

## LIST OF TABLE

<b>No.</b>	<b>Description</b>	<b>Pages</b>
1.1	Table of Total Visitor Museum Nasional (Museum Gajah) Jakarta.....	3
2.1	Table of Previous Research .....	15
3.1	Table Operational Variable of E-WOM .....	23
3.2	Table Operational Variable of Destination Image.....	24
3.3	Table Operational Variable of Visit Decision .....	25
4.1	Table Gender of Respondent.....	31
4.2	Table Age of Respondent .....	32
4.3	Table Education of Respondent.....	33
4.4	Table Occupation of Respondent.....	33
4.5	Table Descriptive Statistics of E-WOM .....	34
4.6	Table Descriptive Statistics of Destination Image.....	35
4.7	Table Descriptive Statistics of Visit Decision .....	36
4.8	Table of Convergent Validity Test Result .....	37
4.9	Table of Convergent Validity Test Result (modification) .....	39
4.10	Table of Discriminant Validity Test (Fornell Larcker) .....	41
4.11	Table of Average Variance Extracted Test Result (AVE).....	41
4.12	Table of Composite Reability and Cronbach's Alpha Tese Result .....	42
4.13	Table of R <sup>2</sup> Value Endogen Variable.....	43
4.14	Table of hypothesis Testing Result.....	44