

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *e-WOM*, *Attitude Toward City*, *City Image*, *Destination Trust* terhadap *Intention to Visit* di Bali. Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis penelitian ini adalah penelitian kasual. Teknis analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan program SPSS 16.0 for windows dan AMOS versi 24.

Penelitian ini menggunakan sampel berupa responden yang pernah berkunjung ke Bali, jumlah sampel yang digunakan dalam penelitian sebanyak 200 responden. Hasil penelitian ini menunjukkan adanya *Intention to Visit* di Bali.

Hasil penelitian ini menemukan bahwa *e-WOM* berpengaruh signifikan terhadap *Attitude Toward City*, *City Image*, *Intention to Visit* dan *Destination Trust*. *Attitude Toward City* berpengaruh signifikan terhadap *City Image*. *Attitude Toward City* tidak berpengaruh terhadap *Intention to Visit*. *City Image* berpengaruh terhadap *Intention to Visit*. *Destination Trust* berpengaruh signifikan terhadap *Intention to Visit*.

Kata Kunci: *e-WOM*, *Attitude Toward City*, Citra Kota, *Destination Trust*,
Niat Berkunjung

ABSTRACT

The purpose of this research is to determine and analyze the influence of e-WOM, Attitude Toward City, City Image, Destination Trust to Intention to Visit at Bali. The research uses the quantitative approach and the design of this research is causal. Data analysis technique is Structural Equation Modelling (SEM) using SPSS 16.0 for windows dan AMOS version 24.

This study used a sample of respondents who have visited Bali.. The number of samples used in this study were 200 respondents. The results of this study indicate the influence of Intention to Visit di Bali.

This research found that e-WOM had a significant influence on Attitude Toward City, City Image, Intention to Visit and Destination Trust. Attitude Toward City had a significant influence on City Image. Attitude Toward City had no significant influence on Intention to Visit. City Image had a significant influence on Intention to Visit. Destination Trust had a significant influence on Intention to Visit.

Keyword: *e-WOM, Attitude Toward City, City Image, Destination Trust*

Intention to Visit