

*Faculty of Economy
Undergraduate Program of Management
Concentration of Tourism
Even Semester 2019/2020*

ANALYSIS OF THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM), DESTINATION IMAGE AND TOURIST'S ATTITUDE AGAINST THE VISIT INTENTION TO SOUTH KOREA

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ABSTRACT

South Korea is one of the most popular tourist destination choices among international tourists because of its variety of tourist's attractions ranging from culture tourism, natural beauty, shopping area and culinary tourism. In this era of globalization, tourists can obtain and exchange information virtually known as electronic word of mouth (eWOM). The emergence of eWOM can be used as an introduction and promotion media to form a good destination image and positive tourist attitudes to increase interest in visiting South Korea.

The following research was designed through quantitative research with the intention to discover the variables component that hold an important role in predicting the tourist intention in visiting South Korea. Established on the literature review traced during the past decade, the independent variables focused on this study include electronic word of mouth (eWOM), destination images and tourist's attitude. The data obtained in this study is sourced from a population consisting of Indonesian and foreign tourists who have access to social media and the internet.

Subsequently of the processing and analyzing research data, the obtained results disclose that eWOM significantly influences destination image, tourist behavior and visit intention. The outcome also proved that destination's image and tourist's attitude are able to significantly predict the visit intention. Furthermore, the research model also clarified the significant connectopm between destination image and tourist's attitude. The limitations founded in this study comprise the majority of respondents are Indonesian tourists which cause the data is less varied, and the independent variables that explain the dependent variable are still relatively limited.

Keywords: *Electronic word of mouth (eWOM), Destination image, Tourist's attitude, Visit intention, South Korea.*