

# THE INFLUENCE OF DESTINATION IMAGE, EXPERIENTIAL QUALITY AND E-WORD OF MOUTH TOWARDS TOURIST REVISIT INTENTION TO TOMOHON CITY AS TOURISM DESTINATION

*PENGARUH CITRA DESTINASI, KUALITAS PENGALAMAN DAN E-WORD OF MOUTH TERHADAP NIAT BERKUNJUNG KEMBALI WISATAWAN KE KOTA TOMOHON SEBAGAI DESTINASI WISATA*

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**Abstract:** The aims of this study is to figure out the influence of destination image, experiential quality and e-word of mouth towards tourist revisit intention to Tomohon city. This research uses quantitative methods. To achieve this goal, the researchers distributed questionnaires and the sample used was 100 tourists as the respondents. The findings of this study indicate that Destination image, experiential quality and E-Word of Mouth simultaneously influence the revisit intention. Destination image and E-Word of Mouth have effect on tourists' revisit intentions. Meanwhile, Experiential Quality has no effect on revisit intention.

**Keywords:** destination image, experiential quality, e-word of mouth, revisit intention

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh citra destinasi, kualitas pengalaman dan e-word of mouth terhadap niat berkunjung kembali wisatawan ke kota Tomohon. Penelitian ini menggunakan metode kuantitatif. Untuk mencapai tujuan tersebut, peneliti menyebarkan kuesioner dan sampel yang digunakan adalah 100 turis sebagai responden. Temuan penelitian ini menunjukkan bahwa citra destinasi, kualitas pengalaman dan E-Word of Mouth secara simultan berpengaruh terhadap niat berkunjung kembali. Citra destinasi dan E-Word of Mouth berpengaruh terhadap niat berkunjung kembali wisatawan. Sedangkan Experiential Quality tidak berpengaruh terhadap niat berkunjung kembali.

**Kata Kunci:** citra destinasi, kualitas pengalaman, e-word of mouth, niat berkunjung kembali

## INTRODUCTION

### Research Background

Tourism is a sector that can contribute to a country's economic development and play an important role in the development of a region. With a fairly rapid economic development, currently countries in the world are competing to advance and increase their country's assets including several existing sectors such as the tourism industry, trade, technology, and so on. The tourism sector is an extraordinary asset that is also owned by every country that can be used for the development of a country. The tourism potential in Indonesia is widespread throughout the region with various types and diverse characteristics, one of which is tourism in North Sulawesi Province, more precisely in Tomohon city. Tomohon City is currently very well known as the city of flowers. It has a natural beauty that is so beautiful because it is surrounded by lakes, mountains and seven beautiful waterfalls, making Tomohon City one of the reasons for tourists to visit Tomohon City.

The revisit intention to Tomohon City is influenced by several factors that are taken into consideration, including the Destination Image, which is a combination of product variations, attractions, and attributes that are

added to the impression of the selection process based on various information (Whang, Yong, and Ko, 2016:2). Destination image is part of the selection process of tourist destination, because destination images can provide a picture of these tourist attractions in the minds of tourists and in the world of tourism because if the tourist attractions have a good image, tourists can come back again to visit. However, tourists' perceptions of the quality of experience or their purpose to share their tourist experiences with others differs because each tourist has distinctive characteristics and experiences. In order to conduct an evaluation, it is critical to first understand the quality of the visitor experience. According to Yuan and Wu (2008), there was evidence showing that both negative and positive experience were results that cannot be avoided from consuming product/service even though their needs and wants are different.

Today's internet continues to grow in all ages which makes the internet a medium to communicate with one another which is commonly called electronic word of mouth (e-wom). E-Word of mouth includes various types of social media that are commonly used to provide reviews or post pictures of a product or service on the internet so that the posting can make a significant impact on the image, popularity and sales of the product or service. Every experience shared by visitors to Tomohon city in the form of blogs, websites, and social media will be able to swiftly spread and be accessed by social media users, so indirectly aiding in the marketing of Tomohon city to individuals from both within and outside the region.

### **Research Objectives**

1. To figure out destination image, experiential quality and e-word of mouth have effect on tourist revisit intention simultaneously
2. To identify the effect of destination image on tourist revisit intention to Tomohon city partially
3. To identify the effect of experiential quality on tourist revisit intention to Tomohon city partially
4. To identify the effect of electronic word of mouth on tourist revisit intention to Tomohon city partially

## **THEORETICAL FRAMEWORK**

### **Marketing**

According to the American Marketing Association (AMA) in 2011, Marketing is the activity, collection of institutions, and procedures for producing, communicating, delivering, and exchanging value-added offerings for customers, clients, partners, and society as a whole. According to Kotler and Armstrong (2011:5), marketing is the process through which businesses create value for customers and build strong customer relationships in order to capture value from them.

### **Consumer Behavior**

Understanding consumer behavior can be useful for designing marketing strategies, knowing how consumers make purchasing decisions, can also understand consumer attitudes in dealing with something. According to Sunyoto (2015:6), Consumer behavior is a variety of actions taken by individuals, groups, or organizations related to the process of selecting decisions to obtain, use goods and or services that can be influenced by the environment.

### **Tourism**

Tourism is a travel activity that is carried out temporarily from one's original domicile to a destination area for the purpose of having pleasure, satisfying curiosity, spending leisure or holiday time, and other objectives (Meyers, 2009).

### **Destination Image**

According to Kim, Holland, and Han (2013:37), A destination image was created by a combination of destination attributes (e.g., attractive landscape, shopping options, cultural exchange, infrastructure, safety, and activities) to create a favorable impression of a location. The image of the destination of a tourist destination will undoubtedly play a very important role in influencing tourists' perceptions or generating a desire to visit the tourist destination, and tourists will even revisit the tourist destination because the image provided by the tourist spot provides an image or idea to tourists who come and creates an emotional attachment.

**Experiential Quality**

Crompton and Love (1995:12) define experiential quality as involving “Not simply the attributes offered by a supplier, but also the attributes brought to the opportunity by the visitor”. As a result, the psychological outcome accorded to customers who participated in tourism activities has been identified as experience quality.

**Electronic Word of Mouth**

Electronic word-of-mouth (eWOM) is a form written memo on the web usually posted by an experienced or previous consumer; this memo may influence the behavioral actions of a potential consumer (Abubakar and Ilkan, 2013). Hennig-Thurau et al. (2004:39) define electronic word of mouth as “any positive or negative statement made by potential, actual, or former customers about a product or company, which are available to many people and institutions through the Internet.

**Revisit Intention**

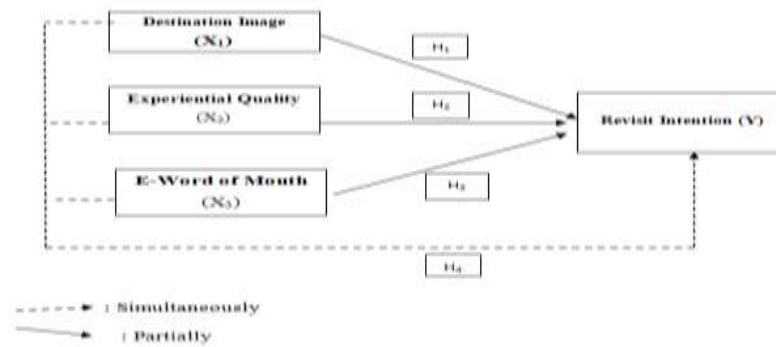
Successful tourism is defined as tourism that increases tourist expenditure on tourism activities in a destination while also increasing employee and government income. As a result, attracting travelers to revisit and recommending destinations to other tourists is critical for the effective development of tourist destinations (Dhankhar and Singh, 2014:3). Revisit intention refers to the likelihood of a visitor repeating an activity or revisiting a destination (Baker and Crompton, 2000).

**Previous Research**

Johari and Anuar (2020) examined the influence of destination image on tourists' revisit intention with the mediating role of memorable tourism experience. Questionnaires were distributed to domestic tourists in Melaka through the convenient sampling method. This study reveals that both cognitive and affective components of destination image have positively influence domestic tourists' revisit intention to Melaka. Memorable tourism experience was also found to mediate this relationship. On top of contributing to the body of knowledge, the finding of this study is expected to help destination managers in developing measures to maintain and enrich the image of Melaka.

Wu, Li, and Li (2014) identified the dimensions of experiential quality and investigating the interrelationships among experiential quality, experiential value, experiential satisfaction, theme park image, and revisit intention perceived by theme park visitors. Analysis of data from 424 visitors in Janfusan Fancyworld of Taiwan indicates that the proposed model fits the data well. The results reveal that there are 4 primary dimensions and 11 subdimensions of experiential quality perceived by theme park visitors. In addition, the results indicate that physical environment quality is identified as the most primary dimension of experiential quality perceived by theme park visitors.

Paisri (2020) examined the effects of customer experience on electronic word of mouth (eWOM) and revisit intention and the influence of commitment mediates the relationship between customer experience, electronic word of mouth (eWOM) and revisit intention. These constructs are investigated in Taladtongchom Thailand context. The total sample sizes are 600 tourists. Structural equation modeling (SEM) is used for data analysis. The empirical results of this study increase the understanding how customer experience and dimension of customer experience influence type of commitment, electronic word of mouth and revisit intention and type of commitment as the mediator from the customer perspective. Further, managers of Taladtongchom should bring the unique identity of the market to create a different customer experience for customers to create customers' commitment and positive electronic word of mouth and revisit intention, and government can use these findings as a guideline in establishing policies to give support to Thailand's tourism. Hence, positive eWOM and revisit intention are the results of tourists' memorable and great experience during the visiting Taladtongchom



**Figure 1. Conceptual Framework**  
Source: Data Processed (2022)

### Research Hypothesis

- H1: There is effect of destination image on revisit intention to Tomohon city partially.
- H2: There is effect of experiential quality on revisit intention to Tomohon city partially
- H3: There is effect of E-Word of Mouth on revisit intention to Tomohon city partially
- H4: Destination Image, Experiential Quality and E-Word of Mouth have effect toward Revisit Intention to Tomohon city simultaneously

## RESEARCH METHOD

### Research Approach

The approach used in this research is quantitative. Sugiyono (2015:8) states that quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples. The study utilized a quantitative research design using a structured questionnaire. Quantitative research seeks to quantify the data).

### Population, Sample and Sampling Technique

According to Sekaran and Bougie (2009:262), population refers to the entire group of people, event, or things of interest that the researcher wishes to investigate. Population in this research is for all tourist who visit in Tomohon city in 2020 are 305,55 people as population based on Central Agency on Statistics of Tomohon city (Badan Pusat Statistik Kota Tomohon). The sample of this research is restricted to 100 tourists who travel in tourist destination of Tomohon city for being the respondents to fill the questionnaire. In this research, will use non probability sampling and purposive sampling method that will be used.

### Data Collection Method

The data of this research is collected from the Primary and Secondary Data. The primary data used in this research is the questionnaire that will be distributed to the respondents. The author obtained secondary data from the Tomohon City Central Statistics Agency and the Department of Tourism and Culture of Tomohon City, in the form of visitor data from Tomohon City and data on tourist destinations in Tomohon City.

### Operational Definition of Research Variables

1. Destination Image (X<sub>1</sub>): The feelings, impressions, opinions and emotions about a place people have which develop with time. (Indicators: natural attractions, infrastructure, atmosphere, social environment, value for money, lively city, exciting city, pleasant city.)
2. Experiential Quality (X<sub>2</sub>): refers to the psychological outcome of the involvement of tourists in tourism activities (indicators: interaction quality, physical environment quality, outcome quality, access quality)
3. Electronic Word of Mouth (X<sub>3</sub>): E-WOM is all statement that give by the customer whether positive or negative comments about a product, place or brand which is made available to multitude of people and institution via internet. (indicators: Content, Intensity, Positive Valence, Negative Valence)

4. Revisit Intention (Y): Intention to revisit a destination refers to the individual's readiness or willingness to arrange a repeat visit to the same destination. (Indicators: Intend to visit the destination again, Being a major vacation destination, Willingness to recommend the destination to other people, Willingness to share positive things or information)

### Data Analysis Method Validity and Reliability Test

A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured by the questionnaire (Ghozali, 2011). According to Anastasi and Urbina (2002), Reliability refers to consistency of scores obtained by the same persons when they are reexamined with the same test on different occasions, or with different sets of equivalent items, or under other variable examining conditions.

### Multiple Linear Regression Analysis

Cooper and Schindler (2003) stated that linear regression analysis is a technique to observed value or more than one X to estimate or predict corresponding Y value. The equation model of multiple regression analysis which used in this research can formulated as shown below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Where:

Y	: Tourist Revisit Intention
$\alpha$	: Constant
X1	: Destination Image
X2	: Experiential Quality
X3	: E-Word of Mouth
$\beta_1, \beta_2, \beta_3$	: Slope of each independent variable
$\mu$	: Error term

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

In validity test, it shows that all indicator statement items from the Destination Image (X1), Experiential Quality (X2), E-WOM (X3) and Revisit Intention (Y) variables have a Pearson correlation value greater than r table (0.196). Thus, the entire item statement of the research variable is valid. In reliability test, Destination Image (X1), Experiential Quality (X2), Electronic Word of Mouth (X3) and Revisit Intention (Y) variables have a Cronbach's alpha value greater than 0.6. This means that the measuring instrument is reliable.

#### Classical Assumption Test

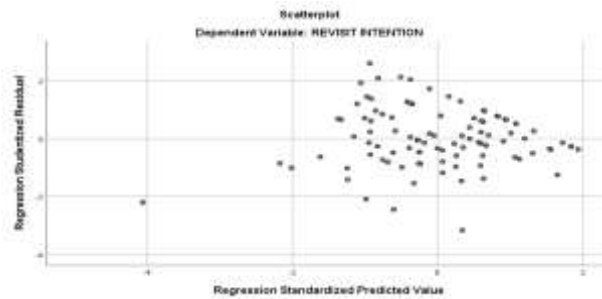
##### Normality



**Figure 2. Normality Test**

Source: Data Processed (2022)

The graphing data (points) are spread out along the diagonal line, and the spread follows the diagonal line. This demonstrates that the regression model fits the normality requirement.



**Figure 3. Heteroscedasticity Test**  
 Source: Data Processed (2022)

It can be seen from the scatterplot image above that it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity

**Table 1. Multicollinearity Test**

Model		Coefficients <sup>a</sup>				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	T	Sig.	
1	(Constant)	3.262	2.400		1.359	.177	
	DESTINATION IMAGE	.438	.109	.448	4.012	.000	.408
	EXPERIENTIAL QUALITY	-.126	.127	-.127	-.996	.322	.311
	E-WOM	.457	.101	.465	4.505	.000	.476

a. Dependent Variable: REVISIT INTENTION

Based on the results of the table above, the independent variable has a Tolerance Value > 0.100 and a VIF < 10, so the assumption of multicollinearity has been met or there are no symptoms of multicollinearity.

**Multiple Linear Regression Analysis**

**Table 2. Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.262	2.400		1.359	.177
	DESTINATION IMAGE	.438	.109	.448	4.012	.000
	EXPERIENTIAL QUALITY	-.126	.127	-.127	-.996	.322
	E-WOM	.457	.101	.465	4.505	.000

a. Dependent Variable: REVISIT INTENTION

Source: Data Processed, 2022

From the multiple linear regression equation above it can be interpreted as follows :

- The constant value is 3.262 which states that if the variable Destination Image (X1), Experiential Quality (X2), and E-WOM (X3) is equal to 0, then the Revisit Intention (Y) is 3.262
- The regression coefficient value for the Destination Image variable (X1) has a positive value of 0.438. This shows that if the Destination Image increases by 1%, the Revisit Intention will increase by 0.438 assuming

the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable

- The regression coefficient value for the Experiential Quality (X2) variable is -0.162. This value shows a negative (opposite direction) effect between the Experiential Quality and Revisit Intention variables. This means that if the Experiential Quality variable has increased by 1%, then the Revisit Intention variable will decreased by 0.162. Assuming that the other variables remain constant.

### Hypothesis Testing

**Table 3. T-test**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	3.262	2.400		1.359	.177
	DESTINATION IMAGE	.438	.109	.448	4.012	.000
	EXPERIENTIAL QUALITY	-.126	.127	-.127	-.996	.322
	E-WOM	.457	.101	.465	4.505	.000

a. Dependent Variable: REVISIT INTENTION

Source: Data Processed, 2022

1. It is known that the significant value of Destination Image variable (X1) is 0.000  $0.000 < 0.05$  (significance level has a smaller value than Alpha). While  $t_{count} = 4.012 > t_{table} = 1.985$  ( $t_{count}$  has a value greater than  $t_{table}$ ), so it can be concluded that Hypothesis 1 is Accepted, which means Destination Image has an effect on Revisit Intention
2. It is known that the significant value of Experiential Quality variable (X2) is 0.322  $> 0.05$  (significance level has a greater value than Alpha) While  $t_{count} = -0.996 < t_{table} = 1.985$  ( $t_{count}$  has a value smaller than  $t_{table}$ ), so it can be concluded that Hypothesis 2 is Rejected, which means that Experiential Quality has no effect on Revisit Intention.
3. It is known that the significant value of E-WOM variable (X3) is 0.000  $< 0.05$  (significance level has a smaller value than Alpha). While  $t_{count} = 4.012 > t_{table} = 1.985$  ( $t_{count}$  has a value greater than  $t_{table}$ ), so it can be concluded that Hypothesis 3 is Accepted. which means that E-WOM has an effect on Revisit Intention

**Table 4. F-Test**

Model		Anova				Sig.
		Sum of Squares	Df	Mean Square	F	
1	Regression	682.802	3	227.601	33.692	.000 <sup>b</sup>
	Residual	648.508	96	6.755		
	Total	1331.310	99			

a. Dependent Variable: REVISIT INTENTION

b. Predictors: (Constant), E-WOM, DESTINATION IMAGE, EXPERIENTIAL QUALITY

Source: Data Processed (2022)

Based on the output above, it is known that the significant value is 0.000 with F value is 33.692. The significant value for the effect of X1, X2, and X3 simultaneously on Y is  $0.000 < 0.05$  (the significance value is less than 0.05) and for  $F_{count} 33,692 > F_{table} 2.70$  ( $F_{count}$  is greater than  $F_{table}$ ) so it can be concluded that Hypothesis 4 is accepted which means that Destination Image, Experiential Quality and E-WOM simultaneously have effect on revisit intention so it can be concluded that Hypothesis 4 is Accepted

### Discussion

The image of the destination has a role in influencing the intention of returning tourists, the image of the destination is an image or perception of tourists towards a destination that can influence the desire of tourists to visit a tourist destination. Tourism image, according to Bigné, Sánchez, and Sánchez (2001), was a direct antecedent of evaluation of the actual experience and intention to return. With destination image, the tourists will

take the decision to revisit those places (Ramseook-Munhurrun, Seebaluck, and Naidoo, 2015). Tourists' intentions to revisit to tourist attractions have been highly influenced by destination image. In accordance with the results obtained in this study that the image of the destination have effect to revisit intention. Similar to the research conducted (Asiku, Hermawan, and Dhewi, 2020) which stated that the destination's image has a positive and significant effect on tourist satisfaction, the destination's image has a positive and significant effect on revisit intention. Experiential quality, according to Wu, Li, and Li (2014), is important in increasing perceived levels of experiential satisfaction. This research has different result from the previous studies according to empirical data from various marketing studies, perceived experience quality has a positive effect on the improvement of visitors' image perceptions, which leads to revisit intentions through experiencing satisfaction (Wu, Li, and Li, 2014), if it is seen that tourists who come to tourist destinations in Tomohon city still pay less attention to their experiences from their involvement when carrying out tourist activities in tourist destinations in Tomohon city or when enjoying the natural beauty that exists in tourist destinations in Tomohon city through the facilities provided by tourist destinations, tourists only see the natural beauty without caring about the experiences that they feel while carrying out tourism activities. A variety of factors, including as comments, messages, opinions, personal experiences, expert evaluations, and reviews of products and services, can affect consumer behavior in an online environment, so visitor who uses social media can increase their intention to revisit when they see reviews on social media. Recent research has found that e-wom is an important antecedent contract to assess future consumer behavior, such as revisit intention Bataineh (2015).

## CONCLUSION AND RECOMMENDATION

### Conclusions

1. Destination Image does influence toward Revisit Intention to Tomohon city partially. It can be said that Destination image has an important role in influencing tourist Revisit Intention to Tomohon city. Therefore the hypothesis is "There is effect of destination image on revisit intention to Tomohon city partially" is accepted
2. Experiential quality does not influence toward Revisit Intention to Tomohon city partially. It can be said that Experiential quality has not an important role in influencing tourist Revisit Intention to Tomohon city. Therefore the hypothesis is "There is effect of Experiential quality on revisit intention to Tomohon city partially" there is a negative effect, so it means that the hypothesis is rejected
3. E-Word of Mouth does influence toward Revisit Intention to Tomohon city partially. It can be said that E-Word of Mouth has an important role in influencing tourist Revisit Intention to Tomohon city. Therefore the hypothesis is "There is effect of Electronic Word of Mouth on revisit intention to Tomohon city partially" is accepted
4. The result shows that Destination Image, Experiential Quality and E-Word of Mouth do influence toward Revisit Intention to Tomohon city simultaneously. Therefore the hypothesis "Destination Image, Experiential Quality and E-Word of Mouth do influence toward Revisit Intention to Tomohon city simultaneously" is accepted.

### Recommendations

1. Tomohon City can maintain the existing reforestation by continuing to pay attention to development and also always balance between industrial areas and reforestation areas.
2. Tomohon City must continually pay attention to the surrounding nature in Tomohon City so that it is always maintained and attractive, as it is one of the things that attracts tourists to visit Tomohon City, particularly to current tourist destination.
3. Make some more promotions in various media, particularly on social media, because social media is a platform for quickly information exchange, and try to organize a few events in tourist destinations, as well as a shopping center offering unique goods or souvenirs with Tomohon City features.
4. Tourist destinations in Tomohon city can add various tourist activities that can provide an unforgettable memory for tourists who come to visit Tomohon city such as adding rides or utilizing agriculture in Tomohon city by holding farming tourism activities such as picking fruit or planting plant

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