

ABSTRACT

Ahmad Istiqlal Ahlunnazak (2014/14059177) : *The Influence of Electronic Word-Of-Mouth, Service Quality, Destination Image and Satisfaction Toward Revisit Intention On Bukittinggi City West Sumatera*

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The purpose of this research are to analyze : (1) the effect of E-WOM on Destination Image of Bukittinggi City (2) the effect of E-WOM on Satisfaction of Bukittinggi City (3) the effect of Service Quality on Destination Image of Bukittinggi City (4) the effect of Service Quality on Satisfaction of Bukittinggi City (5) the effect of Destination Image on Revisit Intention of Bukittinggi City (6) the effect of Satisfaction on Revisit Intention of Bukittinggi city. The type of this research is causative research. The population of this research is the padang society who has visited Bukittinggi City. Total sample of this research was 208 people by using questionnaire.

The result of this research shows that (1) the effect of E-WOM has significant positive effect on Destination Image of Bukittinggi City (2) the effect of E-WOM has significant positive effect on Satisfaction of Bukittinggi City (3) the effect of Service Quality has significant positive effect on Destination Image of Bukittinggi City (4) the effect of Service Quality has significant positive effect on Satisfaction of Bukittinggi City (5) the effect of Destination Image has significant positive effect on Revisit Intention of Bukittinggi City (6) the effect of Satisfaction has significant positive effect on Revisit Intention of Bukittinggi city.

Keyword: *Electronic Word-Of-Mouth, Service Quality, Destination Image, Satisfaction, Revisit Intention*