Examining Relationships of Destination Image, Service Quality, e-WOM, and Revisit Intention to Sabang Island, Indonesia

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Abstract

The purpose of this research is to study the relationship among destination image, service quality, e-WOM, and revisit intentions in the tourism industry. A questionnaire was given to tourists who visit one of the farthest islands in the western part of Indonesia, Sabang Island and using sampling through the convenience sampling. A structural equation model (SEM) test with Warp PLS 3.0 was used to test the relationship between research variables. This research gathered from 150 respondents. The empirical results from PLS-SEM showed that; the destination image positive affect e-WOM and revisit intention; service quality affect e-WOM and revisit intention; e-WOM positive effect to revisit intention tourists. The implications and future research issues were discussed.

Keywords

Introduction

Tourism is a global industry that can turn millions of people into a country through foreign exchange obtained to grow the economy of a nation (Teh & Cabanban, 2007). In general, the tourism sector plays an economically influential role as a source of revenue and income for the local population who settled on the small islands (Kurniawan, Adrianto, Bengen, & Prasetyo, 2016). Thus, the whole world considers the small islands they have become a tourism tool to improve and develop the economy of a country (Croes, 2006). However, Indonesian tourism is still constrained by the infrastructure that does not support the development of tourism to flourish and unoptimal services that requires the development of effective strategies and efficient. One of the first countries to develop the tourism industry in Indonesia. Indonesia is one of the world's largest archipelagic

state that has so many natural resources and the best tourist attractions in the world. Indonesia has been registered as a number of islands as much as 13.466 in 2014. One small hidden paradise in the western tip of Indonesia being its natural tourism industry is the island of Sabang, Aceh.

Sabang island becomes a strategic choice for tourists who visit and on vacation, both local and foreign tourists, so they can create Revisit intention the island of Sabang. One of the most effective and efficient promotional tools to be able to make the Revisit Intention is e-WOM (Luo & Zhong, 2015). There are so many tourists are looking for sites using e-WOM for more modern, fun, and easier reliable than information supplied by travel companies (Abubakar & Ilkan, 2016). Therefore, the revisit intention and e-WOM is also influenced by the image of a tourist destination (Abubakar & Ilkan, 2016). A place that has an image of destinations to make tourists leave memos or notes on a fun journey through the Internet (e-WOM) make other tourists interested in and raises revisit intention (Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012).

Furthermore, the Revisit Intention and e-WOM is also influenced by the service quality it self, from certain tourist attractions so it has a memory to travel. Then the overall quality of the impression on customers who receive services in accordance with the wishes and expectations (Zhang, Wang, Min, Chen, & Huang, 2016). And then, service quality rating can provide feedback to create Revisit Intention and gain an impression and messages

via e-WOM (Tosun, Dedeolu, & Fyall, 2015). Based on the statement above, this study was conducted to look at aspects that influence a traveler's own intention to visit back, like destination image, service quality, and e-WOM the Sabang Island. This study will provide a source of information and theories about the relation and influence of destination image, service quality, and e-WOM clearly affect revisit intention.

Sabang Island Tourism

Sabang Island is one of the few areas with the potential to be processed into foreign exchange for the government and the national income, which would be the other alternative of the existing tourist attraction. Aceh is a province located in the most western part of Indonesia. The province which is rich in nature has a huge potential in supporting the national economy. This potential includes not only industrial and agricultural sectors but also other sectors. One of the others sectors is tourism sector (Kusumawati & Huang, 2015). City of Sabang besides known as Indonesian 0 Kilometer, also known it has a beautiful view of the sea and the garden that can get tourist's admiration. Because of it, the city of Sabang is one of the major tourist destinations in Aceh Province. The example is Gampang Beach which is located 19 kilometers from Sabang City. On this beach, visitors will be impressed by a special view. Another tourism place, Iboih beach, about 25 kilometers from Sabang City, tourists can dive and snorkel. Not only that, visitors can cross to Rubiah Island by speedboat which takes only 10 minutes, this island becomes the most favorite tourist destination for local and

foreign tourists. Sabang island becomes a strategic choice for tourists who visit and on vacation, both local and foreign, and then create the intention for tourists to visit the island of Sabang (Chen, Shang, & Li, 2014).

Conceptual Framework e-WOM as Intervening Variables

The importance of word of mouth (WOM) in business has been widely discussed and researched, especially the worldwide adoption of Internet technology, which has revolutionized the distribution and influence of word of mouth (Jalilvand, Ebrahimi, & Samiei, 2013). e-WOM is an informal communication tool was directed at consumers through internet-based technologies which are relating to the usage or the particular characteristics of goods and services. So with the progress of internet technology, it increases the number of tourists who use the internet to search for information purposes and to conduct online transactions (Litvin, Goldsmith, & Pan, 2008). The easy way for tourist who is looking for information about travel destinations is the use of e-WOM (Ladhari & Michaud, 2015). There are so many tourists are looking for sites using e-WOM for more modern, fun, and easier reliable than information supplied by travel companies. The concept of e-WOM is a change of word of mouth which is on a limited basis as talks about products and services. With the development of the times, the word of mouth turned into e-WOM internet-based so it can encompass a wider audience (Sen & Lerman, 2007). e-WOM communicates with so many ways the example, website, twitter, facebook, Instagram, and platform with

web-based (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

e-WOM and Revisit Intention

e-WOM is an informal communication tool was directed at consumers through internet-based technologies which are relating to the usage or the particular characteristics of goods and services. So with the progress of internet technology, it increases the number of tourists who use the internet to search for information purposes and to conduct online transactions (Litvin et al., 2008). The easy way for tourist who is looking for information about travel destinations is the use of e-WOM (Ladhari & Michaud, 2015). Revisit intention emphasizes tourists to visit again in tourism context within a certain period so it can create an intention to visit (Ferns & Walls, 2012). Revisit Intention also refers to the probability of what tourists feel for a certain time so it can build the subjective perception that affects the behavior and the final decision (Whang, Yong, & Ko, 2016). Some research on e-WOM and Revisit Intentionprove that the intention has been having an effect directly to the information obtained a person to travel (Reza Jalilvand et al., 2012). The intention of tourists to visit the hotel is also influenced by information which is derived from e-WOM (Ladhari & Michaud, 2015). Then, e-WOM is very influential on helping tourists to find information on determining the intention of re-visit travel to certain places in Turkey (Abubakar & Ilkan, 2016) and someone's intention to take a decision has a direct effect on information which is received from the e-WOM (Wu, Chen, Chen, & Cheng, 2014). Furthermore, the intention to come back of tourists

to Iran through Moslem tourism is also influenced by e-WOM (Jalilvand et al., 2013). With the results of those studies, when tourists satisfied with the services based on their experience, they are expected to recommend that information to their entire network that will give birth of intention of the visit back to another tourist (Liu & Lee, 2016). Then, e-WOM also can affect an increasing number of tourists to determine intention to visit of tourists to a certain place because they use the internet to search for information of destination (Litvin et al., 2008). So the approach based on existing literature and hypothesis theory that can be taken:

H$_1$: e-WOM is positive influences the revisit intention of tourists.

Destination Image, E-WOM, and Revisit Intention

The destination image is a combination of products variation, attractions, and attributes are added to the impression from selection process based on various information (Whang et al., 2016). With destination image, the tourists will take the decision to revisit those places (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Revisit Intention emphasizes tourists to visit again in tourism context within a certain period so it can create an intention to visit (Ferns & Walls, 2012). Destination image has greatly contributed to the Revisit Intention of tourists to come to the tourist attractions. The decision on the Revisit Intention of tourists is very influencing to the destination image which is owned by a particular tourist spot in Iran (Abubakar & Ilkan, 2016). Then, the intention of tourists to visit destinations is directly influenced by the destination image which is owned by a

tourist destination (Whang et al., 2016). Furthermore, the results are reinforced that destination image also affects the tourist destinations to determine the intention of their visits to a beautiful place in Iran (Reza Jalilvand et al., 2012). With the variety of earlier research, the destination image is an impression or expression which is obtained by tourists on their journey. So with the image of tourist destinations may affect the decision of visiting those places.

Destination image also plays an important role in creating e-WOM that tourists made after their vacation. The destination image is a person's perception of products, objects, behaviors, and events that are driven by beliefs, feelings and set of goals that have ideas and hopes for a specific place or trip(Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). With the expectations of tourists about reality than the provision of information. e-WOM communicates with so many ways the example, website, twitter, facebook, Instagram, and platform with web-based (Hennig-Thurau et al., 2004). Destination image affects the image of eWOM on tourists visiting Turkey (Abubakar & Ilkan, 2016). Therefore, destination image positively influences to e-Wom in Teheran, Iran (Reza Jalilvand et al., 2012). Then, e-WOM has a central role in mediating the destination image on Revisit Intention. e-WOM has a capability on affecting an increasing number of tourists to determine the tourist's intention to visit a certain place because tourists use the internet to search for information purposes based on destination image that has been visited (Litvin et al., 2008). So the approach based on existing literature

and hypothesis theory that can be taken:

H_2: Destination image positively influences the revisit intention of tourists.

H_3: Destination image positively influences e-WOM

H_4: e-WOM has mediation role for the relationship between destination image and e-WOM

Service Quality, e-WOM, and Revisit Intention

Service quality is the result of the evaluation process where consumers compare expectations with the reality of the services which is felt and accepted by them (Lai & Hitchcock, 2016). Service quality also can distinguish between the expectations of customers who received and perceived services from a particular place (Kuo, Wu, & Deng, 2009). With good service quality, it can make the tourists have the Revisit Intention next vacation in the same place because the Revisit Intention refers to the possibility that tourists felt and it builds a subjective perception which affects the behavior and the final decision (Whang et al., 2016). Several studies have been done to see the positive relationship and influence between service quality and intention to visit back. From the study (Liu & Lee 2016) said that good service quality affects positively, and it makes tourists have the intention to re-use tool transportation in Taiwan. Furthermore, research in Alanya Turkey with good service quality affects the tourists wants to go back to visit those places (Tosun et al., 2015).

Then intention to come back is also influenced by the service quality which is owned by a shopping mall in Taiwan (Kuo et al., 2009). So we can conclude that the role of the service quality provided to tourists may affect the intention to come back in that place. Service quality also influences the activity of e-WOM. Someone did a good spread of information because it felt something accordance with the desires and expectations. So when tourists satisfied with the services based on their experience, they are expected to recommend that information to all those who have the network, so it makes the intention to visit of another tourist (Liu & Lee, 2016). Several studies have described the relationship between service quality and e-WOM that service quality can positively affect a person to provide information on social media to inform people in Iran (Reza Jalilvand et al., 2012). Furthermore, service quality which is felt by consumers as well as their expectation, and it makes consumers want to divide the impression to people in form of information from online websites their own (Liu & Lee, 2016). Thus, the service quality which is gotten by the consumers in line with expectations will make consumers come back for a visit, and consumers will inform on social media about the impression that they got a satisfied service via e-WOM. So the approach based on existing literature and hypothesis theory that can be taken:

H_5: Service quality positively influences the revisit intention of tourists

H_6: Service quality positively influences e-WOM

H_7: e-WOM has mediation role for the relationship between service quality and e-WOM.
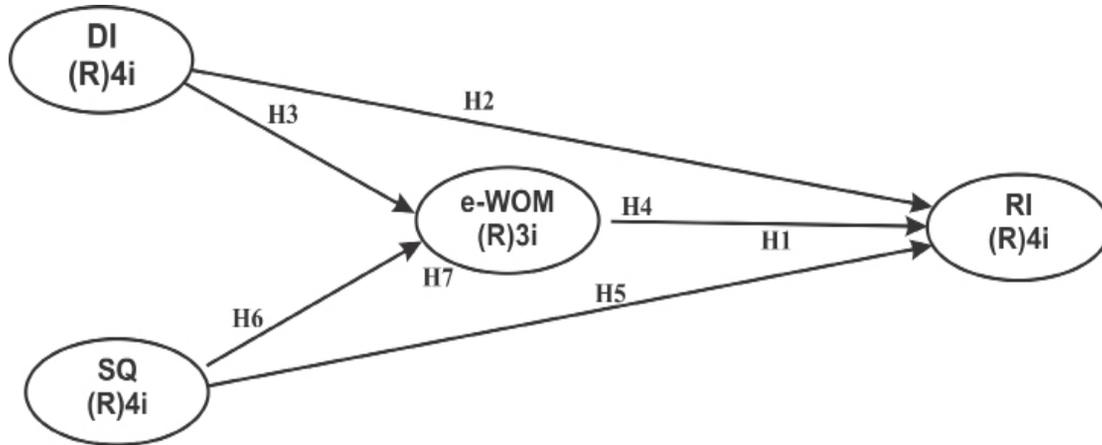
Picture 1. Hypothesized Model

Research Methods

Empirical studies have been done on the island of Sabang, precisely in the harbor which attracts tourists. The target of the population as a sample of the domestic. Accurate data which is gotten both the size and location of the population could not be known so it cannot use probability. This study used a sample collection technique, use non-probability sampling and convenience sampling in the waiting room the harbor and crossing boats from Sabang to Banda Aceh. For the size, though initially distributed 200 questionnaires, then collected, 50 questionnaires were rejected because they did not fill properly. Eventually, produce 150 respondents that could be used for research. Questionnaires distribution has been done in February 2016. Then, questionnaires data is processed individually by the researcher. The result is 34% respondents are men and 66% respondents are women. Most respondents are senior high school students as much as 43.3%, and the least is postgraduate students as much as 7.4%. Next, the majority of tourists are still dominated by tourists who are coming from Sumatra as much as 68% and the remaining 32% is tourists from outside of Sumatra, such as Java. Then, the majority of age who is visiting the island of Sabang is most aged 20-40 years as much as 59.3% and the least is aged 40-60 as much as 13.4%.

Table 1. Tourists Characterisctics on Sabang Island

	Frequency	Percentage
Origin		
Sumatera	102	68 %
Outside Sumatera	48	32 %
Age		
< 20	41	27.3 %
20 - 40	89	59.3 %
40 - 60	20	13.4 %
Sex		
Men	51	34 %
Women	99	66 %
Qualification		
Senior High School	65	43.3 %
Diploma Degree	29	19.3 %
Bachelor Degree	45	30 %
Master's Degree	11	7. 4 %

Questionnaire Instruments

Tests of statements or items adapted from an instrument which is used in research, examine variables adapted from the destination image research (Stylos et al., 2016; Tan, 2016; Tosun et al., 2015; Whang et al., 2016), that dimensional image of the destination that is divided into the image of affective and cognitive imagery. Furthermore, to test the service quality variables adapted from research (Kuo et al., 2009; Liu & Lee, 2016; Zhang et al., 2016), that dimension is divided into visible and reliable. Then, to test e-WOM variables adapted from research (Abubakar & Ilkan, 2016; Jalilvand et al., 2013; Reza Jalilvand et al., 2012), that dimension is divided into experience and satisfaction. Finally, to test variable of the intentions to visit back of tourists adapted from research (Liu & Lee, 2016; Tan, 2016; Tosun et al., 2015), that dimension is divided into the intention to travel back and intensity of visiting time.

Data Analysis

Table 2. Value Factor Loading, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach Alpha (CA) from Each Latent Variable

Question Items	Factor Loading	Construct Reliability	Cronbach Alpha	AVE
Destination Image (DI)				
(X1.1) Infrastructure and transport on Sabang Island are fully equipped to support the activities of tourists	0.623			
(X1.2) Costs are incurred by tourists to enjoy Sabang Island relatively cheap	0.672	0.806	0.679	0.512
(X1.3) Sabang Island has 0 point in western Indonesia as an attractive tourist destination	0.76			
(X1.4) Sabang Island has a wealth of dazzle and beautiful undersea view for tourists	0.795			
Service Quality (SQ)				
(X2.1) The hotel which is located on the island of Sabang has been modern for tourists who come to visit	0.751			
(X2.2) Tourists feel comfortable with the services and facilities provided by the hotel	0.468	0.781	0.626	0.48
(X2.3) The hotel employees are always willing to help if consumers need something	0.729			
(X2.4) The hotel employees are always smiling and give a warm regards to consumers	0.778			
e-WOM				
(Y.1.1) I get a lot of tourist attractions on Sabang Island from the internet to be used as reference	0.759			
(Y.1.2) Before I go for travel, I always gather information from travel trip of another tourists via the internet	0.637	0.764	0.536	0.52
(Y.1.3) The internet gives me a lot of benefits to choose the best tourist destination	0.761			
Revisit Intention(RI)				
(Z.1.1) I want to visit back Sabang Island next year	0.779			
(Z.1.2) Probably I will be back to Sabang Island next year	0.742			
(Z.1.3) I will definitely visit back to Sabang Island next year	0.792	0.847	0.759	0.581
(Z.1.4) I will soon make a return visit to Sabang Island	0.734			

Based on Table 2 known values for the indicator X1.1 on the DI latent variable is 0.623, imposition values for the indicator X1.2 on DI latent variable is 0.672, and so on. An indicator will be eliminated if the value of an indicator values less than 0.4. Based on the table above, it appears that the entire value of the imposition indicator of each latent variables above 0.4. So that's testing phase has been fulfilled. In addition, all indicators have a low-value cross loading into another latent variable that showed good discriminant validity (Ringle n.d. 2014).
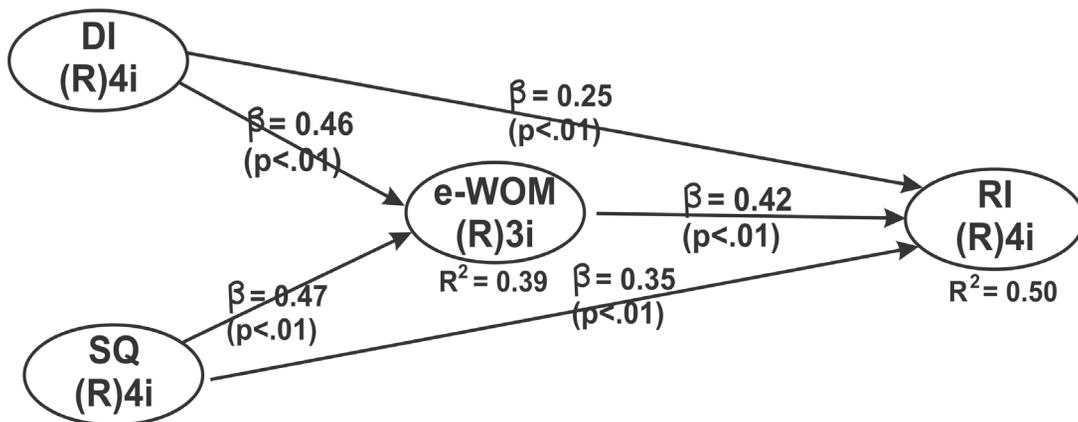
Results

Validity and Reliability

To test discriminant validity, value AVE is suggested above is 0.5. Based on Table 2 known lowest value of AVE is 0.48, the AVE value of the latent variable QS. Value AVE value on latent variables QS is 0.48, which is closer to 0.5, it is considered to remain included (Ringlen.d. 2014). Evaluation of reliability assessed by Cronbach alpha and composite reliability. Cronbach's alpha suggested value is above 0.6. While the limit value of 0.7 Composite Reliability DI. Table 2 shows that the Cronbach's alpha value is 0.536 which is the lowest value of the latent variable Cronbach's alpha on e-WOM. Known all values above 0.7 Composite Reliability DI, which is qualified limit to the value of Composite Reliability.

Evaluation of Inner Models (Structural Model)

Picture 2. The Result of Structural Equation Models (SEM)

Table 3. Research Model Estimation (N: 150)

Direct effect		Positive Effect			Significant
Independent	Dependent	Estimate			P
DI	EWOM	0.46			<0,001
DI	RI	0.25			<0,001
SQ	EWOM	0.47			<0,001
SQ	RI	0.35			<0,001
e-WOM	RI	0.42			<0,001
Indirect Effect					
DI – e-WOM - RI					0.001
SQ – e-WOM - RI					0.003
Goodness of Fit		APC	ARS	AVIS	< 5
Value		0.388	0.448	1.273	

Direct Effect

In picture 2 is seen and done by tests, the results support the hypothesis that Destination Image and Quality Service have the effect to Revisit intention through e-WOM. So, all hypotheses H1, H2, H3, H4, and H5 are answered that it has the positive effect. Known that P-values is between DI and e-WOM <0,001, it's smaller than significant point 0.05. It means that DI has a significant effect on e-WOM. Known that coefficient path value of the DI to e-WOM is 0,46. The coefficient value which is positive means that DI has a positive effect on e-WOM.Then, know that the value of P-values between SQ and e-WOM <0.001, which is smaller than the 0.05 significance level. This means SQ has a significant effect on e-WOM. Known that coefficient path value of SQ to e-WOM is 0,47. The coefficient value which is positive means that SQ has a positive effect on e-WOM. Known that P-values between DI and RI is <0,001, which is smaller than the 0.05 significance level. This means that RI has a significant effect on DI. Furthermore, known that the coefficient path value of the DI to RI is 0.25. The coefficient value which is positive means that DI has a positive effect on RI. Then, know that the value of P-values between WS and RI < 0,001, which smaller than the 0.05 significance level. This means SQ has a significant effect on RI. Known that the coefficient path value of SQ to RI is 0,35. The coefficient value which is positive means that SQ has a positive effect on RI. Finally, know that the value of P-values between e-WOM and RI < 0,001, which is smaller than the 0.05 significance level. This means that e-WOM has a significant effect on RI. Known that the coefficient path value of e-WOM to RI is 0,42. The coefficient value which is positive means that e-WOM has a positive effect on RI.

Indirect Effect

Based on table 3, the value of P-values between the DI and the RI is 0.001, which is smaller than the 0.05 significance level. This means that the indirect effect of DI to RI via e-WOM is significant. Then, known that value of P-values between SQ and RI is 0.003, which is smaller than the 0.05 significance level. This means that the indirect effect of QS to RI, via e-WOM, is significant. So, H6 hypothesis and H7 hypothesis are accepted. Then, Goodness of Fit Based on table 2, known that value of APC is 0,388, ARS is 0.448 and AVIS are 1.273, less than 5. This means that the proposed model has been fit (Ringle n.d.2014).

Conclusion

This study examines the structure of the relationship between the destination image and the service quality on the revisit intention with the e-WOM as an intervening variable. The results showed that e-WOM positively influences the revisit intention of tourists (Abubakar & Ilkan, 2016; Jalilvand et al., 2013; Ladhari & Michaud, 2015; Liu & Lee, 2016). On the other side, destination image influences e-WOM and the revisit intention (Abubakar & Ilkan, 2016; Ferns & Walls, 2012; Litvin et al., 2008; Ramseook-Munhurrun et al., 2015; Reza Jalilvand et al., 2012; Whang et al., 2016). Other results showed that the service quality positively affects

e-WOM and revisit intention. e-WOM also positively influences in mediating the relationship of variables (Jalilvand et al., 2013; Kuo et al., 2009; Liu & Lee, 2016; Tosun et al., 2015).

In the form of positive-WOM, this study explains that the impression of the image of the destination and a quality service is very important at the tourist attractions. The great destination image and good quality service that perceived by tourist when they're on their visit will make tourists have the revisit intention and motivate the other tourists by share their experiences, use social media or internet.

e-WOM facilitates other tourists who have not satisfied yet on their trip to have the Revisit Intention to a tourist attraction to get information quickly and new. The information they obtained from the Internet for e-WOM can attract the attention of visitors because it is easy and practical. In the modern era, great destination image and good service quality are not enough, e-WOM has proven to be an effective way with a low cost to promote a tourism site.

Notes on Contributors

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