



The Effect of Destination Image, Memorable Tourism Experiences, e-WOM, and Brand Trust on Revisit Intention in *Trenggalek*, East Java Indonesia

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Abstract. Trenggalek is one of the leading destinations in East Java, Indonesia. Trenggalek has the potential for natural, cultural, and artificial tourism. Some natural attractions include Pelang Beach, Prigi Beach, Dilem Willis Agrotourism, Kili-Kili, and Lingga Cliff Tourism. This study examines the relationship between Destination Image, memorable tourism experiences, e-WOM, and Brand Trust on Revisit Intention in Trenggalek, East Java, Indonesia. This study used 100 respondents who had traveled to Trenggalek. This research uses structured equation model testing with SmartPLS software. The research findings confirmed the relationship between destination image, memorable tourism experiences, e-WOM, and Brand Trust in Revisit Intention. However, an unexpected result happened: destination image and brand trust did not affect revisit intention. This issue encourages efforts to maximize promotion through social media in increasing destination image and e-WOM about Trenggalek tourism.

Keywords: destination image · brand trust · e-WOM · revisit intention · Trenggalek

1 Introduction

Through the “Wonderful Indonesia” tagline, Indonesian tourism continues to improve and increase its competitiveness. Wonderful Indonesia was named the “Best Creative Destination” at the 2020 Creative Tourism Awards, beating 76 other destination nominations worldwide (setkab.go.id). Indonesia’s tourism development commitment has increased foreign tourist arrivals. According to the Central Statistics Agency, foreign

tourist arrivals in 2019 amounted to 16,106,954. This figure increased from tourist visits in 2017 or 2018, which were 14,039,799 and 15,810,305 tourists, respectively. During the COVID-19 storm, Indonesia's tourism performance was recorded as bringing in as many as 4,052,923 foreign tourists in 2020. The number of foreign tourist arrivals for the 2015–2018 period had a positive trend which continued to rise from 10.23 million people to 15.81 million people. According to katadata.co.id, the contribution of the tourism sector as a contributor to foreign exchange continues to increase from US\$ 9.12 billion in 2012 to US\$ 16.11 billion in 2018.

In increasing tourism competitiveness, the government is preparing a leading destination as, the new Bali. The top destinations are Lake Toba (North Sumatra), Tanjung Kelayang (Bangka Belitung), Tanjung Lesung (Banten), the Thousand Islands and the Old City (DKI Jakarta), Borobudur (Central Java), Bromo Tengger Semeru (East Java), Mandalika (West Nusa Tenggara), Labuan Bajo (East Nusa Tenggara), Wakatobi (South-east Sulawesi), and Morotai (North Maluku) (katadata.co.id). As a leading destination, the government has built infrastructure and facilities there. In addition to leading destinations, the central government encourages several regions to explore their tourism potential as economic support.

Trenggalek is a district with tourism potential in East Java, Indonesia. Trenggalek has several excellent tours, such as Prigi Beach, Lingga Cliff Tour, Kil-Kili, Pelang Beach, Agrowista Dille Willis, and Durensari. Trenggalek also has excellent culinary delights: Nasi Ayam Lodho Durenan Trenggalek, Nasi Gegok, and Sompil Typical Trenggalek. The tourism sector can be the foundation of Trenggalek's economy. BPS Trenggalek recorded employment in the hotel and accommodation industry at 189,712 hotels and 158,557 in other accommodations. The number of foreign tourists who came was recorded at 3,511,226 tourists in 2020. The Trenggalek government has built a website <http://visit.Trenggalekkab.go.id/> as a tourist information center in Trenggalek.

Marketers are interested in understanding the drivers of tourist intention to revisit because the costs of keeping repeat visitors are far less than those of attracting new visitors (Um et al., 2006). The decision-making process for tourists is complex (Lam & Hsu, 2006) and requires high involvement because it requires many important considerations, such as destination selection attractions. One of the factors that influence tourist decisions in choosing a destination is e-WOM. Empirical evidence suggests that eWOM can influence tourists to visit and revisit intentions [1]. EWOM is adapted from word-mouth WOM, which refers to Internet-mediated informal communication about a product, service, or brand, regardless of the valence of the information. The phenomenon of social media has transformed the way conventional marketing works into digital marketing. The rapid growth of the Internet and social media users has revolutionized the travel & tourism industry [2, 3].

This study examines the effect of destination Image, memorable tourism experiences (MTE), e-WOM, and Brand Trust on Revisit Intention in Trenggalek, East Java, Indonesia. Few studies have explored the relationship between MTE and guest interaction, sensory impression, place attachment, memory, satisfaction, behavioral intention, loyalty, eWOM, and revisit intention [4–7]. Researchers argue that MTE best predicts future behavior [8–10]. This study also adds brand trust to the model. Evidence from [9] supports trust as an antecedent of a repeat visit. Tourism research recognizes that

destination image and trust operate through WOM and eWOM to form travel intentions [11], although not many have led to the context of revisit intention.

2 Literature Review

2.1 E-WoM Toward Destination Image, Brand Trust, and Revisit Intention

Intention to revisit is the willingness to visit a destination again [11]. Marketers are interested in understanding the drivers of tourist intention to revisit because the costs of keeping repeat visitors are far less than those of attracting new visitors. eWOM can influence tourists' perception and intention to visit a destination [1]. [1] eWOM positively influences the destination image, and tourist attitude, which affect the intention to travel. [11] finds that eWOM positively influences destination trust and intention to travel. [12] suggested that there is a linkage between eWOM, brand trust, and purchase intention. Thus the direction of eWOM will increase or decrease the impact of trust on purchase intents. Previous research also indicates that destination image significantly influences tourists' satisfaction and revisit intention.

H1: eWOM has a significant impact on destination image

H2: eWOM has a significant impact on brand Trust

H3: eWOM has a significant impact on revisit intention

2.2 Destination Image Toward MTE and Revisit Intention

Destination image is an important construct influencing tourist decision-making, destination choice, post-trip evaluation, and future behavior [13, 14]. Destination image is an important factor influencing the tourist experience [13]. [14] found that destination image affects perceived quality and influences satisfaction and behavioral intentions. The results of previous studies have also revealed that the image of a destination has a direct positive effect on perceived value and experience quality [7].

H4: Destination image has a significant impact on revisit intention

H5: Destination image has a significant impact on MTE

2.3 Memorable Tourism Experiences and Revisit Intention

Memorable Tourism Experiences (MTEs) are experiences that are selectively built on tourist experiences and can be remembered and recalled after a trip [13]. MTE is important because it is a memorable experience that will influence the decision-making of future tourists [9]. Tourists use previous experiences and memories to formulate future trips when choosing a destination [15].

H6: MTE has a significant impact on revisit intention

2.4 Brand Trust and Revisit Intention

Destination trust refers to a visitor's willingness to rely on the ability of a destination to perform its advertised functions. In other words, assuring tourists that service provision will be transparent, reliable, risk, and hassle-free [11]. Previous studies have found that consumer trust and revisit intention are influenced by consumer attitudes [16].

H7: Brand trust has a significant impact on revisit intention

3 Research Method

This research examines the effect of destination image, memorable tourism experiences, e-WOM, and brand trust on revisit intention in *Trenggalek*, East Java, Indonesia. This study used a purposive sampling method with some criteria: (a) The targeted respondents are people who have visited *Trenggalek*, East Java, Indonesia (2) Coming from outside *Trenggalek*. And (3) over 17 years old. SPSS 17 was used for descriptive statistical analysis. PLS-SEM was used to analyze the latent constructs and test the hypotheses by using SmartPLS 3.0. Compared with CB-SEM, PLS-SEM can better deal with a complex model, small sample size, non-normally data distribution, formative measures, and predictive and exploratory research (Fig. 1).

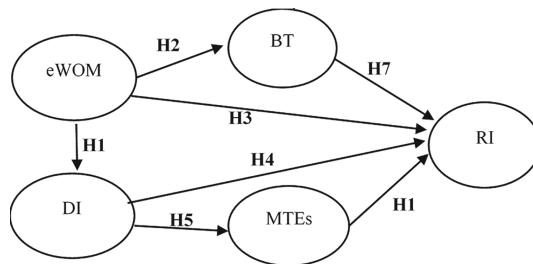


Fig. 1. Research Model. *DI = Destination image, MTEs = memorable tourism experiences, e-WOM = electronic word of mouth, BT = brand trust, RI = revisit intention.

3.1 Measurement

The measurement of MTEs uses Kim's seven dimensions and 24-item scale: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty [9] and is used in [14]. The measurement of e-WoM, Brand trust, and revisit intention was adopted from [11]. We adopted a 6-item scale used by previous studies in measuring e-WoM [1, 11]. We measured destination trust with an 8-item scale used by a prior study in a med-tourism context [11]. Revisit intention is measured by [9]. Destination image is measured based on 11 items in [14] and adopted in [13]. Destination consisted of three dimensions: natural attractions, cultural attractions, and tourism facilities. All measurements used a 5-Likert scale. For this measure, response range from 5 (strongly agree) to 1 (strongly disagree).

4 Result and Discussion

This kind of research was greatly suitable by using the Structural Equation Modelling approach for testing and gaining credible results among relationships within variables. SEM analysis had two stages essential to getting the suitable constructs. Firstly, the Validity test in this research used Confirmatory Factor Analysis (CFA) and confirmed that all of the items in valid numbers had been determined by research standards. Secondly, the reliability test was then examined.

Table 1. Descriptive Statistics

Variable	Mean	Max	Min	Standard deviation
Revisit Intention	4.133	5	1.67	0.861
Destination Image	3.361	5	2.72	0.584
Brand Trust	3.921	5	2.04	0.680
E-WOM	4.027	5	2.33	0.722
Memorable tourism Experience	3.795	5	1.50	0.721

4.1 Demographics Respondent

Looking at the detail of respondent demographics, the number of respondents collected from September 1st to September 31st, 2022, exactly 100 respondents had been filtered as research criteria. This study separated respondents between married and unmarried. The proportion of married respondents was 84%, and unmarried showed 16%. What stands out from the age group is that the proportion of younger and young elderly was the highest number of respondents at about 47% and 48%, respectively. Meanwhile, older people saw a tiny fragment of about 1% in reverse. Turning into the education group, as regard primary school level had the highest level at above a half, following bachelor’s degree was the second. Furthermore, the respondents of doctor level were less than diploma and Magister at 2%, 3%, and 6% subsequently.

4.2 Statistic Descriptive

Table 1. Present Descriptive statistics testing. Statistics Descriptive shows the average, maximum, minimum, and standard deviation among these variables in this study. The descriptive statistics of the summated scales from 100 respondents were reported in Table 1. Table 1 shows that all variables have a mean ranging from 3.361 to 4.133. This result can be classified as the “High category.” The maximum value was in the range of 6.00.

Moreover, the minimum value was 1.500. Revision intention (OJ) has the highest means, and Destination Image (IWB) has the lowest. For the standard deviation, E-WOM is the highest value, with 1,06587.

4.3 Validity and Reliability

Table 2 shows the validity and reliability results. The confirmatory Factor Analysis (CFA) approach measured the validity and reliability of tests. Based on (Hair et al., 2018), an item can be valid if the loading factor scores more than 0.5. The loading factor of items was statistically significant with a value (>0.5). However, items D1, D9, D10, and MTE8 in this construct were removed to meet the minimum standard of 0.5 [17]. In this test, the reliability (Construct Reliability and Variance Extracted) of all variables reached the construct reliability (>0.7) requirement [17].

Table 2. Confirmatory Factor Analysis

Variable	Item	Loading	AVE	CR	Cronbach Alpha
Revisit Intention	RI 1	0.952	0.882	0.957	0.933
	RI 2	0.940			
	RI 3	0.925			
Destination Image	D2	0.803	0.528	0.899	0.872
	D3	0.616			
	D4	0.716			
	D5	0.737			
	D6	0.754			
	D7	0.722			
	D8	0.736			
	D11	0.717			
Brand Trust	BT 1	0.873	0.620	0.905	0.863
	BT 2	0.871			
	BT 3	0.785			
	BT 4	0.828			
E-WOM	EWOM 1	0.791	0.620	0.906	0.875
	EWOM 2	0.837			
	EWOM 3	0.784			
	EWOM 4	0.849			
	EWOM 5	0.622			
	EWOM 6	0.817			
Memorable tourism Experience	MTE1	0.723	0.568	0.966	0.963
	MTE2	0.721			
	MTE3	0.706			
	MTE4	0.739			
	MTE6	0.689			
	MTE7	0.624			
	MTE9	0.767			
	MTE10	0.715			
	MTE11	0.715			
	MTE12	0.776			

(continued)

Table 2. (continued)

Variable	Item	Loading	AVE	CR	Cronbach Alpha
	MTE13	0.809			
	MTE14	0.707			
	MTE15	0.767			
	MTE16	0.823			
	MTE17	0.824			
	MTE18	0.786			
	MTE19	0.798			
	MTE20	0.838			
	MTE21	0.833			
	MTE22	0.668			
	MTE23	0.808			
	MTE24	0.698			

4.4 Structural Model

The path analysis results are shown in Table 3, which explains the p-value of this research. We used first-order analysis for running all constructs through the SEM-PLS method. Once CFA analysis had been examined, which measured the validity and reliability, it then analyzed all relationships among variables. In Table 3, there were four supported hypotheses and two not supported. The relationship of E-WOM had a significant effect on destination image (t-value (4.432) ≥ 1.645 ; $p < 0.05$, the relationship between E-WOM and Brand Trust had a similar result (t-value (5.460) ≥ 1.645 ; $p < 0.05$). On the other side, the factor that could increase revisit intention saw rejection on Destination Image (t-value (0.729) ≥ 1.645 ; $p > 0.05$ and Brand trust t-value (0.094) ≥ 1.645 ; $p > 0.05$, meanwhile E-WOM affect toward revisit intention t-value (2.194) ≥ 1.645 ; $p < 0.05$. Henceforth, Destination image had a great influence on MTE's (t-value (41,830) ≥ 1.645 ; $p < 0.05$. Ultimately, MTEs significantly affected revisit intention t-value (2.382) ≥ 1.645 ; $p < 0.05$.

4.5 Discussion

Tourism sectors significantly contribute to the gross domestic product, which could lead to 5% of the overall GDP (PWC, 2021). It is predicted to grow higher due to Indonesian tourism potential, particularly maritime tourism. The massive promotion through the tagline "Wonderful Indonesia" successfully encourages Indonesia's tourism nationally and globally. In this circumstance, the expected growth of tourism can reasonably reach. Therefore, numerous factors could increase tourist intention, especially tourism in Trenggalek. The successful indicator that can be a symptom of successful tourism is revisited intention among previous visitors. This study examines the revisit intention factors, such as destination image, experience, and social media usage.

Table 3. Hypothesis Testing

	T Statistics (O /STDEV)	P Values	Decision
eWOM -> DI	4,432	0,000	H1 Accepted
eWOM -> BT	5,460	0,000	H2 Accepted
eWOM -> RI	2,194	0,029	H3 Accepted
DI -> RI	0,729	0,466	H3 Rejected
DI -> MTEs	41,830	0,000	H4 Accepted
MTEs -> RI	2,382	0,018	H5 Accepted
BT -> RI	0,094	0,925	H6 Rejected

This study conducted a statistical test for measuring the relationships among variables. From this result, it can be seen that E-WOM significantly affected to destination image of Trenggalek tourism. The finding underlined a significant result of E-WOM on several factors. The undeniable, previous study argued that E-WOM would eliminate the negativity of biased information dissemination way because the identity of reviewers cannot be identified, it will gain the honest review in some products [11]. This finding provides a deeper understanding of the crucial role of E-WOM in building images [1]. Secondly, the good practice of e-WOM also gains the effectiveness of creating tourism belief and intention. The prior study showed that E-WOM significantly influences brand trust and tourism attractiveness [1, 4].

Another interesting finding is that destination image did not significantly influence revisit intention. The logical reason refers to the proportion of respondents being younger. The young tourist's decision-making tends to consider self-expectation and facilities. More than that, the high number of destination lists will likely enlarge the experience in another place. Ultimately, nowadays, people's behavior in tourism changes swiftly and follow the worldwide trend. Even though they already find a suitable place for traveling, they tend to search for another place until getting the newest thing and get viral (SWA, 2022). After reaching their expectation, they will likely do the same things and forget the previous one. On the one hand, Brand trust also had little influence on revisit intention. In other words, the newest trend about "Looking for a hidden gem," one of the favorite trends among Gen Z, ignores trust and tourism credibility but attaches importance to finding a virgin destination.

There was a significant result regarding the relationship between destination image and Memorable Tourism Experience. This result indicates the importance of satisfaction and unexpected experience during vacation activities [14]. According to [13], MTE is one of the best predictors for future tourist decision-making due to perceived unique impressions. Moreover, the present study claims that MTE has a strong relationship with destination facilities and tourist needs, which strongly relate to the goal and value of the journey [13, 14, 18]. This result indicates the tourist experience's important role in attracting future behavioral intention. Furthermore, in Trenggalek, there are numerous tourists to education, history, the beach, the playground, and many more. The unique features of these tourism objects fully affected tourism attractiveness.

5 Conclusion

Trenggalek is one of the regencies with potential tourism in agriculture or historical sectors. This study aims to examine the tourist perception and behavior regarding Trenggalek tourism. This finding shows impressive results that can enlarge the theoretical evidence useful for further study. The influence of E-WOM strongly affected revisit intention. The experience among tourists who share their journey on social media could attract tourist behavior for a different choice. On the other side, one of the crucial factors that can increase tourist intention to revisit, Destination image, saw an insignificant result. These findings over expectation researchers but after knowing the respondent and tourism trends, its reasonable changes. The factor was dynamics, and it may change again. This research contributes to enlarging the understanding of tourism related to visitor behavior, more than this study can be a reference for tourism management and government for focusing factors that can boost tourism. The key success indicator of tourism is revisiting intention in the further journey.

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