SUMMARY

This research is aimed to test an empirical study on "The Village" Purwokerto. The study took title: "The Effect of User Generated Content, Destination Image, dan Attractiveness on Traveler's Decision on "The Village" in Purwokerto, Banyumas.

The purpose of this research is to know and find empirical evidence of the influence of user generated content (UGC), destination image, and attractiveness on traveler's decision in "The Village" Purwokerto, Banyumas. The population in this study were people who has visited "The Village" more than one time.

Sample determination using the interval estimate method which has 97 samples. The analysis tool used is multiple regression analysis. Based on the results of the research and analysis of data shows that:(1) User generated content has a significant influence on traveler's decision. (2) Destination image has significant influence on traveler's decision. (3) Attractiveness has a significant influence on traveler's decision.

The implication of conclusion above is, The Village must add more modern facilities, interactive animals, and maximize foodcourt quality on The Village Purwokerto. "The Village" management can also add some sales promotion or events to encourage prospective visitors to come.

Keywords: User Generated Content, Destination Image, Attractiveness, Traveler's Decision

RINGKASAN

Penelitian ini bertujuan untuk menguji studi empiris pada "The Village" Purwokerto. Penelitian ini mengambil judul: "Pengaruh User Generated Content, Destination Image, dan Attractiveness terhadap Keputusan Traveler di "The Village" di Purwokerto, Banyumas.

Tujuan dari penelitian ini adalah untuk mengetahui dan menemukan bukti empiris pengaruh user generated content. (UGC), citra destinasi, dan daya tarik keputusan wisatawan di "The Village" Purwokerto, Banyumas. Populasi dalam penelitian ini adalah masyarakat yang pernah berkunjung ke "The Village" lebih dari satu kali.

Penentuan sampel menggunakan metode estimasi interval yang berjumlah 97 sampel. Alat analisis yang digunakan adalah analisis regresi berganda. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa: (1) User generated content berpengaruh signifikan terhadap keputusan wisatawan. (2) Citra destinasi berpengaruh signifikan terhadap keputusan wisatawan (3) Daya tarik berpengaruh signifikan terhadap keputusan wisatawan.

Implikasi kesimpulan di atas adalah, The Village harus menambah fasilitas yang lebih modern, hewan interaktif, dan peningkatan kualitas foodcourt di The Village Purwokerto. Pengelola "The Village" juga bisa menambahkan beberapa promosi penjualan atau event untuk mendorong calon pengunjung datang.

Kata Kunci: User Generated Content, Citra Destinasi, Daya Tarik, Keputusan Wisatawan