

UJI BANDING *TRADITIONAL WORD OF MOUTH* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP CITRA DESTINASI PADA EDU WISATA LONTAR SEWU DESA HENDROSARI

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ABSTRAK

Tujuan dari penelitian ini dibuat untuk menguji efek dan perbandingan antara *Traditional word of mouth* dan *electronic word of mouth*, antara personal WOM dan komersial *electronic word of mouth*, serta menguji persepsi *traditional* dan *electronic* WOM positif dan negatif pada pembentukan citra destinasi pada Edu Wisata Lontar Sewu Desa Hendrosari. Objek penelitian ini adalah Edu Wisata Lontar Sewu Desa Hendrosari. Sampel berjumlah 115 responden yang sudah pernah mengunjungi Edu Wisata Lontar Sewu Desa Hendrosari. Pengambilan sampel dilakukan dengan menggunakan *teknik purposive sampling* serta pengumpulan data melalui kuesioner yang dibagikan secara *online* dan *offline*. Analisis data dilakukan dengan metode analisis regresi linier berganda dan ANOVA (*One-Way ANOVA*) dengan *SPSS Statistic* versi 25. Hasil dari penelitian ini menyatakan bahwa *traditional word of mouth* memiliki pengaruh yang lebih besar terhadap citra destinasi dibandingkan dengan *electronic word of mouth*, personal WOM memiliki pengaruh yang lebih besar terhadap citra destinasi dibandingkan dengan komersial *electronic word of mouth*, persepsi WOM positif memiliki efek yang lebih besar terhadap citra destinasi dibandingkan dengan persepsi WOM negatif, eWOM positif, dan eWOM negatif.

Kata kunci: *Traditional word of mouth*, Personal *electronic word of mouth*, Komersial *electronic word of mouth*, Citra Destinasi

**COMPARATIVE TEST OF TRADITIONAL WORD OF MOUTH
AND ELECTRONIC WORD OF MOUTH AGAINST
DESTINATION IMAGE IN EDU WISATA LONTAR SEWU
HENDROSARI VILLAGE**

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ABSTRACT

The purpose of this study was to examine the effects and comparisons between traditional word of mouth and electronic word of mouth, between personal WOM and commercial electronic word of mouth, as well as examine the positive and negative perceptions of traditional and electronic WOM on the formation of destination image in Edu Wisata Lontar Sewu, Hendrosari Village. The object of this research is Edu Wisata Lontar Sewu, Hendrosari Village. The sample is 115 respondents who have visited Edu Wisata Lontar Sewu in Hendrosari Village. Sampling was carried out using purposive sampling technique and data collection through questionnaires distributed online and offline. Data analysis was performed using multiple linear regression analysis and ANOVA (One-Way ANOVA) with SPSS Statistics version 25. The results of this study state that traditional word of mouth has a greater influence on destination image than electronic word of mouth, personal WOM. has a greater influence on the image of the destination compared to commercial electronic word of mouth, positive WOM perception has a greater effect on the destination image compared to the perception of negative WOM, positive eWOM, and negative eWOM.

Keywords: *Traditional word of mouth, Personal electronic word of mouth, Commercial electronic word of mouth, Citra Destinasi*