

Analyzing the Effect of Electronic Word Of Mouth and Services cape on Revisit Intention the Mediated by Destination Image

¹Suci Dwi Nikiki,

²Dessy Kurnia Sari,

¹Master's Student,

²Lecture

Department Masters of Management Faculty of Economic,
Andalas University, Padang City, West Sumatra, Indonesia

Abstract: Development of an area must surely spread to provide a sense of comfort and prosperity for the community and able to generate local income. One focus of regional development is tourism. Tourism activities are already a part of people's lives. The impact of this tourism can be felt almost in the business sector in the area. Like hotels, crafts, specialty foods, and other SME sectors. The development of social media users should be utilized by local governments to attract tourists. On the other hand the local government should build a scenery service and destination images to bring the intention of tourists coming to a tourism area. This study aims to measure electronic word of mouth, servicescape, and destination image against the revisit intention conducted on tourists outside of West Sumatra who have visited the City of Tourism Payakumbuh with 150 respondents. This research uses quantitative method with path analysis model. The result of this research is Variable electronic word of mouth positively significant to destination image. The servicescape variable has a positive effect and is significant to the destination image. Word of mouth variables have positive effect and significant to revisit intention mediated by destination image. The servicescape variable has positive and significant impact on the revisit intention mediated by destination image.

Key Words: electronic word of mout, servicescape, destination image, revisits intention.

1. INTRODUCTION:

Competitive advantage in the global competition not only in the cities that could bring central offices, multinationals, international organizations, agencies and others, but the city can capitalize upon its unique natural wealth or in attracting visitors (Kavaratzis, 2008). With the creation of the uniqueness and attractiveness of the city became one of the destinations chosen by the consumer. Some cities started to create its own unique characteristics, set a goal of economy, culture, and politics (Anholt, 2011).

The world industry during the era of globalization is the tourism sector (Abubakar, 2017). This provides a great opportunity for Indonesia, because Indonesia's tourism sector has become one of the priority programs of development of local government and central government. One of the goals of tourist destinations, or domestic tourists coming to Indonesia is visiting the province of West Sumatra. The purpose local and foreign tourists who traveled to the West Sumatra is visiting Payakumbuh. Payakumbuh is a city with a fairly normal air temperature, not too cold and not too hot. Payakumbuh has many places for sightseeing, which consists of natural, cultural, religious and culinary. Here is a table Attraction developments in Payakumbuh.

Table developments Attractions In Payakumbuh



Source: Primary Data (processed), 2018

Based on the above table it can be concluded that Payakumbuh Government seeks to certainly attend the new tourist destinations every year. It is used as a means to increase the number of tourists visiting Payakumbuh, so that the tourists who come to Payakumbuh not feel bored causing a sense of wanting to go back to come to Payakumbuh.

Every tourism destination wanted the existence of each tourist attraction. This can be achieved by increasing visits to each destination has to offer, and also create their intention to come back or revisit intention. Factors affecting revisit intention is the level of satisfaction, the perceived value of past behavior. The desire to visit a customer the first time based on the information obtained from various sources, so that revisit value depends on the satisfaction gained on the first visit. When making a decision to visit them feel the need they want fulfilled the pasa place. Generally, the tourists will choose a destination based on the strong positive image (Stylos, 2017).

In keeping with the times, if not master the technology and social media will be left behind. So also with tourism, taking advantage of social media, especially information technology. Tourism Office Payakumbuh not maximize their sale in the form of a website or social media. Payakumbuh city does not have an official website of the attractions in the city. In the era of digital dissemination of information through EWOM very effective. EWOM serves as a medium to assist consumers who want to visit a place, then concludes the information received, and can determine a good decision whether the traveler is returning or not to the tourist sites.

Due to the tourism business is a service business, then there must be a positive impression that emerged by tourists created through physical evidence of the service provider. In building a good physical environment packaging would cause the tourists a good impression and have a good experience when it comes to Payakumbuh. Packaging of the physical environment is called servicescape.

Researchers conducted interviews with a few tourists from outside Payakumbuh, they assess the existing tourist attraction in Payakumbuh very interesting, but tourism in Payakumbuh not enough to meet the needs of their tourism. The reason is less satisfied them to attractions in Payakumbuh can be seen in the table below.

Data Problems Faced Travelers At Visit To Attractions Payakumbuh

Problem	number of Respondents
Magnitude of roads and public transportation to tourist spots inadequate	9
Parking lot is cramped and disorganized	5
The unavailability of attribute information on tourist attractions	3
Cleanliness is not maintained tourist sites	2
Hard to find venue	1
number of respondents	20

Source: Primary Data (processed), 2018

Based on data from the pre-survey conducted by researchers with the 20 tourists who come to Payakumbuh, they mention Payakumbuh have some problems, for example, just the amount of road to get access to the tourist attractions around Payakumbuh inadequate, to get to some tourist attractions are not available public transportation, so travelers are reluctant to return to the tourist spots.

To be able to meet its target Payakumbuh in getting tourist arrivals continues to increase and the return visit to Payakumbuh could be done Payakumbuh Government not only with memanfaatkan EWOM and servicescape but can also be mediated by forming a good image in the eyes of tourists. Provide a good experience will portray a good image destination is also a most important factor in the decision of tourists to revisit these sights. Whatever image formation after coming to form traveler satisfaction and increase the intensity to want to come back to the area (Abubakar, Ilkan & Al-Tal, 2017).

Payakumbuh trying to foster interest in a high return visit from consumers who visit the city. Based on the explanation above, there are several factors that affect it, such as Electronic Word Of Mouth (EWOM) spread in the community of attractions that exist, how servicescape as supporting physical facilities of tourism services and also how the destination image affects EWOM and Servicescape in interest to come back (Revisit Intention) k tourist attractions in Payakumbuh. Based on these descriptions researchers interested in conducting research in the form of a thesis entitled

"Analysis of Effect of Electronic Word Of Mouth And Servicescape To Revisit Intention which is mediated by Destination Image (Study At Attractions in Payakumbuh)".

2. LITERATURE REVIEW:

Electronic word of mouth is a positive or negative statement by a potential, actual or former consumer about a product or company and distributed to other people or companies through the internet. This opinion is in accordance with the opinion (Kevin et al., 2015). According to Goyette et al. (2010) EWOM is a negative or positive statement made by actual, potential, or previous consumers about existing tourism where this information is available to people or institutions through internet or social media.

Servicescape is defined as artificial and psychological where service experience is regulated and delivered by service providers experienced by consumers. Servicescape is the unity of the physical environment of a service that affects consumer experience (McComish & Quester, 2007). Although the effects of components of servicescape can be examined separately Servicescape includes a number of components, such as atmosphere, layout, symbols, and so on. The concept of the atmosphere in question is to shape the physical environment, including music, smell, lighting and heating (Heung & Gu, 2012).

Lopes (2011) reveals the destination image is an expression of all the knowledge, prejudices, imagination and emotional of individuals or groups towards an area. Image of a destination is the soul of the destination. Uniqueness, sense of beauty and cultural context determine how the destination looks (Dedeoglu et al., 2015). The intention to revisit tourist destinations is defined as the readiness of individuals to revisit the same destination, making an accurate vacation plan (Han & Kim, 2010).

3. MATERIALS:

- To find out and analyze the influence of electronic word of mouth on destination image in payakumbuh city tourists
- To find out and analyze the influence of servicescape on destination image on payakumbuh city tourists
- To find out and analyze the influence of the destination image on revisit intention on payakumbuh city tourists
- To find out and analyze the effect of electronic word of mouth on revisit intention on payakumbuh city travelers through the destination image as a mediating variable
- To find out and analyze the influence of servicescape on revisit intention on payakumbuh city travelers through the destination image as a mediating variable

4. RESEARCH METHOD:

The population found in this research that all the tourists who are visiting the city Payakumbuh. In this study, the sample used are tourists who took the decision during a visit to attractions in Payakumbuh originating from outside the district Payakumbuh and Fifty Cities. Samples are required in this study can be done by calculating 5 times the number of indicators questionnaire (Hair et al., 2010). The number of indicators on the questionnaire in this penelitian is 30, then $30 \times 5 = 150$. The size of the sample that will be used in this study were 150 respondents

Inferential statistical analysis of data measured using the Smart PLS software ranging from model measurements (Outer Model), the model structure (Inner Model) and hypothesis testing method method variance accounted for (VAF), relevance, and the t test and the significance of the coefficient paeaneter struktual path.

5. DISCUSSION:

This research was conducted on 150 respondents who were traveling to attractions in the city of payakumbuh. The most average respondents who filled out the questionnaire were women aged 26-40 years. Most of the respondents came from pekanbaru city who vacationed to west sumatra. In this section, we will present the results of the research conducted by the researchers on the tourists.

The discussion of the results of the study is based on hypothesis testing carried out with the smart pls application by identifying the value of t-statistics and p-value values as in the previous regression coefficient test table, by comparing the required statistical limits, namely above 1.96 for t-statistical values and below 0.05 for the p-value. While hypotheses 4 and 5 use variance accounted for (vaf) media analysis with a certain media level. If the results show if the value meets these requirements, then the proposed research hypothesis can be accepted. Based on the formulation of the problem and has been processed using the pls program

6. ANALYSIS:

In this study, the test Convergent validity is:

Convergent validity

	EWOM	Servicescape	Destination Inage	Revisit Intention
Ewom 1	0.803			
Ewom 2	0.774			
Ewom 3	0.991			
Ewom 4	0.863			
Ewom 5	0.882			
Ewom 6	0.896			
Ewom 7	0.973			
Ewom 8	0.712			
Ewom 9	0.896			
Ewom 10	0.973			
S1		0.908		
S2		0.670		
S3		0.808		
S4		0.788		
S5		0.831		
S6		0.923		
D2			0.812	
D3			0.830	
D4			0.857	
D5			0.711	
D6			0.837	
D7			0.844	
Ri 1				0.710
Ri 2				0.763
Ri 3				0.803
Ri 4				0.860
Ri 5				0.696

Sumber : Olah Smart PLS 3.0

Indicate that the statements of each variable can be valid this is because the value of Convergent Validity > 0:50. In this study, the discriminant validity test were as follows:

	Ewom	Servicescape	Destination Image	Revisit Intention
Ewom	0,744			
Servicescape	0,259	0,710		
Destination Image	0,769	0,395	0,733	
Revisit Intention	0,682	0,414	0,855	0,828

In the statement of each of the variables are all declared invalid, it is because the value of Discriminant Validity > 0:50. In this study, Cronbach's Alpha test is as follows:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Ewom	0.912	0.866	0.909	0.686
Servicescape	0.848	0.870	0.870	0.565
Destination Image	0.886	0.843	0.874	0.538
Revisit Intention	0.906	0.913	0.929	0.504

In the statement of each of the variables are all declared invalid, it is because the value of Cronbach's Alpha > 0.60. In this study, Structural (Inner) model is as follows:

	R Square	R Square Adjusted
Destination Image	0,632	0,619
Revisit Intention	0,420	0,405

R-square value variable Inage Destination for 0632. means the influence of variable Ewomand Servicescape against Inage Destination 0632 or 63.2% of the remaining 36.8% influenced by other factors and variables R-square value Revisit Intention of 0.420. This means that the influence of variable Ewom, Servicescape and Destination Image

on Revisit Intention of 0.420 or 42% of the remaining 58% are influenced by other factors. The higher the R-square value, the greater the ability of the independent variables can explain the dependent variable so that the better the structural equation. In this study hypothesis test is as follows:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TS statistics ((O/STDEV))	P Values
Ewom -> Destination Image	0.529	0.673	0.082	2.583	0.015
Ewom -> Revisit Intention	0.268	0.573	0.066	4.076	0.000
Destination Image -> Revisit Intention	0.403	0.198	0.066	4.604	0.000
Servicescape -> Destination Image	0.495	0.776	0.083	4.757	0.000
Servicescape -> Revisit Intention	0.503	0.254	0.071	8.477	0.000

7. FINDINGS:

Based on the results of hypothesis testing are presented in Table 4.9, we can conclude the following things:

1. Ewom positive and significant effect on the Destination Inage, this is because the value of T statistic (2583)> T-statistic (1.96). Then H1 Accepted.
2. Servicescape positive and significant effect on the Destination Inage, this is because the value of T statistic (4757)> T-statistic (1.96). Then H2 Accepted.
3. Destination Inage positive and significant impact on Revisit Intention, this is because the value of T statistic (4604)> t-statistic (1.96). Then H3 Accepted.

Mediation effect

Mediating effect shows the relationship between independent and dependent variables through the variable liaison or mediation. The influence of variables on the dependent variable is not directly happen but through a process of transformation represented by the mediating variables. Testing procedures mediating effect done in two steps as follows (Hair et al., 2010):

• **Mediation Effect Against EWOM Destinati Revisit Intention Through Image**

In this study EWOM Mediation Effect Against Destinati Revisit Intention Through Image is as follows:

$$VAF = \frac{\text{Pengaruh Tidak Langsung}}{\text{Pengaruh langsung} + \text{Pengaruh tidak langsung}}$$

$$VAF = \frac{4,076}{0,268+4,706}$$

$$VAF = 0.9385671 \times 100\%$$

$$VAF = 93,856\%$$

The above calculation shows the test results accounted Variance For (VAF) test mediation EWOM variables to revisit intention through the destination image with a value of 93.856%. These results show the level of mediation fully by category VAF <80%. Therefore, it was concluded that the destination image is full mediate the relationship between EWOM and revisit intention.

• **Mediation Effect Against Servicescape Destinati Revisit Intention Through Image**

In this study, Effect of Mediation *Servicescape* Intention to Revisit Destinati Through Image is as follows: Therefore calculate VAF formula (Hair et al., 2010) as follows:

$$VAF = \frac{\text{Pengaruh Tidak Langsung}}{\text{Pengaruh langsung} + \text{pengaruh tidak langsung}}$$

$$VAF = \frac{8,477}{0,503+8,477}$$

$$\begin{aligned} \text{VAF} &= 0,56585783 \times 100\% \\ \text{VAF} &= 56,58\% \end{aligned}$$

The above calculation shows the test results accounted Variance For (VAF) test mediation servicescape variables to revisit intention through the destination image with a value of 56.58%. These results show the level of mediation partially (partial) by category 20% <VAF <80%. Therefore, it was concluded that the destination image is partially mediate the relationship between servicescape and revisit intention.

8. RESULT:

Based on the meta-analysis of all the available literatur data, our results are :

Test the Direct and Indirect Influence Hypotheses

No	Hypotheses	description	Result
1	electronic word of mouth has Positive and significant effect on destination image in Payakumbuh City tourism object	Positive: T value statistic (2.583) > t-statistik (±1.96) Significant : statistic P-value 0.015 (dibawah 0.05). (Positive and Significant)	H 1 (Supported)
2	Servicescape has a positive and significant effect on destination image in Payakumbuh City tourism object.	Positive: T value statistic (4,757)> t-statistik (1.96) Significant: P-value of 0,000 (below 0.05). (Positive and significant)	H 2 (Supported)
3	Destination image has a positive and significant effect on the revisit intention in Payakumbuh City tourism object.	(Positive and significant Positive: T statistic value (4,604)> t-statistik value (1.96) Significant: because the P-value is 0,000 (below 0.05) (Positive and significant)	H 3 (Supported)
4	EWOM has a positive and significant effect on the Revisit Intention variable through the Destination Image variable as a mediating variable.	Value of VAF = 93.85% category VAF <80%. (positive and significant)	H 4 (Supported)
5	Servicescape has a positive and significant effect on the Revisit Intention variable through the Destination Image variable as a mediating variable.	Value of VAF = 56.58% category 20% <VAF <80%. (positive and significant)	H 5 (Supported)

9. RECOMMENDATIONS:

- In increasing the spread of Electronic Word of Mouth (EWOM), the government should increase promotions for every tourist object, both new tourism objects and tourist objects that have long existed. Promotions can be carried out to oversee social media managed directly under the supervision of the Payakumbuh City Tourism Office. It is recommended that each tourist object be made their respective social media accounts such as Instagram, Facebook tweeter, and others. With more and more active social media accounts for each tourist attraction, the interactions that occur will be more frequent among tourists or potential tourists. This is where recommendations come from one tourist to another.
- Local governments improve symbols such as direction symbols, road markings, and parking symbols, which can be understood by foreign and local tourists who want to come to Payakumbuh City.
- The management of tourism can provide free souvenirs to visitors when uploading photos while traveling in the City of Payakumbuh with a caption inviting people who have never visited a tourist attraction in the City of Payakumbuh.
- Payakumbuh City Government can make a challenge to the people of Payakumbuh who have talent in vidiografi to make videos about traveling to the City of Payakumbuh, which later the video was viral and made the official advertising tourism City of Payakumbuh.

10. CONCLUSION:

Based on the results of the research and discussion previously described, it can be concluded that:

- Electronic word of mouth (EWOM) has a positive and significant effect on Destination Image. This means that Electronic word of mouth that develops about tourist objects among tourists plays an important role in the destination image of the place. The better EWOM that develops through social media, it tends to be able to increase the destination image of attractions in the City of Payakumbuh.
- Servicescape has a positive and significant effect on Destination Image. This means that the better servicescape that tourists feel when visiting the tourist attraction area will increase the destination image of the place. Destination image is influenced by physical evidence that is felt and seen by tourists when visiting a tourist attraction.
- Destination Image has a positive and significant effect on Revisit Intention. This means that the better the destination image that is formed, the more likely it will be to increase tourist intention revisit to the tourist attraction. The impression felt by tourists has an impact on the tourist's desire to make a decision to visit a tourist attraction.
- Electronic word of mouth (EWOM) has a positive and significant effect on the Revisit Intention variable through the Destination Image variable as a mediating variable. This means that EWOM has a significant effect on the revisit of tourist intention to Payakumbuh City. Tourists will be more willing to visit the city of Payakumbuh (revisit intention) by seeing the improved destination image of the City of Payakumbuh.
- Servicescape partially has a positive and significant effect on the Revisit Intention variable through the Destination Image variable as a mediating variable. This means that servicescape has a significant effect on the revisit of tourist intention to Payakumbuh City. Tourists will be more willing to visit the city of Payakumbuh (revisit intention) by seeing the improved destination image of the City of Payakumbuh

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