

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *City Branding*, *Destination Image* dan *Electronic Word of Mouth* terhadap keputusan berkunjung ke Wisata Halal Aceh. Sampel yang di pergunakan adalah sebanyak 200 warga DKI Jakarta yang telah berkunjung ke Aceh., dihitung berdasarkan rumus Hair. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Skala Pengukuran dalam penelitian ini menggunakan skala likert dan data diolah menggunakan metode SEM-PLS (*Structural Equation Modelling-Partial Least Square*) untuk menguji semua hubungan antar variabel *City Branding*, *Destination Image* dan *Electronic Word of Mouth (E-WOM)* terhadap variabel Keputusan Berkunjung dalam model. Hasil dari penelitian ini menunjukkan bahwa *City Branding*, *Destination Image* dan *Electronic Word of Mouth (E-WOM)* memiliki hubungan yang positif dan signifikan terhadap keputusan berkunjung.

Kata Kunci : *City Branding*, *Destination Image*, *Electronic Word Of Mouth (E-WOM)*, Keputusan Berkunjung, Wisata Halal.

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ABSTRACT

This study aims to determine and analyze the influence of city branding, destination image and electronic word of mouth on the decision to visit halal Aceh tourism. The sample used is as many as 200 people DKI Jakarta residents who have visited Aceh, calculate based on the Hair formula. The sampling method uses purposive sampling. The method of collecting data uses a survey method, with the research instrument being a questionnaire. The Measurement Scale in this study uses a likert scale and data analyze method using SEM-PLS (Structural Equation Modeling-Partial Least Square) method to analyze all correlations between variables of City Branding, Destination Image and Electronic Word of Mouth (E-WOM) and variables of decision-to-visit upon the model. The result of this study indicated that City Branding, Destination Image and Electronic Word of Mouth (E-WOM) have a positive and significant correlation with variables of decision to visit.

Keyword : City Branding, Destination Image, Electronic Word Of Mouth (E-WOM), Decision to Visit, Halal tourism.

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