

ABSTRAK
**PENGARUH E-WOM DAN DESTINATION IMAGE TERHADAP MINAT
BERKUNJUNG WISATA LEDOK SAMBI KALIURANG DENGAN
KEPERCAYAAN SEBAGAI MEDIASI**

Monica Sheren Adinda Putri
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh E-WOM terhadap minat berkunjung wisata Ledok Sambu, 2) pengaruh *destination image* terhadap minat berkunjung wisata Ledok Sambu, 3) pengaruh E-WOM terhadap minat berkunjung dengan dimediasi kepercayaan wisata Ledok Sambu, 4) pengaruh *destination image* terhadap minat berkunjung dengan dimediasi kepercayaan wisata Ledok Sambu. Teknik pengambilan sampel non- probability sampling dengan metode purposive sampling, data diperoleh melalui kuesioner dalam bentuk google form yang disebarkan kepada 163 responden yang memenuhi. Teknik analisis data menggunakan Partial Least Square yaitu SmartPLS 4. Hasil penelitian ini menunjukkan bahwa 1) E-WOM berpengaruh terhadap minat berkunjung wisata Ledok Sambu, 2) *destination image* berpengaruh terhadap minat berkunjung wisata Ledok Sambu, 3) kepercayaan memediasi sebagian pengaruh E-WOM terhadap minat berkunjung wisata Ledok Sambu, 4) kepercayaan memediasi sebagian pengaruh *destination image* terhadap minat berkunjung wisata Ledok Sambu.

Kata Kunci : E-WOM, *Destination Image*, Kepercayaan, Minat Berkunjung, Ledok Sambu Kaliurang.

ABSTRACT

THE EFFECT OF E-WOM AND DESTINATION IMAGE ON VISIT INTEREST OF LEDOK SAMBI KALIURANG TOURISM WITH TRUST AS MEDIATED VARIABLE

Monica Sheren Adinda Putri

Management Study Program, Business and Economics Faculty

Sanata Dharma University

Yogyakarta
2026

This study aims to determine: 1) the effect of E-WOM on visit intention to Ledok Sambu tourism destination, 2) the effect of destination image on visit intention to Ledok Sambu tourism destination, 3) the effect of E-WOM on visit intention mediated by trust in Ledok Sambu tourism destination, and 4) the effect of destination image on visit intention mediated by trust in Ledok Sambu tourism destination. The sampling technique used was non-probability sampling with purposive sampling method. Data were collected through questionnaires distributed in the form of Google Forms to 163 respondents who met the research. The data analysis technique used Partial Least Square with SmartPLS 4. The results of this study indicate that: 1) E-WOM has an effect on visit intention to Ledok Sambu tourism destination, 2) destination image has an effect on visit intention to Ledok Sambu tourism destination, 3) trust partially mediates the effect of E-WOM on visit intention to Ledok Sambu tourism destination, and 4) trust partially mediates the effect of destination image on visit intention to Ledok Sambu tourism destination.

Keywords: E-WOM, Destination Image, Trust, Visit Intention, Ledok Sambu Kaliurang.