

## ABSTRAK

*Heuristics* seringkali dibahas dalam berbagai bidang yang menyangkut pengambilan keputusan. Dalam konteks psikologi, *heuristics* merupakan rasionalisasi singkat subjektif untuk membuat penilaian dan keputusan secara cepat. Penelitian ini membahas mengenai pengaruh *heuristics* dalam pendekatan *storytelling* pada *travel blog* dalam pembentukan *behavioral intention* pembaca melalui *empathy*. *Heuristics* sendiri dicerminkan dalam variabel *perceived esthetics*, *availability heuristics* yang dicerminkan dalam variabel *narrative structure*, dan *anchoring-and-adjustment heuristics* yang dicerminkan dalam variabel *self reference*. Peneliti menggunakan model yang melihat apakah *perceived esthetic*, *narrative structure*, dan *self-reference* ini akan memberikan pengaruh terhadap *empathy* dan menghasilkan pembentukan *behavioral intention* yang mengarah pada *word of mouth* atau *visit intention*. Kebaharuan dari penelitian ini dibandingkan penelitian sebelumnya ialah ruang lingkup yang berada di Indonesia dan memilih dua *travel blog* yang akan dianalisa pengaruhnya. Teknik pengumpulan data menggunakan *non-probability* dan *purposive sampling* pada 259 responden di wilayah Indonesia pada periode Juni dan Juli 2019 melalui kuesioner *online* yang disebarakan melalui media sosial. Pengolahan data dilakukan menggunakan SPSS 21 dan AMOS 22. Dari hasil yang didapat, *narrative structure* dan *self-reference* memiliki hubungan paling kuat terhadap *empathy* dan kemudian memberikan pengaruh positif paling besar pada *visit intention* dibandingkan dengan *WOM intention* dari kedua *travel blog*.

**Keyword:** *Heuristics, Perceived Esthetics, Narrative Structure, Empathy, Self Reference, Empathy, Behavioral Intention, Word of Mouth Intention, Visit Intention, Travel Blog*

## ABSTRACT

*Heuristics is often discussed in management research studies concerning decision making. In the context of psychology, heuristics is defined as mental shortcut that is done subjectively to make judgments and make decisions quickly. This study will discuss the influence of heuristics in storytelling approach in the context of travel blogs in the formation of readers' behavioral intentions through empathy. Heuristics itself consists of representative heuristics which are reflected in variable of perceived esthetics, availability heuristics which are reflected in the narrative structure, and anchoring-and-adjustment heuristics which are reflected in the self reference. The researcher uses a model that will see whether perceived esthetic, narrative structure, and self-reference will relate to empathy and produce behavioral intention that leads to word of mouth and visit intention. The renewal of this study compared to previous research is the scope of being in Indonesia and discover the influence of storytelling approach in the two travel blogs. Data collection techniques use non-probability and purposive sampling on 259 respondents in the Indonesian region during the period June to July 2019 using an online questionnaire distributed through social media. Data processing was performed using SPSS 21 and AMOS 22. The results obtained from this study stated that narrative structure and self-reference have stronger influence toward empathy and also positively related to the formation of behavioral intention, especially visit intention from both of travel blog.*

*Keyword: Heuristics, Perceived Esthetics, Narrative Structure, Empathy, Self Reference, Empathy, Behavioral Intention, Word of Mouth Intention, Visit Intention, Travel Blog*