

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra destinasi, kualitas layanan, dan electronic word of mouth (E-WOM) terhadap kepuasan dan loyalitas wisatawan, dengan keputusan berkunjung sebagai variabel mediasi pada destinasi wisata kepulauan di Kabupaten Sumenep. Latar belakang penelitian didasari oleh potensi besar pariwisata kepulauan Sumenep yang belum dioptimalkan secara maksimal akibat lemahnya citra destinasi, rendahnya pemanfaatan E-WOM, serta kualitas pelayanan yang belum memenuhi standar internasional. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik analisis Partial Least Squares–Structural Equation Modeling (PLS-SEM) terhadap 160 responden wisatawan di tiga destinasi utama, yakni Gili Iyang, Gili Labak, dan Pantai 9. Hasil pengujian menunjukkan bahwa: (1) citra destinasi → keputusan berkunjung, kualitas layanan → keputusan berkunjung, dan E-WOM → keputusan berkunjung berpengaruh positif signifikan; (2) keputusan berkunjung → kepuasan wisatawan signifikan; (3) kepuasan wisatawan → loyalitas wisatawan signifikan; (4) keputusan berkunjung memediasi pengaruh citra destinasi, kualitas layanan, dan E-WOM terhadap kepuasan wisatawan. Temuan ini menegaskan bahwa penguatan citra destinasi, peningkatan kualitas layanan, dan optimalisasi E-WOM dapat meningkatkan kepuasan serta mendorong loyalitas wisatawan secara berkelanjutan.

Kata kunci : Citra Destinasi, Kualitas Layanan, Electronic Word Of Mouth, Keputusan Berkunjung, Kepuasan Wisatawan, Loyalitas Wisatawan.

ABSTRACT

This study aims to analyze the effect of destination image, service quality, and electronic word of mouth (E-WOM) on tourist satisfaction and loyalty, with visiting decision as a mediating variable in the island tourism destinations of Sumenep Regency. The research is motivated by the significant potential of Sumenep's island tourism, which has not been optimally utilized due to a weak destination image, limited use of E-WOM, and service quality that does not meet international standards. This research employed a quantitative approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM) on 160 respondents visiting three main destinations: Gili Iyang, Gili Labak, and Pantai 9. The results indicate that: (1) destination image → visiting decision, service quality → visiting decision, and E-WOM → visiting decision have positive and significant effects; (2) visiting decision → tourist satisfaction is significant; (3) tourist satisfaction → tourist loyalty is significant; (4) visiting decision mediates the effect of destination image, service quality, and E-WOM on tourist satisfaction. These findings emphasize that strengthening destination image, improving service quality, and optimizing E-WOM are vital strategies to enhance tourist satisfaction and foster loyalty sustainably.

Password: Destination Image, Service Quality, Electronic Word Of Mouth, Visiting Decision, Tourist Satisfaction, Tourist Loyalty.