
THE INFLUENCE OF DESTINATION IMAGE, SERVICE QUALITY, AND ELECTRONIC WORD OF MOUTH ON TOURIST SATISFACTION IN OLOMOUC CITY CENTER BASED ON INDONESIAN YOUTH

PENGARUH CITRA DESTINASI, KUALITAS LAYANAN, DAN ELEKTRONIK DARI MULUT KE MULUT TERHADAP KEPUASAN WISATAWAN DI PUSAT KOTA OLOMOUC BERBASIS ANAK MUDA INDONESIA

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Abstract: This study uses a quantitative with causal research approach. The data collected through questionnaire with convenience sampling technique that observed 103 respondents focussing on Indonesian youth who have visited Olomouc and analyzed using Multiple Linear Regression Analysis. The findings of this study demonstrate that destination image, service quality, and electronic word of mouth have a positive and significant impact on tourist satisfaction in Olomouc City Center among Indonesian youth, when considered simultaneously. However, when analyzed partially, only electronic word of mouth does not have a partial influence on tourist satisfaction.

Keywords: Destination Image, Service Quality, Electronic Word of Mouth, Tourist Satisfaction

Abstrak: Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan kausal. Data yang dikumpulkan melalui kuesioner dengan teknik convenience sampling yang mengamati 103 responden yang berfokus pada pemuda Indonesia yang telah berkunjung ke Olomouc dan dianalisis menggunakan Multiple Linear Regression Analysis. Temuan penelitian ini menunjukkan bahwa citra destinasi, kualitas layanan, dan elektronik dari mulut ke mulut memiliki dampak positif dan signifikan terhadap kepuasan wisatawan di Olomouc City Center di kalangan pemuda Indonesia, jika dipertimbangkan secara bersamaan. Namun, jika dianalisis sebagian, hanya dari mulut ke mulut elektronik yang tidak memiliki pengaruh parsial terhadap kepuasan wisatawan.

Kata Kunci: Gambar Tujuan, Kualitas Pelayanan, Elektronik dari mulut ke mulut, Kepuasan Wisatawan

INTRODUCTION

Research Background

The tourism industry is a significant contributor to the global economy, and marketing plays a vital role in promoting destinations, attractions, and travel-related services to prospective travelers. Entering the transitional period of post-pandemic normalization, which has affected almost the entire world, has created an impact on the economy and tourism in various parts of the world, including the European region. Europe offers numerous opportunities for visitors, welcoming people from diverse backgrounds to explore its various attractions. Social capital is about building good relationships and trust, which is really important for businesses, especially in European tourism. Having strong connections between businesses, local communities, and tourists helps everything run smoothly. This idea is becoming more and more popular in how companies are being managed (Rumokoy, Omura, and Eduardo, 2023). While many come as tourists, eager to experience the diverse cultures and landscapes, the continent also attracts international students. Not only scholarship recipients, but many

exchange programs also open up opportunities for all groups, particularly for the younger generation, to study abroad temporarily, seek new experiences, and simultaneously have the chance to explore European countries.

In this context, with the significant increase in international tourism visits, it is important for Europe to raise awareness and maintain innovative existence for the development of sustainable tourism. To enhance tourism development in the European region, maximizing tourist satisfaction becomes a crucial factor. Tourist satisfaction plays a vital role in the development of the tourism industry. In creating tourist satisfaction, tourism providers must be able to offer facilities and environmental comfort to create a positive destination image, thereby maintaining loyalty among existing visitors to generate an increase in tourism output. According to Chiu, Zeng, and Cheng (2016), tourist satisfaction encompasses the overall level of happiness derived from meeting expectations and demands during the trip. Tilaki et al. (2016) further describes tourist satisfaction as a psychological state of preference and pleasure towards tourism products. When tourists are satisfied with their entire travel experience, they are likely to revisit the destination.

Furthermore, a strong destination image can build positive tourist satisfaction towards a place. Building a destination image is crucial in designing effective destination marketing strategies. Destination image can be understood as the attitudes, perceptions, and feelings held by individuals and groups toward a specific tourist attraction. Image is defined as public perception, which characterizes a destination as the objective knowledge, prejudice, imagination, and emotional thoughts of individuals or groups towards a particular location, especially a tourist destination (Suwarduki, Yulianto, and Mawardi, 2018). Not only the destination image, but good service quality also significantly provides a satisfying experience for tourists. Service quality plays an important role in maintaining tourist satisfaction. Quality service means consistently meeting customer expectations (Sfenrianto and Vivensius, 2020). In the tourism industry, both destination image and service quality play crucial roles in influencing tourist satisfaction.

Meanwhile, with the growth of social media platforms, businesses are greatly impacted. This is especially due to the new marketing methods made possible, particularly in the tourism industry, which is one of the fastest-growing segments in the global economy. In this context, Electronic Word of Mouth (e-WoM) is a key factor in influencing the tourism system. Marketing that uses the internet to create word-of-mouth effects to support marketing efforts and objectives (Kotler and Keller, 2016). This takes the form of viral marketing, which spreads from one mouse click to another, encouraging users to share products, services, and tourist destinations created by third parties in the form of media content with other users online.

One of the cities in the vast European region, located in the Czech Republic, attracts tourists and even students from all over the world. Olomouc, located in the eastern part of the Czech Republic, is a vibrant city known for its rich history, cultural heritage, and lively student life. It attracts international students, particularly through programs like Erasmus Olomouc, thanks to its affordable living costs and diverse cultural experiences. The historic city center, featuring the UNESCO-listed Holy Trinity Column, and its famous Christmas Market make it a prime tourist destination. Recent data shows a significant rebound in tourism to the Czech Republic post-COVID-19, with increasing numbers of visitors each year. This trend highlights the enduring appeal of Europe as a travel destination, aided by the benefits of the EU and its visa policies. Olomouc is home to a large student population, with around 25,200 students, many of whom are international.

The EU supports academic cooperation, notably through programs like the Indonesian International Student Mobility Awards (IISMA), promoting student exchange between Indonesia and Europe. Data from the IISMA program shows a rising trend in Indonesian students applying for international study opportunities, reflecting a growing interest in education abroad and its potential impact on tourism in smaller cities like Olomouc. This study aims to explore the dual experiences of Indonesian youth in Olomouc—those visiting as tourists and those studying in Olomouc (Czech Republic). By understanding their satisfaction and expectations, the research will assess the impact of these experiences on local tourism and economic growth. This research will provide valuable insights into the relationship between international students and local tourism dynamics.

Research Objectives

The following are the study objectives based on the primary issues:

1. To know the influence of Olomouc City Center's Destination Image to Tourist Satisfaction based on Indonesian Youth.
2. To know the influence of Olomouc City Center's Service Quality to Tourist Satisfaction based on Indonesian Youth.

3. To know the influence of Olomouc City Center's Electronic Word of Mouth (E-WoM) to Tourist Satisfaction based on Indonesian Youth.
4. To know the influence of Olomouc City Center's Destination Image, Service Quality, and Electronic Word of Mouth (E-WoM) to Tourist Satisfaction based on Indonesian Youth.

LITERATURE REVIEW

Marketing

Marketing involves a complex process of understanding and addressing consumer needs, influenced by various strategic theories. One of the shortest definitions of marketing is "meeting needs with profit" (Kotler, 2014:27). The American Marketing Association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2014). In the context of tourism marketing, this concept plays a crucial role in tailoring travel experiences to meet the evolving expectations of travelers.

Tourist Satisfaction

The satisfaction of visitors at a tourist destination will influence their loyalty to the visited destination. This can be seen in the tourists' desire to return and their willingness to recommend the destination to others (Hidayatullah et al., 2020). Meanwhile, tourist satisfaction is an emotional response of a tourist to a specific destination that aligns with their needs and expectations during the trip (Chen and Phou, 2013). Tourist satisfaction as the level of pleasure or fulfillment derived from the travel experience concerning the product or service features that meet the desires, expectations, and needs of the tourist (Severt et al., 2007).

Destination Image

A positive destination image can increase tourist satisfaction and the ratio of tourists' intention to revisit, while effectively transmitting positive socio-cultural meanings with the presence of destination characteristics (Meng et al., 2021). Destination image as the perception of a tourist destination; therefore, Destination Image can be understood as the attitudes, perceptions, and feelings held by individuals and groups towards a specific tourist attraction (Safitri, Ramdan, and Sunarya, 2020). Image is defined as the public's perception, which defines a destination as the objective knowledge, prejudices, imagination, and emotional thoughts of individuals or groups towards a particular location, especially tourist destinations (Suwarduki, Yulianto, and Mawardi, 2018). Destination image is one of the factors that influence tourists to visit. This is supported by Iranita and Alamsyah (2019) that destination image significantly influences repeat visitation interest.

Service Quality

Service quality is essential for the growth and success of the tourism sector. It has a direct effect on tourist satisfaction, the likelihood of return visits, and the overall expansion of the industry (Ebrahimpour and Haghkhah, 2010; Khan. Lima and Mahmud, 2017). Important aspects of service quality in tourism include factors like accessibility, accommodation, and the quality of venues, all of which play a significant role in ensuring tourist satisfaction and fostering loyalty (Ebrahimpour and Haghkhah, 2010).

Electronic word-of-mouth (e-WOM)

Electronic word-of-mouth is a vital element in the tourism industry, greatly impacting tourists' decision-making processes (Lončarić, Ribarić, and Farkaš, 2016). E-WOM is viewed as an objective and trustworthy measure of a product or service's value since it is independent, unpaid, and genuine (Lončarić, Ribarić, and Farkaš, 2016). Its instant accessibility, credibility, and ability to reach a large audience make it a powerful marketing tool for tourism businesses (Lončarić, Ribarić, and Farkaš, 2016). The rise of digital word-of-mouth has presented both new opportunities and challenges for marketers in the hospitality and tourism sectors (Grubor et al., 2019). Additionally, e-WOM plays a key role in shaping the image of a destination, which in turn influences tourists' decisions to choose a particular location (Gustiani, 2019).

Previous Research

Huyen et al. (2020) aimed to assess the impact of destination image and the factors that constitute the destination image on tourist satisfaction at a tourist destination. Cronbach's Alpha test methods, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were used in the study. Primary database was used as a result of the survey involving 500 tourists at the mountainous destinations in Thanh Hoa province. The results of the study demonstrated that destination images positively impact tourists' satisfaction. Based on the study results in the article, they proposed some key solutions to strengthen propaganda and promotion for relevant destinations; to improve the quality of tourism infrastructure; to create and diversify tourism products; to enhance security measures for greater safety and further improvement of tourist satisfaction

Khuong and Phuong (2017) examined the effects of destination image, perceived value and perceived service quality, which were believed to have direct relationships with individuals' perception, on tourist destination satisfaction and WOM behaviour, in order to further suggest recommendations for tourism industry. Quantitative approach was mainly applied, using a questionnaire which was directly delivered to 1,673 foreign tourists in Ho Chi Minh City (HCMC), Vietnam. The results showed that destination image, perceived value, and perceived service quality were significantly correlated and had both directly and indirectly effects on WOM through the mediation of destination satisfaction

Riyadi and Nurmahdi (2022) determined the effect of destination image, electronic word of mouth and service quality on visiting decisions and their impact on revisit interest. The object of this research is Dunia Fantasi, Ancol, Jakarta. This research was conducted on 170 respondents using a quantitative descriptive method. Therefore, the data analysis used is statistical analysis in the form of Smart PLS. The results of this study indicate that the destination image variable has a positive and significant effect on visiting decisions, electronic word of mouth has a positive and significant effect on visiting decisions, service quality has a positive and significant effect on visiting decisions, and visiting decisions has a positive and significant effect on revisit interest. Destination image has a positive and significant effect on revisit interest, electronic word of mouth has a positive and insignificant effect on revisit interest, service quality has a positive and significant effect on revisit interest.

Conceptual Framework

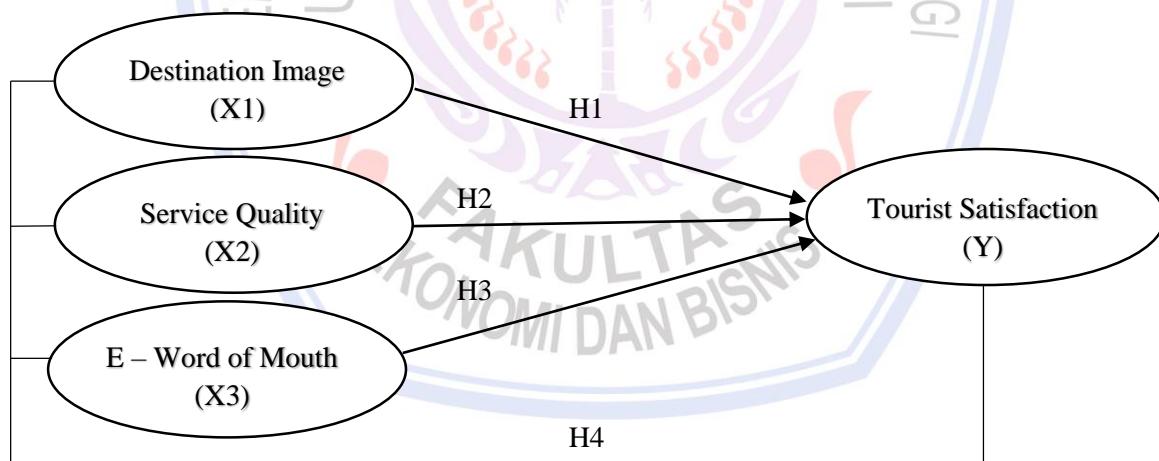


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Destination Image has significant influence on Olomouc City Center's Tourist Satisfaction

H2: Service Quality has significant influence on Olomouc City Center's Tourist Satisfaction

H3: Electronic Word of Mouth (E-WoM) has significant influence on Olomouc City Center's Tourist Satisfaction

H4: Destination Image, Service Quality, and Electronic Word of Mouth simultaneously have significant influence on Tourist Satisfaction in Olomouc City Center.

RESEARCH METHOD**Research Approach**

This research is developed on quantitative research method. When working with numerical data, a researcher must have a good understanding of both descriptive and inferential statistical aspects. The location of these subjects will be selected for gathering information about them, conducting data analysis, and distributing questionnaires. This method is anticipated to elucidate the phenomenon based on the acquired data and information.

Population, Sample and Sampling Technique

Population is a broad area of generalization comprising objects/subjects with specific qualities and characteristics identified by the researcher for study and subsequent conclusion drawing (Sugiyono, 2016). The population used in this study is the Indonesian youth who have visited the city of Olomouc. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study (Etikan et al., 2016). In this instance, the Indonesian youth represent a portion of the characteristics and numbers held by this population. In this study, the formula proposed by Paul Leedy is used to calculate the number of samples, the formula as follows.

Data Collection Method

To collect data, questionnaires are given to individuals participating in the research. Because it allows researchers to reveal the level of intensity of attitudes/behaviors or feelings of respondents, the Likert scale is the most common and widely used scale in research (Mustafa, 2009:40). The Likert scale responses on each instrument item range from very positive to negative, which can be in the form of words. The smallest object receives number one, followed by the second object, and so on (Sugiyono, 2016).

Operational Definition of Research Variables**Table 1. Operational Definition of Research Variables**

| Variable | Definition | Indicator |
|-------------------------------|--|---|
| Destination Image (X1) | Destination Image can be understood as the attitudes, perceptions, and feelings held by individuals and groups towards a specific tourist attraction (Safitri., Ramdan, and Sunarya, 2020) | 1. Cognitive Destination Image 2. Unique Image 3. Affective Destination Image (Qu, Kim, and Im, 2011) |
| Service Quality (X2) | Product or service quality refers to characteristics that meet consumer needs, whether expressed or not. When expectations exceed performance, customer satisfaction is disrupted. (Kotler and Armstrong, 2016) | 1. Core Tourism Experience 2. Informantion 3. Hospitality 4. Price Fairness 5. Cleanliness 6. Amenities 7. Value for Money 8. Logistics 9. Food 10. Safety (Supitchayangkool, 2012) |
| Electronic Word of Mouth (X3) | Word of Mouth is a marketing communication activity conducted by customers to other customers through oral, written, or electronic means used by society to exchange thoughts about the experiences and knowledge of a company, product, or service (Latief, 2019) | 1. Intensity 2. Valence of opinion 3. Content (Goyette et al., 2010) |

| | | |
|--------------------------|--|--|
| Tourist Satisfaction (Y) | Tourist satisfaction is the actual experience of tourists after obtaining an experience, which arises from the psychological feelings generated by individual experiences in tourist destinations (Chou, 2014) | <ol style="list-style-type: none"> 1. Product or Service Quality 2. Price 3. Emotional Factors 4. Convenience (Tjiptono, 2005) |
|--------------------------|--|--|

Testing of Research Instruments Analysis

Validity Test

Validity testing assesses the effectiveness of a measuring tool in fulfilling its intended purpose (Yamin and Kurniawan, 2009:22). Validity testing is used to measure whether a questionnaire is valid or not. Validity is a measure that indicates the validity or authenticity of an instrument. The method for assessing this involves the basic correlation coefficient (Pearson correlation) between each item's score and the overall score. By examining the correlation coefficient between item scores and the total score within that scope, one can ascertain the instrument's validity. Items that fail to exhibit significant correlation, typically at the 1% significance level, are regarded as invalid. If the probability of correlation results is less than 0.01 (1%), then it is said to be valid, otherwise not valid. (Arikunto, 2006:136).

A tool for measuring a questionnaire that serves as an indicator of a variable or construct is reliability testing. If a tool consistently yields evaluations of the things it has measured, then it is deemed dependable. This reliability test makes use of the Cronbach Alpha statistical test. The variable is deemed reliable if the Cronbach alpha value is greater than or equal to 0.60 (Ghozali, 2011).

Classical Assumption Tests

Normality Test

This testing is done to determine whether a regression model, independent variables, dependent variables, or both have a normal distribution or not. For decision-making regarding normality testing, the following are considered (Ghozali, 2011): A normal distribution on the histogram graph or data that spreads around the diagonal line and follows its direction indicate that the regression model satisfies the normality condition. If the data spreads widely from the diagonal line and deviates from its direction, or if the histogram graph fails to display a normal distribution, the regression model fails to satisfy the normality condition

Heteroskedasticity Test

The graph can be used to perform heteroskedasticity testing. Specifically, by examining the patterns of dots on the regression scatter plot. A scatter plot is made between the Standardized Predicted Value (ZPRED) and the Studentized Residual (SRESID). Heteroskedasticity testing looks at whether there is inequality of variance between the residual of one observation and another observation in the regression model. Heteroskedasticity occurs when the variance of the residual of one observation differs from that of another observation (Ghozali, 2011:139).

Multicollinearity Test

Multicollinearity testing is used to check deviations from the traditional multicollinearity assumption, which states that independent variables in the regression model have a linear relationship. The purpose of multicollinearity testing is to ascertain whether the independent variables in the regression model are correlated (Ghozali, 2011:105). The VIF value can be used to identify multicollinearity; if it is less than 10, there are no symptoms of multicollinearity.

Data Analysis Method

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique used to model the relationship between several independent variables and one dependent variable (Marill, 2004). The purpose of multiple linear regression analysis is to estimate how the condition (increase and decrease) of the dependent variable, as well as the values of two or more dependent variables acting as predictor factors, will change. This equation for multiple linear regression is as follows in mathematics:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_2.X_3 + e$$

Where:

- Y = Tourist Satisfaction
 α = Constant
 β = Regression Coefficient for X1, X2, and X3
X1 = Destination Image
X2 = Service Quality
X3 = Electronic Word of Mouth
e = Error

Correlation Coefficient and Coefficient of Determination (R^2)

Correlation analysis is a statistical technique to determine the level or strength or closeness of the linear relationship between two variables (independent variable and the dependent variable). Suhartanto (2014) stated that “the closeness of the relationship is indicated by the magnitude of the correlation coefficient (R). This coefficient is from -1 (perfect negative relationship) to +1 (perfect positive relationship). To find out the result of the correlation coefficient can be seen from the results of data processing in SPSS and can be seen in the table summary model in column R. In this research, the correlation coefficient is used to measure the closeness of the relationship and the direction of the relationship between the independent variable (X), and the dependent variable (Y).

Examining the coefficient of determination (R^2) essentially measures the extent to which the model can explain the variation in the dependent variable. There is only one determinant coefficient. When the R value of the independent variable is low, it only has very limited capacity to explain the variation in the dependent variable. Ghozali, (2011) stated that if the value of the independent variable approaches one, it contains almost all the information needed to predict how the value of the dependent variable will change.

Hypothesis Testing

F and T Test

The F-test is a hypothesis test for simultaneous or joint influence. Meanwhile, partial influence is tested using the t-test. The first steps in doing this hypothesis test include setting the null hypothesis (H_0) and the alternative hypothesis (H_a), choosing the statistical test, calculating the statistical value, figuring out the degree of significance, and creating testing criteria.

Partial Test (t-Test)

If the t-count is higher than the t-table at a 95% confidence level ($\alpha = 0.05$), then H_0 is rejected and H_1 is accepted, which shows that the independent variable has significant effect on the dependent variable. If the t-count is lower than the t-table ($\alpha = 0.05$), at the same confidence level, then H_0 is accepted and H_1 is accepted, indicating that the independent variable doesn't have a significant partial effect on the dependent variable.

Simultaneous Test (F-Test)

If $F \text{ count} \geq F \text{ table}$ ($\alpha = 0.05$), then H_0 is rejected and H_1 is accepted. This means that simultaneously the independent variables have effect on the dependent variable. If $F \text{ count} < F \text{ table}$ ($\alpha = 0.05$), then H_0 is accepted and H_1 is rejected. This means that simultaneously the independent variables have no effect on the dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Table 2. Validity Test

| Variable | Pearson Corellation | Status |
|-------------------|---------------------|--------|
| Destination Image | | |
| (X1.1) | 0,769 | Valid |
| (X1.2) | 0.752 | Valid |
| (X1.3) | 0.674 | Valid |

| Variable | Pearson Corellation | Status |
|--------------------------|---------------------|--------|
| (X1.4) | 0.655 | Valid |
| (X1.5) | 0.765 | Valid |
| (X1.5) | 0.715 | Valid |
| Service Quality | | |
| (X2.1) | 0,619 | Valid |
| (X2.2) | 0.643 | Valid |
| (X2.3) | 0.649 | Valid |
| (X2.4) | 0.706 | Valid |
| (X2.5) | 0.561 | Valid |
| (X2.6) | 0.495 | Valid |
| (X2.7) | 0.504 | Valid |
| (X2.8) | 0.339 | Valid |
| (X2.9) | 0. 604 | Valid |
| (X2.10) | 0.642 | Valid |
| (X2.11) | 0.571 | Valid |
| (X2.12) | 0.659 | Valid |
| (X2.13) | 0.613 | Valid |
| (X2.14) | 0.570 | Valid |
| (X2.15) | 0.596 | Valid |
| (X2.16) | 0.728 | Valid |
| (X2.17) | 0.690 | Valid |
| (X2.18) | 0.448 | Valid |
| (X2.19) | 0.753 | Valid |
| (X2.20) | 0.545 | Valid |
| Electronic Word Of Mouth | | |
| (X3.1) | 0,871 | Valid |
| (X3.2) | 0.798 | Valid |
| (X3.3) | 0.809 | Valid |
| (X3.4) | 0.831 | Valid |
| (X3.5) | 0.873 | Valid |
| (X3.6) | 0.872 | Valid |
| Tourist Satisfaction | | |
| (Y.1) | 0,776 | Valid |
| (Y.2) | 0.601 | Valid |
| (Y.3) | 0.690 | Valid |
| (Y.4) | 0.788 | Valid |
| (Y.5) | 0.685 | Valid |
| (Y.6) | 0.704 | Valid |

Source: Output SPSS 27 (2024))

Table 2 shows the result of validity test, with the value of r table is 0.193, and the use of significant level of 5% (0.05). The result shows that the variables consist of Destination Image (X1), Service Quality (X2), Electronic Word of Mouth (X3), Tourist Satisfaction are $\geq R_{table}$ (0.193) and the significant value is below the significant level of 5% (0.05). All the indicators of each variable in this questionnaire for this research is valid and can be used for future analysis.

Table 3. Reliability Test

| Variable | Cronbach Alpha | N of Item |
|-------------------|------------------|-----------|
| Destination Image | | |
| Service Quality | 0,944 (Reliable) | 38 |
| EWOM | | |

Sumber: Output SPSS 26 (2023)

The Destination Image (X1) variable is measured by 6 statements, Service Quality (X2) by 20 statements, Electronic Word of Mouth (X3) by 6 statements, and Tourist Satisfaction (Y) by 6 statements. As shown in Table 3, the Cronbach's alpha value for these 38 combined statements is 0.944, which exceeds the 0.60 threshold and approaches 1. This indicates that all the statements from the questionnaire indicators used in this research are reliable.

Classical Assumption Tests

Multicollinearity Test

Table 4 presents the results of the multicollinearity test. It shows that the tolerance values for Destination Image (X1) is 0.518, Service Quality (X2) is 0.457, and Electronic Word of Mouth (X3) is 0.561, meaning that they are above the 0.10 threshold. Additionally, the VIF values for Destination Image is 1.932, Service Quality at 2.190, and Electronic Word of Mouth is at 1.781, showing that they are all below 10. This indicates that there are no signs of multicollinearity between these independent variables.

Table 4. Multicollinearity Test

| Model | Collinearity Statistics | |
|--------------------------|-------------------------|-------|
| | Tolerance | VIF |
| Destination_Image | .518 | 1.932 |
| Service_Quality | .457 | 2.190 |
| Electronic_Word_of_Mouth | .561 | 1.781 |

Source: Data Processed, SPSS Version 27 2024

Normality Test

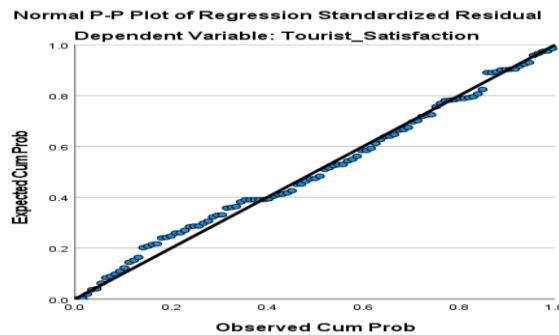


Figure 2. Normality Test

Source: Data Processed, SPSS Version 27 2024

Figure 2 shows the results of the Normal Probability Plot (P-P plot) for this study. The plot reveals that the data points are closely aligned with the diagonal line, suggesting that the data follows a normal distribution.

Heteroscedasticity Test

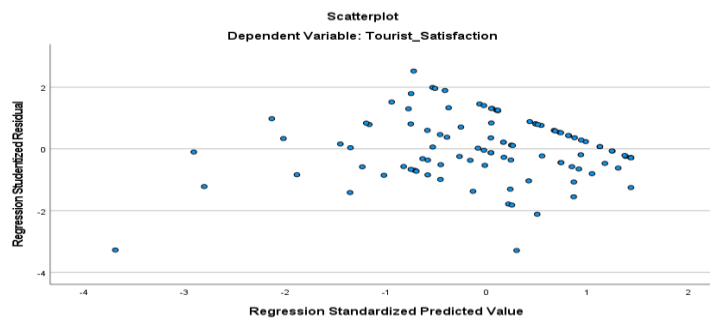


Figure 3. Heteroscedasticity Test

Source: Data Processed, SPSS Version 27 2024

Figure 3 displays the results of the heteroscedasticity test. The scatterplot shows that there are no signs of heteroscedasticity since the points are scattered above and below the 0 line on the Y-axis without following any clear pattern. This suggests that heteroscedasticity is not present in the data.

Multiple Linear Regression

Table 5 shows that the result of multiple linear regression analysis that is used to analyse the influence of three independent variables Destination Image (X1), Service Quality (X2), and Electronic Word of Mouth (X3) towards the dependent variable Tourist Satisfaction (Y).

Table 5. Result of Multiple Linear Regression

| Model | Coefficients ^a | | | | | | | |
|--------------------------|-----------------------------|------------|---------------------------|--|-------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| 1 (Constant) | 8.754 | 2.736 | | | 3.200 | .002 | | |
| Destination Image | .306 | .088 | .319 | | 3.494 | .001 | .518 | 1.932 |
| Service Quality | .148 | .029 | .496 | | 5.102 | .000 | .457 | 2.190 |
| Electronic Word of Mouth | .007 | .046 | .014 | | .155 | .877 | .561 | 1.781 |

a. Dependent Variable: Tourist Satisfaction

Source: Data Processed, SPSS Version 27 2024

The regression equation based on the result above in table 4.3 as follow

$$Y = 8.754 + 0.306X_1 + 0.148X_2 + 0.007X_3 + e$$

1. The constant in this research has a positive value of 8.754, which represents the predicted value of tourist satisfaction (y) when all independent variables are set to 0. in other words, if destination image (x1), service quality (x2), and electronic word of mouth (x3) are at 0%, the expected value of tourist satisfaction (y) would be 8.754.
2. The correlation coefficient for destination image (x1) is 0.306, indicating that a 1% increase in destination image (x1) leads to a 0.306 (30.6%) increase in tourist satisfaction (y), assuming all other factors remain constant (ceteris paribus). this suggests that destination image has significant and positive impact on tourist satisfaction.
3. The correlation coefficient for service quality (x2) is 0.148, indicating that a 1% increase in service quality (x2) leads to a 0.148 (14.8%) increase in tourist satisfaction (y), assuming all other factors remain constant (ceteris paribus). this suggests that service quality has significant and positive impact on tourist satisfaction.
4. The coefficient for electronic word of mouth (x3) is 0.007, indicating that a one-unit increase in electronic word of mouth is associated with an increase of 0.007 units in tourist satisfaction (y), assuming all other factors remain constant (ceteris paribus). this suggests that the impact of electronic word of mouth on tourist satisfaction is very small and may not be statistically significant.

Correlation Coefficient (R) and Coefficient of Determination (R²)

Table 6. R and R² Test Result

| Model | Model Summary ^b | | | |
|-------|----------------------------|----------|-------------------|----------------------------|
| | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .757 ^a | .573 | .560 | 2.099 |

a. Predictors: (Constant), Electronic_Word_of_Mouth, Destination_Image, Service_Quality

b. Dependent Variable: Tourist_Satisfaction

Source: Data Processed, SPSS Version 27 2024

The analysis of the coefficient of determination (R²) is used to assess how strongly the independent variables (X) relate to the dependent variable (Y). An R² value closer to 1 indicates that the regression model is a better fit for predicting the dependent variable (Y).

Hypothesis Testing**Table 7. Simultaneous Test (F-Test)**

| | | ANOVA ^a | | | | |
|---|------------|--------------------|-----|-------------|--------|-------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 585.360 | 3 | 195.120 | 44.289 | .000 ^b |
| | Residual | 436.155 | 99 | 4.406 | | |
| | Total | 1021.515 | 102 | | | |

a. Dependent Variable: Tourist_Satisfaction

b. Predictors: (Constant), Electronic_Word_of_Mouth, Destination_Image, Service_Quality

Source: Data Processed, SPSS Version 27 2024

Table 7 presents the results of the F-test in the ANOVA analysis. The significance level is 0.000, which is below the 0.05 threshold (5%), indicating statistical significance. The total degrees of freedom (df) is 102, with 3 df for the regression model and 99 df for the residual. When the F-value (F count) is greater than the F table value, it suggests that the model has a strong fit. In this case, the F table value is 2.300, while the F count is 44.289. Since the F count is much higher than the F table value, it shows that the model is a good fit. Therefore, the hypothesis (H4) that Destination Image, Service Quality, and Electronic Word of Mouth have a significant combined influence on Tourist Satisfaction among Indonesian youth in Olomouc is accepted.

Table 8. Partial Test (t-test)

| | Model | t | Sig. |
|---|--------------------------|-------|------|
| 1 | (Constant) | 3.200 | .002 |
| | Destination Image | 3.494 | .001 |
| | Service Quality | 5.102 | .000 |
| 1 | Electronic Word_of_Mouth | .155 | .877 |

Source: Data Processed, SPSS Version 27 2024

Table 8, partial test presents the results of the t-test, using a significance level of 0.05 (5%) and a t-table value of 1.659. The table shows that the significance value for Destination Image (X1) is 0.001, which is below the 0.05 threshold. The t-value for Destination Image is 3.494, which is higher than the t-table value of 1.659. This means the hypothesis (H1) stating that Destination Image has a significant influence on Tourist Satisfaction among Indonesian youth in Olomouc is accepted. Service Quality (X2), the significance value is 0.000, also below the 0.05 threshold. The t-value is 5.102, which is greater than the t-table value of 1.659, indicating that the hypothesis (H2) stating Service Quality significantly influences Tourist Satisfaction among Indonesian youth in Olomouc is accepted. However, the significance value for Electronic Word of Mouth (X3) is 0.877, which is above the 0.05 threshold. The t-value is 0.155, lower than the t-table value of 1.659. This means the hypothesis (H3) stating that Electronic Word of Mouth has a significant influence on Tourist Satisfaction among Indonesian youth in Olomouc is rejected.

Discussion**The Influence of Destination Image on Tourist Satisfaction**

Based on the results of partial hypothesis testing, Destination Image has a significant positive impact on Tourist Satisfaction in the Olomouc City Centre, particularly among Indonesian youth who have visited the area. This was measured using three indicators: cognitive, unique image, and affective aspects. According to Safitri, Ramdan, and Sunarya (2020), Destination Image refers to the attitudes, perceptions, and feelings that individuals and groups hold toward a specific tourist destination. This aligns with the findings of this study, which show that destination image is crucial in shaping tourist satisfaction and influencing their behavior after visiting. A positive destination image not only increases the likelihood of future visits but also enhances overall tourist satisfaction. Several factors contribute to the creation of a destination image, including natural resources, economic conditions, the social environment, and the overall atmosphere (Puh, 2014). In this case, Indonesian youth who visited Olomouc, largely composed of students and tourists, are drawn to the city by its image as a student-friendly destination that encompasses all the elements mentioned above. This is consistent with previous research by Huete-Alcocer and Lopez (2019), which found that destination image positively influences tourist satisfaction,

particularly in heritage site settings. These findings reinforce the idea that destination image plays a vital role in determining tourist satisfaction.

The Influence of Service Quality on Tourist Satisfaction

Based on the results of partial hypothesis testing, Service Quality has a significant positive impact on Tourist Satisfaction in the Olomouc City Centre, particularly among Indonesian youth who have visited. This was measured using ten indicators: core tourism experience, information, hospitality, price fairness, cleanliness, amenities, value for money, logistics, food, and safety. According to Kotler and Armstrong (2020), product or service quality refers to the characteristics that meet consumer needs, whether those needs are expressed or not. This aligns with the findings of this study, which demonstrate that service quality is essential in shaping tourist satisfaction and influencing their expectations after visiting. High service quality is critical for the growth and success of the tourism industry, as it directly impacts tourist satisfaction, the likelihood of return visits, and overall industry development (Ebrahimpour and Haghkhah, 2010; Khan, Lima and Mahmud, 2017). Although Olomouc is a small city in the Czech Republic, it manages to provide high-quality services to its visitors. This can be seen in the hospitality at public places, the sense of security and safety, and the responsiveness and friendliness of the local people, all of which contribute to assessing whether tourists are satisfied with the services provided. These findings are consistent with previous research by Vu et al. (2020), which found that service quality, along with cultural engagement, has a positive influence on tourist satisfaction. This reinforces the idea that service quality is a key factor in determining tourist satisfaction.

The Influence of Electronic Word of Mouth on Tourist Satisfaction

Based on the results of partial hypothesis testing, Electronic Word of Mouth does not have a significant impact on Tourist Satisfaction in the Olomouc City Centre, particularly among Indonesian youth who have visited. This was measured using three indicators: intensity, valence of opinion, and content. According to Kotler and Armstrong (2020), electronic word of mouth (eWOM) refers to marketing strategies that utilize the internet to create word-of-mouth effects, supporting marketing efforts and goals. This study shows that while eWOM plays an important role in generating interest and excitement through online media, it did not significantly influence tourist satisfaction in this context. In general, eWOM is considered a key factor in the tourism industry, influencing tourists' decision-making processes (Lončarić, Ribarić, and Farkaš, 2016). However, based on field observations, Olomouc is not yet widely recognized or promoted on social media as a tourist destination. Instead, it is more commonly known as a student city and is often described as a hidden gem by those who have visited. Despite this, the city is actively working on strategies to promote its tourism, focusing on showcasing its historic city center to a global audience, particularly those visiting Europe and specifically Olomouc. A study by Shatnawi et al. (2023) that found electronic word of mouth had a positive and significant impact on tourist satisfaction. However, this result contrasts with the findings of the present study, which did not observe the same effect.

CONCLUSION AND RECOMMENDATION

Conclusion

The result can be concluded as follow.

1. Destination Image (consists of 3 indicators Source Cognitive Destination Image, Unique Image, Affective Destination Image) has a significant positively influence on Tourist Satisfaction in Olomouc City Center Based on Indonesian Youth.
2. Service Quality (consists of 10 indicators Core Tourism Experience, Informantion, Hospitality, Price Fairness, Cleanliness, Amenities, Value for Money, Logistics, Food, Safety) has a significant positively influence on Tourist Satisfaction in Olomouc City Center Based on Indonesian Youth.
3. Electronic Word of Mouth (consists of 3 indicators Intensity, Valence of Opinion, Content). Based on the results of partial hypothesis testing, Electronic Word of Mouth does not have a significant influence on Tourist Satisfaction in the Olomouc City Centre.
4. Based on the results of simultaneous hypothesis testing, all destination image, service quality and electronic word of mouth have a significant positively influence on tourist satisfaction among Indonesian youth in Olomouc city centre. This means that the interaction between these variables can lead to an even greater propensity for tourist satisfaction.

Recommendation

Based on the research findings and the discussion of the results, this study provides a few key recommendations, which are listed in the following points.

1. Smaller cities like Olomouc should enhance their image in electronic media to attract younger generations abroad, potentially increasing tourism.
2. European countries should create more opportunities for Southeast Asian students to study abroad, fostering knowledge exchange and enriching the European tourism economy.
3. Countries like Indonesia should actively encourage students to study or participate in exchange programs abroad, enabling them to contribute by applying cultural insights gained overseas.
4. Further research should expand the sample size to improve data accuracy and incorporate additional independent variables, allowing a broader analysis of factors influencing tourist satisfaction among Indonesian youth visiting Olomouc.

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