

## ABSTRACT

*In the process of establishing Destination image, Transmart Carrefour utilizes WOM and eWOM in promoting its new breakthrough, namely 4 in 1. Information from personal bond referral sources is considered to have more influence on recipient decision making than information obtained from commercial tie reference sources.*

*Specifically, the aim of this study is to determine the effects and differences between traditional and electronic WOM, between personal and commercial WOM, and between positive and negative WOM on Carrefour's Destination image Transmart.*

*The research method used in this research is a quantitative method by collecting data through a questionnaire using a 7 point Likert scale of 400 respondents. Respondent criteria are measured using proportional sampling technique in which the sample is divided according to the percentage of the population of each island. The results of the data were analyzed using IBM SPSS Statistic 26. Descriptive statistics were used to analyze the demographic characteristics of the respondents. To assess the size of the components using the Keiser-Meyer Olkin (KMO) factor analysis and Cronbach alpha. And using multiple linear regression, comparison of confidence intervals using bookstrap, and one-way analysis of variance (ANOVA) in hypothesis testing.*

*The results of the analysis found in this study are that traditional WOM have a greater influence on the destination image as a whole, personal WOM have a greater effect than commercial eWOM on destination images, positive WOM have a greater influence on destination image compared to negative WOM. The negative traditional of WOM has a greater influence on the destination image than the negative of eWOM.*

*The results of this study are expected to help researchers and business actors, namely Transmart Carrefour. For further researchers, they should conduct research on the influence of WOM, both traditional and electronic, with other company research objects. For the ranks of Carrefour Transmart leadership to always improve the of WOM, both traditional and electronic, by implementing a good marketing strategy. And for Transmart Carrefour employees to improve communication regarding the obstacles and views on the impact of WOM which might improve the destination image according to visitors.*

**Keywords:** *Destination image, Electronic Word of Mouth, Traditional Word of Mouth, Word of Mouth*