



The influence of destination image and tourist satisfaction on positive word of mouth and revisit intention on the island of Bali

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Abstract. This research aims to determine the effect of Destination Image and Tourist Satisfaction on Positive Word of word-of-mouth recommendations and Revisit Intention on the island of Bali. The island of Bali is an island that has a world-class tourist attraction. One of the unique Bali tours is the culture of the island of Bali itself. The variables used in this study include Destination Image, Tourist Satisfaction, Positive Word of word-of-mouth recommendation, and Revisit Intention. This study uses quantitative research using primary data through questionnaires to respondents who have visited the island of Bali with a total of 170 respondents. Data processing in this study uses SEM (Structural Equation Modeling) with SPSS and AMOS software. The results of this study indicate a significant effect on Destination Image and Tourist Satisfaction on Positive Word of word-of-mouth recommendation and Revisit Intention.

Keywords: destination image, tourist satisfaction, positive word of mouth, revisit intention

Introduction

Tourism can be called an industrial sector that has the ability and opportunity to be developed. Meyers (2009) said, "Tourism is a travel activity of a person in traveling temporarily where the person is out of the destination area". Tourism is the largest foreign exchange contributor in the next 5 years in the projection and will become the "core economy". In the tourism sector, culture can be called one type of tourism that brings tourist cities by guiding tourists to recognize and understand the culture and local wisdom of the city being visited. In addition, visitors will see natural scenery, historical places such as museums, typical city culinary, and local community living systems (Nafila, 2013).

One city that has cultural tourism potential is Bali. When compared to other cities, Bali's tourism growth has reached its peak. Bali tourism is a growing world-class tourist destination with several tourist destinations such as lakes, city history, city culture, and nature. The island of Bali has an attraction to maintain and make tourists return to visit the island of Bali. These attractions make Bali a popular tourist destination in Indonesia (www.balitourclub.net). Bali is already known as a foreign exchange contributor to the Indonesian economy because of its tourism. This indicates that the tourism sector needs attention to be developed and as a

supporter of the macroeconomy in Indonesia (Suhendra, 2016). Table 1 shows that domestic and foreign tourist visits are increasing, although in 2020 they decreased due to the impact of the coronavirus pandemic.

Table 1. Number of tourists coming to Bali

Year	Domestic Travelers	Foreign travelers
2016	8.643.680	4.927.937
2017	8.735.633	5.697.739
2018	9.757.991	6.070.473
2019	10.545.039	6.275.210
2020	4.596.157	1.069.473

With the huge tourist potential in Bali, it is important to research tourist behavior towards the island. This research aims to develop and maintain tourist attractions, considering that Bali's destination image has a significant influence on visitor satisfaction. Several previous studies examined the relationship between destination image and visitor satisfaction, including (Gede et al., 2020; Kanwel et al., 2019; Ragab, Mahrous, & Ghoneim, 2019; Soonsan & Sukahbot, 2019).

Ragab et al. (2019) examined destination image and its impact on tourist revisit intention in Egypt. This study obtained significant results between destination image on satisfaction, destination image on positive word of mouth recommendation, satisfaction on revisit intention, satisfaction on positive word of mouth recommendation, and positive word of mouth recommendation on revisit intention. While destination image with revisit intention has an insignificant relationship.

Soonsan and Sukahbot (2019) examined the relationship between country image, destination image, overall satisfaction, and the level of tourist revisit on Phuket Beach, Thailand. The results of this study show a significant relationship between country image to destination image and overall satisfaction and destination image to overall satisfaction and revisit intention. However, the relationship between country image variables to revisit intention and destination image to overall satisfaction is not significant.

Kanwel et al. (2019) conducted research discussing the effect of destination image on tourist loyalty and intention to visit in the tourism industry in Pakistan. This study shows that there is a significant relationship between destination image and e-word of mouth, tourist satisfaction, tourist loyalty, and intention to visit; as well as between e-word of mouth and tourist satisfaction and loyalty, and between tourist satisfaction and intention to visit.

Gede et al. (2020) researched the relationship between word of mouth and customer satisfaction as well as service quality and revisited intention in family restaurants in Denpasar City and Badung Regency. The results in this study show significant results between the variables of service quality on word of mouth, service quality on customer satisfaction, service quality on revisit intention, word of mouth on revisit intention, customer satisfaction on word of mouth, and customer satisfaction on revisit intention. With the background created, the

researcher wants to know the effect of Destination Image and visitor satisfaction on positive word of mouth and revisit intention in tourism on the island of Bali.

Destination Image is a perception, feeling, and emotion, which tourists have with a collection of beliefs about the destination (San Martin & Bosque, 2008). According to Beerli and Martin (2004), destination image is an important factor in choosing a destination. A good Destination Image creates impressions and messages from tourists to visit again and gives a good image of the destination (Chi & Qu, 2008). Therefore, tourist satisfaction is created by a satisfying destination image and tourists will return to visit the destination (Bigné *et al.*, 2001; Echtner & Ritchie, 1993).

Satisfaction is a feeling of sadness or pleasure that arises when someone compares expectations with the product as expected or not (Chiu *et al.*, 2016; Kani *et al.*, 2017). It can be said that satisfaction is the most dominant factor in marketing (Kotler & Keller, 2007). Satisfaction affects the decision to choose a destination, tourist spending, intention to visit again, and recommendation to others (Yoon & Uysal, 2005). Chen & Tsai (2007) define revisit intention as an individual's willingness to revisit a particular tourist destination and their willingness to recommend the destination to others. Revisit Intention is important for tourism services because it is related to the profitability of a service company (Saha & Theingi, 2009). With revisit intention, visitors will return so it only costs less than having to attract new tourists (Chen & Chen, 2010).

Yoon and Uysal (2005) say that word of mouth is said to be a marketing strategy to promote a destination through tourists. So Positive Word of Mouth Recommendation indirectly influences tourists to visit again and tend to recommend destinations to relatives and friends (Kozak & Rimmington, 2000). Therefore, the hypothesis formed is as follows:

H1: Destination image has a significant positive effect on tourist satisfaction.

H2: Destination image has a significant positive effect on revisit intention.

H3: Destination image has a significant positive effect on positive word-of-mouth recommendation.

H4: Tourist satisfaction has a significant positive effect on revisit intention.

H5: Tourist satisfaction has a significant positive effect on positive word-of-mouth recommendations.

H6: Positive word-of-mouth recommendation has a significant positive effect on revisit intention.

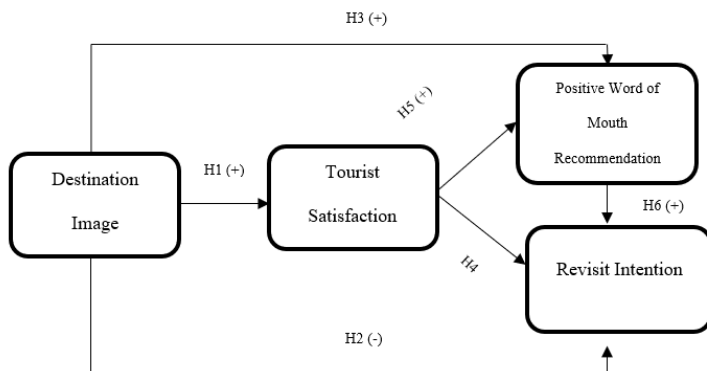


Figure 1. Research model (Hany Ragab et al., 2019)

Research Methodology

The type of research used includes the type of causal research that aims to identify the causal relationship or influence on the variables of destination image and tourist satisfaction on positive word of mouth and revisit intention of Bali Island. This research approach is quantitative because it uses data processing that produces numbers and is processed using statistics. This research uses Google Forms that are distributed to respondents. The data used in the study are primary data types. The target population in this study is tourists who have visited Bali. The population characteristics are at least 17 years old. Hair et al. (2010) suggest that the sample size used is five times the indicators in the variable. So, in this study, there are 34 indicators multiplied by 5. So, the number of respondents needed in this study was 170 respondents. Data processing for this study used Structural Equation Modeling (SEM) with AMOS version 21.

Findings

Table 2 shows the respondent demographics of this study.

Table 2. Respondent Characteristics

	Category	Total	Percentage (%)
Gender	Men	60	35,3%
	Women	110	64,7%
	Total	170	100%
Age	17-25 Years	159	93,5%
	26-34 Years	9	5,2%
	35- 42 Years	1	0,6%
	43-50 Years	1	0,6%
	> 50 Years	-	-
	Total	170	100%
Education	SMA/K equivalent	136	80%
	D3 (Diploma)	10	5,9%
	S1 (Bachelor)	24	14,1%
	S2 (Master)	-	-
	S3 (Doctoral)	-	-
	Total	170	100%
Jobs	Student	143	84%
	Private Employee	22	13%
	Entrepreneurship	3	2%
	Housewife	1	1%
	PNS	1	1%
	Total	170	100%

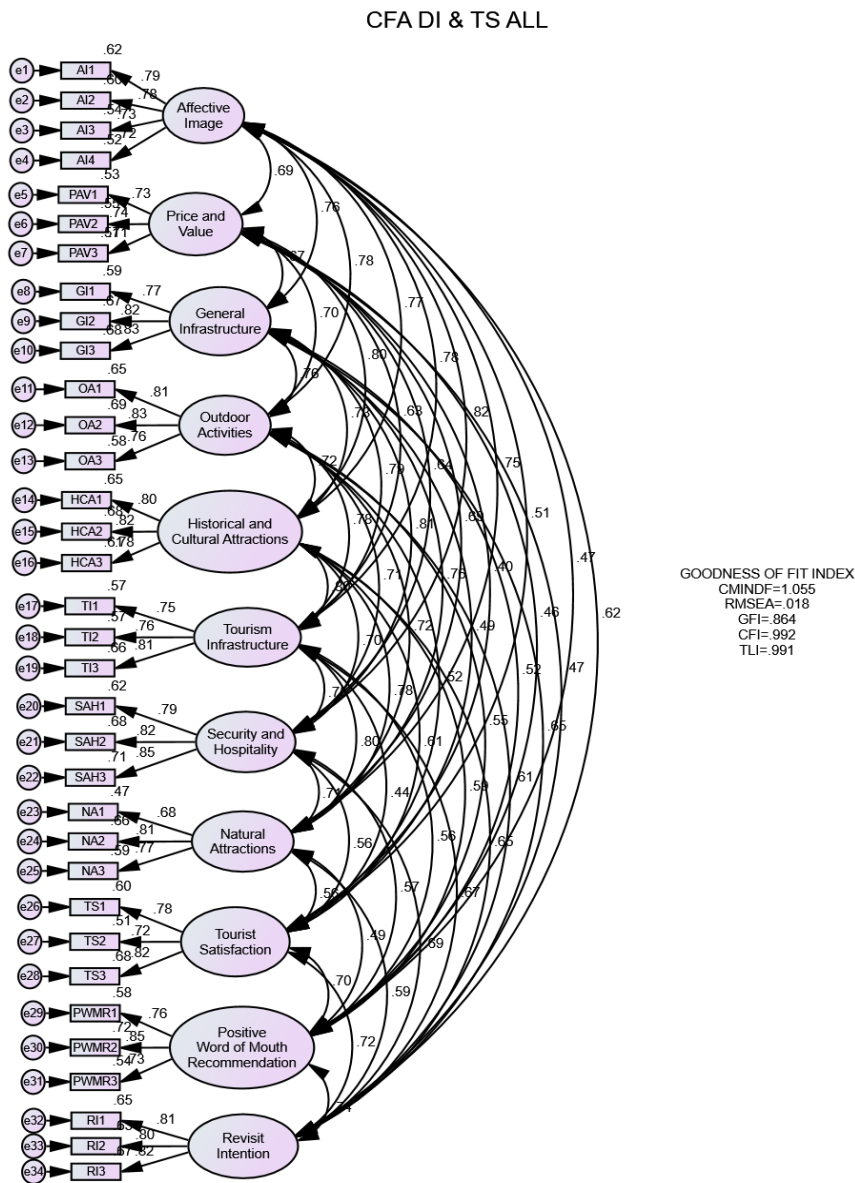


Figure 2. CFA Measurement Model

Table 3. Model Fit Test

Goodness of Fit Index	Cut off Value	Results	Model Evaluation
CMIN/DF	$\leq 3,00$	1,055	Good Fit
RMSEA	$\leq 0,08$	0,018	Good Fit
GFI	$\geq 0,8$	0,864	Marginal Fit
CFI	$\geq 0,8$	0,992	Good Fit
TLI	$\geq 0,90$	0,991	Good Fit

Table 3 shows several goodness of fit indices that must be met before proceeding to the structural model. The next stage is the structural model, the structural model will be tested regarding the influence of each hypothesis contained in this study using AMOS. The following is a picture of the structural model of this study:

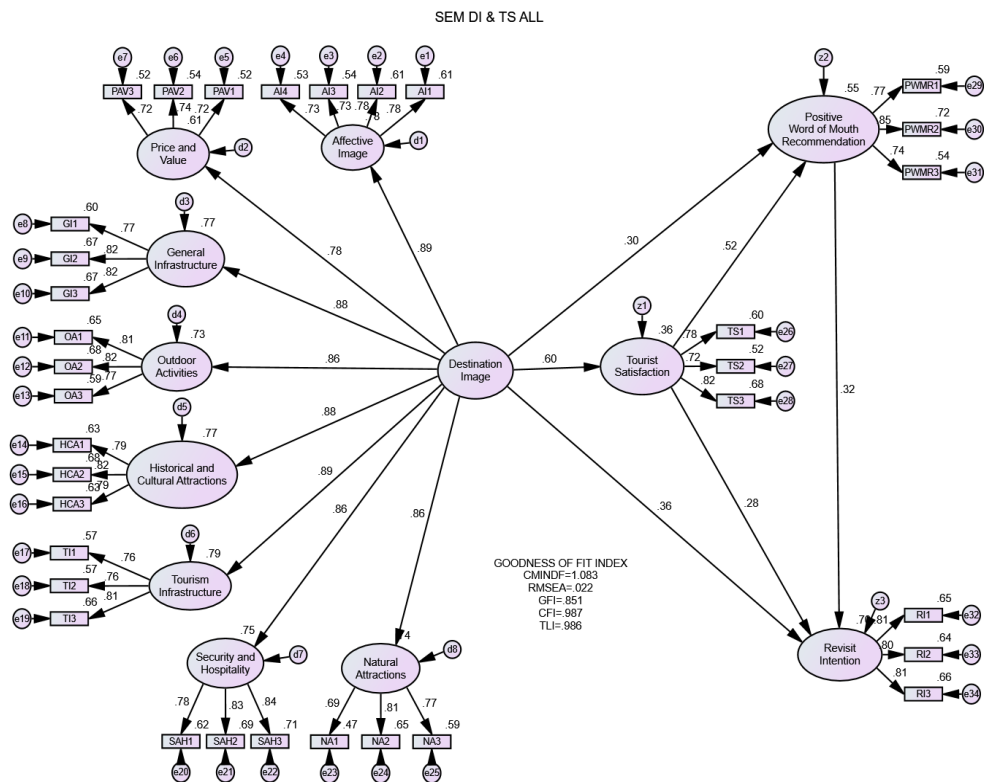


Figure 3. SEM Structural Model

Table 4. Structural Model Fit Test

Goodness of Fit Index	Cut off Value	Results	Model Evaluation
CMIN/DF	$\leq 3,00$	1,083	Good Fit
RMSEA	$\leq 0,08$	0,022	Good Fit
GFI	$\geq 0,90$	0,851	Marginal Fit
CFI	$\geq 0,90$	0,987	Good Fit
TLI	$\geq 0,90$	0,986	Good Fit

If the measurement model and structural model have met the requirements. Hypothesis testing can be done. The hypothesis can be accepted if it meets 2 conditions, namely the direction of the hypothesis is the same as the empirical results (standardized estimate value) and the magnitude of the effect must be significant. The amount of influence is significant if it is generated <0.05 ($\alpha = 5\%$) or $CR > 1.96$. The estimated coefficient value, CR value, and significance value (P-value) are as follows:

Table 5. Hypothesis Testing Results

Hypothesis	Estimate	CR	P-Value	Description
H1: DI -> TS	0.345	6.777	***	Supported
H2: DI -> RI	0.241	4.152	***	Supported
H3: DI -> PWMR	0.185	3.136	0.002	Supported
H4: TS -> RI	0.332	2.643	0.008	Supported
H5: TS -> PWMR	0.561	4.968	***	Supported
H6: PWMR -> RI	0.347	2.939	0.003	Supported

Table 5 shows the results of hypothesis testing with the condition that the effect is significant if the result is <0.05 ($\alpha = 5\%$) or $CR > 1.96$.

H1: The results of the first hypothesis show that the destination image hypothesis relationship has a positive and significant effect on tourist satisfaction because the CR (Critical Ratio) value is 6.777 where this value is greater than 1.96, the standardized estimate value is above 0, which is equal to 0.345, and also the p-value is much smaller than 0.05. These results are the results of research by Ragab et al. (2019) concluded that destination image has a significant effect on tourist satisfaction. These results are because Bali can provide experiences according to the needs of tourists.

H2: Destination Image has a positive and significant effect on revisit intention because the CR value is 4.152 where this value is greater than 1.96, the standardized estimate value is above 0, which is 0.241, and also the p-value is much smaller than 0.05. These results differ from the research by Ragab et al., (2019) which concluded that destination image has no significant effect on revisit intention.

H3: The results of the third hypothesis show that destination image has a positive and significant effect on positive word-of-mouth recommendation because the CR value is 3.136

where this value is greater than 1.96, the standardized estimate value is above 0, which is 0.185, and also the p-value is 0.002 or smaller than 0.05. These results are aligned with the research by Ragab et al., (2019) concluded that destination image has a significant effect on positive word-of-mouth recommendation.

H4: The results of the fourth hypothesis show that tourist satisfaction has a positive and significant effect on revisit intention because the CR value is 2.643 where this value is greater than 1.96, the standardized estimate value is above 0, which is 0.332 and also the p-value is 0.008 or smaller than 0.05. These results align with Ragab et al., (2019) which concluded that tourist satisfaction has a significant effect on revisit intention.

H5: The results of the fifth hypothesis show that tourist satisfaction has a positive and significant effect on positive word-of-mouth recommendation because the CR value is 4.968 where this value is greater than 1.96, the standardized estimate value is above 0, which is 0.561, and also the p-value is much smaller than 0.05. These results are aligned with Ragab et al., (2019) who concluded that tourist satisfaction has a significant effect on positive word-of-mouth recommendations.

H6: The results of the sixth hypothesis show that positive word-of-mouth recommendation has a positive and significant effect on revisit intention because the CR value is 2.939 where this value is greater than 1.96 the standardized estimate value is above 0, which is 0.347, and also the p-value is 0.003 or smaller than 0.05. These results align with Ragab et al., (2019) which concluded that positive word-of-mouth recommendations have a significant effect on revisit intention.

The results showed that the destination image of the island of Bali has a positive and significant effect on tourist satisfaction, revisit intention, and positive word-of-mouth recommendation. This is due to the various qualities of Bali, such as attractive tourist destinations, affordable accommodation prices, and tourist tickets, adequate airport, toll road, and port infrastructure, diverse exhibition events, cultural uniqueness, quality hotel and resort facilities, beautiful Balinese restaurants, and pleasant weather climate. When tourists feel that what they receive is worth the price paid and meets their expectations, their level of satisfaction increases. This satisfaction then encourages tourists to return to visit Bali and recommend it to friends, relatives, or others.

In addition, tourist satisfaction positively and significantly affects revisit intention and positive word-of-mouth recommendation. Tourist satisfaction that matches their expectations makes them more likely to return to Bali and spread positive recommendations to others. Furthermore, positive word-of-mouth recommendation also has a positive and significant effect on revisit intention. In Indonesia, people's habit of sharing information and experiences strengthens marketing strategies through word-of-mouth recommendations. When someone receives positive information about Bali from others who have visited and enjoyed the facilities there, the decision to visit Bali again becomes stronger.

Conclusion

In this study, there are variables of Tourist Satisfaction, Positive Word of Mouth, and Revisit Intention which have a positive and significant influence on the Destination Image

variable. In addition, the Tourist Satisfaction variable has a positive and significant effect on Positive Word of Mouth Recommendation, the Tourist Satisfaction variable has a positive and significant effect on Revisit Intention, and the Positive Word of Mouth Recommendation variable has a positive and significant effect on Revisit Intention. The results of this study are consistent with results of previous studies. Future research could explore additional factors that influence revisit intention and word-of-mouth recommendations, such as environmental sustainability, digital experiences, and the role of social media. A cross-cultural comparison of destination image and satisfaction among different tourist demographics would also provide valuable insights.

Measurement Model is one of the models of Structural Equation Modeling (SEM) aimed at confirming a dimension or factor based on empirical indicators. In its measurement, the indicator that a construct can be considered correct if the standardized loading value and the resulting AVE are above 0.5. Construct Reliability is used to see the reliability of a construct, where the expected value is above 0.70. Figure 2 shows the measurement model for this study.

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