

ABSTRACT

THE INFLUENCE OF TOURIST MOTIVATION, ELECTRONIC WORD OF MOUTH, AND DESTINATION IMAGE ON VISITING DECISIONS WITH DESTINATION ATTRACTIVENESS AS A MODERATING VARIABLE AMONG TOURISTS OF PAHAWANG ISLAND TOURISM VILLAGE, LAMPUNG PROVINCE

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The tourism industry significantly influenced by consumer behavior in choosing travel destinations. In recent years, tourism on Pahawang Island has experienced fluctuations in visitor numbers, with declines directly affecting the income of local communities and tourism stakeholders. This study aimed to examine the influence of tourist motivation, electronic word of mouth (e-WOM), and destination image on visiting decisions, with destination attractiveness serving as a moderating variable among tourists of Pahawang Island Tourism Village in Lampung Province. A quantitative approach was adopted, and data were collected through questionnaires distributed to visitors using a field research method. The study involved 230 respondents. Data analysis was conducted using Partial Least Squares (PLS), including assessments of the measurement model (outer model) and the structural model (inner model). The results showed that tourist motivation did not significantly influence visiting decisions. In contrast, electronic word of mouth and destination image had a significant positive impact on visiting decisions. Furthermore, destination attractiveness did not moderate the relationship between tourist motivation, electronic word of mouth, or destination image and visiting decisions.

Keywords: Tourist Motivation, Electronic Word of Mouth, Destination Image, Destination Attractiveness, Visiting Decision, Pahawang Island Tourism

