The Effect of Electronic Word of Mouth and Service Quality on Satisafaction: Destination Image as a Mediator

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Abstract

The purpose of this study is to examine the relationships among electronic Word of mouth (eWOM), service quality, brand image, and satisfaction in tourism industry. The questionnaire was distributed to 80 respondents who had experience with social media online. The research data and hypothesis are analyzed by using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The findings show that eWOM has a positive influence on brand image and satisfaction. In addition, the results also find the significant relationship between service quality and satisfaction. For managerial implications, this study suggests that managers should keep track of online consumer reviews and give timely solutions.

Keywords: EWOM, service quality, satisfaction, destination image

Introduction

At present tourism is the main economic framework in several countries and is considered an economic generator and creates jobs. In addition, the tourism industry is one of the pioneers of international growth among the service industry(Fourie& Santana-Gallego, 2011) and it is estimated that the demand for international tourism will reach one billion people per year until 2020(Coshall & Charlesworth, 2011). Many countries receive large annual revenues from the tourism industry. Harau Dream Park, as one of the rides in Sarosah Village in the LembahHarau, a mainstay of selfie lovers. Here, European nuances can be felt through some of the ornaments provided. Bright colors in the unique triangle-shaped building, the Eiffel Tower against the background of the LembahHarau, flagpoles, windmills, flower gardens, barns like those of the Netherlands, and several others, bring visitors to feel there in Europe there immediately. Not to mention the added cool air around the area.Table 1. The following presents the development of the number of tourists visiting the Lembah Harau tourist destination in Lima Puluh Kota in the last 5 years.

Table 1. Development of Tourist Visits to the Lembah Harau

Years	Number of Tourists (people)	The development of the number of tourists (%)
2014	119.745	-
2015	136.477	13,97
2016	155.694	14,08
2017	262.191	68,40
2018	403.650	53,95

Source: Dinas Pariwisata Kabupaten Limapuluh Kota (2019)

Based on Table 1. it can be seen that the development of the number of tourists in the Lembah Harau Lima Puluh Kota District has increased in terms of number, but when viewed from the percentage, in 2017 the percentage increase from the previous year amounted to 68.40%, while in 2018 the percentage increase in the number of tourists from the previous year of 53.95%. Based on this, it is indicated that there has been a decrease in the percentage of tourists coming to the Wara Valley destination and this also means there has been a decrease in the percentage of tourists who return to the Lembah Harau tourist destination because they are not satisfied. Various studies have found higher levels of customer satisfaction with tourist

satisfaction ultimately leading to a desire to return(S. Lee et al., 2011;Salleh, Omar, Yaakop, & Mahmmod, 2013; Kuo, 2011). Increased competition in marketing tourism services has forced companies to think about differentiating strategies for the purpose of attracting and retaining customers.

The factor that influences tourist satisfaction is EWOM. Before visiting or choosing a tourist destination. Someone will usually collect information related to these tourist attractions. Gruen, Osmonbekov, & Czaplewski (2006)define that Electronic Word Of Mouth (E-WOM) is a communication medium for sharing information about a product or service that has been consumed by consumers who have not known each other and met before. To see the extent to which the effectiveness of the dissemination of information on the Lembah Harau Tourism area can be seen through three dimensions. According to Goyette, Ricard, Bergeron, & Marticotte (2010)divides e-WOM into three dimensions, namely Intensity, Valance of Opinion and Content. The high pattern of information dissemination or EWOM through other people's opinion. Seen from the reviews given by visitors on both social media. Both through the official regional accounts and through the accounts of visitors who have visited. That the level of consideration of social media users in making decisions before visiting the Lembah Harau region is indeed high. This is evidenced by when one user account shares new information in the form of photos or videos in the media. Then it will be immediately liked and responded to by other users.

Quality of service that will create tourists to return to the Lembah Harau destination. Many researchers have built a relationship between service quality and customer satisfaction (S. Lee et al., 2011).Furthermore, destination image is a factor influencing tourist satisfaction. Destination imagery has become a popular field of investigation among tourism researchers as it has been found to affect satisfaction, and post-purchase behavior (Zhang, Fu, Cai, & Lu, 2014). Destinations must improve their image to increase tourism revenue, income, employment, and government revenue among other contributions from international tourism. By understanding the causal relationship between destination image, tourist satisfaction and intention to visit again, tourism managers will better know how to build attractive destination images and increase the effective use of their resources.

The contribution of this research to science can be seen from the conceptual framework of this research. The conceptual framework of this study is a modification of several previous studies, so far the researchers conducted research looking at the direct relationship between EWOM and service quality on destination images. Likewise, see the relationship between EWOM and service quality with direct tourist satisfaction. But in this study, besides looking at the direct relationship between EWOM and service quality on tourist satisfaction, it also looks at the relationship of EWOM and service quality on satisfaction that is moderated by destination images.

This research can provide information about how important all of these phenomena's above and affects to satisfaction. Based on the background, the author wants to research: The Influence Analysis of EWOM, service quality, and destination Image, on tourist satisfaction.

Tourist Satisfaction

Tourist Satisfaction According to R. L. Oliver (1999)responses to the fulfillment of needs. He also added that satisfaction is an evaluation of the features of a product/ service or the product / service itself, which is able to provide a certain level of enjoyment related to the fulfillment of needs, including levels of fulfillment that are less or excessive. Furthermore Howell & Hill (2009)) states that when the product received is in line with expectations, the customer will feel satisfied; if it exceeds expectations, the customer will be very satisfied; but if it's far below expectations, the customer will feel dissatisfied. According to Kotler & Armstrong, (2008)customer satisfaction is the extent to which the benefits of a product are felt in accordance with customer expectations. He also said that customer satisfaction is the level of one's feelings after comparing the performance of the product he feels with his expectations. Consumer satisfaction or dissatisfaction is the response to the evaluation of the discrepancy or disconfirmation between the previous expectation and the actual performance of the product felt after usage. Next Garland, Reilly, & Westbrook

(1989)suggested that consumer satisfaction is an emotional response to experiences related to the product or service purchased. Consumer satisfaction is very dependent on consumer perceptions and expectations.

According to Chi & Qu (2008), destination image will directly affect tourist attribute satisfaction and overall satisfaction. Therefore, destination image will also be considered as a factor of tourist satisfaction in this study. Ramseook-Munhurrun, Seebaluck, & Naidoo (2015); Chiu, Zeng, & Cheng (2016)show that the image of the destination is a factor influencing the satisfaction of tourists when visiting a tourist destination. Furthermore, Setiawan (2014)states that EWOM is one of the factors that influence tourist satisfaction. Meanwhile, according to Kasiri, Guan Cheng, Sambasivan, & Sidin (2017)states that the quality of the waiter affects customer satisfaction positively and significantly. Furthermore, Lee, Jeon, & Kim (2011)using the indicator of tourist satisfaction is satisfied with tourist destinations, enjoying tourist destinations and Positive participation in visiting in the future.

Destination Image

The image of the destination is more profitable and will be a competitive advantage for the destination in distinguishing it from others. Chi and Qu (2008) state that destination image positively influences future behavioral intentions of tourists. The image will be formed within a certain period, because the image is an accumulation of perceptions of objects, what is thought, known, experienced that enters a person's memory. According to Echtner & Ritchie (2003) destination images are often described as separate perceptions of destination attributes and impressions made in an integrated destination area. Kim & Richardson (2003) revealed that the destination image is an overall impression, belief, hope, and feeling about a place that accumulates from time to time. Furthermore Tasci, Gartner, & Cavusgil (2007) destination imagery is an interactive thought system of opinions, feelings, visualizations and intentions towards a destination. Destination imagery has become a popular field of investigation among tourism researchers as it has been found to influence destination choices, satisfaction, and post-purchase behavior (Zhang et al., 2014).

Jalilvand & Samiei (2012) revealed that E-WOM is one of the factors influencing destination image. Liu, Li, & Kim (2017) mentioned that destination images can influence tourist behavioral intentions in two ways. According to Lee et al. (2011) perceived service quality, attractiveness, comfort, value for money, and exotic atmosphere are factors that affect the affective image of a country. Furthermore Kayat & Abdul Hai (2014) states that the factors that influence the image of the destination are the quality of service and past experience. Furthermore Tosun et al. (2015) states that the dimensions of service quality (accommodation, local transportation, cleanliness, friendliness, activities, language, airport services) are factors that influence the affective image of a country's tourist destination.

Service Quality

Service quality is generally seen as a result of the overall service system received by consumers. In principle, service quality focuses on meeting the needs and desires of customers, as well as the determination to provide services in accordance with customer expectations.Kotler et al. (2017) states that service quality is the overall quality of the characteristics and characteristics of a product or service based on its ability to express satisfaction or needs indirectly. Service quality is formed through comparison between ideal conditions and perceptions of the performance of the quality dimension. In line with that it is said that the quality of the product or service is the customer's assessment of the perfection of the performance of the product or service consumed.

Furthermore Tjiptono& Chandra (2018) states that the quality of service can be realized through meeting the needs and desires of customers and the accuracy of its delivery to offset customer expectations. Good service quality is not based on the viewpoint or perception of service providers, but based on the viewpoints or perceptions of consumers. This is because consumers consume and enjoy the services. Consumer perception of service quality is a comprehensive assessment of the excellence of a service. de Keyser &Lariviere (2014) argues that the quality of technical and functional services has a positive impact on consumer happiness. This latest study underscores the fact that both functional and technical quality has a vital effect on customer satisfaction in providing high quality services. Therefore, to use different strategies to

improve service quality, it is desirable to evaluate the effect of each strategy on different aspects of service quality.

Customer perceptions of service quality can be measured and evaluated through service quality dimensions as stated by Zeithaml, Parasuraman and Berry (2009) &Akroush, et al. (2016) are as follows: 1) Tangibles, 2) Reliability, 3) Responsiveness 4) Assurance, and 5) Empathy.

*Electronic Word Of Mouth (***EWOM)**

Positive statements made by consumers become a means to build customer trust in the company, but positive statements are not always true, especially for the case of credibility. Positive e-wom that lasts for a long time will damage the credibility of the WEB site (Doh& Hwang, 2009). If WOM is a communication between two people who face each other face to face, then e-WOM is contrary to that, where the source and recipient of information usually do not know each other (López-López& Parra, 2016). Boyette, Ricard, Bergeron, &Marticotte (2010) divides e-WOM into three dimensions, namely Intensity, Valance of Opinion and Content. Intensity is the number of opinions written by consumers in a social network. Then the second dimension of EWOM is the Valance of Opinion. Which is the opinion of consumers in the form of positive comments and recommendations from users of social networks. And the last dimension of this EWOM is Content. Is the information content of social networking sites relating to products and services, the things contained therein include information about variations of food and beverages, the quality and price offered. Furthermore Jalilvand&Samiei (2012) revealed that the EWOM dimension was 1) reading reviews of other tourist destinations online, 2) reading tourist reviews, to ensure the right destination, 3) consulting with other travelers' online travel reviews, 4) gathering information from online travel reviews, 5) don't read traveler's online travel reviews, worry about decisions, and 6) online travel reviews make confidence in traveling

Conceptual Framework and Hypotheses

The better the EWOM, the more the image of Lima Puluh Kotatourist destinations for domestic tourists, in other words the impression of domestic tourists towards tourist destinations can arise after seeing posts and reading comments on social media accounts about tourist destinations. Kotler (2014) revealed that each customer has a certain impression of a brand, which arises after seeing, hearing, reading or feeling the product brand, whether through TV, radio, or print media. The results of research conducted by Luong et al. (2017) states that e-WOM has a positive and significant effect on brand image. The greater and stronger e-WOM communication is carried out and the information circulating is positive towards a product, the brand image generated in the minds of consumers about the product will be better too. Reza Jalilvand, S1amiei, Dini, & Yaghoubi Manzari (2012); Setiawan, (2014); Chinho Lin, Wu, & Chen (2013); Farzin & Fattahi (2018) and Prayogo, Ketaren, & Hati (2017) stated that EWOm had a positive and significant effect on destination image. Thus, based on the previous discussion, the following hypotheses are proposed:

H1: The EWOM significantly influences the image of a destination

The internet provides more information needed by tourists about a tourist destination, so they can plan their trip well and according to their expectations. The results of the study conducted by Setiawan (2014) stated that EWOM had a positive and significant effect on satisfaction. According to Tsao & Hsieh (2012) customer satisfaction and trust in company products does not promote their intention for positive eWOM communication; customers are only willing to spread eWOM when their satisfaction or trust is transformed into a commitment to the company. On the other hand Yang (2017) revealed that a significant influence was the relationship between satisfaction / selfish needs and eWOM. Furthermore Agnihotri, Dingus, Hu, & Krush (2016) show that social media plays an important role in communicating information to customers, but as an antecedent of increasing salesperson behavior to increase customer satisfaction rather than direct factors. Thus, based on the previous discussion, the following hypotheses are proposed:

H2: The EWOM significantly influences the satisfaction

Service quality is the customer's assessment of the process of providing services. Quality of service is an absolute thing that must be owned by the company or agency that offers services, because with the quality of service to consumers, companies or agencies can measure the level of performance that has been achieved. This happens when tourists who visit a tourist destination, they get quality services such as adequate facilities, good facilities and infrastructure, then this is a memorable experience for tourists to these tourist destinations. So that the tourist image of the tourist destination is good. Research conducted by Tosun et al. (2015) stated that service quality related to language, accommodation, hospitality and service activities were found to have a positive and significant effect on the perception of affective images. While Moon, Kim, Ko, Connaughton, & Lee (2011) revealed that the quality of service of a sporting event will affect the image of the destination of the sporting location. Furthermore Akroush et al. (2016); Wu, Yeh, & Hsiao (2011); Srivastava & Sharma (2013) states that service quality has a positive and significant effect on image. Specifically, based on the previous discussion, the following hypotheses are proposed:

H3: The Service Quality significantly influences the image of a destination

Poor service to tourists will cause dissatisfaction. Tangibility, reliability, responsiveness, assurance and empathy are used to measure the gap between the level of service expected by tourists and the level of service they feel. In an increasingly competitive competition, managers of tourist areas need to offer better quality services than competitors. Research conducted by Y. F. Kuo, Wu, & Deng (2009) states that service quality has a positive and significant effect on satisfaction. This research is also in line with research by Mosahab, Mahamad, & Ramayah (2014); Özer, Argan, & Argan, (2013); Saha & Theingi (2009) and Deqing (2014) state that service quality has a positive and significant influence on tourist satisfaction. Specifically, based on the previous discussion, the following hypotheses are proposed:

H4: The Service Quality significantly influences the satisfaction

Destination imagery is the impression that tourists have about the products or services that tourists visit. Destination images are not always formed from experience or facts, but can be shaped so that they become a strong motivating or driving factor for travelers traveling to a tourism destination, when they are satisfied with the destinations they have visited. The results of research conducted by Chi & Qu (2009) state that destination image directly influences attribute satisfaction; goal image and attribute satisfaction are direct antecedents of overall satisfaction; and overall satisfaction and satisfaction attributes in turn have a direct and positive impact on goal loyalty. According Prayag (2009) shows that destination images have direct and indirect effects on future behavior. Satisfaction and overall image play a mediating role between the image of the goal and future behavior. Furthermore, Wang & Hsu's research results, 2010); Çoban (2012); Jamaludin, Johari, Aziz, Kayat, & Yusof (2012) revealed that the overall destination image is reflected by cognitive imagery and affective imagery, and the overall tourism landscape has an indirect impact on behavioral intentions through satisfaction. Thus, based on the previous discussion, the following hypotheses are proposed:

H5: The Destination Image significantly influences the satisfaction

The conceptual model and the hypotheses to be tested are presented in Figure
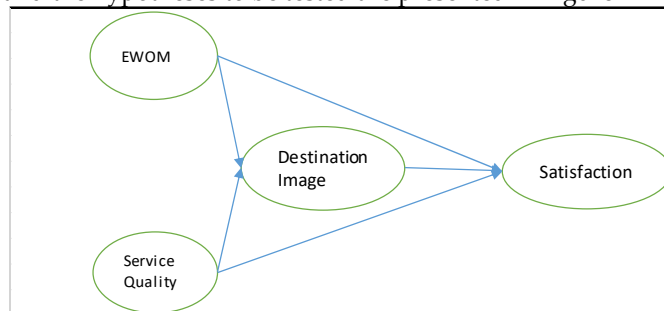

Figure 1. Conceptual Mode

Methods

The research method used in this research is a quantitative method. Quantitative method is known as a method of positivistic because it is based on the philosophy of positivism. This method is also called the method of discovery because, with this method, a variety of new science and technology can be found and developed. Moreover, this method is called as quantitative research because the data are in the form of figures and statistical analysis (Sugiyono, 2014). The research design that the researcher used in this research is explanatory research. According to Malhotra (2010), explanatory research is one kind of research that has the main goal to present insight and understanding of the situation of the problems faced by researchers. The reason for choosing this type of research is to test and analyze the effect of eWord of Mouth, service quality, destination image, and satisfaction variables.The population is a generalization region consisting of objects or subjects that have certain characteristics that are applied by the researcher to learn and then make a conclusion based on research.Based on understanding above, the researcher takesa conclusion that populations are object or subjectwherein a certain region and fulfill specific termsand condition that has related issues with theresearcher's problems. The population that the researcher used is a tourist who already visit on LembahHarau.

The sample is a part of the population and characteristic that consist of the total population itself. Sampling technique in this research used non-probability approach. The meaning of non-probability samples is the technique of taking a sample that does not give opportunities/chance to each element or every population for becoming a sample. This research used the purposive technique.Purposive sampling is used to get an easy understanding of sample criteria that relevant to the researcher's purpose, where it is expected that the selected sample has accurate information for theresearcher. The criteria in sampling's respondent inthis research are:

1. The registered ages user either men or female above 17 years old.
2. Have already visit on LembahHarau at least once.

The determination of total sample according onHair (2014) whoprovide guidance for determine the amount ofsample, sample size for every researcher in rangedof 30 – 500, so respondent is 100 respondents and alreadyfulfill a standard minimum that is appointed.Data were collected by using primary datamethods. For primary data, a close-ended questionnaire as an instrument was administered by the researcher to obtain data from respondents. The questionnaire is divided into two, where the first part consisted of the background information, and thesecond part comprised of items that measure theinfluence of eWOM, service quality, destination Image, and tourist satisfaction. The data collection method is using a questionnaire method. This study adopts structural equation modeling(SEM) for data analysis. The hypotheses that havebeen formulated in this research are tested by usingPartial Least Squares (PLS) Version 3.0 as a multivariate statistical technique that makes comparisonsbetween multiple dependent variables and multipleindependent variables.

Results and Discussion

It has previously described that this research utilizes survey method by distributing questionnaires to the respondents. The researcher conducts the data collection for one week by directly distributing questionnaires. The number of questionnaires distributed online is 80 and received as many as 80. After checking, all questionnaires are valid for research data. Thus, The level of respondent's rate in this research is 100% as the total questionnaires that can be processed as a sample of this research is 80. The table below shows that the number of respondents (n) in this research is 80. The minimum and maximum values describe the statement in response to the item in the questionnaires. The minimum value of 1 indicates a minimum of respondents who are giving value on each statement on four variables such as EWOM, service quality, destination image, and tourist satisfaction. Meanwhile, five indicates that respondents provide maximum value of 5 for each statement on all variables.

The mean value in Table 2 is used to determine the average opinion given by respondents on each item statement for each variable. The available data show that the mean value for each variable is greater than 3.00. It shows that the average respondents agree to the overall statement in each variable in this research. Standard deviation value indicates a measure of deviation between responses to the questions in the questionnaire. A small value indicates that the data used will cluster around the average value. If the amount of standard deviation does not exceed the average value, then there are no outliers (Sujianto, 2009). Based on Table 2, the standard deviation has no value that exceeds the value of the mean or the average on each construct. Thus, it can be concluded that there are no outliers or the distant difference between the response and the question among respondents. Analysis of the evaluation model in this research applies Partial Least Square (PLS) 3.0 to estimate parameters and to predict the relationship of causality.

Table 2. Measurement Model Indicator

Item	Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Destination Image		0,821	0,867	0,873	0,698
1. Lembahharau offers exciting and interesting places to visit	0,766				
2. LembahHarau has beautiful scenery and natural attractions	0,911				
3. LembahHarau has a pleasant climate	0,823				
EWOM		0,895	0,908	0,919	0,694
1. To make sure I choose the right destination	0,832				
2. I often consult other tourists' online travel reviews to help choose an attractive destination	0,855				
3. I frequently gather information from tourists' online travel reviews before I travel to a certain destination	0,843				
4. If I don't read tourists' online travel reviews when I travel to a destination , I worry about my decision	0,896				
5. When I travel to a destination (, tourists' online travel reviews make me confident in traveling to the destination	0,732				
Satisfaction		0,907	0,966	0,941	0,841
1. I have really enjoyed the visit	0,907				
2. This experience is exactly what I need	0,943				
3. I am satisfied with my decision to visit	0,901				
Service Quality		0,974	0,994	0,977	0,672
Assurance					
1. I was served by a well-trained, customer oriented personnel	0,896				
2. The level of service quality reinforces my confidence in the service provided.	0,826				
3. A detailed, experienced and competent tour and hotel escorts was provided to facilitate my stay in the LembahHarau.	0,854				
4. Staff communicated with me fluently and in an understandable manner.	0,845				
Responsiveness					
1. Staff showed sincere interest in problem-solving.	0,828				

Table Cont...

2.	Staff provided adequate and clear information about the service they deliver.	**0,829**
3.	Staff were able to fulfill my requests promptly in a timely manner.	**0,895**
4.	Staff showed sincere willingness and interest in helping and assisting me.	**0,803**
5.	Staff provided me with advice on how to best utilise my free time	**0,865**
Reliability		
1.	Directions and signs were available properly.	**0,847**
2.	Directions and signs easily guided me in finding the needed locations e.g., hotel.	**0,888**
3.	Services delivered were correct from the first time.	**0,876**
4.	No troubles occurred with the service provided during my stay in the LembahHarau	**0,883**
Tangible Facilities		
1.	Modern and technologically relevant vehicles were available.	**0,828**
2.	The infrastructure is designed well and in high quality standards.	**0,896**
3.	The meals that were served are of high quality.	**0,826**
4.	The accommodation and facilities were appealing and in good design.	**0,854**
Empaty		
1.	Services offered were provided by pleasant and friendly personnel.	**0,865**
2.	My exceptions and special needs were met as expected.	**0,849**
3.	Personal safety was considered as a major aspect in every service provided	**0,847**

Table 3. Cross Loading

Item	Destination Image	EWOM	Satisfaction	Service Quality
DI1	0,766	0,040	0,058	-0,013
DI2	0,911	-0,097	0,187	0,169
DI3	0,823	-0,020	0,188	0,056
EW1	0,034	0,832	0,253	0,050
EW2	-0,114	0,855	0,214	-0,030
EW3	-0,102	0,843	0,250	0,005
EW4	-0,031	0,896	0,276	0,032
EW5	-0,145	0,732	0,012	-0,089
SAT1	0,201	0,171	0,907	0,157
SAT2	0,196	0,367	0,943	0,155

Table Cont...

SAT3	0,173	0,185	0,901	0,178
SQ1	0,104	0,003	0,105	0,896
SQ2	0,101	-0,007	0,112	0,826
SQ3	0,066	0,148	0,183	0,854
SQ4	0,043	0,038	0,151	0,845
SQ5	0,091	-0,102	0,117	0,842
SQ6	0,068	-0,017	0,066	0,828
SQ7	0,109	-0,040	0,043	0,829
SQ8	0,192	0,121	0,213	0,895
SQ9	0,073	-0,160	0,077	0,841
SQ10	0,094	0,031	0,079	0,803
SQ11	0,158	-0,014	0,226	0,865
SQ12	0,114	-0,006	0,142	0,849
SQ13	0,007	-0,040	0,158	0,847
SQ14	0,074	0,039	0,135	0,888
SQ15	0,049	0,062	0,157	0,876
SQ16	0,207	-0,002	0,182	0,821
SQ17	0,099	0,005	0,140	0,842
SQ18	0,138	0,030	0,161	0,883
SQ19	0,095	0,019	0,177	0,875
SQ20	0,103	-0,005	0,097	0,828

Convergent Validity Assessment in convergent validity testing is conducted based on the value of Average Variance Extracted (AVE), commonality, and the value of factor loading. Rule of thumb for both parameter AVE and commonality is more than (>) 0.50, and more than (>) 0.50 for the value of factor loading(Hair et al, 2014). After assessing convergent validity, the next step is to measure the discriminant validity. Discriminant validity of the assessment is based on the value of the Cross Loading in Table 5, which is more than 0.7 in one variable or construct. Based on the table, it is concluded that the discriminant validity is met for each indicator in each variable reaching over 0.7. Despite the same conditions as the previous loading factor assessment, if it is a value of lower than 0.7, it is still considered valid because they have other parameters with a value of more than 0.5. Based on Table 3 above, it can be seen that the value of AVE in each construct is more than 0.5. Similarly, the outer loading test results in Table 4 shows that all indicators value is above 0.7. Thus, based on the processing results, it can be concluded that the convergent validity has been fulfilled.

After construct validity is accomplished, and valid data are obtained, reliability takes place for further testing. Reliability test can be ferformed by using two methods of Cronbach's Alpha value, whose value must be more than (>) 0.6, and Composite Reliability value, whose value should be more than (>) 0.7. According to the algorithm table above, all variables have the value of Cronbach's Alpha, which is more than (>) 0.6 and Composite Reliability of more than (>) 0.7. Hence, the data and the results of the measurements are considered reliable. Based on the test results of convergent validity, discriminant validity, and reliability testing can be concluded by using algorithm models in Figure 2.

After a test of convergent validity, discriminant validity, and reliability testing, the next step is to perform the hypothesis testing. Based on the data processing, the form of total influences is illustrated in the following Table 4. In one-tailed hypothesis testing, if the coefficient path shown by the T- Statistic is more than or equal

1.64, then the alternative hypothesis can be stated as supported. Nevertheless, if the statistical value of T-Statistic is less than or equal 1.64, then the alternative hypothesis is stated as not supported.

Table 4. T-Statistic Value

Hypotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
EWOM -> Destination Image	0,276	0,062	0,167	2,454	**0,005**
EWOM -> Satisfaction	0,296	0,287	0,168	1,761	**0,039**
Service Quality -> Destination Image	0,138	0,117	0,173	1,798	**0,012**
Service Quality -> Satisfaction	0,153	0,149	0,109	2,396	**0,001**
Destination Image -> Satisfaction	0,203	0,184	0,168	2,212	**0,013**

Hypothesis 1 states that the Electronic Word of Mouth has a positive influence on the destination image. From Table 4, it can be seen that the T-Statistics value from Electronic Word of Mouth is 2.454, which is greater than the T-table value (1.64). while the p-value is 0.005 smaller than 0.05. It shows that Electronic Word of Mouth has a positive influence on destination image. Based on the results, it was determined that Hypothesis 1 was supported.Hypothesis 2 states that the EWOM has a positive influence on the satisfaction. From Table 4, it can be seen that the T-Statistics value is 1,761, which is greater than the T-table value (1.64). while the p-value is 0.039 smaller than 0.05. It shows that service quality has a positive influence on destination image. Based on the results, it was determined that Hypothesis 2 was supported.Hypothesis 3 states that the service qualityhas a positive influence on the destination image. From Table 4, it can be seen that the T-Statistics value is 1,798, which is greater than the T-table value (1.64). while the p-value is 0.012 smaller than 0.05. It shows that the service qualityhas a positive influence on destination image. Based on the results, it was determined that Hypothesis 3 was supported.Hypothesis 4 states that the service quality has a positive influence on the satisfaction. From Table 4, it can be seen that the T-Statistics value is 2.396, which is greater than the T-table value (1.64). while the p-value is 0.001 smaller than 0.05. It shows that the service quality has a positive influence on satisfaction. Based on the results, it was determined that Hypothesis 4 was supported.Hypothesis 5 states that the destination image has a positive influence on the satisfaction. From Table 4, it can be seen that the T-Statistics value is 2.212, which is greater than the T-table value (1.64). while the p-value is 0.013 smaller than 0.05. It shows that the destination image has a positive influence on destination image. Based on the results, it was determined that Hypothesis 5 was supported.

Discussion

Hypothesis 1 in this study states that EWOM has a positive influence on destination images. It is said that the better the EWOM, the more the image of Lima Puluh Kota tourist destinations for domestic tourists, in other words the impression of domestic tourists towards tourism destinations can arise after seeing posts and reading comments on social media accounts about tourist destinations. Kotler (2018) revealed that each customer has a certain impression of a brand, which arises after seeing, hearing, reading or feeling the product brand, whether through TV, radio, or print media. The results of research conducted by Luong et al. (2017) states that e-WOM has a positive and significant effect on brand image. The greater and stronger e-WOM communication is carried out and the information circulating is positive towards a product, the brand image generated in the minds of consumers about the product will be better too. Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari (2012); Setiawan, (2014); Chinho Lin, Wu, & Chen (2013); Farzin & Fattahi (2018) and Prayogo, Ketaren, & Hati (2017) stated that EWOm had a positive and significant effect on destination image.

Hypothesis 2 in this study states that EWOM has a positive influence on satisfaction. This is because the Internet provides more information needed by tourists about a tourist destination, so they can plan their trip well and according to their expectations. The results of the study conducted by Setiawan (2014) stated that

EWOM had a positive and significant effect on satisfaction. According to Tsao & Hsieh (2012) customer satisfaction and trust in company products does not promote their intention for positive eWOM communication; customers are only willing to spread eWOM when their satisfaction or trust is transformed into a commitment to the company. On the other hand Yang (2017) revealed that a significant influence was the relationship between satisfaction / selfish needs and eWOM. Furthermore Agnihotri, Dingus, Hu, & Krush (2016) show that social media plays an important role in communicating information to customers, but as an antecedent of increasing salesperson behavior to increase customer satisfaction rather than direct factors.

Hypothesis 3 in this study states that service quality has a positive influence on drestination image. This is due to the quality of service is the customer's assessment of the process of providing services. Quality of service is an absolute thing that must be owned by the company or agency that offers services, because with the quality of service to consumers, companies or agencies can measure the level of performance that has been achieved. This happens when tourists who visit a tourist destination, they get quality services such as adequate facilities, good facilities and infrastructure, then this is a memorable experience for tourists to these tourist destinations. So that the tourist image of the tourist destination is good. Research conducted by Tosun et al. (2015) stated that service quality related to language, accommodation, hospitality and service activities were found to have a positive and significant effect on the perception of affective images. While Moon, Kim, Ko, Connaughton, & Lee (2011) revealed that the quality of service of a sporting event will affect the image of the destination of the sporting location. Furthermore Akroush et al. (2016); Wu, Yeh, & Hsiao (2011); Srivastava & Sharma (2013) states that service quality has a positive and significant effect on image.

Hypothesis 4 in this study states that service quality has a positive effect on satisfaction. This is caused by poor service to tourists that will cause dissatisfaction. Tangibility, reliability, responsiveness, assurance and empathy are used to measure the gap between the level of service expected by tourists and the level of service they feel. In an increasingly competitive competition, managers of tourist areas need to offer better quality services than competitors. Research conducted by Y. F. Kuo, Wu, & Deng (2009) states that service quality has a positive and significant effect on satisfaction. This research is also in line with research by Mosahab, Mahamad, & Ramayah (2014); Özer, Argan, & Argan, (2013); Saha & Theingi (2009) and Deqing (2014) state that service quality has a positive and significant influence on tourist satisfaction.

Hypothesis 5 in this study states that destination image has a positive influence on satisfaction. This is caused by the image of the destination is an impression that is owned by tourists about the products or services that tourists visit. Destination images are not always formed from experience or facts, but can be shaped so that they become a strong motivating or driving factor for travelers traveling to a tourism destination, when they are satisfied with the destinations they have visited. The results of research conducted by Chi & Qu (2008) state that destination image directly influences attribute satisfaction; goal image and attribute satisfaction are direct antecedents of overall satisfaction; and overall satisfaction and satisfaction attributes in turn have a direct and positive impact on goal loyalty. According Prayag (2009) shows that destination images have direct and indirect effects on future behavior. Satisfaction and overall image play a mediating role between the image of the goal and future behavior. Furthermore, Wang & Hsu's research results, 2010); Çoban (2012); Jamaludin, Johari, Aziz, Kayat, & Yusof (2012) revealed that the overall destination image is reflected by cognitive imagery and affective imagery, and overall tourism citradestination has an indirect impact on behavioral intentions through satisfaction

Conclusion

Conclusions and future research lines The aim of this research is to examine the impact of eWOM information, service quality, destination image on the tourist satisfaction of users of social networking sites. Tourist with a predisposition towards the use of eWOM information from social networking sites, that they consider necessary and credible, will have a perception of usefulness that will make them adopt such

information to be used in their purchase decision-making process and satisfaction. In addition, the results also find the significant relationship between service quality and satisfaction.

Likewise, users consider valuable the information about products they can get through social networking sites in the way of opinions, recommendations, reviews or advices. Companies must make the recommendations and/or comments that are published in all the formal and informal communication mechanisms on the internet to which their clients access; since the positive and negative evaluations can help them to solve the possible problems that can be generated by these, especially when their influence public are women. Finally, we propose to continue the research line of eWOM information acceptance and use in the purchase behaviour by introducing new variables in the analysis, such as the precedentsof users' attitude towards information or the determinants of the perceived information quality. Additionally, a study about the impact of extrinsic elements, related to online marketing strategies, on the acceptance of information could be considered. Thus, for instance, a studyto examine the potential effects of incentives for recommendations on the credibility of the information provided by social networking sites could be considered. Therefore, we think that it is interesting to develop new models that integrate more variables which could explain the process of information acceptance better in the future.

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