

PENGARUH FAKTOR HUBUNGAN SOSIAL ATAS MINAT WISATA GEN Y TERHADAP BANGKA BELITUNG DENGAN eWOM SEBAGAI MEDIATOR

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Abstrak: Industri pariwisata bertumbuh pesat seiring berjalannya waktu. Di sisi lain, hubungan sosial individu pun dapat berpengaruh terhadap perilaku dan keputusan individu tersebut, termasuk dalam aspek pariwisata. Dengan eWOM sebagai perantara, berbagai informasi tentang pariwisata dapat ditemukan di media sosial. Oleh sebab itu, penelitian ini bertujuan untuk mengetahui pengaruh faktor hubungan sosial atas minat wisata Gen Y terhadap Bangka Belitung dengan eWOM sebagai mediator. Data yang diperoleh dari 202 responden dianalisis menggunakan metode PLS. Hasil penelitian ini menunjukkan faktor hubungan sosial berpengaruh positif signifikan atas perilaku eWOM Gen Y. Hasil penelitian ini juga menunjukkan perilaku eWOM berpengaruh positif signifikan atas minat wisata terhadap Bangka Belitung. eWOM juga berperan sebagai mediator antara faktor hubungan sosial dengan minat wisata.

Kata Kunci :

Faktor hubungan sosial, Minat wisata, eWOM

Abstract: Tourism industry has been notably growing throughout the years. On the other hand, one's social relationships can affect his behavior and decisions, including in tourism subjects. With eWOM as the mediator, there are various tourism information on social media could be found. This research was carried out to see social relationship factors effects on Gen Y's travel intention towards Bangka Belitung with eWOM as mediator. Data collected from 202 respondents were analyzed using PLS method. The result shows that social relationship factors have positive and significant effects on Gen Y's eWOM behaviour. Furthermore, eWOM behaviour is shown to have a positive and significant effects on travel intention towards Bangka Belitung. eWOM is also shown to be a mediator between social relationship factors and travel intention.

Keyword:

Social relationship factors, Travel intention, eWOM

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