The Influence of Electronic Word of Mouth and Attractiveness Towards Revisit Intention With Visiting Decision as an Intervening Variable (Case Study on Tourists in Makassar City)

Marini Soeid, Nuraeni Kadir, Andi Nur Baumassepe

Abstract.
One of the foreign exchange earning sectors, encouraging economic growth, increasing regional income, empowering the community's economy, and expanding employment opportunities in the tourism sector. Interestingly a tourist attraction does not necessarily indicate tourist satisfaction with the tourist attraction, which can have an impact on interest in return visits. This study aims to determine e-WOM positive and significant influence on visiting decisions, find out the attractiveness of a positive and significant effect on visiting decisions, know e-WOM has a positive and significant effect on the revisit intention, find out the attractiveness of a positive and significant influence on revisit intention, as well as to determine to visit decision has a positive and significant influence on local tourist revisit intention to attractions in the city of Makassar. The population in this study is the number of tourists determined by 400 respondents. Data collection techniques through questionnaires, literature studies and observations, using path analysis techniques (path analysis). The results showed that directly e-WOM have a positive and significant influence on local tourist visiting decision in the city of Makassar. Attractiveness has a positive and significant influence on tourist visiting decisions. e-WOM has a positive and significant influence on tourist revisit intention. Attractiveness has a positive and not significant influence on tourist revisit intention, and directly, visiting decision has a positive and significant influence on local tourists to revisit intention in the city of Makassar.

Keywords: eWOM, attractiveness, revisit intention and visiting decisions

INTRODUCTION
Along with rapid economic development, many countries in the world are competing to advance and improve their assets. Both from the tourism industry sector, trade, technology, and so on. One of the interesting assets and also owned by each country is the tourism industry. Each country has a tourism industry that is different from one another. Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism states that tourism aims, among others, to improve economic growth, improve people's welfare, eliminate poverty, overcome unemployment, advance culture, and uplift the nation's image.

Seeing the many benefits that can be obtained from the tourism sector, many countries that increase the development of the tourism industry have one of which is Indonesia. The country of Indonesia is a country that is rich in tourism industry with a variety of uniqueness and distinctive features. The diversity starts from ethnic tourism, cultural tourism, religious tourism, recreational tourism, nature tourism, city tourism, city resort, to agro-tourism. Each
of the tourist attractions in Indonesia has different characteristics to attract domestic and foreign tourists to visit. These characteristics can be in the form of natural vegetation, wildlife life, diversity of flora and fauna, natural wonders and beauty, historic buildings, performing arts, religious relics, activities and, ways of life of local communities, culinary, and so forth.

The country of Indonesia is known for its diversity of tourist attractions in each region it has, one of which is Makassar is the main city or the largest metropolitan city in Eastern Indonesia. The city that was once named Ujung Pandang was once the capital of the State of East Indonesia. The capital of the province of South Sulawesi can be said to be the main gateway to other regions in Sulawesi and Eastern Indonesia. Hasanuddin Airport is a stopover for all destinations in Sulawesi, Maluku and, Papua. Makassar City is famous for its wealth of historical, cultural and culinary tourism. The city covering 199.26 square km is home to ethnic Bugis, Toraja, Mandarese, Butonese, Javanese, and Chinese. The diversity and history of Makassar are what make Makassar rich with the interesting city and tourist landmarks. Makassar City which is rich in natural beauty has its attraction for tourists/visitors, both local and foreign. Attractions in Makassar include Losari beach, Fort Rotterdam, Akkarena beach, Lae-lae island, Samalona island, Khayangan island, Tanjung bayang beach, Paotere harbor, Lantebung mangrove ecotourism, Bugis waterpark and, others.

The factors that determine the success in the development of a tourist destination include 3 factors, namely (1) the availability of attraction, both natural attraction including its beaches (natural attractions) and man-made attractions (man-made attractions) including objects or other attractions that are unique in the tourist destination concerned, (2) ease of achieving or accessibility to and during your tour in the tourist destination, and (3) factors that provide convenience for tourists such as the availability of accommodation, restaurants and, bars, as well as other tourist support facilities needed to make it easier to enjoy visiting the intended tourist destination.

Based on data obtained at the Culture and Tourism Office of South Sulawesi Province that the number of domestic and foreign tourists visiting Makassar in the last 3 years has always increased. This indicates that the tourist attraction in the city of Makassar has an attractive attraction for tourists to visit. As in the tourist attraction Fort Rotterdam which is a historic building in the form of a Dutch fort. The attraction of this tourist attraction is the uniqueness of the building with nuances of Dutch colonial architecture, and the walls have a thickness of almost two meters, are black and look sturdy soaring up to five meters. Besides that, another uniqueness of Fort Rotterdam is its shape which resembles a sea turtle heading to the beach when viewed from a height.

Another interesting tourist attraction in Makassar is the Lantebung Mangrove Ecotourism which offers panoramic views of the mangrove forests that face the Makassar Strait waters. Also besides, the Lantebung mangrove ecotourism offers panoramas to enjoy the sunset and the presence of birds animals around the face of a beautiful mangrove. The location of this tourist attraction is located on the edge of urban areas which makes it very strategic and unique because the beautiful and calm atmosphere is an attraction for urban communities.

Interestingly a tourist attraction does not necessarily indicate tourist satisfaction with the tourist attraction, which can have an impact on the interest of returning tourists and in providing recommendations for a tourist attraction. According to Ahmad and Badarneh (2011) tourists who have the intention to make a repeat visit will be very logical to recommend tourist destinations, while tourists who are willing to recommend tourist destinations will not necessarily re-visit these tourist destinations.
One way to create interest in visiting again in a tourist attraction is with Electronic Word of Mouth (e-WOM). e-WOM refers to statements based on positive, neutral or negative experiences made by potential, actual or former consumers about products, services, brands or companies that are made available to many institutions through the internet (through websites, social networks, instant messages, news feeds, etc.) (Kietzmann & Canhoto, 2013). At present, the community believes in the benefits of social media not only for socializing but can also make it easier to find information, and for businesses using social media as a marketing tool for their products. With social media, it is easier for visitors / experienced travelers to share information with potential visitors. Communication and information in the form of photos, likes, comments, or invitations through social media is called e-Word Of Mouth. This e-Word of Mouth is believed to affect tourists in deciding to visit and interest in visiting a tourist destination.

The Makassar city tourism office has also utilized social media, namely Instagram, as a promotional media and providing information about interesting tourist objects in the city of Makassar. There are even some attractions that also use Instagram social media as a medium for promotion and information provision, such as Lantebung Mangrove Ecotourism, and Fort Rotterdam. By utilizing social media, managers and visitors can exchange information and can also influence decision making.

This study refers to Yofina's research (2019). The results of his research show that the attracting factors of tourist destinations that influence the decision of visiting domestic tourists to the city of Bukittinggi consist of 9 factors, namely electronic word of mouth, attractiveness, facilities, price, destination image, location, accessibility, media promotion, availability of transportation and trash. Then from the 9 factors only 3 factors, have a positive and significant influence on the decision of visiting domestic tourists namely electronic word of mouth, attractiveness, and accessibility.

Likewise, with the Prayogo and Kusumawardhani (2016) research, the results of the study showed that the destination image positively influenced e-WOM and the intention to revisit; quality of service affects e-WOM and intention to revisit; e-WOM positively influences the intention of tourist visits. Research Nuraeni, et al (2014) results of her research indicate that the variables that significantly influence the variable interest in the visit are the promotion variable, service quality variable and tourist attraction variables. Variables that have a significant effect on tourism image variables are promotion variables and service quality variables, and variables that affect tourist attraction are service quality variables. Based on research by Yofina (2019), Prayogo and Kusumawardhani (2016), and Nuraeni, et al (2014) indicate that various factors influence a person in deciding to visit a tourist destination.

LITERATURE REVIEW

The literature review in this study uses the independent variables namely E-Word of Mouth, attractiveness, and the dependent variable namely revisit intention, and visiting decision as an intervening variable.

A. Electronic Word of Mouth

Electronic Word-of-Mouth (e-WOM) leads to an online exchange of knowledge of consumers. This exchange has a direct relationship to customer loyalty, which in turn affects the overall value of the company. Electronic Word Of Mouth means that consumers communicate information about product quality, services including good or bad experiences experienced by consumers to other consumers in the form of text, sound, images, videos or
their overall combination using online forums, e-mail, search engines, and other online platforms. Word of mouth is interpersonal communication between two or even more individuals such as reference group members or consumers and salespeople where everyone influences continuous purchases through communication while Word of Mouth online is a word of mouth process using the internet or web media (Arwiedya, 2011).

According to Goyette et al., (2010), dividing the dimensions of electronic word of mouth into three parts, namely: a. Intensity (intensity) in electronic word of mouth is the number of opinions or comments written by consumers in a social network. b. The valence of Opinion Valence of opinion is the opinion of consumers both positive or negative about products, services and brands, and c. Content is the information content of social networking sites related to products and services.

**B. Attractiveness**

Product attractiveness is anything that can be offered by traders/sellers to be noticed, requested, sought, bought, consumed by the market as meeting the needs or desires of the relevant market. One example of a marketing product is a tourism product which is a package that is not only about the beauty or exoticism of a tourist destination but in a broader sense. Tourism products include attractions, facilities when traveling, and also access to these attractions (Ali and Howaidee, 2012).

Yoeti (1996) explains that a tourist attraction or tourist attraction can be interesting to be visited by tourists must meet the requirements for the development of the region, these requirements are: a. Something to see, i.e. there must be a tourist attraction and tourist attraction in that place, which is different from what others have, b. Something to do, in that place every lot that can be seen and witnessed, must also be provided recreational or amusement facilities, and a place or vehicle that can be used by tourists for activities such as sports, arts and other activities that can make them feel at home staying longer, and c. Something to buy, at that place facilities must be available for shopping (shopping), especially souvenir items and folk crafts as souvenirs to take home to their respective places of origin.

**C. Visiting Decisions.**

The decision of tourists to decide to visit a certain place will be preceded by several processes, namely: introduction to needs, the right time, changing circumstances, product selection, product consumption, individual differences, marketing influence, information search, internal search, and external search (Kotler in Simamora, 2008). It can be concluded that the purchase decision theory can be used as a basis for making tourist decisions by consumers.

According to Kotler’s (2008) approach to the purchase decision making, the process consists of five stages, namely a. Problem Recognition, i.e. the buying process starts when the buyer recognizes a problem or need, b. Information Search, where a consumer who is moved by a stimulus will try to find more information, c. Alternative Evaluation, namely consumers see each product as a series of attributes with different abilities in providing the benefits sought and satisfying needs, d. Purchasing Decisions, namely the decision of a consumer to modify, delay or avoid a decision is strongly influenced by perceived risk, and e. Post Purchase Behavior, i.e. consumers will take action after the purchase and use the product which gets the attention of the marketer.
D. Revisit Intention

Schiffman and Kanuk (2007) suggest that buying interest is a psychological activity that arises because of feelings and thoughts about an item or service desired. Interest in visiting is analogous to buying interest, as research conducted by Albarq (2014) equates that the interest of visiting tourists is the same as the buying interest of consumers. In a purchasing decision process, consumers will not stop at the consumption process. Consumers generally evaluate the consumption activities carried out or known as the post-consumption stage.

At this stage, consumers will have two forms of behavior, namely the intention to repurchase if they feel satisfaction or the intention not to repurchase due to dissatisfaction (Gustina et al, 2019). According to Fornell (1992) and (Umar, Munir, & Syam, 2019), satisfied customers or customers will make a return visit in the future and notify others of the services they feel. Zeithalm et al. (1996) emphasize that it is important to measure a customer's future intention to know the desires of customers who remain loyal / leave an item/service.

RESEARCH METHODS

Location and Research Design

This research was conducted on two tourist attractions in the city of Makassar, South Sulawesi, namely Fort Rotterdam, and Lantebung Mangrove Ecotourism. This research uses a quantitative approach in the form of associative. The quantitative approach is a research method used to examine a particular population or sample that aims to test a predetermined hypothesis (Sugiyono, 2013). This research is associative in the form of research that aims to determine the relationship between two or more variables (Rahyuda, 2004).

Population and Sample

According to Ferdinand (2014), the population is a combination of all elements in the form of events, things or people who have similar characteristics that are the center of attention of a researcher. The population in this study were tourists / local visitors who were visiting tourist attractions in the city of Makassar on Fort Rotterdam and Mangrove Lantebung Ecotourism, the amount as much 5,112,626. To determine the sample is used slovin formula with df = 0.05% to obtain a total sample of 400 respondents. The technique of determining non-probability samples by convenience sampling is by taking samples by chance that are found and deemed suitable to be sampled in the research conducted.

Collecting Data Method

To obtain the completeness of the data obtained, researchers used various data collection methods, namely:

1. Questionnaire (Questionnaire)
   Data collection methods by giving a list of written questions to respondents. This type of question is a closed question where respondents are given several alternative answers.

2. Library Studies (library research)
   A literature study is intended to obtain data from a variety of literature to complement and sharpen the framework of the analysis of the problems that arise.

3. Observation (observation)
   Direct observation of research objects that are related to the problem. Data is collected by direct observation to the location of the object under study.
Data Analysis Method

Data analysis techniques used in this study are:

1. Research Instruments Test

So that the data obtained by distributing the Questionnaire is valid (valid) and reliable (reliable), it is necessary to test the validity and reliability of the questions or questionnaires.

   a. Validity test

According to Imam Ghozali (2011) "The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire ". To determine the valid and declining statement items, it is necessary to calculate the Corrected item-total correlation value for each statement item and the statement is said to be valid when the Corrected item-total correlation value is greater than 0.3.

   b. Reliability Test

A reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if one's answer to a statement is consistent or stable from time to time (Ghozali, 2011). To measure reliability using the Cronbach alpha statistical test. A variable is said to be reliable if the Cronbach alpha value is greater than 0.6.

2. Path Analysis

Ghozali (2011) states that "Path analysis is an extension of multiple linear analysis, or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined based on the theory".

   a. Path Analysis Model

   Noor (2014) states that "Path diagrams can be used to calculate the direct and indirect effects of an independent variable on a dependent variable. These effects are reflected in what is called the path coefficient, which mathematically analyzes the path following the structural model.

   b. Structural Equation

   Based on the path diagram from the picture above, the structural equation can be formulated as follows: Equation 1: Y1 = β1x1 + β2x2 + e1, Equation 2: Y2 = β3x1 + β4x2 + β5Y1 + e2

3. Determination coefficient

The correlation coefficient between the variables that have been calculated, then the path coefficient is calculated. Correlation values obtained can be interpreted based on the following table:

| Coefficient Intervals | Relationship Level |
|-----------------------|--------------------|
| 0.00 – 0.199          | Very low           |
| 0.20 – 0.399          | Low                |
| 0.40 – 0.599          | Is                 |
| 0.60 – 0.799          | Strong             |
| 0.80 – 1.000          | Very strong        |
RESEARCH RESULT
Path Analysis Test

Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined based on theory. The causality relationship tested in this study is the relationship between e-WOM and attractiveness towards revisiting interest and whether the relationship between e-WOM and attractiveness towards revisiting interest is mediated by the visiting decision variable. The path coefficient is calculated by making two structural equations, namely the regression equation that shows the hypothesized relationship.

Path Analysis Model I

| Model     | B     | Std. Error | Beta | t     | Sig.  |
|-----------|-------|------------|------|-------|-------|
| 1 (Constant) | 3.761 | 1.098      |      | 3.427 | .001  |
| E-WOM     | .161  | .028       | .261 | 5.667 | .000  |
| Attractiveness | .285  | .030       | .434 | 9.397 | .000  |

a. Dependent Variable: Decision to Visit

Based on the results of data processing, the regression equation is obtained as follows: Y = 0.261X1 + 0.434 X2 + 0.739e1 (1). Referring to the above table, it can be seen that the significance value of the two variables, namely X1 = 0.000 and X2 = 0.000 is smaller than 0.05. These results provide the conclusion that the regression model I namely the variables X1 and X2 significantly influences Y.

Path Coefficient test Model I

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|------------------|---------------------------|
| 1     | .609a| .371     | .368             | 1.979                     |

a. Predictors: (Constant), Attraction, E-WOM

Based on the results of calculations using the SPSS program in the table above, the correlation coefficient (R) value of 0.371 is obtained. This shows that the effect of X1 and X2 on Y amounted to 37.1% while the remaining 62.9% was contributed by other variables not included in the study. While the value of e1 is obtained by the formula e1 = \sqrt{(1 - 0.371)} = 0.739. Thus the path diagram of the structural model I as follows:
Based on the diagram above it can be known the effect of variables X1 and X2 on Y. The meaning of the diagram above can be explained as follows:

a. Analysis of the influence of X1 (e-WOM) on Y (Visiting Decision): note the direct influence given by X1 (e-WOM) on Y (Visiting Decree) of 0.261.

b. Analysis of the influence of X2 (Attractiveness) on Y (Visiting Decision): note the direct influence given X2 (Attractiveness) on Y (Visiting Decision) of 0.43

**Path Analysis Model II**

| Model | Unstandardized Coefficients | Standardized Coefficients | t   | Sig. |
|-------|-----------------------------|----------------------------|-----|------|
| 1 (Constant) | 2.416 | .850 | 2.841 | .005 |
| E-WOM | .087 | .022 | .196 | 3.848 | .000 |
| Attractiveness | .043 | .026 | .090 | 1.668 | .096 |
| Decision to Visit | .255 | .038 | .354 | 6.649 | .000 |

Referring to the table, it can be seen that the significance value of the three variables, namely X1 = 0.000, X2 = 0.096 and Y = 0.000, where the variables X1 and Y are smaller than 0.05 while the X2 variable is greater than 0.05. These results provide the conclusion that the regression model II, namely the variables X1 and Y have a significant effect on Z, while the X2 variable has no significant effect on Z.
Path Coefficient Test Model II

Table 5. Path coefficient test II

| Model | R   | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-----|----------|------------------|----------------------------|
| 1     | .541a | .293     | .287             | 1.511                      |

Based on calculations using the SPSS program, the correlation coefficient (R) value is 0.293. This shows that the influence of X1, X2, and Y on Z is 29.3% while the remaining 70.7% is contributed by other variables not included in the study. While the value of e2 is obtained by the formula e1 = √ (1 - 0.293) = 0.841. Thus the path structure model II diagram is obtained as follows:

Figure 2. Path Diagram Model II

Based on the diagram above it can be known the effect of variables X1 and X2 on Z. The meaning of the diagram above can be explained as follows:

a. Analysis of the effect of X1 (e-WOM) through Y on Z: note the direct effect given X1 (e-WOM) on Z (Interest in Return Visit) of 0.196. While the indirect effect of X1 (e-WOM) through Y to Z is the multiplication between the beta value of X1 against Y with the beta value of Y against Z, namely: 0.261 x 0.354 = 0.092. Then the total effect given X1 to Z is a direct effect plus an indirect effect that is = 0.196 + 0.092 = 0.288.

b. Analysis of the influence of X2 (Attractiveness) through Y on Z: note the direct effect given X2 (Attractiveness) on Z (Interest in Return) of 0.090. While the indirect effect of X2 (Attraction) through Y to Z is the multiplication between the beta value of X2 against Y with the beta value of Y against Z, namely: 0.434 x 0.354 = 0.154. Then the total effect given X2 on Z is a direct effect plus an indirect effect that is = 0.090 + 0.154 = 0.244.

DISCUSSION
The Influence of e-WOM on Tourist Visiting Decisions

The results showed that e-WOM has a positive and significant effect on visiting decisions, where the significance value was 0.000 < 0.05. So that e-WOM is something that influences the decision of local tourists to visit tourist destinations in the city of Makassar. This indicates that the more information that is spread through eWOM regarding fort Rotterdam and the lantebung mangrove ecotourism, the decision of tourists to visit increases.
This study is in line with the research of Yofina (2018) whose research results show that electronic word of mouth has a significant positive effect on the decision of visiting domestic tourists in Bukittinggi tourist destinations. The results of research from Toruan and Priansa (2018) also showed that the electronic word of mouth (e-wom) variable (X) of West Java's Enchantment significantly influenced the decision to visit (Y) tourists to West Java.

The Influence of Attractiveness on Tourist Visiting Decisions

Based on the results of the study showed that attractiveness has a positive and significant effect on visiting decisions, where the significance value obtained is 0.000 < 0.05. This indicates that the more attractive the attraction of the fort Rotterdam attractions and the lantebung mangrove ecotourism, the higher the interest of local tourists to visit. This study is in line with the research of Yofina (2019) whose research results show that the attraction has a positive and significant influence on the decision of visiting domestic tourists in Bukittinggi tourist destinations.

The Influence of e-WOM on Tourist Revisit Intention

Based on the results of the study showed that e-WOM has a positive and not significant effect on interest in return visits, indicated by a significance value of 0.000 < 0.05. This indicates that the more positive information that is spread through e-WOM regarding Fort Rotterdam and the Lantebung Mangrove Ecotourism, the higher the interest of local tourists to re-visit these attractions. These results indicate that the positive opinion of social media users can influence the desire of tourists to return to these attractions. This finding is in line with previous research conducted by Abubakar, et al. (2017) which states that there is a significant influence between e-WOM variables on the desire of tourists to visit again. The same study was also obtained by Prayogo and Kusumawardhani (2016) who stated that e-WOM had a significant effect on the interest in return visits.

The Influence of Attractiveness On Tourist Revisit Intention

The results showed that attractiveness has a positive and not significant effect on the interest of return visits, which was shown from the significance value of 0.090 > 0.05. This indicates that the more attractive tourist attraction of the tourist attraction Fort Rotterdam and the Lantebung Mangrove Ecotourism, it does not make local tourists intend to revisit the tourist attraction. The results of this study are not in line with the findings of Nurlestari (2016) that tourist attraction has a significant direct effect on the intention of a Tourist Visit in Taman Safari Indonesia, Cisarua, Bogor. Likewise, with the results of research Nuraeni, et al (2014) stated that tourist attraction had a positive and significant effect on the interest of tourist return visits, meaning that the attraction resulted in increased interest in tourist return visits.

The Influence of Visiting Decisions on Tourist Revisit Intention

Based on the results of the study showed that visiting decision has a positive and significant effect on interest in return visits, with a significance value obtained at 0.000 < 0.05. This indicates that the experience resulting from a visiting decision made by local tourists will direct their interest to make a return visit to the tourist attraction of Fort Rotterdam and the Mangrove Lantebung Ecotourism. The results of this study are in line with research conducted by Isnaini and Abdillah (2018) whose results showed a significant influence between the millennial generation visiting decision variables with the interest in visiting millennial generations. The decision of tourists to decide to visit a certain place will
be preceded by several processes, namely: introduction to needs, the right time, changing circumstances, product selection, product consumption, individual differences, marketing influence, information search, internal search, and external search (Kotler in Simamora, 2008). After visiting, consumers will experience a certain level of satisfaction or dissatisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study that has been done related to the effect of e-WOM and attractiveness to the interest of visiting again with the decision to visit as an intervening variable (case study on Makassar city tourists), it can be concluded: Directly e-WOM has a positive and significant effect on local tourists visiting decision in the city of Makassar. Directly attractiveness has a positive and significant influence on local tourists visiting decision in the city of Makassar. Directly e-WOM has a positive and significant effect on local tourist revisit intention in the city of Makassar. Indirectly attractiveness has a positive and not significant effect on local tourist revisit intention in the city of Makassar. Directly, visiting decision has a positive and significant effect on local tourist revisit intention in the city of Makassar. Therefore, suggestions that can be given in connection with the results of this study are needed for the development of culinary concepts or the choice of food snacks around the location of the tourist attraction Mangrove Lantebung Ecotourism in the city of Makassar. It needed for the development of tourist attractions such as performing arts regularly on Fort Rotterdam and in the Mangrove Ecotourism Lantebung need to make interesting tourist attractions such as a reading park that provides books about mangroves and provides small boats that can take tourists around and enjoy the forested mangrove. So that tourists who visit are not just for traveling but can get an education about Mangrove forests. Future researchers are expected to be able to add other variables that can affect the interests of tourist return visits, such as tourist satisfaction, service quality, and others.

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77
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