

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *word of mouth*, dan produk wisata terhadap citra destinasi dan keputusan berkunjung. Subjek dalam penelitian ini yaitu wisatawan yang pernah melakukan kunjungan wisata di wilayah Kulon Progo. Objek dalam penelitian ini yaitu objek wisata yang ada di Kulon Progo. Sampel yang digunakan dalam penelitian ini yaitu 174 sampel dengan metode purposive sampling. Penelitian ini menggunakan alat analisis SEM (Structural Equation Modeling) menggunakan software AMOS versi 22.

Hasil penelitian ini menunjukkan bahwa *word of mouth* berpengaruh positif dan signifikan terhadap citra destinasi, produk wisata berpengaruh positif dan signifikan terhadap citra destinasi, citra destinasi berpengaruh positif dan signifikan terhadap keputusan berkunjung, *word of mouth* berpengaruh positif dan signifikan terhadap keputusan berkunjung, produk wisata berpengaruh positif dan signifikan terhadap keputusan berkunjung, citra destinasi mampu memediasi hubungan antara *word of mouth* terhadap keputusan berkunjung, dan citra destinasi mampu memediasi hubungan produk wisata terhadap keputusan berkunjung.

Kata Kunci: *Word Of Mouth*, Produk Wisata, Citra Destinasi, dan Keputusan Berkunjung.

ABSTRACT

This study aims to analyze the effect of word of mouth and tourism products on destination images and decision visiting. The subjects in this study were tourists who had visited tourists in the Kulon Progo region. The object in this study is tourist object in Kulon Progo. The sample used in this study is 174 samples using the purposive sampling method. This study uses SEM (Structural Equation Modeling) analysis using AMOS software version 22.

The result of this study indicate that word of mouth has a positive and significant effect on destination image, tourism products have a positive and significant effect on destination image, destination image has a positive and significant effect on visiting decisions, word of mouth has a positive and significant effect on visiting decisions, tourism products have a positive and significant effect on visiting decisions, the image of a destination is able to mediate the relationship between word of mouth and visiting decisions, and the image of a destination is able to mediate the relationship between tourism products and visiting decisions.

Keywords : *Word Of Mouth, Tourism Products, Destination Image, and Visiting Decisions.*