







lainnya seperti *cognitive Image* (Kim, 2018; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016), *travel intention* (Albarq & Muhammad, 2016; Bai, Vegas, & Hu, 2009; Ferns & Walls, 2012; Horng, 2012; Hung & Petrick, 2012; Jang et al., 2009; Krishnapillai & Ying, 2017; M. Lee, Han, & Lockyer, 2012; Zarrad H & Debabi M, 2015) dan *destination image* (Chaulagain, Wiitala, & Fu, 2018; Ferns & Walls, 2012; Isa & Ramli, 2014; Reza et al., 2012; Wang, 2012)