

# Effect of EWOM on Revisit Intention: Attitude and Destination Image as Mediation Variables (Study in Pasaman Regency Tourism Destinations)

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## ABSTRACT

This study is to determine the effect of EWOM on the intention to re-visit: attitudes and image of the destination as a mediating variable in the tourist destination of Pasaman district. This type of research is explanatory. The study population is tourists visiting the Pasaman Regency tourist destination at least twice in the past year. The research sample was 360 respondents. The research instrument was a questionnaire distributed to respondents. Data analysis using SEM PLS. The results of this study are that EWOM has a positive and significant effect on return intention. Likewise EWOM has a positive and significant effect mediated by attitudes and image of places in Pasaman regency tourism destinations. The suggestion given in this study is that Pasaman Regency Government always increases the frequency of EWOM on social media, improves the image of Pasaman Regency tourist attractions,

**Keywords:** EWOM, Revisit Intention, tourist attitude, place image

## 1. INTRODUCTION

Tourism is the main economic framework in several countries and is considered an economic generator and creates jobs. The tourism industry is one of the pioneers of international growth among service industries (Fourie & Santana-Gallego, 2011). If the tourism sector is well managed it will become an attractive tourist place to visit. Tourist attractions most sought after by visitors include the Sarosah waterfall in Ganting, Teletubies Hill in Obam, the Tuanku Imam Bonjol museum history tour, river tours for white water rafting and Equator Bonjol tours. Until now, tourism in Pasaman Regency has not been explored optimally, this is due to the lack of infrastructure, especially transportation facilities and access roads to some of these attractions (Head of Pasaman Regency Tourism).

According to the Youth Agency, Sports and Tourism in Pasaman Regency the development of the number of tourists visiting the Pasaman Regency tourist sites in general has increased. The number of tourists visiting Pasaman Regency tourist attractions in 2016 was 18,436 people, an increase in 2017 to 23,500 people. The cause of the underdeveloped tourism sector in the Pasaman Regency area, allegedly lack of local government attention, both in terms of policy and budgeting towards the development of the tourism sector and its supporting infrastructure. In fact, if the regional government is serious in managing this tourism potential, building its infrastructure, it will bring income to the region and the Regional Original Revenues will increase as well. The regional government should promote more of a number of attractions, including the variety of cultural arts in the area. To be widely known by

the public. Many places have not been maximally promoted, not only for attractions but also arts and culture.

In general, many tourist trips to the Pasaman Regency tourist attractions are carried out individually without a tour guide. According to Kietzmann & Canhoto (2013) EWOM is a statement based on positive, neutral or negative experiences made by potential, actual or former consumers about a product, service, brand or company that can be known by people and institutions through the internet ( website, social media, instant messaging, news, etc.). With the existence of EWOM by consumers through Twitter, Instagram and Facebook, this has encouraged conversation. Tourists review and can give ratings on tourist attractions, and this will influence the network to accept the story so that eventually it can expand the network. Studies conducted by Jansen, Zhang, Sobel, & Chowdury (2009) found that 19% of Twitter users mention a company or product brand in some of their "tweets". About 20% of all microblogs mention brands, express sentiments or opinions about that company, product, or service. Furthermore, based on research conducted by Zarrad & Debabi (2015) revealed that there was a significantly positive relationship between EWOM, tourist attitudes towards a destination and intention to travel again. According to La Pierre, defining attitude as a pattern of behavior, tendency or anticipatory readiness, predisposition to adjust to social situations, or simply, attitude is a response to social stimuli that have been conditioned. Following Kotler's definition of imagery, place imagery can be described as a set of beliefs, ideas, and impressions that people have about any place (Kotler, 2017). Research that looks at the positive relationship between place images and behavioral intentions to revisit is carried out by (Chen & Funk, 2010; Kaplanidou & Gibson, 2012). This study aims to look at the effect of EWOM on the intention to revisit: attitude and place image as a mediating variable

## **2. LITERATURE REVIEW**

### ***2.1. Revisit Intention***

According to Kotler, et al. (2017) consumers who are satisfied with products or services that have been purchased and will get highly committed consumers (Tjiptono & Chandra, 2017) so that consumers are committed to being willing to buy back. Unsatisfied consumers will respond in different ways including disseminating information by word of mouth about what they are experiencing. According to Park, Bufquin, & Back (2019) consumers can turn to competitors, regardless of their satisfaction. This raises some concerns about whether the intention to re-visit will remain high after repeated visits to the same place.

### ***2.2. Tourist Attitude***

According to Fishben & Ajzen, attitudes as predispositions are learned to respond consistently in certain ways regarding certain objects in a positive or negative way (Casalo et al., 2011; Jalilvand et al., 2012). While Doosti et al., (2016) revealed that tourist attitudes as mediators had a significant influence between EWOM with the intention to visit a tourist site. research conducted by Albarq, 2013); M. Lee et al., (2009); C. H. Lee & Cranage, (2014) and Sparks & Browning (2011) revealed that e-WOM communication had a positive impact on tourist travel intentions and their attitude to return.

### ***2.3. Destination Image***

The image of a more profitable place will be a competitive advantage for tourist attractions in distinguishing it from the others. Chi & Qu (2008) states that the image of a place positively influences the intention of future tourist behavior. The image will be formed within a certain period of time, 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) the image of a place is often described as the perception of the attributes of the destination separately and the impressions made in the destination area in an integrated manner. Furthermore Kim & Richardson (2003) revealed that the image of a place is an overall impression, belief, idea of hope, and feelings about a place that accumulates from time to time. Furthermore Tasci, Gartner, & Cavusgil (2007) place imagery is an interactive thought system of opinions, feelings, visualizations and intentions towards a place. Place 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, Fu, Cai, & Lu, 2014). Tourist attractions must improve their image to increase tourism revenue, income, employment, and government revenue among other contributions from international tourism. The image of a favorable place can increase future intentions for behavior to revisit or recommend (Assaker, Vinzi, & O'Connor, 2011).

#### **2.4. Conceptual Framework and Hypotheses**

The existence of a positive eWOM can bring up and increase the intention of visiting tourists to visit a place. While negative eWOM will reduce the intention to visit a place. That is because tourists who will visit a place have seen and read information through a trusted blog or website. So eWOM has a great influence on the intention to visit (Jalilvand and Samiei, 2012). Di Pietro et al., (2012) revealed that social networks, such as Facebook, influence consumer purchasing decisions. Further research conducted by Albarq, (2013); M. Lee et al., (2009); C. H. Lee & Cranage, (2014) and Sparks & Browning (2011) revealed that e-WOM communication had a positive impact on tourist travel intentions and their attitude to return.

Kotler (2000) 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 (Luong, Vo, & Le, 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 E-WOM had a positive and significant effect on place imagery.

Imagery has a large impact on consumer evaluations (Herrero, San Martín, Garcia de los Salmones, & Collado, 2017). Place imagery is an important antecedent that influences tourists' attitudes toward places they might visit (Shukor, Mohd Salleh, & Mohd Idris, 2017). Elliot, Papadopoulos, & Kim (2011) report that affective images can influence consumer attitudes. Phillips, Asperin, & Wolfe (2013) found that affective country image positively influences attitudes toward national cuisine.

Thus, based on the previous discussion, the following hypotheses are proposed:

- H1: EWOM has a positive and significant effect on intention to visit again
- H2: EWOM has a positive and significant effect on tourist attitudes
- H3: EWOM has a positive and significant effect on place imagery
- H4: Attitude has a positive and significant effect on intention to return
- H5: The image of the place has a positive and significant effect on the intention to return
- H6: Place image has a positive and significant influence on tourist attitudes

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

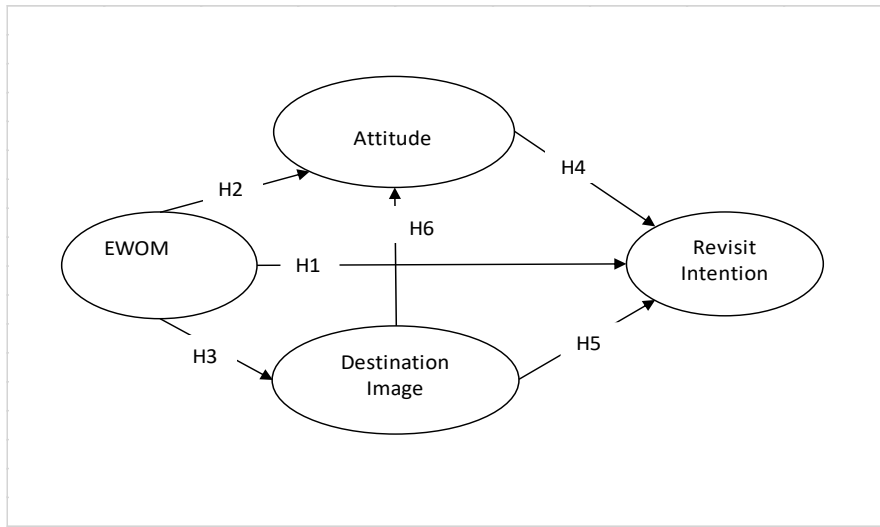


Figure 1 Conceptual Model

3. METHOD

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. The population in the study of tourists visiting the Pasaman Regency tourist attractions with the following criteria:

- a) Travelers over the age of 17
- b) Using social media where to find information about attractions to be visited.
- c) Tourists who have visited the Pasaman Regency tourist attractions

The sample is part of the population that is the source of data in the study. In this regard, the sample size for SEM is a minimum of 10-20 times the number of arrows connected with latent variables (10-20 times the number of indicators) (Hair et al., 2017). Research using SEM approach. The analytical tool used in analyzing SEM modeling and hypothesis testing using Partial Least square (PLS) with SmartPLS software. Outer model analysis examines indicators of latent variables. The results of testing the validity and reliability of variables in this study are based on the outer model test results which include convergent validity, discriminant validity, composite reliability and collinearity (Hair, 2017).

4. RESULTS

Outer model analysis examines indicators of latent variables that are related to their latent variables. Criteria in using outer model data analysis techniques with SmartPLS are seeing convergent validity, discriminant validity, composite reliability.

Based on Table 1 it can be seen that each indicator of the research variable has a loading factor value > 0.5. Based on the results of the loading factors, it can be concluded that the construct has a good convergent validity. The factor loading value of all statement items for each variable exceeds the required standard, so no deletion of statement items is made on the model. So the measurement model can be further tested. Based on Table 2 above can be seen the AVE value for all constructs > 0.5. The convergent validity value can be seen from the AVE value. It aims to measure the level of variance of a construct component compiled from the indicators. The recommended AVE value must be more than 0.5. Thus the convergent validity measurement model in this study can be said to be valid. Based on Table 1. that the Cronbach's Alpha value above 0.6 means that the Cronbach's Alpha value indicates a good level of reliability. In general, Cronbach's alpha values are interpreted in studies ranging between 0.70 and

0.90 which are considered very satisfying (Hair et al., 2017). Furthermore, the value of composite reliability can be seen that the value of each variable in the composite reliability above 0.6.

Thus these results indicate that each research variable meets the assessment criteria so that it can be concluded that the entire variable is said to be reliable.

**Tabel 1.** Measurement Model Indicator

| No                       | Item                                                                                                               | Loading | Cronbach's Alpha | Composite Reliability | AVE          |
|--------------------------|--------------------------------------------------------------------------------------------------------------------|---------|------------------|-----------------------|--------------|
| <b>EWOM</b>              |                                                                                                                    |         | <b>0,912</b>     | <b>0,950</b>          | <b>0,760</b> |
| 1                        | I often read travel tour reviews online to find out their impressions of tourist destinations                      | 0,915   |                  |                       |              |
| 2                        | To make sure I have the right travel destination, I often read other people's travel reviews online                | 0,824   |                  |                       |              |
| 3                        | I often consult using other people's travel reviews to help choose interesting sights                              | 0,839   |                  |                       |              |
| 4                        | I often collect information from travelers' travel reviews online before traveling to certain tourist destinations | 0,876   |                  |                       |              |
| 5                        | I'm worried if I don't read traveler's trips from other people online                                              | 0,912   |                  |                       |              |
| 6                        | Online travel reviews make me confident to go to these tourist destinations                                        | 0,861   |                  |                       |              |
| <b>Attitude</b>          |                                                                                                                    |         | <b>0,898</b>     | <b>0,883</b>          | <b>0,885</b> |
| 7                        | Tourist attractions in Pasaman Regency Very good                                                                   | 0,680   |                  |                       |              |
| 8                        | Pasaman Regency tourist attractions Very valuable                                                                  | 0,900   |                  |                       |              |
| 9                        | Pasaman Regency tourist attractions Very fun                                                                       | 0,823   |                  |                       |              |
| 10                       | Pasaman Regency tourist attractions are very interesting                                                           | 0,819   |                  |                       |              |
| <b>Destination Image</b> |                                                                                                                    |         | <b>0,917</b>     | <b>0,951</b>          | <b>0,796</b> |
| 11                       | Pasaman Regency tourist destinations safe and secure                                                               | 0,941   |                  |                       |              |
| 12                       | Pasaman Regency tourist destinations offer interesting places to visit                                             | 0,934   |                  |                       |              |
| 13                       | Pasaman Regency tourism destination has beautiful and natural scenery                                              | 0,861   |                  |                       |              |
| 14                       | Pasaman Regency tourism destination has a soothing climate                                                         | 0,942   |                  |                       |              |
| 15                       | The Pasaman Regency tourist destination offers the best value for pleasure                                         | 0,772   |                  |                       |              |
| <b>Revisit Intention</b> |                                                                                                                    |         | <b>0,905</b>     | <b>0,953</b>          | <b>0,885</b> |
| 16                       | I will visit Pasaman Regency tour in the future                                                                    | 0,941   |                  |                       |              |
| 17                       | I will choose Pasaman Regency tour to be my destination in the future                                              | 0,936   |                  |                       |              |
| 18                       | I will return to visit Pasaman Regency Tourism                                                                     | 0,946   |                  |                       |              |

Hypothesis testing is based on the Inner Model test results which include parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, including by considering the significance of the values between the constructs, t-statistics, and p-values. These values can be seen from the results of

bootstrapping. The rule of thumb used in this study is a hypothesis that has a positive beta coefficient with a significance level of p-value 0.05 (5%). The value of testing this research hypothesis can be shown in Table 3 below.

Based on the table above shows that the results of hypothesis testing based on beta and p-

value of 0.05 are H1: EWOM has a positive and significant effect on intention to visit again. H2: EWOM has a positive and significant effect on tourist attitudes. H3: EWOM has a positive and significant effect on place imagery. H4: Attitude has a positive and significant effect on intention

to visit again. H5: The image of the place has a positive and significant effect on the intention to return. H6: Place image has a positive and significant influence on tourist attitudes. This is evidenced by the P Value below 0.05

**Table 2.** T-Statistic Value

| Indicator                             | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values     |
|---------------------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Destination Image -> Revisit          | 0,424               | 0,421           | 0,094                      | 4,500                    | <b>0,000</b> |
| Destination Image -> Tourist Attitude | 0,623               | 0,630           | 0,067                      | 9,339                    | <b>0,000</b> |
| EWOM -> Revisit                       | 0,280               | 0,285           | 0,097                      | 2,881                    | <b>0,004</b> |
| EWOM -> Destination Image             | 0,170               | 0,173           | 0,079                      | 2,151                    | <b>0,032</b> |
| EWOM -> tourist_ attitude             | 0,210               | 0,208           | 0,061                      | 3,425                    | <b>0,001</b> |
| Tourist Attitude -> revisit           | 0,137               | 0,235           | 0,068                      | 2,015                    | <b>0,002</b> |

## 5. DISCUSSION

The first Hypothesis Test Results are positive and p-value = 0,000. This shows that EWOM has a significant positive effect on the intention of returning tourists to Pasaman Regency tourist attractions. This means that the higher the EWOM frequency, the more it will affect the intention to visit again. In other words, in this study, EWOM influences the intention to visit again, so that the hypothesis is accepted. This research is in line with the research conducted by Jalilvand and Samiei (2012) which revealed that when a tourist will make a visit they usually seek information about the place he will visit. first.

The results of the second hypothesis are positive and p-value = 0,000. This shows that EWOM significantly influences the attitude of tourists to Pasaman Regency tourist attractions. This means that the higher the EWOM frequency, the more influential the tourist attitude towards tourist attractions. In other words, in this study EWOM had an influence on the attitude of tourists, so that the hypothesis was accepted.

Third Hypothesis Test Results are positive and p-value = 0.004. This shows that EWOM has a significant positive effect on the image of tourist attractions in Pasaman Regency. This means that the higher the EWOM frequency, the more it will affect the image of tourist attractions. In other words, in this study, EWOM has an influence on the image of tourist attractions, so the hypothesis is accepted. The results of this study are in line with the results of research conducted (Luong, Vo, & Le, 2017) stating 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.

The fourth Hypothesis Test Results are positive and p-value = 0.032. This shows that the attitude of tourists significantly positive effect on the intention of returning tourists to tourist attractions in Pasaman Regency. This means that the better the attitude of tourists the more influential the intention of visiting again. In other words in this study the attitude of tourists gives

influence to the intention to visit again, so that the hypothesis is accepted.

The results of the fifth Hypothesis Test are positive and p-value = 0.001. This shows that the image of the place has a significant positive effect on the intention of returning tourists to the tourist attractions of Pasaman Regency. This means that the better the image of a tourist attraction will increasingly influence the intention to visit again. In other words in this study the attitude of tourism provides an influence on the intention to visit again, so that the hypothesis is accepted.

The sixth hypothesis test results are positive and p-value = 0.002. This shows that the image of the place has a significant positive effect on the attitude of tourists to the tourist attractions of Pasaman Regency. This means that the better the image of a tourist attraction the more influential the attitude of tourists. In other words in this study the image of a place has an influence on the attitude of tourists, so the hypothesis is accepted.

## 6. CONCLUSIONS

Based on the results of the hypothesis test, it can be concluded that EWOM, attitude, image of the place have a significant positive effect on the intention of returning tourists to Pasaman Regency tourist attractions. Therefore it is recommended to the managers of Pasaman Regency tourist attractions is to improve the image of Pasaman Regency tourist attractions by providing good security to tourists with strict safety guarantees. Improving the quality, intensity of EWOM on social media about tourist attractions in Pasaman Regency.

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