

**JUDUL: PENGARUH *ELECTRONIC WORD-OF-MOUTH* TERHADAP
DESTINATION IMAGE, *ATTITUDE TOWARD DESTINATION*,
DESTINATION TRUST, DAN *TRAVEL INTENTION* PADA WISATA
MEDIS DI PENANG**

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INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic word-of-mouth* terhadap *destination image*, *attitude toward destination*, *destination trust* dan *travel intention* pada wisata medis di Penang. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis data berupa SEM (*Structural Equation Model*). Pengolahan data penelitian ini menggunakan program SPSS dan AMOS 22.0. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan jumlah sampel 250 responden berusia dibawah 20 tahun hingga diatas 51 tahun yang pernah berwisata medis ke Penang dalam 2 tahun terakhir. Hasil penelitian ini menunjukkan bahwa *electronic word-of-mouth* berpengaruh positif terhadap *destination image*, *attitude toward destination*, *destination trust* dan *travel intention* pada wisata medis di Penang; *destination image*, *attitude toward destination* dan *destination trust* berpengaruh positif pada *travel intention* pada wisata medis di Penang; *destination image* berpengaruh positif pada *attitude toward destination* pada wisata medis di Penang.

Kata kunci: *electronic word-of-mouth*, *destination image*, *attitude toward destination*, *destination trust*, *travel intention*

**TITLE : THE EFFECT OF ELECTRONIC WORD-OF-MOUTH TO
DESTINATION IMAGE, ATTITUDE TOWARD DESTINATION,
DESTINATION TRUST AND TRAVEL INTENTION ON MEDICAL
TOURISM IN PENANG**

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ABSTRACT

This study aims to determine the effect of Electronic word-of-mouth on destination image, attitudes toward destination, destination trust and travel intention on medical tourism in Penang. This research uses quantitative approach with data analysis in the form of SEM (Structural Equation Model). The data processing of this study uses the SPSS and AMOS 22.0 programs. The sampling technique used was a non-probability sampling with a total of 250 respondents aged under 20 years to over 51 years who had traveled to Penang in the last 2 years. The results of this study indicate that electronic word-of-mouth has a positive effect on the destination image, attitudes toward destination, destination trust and travel intention on medical tourism in Penang; destination image, the attitude toward destination and destination trust has a positive effect on travel intention on medical tourism in Penang; destination image has a positive effect on the attitude toward destination on medical tourism in Penang.

Keywords: electronic word-of-mouth, destination image, attitude toward destination, destination trust, travel intention