

**THE INFLUENCE OF E-WOM AND DESTINATION IMAGE
ON VISIT DECISION IN THE MUSEUM NASIONAL
(MUSEUM GAJAH) JAKARTA**

Thesis

Submitted to Fulfill One of the Requirements to Obtain a Bachelor Degree

Economics on the Faculty and Business in Management

Universitas Mercu Buana Jakarta



NAME : GORBI NAJOGI

STUDENT NUMBER : 43115010394

**Department of Management
FACULTY OF ECONOMIC AND BUSINESS
INTERNATIONAL UNDERGRADUATE PROGRAM
UNIVERSITAS MERCU BUANA
JAKARTA
2019**