THE IINFLUENCE OF ELECTRONIC WORD-OF-MOUTH, SERVICE QUALITY, DESTINATION IMAGE AND SATISFACTION TOWARD REVISIT INTENTION
(STUDY ON BUKITTINGGI CITY, WEST SUMATERA)

Ahmad Istiqlal Ahlunnazak, Abror
Fakultas Ekonomi Universitas Negeri Padang
E-mail: ahmadistiqlal25@gmail.com

Abstract : *The purpose of this research are to analyze : (1) the effect of E-WOM on Destination Image of Bukittinggi City (2) the effect of E-WOM on Satisfaction of Bukittinggi City (3) the effect of Service Quality on Destination Image of Bukittinggi City (4) the effect of Service Quality on Satisfaction of Bukittinggi City (5) the effect of Destination Image on Revisit Intention of Bukittinggi City (6) the effect of Satisfaction on Revisit Intention of Bukittinggi city. The type of this research is causative research. The population of this research is the padang society who has visited Bukittinggi City. Total sample of this research was 208 people by using questionnaire. The results of this research show that (1) E-WOM has a significant & positive effect on Destination Image (2) E-WOM has a significant & positive effect on Satisfaction (3) Service Quality has a significant & positive effect on Destination Image (4) Service Quality has a significant & positive effect on Satisfaction (5) Destination Image has a significant & positive effect on Revisit Intention (6) Satisfaction has a significant & positive effect on Revisit Intention.*

Keyword: *Electronic Word-Of-Mouth (e-WOM), Service Quality, Destination Image, Satisfaction,Revisit Intention*

INTRODUCTION

Nowdays, tourism sector become one of the biggest sector that gives impact on economy of a country. In the tourism sector, there are many processes that need to be managed. The development of the tourism sector always needs to be developed and enhanced because if we look from the socio-economic aspects it can increase the income of people who live in the destination, expand employment opportunities, increase government revenue, increase foreign exchange revenues and increase the national entrepreneurship. If we relieve data on the number of tourists visiting Bukittingi City and Padang City, it was found that the number of tourist visits to Bukittinggi City still had a small number of visits than the number of visits to Padang City. Where if it was presented as a percentage, the visit to the City of Bukittinggi was only around 6.8% of the number of tourist visits to the City of Padang in 2016. This indicates that tourists' interest to revisit Bukittinggi City is still not good compared to the city of Padang. Which is where the image of the destination greatly influences tourists in designing their travel plans. Based on the facts above, it is necessary to take real action to overcome these problems, especially in finding ways to provide more value to visitors that have an impact on the intention of their return visit in the tourist objects in the City of Bukittinggi. Tourists evaluate a tourist destination based on their level of satisfaction or dissatisfaction with a tourist destination and decide whether to visit the destination again or not. This research focus on Electronic Word-Of-Mouth, Service Quality, Destination Image and Satisfaction toward Revisit Intention Bukittinggi City West Sumatera.

METHODOLOGY

The type of research will be conducted is causative research. Thus, research explain and illustrates the relationship between the independent variables of e-WOM, Service Quality, Destination Image toward the dependent variables is Revisit Intention. This research using primary data and the type of data in this study is Likert scale. The technique of data collection to obtain the necessary data in this study used techniques of

questionnaire, the method used for obtaining primary data. The population in this study is the people who has visited Bukittinggi City whose numbers are unknown. The sample that will be use in this study are students with inclusive criteria aged 18 to 34 years. Data analysis was carried out using Structural Equation Model (SEM) using Partial Least Square (PLS) and smartPLS version 3.2.6 approaches as software. According to Hair et al. (2010) the magnitude of the sample when too big will make it difficult to get a model that fits and advised the appropriate sample size between the 100-200 the respondent so that it can be used for estimation of interpretation with SEM. Determination of the minimum number of samples for SEM according to Hair et al (2010) is: *(5 multiplied by the maximum number of indicators of a latent variable).* On variable eWOM we used 3 indicators with 6 sub-indicators (Jalilvand et al.2012), Destination Image using 3 indicators with 5 sub-indicators (Jalilvand et al. 2012), Service Quality using 5 indicators with 24 sub- indicators (Shi et al.2014), Satisfaction using 3 indicators with 3 sub-indicators (Shi et al. 2014) and Revisit Intention uses 3 indicators with 3 sub-indicators (Abubakar et al.2017). The total number of indicators used in this research is 41.Based on these guidelines, then the minimum number of samples for research are*: Minimum sample = number of sample indicator x* 5 = 41 x 5 = 205 respondents calculation based on the above calculations, then the obtained sample size as much as 205 respondents that are the tourists who once paid a visit to the city of Bukittinggi. Sample size as much as 205 respondents considered can already represent the population so that the conclusions of the research of collection of data obtained through the sample can describe the characteristics of the population.

RESULTS

Here are the results of research on the characteristics of respondents in this study:

a. The majority of respondent are woman, as many as 112 (53.8%) of respondents and man as many as 96 (46.2%) of respondents.

Table 1 Characteristics of Respondents by gender

NO	GENRE	TOTAL	PERSENTASE
1	Laki-Laki	96	46.8 %
2	Perempuan	109	53.1 %
	TOTAL	**205**	**100%**

Primer data, 2018

b. The majority of respodents are aged 18-25 years old, as many as 86%

Table 2 characteristics of respondents based on age

NO	AGE	TOTAL	PERSENTASE
1	18 s/d 25 tahun	176	**85.3 %**
2	26 s/d 30 tahun	29	**14.63 %**
TOTAL		**205**	**100%**

Data primer, 2018

c. All of the respondents have been visited Bukittinggi city.

Table 3 characteristics of respondents based on the Experience

NO	RESPONDENT	TOTAL	PERCENTAGE
1	have been visited Bukittinggi	205	100 %
	TOTAL	**205**	**100%**

Data primer, 2018

Descriptive Variable Statistics

Variable descriptive analysis in this study aims to provide a general description of the data collection that can be seen based on the mean (average) and standard deviation of each variable

Table 4 results of criteria mean

VARIABLE	MEAN	STDEV
Revisit Intention	4.16	**0.69**
Destination Image	4.10	**0.68**
Satisfaction	4.09	**0.64**
Electronic Word-Of-Mouth	3.70	**0.80**
Service Quality	**3.80**	0.72

Data primer, 2018

Evaluation *Outer Model*

a. Convergent Validity

Convergent validity is determined using the loading factor/ outer loading value parameter and the AVE (Average Variance Extract) value. Measurement can be categorized as having good convergent validity if the value of outer loading > 0,5 (Ghozali & Latan, 2012). The following is a table value of loading factors from a total of 41 indicators contained in this study:

Table 5 *Outer Loading*

VARIABEL	NO	INDIKATOR	OUTER LOADING (>0.6)	KETERANGAN
REVISIT INTENTION	1	RI1	0.866	**VALID**
	2	RI2	0.883	**VALID**
	3	RI3	0.853	**VALID**
DESTINATION	4	DI1	0.722	**VALID**

IMAGE	5	DI2	0.850	**VALID**
	6	DI3	0.830	**VALID**
	7	DI4	0.746	**VALID**
	8	DI5	0.727	**VALID**
SATISFACTION	9	ST1	0.890	**VALID**
	10	ST2	0.917	**VALID**
	11	ST3	0.881	**VALID**
E-WOM	12	EWOM1	0.811	**VALID**
	13	EWOM2	0.814	**VALID**
	14	EWOM3	0.650	**VALID**
	15	EWOM4	0.793	**VALID**
	16	EWOM5	0.632	**VALID**
	17	EWOM6	0.793	**VALID**
SERVICE QUALITY	18	SQA1	0.720	**VALID**
	19	SQA2	0.844	**VALID**
	20	SQA3	0.808	**VALID**
	21	SQA4	0.824	**VALID**
	22	SQE1	0.814	**VALID**
	23	SQE2	0.794	**VALID**
	24	SQE3	0.744	**VALID**
	25	SQRL1	0.767	**VALID**
	26	SQRL2	0.721	**VALID**
	27	SQRL3	0.702	**VALID**
	28	SQRL4	0.798	**VALID**
	29	SQRL5	0.723	**VALID**
	30	SQRL6	0.824	**VALID**
	31	SQRP1	0.828	**VALID**
	32	SQRP2	0.753	**VALID**

33	SQRP3	0.813	**VALID**
34	SQRP4	0.777	**VALID**
35	SQRP5	0.777	**VALID**
36	SQRP6	0.786	**VALID**
37	SQT1	0.662	**VALID**
38	SQT4	0.673	**VALID**
39	**SQT5**	**0.600**	**VALID**

Data Primer, 2018

Based on table 5, all the indicators or statement items are valid. According to Hussein (2015), if there is a value outer loading below 0.6 in an indicator, then the indicator can be eliminated because it does not represent the existing construct. So that in this study there are no indicators that will removed or deleted.

Discriminant Validity
Testing of discriminant validity relates to the principle that every indicator contained in a different construct should not correlate with high (Ghozali & Latan, 2012)

Table 6 discriminant validity

VARIABLE	DI	EWOM	RI	SQ	ST
Destination Image	0.777				
E-Wom	0.407	0.753			
Revisit Intention	0.677	0.265	0.868		
Satisfaction	0.761	0.430	0.676	0.868	
Service Quality	**0.657**	**0.491**	**0.791**	**0.645**	**0.767**

Data Primer, 2018

Based on table 6, it can be concluded that the square root value of AVE is greater than other constructs. This shows that all constructs in the estimated research model meet the predetermined discriminant validity criteria.

b. Average Variance Extracted (AVE)
The measurement model of convergent validity is also seen from the AVE value. AVE value describes the magnitude of the diversity of the manifest/indicator variables contained in the construct. Based on Ghozali and Latan (2012), the use of AVE values is needed in converging validity testing. Furthermore, the recommended AVE values are at least 0.5 to indicate a good convergent validity.

Table 7 AVE (Average Variance Extracted)

VARIABLE	AVE (>0,5)
REVISIT INTENTION	0.753
DESTINATION IMAGE	0.603
SATISFACTION	0.803
E-WOM	0.566
SERVICE QUALITY	0.589

Data Primer, 2018

Based on the table 7, it appears that all variable has an AVE value that is greater than 0.5. it can be concluded that all variables in this study can explain an average of more than half of the variants of each indicator that has good convergent validity.

c. Composite Reliability

Composite reliability measures internal consistency and the value must be above 0.7 (Ghozali, 2011). The results of composite reability can be seen in the table 8

Table 8 *Composite Realiabity*

VARIABLE	COMPOSITE RELIABILITY (> 0,7)	RESULTS
REVISIT INTENTION	0.901	RELIABLE
DESTINATION IMAGE	0.883	RELIABLE
SATISFACTION	0.924	RELIABLE
E-WOM	0.886	RELIABLE
SERVICE QUALITY	0.969	RELIABLE

Data Primer, 2018

Based on table 8, each variable used in this study has a good composite reliability value that is greater than 0.7. Therefore, each variable in this study can be said to have fulfilled the requirements that have a level of reliability in accordance with predetermined requirements.

Evaluation Inner Model

a. Inner model test or structural model test

This test is used to evaluate the relationship between latent conditions as hypothesized in the study, based on PLS output, obtained as follows:
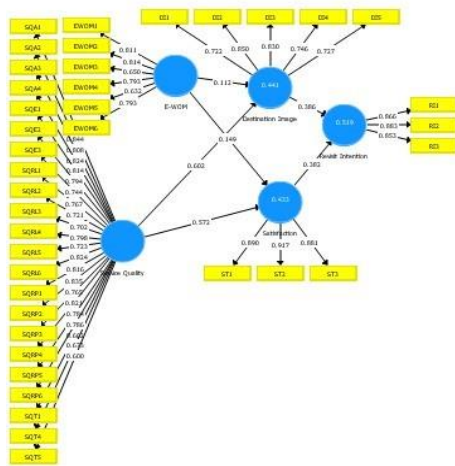
Figure 1 path of all indicators

b. Hypothesis Testing

Table 9 Path Analysis

	COEFFICIENT PATH	T STATISTICS	P VALUES	RESULTS
E-WOM -> DESTINATION IMAGE	0.112	1.715	0.087	H1 SUPPORTED ON A 10%
E-WOM -> SATISFACTION	0.149	2.113	0.035	H2 SUPPORTED
SERVICE QUALITY -> DESTINATION IMAGE	0.602	10.254	0.000	H3 SUPPORTED
SERVICE QUALITY -> SATISFACTION	0.572	8.467	0.000	H4 SUPPORTED
DESTINATION IMAGE -> REVISIT INTENTION	0.386	3.600	0.000	H5 SUPPORTED
SATISFACTION -> REVISIT INTENTION	0.382	3.332	0.001	H6 SUPPORTED

Data primer, 2018

1. In this study it was found that the Electronic-WOM variable had a positive effect on α 10% of the Destination Image on the feast day of the City of Bukittinggi, West Sumatra, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

2. In this study it was found that the Electronic-WOM variable had a significant positive effect on the Satisfaction of Tourist in the City of Bukittinggi, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

3. In this study it was found that the Service Quality variable had a positive effect on the Purpose Image on the city of Bukittinggi, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

4. In this study it was found that the Service Quality variable had a positive effect on the Education Interest of Bukittinggi City, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

5. In this study it was found that the net objective image variable was positively significant to Revisit Intention in Bukittinggi City Tourism, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

6. In this study it was found that positive satisfaction variables significantly influence Revisit Intention in Bukittinggi City Tourism, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.

c. Structural Model Testing (Inner Model)

Inner Model evaluation or structural model aims to see the direct or indirect influence between variables. Evaluation on structural models can be started by looking at the R-square value of the endogenous latent variables. According to Ghozali and Latan (2012), R-square of 0.75, 0.5, 0.25 defined the model strongly, moderately, and weakly in explaining the effect of exogenous latent variables on endogenous latent variables.

Table 10 R-square Value

VARIABLE	R-SQUARE	RESULTS
DESTINATION IMAGE	0.441	WEAK
SATISFACTION	0.433	WEAK
REVISIT INTENTION	0.519	MODERAT

Data primer, 2018

Based on table 10 illustrates that the R-square value for Destination Image variable is 0.441, this indicates that the magnitude of the influence of electronic word-of-mouth variables and service quality weakly explains 4.41% of the Destination Image variable while the remaining 4.36% is influenced by other factors. Furthermore, the R-square value for the Satisfaction variable is 0.433, this indicates that the magnitude of the effect of electronic word-of-mouth variables and service quality weakly explains 4.33% of the Destination Image variable while the remaining 4.27% is influenced by other factors. Furthermore, the R- square value for the revisit intention variable moderately presents 0.519, the eWOM, Service quality, destination image and satisfaction variables moderate 5.19% variation in revisit intention while the remaining 5.14% is influenced by other factors.

DISCUSSION
 a. Electronic Word-of-Mouth (E-WOM) and Destination Image
Based on the result, we form that E-WOM has a significant at α 10% & positive effect on Destination Image in the Bukittinggi City West Sumatera. The results of this study in in line with previous research that has done by Jalilvand et al. (2012) tourists would be interested if a saw a review about tourist destinations that are considered attractive. Jalilvand et al. (2012) in the research found that a manager of a tourist destinations should be able to maintain and build electronic word-of-mouth since this can create the image of a destination that will impact positively on uptake the decision to travel by tourists.
 b. Electronic Word-of-Mouth (E-WOM) and Satisfaction
Based on the result, we form that E-WOM has a significant & positive effect on Satisfaction in Bukittinggi City of West Sumatera. The results of this study are in line with previous research performed by Lam et al. (2014) that States E-WOM has a positive effect on satisfaction, gathering the information is one of the first stages of visitors to decide against a destination. This can form an expectation on a destination, which is where this would affect the satisfaction of the tourist when they visited the destination.
 c. Service Quality and Destination Image
Based on the result, we form that Service Quality has a significant & positive effect on Destination Image in Bukittinggi City of West Sumatera. The results of this study are match with previous research by Akroush et al. (2016) where in the research found that the service quality has a significant effect on the destination image. Where each element involved in the tourism sector should be aware that service quality is one of the important keys that have an impact on the image of a destination
 d. Service Quality and Satisfaction
Based on the result, we form that Service Quality has a significant & positive effect on Satisfaction in Bukittinggi City of West Sumatera. The results of this study are match with previous research by Rajaratnam et al. (2014) found that the service quality has a significant effect on customer satisfaction. Which is in this the research stated that the service quality is a crucial aspect to determine satisfaction of tourists. It makes the aspects of service that exists on a destination must be considered by the service provider as well as any individual who is on a tour which this destination is shared consciousness that must be maintained.
e. Destination Image and Revisit Intention
Based on the result, we form that Destination Image has a significant & positive effect on Revisit Intention in Bukittinggi City of West Sumatera. The results of this research are slightly different from previous research conducted by Artuger and Cetinsoz (2017), where in his research found that the most influential only destination image against a desire to visit. Where on their study found that cognitive image effect significantly to revisit intention are not affective image of influential attendance desire to visit Arab tourist back to Istanbul. In this study, the implications are all elements that are involved in the tourism sector such as Government, Bukittinggi providers, citizens, and others in the city of Bukittinggi should be able to maintain and continue to improve the quality of the sector Tourism, which is in the city of Bukittinggi.
f. Satisfaction and Revisit Intention
Based on the result, we form that Satisfaction has a significant & positive effect on Revisit Intention in Bukittinggi City of West Sumatera. The results of this study are match with previous research by Park et al. (2018) where it was found that the level of satisfaction of tourists on previous visits had significant influence against the wishes of a person to make a visit in the future. When the tourists were satisfied on previous visits, then a destination will be one of the main priorities when they want to travel in the future. The implication is that all the elements involved in the tourism sector of the City Government, such as the citizens of Bukittinggi, etc., its special the service provider in the city of Bukittinggi should be able to maintain and continue to improve the quality of the sector Tourism, which is in the city of Bukittinggi.

CONCLUSION
Based on the results of hypothesis testing in this study shows the influence of each exogenous (independent) variable on the endogenous (dependent) variable, it can be concluded that the factors that influence Revisit Intention in the City of Bukittinggi West Sumatra:

1. There is an Electronic Word-of-Mouth influence on Destination Image on the tourism of Bukittinggi in West Sumatra, this research hypothesis can be accepted or proven, and the findings support and strengthen the previous research.
2. There is an Electronic Word-of-Mouth influence on Satisfaction on Bukittinggi City tourists, this research hypothesis can be accepted or proven, and the findings support and provide reinforcement in previous research.
3. There is a Service Quality influence on Destination Image in Bukittinggi City tourism, this research hypothesis can be accepted or proven, and the findings support and provide reinforcement in previous research.
4. There is the influence of Service Quality on Satisfaction on Bukittinggi City tourism, this research hypothesis can be accepted or proven, and the findings support and provide reinforcement in previous research.
5. The influence of Destination Image has a significant positive influence on Revisit Intention on the tourism of Bukittinggi City, this research hypothesis can be accepted or proven, and the findings support and provide reinforcement in previous research.
6. There is Satisfaction influence on Revisit Intention on Bukittinggi City tourism, this research hypothesis can be accepted or proven, and the findings support and provide reinforcement in previous research.

SUGGESTION
The parties involved in the Bukittinggi City Tourism sector must make a strategy so that tourists continue to visit again and will continue to recommend Bukittinggi City to their family or friends. The Office of Culture and Tourism must continue to provide innovation both in terms of products and services in the City of Bukittinggi. Tourism Marketing Division of Bukittinggi City needs to design promotional programs that are more focused on encouraging the creation of positive Electronic Word of Mouth from tourists to other parties, because Electronic Word of Mouth will become information material and consideration for others in deciding their tourist destinations. And, the manager and government of the City of Bukittinggi so that they can pay attention to the quality of service sector in the City of Bukittinggi. Especially in the responsiveness sector and guarantees to tourists. The Bukittinggi City Government can provide training to service providers in the City of Bukittinggi to be able to provide training on how they serve consumers or tourists who visit. So that tourists can feel safe and comfortable when traveling in the City of Bukittinggi.

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