

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *E-WOM*, *Attitude Towards City*, dan *City Image* terhadap *Intention to Visit* wisatawan ke Semarang. Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis penelitian kasual. Teknis analisis data yang digunakan adalah *Structural equation modeling* (SEM) dengan menggunakan Program SPSS 20 *for windows* dan AMOS versi 22.

Penelitian ini menggunakan sampel berupa responden yang pernah berkunjung ke Semarang, jumlah sampel yang digunakan sebanyak 175 responden. Hasil penelitian ini menunjukkan bahwa adanya *Intention to Visit* ke Semarang.

Hasil penelitian ini menemukan bahwa *E-WOM* berpengaruh terhadap *Attitude Towards City*. *E-WOM* tidak berpengaruh terhadap *City Image* dan *Intention to Visit*. *Attitude Towards City* berpengaruh terhadap *City Image* dan *Intention to Visit*. *City Image* tidak berpengaruh terhadap *Intention to Visit*.

Kata Kunci: *E-WOM*, *Attitude Towards City*, *City Image*, *Intention to Visit*

ABSTRACT

The purpose of this research is to determine and analyze the influence of E-WOM, Attitude Towards City, City Image to Intention to Visit to Semarang. The research uses the quantitative approach and the design of this research is causal. Data analysis technique is Structural Equation Modelling (SEM) using SPSS 20.0 for windows and AMOS version 22.

This study used a sample of respondents who have visited Semarang. The number of samples used in this study were 175 respondents. The results of this study indicate the influence of Intention to Visit to Semarang.

This research found that E-WOM had influence on Attitude Towards City. E-WOM had no influence on City Image and Intention to Visit. Attitude Towards City had influence on City Image and Intention to Visit. City Image had no influence on Intention to Visit.

Keyword: E-WOM, Attitude Towards City, City Image, Intention to Visit