LIST OF TABLES

Table 2. 1 Previous International Research 33
Table 2. 2 Previous National Research 48
Table 3. 1 Research Characteristics 60
Table 3. 2 Operational Variables 63
Table 3. 3 Likert Scale 67
Table 3. 4 Validity Test Results Of Electronic Word Of Mouth 74
Table 3. 5 Validity Test Results Of Tourist Intention Variable 75
Table 3. 6 Validity Test Results Of Visit Decisions Variable 76
Table 3. 7 Reliability Test Results 78
Table 3. 8 Score Interpretation Criteria 80
Table 4. 1 Respondents' Responses On Screening Questions 87
Table 4. 2 Respondents' Characteristics Based On Gender 88
Table 4. 3 Respondents' Characteristics Based On Age 88
Table 4. 4 Respondents' Characteristics Based On Education 89
Table 4. 5 The Result Of Quantitative Analysis Data Continuum 90
Table 4. 6 The Result Of Quantitative Analysis Data Continuum 92
Table 4. 7 The Result Of Quantitative Analysis Data Continuum 95
Table 4. 8 The Result Of Quantitative Analysis Data Continuum 97
Table 4. 9 The Result Of Quantitative Analysis Data Continuum 100
Table 4. 10 The Result Of Quantitative Analysis Data Continuum 103
Table 4. 11 The Result Of Quantitative Analysis Data Continuum 106
Table 4. 12 The Result Of Quantitative Analysis Data Continuum 109
Table 4. 13 The Result Of Quantitative Analysis Data Continuum 111
Table 4. 14 Convergent Validity Test 115
Table 4. 15 Discriminant Validity 117
Table 4. 16 Composite Reliability 117
Table 4. 17 Measurement Of The Structural Model (Inner Model) 118
Table 4. 18 The Saturated Model (Srmr) 118
Table 4. 19 The Summary Of The T-Value And P-Value 119