



**ANALYZING FACTOR INFLUENCING VISIT DECISION TO  
A DESTINATION (A CASE STUDY ON LOBANG JEPANG  
TOURIST ATTRACTION IN THE CITY OF BUKITTINGGI)**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

**PUTRI RAHMANITA**

**014201900026**

**FACULTY OF BUSINESS  
MANAGEMENT STUDY PROGRAM  
CIKARANG  
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Cikarang, 30 May 2023,



Putri Rahmanita

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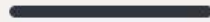
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## ABSTRACT

The tourism business in Indonesia is just one of many that have been hit hard by the COVID-19 outbreak. At the same time, the use of social media in the tourism industry is increasing rapidly. Therefore, this study aims to analyze the Influences of Electronic Word Of Mouth, Tourist Facilities And Destination Image On Visit Decision Mediated By Visit Intention on lobang jepang tourist attraction in the city of bukittinggi. This research was conducted using a non-probability sampling method using a purposive sampling technique, and collected 253 valid respondents. This research uses a quantitative descriptive analysis research design, and data is processed using PLS-SEM (Partial Least Square Structural Equation Modeling) with SmartPLS 3.2.9. The results of this study indicate: Electronic Word Of Mouth has a significant influence on Visit Intention, Tourist Facilities has a significant influence on Visit Intention, Destination Image has a significant influence on Visit Intention. Visit Intention has a significant influence on Visit decision. Electronic Word Of Mouth has a significant influence on Visit Decision mediated Visit Intention. Tourist Facilities has a significant influence on Visit Decision mediated Visit Intention. Destination Image has a significant influence on Visit Decision mediated Visit Intention.

**Keyword:***Electronic Word Of Mouth, Tourist Facilities, Destination Image, Visit Intention , Visit Decision*