

**THE EFFECT OF PUSH-PULL MOTIVATIONAL FACTORS,
PERCEIVED PHYSICAL RISK AND E-WOM ON VISIT INTENTION
WITH ROLE OF VISITORS' ATTITUDE AS MEDIATING.
A CASE STUDY OF DARK TOURISM IN MONUMENT PANCASILA SAKTI**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The research is analyzing the relationship between push-pull motivational factors, perceived physical risk and electronic word-of-mouth toward visit intention to Monument Pancasila Sakti, Jakarta with attitude as the mediating. There are a lot of studies about the relationships separately, but the combined effect of these variables is still scarce. The hypotheses are tested using F-test and T-test with SPSS as the statistical tools (n=230), then classical assumption test that consists of normality, heteroscedasticity, linearity and multicollinearity are also conducted. The findings indicate that push-pull motivation positively affected attitude toward visiting a destination. Then, the attitude also has a significant relationship with visit intention to Monument Pancasila Sakti. In addition, the direct effect of push-pull motivation and perceived physical risk toward visit intention are tested and all variables have significant effect, except for pull motivation. Therefore, in case of Monument Pancasila Sakti, pull motivation needs to be mediated by attitude so the intention to visit will be formed

Keywords: Push Motivation, Pull Motivation, Perceived Physical Risk, Electronic word-of-mouth (e-WOM), Attitude toward Visiting a Destination, Visit Intention.



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DEDICATION

I dedicate this work myself and also to my family for always supporting me



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