

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived sustainability* terhadap *destination trust* dan *word of mouth intention* pada wisatawan Pantai Lon Malang, Kabupaten Sampang. Metode penelitian yang digunakan adalah pendekatan kuantitatif. Data yang digunakan yaitu data primer dan sekunder. Sampel dalam penelitian ini berjumlah 130 responden dengan teknik pengambilan sampel *non-probability sampling* menggunakan metode *purposive sampling*. Karakteristik responden yang digunakan adalah wisatawan yang pernah berkunjung ke Pantai Lon Malang dalam satu tahun terakhir dan berusia minimal 17 tahun. Pengumpulan data dilakukan melalui penyebaran kuesioner dan diolah menggunakan aplikasi SmartPLS versi 4. Hasil penelitian menunjukkan bahwa *perceived sustainability* berpengaruh signifikan terhadap *destination trust* dan *word of mouth intention*. Selain itu, hasil analisis *path coefficient* menunjukkan bahwa *destination trust* berperan sebagai variabel mediasi yang signifikan dalam hubungan antara *perceived sustainability* terhadap *word of mouth intention*.

Kata kunci: *perceived sustainability, destination trust, word of mouth intention*

ABSTRACT

This study aims to determine the effect of perceived sustainability on destination trust and word of mouth intention among tourists at Lon Beach, Malang, Sampang Regency. The research method used is a quantitative approach. The data used are primary and secondary data. The sample in this study amounted to 130 respondents with a non-probability sampling technique using a purposive sampling method. The characteristics of the respondents used are tourists who have visited Lon Beach, Malang in the past year and are at least 17 years old. Data collection was carried out through questionnaires and processed using the SmartPLS version 4 application. The results of the study indicate that perceived sustainability has a significant effect on destination trust and word of mouth intention. In addition, the results of the path coefficient analysis indicate that destination trust plays a significant mediating variable in the relationship between perceived sustainability and word of mouth intention.

Keywords: *perceived sustainability, destination trust, word of mouth intention*