Conference Paper

Determinants of E-WOM and Intention to Revisit Beach in Yogyakarta Indonesia Post-pandemic Through Visitor Satisfaction

Ari Apriani, Dian Meliantari, Wenny Desty Febrian, Yanthy Herawati, Windayanti[5]

Universitas Dian Nusantara, Jakarta, Indonesia

ORCID
Ari Apriani: https://orcid.org/0000-0002-4847-3531

Abstract.
Efforts to promote beach destinations through online media certainly encourage many tourists to visit currently viral destinations on social media. This study aims to determine the determinants of E-WOM and intention to return to the beach in Yogyakarta through visitor satisfaction. This study included 200 respondents who were all tourists in Jakarta and Yogyakarta, and who had visited the beach in Yogyakarta. This study will develop and add other constructs/variables that can be predictors of visitor behavior to make a return visit to a tourist attraction, from previous research that has been done. The method used in this research is quantitative analysis with SEM analysis tools and SmartPLS 3.3 tools. This research is expected to be an improvement for beach tourism managers in Yogyakarta to improve their tourism objectives so that visitors who have visited the beach in Yogyakarta have an interesting impression so as to increase interest in visiting again

Keywords: destination accessibility, destination attraction, destination image, electronic word of mouth, intention to revisit, post-pandemic, visitor satisfaction

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1. Introduction

With an area of 1,485.36 km^2, or roughly 46.63% of the Special Region of Yogyakarta, Gunungkidul Regency is one of the regencies in that area. Gunungkidul Regency is famous for its beach tourism that spreads from the eastern end of the Wonogiri border to the western end of the Bantul border. There are around 102 beach tours in Gunungkidul which attract tourists to visit Gunung Kidul Regency [1].

Based on data from the Gunungkidul Regency Statistics Agency, it was recorded that the number of tourists to Gunungkidul before the Covid-19 pandemic in 2018 was 3,055,284 people, in 2019 it was 3,680,803 people, and in 2020 it was 1,981,599 people [2]. This shows that the Covid-19 pandemic has a huge impact on the tourism sector in Gunungkidul due to the Large-Scale Social Restrictions (LSSR) and Community Activities

Restrictions Enforcement (CARE) policies. With this policy, many tourism sectors in Gunungkidul have closed their operational activities, until the Covid-19 condition can be said to be under control.

In October 2021, beach tourism destinations in Gunungkidul Regency have reopened with health protocols. This is certainly a breath of fresh air for MSMEs players and all business actors in the tourism sector in Gunungkidul Regency. It is known that the south coast tourism area in Gunungkidul Regency is the largest provider of Regional Original Revenue (PAD), reaching around 90% [3].

In supporting the improvement of the community's economy in the beach tourism sector in Gunungkidul Regency, of course, many efforts have been made by business actors and local governments in promoting beaches, such as through social media, websites and travel agents in Yogyakarta. Efforts to promote beach destinations through online media certainly encourage many tourists to visit destinations that are currently viral on social media. It is necessary to take pictures or videos that describe these tourist attractions so that they attract tourists to visit.

Beach tourism in Gunungkidul Regency must be continuously improved, so that tourists who have visited feel satisfied and want to make a return visit when in Yogyakarta. Visitor satisfaction is important in managing beach tourism in Gunungkidul Regency so that it continues to grow. Tourist satisfaction when visiting the beach in the Gunungkidul Regency area has a big impact on tourism managers because visitor satisfaction is not limited to what visitors feel but is part of marketing. The intention to revisit in this study can explain the emotional attachment of visitors to a destination by choosing the same destination in the future [4]. This feeling arises because the satisfaction conveyed by visitors to their families, friends and relatives both verbally and through uploads on social media will bring good results for beach tourism managers in Gunungkidul Regency. It is not easy to build a good perception to visitors. Electronic Word of Mouth (E-WOM) cannot be forced on tourists by managers, but grows with the satisfaction that tourists really feel after visiting the beach tourism in Gunungkidul Regency [5].

In addition to visitor satisfaction that needs to be considered, the uniqueness of a tourist destination emphasizes the tourist attraction itself. Tourist attractions are the main element of destination attractiveness and the biggest factor in motivating tourists to visit a tourist destination [6]. It is also explained that unique attractions play an important role in the success of a destination and are the main motivation for tourists. Therefore, the uniqueness of beach attractions in Gunungkidul Regency is a special attraction for tourists and certainly affects tourists' feelings [5].

As many as 277.7 million people from the total population of Indonesia, there are around 191.4 million people actively using social media. As of January 2021, it is known that the number of social media users in Indonesia reached 68.9% [7]. In searching for information, the public will utilize social media [8]. Instagram is the most effective social media platform to popularize information about tourism [9].

One study found that destination image directly affects behavioral intentions and revisit intentions [10]. In marketing beach tourism in Gunungkidul Regency, of course, social media plays an important role in building destination image. If the location of beach tourism in Gunungkidul Regency is difficult to access by tourists, of course this will have an impact on the difficulty of tourist attractions being recognized by the public. Tourist satisfaction with transportation services is an important issue in the tourism industry [6].

The purpose of this study is to determine the determinants of E-WOM and intention to revisit the beach in Gunungkidul Regency through visitor satisfaction. This research is motivated by several previous studies which state that tourist visitors are willing to spread positive information to other visitors and visitors are willing to make return visits to tourist attractions influenced by visitor satisfaction, while visitor satisfaction is influenced by perceptions of accessibility, and perceptions of attractions from tourist destinations[5], while other studies found that accessibility quality is positively related to tourist satisfaction, and tourist satisfaction is found to have a positive relationship with revisit intentions [11,12]. Other research also shows a significant impact of perceived destination image on tourist satisfaction [13]. Destination attractions have a significant effect on tourist satisfaction [6] showing that tourist destination image has a significant positive effect on satisfaction; In addition, destination image and satisfaction have a significant positive influence on the desire to revisit [14-16]. Other research shows that electronic word of mouth (E-WOM) can have a positive influence on revisit intentions [9].

In the research conducted, it is suggested to conduct further research using different indicators. Based on suggestions from previous research that has been done, the researcher will develop and add other constructs / variables that can be predictors of visitor behavior to make a return visit to a tourist attraction. Then the researcher will fill the gap that exists in the research that has been done [5,9,17-19].

2. Methodology

This research was conducted on tourists who have visited the beach in Gunungkidul Regency, where researchers want to know the extent to which visitors want to visit the beach again in Gunungkidul Regency based on information provided on social media and also visitor satisfaction after making a previous visit. The instrument used is a questionnaire using a Likert scale with a score of 1-5 which is expressed starting from the most negative, neutral to the most positive, Population is all items whose properties are assessed, and the sample is part of the population whose properties are tested [20]. The population of this survey is all tourists who have visited beach tourism in Gunungkidul Regency at least once located in Jakarta, Bogor, Depok, Tangerang, Bekasi and Yogyakarta. The population's size and features are reflected in the research sample. Researchers can use samples obtained from a community if it is huge and they are unable to investigate the entire population, for example owing to a lack of resources, time, or energy. The conclusion drawn from the sample's findings will apply to the entire population. Because of this, representative samples from the population are required (representative). The sampling technique used in this study is convenience sampling technique. Convenience sampling is a collection of information from members of the population who agree to provide this information [21]. So that in this study, 200 respondents were determined as a sample.

The model used in this study is a causal or influential relationship model. The analysis method employed in this study to test the hypothesis was structural equation modeling (SEM). SEM is the analysis instrument and quantitative analysis methodology used in this study. Prior to performing a route analysis, the instrument's validity and reliability were assessed, along with the 5% alpha (0.05) hypothesis test.

This research was conducted using descriptive and quantitative approaches. The goal of descriptive research is to describe the traits of a certain group. Because the purpose of this study is to ascertain the link between these variables and express values numerically, or to concentrate on data that is expressed as numerical values and is mathematically processed using statistical formulas. The quantitative approach, a research methodology based on the potvistic concept, is employed to study certain populations or samples. This survey was conducted in the form of numbers, and the analysis used statistics to measure and obtain survey results through questionnaires.

Respondents filled out questionnaires using a Likert scale to respond to questions that were presented as options, which was used to collect data (1-5). In this study, SEM PLS with SmartPLS 3.3 software was used as the data analysis technique.

3. Result and Discussion

3.1. The effect of destination accessibility on visitor satisfaction

Tourism accessibility is based on transportation services for visitors to reach tourist sites [22]. It is also explained that the availability, affordability, and convenience of tourist attraction transportation infrastructure to improve the quality of access to tourist attractions can encourage the success of tourist attractions for the better [11]. Therefore, destination accessibility is the ease of visitors to reach tourist attractions. destination accessibility is also said to be an ease for visitors to go to tourist attractions by considering safety, comfort and travel time [23]. In measuring destination accessibility, it is necessary such as, 1) Access to information to find infrastructure and easy to reach; 2) Having access to infrastructure that is easy to pass to tourist sites; and 3) When arriving at the location has public facilities such as terminals or parking lots to make it easier for visitors [24].

Visitor satisfaction is influenced by perceived value, and visitors' perceived value is influenced by several perceptions one of them accessibility [5,6].

3.2. The effect of destination attraction on visitor satisfaction

Each tourist spot certainly has its own charm, such as beautiful scenery, the uniqueness of tourist attractions, culture and community activities around tourist attractions, as well as attractions presented by the tour manager [25]. Destination attractions are the main objects of tourist attractions that are able to encourage the desire of tourists to visit [26]. Tourist visitors expect an exciting, interesting and distinctive experience that is obtained when visiting an attractive tourist destination by presenting a beautiful panorama and forgetting foreign cultures when looking at it. There are 5 main indicators for tourists assessing tourist attractions, namely 1) Relaxing in tourist attractions; 2) Enjoying the cool climate in tourist attractions; 3) Having fun in tourist attractions; 4) Forgetting the problems that exist when in tourist attractions; and 5) Providing understanding of new objects at tourist sites [27].

Visitor satisfaction is influenced by perceived value, and visitors' perceived value is influenced by several perceptions one of them attractions [5,6]. According to the findings, and in line with several pertinent studies, attractiveness has a favorable and significant association with visitor pleasure [28,29].

3.3. The effect of destination image on visitor satisfaction

Tourism image is a visitor's trust in the product or service purchased/planned to be purchased [16]. The image of a tourist destination is not necessarily formed from experience / facts, but is formed into a strong motivator for tourists to visit a tourist destination. In previous studies, it was said that there are nine attributes that affect destination image, namely 1) Natural conditions; 2) Tourism potential for pleasure and recreation; 3) Natural environment; 4) Public facilities; 5) Culture, history, & art; 6) Social environment; 7) Tourism infrastructure; 8) Economic and political factors; and 9) The atmosphere of tourist sites [30].

In other research conducted by Safitasari and Maftukhah states that there is an effect of service quality, promotion, and destination image on tourist satisfaction directly or indirectly [18,31]. Using the destination image variable as a predictor of revisit intention because it is able to describe the opinion of visitors / tourists about tourist attractions that have been visited.

3.4. The effect of visitor satisfaction on E-WOM

Consumer satisfaction can be described as a judgment that describes positive/negative emotions after a sale [32]. Assessment of the experience felt at tourist sites is the definition of overall visitor satisfaction at tourist destinations. There are 6 indicators to measure visitor satisfaction [33], namely: 1) Panorama; 2) Accessibility; 3) Safety & comfort; 4) Facilities provided; 5) Road infrastructure; 6) Assistance, lighting and information.

Previous research says that visitor satisfaction is able to influence visitors' willingness to convey positive information to other visitors and visitors' willingness to make return visits to tourist attractions [5].

3.5. The effect of visitor satisfaction on intention to revisit

The desire of tourists to return to the same tourist site in the future is known as intention to revisit [34]. The intention to revisit is an evaluation of the results of the assessment felt by visitors so that it provides satisfaction. The allure of a tourist location, its promotion, and the dissemination of information about its attractions at tourist sites affect travelers' intentions to return [35]. The intention to visit again is a continuation of the feeling of satisfaction which is the beginning of the tourist decision-making process to visit again

[5]. Indicators to measure intention to revisit, namely: 1) Tourists will make a return visit to the beach in Gunungkidul regency in the near future; 2) If you are in the city of Yogyakarta, you will visit the beach in Gunungkidul regency; 3) You will visit the beach in Gunungkidul regency more often; 4) The beach in Gunungkidul regency will be the destination to visit if you are in Yogyakarta [36].

As for previous research conducted by Ningrum, it is known that visitor satisfaction is able to influence visitors' willingness to convey positive information to other visitors and visitors' willingness to make return visits to tourist attractions, while visitor satisfaction is influenced by perceived value, and visitors' perceived value is influenced by several perceptions including uniqueness, accessibility, and attractions at tourist attractions [5]. Recurrence intentions were more significantly influenced by overall pleasure than by recommendation intent. The association between travel motivation and revisit intentions was also partially mediated by overall satisfaction [17]. According to earlier studies, visitor satisfaction is positively correlated with plans to return [11,12]. e-WOM is positively impacted by online customer satisfaction, according to additional research [37].

3.6. The effect of E-WOM on intention to revisit

In marketing activities, e-wom is one of the important considerations, including marketing tourism activities. On social media, visitors will share information about what they feel and maybe this will attract visitors so that they can decide to revisit or be reluctant. Information conveyed through social media can influence visitors' desire to return to visit [30]. Electronic word of mouth (e-wom) is marketing that uses the internet network to generate information to support marketing success [38]. There are 4 indicators to measure electronic word of mouth [39], namely 1) other consumer reviews in the form of negative or positive statements submitted by other consumers; 2) online consideration, namely consumer statements to suggest using products/services; 3) good messages based on online reviews are positive messages about the company on the company's social media; and 4) trust in online reviews, namely reviews in the form of statements that make you feel confident about the reviews submitted.

Purnama and Marlena's research proves that E-WOM can positively influence the intention to revisit [9]. In Abubakar et al's research, it is stated that E-WOM influences the intention to revisit [39]. Other research also state E-WOM has impact on revisit intention [40].

3.7. The effect of destination accessibility on intention to revisit

Previous research found that accessibility quality is positively related to traveler satisfaction, and traveler satisfaction was found to be positively related to revisit intentions [11,12]. According to additional studies, accessibility has a considerable impact on marine tourists' desire to return [41].

3.8. The effect of destination attraction on intention to revisit

Previous research found that the perception of attractions on revisit intention [42]. Previous studies found that in marine tourism, attractions had no discernible impact on travelers' intentions to return [41]. Another study came to the conclusion that any growth and development of a tourist attraction's facilities, location, and attraction variables will have a growing effect on visitors' inclinations to return [43].

3.9. The effect of destination image on intention to revisit

According to earlier studies, the destination's image has a direct impact on behavioral intentions and plans to return [10,14-16]. The findings demonstrated that social and country-specific factors, including word-of-mouth and social media, were significant predictors of Malaysia's image as a medical tourism destination, which in turn affected perceived value and intention to return. Country-specific factors included country knowledge, safety and security, accessibility, and price fairness [44]. Other studies have found that the likelihood of returning to a tourist site increases with the quality of the destination's image [41].

3.10. The mediating role of visitor satisfaction on the effect of destination accessibility on intention to revisit

In previous research, it was stated that visitor satisfaction was considered unable to significantly mediate the relationship between accessibility and repeat visit interest [45], while in other studies it was stated that accessibility was able to influence repeat visit decisions mediated by visitor satisfaction [46].

3.11. The mediating role of visitor satisfaction on the effect of destination attraction on intention to revisit

In previous research found that visitor satisfaction can mediate attraction destinations on the desire to visit again [14]. The association between destination attractiveness, destination image, and revisit intention is mediated by satisfaction, according to prior studies. role of satisfaction as a mediating factor in the link between destination beauty and image, as well as revisit intention [47].

3.12. The mediating role of visitor satisfaction on the effect of destination image on intention to revisit

Previous research revealed that the perception of a destination influences visitor satisfaction, which can influence inclinations to return [4]. Prior studies have shown that satisfaction is a mediator of the relationship between destination attractiveness, destination image, and revisit intention. satisfaction's position as a mediating element in the relationship between destination attractiveness and image, as well as revisit intention [47].

3.13. The theoretical framework

Referring to the analysis of theories and concepts that have been stated above, that there are several problems of accessibility, attractions and destination image on visitor satisfaction and their impact on e-wom and return visit intentions. Then a theoretical framework is prepared which dramatically illustrates the flow of thought developed in this study in Fig. 1.

4. Conclusion

In this study, researchers want to know the impact of visitor satisfaction that utilizes social media to disseminate information about tourism destinations in Indonesia, with this tourism management being able to find out what is the assessment of visitors so that they want to revisit the destination and of course with the results of this study being able to provide input to the management of tourist attractions for their development in order to increase interest in visiting tourists again.
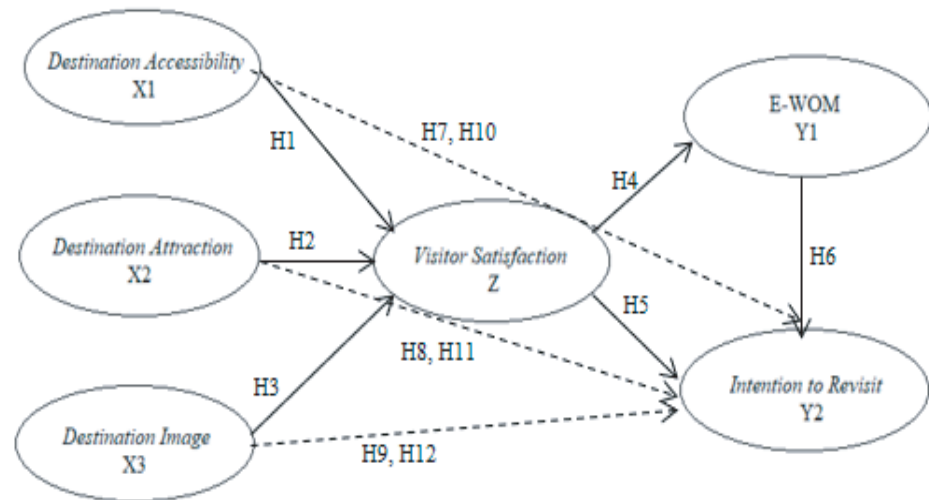
Figure 1: The conceptual framework.

Acknowledgments

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