

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh citra destinasi, *electronic word of mouth*, dan *satisfaction* dimediasi loyalitas wisatawan terhadap minat berkunjung kembali ke Saba Baduy. Objek penelitian ini adalah wisatawan yang pernah mengunjungi dan ingin berkunjung kembali ke Saba Badu sebanyak 125 responden. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Dengan metode analisis data Variance Based Structural Equation Model dengan alat analisis Smart- PLS 3.2.9. Hasil penelitian ini menunjukkan bahwa secara parsial citra destinasi berpengaruh positif dan signifikan terhadap kepuasan wisatawan. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali. *Satisfaction* berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali. Loyalitas wisatawan berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali. Loyalitas wisatawan memediasi pengaruh *Satisfaction* terhadap Minat Berkunjung Kembali di Objek Wisata Saba Baduy.

Kata Kunci : Citra Destinasi, *Electronic Word of Mouth*, dan *Satisfaction* terhadap Minat Berkunjung Kembali ke Saba Baduy Melalui Loyalitas Wisatawan.



ABSTRACT

This study aims to determine and analyze the effect of destination image, electronic word of mouth, and satisfaction mediated by tourist loyalty on the interest in returning to Saba Baduy. The object of this research is tourists who have visited and want to revisit Saba Baduy as many as 125 respondents. The approach used in this research is a quantitative approach. With the Variance Based Structural Equation Model data analysis method with the Smart-PLS 3.2.9 analysis tool. The results of this study indicate that partially the image of the destination has a positive and significant effect on tourist satisfaction. Electronic word of mouth has a positive and significant effect on revisit interest. Satisfaction has a positive and significant effect on revisit interest. Tourist Loyalty has a positive and significant effect on revisit interest. Visitors has full positive effect and significant of satisfaction mediated by tourist loyalty on Return of Interest in Saba Baduy Tourism Object.

Keywords : *Destination Image, Electronic Word of Mouth, and satisfaction on Interest in Returning to Saba Baduy Through Tourist Loyalty.*

