

ABSTRACT

This study aims to determine the influence of travel motivation, destination image, and e-WOM on tourists' decision to visit Kuta Beach. The population in this study is domestic tourists visiting Kuta Beach. Sampling was conducted using the accidental sampling technique (non-probability sampling) with a total of 100 respondents. Data collection was carried out using observation, questionnaires, and interviews. Data analysis was conducted using descriptive analysis, validity tests, reliability tests, classical assumption tests, and statistical analysis techniques, including multiple linear regression, partial and multiple correlation analysis, coefficient of determination analysis, t-tests, and f-tests. The analysis results were tested using SPSS 26 for Windows software. The results of this study indicate that some of the hypotheses were accepted. Travel motivation (X1) has a partial, positive, and significant effect on the decision to visit, with a calculated t-value of $2.647 > t\text{-table value of } 1.661$ ($p < 0.05$). Destination image (X2) also has a partial, positive, and significant effect, with a calculated t-value of $2.645 > t\text{-table value of } 1.661$ ($p < 0.05$). e-WOM (X3) has a partial positive, but not significant, effect, as indicated by a calculated t-value of $1.164 < t\text{-table value of } 1.661$ ($p > 0.05$). Simultaneously, travel motivation, destination image, and e-WOM significantly influence tourists' decision to visit, as evidenced by an F-calculated value of $34.671 > F\text{-table value of } 3.090$ with a significance level of 0.000 ($p < 0.05$). Through Determinant Coefficient Analysis, the variables of travel motivation (X1), destination image (X2), and e-WOM (X3) contribute 52.0% to the decision to visit Kuta Beach (Y).

Keywords: Travel Motivation, Destination Image, Electronic Word of Mouth, Visit Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi berwisata, citra destinasi, dan e-WOM terhadap keputusan berkunjung wisatawan ke Pantai Kuta. Populasi dalam penelitian ini adalah wisatawan domestik yang berkunjung ke Pantai Kuta. Pengambilan sampel menggunakan teknik *accidental sampling* (non-probability sampling) dengan jumlah 100 responden. Pengumpulan data dilakukan menggunakan observasi, kuesioner dan wawancara. Analisis data menggunakan Analisis Deskriptif, Uji Validitas dan Uji Reliabilitas, Uji Asumsi Klasik serta teknik analisis statistik yaitu Regresi Linier Berganda, Analisis Korelasi Parsial dan Korelasi Berganda, Analisis Koefisien Determinasi, Uji t-test dan Uji f-test. Hasil analisis diuji menggunakan perangkat lunak SPSS 26 for Windows. Hasil penelitian ini menunjukkan bahwa sebagian hipotesis diterima. Motivasi berwisata (X1) berpengaruh secara parsial, positif dan signifikan terhadap keputusan berkunjung dengan nilai t hitung $2,647 > t \text{ tabel } 1,661$ ($p < 0,05$). Citra destinasi (X2) juga berpengaruh secara parsial, positif dan signifikan dengan nilai t hitung $2,645 > t \text{ tabel } 1,661$ ($p < 0,05$). e-WOM (X3) berpengaruh secara parsial positif, namun tidak signifikan, ditunjukkan dengan nilai t hitung $1,164 < t \text{ tabel } 1,661$ ($p > 0,05$). Secara simultan, motivasi berwisata, citra destinasi, dan e-WOM berpengaruh signifikan terhadap keputusan berkunjung wisatawan, dibuktikan dengan nilai F hitung $34,671 > F \text{ tabel } 3,090$ dengan nilai signifikansi $0,000$ ($p < 0,05$). Melalui Analisis Koefisien Determinasi, variabel motivasi berwisata (X1), citra destinasi (X2), dan e-WOM (X3) memberikan kontribusi sebesar 52,0% terhadap keputusan berkunjung (Y) ke Pantai Kuta.

Kata Kunci: Motivasi Berwisata, Citra Destinasi, *Electronic Word of Mouth*, Keputusan Berkunjung