

ABSTRACT

This research aims to identify the effect of City Branding, E-wom and Destination Image variables on the decision variables of visiting Pandeglang Regency (case study of Ujung Kulon National Park). The data used are primary data using a questionnaire distributed to 200 respondents in DKI Jakarta and have visited the Ujung Kulon National Park Pandeglang. Data were analyzed by using Structural Positive and Equation Model (SEM) application of Partial Least Square (smartPLS 3.0) to test all relationships between City Brnading, Electronic Word of Mouth and E-Image variables on visiting decision variables. in the model. The results of this study indicate that City Brading, Electronic Word of Mouth (E-WOM) has a positive and significant relationship to visiting decisions. However, Destination Image has a positive and insignificant relationship with visiting decisions.

Keyword : City Branding, Electronic word of mouth (E wom), Destination Image, Decision to visit



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *City Branding*, *Electronic word of mouth (E-wom)* dan *Destination Image* terhadap variabel keputusan berkunjung ke Kabupaten Pandeglang (studi kasus Taman Nasional Ujung Kulon) Data yang digunakan adalah data primer menggunakan kuesioner yang disebar kepada 200 responden di DKI Jakarta dan pernah berkunjung ke Taman Nasional Ujung Kulon Pandeglang. Data dianalisis dengan menggunakan aplikasi *Structural Positive and Equation Model (SEM) Partial Least Square* (smartPLS 3.0) untuk menguji semua hubungan antara variabel *City Branding*, *Electronic word of mouth (E wom)* dan *Destination Image* terhadap variabel keputusan berkunjung dalam model. Hasil dari penelitian ini menunjukkan bahwa *City Branding*, *Electronic word of mouth (E wom)* memiliki hubungan yang positif dan signifikan terhadap keputusan berkunjung. Namun, *Destination Image* memiliki hubungan yang positif dan tidak signifikan terhadap keputusan berkunjung.

Kata Kunci : *City Branding*, *Electronic word of mouth (E wom)*, *Destination Image*, Keputusan berkunjung

