

ABSTRAK

Penelitian ini bertujuan untuk menguji dampak citra destinasi, *electronic word of mouth* dan keputusan berkunjung terhadap minat berkunjung kembali di desa wisata kabupaten sampang. Penelitian ini dilakukan dengan jumlah sampling 101 Responden dengan menggunakan pendekatan kuantitatif asosiatif dengan metode *Partial Least Square* (SmartPLS). Berdasarkan hasil penelitian ini Citra destinasi berpengaruh positif dan signifikan terhadap keputusan berkunjung. Citra destinasi berpengaruh positif tidak signifikan terhadap minat berkunjung kembali. *Electronic word of mouth* berpengaruh positif tidak signifikan terhadap keputusan berkunjung. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap minat berkunjung kembali. Keputusan berkunjung berpengaruh positif dan signifikan terhadap minat berkunjung kembali.

Kata Kunci : *Citra Destinasi, Electronic Word Of Mouth, Keputusan berkunjung, Minat Berkunjung kembali*

ABSTRACT

This study aims to examine the impact of destination imagery, electronic word of mouth and visiting decisions on interest in revisiting Sampang Regency Tourism Villages. This study was conducted with a sampling of 101 respondents using an associative quantitative approach with the Partial Least Square (SmartPLS) method. Based on the results of this study, the image of the destination has a positive and significant influence on the decision to visit. The image of the destination has a positive insignificant effect on interest in visiting again. Electronic word of mouth has a positive insignificant effect on visiting decisions. Electronic word of mouth has a positive and significant effect on interest in visiting again. The decision to visit has a positive and significant effect on interest in visiting again.

Keywords: *Destination Image, Electronic Word Of Mouth, Decision to visit, Interest in Revisiting..*