

**THE INFLUENCE OF DESTINATION IMAGE  
ON VISIT INTENTION TO KARIMUNJAWA  
NATIONAL PARK, JEPARA WITH  
ELECTRONIC WORD-OF-MOUTH AS  
MEDIATING VARIABLE AND DESTINATION  
FAMILIARITY AS MODERATING VARIABLE**



**BACHELOR-THESIS**

Proposed as one of the requirements to complete a bachelor degree (S1) program  
at Diponegoro University, Faculty of Economics and Business

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