WOM (Instagram) proved to have a positif effect on Attitude Toward City, City Image and Intention to Visit Yogyakarta. Then Attitude Toward City also is proved to hevae a psoitif effect on City Image and Intention to Visit Yogyakarta. Also City Image is proved to have a positif effect on Intention to Visit Yogyakarta.

Key words: e-WOM, Attitude Toward City, City Image, Intention to Visit

