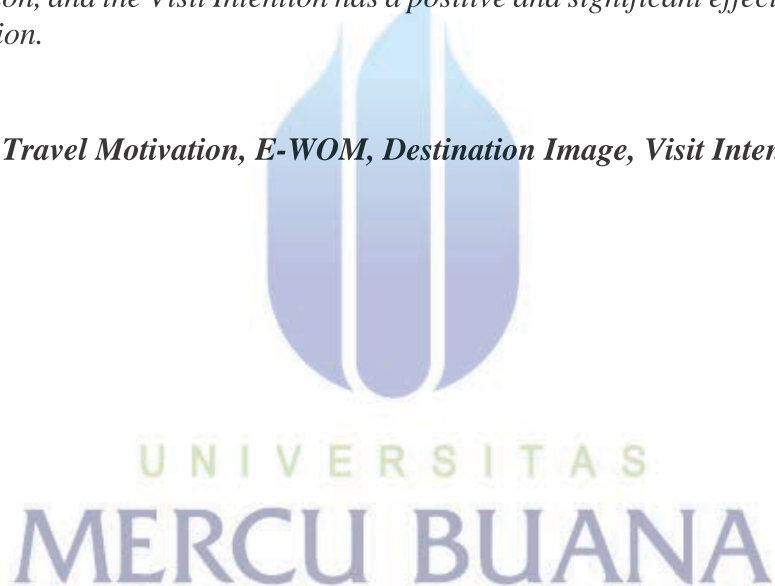# ABSTRACT

This study aims to identify the factors that influence the decision of tourists visiting the Kalibiru Tourism Village based on Travel Motivation factors, Electronic Word of Mouth (E-WoM) factors, Destination Image factors and Tourist Visit Intentions. The data collected in this study was carried out by distributing questionnaires to the visitors of Kalibiru Tourism Village who were visiting the Kalibiru Tourism Village as many as 205 respondents. The data analysis method used in this study uses the Structural Equation Model (SEM) with Lisrel 8.8. The results of the study revealed that Travel Motivation and EWoM had no effect on Tourist Intention to Visit, but Destination Image had a positive and significant effect on Tourist Intention Visit. Meanwhile, Travel Motivation and EWoM have a positive and significant effect on the Tourist Visit Decision, but Destination Image has a negative and significant effect on the Tourist Visit Decision, and the Visit Intention has a positive and significant effect on the Tourist Visit Decision.

Keywords:** **Travel Motivation, E-WOM, Destination Image, Visit Intention, Visit Decision.

ABSTRAK

Penelitian ini memiliki tujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi keputusan wisatawan yang berkunjung ke Desa Wisata Kalibiru berdasarkan *Travel Motivation, Electronic Word of Mouth (E-WoM), Destination Image* dan Niat Berkunjung Wisatawan. Data yang dikumpulkan pada penelitian ini dilakukan dengan cara menyebarkan kuesioner kepada para pengunjung Desa Wisata Kalibiru yang sedang berkunjung ke Desa Wisata Kalibiru sebanyak 205 responden. Metode analisis data yang digunakan pada penelitian ini menggunakan Structural Equation Model (SEM) dengan Lisrel 8.8. Hasil penelitian mengungkapkan bahwa Travel Motivation dan EWoM tidak berpengaruh terhadap Niat Berkunjung Wisatawan, namun Destination Image berpengaruh positif dan signifikan terhadap Niat Berkunjung Wisatawan. Sedangkan, Travel Motivation dan EWoM berpengaruh positif dan signifikan terhadap Keputusan Berkunjung Wisatawan, namun Destination Image berpengaruh negatif dan signifikan terhadap Keputusan Berkunjung Wisatawan, dan Niat Berkunjung berpengaruh positif dan signifikan terhadap Keputusan Berkunjung Wisatawan.

Kata Kunci: *Travel Motivation, E-WOM, Destination Image,* **Niat Berkunjung, Keputusan Berkunjung.**