

THESIS

**THE EFFECT OF ELECTRONIC WORD OF MOUTH, DESTINATION
IMAGE, AND ONLINE REVIEWS ON DESTINATION CHOICE
DECISIONS WITH E-TRUST MEDIATION**

(Study on Generation Z for Tourism in *Baturraden*)



By:

Miskiyatul Mubarakah

C1H020021

MINISTRY OF EDUCATION, CULTURE, REASEARCH, AND TECHNOLOGY

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

INTERNATIONAL MANAGEMENT

PURWOKERTO

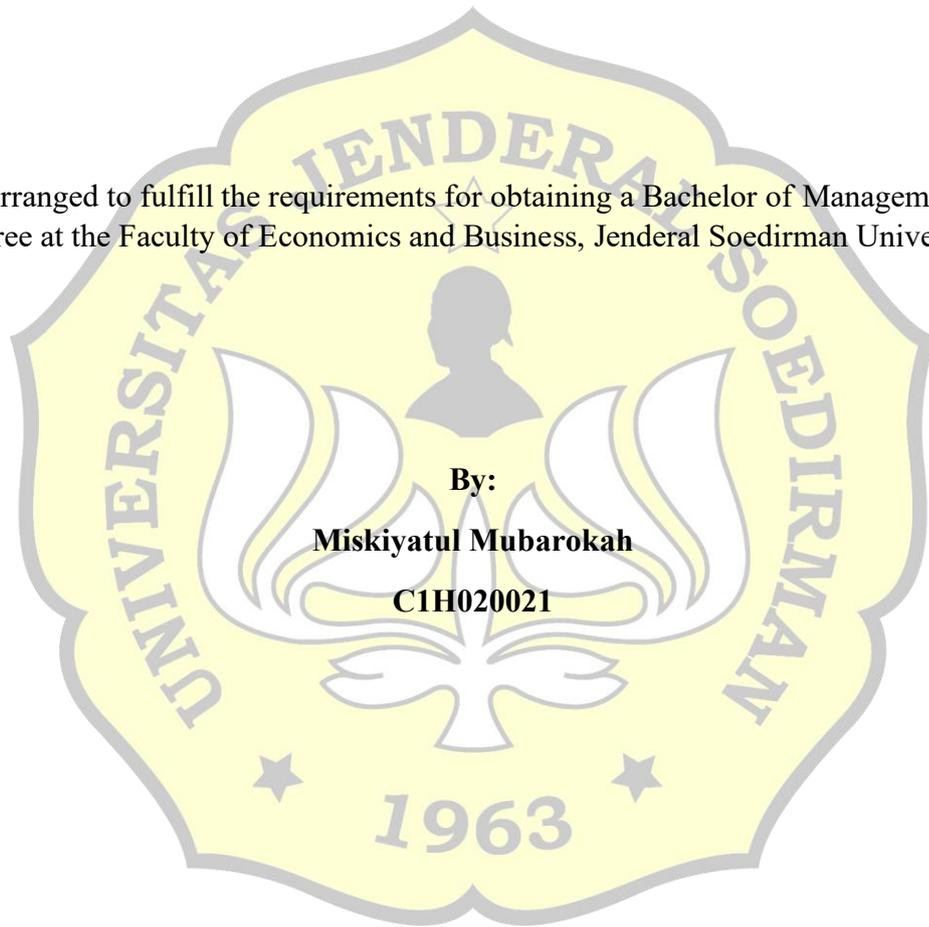
2023

THESIS

**THE EFFECT OF ELECTRONIC WORD OF MOUTH, DESTINATION
IMAGE, AND ONLINE REVIEWS ON DESTINATION CHOICE
DECISIONS WITH E-TRUST MEDIATION**

(Study on Generation Z for Tourism in *Baturraden*)

Arranged to fulfill the requirements for obtaining a Bachelor of Management degree at the Faculty of Economics and Business, Jenderal Soedirman University.



By:

Miskiyatul Mubarakah

C1H020021

MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

INTERNATIONAL MANAGEMENT

PURWOKERTO

2023