LIST OF FIGURES

Figure 1. 1 Merapi Mountain 1
Figure 1. 2 Malioboro Street Sign 2
Figure 1. 3 Indonesian Community Vacation Plans 4
Figure 1. 4 Users Expect More In Terms Of Communication And Interaction 5
Figure 1. 5 Tiktok Keywords Search About Yogyakarta 6
Figure 1. 6 Relative Search Interest Of Keyword Yogyakarta 7
Figure 2. 1 The Conceptual Model Of Intention To Visit 15
Figure 2. 2 The Impact Of Travel Decision Factors On Travel Decision 18
Figure 2. 3 Framework Of Thinking 45
Figure 3. 1 Quantitative Research Components And Process 56
Figure 3. 2 Continuum Line Score 68
Figure 4. 1 Continuum Line Electronic Word Of Mouth(X1) 80
Figure 4. 2 Continuum Line Electronic Word Of Mouth(X) 82
Figure 4. 3 Continuum Line Electronic Word Of Mouth(X) 85
Figure 4. 4 Continuum Line Electronic Word Of Mouth(X) 88
Figure 4. 5 Continuum Line Visit Intention (Z) 91
Figure 4. 6 Continuum Line Tourist Intention 93
Figure 4. 7 Continuum Line Tourist Intention 96
Figure 4. 8 Continuum Line Visit Decisions 98
Figure 4. 9 Continuum Line Visit Decisions 101
Figure 4. 10 Structural Equation Modeling Variables 102
Figure 4. 11 Hypothesis Testing In Pls 107