REVISIT INTENTION TO DESTINATION IMAGE, EWOM, AND DESTINATION PERSONALITY: KUTA BEACH BALI, INDONESIA

THESIS

Proposed to Fulfill One of the Requirements to Achieve Undergraduate Degree

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Do herewith declare that the material contained in my thesis entitled: **"Revisit Intention to Destination Image, eWOM, and Destination Personality: Kuta Beach Bali, Indonesia"** is original work performed by me and it's under the guidance and advice of my faculty supervisor Dr. Dewi Nusraningrum, S.Sos., M.Si. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement I made with real and I am willing to accept any action taken if later proved my promise is not really true. Thus, I convey this statement letter was made with sincerity.

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ABSTRACT

Tourism in Bali is magnificent in the eyes of the international world, this beautiful island could attract millions of tourists both foreign and domestic. However, Bali recently has caught both national and international attention due to the huge amount of accumulation of marine litters that were frequently accumulated in the touristic area of the island. Therefore, in this study, the author did research in regards to know what factors affect tourist's intention to spend their time in Bali. The objectives of this research are (1) to analyze the influence of destination image towards revisit intention to the destination (2) to analyze the influence of eWOM towards revisiting intention to the destination (3) to analyze the influence of destination personality towards revisit intention to the destination. This type of research is quantitative ex post facto. The research the sample was 129 tourists who had visited Kuta Beach Bali, Indonesia. Through the path analysis from PLS for version 3.0, it can be concluded that (1) the destination image has a positive and significant positive effect on revisit intention (2) eWOM has a positive but insignificant effect on revisit intention (3) the destination personality has a positive and significant effect on revisit intention. The implication of the results of the research are that efforts must be made to establish the destination reputation through overseeing the waste in tourist sites that could affect the destination itself.

Keywords: destination image, eWOM, destination personality, revisit intention

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PREFACE

Alhamdulillahirobbil ‘alamin, Praise be to Allah Almighty for the grace that enabled me to complete this thesis report entitled : Revisit Intention Regarding To Destination Image, eWOM, and Destination Personality: Kuta Beach Bali, Indonesia. This thesis is supposed to fulfill one of the requirements to achieve a Bachelor's Degree in the Faculty of Economics and Business, Management Program of the International Class Program Mercu Buana University.

The author realizes as human beings in this report that we cannot separate from mistakes and shortcomings due to lack of knowledge and experience. The process of writing this report is inseparable from the guidance and meaningful support of many individuals, especially Dr. Dewi Nusraningrum, S.Sos., M.Si as my thesis supervisor who has given me advice, motivation, guidance, encouragement of knowledge that is very valuable to the author. On this occasion, I would like to thank all those who have helped in the process of writing this research successfully, especially to :

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Finally, this thesis is far from being perfect, but it is expected that this research will be useful not only for the researcher, but also to the readers. Therefore, the author expects all kind of advice, criticism, input from various parties. Last words, the author apologizes if there are some errors or even weaknesses in this research.

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Jakarta, December 3rd, 2020

Winda Lestari

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