

**PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP MINAT
BERKUNJUNG: MEDIASI CITRA DESTINASI DAN MODERASI
TRADE-OFFS ANTARA BIAYA MONETER DAN NON-MONETER**



TESIS

diajukan untuk memenuhi sebagian syarat memperoleh gelar
Magister Pariwisata

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PROGRAM STUDI MAGISTER PARIWISATA

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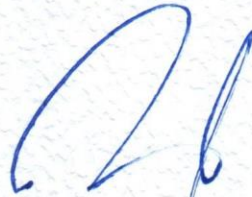
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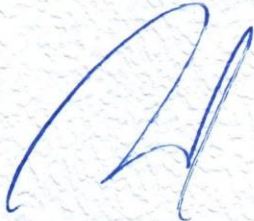
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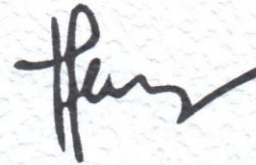
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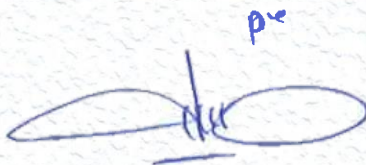
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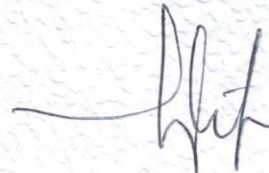
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ABSTRAK

Perkembangan teknologi digital telah mengubah cara wisatawan memperoleh informasi dan mengambil keputusan untuk berkunjung ke suatu destinasi. Salah satu pengaruh utama dalam perilaku wisatawan saat ini adalah Electronic Word of Mouth (eWOM), yang berperan penting dalam membentuk persepsi terhadap destinasi dan memengaruhi minat berkunjung. Penelitian ini bertujuan untuk menganalisis pengaruh eWOM terhadap minat berkunjung, dengan citra destinasi sebagai variabel mediasi dan trade-off antara biaya moneter dan non-moneter sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Structural Equation Modeling berbasis Partial Least Squares (PLS-SEM). Data dikumpulkan melalui kuesioner terhadap 306 responden yang memiliki pengalaman atau minat dalam melakukan perjalanan wisata. Hasil penelitian menunjukkan bahwa eWOM berpengaruh signifikan terhadap citra destinasi dan minat berkunjung. Citra destinasi juga terbukti memediasi sebagian hubungan antara eWOM dan minat berkunjung. Sementara itu, variabel moderasi trade-off antara biaya moneter dan non-moneter tidak menunjukkan pengaruh yang signifikan dalam memperkuat maupun memperlemah hubungan antara eWOM serta citra destinasi terhadap minat berkunjung. Temuan ini memberikan implikasi praktis bagi pengelola destinasi wisata untuk memanfaatkan kekuatan eWOM dan memperkuat citra positif destinasi melalui strategi komunikasi digital. Penelitian ini juga merekomendasikan pendekatan kualitatif lanjutan untuk menggali lebih dalam dinamika pertimbangan wisatawan terkait aspek biaya dan manfaat dalam keputusan berkunjung.

Kata kunci : *Electronic Word of Mouth, Citra Destinasi, Minat Berkunjung, Trade-Offs Biaya, PLS-SEM*

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON VISIT
INTENTION: THE MEDIATING ROLE OF DESTINATION IMAGE AND
THE MODERATING ROLE OF MONETARY AND NON-MONETARY
TRADE-OFFS**

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ABSTRACT

The advancement of digital technology has transformed how travelers obtain information and make decisions about visiting a destination. One of the most influential factors in modern tourist behavior is Electronic Word of Mouth (eWOM), which plays a crucial role in shaping destination perception and influencing visit intention. This study aims to analyze the influence of eWOM on visit intention, with destination image as a mediating variable and the trade-off between monetary and non-monetary costs as a moderating variable. A quantitative approach was employed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM). Data were collected through a questionnaire distributed to 306 respondents with travel experience or interest. The results indicate that eWOM significantly affects both destination image and visit intention. Furthermore, destination image partially mediates the relationship between eWOM and visit intention. However, the moderating effect of the trade-off between monetary and non-monetary costs did not show a significant influence in strengthening or weakening the relationship between eWOM and visit intention, either directly or through destination image. These findings provide practical implications for destination managers to leverage the power of eWOM and enhance positive destination image through strategic digital communication. The study also recommends further qualitative research to explore the dynamics of tourists' cost-benefit considerations in travel decision-making.

**Keyword : Electronic Word of Mouth, Destination Image, Visit Intention,
Cost Trade-Offs, PLS-SEM**

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