

**PENGARUH SERVICE QUALITY, POSITIVE EMOTIONAL EXPERIENCE,
CUSTOMER VALUE, DAN BRAND AWARENESS TERHADAP
CUSTOMER SATISFACTION DAN E-WOM WISATAWAN DI DANAU 3
WARNA KELIMUTU ENDE NTT**

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ABSTRAK

Banyak aspek pemasaran pariwisata telah mengalami perubahan dramatis sejak munculnya internet. Pariwisata telah menjadi salah satu industri yang paling terpengaruh oleh teknologi digital. Opini dan ulasan konsumen di berbagai situs web dan platform digital kini memainkan peran penting dalam pilihan konsumen atas kunjungan wisata. Penelitian ini modifikasi dari model penelitian yang dilakukan oleh Stojanovic, Andreu, dan Perez (2017). Selain itu, penelitian ini ingin membandingkan hasil penelitian terbaru dengan penelitian sebelumnya yang dilakukan oleh Stojanovic, Andreu, dan Perez (2017) dan Serra-Cantalops et al., (2020)

Tujuan Penelitian ini memiliki dua alur model penelitian yang pertama adalah pengembangan dari penelitian Serra-Cantalops et al., (2020) dan Stojanovic et al. (2017) untuk memberikan gambaran yang menyebabkan wisatawan memberikan opini dan ulasan tentang suatu destinasi di platform digital dengan didasarkan pada konstruk service quality, positive emotional experience, dan customer satisfaction. Kemudian penelitian ini juga mempelajari pengaruh customer value dan brand awareness dalam menjelaskan e-WOM pada wisatawan di Taman Nasional Kelimutu Ende NTT.

Kata kunci: *service quality, positive emotional experience, customer value, brand awareness, customer satisfaction, dan e-WOM*

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ABSTRACT

Many aspects of tourism marketing have undergone dramatic changes since the advent of the internet. Tourism has become one of the industries most affected by digital technology. Consumer opinions and reviews on various websites and digital platforms are now playing an important role in consumers' choices of tourist visits. This study is a modification of - the research model conducted by Stojanovic, Andreu, and Perez (2017). In addition, based on the findings of research conducted by Stojanovic, Andreu, and Perez (2017), it shows that the intensity in the use of social media affects awareness. However, awareness only has a significant effect on e-WOM and not significant on WOM.

The purpose of this study has two lines of research model, the first is the development of research by Serra-Cantalops et al., (2020) and Stojanovic et al. (2017) to In addition, the study wanted to compare the results of the latest research with previous studies conducted by Stojanovic, Andreu, and Perez (2017) and Serra-Cantalops et al., (2020)

Keywords: service quality, positive emotional experience, customer value, brand awareness, customer satisfaction, and e-WOM

