

ABSTRACT

This research was conducted to determine the effect of word of mouth electronic, city branding and destination image on visiting decisions. The object of this research is visitors to the museum joang 45 jakarta, menteng, central jakarta. This research was conducted on 200 respondents using causal methods. The sampling technique used convenience sampling. Therefore, the data analysis used is statistical analysis in the form of smart partial least square 3.0. The results of this study show that electronic word of mouth partially has a positive and significant influence on visiting decisions, partial city branding has a positive and significant influence on the decision to visit and destination image partially has a positive and significant influence on visiting decisions.

Keywords: electronic word of mouth, city branding, destination image, visiting decision.



UNIVERSITAS
MERCU BUANA

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *elektronik word of mouth*, *city branding* dan *destination image* terhadap keputusan berkunjung. Objek penelitian ini adalah pengunjung museum joang 45 jakarta, menteng, jakarta pusat. Penelitian ini dilakukan terhadap 200 responden dengan menggunakan metode kausal. Teknik pengambilan sampel menggunakan *convenience sampling*. Karena itu, analisis data yang digunakan adalah analisis statistik dalam bentuk *smart partial least square 3.0*. Hasil penelitian ini menunjukkan *elektronik word of mouth* memiliki pengaruh positif dan signifikan terhadap keputusan berkunjung, *city branding* memiliki pengaruh positif dan signifikan terhadap keputusan berkunjung dan *destination image* memiliki pengaruh positif dan signifikan terhadap keputusan berkunjung.

Kata Kunci: *elektronik word of mouth*, *city branding*, *destination image*, keputusan berkunjung.



UNIVERSITAS
MERCU BUANA