

ABSTRAK

PENGARUH *PAST EXPERIENCE*, *WORD OF MOUTH*, *EXTERNAL COMMUNICATION*, DAN *DESTINATION IMAGE* TERHADAP *EXPECTATION* WISATAWAN YANG BERKUNJUNG KE PROVINSI LAMPUNG

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Provinsi Lampung merupakan sebuah provinsi yang ada di ujung pulau Sumatera di Indonesia. Provinsi Lampung dikenal sebagai Provinsi yang cukup berkembang pesat, dimana banyak tumbuh beragam industri. Industri pariwisata menjadi salah satu industri yang menjadi andalan, banyak tersedia objek pariwisata yang ditawarkan bagi wisatawan yang berkunjung ke Provinsi Lampung antara lain wisata alam, wisata religi, wisata belanja, wisata kuliner, wisata budaya dan wisata bahari. Penelitian ini bertujuan untuk menganalisa pengaruh *Past Experience*, *Word Of Mouth*, *External Communication*, Dan *Destination Image* terhadap *Expectation* wisatawan yang berkunjung ke Provinsi Lampung. Jenis penelitian ini adalah kuantitatif. Metode pengumpulan data yang digunakan adalah kepustakaan, lapangan dan kuisioner. Penentuan sampel pada penelitian ini mengacu pada rumus *Slovin* , dimana populasinya adalah wisatawan yang berdomisili di luar Provinsi Lampung. Pengujian hipotesis menghasilkan bahwa *Past Experience* dan *External Communication* berpengaruh terhadap *Expectation* wisatawan yang berkunjung ke Provinsi Lampung, sedangkan *Word Of Mouth* dan *Destination Image* tidak berpengaruh terhadap *Expectation* Wisatawan yang berkunjung ke Provinsi Lampung.

Kata Kunci : *Past Experience*, *Word Of Mouth*, *External Communication*, Dan *Destination Image* dan *Expectation*

ABSTRACT

**THE EFFECT OF PAST EXPERIENCE, WORD OF MOUTH,
EXTERNAL COMMUNICATION, AND DESTINATION IMAGE ON
TOURISTS VISITING IN LAMPUNG PROVINCE**

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Lampung Province is a province at the southern Sumatra island in Indonesia. Lampung Province is known as a fairly fast developing province, where many industries grow widely. The tourism industry is one of the main industries, there are many tours offered for tourists visiting Lampung Province including natural tourism, religious tourism, shopping tourism, culinary tourism, cultural tourism and marine tourism. The purpose of this study was to analyze the effects of past experiences, Word of Mouth, external communication, and destination image on the expectations of tourists in visiting Lampung Province. The type of this study was a quantitative study. The data collection methods used literature review, field study, and questionnaire. The determination of the sample in this study was done by using the Slovin formula. Meanwhile, the population was tourists who lived outside Province of Lampung. The result of the study showed that the previous experiences and the external communication affected the expectations of the tourists visiting Lampung Province. Furthermore, the Word of Mouth and the destination image did not affect the expectations of tourists visiting Lampung Province.

Keywords: Past Experience, Word of Mouth, External Communication, Destination Image and Expectation