

The Influence of E-Wom and Image Destination on Revisit Decision Moderated by Trust: A Literature Review

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Abstract

This research is motivated by the rapid growth of tourism in Indonesia Country. This causes many opportunities for tourists to move from one tourist attraction to another. So it is difficult to maintain and increase the number of tourists visiting a region. This study aim to gather and analyze published articles regarding the influence of E-Wom, destination images and Trust on revisit decision. The research design is a literature review. Articles published in the last ten years appearing in six different academically recognized journals of tourism have been reviewed in the present study. Based on the results of the review literature that a positive E-Wom statement is a way to build trust in the destination image. When tourists find a match for what they think, or get a good overall impression of a tourist destination, trust arises. Travelers who believe in a good destination will be used as a reference for a return visit. So, it can be concluded that Electronic Word of Mouth, Destination image and trust has a positive and significant on revisit decision.

Keywords: E-Wom, destination image, destination trust, revisit desicion

Introduction

Along with the development of tourist attractions, more and more alternatives for tourists to make tourist visits, so that causes many opportunities for tourists to move from one tourist attraction to another tourist attraction. This is a challenge for the government to maintain and increase the number of tourists who revisit to the area.

Tourists who are satisfied with the destination they have visited, they will commit to visit again. Commitment to revisit is analogous as repeat purchase is the attitude of loyal tourists to an object. According to Kotler, Bowen, and Makens (2017) consumers who are satisfied with the product or service that has been purchased and will get consumers so that the customer is committed to being willing to repurchased. Consumers who are not satisfied will respond in different ways among the most rapidly is transmit the information by word of mouth about what they experienced. Mat Som et al. (2012) states that tourists will revisit because the attribute destinations include 1) the image of destinations such as friendly local residents, diversity of local foods, 2) modern environments, and 3) weather and natural attractions. Furthermore, Abubakar and Ilkan (2016) stated that online WOM and trust in tourist destinations affect the desire of tourists to revisited.

At this time, many tourists make visits to capture moments through photos or videos. The photo or video will then be shared on social media that allows people to interact with each other virtually. The internet makes it easier for people to access tourist destinations. Through the internet tourists will talk to each other, exchange information, and comment on each other. The communication process conducted through the internet is called electronic word of mouth (E-Wom). This is in accordance with the statement Hennig-Thurau et al. (2004) E-Wom communication as any positive or negatif statement made by potensial, actuals or former customers about product or company, which is made available to a multitude of people and isntitution via the internet. Litvin et al. (2008)can be defined as all informal communications directed at consumers through Internet-based technology related to the usage or char- characteristics of particular goods and services, or their sellers. Futhermore,

Kietzmann and Canhoto (2013) E-Wom defined as any statement based positive, neutral, or negative experiences made by potential, actual, or former about product, service, brand, or company, which is made available to a multitude of people and institutions via the internet (through web site, social networks, instant messages, news feeds...)

Besides E-Wom, destination image is a factor that influences the revisit decision. A strong image can increase consumer confidence in products and services and enable consumers to visualize these beliefs. The image will be formed in a certain period of time, because the image is the accumulation of perception of the object, what is thought, known, experienced that enters into one's memory based on input and other sources, and the good image that encourages someone to revisit. Baloglu and McCleary (1999) defined a destination image as the expression of all knowledge, impressions, prejudices, and emotional thoughts an individual or group has a particular object or place. According to Echtner and Ritchie (1991) destination image is frequently described as simply "impressions of a place" or "perceptions of an area". Furthermore, destination image as the perceptions of individual destination attributes and the holistic impression made by the destination (Tasci, Gartner, & Tamer Cavusgil, 2007).

Another factor that influences the decision to revisit is the trust of the destination. Through diverse experiences, tourists trust about destinations that have visited. Peter and Osmon (2013) stated that trust that stands out against an object will have associations with the product. This belief includes touch, smell and visual imagination, and can also be a repressive emotion of a person about the product being used. According to Mowen and Minor (2001) trust is all knowledge possessed by consumers about objects, attributes and benefits. Where objects are products, people or companies. Attributes are characteristics or features that objects may or may not possess, while benefits are positive results provided by attributes to consumers.

So, the number of reviews, comments, or even hashtags in social media provides benefits for tourists in finding attractive tourist destinations. A positive E-Wom statement is a way to build trust in a brand. E-Wom conducted by tourists indicates that the information is worthy of trust. Likewise with the image of the destination, when tourists find a match for what they think, or get a good overall impression of a tourist destination, so there arises trust. Tourists who believe in a good destination will be used as a referral for a return visit.

This study aims to gather and analyze published articles regarding the influence of E-Wom, destination images and Trust on revisit decision. The research model is as follows (Figure 1):

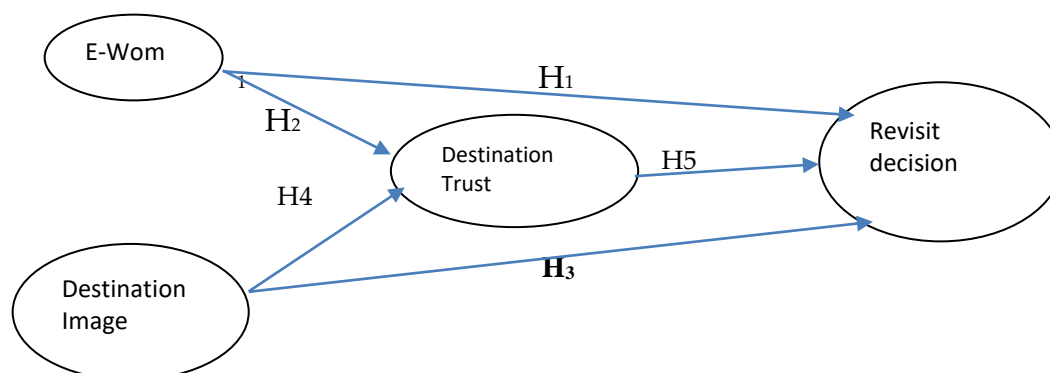


Figure 1 Conceptual Framework

The method used in this literature study adopts Systematic Literature Review (SLR) proposed by Biolchini, et al., (2005). SLR is defined as a way of identifying, evaluating and interpreting all available research that is relevant to the question or domain of research topics or phenomena of interest to researchers. Biolchini et al. (2005) divided the guidelines for

implementing SLR into 3 phases, namely: (1) planning; (2) execution; and (3) analysis of results.

In this literature review the data sources that will be used are papers available on the website page: (1) Emerald Insight; (2) Wiley Inter Science; and (3) Science Direct. The strategy in conducting a search is built through the determination of keywords and synonyms from the focus of the study. Keywords and synonyms are connected to the logical OR and OR conector.

The paper selection procedure was carried out with the speed reading technique of all primary study candidates. Fast reading is reading the abstraction section of the available paper. Furthermore, based on the inclusion and exclusion criteria made, it can be determined whether the paper can be used as a primary study. Based on the planned review, the next step is to execute the plan. Execute search strings on web pages that are used as sources.

Based on the search results on the website page which made the data source produced as many as 1763 articles which were primary study candidates, then made one, then screened whether the title in the article was the same or not. After screening, 50 articles were the same as the title. Of the 50 articles then screened based on eligibility according to the inclusion and exclusion criteria obtained 30 articles for further review.

Classification Of The Literature

1. The influence of E-Wom on revisit decision

E-Wom is the easiest way for tourists to find information about the destination of their tourist destinations. The decision of tourists to revisit to a tourist destination refers to what tourists feel at certain times so that it can build the perception of tourists to visit again. Research on E-Wom and the decision to revisit prove that communication between C2C online has a positive and significant impact on the desire to shop again and make them loyal (Gruen, Osmonbekov, and Czaplewski, 2006; Matute, Polo-Redondo, and Utrillas, 2016). Furthermore Arici and Güçer (2018) prove that E-Wom has a positive effect on revisiting medical tourism in Turkey.

2. The influence of E-Wom on destination trust

A positive E-Wom reference is one of the efforts to build trust in the brand. This statement can also explain that E-Wom carried out by tourists can indicate that the information is worthy of trust. Studies show that the quantity of E-Wom information and timeliness of E-Wom information have a positive effect on trust and the desire to shop online (Xiaorong, Bin, Qinghong, Liuli, & Yu, 2011). Furthermore, E-Wom can increase tourist trust in tourist destinations when they see positive comments when booking tickets online (Ladhari & Michaud, 2015). Furthermore, E-Wom has a direct effect on information obtained by a person to revisit to tourist destinations (Prayogo and Kusumawardhani, 2016; Abubakar and Ilkan, 2016). Other research states that E-Wom also affects the trust of a brand and will affect their revisit (Praharjo, Wilopo, & Kusumawati, 2016). Other E-Wom research has a positive effect on destination trust and the intention to visit (Abubakar & Ilkan, 2016).

3. The Influence of Destination Image on Revisit Decision

The decision to visit again is evidence of tourists being loyal to the tourist destinations they have visited. The results of the study explain that the product / service image influences the intention to revisit. Research conducted by Prayag (2009); Prayogo, Ketaren, and Hati (2017); Riduan et al. (2015); Tan (2017), and Timur (2018) state that the overall destination image has a positive and significant effect on the decision to visit again. The study was conducted by C. K. Lee, Lee, and Lee (2005); Tosun, Dedeoğlu, and Fyall (2015) which states that affective image affects the decision to visit again. Other studies have also been carried out on the dimensions of destination images (cognitive imagery and affective images) for

revisiting by Li et al. (2010); Hallmann, Zehrer, and Müller (2015); Zhang et al. (2014); Chew and Jahari (2014); (Chiu, Zeng, & Cheng, 2016); Stylos et al. (2016) which states that cognitive images and affective images have a positive and significant effect on the decision to visit again.

4. The Influence of Destination Image on destination trust

Destination image is the perception of tourists about the place they have visited. When tourists visit a tourist destination they perceive that destination is good, so they will trust the destination. The results of previous studies have positive relationship between destination image and destination trust (Loureiro and Gonzalez, 2008). Furthermore, Rahila, Jacob, and Nadu (2017) state that destination image influences tourist trust in these destinations. Previous research finding findings has supported a positive link between destination images and destination beliefs (Loureiro and Gonzales, 2008). Furthermore Abdullah's research, Chusnul (2017); Al Maula (2017); Rahila and Jacob (2017) state that destination image influences tourist trust in these destinations.

5. The influence of Destination trust on revisit desicion

If a brand is trusted, they will buy and visit again. Repeated buying behavior by consumers and ultimately lead to brand attitudes and buying behavior in the future. The study was conducted by Han and Hyun (2015); Abubakar and Ilkan (2016); and Nadarajah and Ramalu (2018) stated that trust in the destination image that is positive for tourists has a positive impact on visits to the place in the future. Furthermore, destination trust has a positive influence on loyalty (Loureiro and Gonzalez, 2008).

After a study of the quality of the study, data extraction is then carried out. Data extraction is done by analyzing data based on years of publication, journal, and country.

Table 1 Articles distribution by Year

No	Publication Years	Number of Articles
1	2008	1
2	2009	0
3	2010	2
4	2011	1
5	2012	1
6	2013	5
7	2014	1
8	2015	3
9	2016	3
10	2017	4
11	2018	4
Total		30

As shown in the figure, the number of review studies has grown rapidly since 2008 and is likely to continue increasing in the next five-year interval. The publication trend of review studies evidences the increasing importance of review type studies in hospitality and tourism research and reflects the maturity of the discipline.

Overall, 30 review studies were retained after applying the inclusion and exclusion criteria. All of these studies were published in SSCI journals (including four hospitality-focused journals, thirteen tourism focused journals and three hospitality-and tourism-focused journals; see Table 2).

Table 2 Article distribution between 2008-2018

No	Journal	Scimago Journal Rank	Number of Articles
1	Advances in Social Science, Education and Humanities Research		1
2	Annals of Tourism Research	Q1	1
3	Asia Pacific Management and Business Application		1
4	European Journal of Business and Management		1
5	International Journal of Culture, Tourism and Hospitality Research	Q4	1
6	International Journal of Hospitality Management	Q1	1
7	International Journal of Recent Advances in Multidisciplinary Research		1
8	Journal of Business Research	Q1	1
9	Journal of Chemical Information and Modeling		1
10	Journal of Destination Marketing and Management	Q1	1
11	Journal of Business Research		1
13	Journal of Interactive Marketing	Q1	3
15	Journal of Travel and Tourism Marketing	Q1	3
16	Journal of Travel Research	Q1	1
17	Online Information Review	Q1	1
19	Tourism Management	Q1	3
Total			30

table 3 shows the number of publications by country in ten-year intervals from 2008 to 2018. Overall, 4 review studies were published from Korea Country, and 6 review studies were published from Turkey Country, review studies were published from India Country, and review studies were published from Thailand Country.

Table 3 Articles distribution by Country

No	Country	Number of Articles
1	Korea	4
2	Turky	6
3	India	5
4	Thailand	3
Total		30

Conclusion

Based on the results of the review literature that a positive E-Wom statement is a way to build trust in the destination image. When tourists find a match for what they think, or get a good overall impression of a tourist destination, trust arises. Travelers who believe in a good destination will be used as a reference for a return visit. So it can be concluded that Electronic Word of Mouth, Destination image and trust has a positive and significant on revisit decision.

The results of this review are only a conceptual starting point for starting an integrated discipline. It is realized that this literature study has several shortcomings, including the minimum number of publication provider websites that are used as data sources. In addition to the three websites that are used as data sources in this literature review there are actually many more websites that provide scientific publications. However, the website cannot be

included because of the limited access that the author has. Thus further studies need to be improved on the wider literature sources to gain an understanding of the implementation of concepts in more diverse case studies.

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