

Ekowisata Labuan Bajo

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Abstract

Tourism industry has become an important sector in many countries as a source of foreign exchange. Based on this conditions, the author will conduct research to find out the influence travel motivation, ewom, destination image to travel to tourist intention which mediated by attitude toward destination to travel at Labuan Bajo by using SEM PLS. There is the number of samples is 200 respondents distributed in DKI Jakarta that respondents who have never been to Labuan Bajo. The result shows that there is direct influence of destination image to tourist's attitude toward intention to travel. Also there is direct influence of ewom to tourists attitude toward intention to travel. Furthermore, there is direct influence of travel motivation to tourists attitude toward intention to travel. In addition, there is direct influence of tourists attitude toward intention to travel to purchase intention. The indirect influence of destination image, ewom and travel motivation to purchase intention through attitude tourists toward intention to travel is significant to purchase intention. In other words, the tourists' attitude toward intention to travel acts as a mediation/mediator variable.

Keywords: Destination Image, Ewom, Labuan Bajo, Purchase Intention, Travel Motivation, Labuan Bajo

1. Introduction

Tourism industry has become an important sector in many countries as a source of foreign exchange. This sector also helps in mitigation of balance of payment deficit and problem of unemployment and also contributes significantly toward income, saving, investment, and economic growth. (Enzenbacher, 2019; Thrassou, Vrontis, & Bresciani, 2014.). Also, social networks have brought about a major change in marketing concepts by integrating the different virtual communities, the exchange of information and the individualization of offers and experiences, customers become actors working freely in this new scene. This exchange of information available on different social media platforms influences consumer decision-making, which has made eWOM a topic of great interest in recent years (Suh, 2017, Pandey & Sahu 2020, Anubha & Shome, 2020). Socialization of Tourism Awareness in East Nusa Tenggara (NTT) seeks to arouse the motivation of the residents of Labuan Bajo. The Ministry of Tourism and Creative Economy (Kemenparekraf), Tourism and Creative Economy Agency (Baparekraf) has resumed a series of Tourism Awareness Socialization activities in various Tourism Priority Destinations in Indonesia, especially in Labuan Bajo. In addition, Tourism Awareness Socialization is part of a series of Tourism Awareness Campaigns that provide an understanding to tourism behaviors in each tourist destination about the important elements of building sustainable tourism with the application of Sapta Pesona,

Excellent Service and Clean, Health and Safety Environment (CHSE), a previous occasion, Minister of Tourism and Creative Economy Sandiaga Uno said, the implementation of SaptaPesona Plus CHSE in tourist destinations is very crucial and important to convince tourists, because it will change the face of tourism and the creative economy. "Currently, tourists will tend to choose destinations that prioritize a sense of security, comfort, cleanliness, health and along with environmental sustainability," he said.

Separately, the Executive Deputy for Resources and Institutions of the Ministry of Tourism and Creative Economy, Fransion Teguh previously also emphasized the importance of gaining tourist trust through strengthening the understanding of tourism actors regarding Excellent Service, CHSE, and Sapta Pesona in serving tourist visits. Frans says, In addition, Tourism Awareness Socialization is very important to prepare the community around the destination including villages or tourist villages in welcoming visitors, therefore that tourists get a memorable experience.

"This is the foundation of how a village or destination can survive not only during a pandemic but also sustainability in the future," he said. According the condition above, researchers will

conduct research on the topic: Analysis of the influence of travel motivation, eWom and destination image on purchase intention mediated by tourists attitude toward destination to travel.

Source: Labuan Bajo. Berita satu. Com

2. Literature Review

2.1 Travel Motivation

According to Pereira et al., (2019), there is positive influence between tourists' travel motivation and their attitude toward the destination, Factors that make consumers visit tourist areas (Pereira dan Jyoti, 2019): (1) Escape from your boring environment; (2) Take break from busy schedule; (3) Reduce psychological stress; (4) Escape from your ordinary life; (5) Rest and relaxation; (6) Enjoy good weather; (7) Visit a place that you have not visited before. Lin (2014) states a number of factors that motivate a tourist, such as finding something new, relaxation, exploration, and interpersonal relationships. Pratminingsih et al. (2014) added elements of shopping activities, strengthening family relationships when travelling, and the prestige that tourists might get as part of their motivation to travel. Whereas Liu an Kao (2018) view motivation more as a driving force for activities and continues to carry out certain activities, in this case the activity of visiting one place to another. Cohen et al. (2014) stated that a tourist motivation can influence a tourist trip to certain destination, such as expectations and attitudes, and then motivation can also affect after visit, such as tourist loyalty. Correia et al. (2013) further divide the elements of a tourist motivation to look for new things (experiencing new things, experiencing something that others have never, looking for new adventures), new knowledge (about music, culture, dance, culinary, etc.) and new facilities in tourist attractions (security, cleanliness, information, etc.).

H1: There is the influence of tourist' travel motivation terhadap attitude toward the destination. There is positive influence between tourists' travel motivation and their attitude toward the destination (Pereira, Gupta, and Hussain (2019).

2.2. Ewom

EWOM has a direct effect on information obtained by a person to revisit to tourist destinations (Prayogo & Kusumawardhani, 2016); Abubakar & Ilkan. (2016). Internet as media currently connects and eases an individual to communicate and get information easily. Before deciding to buy a product or service, a customer will previously search their information about the product or service, In Addition eWOM can increase tourist trust in tourist destinations when they see positive comments when booking tickets online (Ladhari & Michaud, 2015). Also it

quantifies an array of opinions about a site or experience to contribute to an overall assessment. The immediacy of information and the real time nature of eWOM lends itself to the provision of the most up-to-date information. According to Prayag (2009); Prayogo, Ketaren, and Hati (2017); Riduan et al. (2015); Tan (2017), and Timur (2018) state that the overall destination image has a positive and significant effect on the decision to visit again. The 24 hour nature of eWOM along channels that are always open means that information can be communicated about a tourism experience as it is occurring.

The benefits for consumers are obvious, particularly in terms of minimising the risks associated with tourism consumption. According to Harahap, Dwita (2020), there is the indicator of ewom such as: (1) I often read travel tour reviews online to find out of tourist destinations; (2) I often read travel tour reviews online to find out their impressions of tourist destinations; (3) I often consult using other people's travel reviews to help choose interesting sights; (4) To make sure I have the right travel destination, I often read other people's travel reviews online; (5) I often consult using other people's travel reviews to help choose interesting sights; (6) I often collect information from travelers' travel reviews online before traveling to certain tourist destinations; (7) I'm worried if I don't read traveler's trips from other people online. The role of electronic Word-of-Mouth (eWOM) in shaping the attitude of tourists towards choosing a destination (Jalilvand & Samiei, 2012).

H2: There is e-WOM influence to Attitude Toward Destination

The role of electronic Word-of-Mouth (eWOM) in shaping the attitude of tourists towards choosing a destination (Jalilvand & Samiei, 2012).

2.3 Destination Image

The image is a fundamental element in the promotion of tourism destinations, since what differentiates one destination from another is key to its success (Carballo et al., 2015). Prayag et al. (2017) shows that tourists' emotional experiences (measured through the three dimensions of joy, positive surprise and love) influence the perception of destination image, and that the evaluation of that image also influences their satisfaction. The affective component has generally received less attention in the literature, it is key to improving tourists' perception of the destination image. This is because it is defined as the feelings a person harbors toward a destination (Chen et al., 2016). Feelings-as-information theory explains how individuals make use of their emotions and impressions in ways that predispose

them toward a destination (Kock, Josiassen, & Assaf, 2016).

Tourists' opinions are highly subjective, since they can form their views of the same destination based on very different antecedents, which in turn depend on their individual thoughts and emotions. Creating a differentiated destination image has become essential to standing out in today's competitive global market, where competition between destinations is intense (Qu, Kim, & Im, 2011). There is a cognitive element to the image created in the minds of tourists that depends on the quality and quantity of available information. Stylos et al. (2016), said destination image: natural environment; good climate, beautiful landscape; attractive conditions: good quality infrastructure, hygiene and cleanliness, political stability, good destination reputation, unpolluted natural environment, implementation of policies aimed at sustainable development and environmental protection. Pereira, Gupta & Hussain (2022) said that (1) destination image consist of tourist destination:(2) is a beautiful; as an exciting tourist destination; (3) as an interesting tourist destination and (4) as an arousing touching destination.

H3: There is the destination image influence tourist attitude.

There is the destination image positively affects tourist attitude (Jalivand, M.R (2012).

2.4 Tourists attitude toward destination to travel

Different researchers defined "attitude" in various ways. Some definitions are meaningful for tourism: "an attitude is a trend, pro or con, to an environmental element, which becomes a positive or negative value. Attitude is a predisposition created by learning and experience, to respond in a consistent way toward something and this predisposition maybe favourable or unfavourable. In tourism, attitude is tourists' predisposition or feelings toward a vacation destination and tourism services of the destination, which is based on perception of tourism products and attributes of other destination (Thrassou, & Vrontis, 2015; Mountinho, 1987; Sanchez-Cañizares & Castillo-Canalejo, 2015). According to Pereira, Gupta & Hussain (2022), tourist attitude toward destination to travel: (1) the place is a very good to visit; (2) the destination is valuable place; (3) the place is very pleasant tourist destination; (4) you like the place as a tourist destination; (5) you have positive attitude toward destination; (6) the place is favourable destination to visit.

H4: There is the influence of attitude toward destination to intention to travel

Albarq said there is a significant association between attitudes toward destinations to intention to travel (2014)

2.5 Tourist Intention to Travel

The most fundamental decisions made by tourism customer such as where to travel, what to do, when to travel, how long to stay and how much to spend. (Nuraeni, Arru, Novani 2014). According to destination, marketers have a strong interest in how tourism customers make all of these decision, the most significant of these concerns where to travel, that is, the choice of destination. A tourist may decide initially that they wish to visit a particular destination and then, having made to make decision, they may then set about deciding what type of experience they wish to create for themselves during their visit.

An important role in choosing a destination is played by the mental image a tourist has about a particular area, which takes into account the interests, the beliefs, and the attitudes of that person, but is influenced by the common menta image of the destination. Langfelder & Groves (2005). According to Pereira, Gupta & Hussain (2022), tourist attitude toward destination to travel: (1) the place is a very good to visit; (2) the destination is valuable place; (3) the place is very pleasant tourist destination; (4) you like the place as a tourist destination; (5) you have positive attitude toward destination; (6) the place issfavorable destination to visit there are 4 indicator of tourist intention to travel such as: (1) I am going to visit Labuan Bajo; (2) I will be looking for information about Labuan Bajo (3) I feel interested in visiting Labuan Bajo; (4) I am willing to visit Labuan Bajo even though it is expensive.

2.5 Research Model

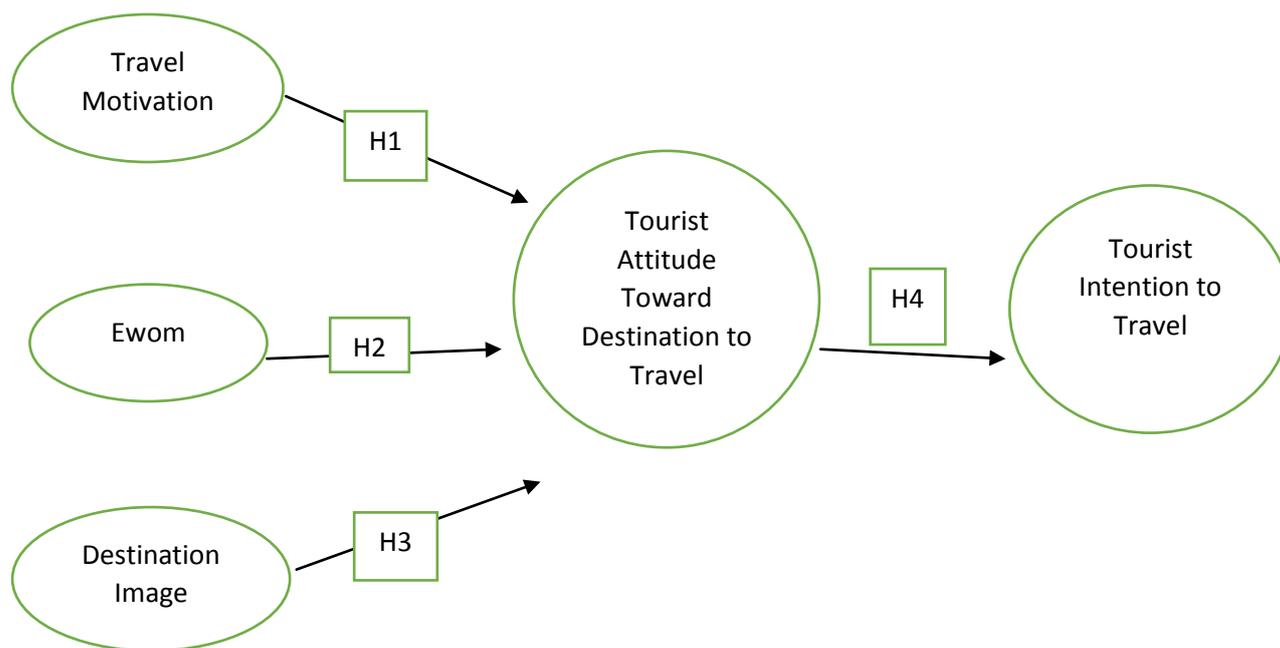


Figure 1

2.6 Hypothesis

1. There is an influence of travel motivation to tourist attitudes towards destination travel.
2. There is an influence of ewom to tourist attitude toward destination to travel.
3. There is an influence of destination image to the attitude toward destination to travel.
4. There is an influence of attitude toward destination to travel to tourist intention to travel.
5. There is an influence of travel motivation, ewom and destination image to tourist intention to travel which mediated by attitude toward destination to travel.

3. Research Method

3.1. Samples and Procedures

This research was conducted to find out the influence travel motivation, ewom, destination image to travel to tourist intention which mediated by attitude toward destination to travel to tourist, using SEM PLS. Samples based on the criteria of Hair et, al (2003)with scale (5-10) x number of indicators. Because there are 25 indicators of this study, the number of samples is 200 respondents (25x8). The questionnaires was distributed using by Google Form application with purposive sampling in DKI Jakarta. The author will distribute 200 questionnaires to respondents who have never been to Labuan Bajo.

4. Research Results

4.1 Responden Profile

Table 1: Respondent Profiles

	f	%
Gender:		
Male	108	54%
Female	92	46%
Age:		
17-25 years	81	41%
26-35 years	70	35%
> 35 years	49	25%
Work:		
Students/undergraduate students	77	39%
Employees / civil servants	81	41%
Entrepreneurs	42	21%

Based on the table above, it can be said, most respondents are: males by 108 respondents (52%). Furthermore, in terms of age, most respondents with range of 17-25 years, 81 respondents (41%), and work as employees / civil servants 81 respondents (41%).

4.2 MEASUREMENT MODEL

4.2.1 Validity testing

4.2.1.1 Convergent Validity

a. Table 2. Outer Loadings

	Destination Image	Ewom	Purchase Intention	Tourists Attitude Toward Intention to Travel	Travel Motivation
ATT1				0,796	
ATT2				0,786	
ATT3				0,853	
ATT4				0,836	
ATT5				0,852	
ATT6				0,831	
DI1	0,925				
DI2	0,922				
DI3	0,945				
DI4	0,876				
EW1		0,818			
EW2		0,824			
EW3		0,839			
EW4		0,866			
EW5		0,822			
EW6		0,815			
PI1			0,869		
PI2			0,775		
PI3			0,848		
TM1					0,622
TM2					0,848
TM3					0,867
TM4					0,858
TM5					0,602

The outer loadings table above shows that all loading factors are valued above 0.5 and significant at 0.000. Thus, constructs can be said to have good convergent validity. Whether or not the convergent validity of a construct can also be seen from the Average Variance Extracted (AVE) value. The table below shows that all research constructs have good convergent validity because the AVE value > 0.5.

b. Table 3: Average Variance Extracted (AVE)

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image	0,937	0,938	0,955	0,842
Ewom	0,911	0,922	0,930	0,690
Purchase Intention	0,779	0,800	0,871	0,692
Tourists Attitude Toward Intention to Travel	0,907	0,911	0,928	0,683
Travel Motivation	0,817	0,833	0,876	0,591

4.2.1.2 Discriminant Validity

a. Table::4

CrossLoadings

	Destination Image	Ewom	Purchase Intention	Tourists Attitude Toward Intention to Travel	Travel Motivation
ATT1	0,604	0,229	0,522	0,796	0,454
ATT2	0,445	0,232	0,377	0,786	0,287
ATT3	0,437	0,264	0,448	0,853	0,444
ATT4	0,384	0,282	0,497	0,836	0,322
ATT5	0,447	0,367	0,525	0,852	0,416
ATT6	0,402	0,265	0,529	0,831	0,329
DI1	0,925	0,204	0,458	0,511	0,407
DI2	0,922	0,258	0,449	0,495	0,365
DI3	0,945	0,223	0,399	0,527	0,360
DI4	0,876	0,163	0,336	0,500	0,280

EW1	0,308	0,818	0,505	0,326	0,379
EW2	0,188	0,824	0,384	0,262	0,270
EW3	0,188	0,839	0,369	0,327	0,320
EW4	0,156	0,866	0,426	0,238	0,231
EW5	0,133	0,822	0,348	0,206	0,266
EW6	0,131	0,815	0,416	0,248	0,252
PI1	0,458	0,402	0,869	0,548	0,410
PI2	0,294	0,458	0,775	0,387	0,248
PI3	0,347	0,396	0,848	0,516	0,375
TM1	0,437	0,084	0,233	0,312	0,622
TM2	0,304	0,233	0,388	0,359	0,848
TM3	0,261	0,315	0,392	0,396	0,867
TM4	0,279	0,287	0,316	0,379	0,858
TM5	0,214	0,434	0,279	0,312	0,602

The cross loading table above shows that constructs have good discriminant validity because the correlation value of indicators to constructs is higher compared to the correlation value of indicators to other constructs. The table below also shows that constructs have good discriminant validity because the AVE root value is higher compared to the correlation values between other constructs.

b. Table 5: Fornell-Larcker Criterion

	Destination Image	Ewom	Purchase Intention	Tourists Attitude Toward Intention to Travel	Travel Motivation
Destination Image	0,917				
Ewom	0,231	0,831			
Purchase Intention	0,448	0,496	0,832		
Tourists Attitude Toward Intention to Travel	0,554	0,332	0,590	0,826	
Travel Motivation	0,385	0,353	0,424	0,461	0,769

4.2.1.3 Pengujian reliabilitas

Composite Reliability

Table 6: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image	0,937	0,938	0,955	0,842
Ewom	0,911	0,922	0,930	0,690
Purchase Intention	0,779	0,800	0,871	0,692
Tourists Attitude Toward Intention to Travel	0,907	0,911	0,928	0,683
Travel Motivation	0,817	0,833	0,876	0,591

The table above shows that Cronbach's Alpha and Composite Reliability values > 0.7 , which means that the constructs of destination image, ewom, purchase intention, tourists attitude toward intention to travel and travel motivation and have good reliability.

Conclusion: the results of the convergent validity, discriminant validity, and composite reliability tests show that all indicators and constructs in this study are valid and reliable.

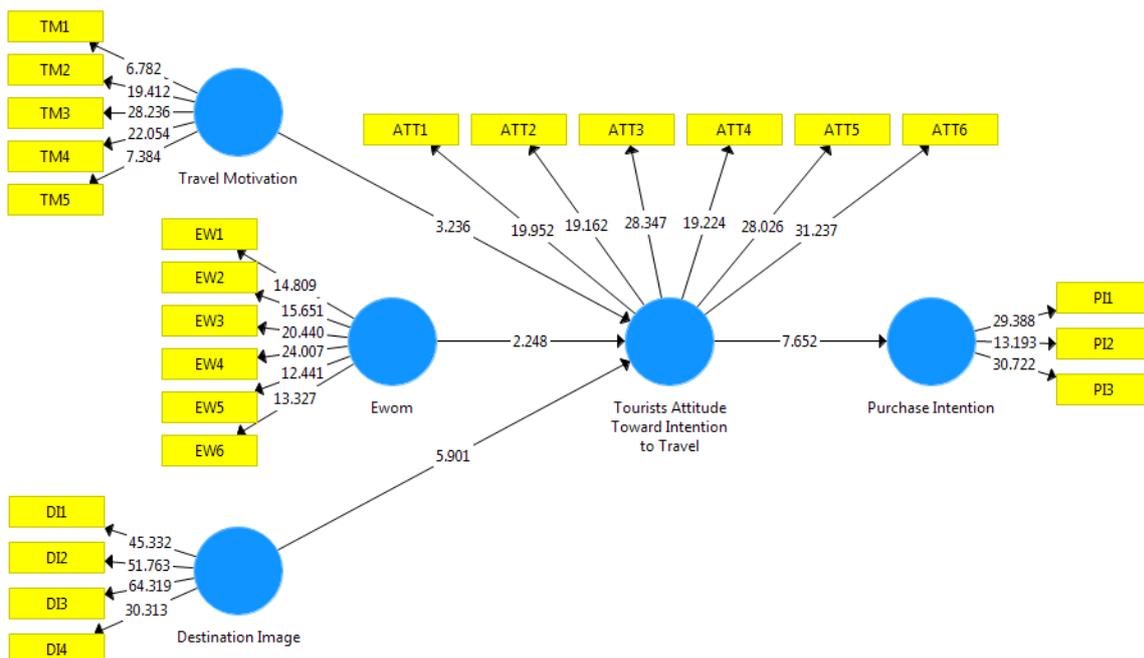


Figure 2

4.2.1.4 STRUCTURAL MODEL

2.1.1 Coefficient of determination (R²)

Table 7: R Square

	R Square	R Square Adjusted
Purchase Intention	0,348	0,344
Tourists Attitude Toward Intention to Travel	0,398	0,389

The R-Square Purchase Decision value of 0.348 means the variability of the purchase intention construct which can be explained by the tourists attitude toward intention to travel construct of 34.8%, while the value of the R-Square Value of the tourists attitude toward intention to travel of 0.398 means the variability of the tourist attitude toward intention to travel construct which can be explained by the destination image, ewom and travel motivation construct of 39.8%.

Hair et al.,(2017,) R-Square criteria consist of three classifications, namely: R² values 0.67, 0.33 and 0.19 as substantial, moderate and weak.

According to Hair et.al., (2017), effect size values: 0.02-0.15 (weak), 0.15-0.35 (medium) and > 0.35 (strong)

Thus, the value of R-Square is classified as moderate.

2.1.2 Cross-validated redundancy (Q²)

Blindfolding

Construct Cross validated Redundancy

Table 8: Total

	SSO	SSE	Q ² (=1- SSE/SSO)
Destination Image	800,000	800,000	
Ewom	1.200,000	1.200,000	
Purchase Intention	600,000	471,297	0,215
Tourists Attitude Toward Intention to Travel	1.200,000	909,974	0,242

Travel Motivation	1.000,000	1.000,000	
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The Construct Cross validated Redundancy table above shows the Q2 values of the purchase intention and tourists attitude toward intention to travel constructs of 0.215 and 0.242 respectively which are greater than > 0 . This suggests that the model has predictive relevance.

2.1.3 Multicollinierity

Collinearity Statistics (VIF)

Table 10: Inner VIF

Values

	Destination Image	Ewom	Purchase Intention	Tourists Attitude Toward Intention to Travel	Travel Motivation
Destination Image				1,188	
Ewom				1,157	
Purchase Intention					
Tourists Attitude Toward Intention to Travel			1,000		
Travel Motivation				1,285	

The Collinearity Statistics (VIF) table above shows that all indicators have a VIF value smaller than 5. This means that the SEM-PLS model is free from the problem of multicollinearity "5" as the maximum level of VIF (Ringle et al., 2015)

2.1.4 HYPOTHESIS TESTING

a. Direct Effect

Path Coefficients

Table 11: Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation(STDEV)	T Statistics ((O/STDEV)	P Values
Destination Image -> Tourists Attitude Toward Intention to Travel	0,426	0,419	0,072	5,901	0,000
Ewom -> Tourists Attitude Toward Intention to Travel	0,147	0,147	0,065	2,248	0,025
Travel Motivation -> Tourists	0,245	0,247	0,076	3,236	0,001

Attitude Toward Intention to Travel					
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The table above shows that:

- The direct influence of destination image on tourists attitude toward intention to travel is significant and positive ($\beta = 0.426, p < 0.05$)
- The direct influence of ewom on tourists attitude toward intention to travel is significant and positive ($\beta = 0.147, p < 0.05$)
- The direct influence of travel motivation on tourists attitude toward intention to travel is significant and positive ($\beta = 0.245, p < 0.05$)
- The direct influence of tourists attitude toward intention to travel on purchase intention is significant and negative ($\beta = 0.591, p > 0.05$)

b. Indirect Effect

Specific Indirect Effects

Table 12: Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Motivation -> Purchase Intention -> Purchase Decision	-0,044	-0,052	0,025	1,756	0,079
Destination Awareness -> Purchase Intention -> Purchase Decision	-0,048	-0,056	0,028	1,714	0,086
EWOM -> Purchase Intention -> Purchase Decision	-0,037	-0,045	0,022	1,689	0,091

Specific Indirect Effects

Table 13: Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Image -> Tourists Attitude Toward Intention to Travel -> Purchase Intention	0,251	0,247	0,063	3,982	0,000
Ewom -> Tourists Attitude Toward Intention to Travel	0,086	0,088	0,043	1,996	0,046

-> Purchase Intention					
Travel Motivation -> Tourists Attitude Toward Intention to Travel -> Purchase Intention	0,144	0,144	0,050	2,908	0,004

The table above shows that the indirect influence of destination image ($\beta = 0.251$, $p > 0.05$), ewom ($\beta = 0.086$, $p > 0.05$), travel motivation ($\beta = 0.144$, $p > 0.05$) on purchase intention through attitude tourists toward intention to travel is significant. to purchase intention. In other words, the tourists' attitude toward intention to travel acts as a mediation/mediator variable..

2.1.5 Effect size (f2).

Table 14: f Square

	Destination Image	Ewom	Purchase Intention	Tourists Attitude Toward Intention to Travel	Travel Motivation
Destination Image				0,254	
Ewom				0,031	
Purchase Intention					
Tourists Attitude Toward Intention to Travel			0,533		
Travel Motivation				0,077	

The table above shows that the magnitude of the effect of destination image, ewom and travel motivation constructs on tourists attitude toward intention to travel, and the magnitude of the effect of tourists attitude toward intention to travel on purchase intention. Looking at the size of the number, the influence of destination image, ewom and travel motivation on tourists attitude toward intention to travel is moderate. Looking at the size of the number, the influence of destination image, ewom and travel motivation on tourists attitude toward intention to travel is moderate. Likewise, travel motivation towards tourists attitude toward intention to travel towards purchase intention is moderate.

Hair et al., (2017, kriteria R Square terdiridaritigaklasifikasi ,yaitunilai R2 0.67, 033 dan 0.19 sebagaisubtansial , sedang (moderate) dan lemah (weak).

Menurut Hair et al., (2017), nilai effect size : 0.02 - 0.15 (lemah), 0.15 -0.35 (sedang) dan >0.35 (kuat).

4.1.2.5 Result

The direct influence of destination image to tourists attitude toward intention to travel is significant, Also the direct influence of ewom to tourists attitude toward intention to travel is significant. Furthermore, there is direct influence of tourists motivation to attitude toward intention to travel is significant. Then there is direct influence of tourists attitude toward intention to travel to purchase intention is significant. The indirect influence of destination image, ewom and travel motivation to purchase intention through attitude tourists toward intention to travel is significant to purchase intention. In other words, the tourists' attitude toward intention to travel acts as a mediation/mediator variable.

4.1.2.6 Discussion

The direct influence of destination image to tourist attitude toward intention to travel, because Labuan Bajo is different from other tourist destinations such as increasing emotional tourists by making them happy, getting surprises and loving with dances from local tribes. In addition, there is direct influence of ewom to tourists attitude toward intention to travel, this is due to the large amount of information about Labuan Bajo that tourists can survey such as the beautiful scenery, safe conditions and good accommodation. Therefore that they have a motivation to tourists attitude toward intention to travel, since most tourists travel to relieve boredom from work, relaxation and perhaps for prestige, this makes them have the attitude to visit Labuan Bajo. Also there is direct influence of tourists attitude toward intention to travel to purchase intention, because with promotions from the government about Labuan Bajo such as beautiful landscapes and good infrastructure that are posted on social media, therefore the image of tourists will affect their attitude to visit Labuan Bajo. The indirect influence of destination image, ewom and travel motivation to purchase intention through attitude tourists toward intention to travel is significant to purchase intention. In other words, the tourists' attitude toward intention to travel acts as a mediation/mediator variable. Because attitude is an important thing that can make tourists willing to visit Labuan Bajo, the government should focus on tourist attitudes by making them happy and satisfaction by provides diving, jetskiing, bungi jumping and so on.

4.1.2.7 Conclusion

There is travel motivation, ewom and destination image influence tourist attitude toward destination to travel and tourist attitude toward destination to travel influence tourist intention to travel. In Additionthe tourists' attitude toward intention to travel acts as a mediation/mediator variable.

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