

## DAFTAR TABEL

Tabel 1.1 Jumlah kunjungan wisatawan tahun 2014-2018 .....	6
Tabel 2.1 Penelitian terdahulu.....	31
Tabel 3.1 Operasional variabel <i>electronic word of mouth</i> .....	39
Tabel 3.2 Operasional variabel <i>city branding</i> .....	39
Tabel 3.3 Operasional <i>destination image</i> .....	40
Tabel 3.4 Operasional variabel keputusan berkunjung .....	40
Tabel 4.1. Tingkat respon <i>rate</i> .....	49
Tabel 4.2 Karakteristik responden .....	50
Tabel 4.3 Variabel <i>electronic word of mouth</i> .....	53
Tabel 4.4 Variabel <i>city branding</i> .....	54
Tabel 4.5 Variabel <i>destination image</i> .....	56
Tabel 4.6 Variabel keputusan berkunjung .....	57
Tabel 4.7 Hasil pengujian <i>convergent validity</i> .....	60
Tabel 4.8 Hasil pengujian <i>convergent validity</i> (modifikasi 1).....	62
Tabel 4.9 Hasil pengujian <i>convergent validity</i> (modifikasi 2).....	63
Tabel 4.10 Hasil pengujian <i>fornell larcker criterion</i> .....	64
Tabel 4.11 Hasil pengujian <i>convergent validity</i> modifikasi 3.....	65
Tabel 4.12 Hasil pengujian <i>fornell larcker criterion</i> – modifikasi 3 .....	66
Tabel 4.13 Hasil uji <i>discriminant validity</i> ( <i>cross loading</i> ) .....	67
Tabel 4.14 Hasil <i>discriminant validity</i> (AVE).....	67

Tabel 4.15 Nilai pengujian <i>composite reliability</i> .....	68
Tabel 4.16 Hasil R2 variabel endogen .....	70
Tabel 4.17 Hasil uji nilai <i>predictive relevance (Q2)</i> .....	70
Tabel 4.18 Hasil pengujian hipotesis .....	72

