ANALYZING THE ASSOCIATIONS AMONG DESTINATION IMAGE, SERVICE QUALITY, ELECTRONIC WORD-OF-MOUTH (E-WOM), AND INTENTIONS TO REVISIT SABANG ISLAND IN BANDA ACEH

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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 given to tourists who visit the Sabang Island and using sampling through the non probability approach i.e. convenience sampling. Reliability and validity of the measurement scale were establisted through average variance extracted (AVE), Cronbach's alpha analyses, and intercorrelation analyses. A structural equation model (SEM) test with WarpPLS 3.0 was used to test the relationship between research variables using the 150 respondents. The empirical results of WARPLS showed that; the destination image positive affect e-WOM and revisit intention; service quality affect e-WOM and revisit intention; e-WOM positive affect to revisit intention tourists. Implications and future research issues were discussed.
Keyword: Destination image, Service quality, e-WOM, Revisit intention, Tourism Indonesia

1.   INTRODUCTION

Tourism stands as a global industry capable of bolstering a nation's economy through the influx of foreign exchange, impacting millions of people within a country (Teh & Cabanban, 2007, Yuan et al., 2023). Particularly, the tourism sector holds significant economic influence by serving as a revenue source for the local population settled on small islands (Kurniawan et al., 2016). Consequently, small islands worldwide are recognized as essential tools for tourism, contributing to the economic improvement and development of countries (Croes, 2006). Despite this, the growth of Indonesian tourism faces challenges due to inadequate infrastructure and suboptimal services, necessitating the development of effective and efficient strategies (Purwoko et al., 2023). Indonesia, being one of the first countries to embrace tourism development, boasts the status of one of the world's largest archipelagic states, endowed with abundant natural resources and captivating tourist attractions. With a recorded count of 13,466 islands in 2014, Indonesia's hidden paradise, Sabang Island in Aceh, emerges as a natural tourism gem in the western part of the country. Sabang Island strategically attracts both local and foreign tourists, leading to the formulation of the intention to revisit the island. In the modern era, one of the most influential promotional tools for cultivating revisit intentions is electronic Word-of-Mouth (e-WOM) (Luo & Zhong, 2015).

Tourists increasingly rely on e-WOM for its modern, enjoyable, and reliable information, surpassing traditional travel company sources (Abubakar & Ilkan, 2016). Consequently, revisit intentions and e-WOM are intertwined with the destination's image, as tourists are more likely to share positive experiences online, attracting others and fostering revisit intentions (Reza Jalilvand et al., 2012). Moreover, the perception of service quality from specific tourist attractions leaves a lasting impression on travelers, influencing their intention to revisit. The overall quality of services aligning with customers' desires and expectations contributes to favorable impressions (Zhang et al., 2016, Surjaatmadja et al., 2019). Service quality ratings provide valuable feedback, shaping revisit intentions and influencing the dissemination of impressions through e-WOM (Tosun et al., 2015). In light of the above, this study aims to explore factors influencing travelers' intentions to revisit Sabang Island, including destination image, service quality, and e-WOM. The research endeavors to contribute valuable information and theories elucidating the interconnected influence of destination image, service quality, and e-WOM on revisit intentions.

Sabang island tourism

Sabang Island stands out as one of the limited areas with the potential to contribute significantly to foreign exchange earnings for the government and national income, presenting an alternative to existing tourist attractions. Situated in the westernmost part of Indonesia, Aceh Province is endowed with rich natural resources, offering immense potential to bolster the national economy. This potential extends beyond industrial and agricultural sectors to include the thriving tourism sector (Kusumawati & Huang, 2015). Renowned not only as Indonesia's 0 Kilometer but also for its breathtaking sea views and gardens, the city of Sabang captivates the admiration of tourists. Consequently, Sabang has emerged as a prominent tourist destination in Aceh Province, exemplified by attractions such as Gampang Beach, located 19 kilometers from Sabang City, boasting a spectacular and unique vista. Another notable destination is Iboih Beach, situated approximately 25 kilometers from Sabang City, offering opportunities for diving and snorkeling. Adding to the allure, visitors can swiftly reach Rubiah Island via a 10-minute speedboat ride, making it a favored destination for both local and international tourists. Sabang Island has become a strategic choice for tourists seeking a vacation, fostering intentions among both local and foreign visitors to explore and appreciate the wonders of the island (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 is 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 internet to search for information purposes and to conduct online transactions(Litvin, Goldsmith, & Pan, 2008). The easy way for tourist who are 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 example, website, twitter, facebook, instagram, andplatformwith 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 is 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 internet to search for information purposes and to conduct online transactions(Litvin et al., 2008). The easy way for tourist who are 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 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). 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 through 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 those informations to their entire network that will give birth of intention of visit back to another tourists(Liu & Lee, 2016).

Then, e-WOM also can canaffects on 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:

H1   : e-WOM is positively influences the revisit intention of tourists.

Destination image, e-WOM , and revisit intention

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 are very influences 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 is 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 variety of earlier researchs, the destination image is an impression or expression which is obtained by a tourists on their journey. So with the image of tourist destinations may affect decision of visit those places.

Destination image also plays an important role in creating e-WOM that tourists made after their vacation. 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 then the provision of information. e-WOM communicates with so many ways 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 to 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 tourists intention to visit a certain place because tourists use the internet to search for information purposes based on destination image that has been visite(Litvin et al., 2008). So the approach based on existing literature and hypothesis theory that can be taken:

H2   : Destination image positively influences the revisit intention of tourists.

H3   : Destination image positively influences e-WOM

H4   :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 reality of the services which is felt and accepted by them(Lai & Hitchcock, 2016, Pohan et al., 2018). 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 Intentionon next vacation in the same place, because the Revisit Intentionrefers to the possibility that tourists felt and it builds a subjective perception which is affect 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 qualitys 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 tourists(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 qualitys 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:

H5   : Service qualitys positively influences the revisit intention of tourists
H6   : Service qualitys positively influences e-WOM
H7   : e-WOM has mediation role for the relationship between service quality and e-WOM
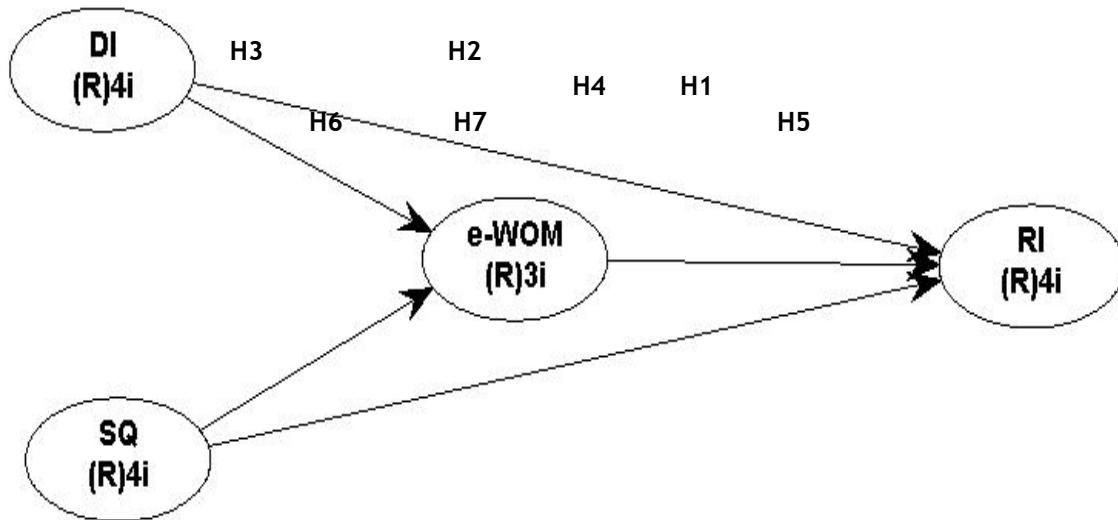
Picture 1.Hypothesized Model.

2.   RESEARCH METHODS

Empirical studies has been done on the island of Sabang, precisely in the harbor which is attract tourists. 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 can not use probability. This study used a sample collection techniques, 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.

3.   DATA ANALYSIS

Table 2. Value FactorLoading, 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).
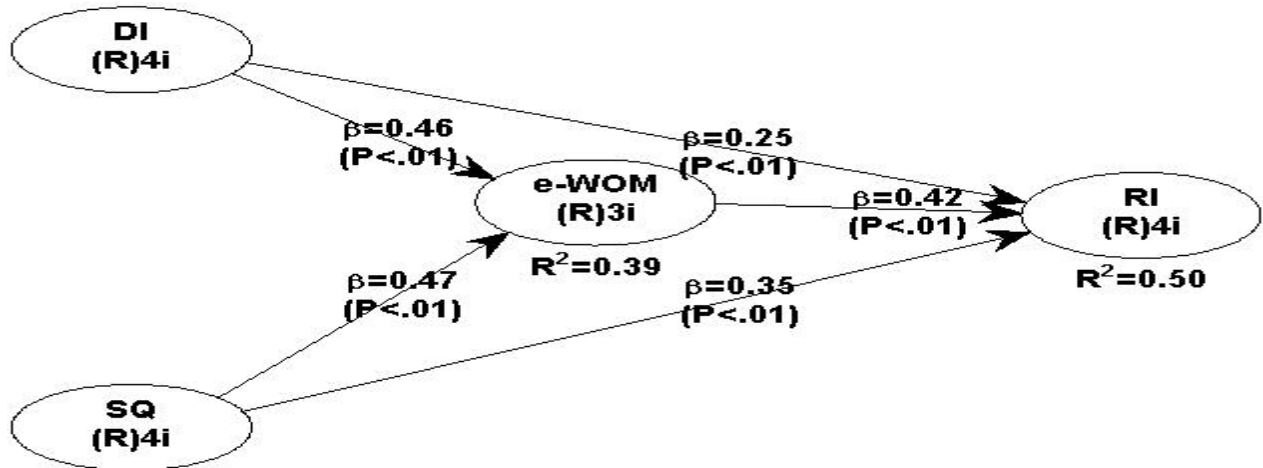

Results
Validity and Reliability
To test discriminant validity, value AVE is suggested above is 0.5. Based on Table 2 known lowest value of AVE is 0.48, the AVE value of the latent variable QS. Value AVE value on latent variables QS is 0.48, which is closer to 0.5, it is considered to remain included (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 above 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.2. 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	
Value		0.388	0.448	1.273	< 5

Direct Effect

In the picture 2 is seen and done by tests, the results support the hypothesis that Destination Image and Quality Service have effect to Revisit intention through e-WOM. So, all hypotheses H1, H2, H3, H4, and H5 are answered that its have positive effect. Known thatP-values is between DI ande-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. Coefficient value which is positive means that DI has a positive effect on e-WOM.Then, known 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. 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 to DI. Furthermore, known that the coefficient path value of the DI to RI is 0.25. Coefficient value which is positive means that DI has a positive effect on RI. Then, known 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. Coefficient value which is positive means that SQ has a positive effect on RI. Finally, known 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. Coefficient value which is positive means that e-WOM has a positive effect on RI.

Indirect Effect

Based on table 2, 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 is 1.273, less than 5. This means that the proposed model has been fit (Ringle n.d.2014).

4.   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 th 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 postivee-WOM, this study explains that the impression of the image of the destination and a quality service are 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 Intentionto 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 modern era, great destination image and good service quality is not enough, e-WOM has proven to be an effective way with a low cost to promote a tourism site.

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