

ABSTRAK

Tujuan penelitian ini adalah untuk menentukan pengaruh citra destinasi, *word of mouth* terhadap keputusan berkunjung, serta melihat *affective image* terhadap *word of mouth*, *cognitive image* terhadap *word of mouth*, *unique image* terhadap *word of mouth*, *price image* terhadap *word of mouth*, *place attachment* terhadap *word of mouth*. Keputusan berkunjung dijadikan sebagai variabel dependen, sedangkan variabel independen meliputi citra destinasi terdapat lima kelompok di dalamnya yaitu *affective image*, *cognitive image*, *unique image*, *price image*, *place attachment*. Variabel mediasi yang digunakan adalah *word of mouth*. Sampel penelitian ini adalah orang-orang yang berkunjung ke destinasi Sungai Amazon Bangkalan. Teknik analisis data yang digunakan adalah SmartPLS 4.0. Hasil penelitian ini menunjukkan *affective image*, *unique image*, *place attachment* berpengaruh positif terhadap *word of mouth*. *Cognitive image* dan *price image* berpengaruh positif terhadap *word of mouth*. *Word of mouth* berpengaruh positif terhadap keputusan berkunjung.

Kata Kunci: Citra Destinasi, *Word of Mouth*, Keputusan Berkunjung

ABSTRACT

The purpose of this study is to determine the influence of destination image and word of mouth on visit decisions, as well as to examine the affective image on word of mouth, cognitive image on word of mouth, unique image on word of mouth, price image on word of mouth, and place attachment on word of mouth. Visiting decisions are used as the dependent variable, while the independent variables include destination image, which consists of five groups: affective image, cognitive image, unique image, price image, and place attachment. The mediating variable used is word of mouth. The research sample consists of individuals who have visited the Amazon River destination in Bangkalan. The data analysis technique employed is SmartPLS 4.0. The results of this study indicate that affective image, unique image, and place attachment have a positive influence on word of mouth. Cognitive image and price image also have a positive influence on word of mouth. Word of mouth has a positive influence on visit decision.

Keywords : *Destination Image, Word of Mouth, Visiting Decisions*