

ABSTRACT

Karimunjawa is an island in the Java Sea located in Jepara Regency, Central Java. It has been established by the government as one of the national tourism spots according to Indonesian Government Regulation number 50 year 2011 article 35. Although Karimunjawa is now developed into a Marine Park which is well-known among local and foreign tourists, however, The Statistics Agency of Karimunjawa National Park and Department of Tourism and Culture of Jepara had recorded the ups and downs in the number of visitors in 2010-2019. Therefore, this study aims to analyze the influence of destination image on visit intention, with electronic word-of-mouth as a mediating variable and destination familiarity as a moderating variable.

By using purposive sampling collection method, the number of sample in this study was 313 respondents that suitable with the following criteria: more than 16 years old, domiciled on the Java island (East Java, Central Java, West Java, Banten, DI Yogyakarta, DKI Jakarta), knowing and familiar with Karimunjawa. This research data was processed using AMOS 24.0 analysis tools and the research method in this study used Structural Equation Modeling (SEM) by second-order measurement on destination image variable and Multigroup Moderation Analysis that consist of low, moderate and high familiarity groups.

The result of this study indicated that the destination image of Karimunjawa has a positive and significant effect on visit intention, eWOM (electronic word-of-mouth) has a positive and significant effect on visit intention, and destination image of Karimunjawa has a positive and significant effect on eWOM (electronic word-of-mouth). However, there is no significant mediating effect of eWOM in the relationship between destination image and visit intention. The multigroup moderation analysis showed that only on the relationship of destination image and visit intention that can be moderated by destination familiarity.

Keywords: *destination image, electronic word-of-mouth, visit intention, destination familiarity, mediated moderation*