

ABSTRACT

The place museum is a tourist attraction managed by the government of sumenep district. This study aims to see the influence of the quality of service of the place museum is a tourist attraction managed by the government of sumenep district. This study aims to see the effect of service quality on destination image through mediation of e-word of mouth tourists in the museum of the place of sumenep. This type of research is quantitative research. The subject of this research is tourists or visitors who have visited the museum of the place of sumenep. Data collection techniques using a questionnaire with a questionnaire scale is a Likert scale. With the data collected is 100 questionnaires and the analysis method used is multiple linear regression analysis and Structural Equation Model (SEM) were used for analysis, and using the SMARTPLS4 program. the results of this study found that service quality has a positive effect on e-word of mouth, e-word of mouth has a positive effect on destination image, service quality has a positive effect on destination image and e-word of mouth can mediate the positive relationship between service quality and destination image.

Keywords: Service Quality, E-Word Of Mouth, Destination Image