

Effects of Attractiveness, Image and Satisfaction on Word of Mouth Communication

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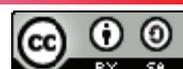
Abstract

Travel activities have become the lifestyle of today's society. Many people take advantage of a holiday just to travel to various tourist attractions. In the context of tourism, lifestyles are also associated with activities, hobbies, opinions, which play an important role in consumer behavior. Trend tours that became a lifestyle one of them is special interest tourism. Dolandeso is one of the special interest attractions with environmental conservation mission based on cultural values and local wisdom. Dolandeso is a community-run tourism and is a Community based Tourism (CBT). Dolandeso tourism is a blend of the beauty of the environment, nature and value of harmonization between humans. This study aims to analyze the Word of Mouth (WOM) model influenced by satisfaction, image and attractiveness. This research uses 100 international tourist respondents. The sampling technique uses convenience sampling. Data analysis using two step approach to SEM. The results show that the WOM model is acceptable. Satisfaction has positive effect on WOM, image has positive effect on attractiveness and satisfaction, attractiveness has positive effect on satisfaction.

Keywords: Tourist, image, attractiveness, satisfaction and WOM

INTRODUCTION

Tourist loyalty is a concept that is closely related to tourist satisfaction and image (Çoban, 2012). Tourist loyalty is needed by the company because it can save costs in finding customers (Sugandini et al., 2018). Word of mouth (WOM) as a form of tourist loyalty is a communication about products and services between people who are considered independent in a media that is considered independent as well. WOM is recognized as having a large role in influencing and shaping behavioral attitudes and intentions (Xia & Bechwati, 2008; Susilowati and Sugandini, 2018; Sugandini et al., 2018). WOM provides the right choice of services provided to tourists. Good image and perceived total satisfaction effect will increase tourist loyalty. Besides that, attractiveness can also affect tourist satisfaction. Attractiveness of a destination reflects the feelings and opinions of tourists about the attractiveness of destinations to meet their needs. Without tourist attraction, people are not interested in visiting a destination. The more tourist destinations, will be considered more attractive because more and more possible destinations are chosen.



Contribution / novelty

The purpose of this study was to develop a theoretical framework for behavioral loyalty, namely WOM (Word of Mouth) and propose the WOM concept on tourist destinations by focusing on image, attractiveness (social-psychological) and satisfaction within the context of special interest tourism. The analytical model is also designed to measure the antecedents that make up the WOM. The research justification shows that loyalty to tourist destinations will be a guide to revisiting if consumers can find interesting (unique) things, a good image and get satisfaction during a visit. The long-term success of a tourist destination depends on sustainable competitive advantage from tourist destinations that provide benefits to tourists (Sugandini et al., 2018). Strong tourist loyalty is a source of sustainable competitive advantage for tourist destinations. This study describes aspects and antecedents of loyalty and attempts to determine the relationship between attitudes and behaviour (Sugandini et al., 2018c). Analytic models are also designed to assess the influence of each antecedent in goal loyalty formation.

Research gap

1. This study proposes a model that is used to justify CBT management practices, and helped standardize CBT loyalty measurements. This study is based on Ellis & Sheridan (2014) which states that there is a need to inform the model for CBT best practices.
2. This study presents attractiveness measurements that can be used to measure attractiveness of CBT, because according to Lemaire and Viassone (2015), there are still many problems related to classification, development and measurement of attractiveness from a tourist destination.
3. Tourism model development is still an important topic in management studies, including determining the right factors for the success of a tourist destination. According to Simionescu (2014) the success of tourism development can only be done when it is properly defined about attractiveness, image and tourist satisfaction (Sugandini et al., 2018).

Literature Review and Hypothesis Image and Attractiveness

Assael (2010) defines image as an overall perception of a product formed from processing information from various sources, all the time. Barich and Kotler (1991) state that image is the total belief, attitude, and impression of a person or group. Image is a reasonable connotation or action that someone has on something that is beyond their physical perception. In addition to the traces left in the brain after something received by sensation, the image can also be a mental fiction created by someone (Prayag, 2008). A good image of a destination will increase the attraction of tourist detention. Images related to natural resources, climatic conditions from their geographical location can increase the interest of destinations (Susilowati and Sugandini, 2018; Sugandini et al., 2018).

H1: Image has positive and significant effect towards Attractiveness

Attractiveness and Satisfaction

Attractiveness of a destination is described as one that reflects the feelings, beliefs, images, and opinions that individuals have about the perceived capacity of a goal to provide satisfaction (Hu and Ritchie, 1993). The more attractive a destination, the more satisfying tourists will be (Sugandini et al., 2018). Customer satisfaction of a tourist destination is very important in marketing tourism services, and with increasing attractiveness, the satisfaction of tourists will also increase (Kozak, 2001).

H2: Attractiveness has positive and significant effect towards satisfaction

Image and WOM

The "word-of-mouth" still remains the most important source of information in tourism and hence is one of the pillars in decision making when choosing a destination to travel (O'Leary and Deegan, 2005). WOM shows that images are more important than tangible products in the marketing of intangible products because the consumer's decision to buy is more emphasized on the influence of perception and not the reality that motivates consumers to buy (Gallarza, Saura and Garcia, 2002). Destination image is generally recognized as an important aspect of successful tourism development and goal marketing, because of its influence on push and pull factors (Tasci and Gartner, 2007). Image is a valuable concept in understanding the process of selecting tourist destinations and creating a positive WOM.

H3: Image has positive and significant effect towards WOM

Satisfaction and WOM

Consumer satisfaction is an emotional feeling that consumers show when enjoying a tourist destination (Sugandini et al., 2018). Consumers who experience an interesting and satisfied experience with a visit to a destination will usually recommend these tourist destinations to others (WOM). Tourist satisfaction is an index used to determine the level of preference, pleasure or discomfort experienced by tourists in relation to tourist destinations (Lin, Chen, & Liu, 2003). Sugandini et al., (2018) analyzed the effect of satisfaction on loyalty on tourist destinations in Yogyakarta, the results showed that satisfaction had a positive effect on loyalty (attitude and behavior).

H4: Satisfaction has positive and significant effect towards WOM

RESEARCH METHODS

Respondents used in this study were tourists who visited special interest nature tourism destinations (tourist villages). This study uses primary data with questionnaires through indept interviews so as to produce data that is truly accurate and trusted. The questionnaire in this study amounted to 13. Three instruments to measure image is adopted from Kandampully and Suhartanto, (2000), three instruments to measure attractiveness is adopted from Lee (2015), three instruments to measure satisfaction is adopted from Sugandini, et al., (2018); Chen and Tsai, (2007). Four instruments to measure WOM is adopted from Um and Crompton (1990). Respondents' answers refer to the 5-point Likert scale. The population in this study were tourists visiting special interest tourist destinations in Kulon Progo, Yogyakarta, Indonesia namely Dolandeso tourism objects. The sampling technique used was purposive sampling. The criteria are respondents who have motivations to visit tourist villages and live in tourist villages. The number of respondents is 100. Data analysis techniques use a two-step approach to Structural Equation Modelling. The direct effect (path coefficient) was observed from the standardized regression weights, by comparing the significance of the CR (Critical Ratio) value equal to the t table value. From the AMOS program output, causal relationships between variables will be observed by looking at the direct effects and indirect effects and their total effects. The significance evaluation is based on the probability value (p), the significance limit used is p value ≤ 0.05 . Testing of models developed with various Goodness of Fit criteria, namely Chi-square, probability, RMSEA, GFI, and TLI (Hair et al., 1998).

RESULTS AND DISCUSSION

Description of Characteristics of Respondents

This study uses data obtained from 100 international tourist respondents. Data regarding the characteristics of respondents can be seen in table 1.

Table 1. Characteristics of Respondents

The type of tour.	- Special interest / tourism village (80%) - educational, cultural and live in tours (20%)	Travel information source	- Brochure (14%) - Internet and social media (46%), - Friends (10%) - Travel agent (30%)
Demography Gender	- Man (58%), - Woman (32%)	Origin of tourists	- Asia (70%) - Europe (15%) - Australia (10%) - Others (5%)
Age	- age ≤ 20 years (31%) - ≥ 20 years (69%)		
Work	Private employees (28%) Student (35%). Entrepreneur (10%). Government employees (23%), Others(4%).	Travel attraction	- Easy access (29%) - Supporting facilities (31%), - popularity (30%). - New tours(39%),

Validity and Reliability test results

This study uses data collected from 100 special interest tourists (tourist village) Dolandeso in Kulon Progo, Special Region of Yogyakarta. Data were obtained using instruments equipped with depth Interview. The results of confirmatory factor analysis conducted by the researcher shows that the four constructs are: image, attractiveness, satisfaction and WOM consisting of 13 questions expressed as good validity because they have standardized loadings factor ≥ 0.3 , and reliable, which is indicated by the value construct ≥ 0.7 and variance extracted is recommended ≥ 0.50 (Hair et al., 1998). The results of testing the validity and reliability can be seen in table 2.

Table 2. Validity and Reliability Testing Results

	Standardize Factor Loading (SFL)	Construct Reliability	Variance Extrated
Image		0.974	0.926
Image 1	.906		
Image 2	.894		
Image 3	.963		
Attractiveness		0.963	0.897
Attractiveness 1	.730		
Attractiveness 2	.912		
Attractiveness 3	.970		
Satisfaction		0.967	0.909
Satisfaction 1	.975		
Satisfaction 2	.915		
Satisfaction 3	.640		
WOM	.437	0.978	0.859
WOM 1	.437		
WOM 2	.544		

WOM 3	.818
WOM 4	.483

Test results of the WOM Model using SEM.

The results of SEM WOM model testing using AMOS 21 can be seen in Figure 1, and evaluation of the test results of the model can be seen in table 3.

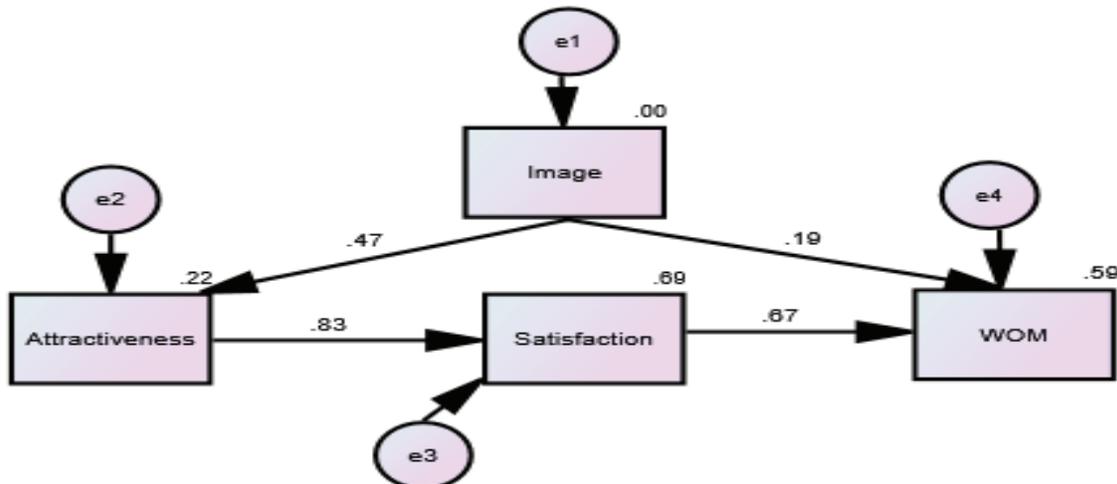


Figure 1. Structural Equation Modeling to Word of Mouth Communication

Table 3. Evaluation of the Goodness of Fit Indices Criteria

Criteria	Result	Critical Value	Model Evaluation
C-min/DF	3.439	$1 \leq C\text{-min}/DF \leq 5.00$	Good
Probability	0.000	≥ 0.05	Moderate
RMSEA	0.072	≤ 0.08	Good
GFI	0.904	≥ 0.90	Good
TLI	0.955	≥ 0.95	Good
CFI	0.943	≥ 0.94	Good

From table 3 above it can be stated that the model is acceptable. To test the hypothesis the causal relationship between image, attractiveness, satisfaction and WOM is presented in the path coefficient that shows the causal relationship between these variables. The relationship is shown in Table 4.

Table 4. Standardize Regression between Variables

Path Analysis	Estimate	SE	CR	P	Hypothesis
Attractiveness ← image	.472	.008	6.706	0.000	H1: Supported
Satisfaction ← attractiveness	.829	.006	8.797	0.000	H2: Supported
WOM ← Satisfaction	.674	.013	7.310	0.000	H3: Supported
WOM ← Image	.187	.019	3.896	0.000	H4: Supported

Hypothesis testing is done by comparing the probability value (p) is said to be significant if the p value ≤ 0.05 . With these criteria, all paths are significant. Image directly affects attractiveness by 47.2%. Attractiveness affects the amount of satisfaction on satisfaction by 82.9%. Satisfaction has a direct effect on WOM of 67.4%. Image has a direct effect on WOM by 18.7%. The influence of Image on

attractiveness mediated by attractiveness is 39.2%. The influence of image on WOM mediated by attractiveness and satisfaction is 26.4%. The effect of attractiveness on WOM mediated by satisfaction is 55.9%. The standardized Direct effect (SDE), standardized indirect effect (SIE) and standardize total effect (STE) values can be seen in table 5.

Table 5. Recapitulation of Direct Effects, Indirect Effects and Total Effects between variables

Dependent variable	Image			Attractiveness			Satisfaction		
	SDE	SIE	STE	SDE	SIE	STE	SDE	SIE	STE
Attractiveness	.472	.000	.472	.000	.000	.000	.000	.000	.000
Satisfaction	.000	.392	.392	.829	.000	.829	.000	.000	.000
WOM	.187	.264	.451	.000	.559	.559	.674	.000	.674

This study examines the WOM model that is influenced by image and satisfaction. The results show that the model is acceptable. That is, image and satisfaction have an influence on WOM. In addition, attractiveness which is an antecedent of satisfaction also has a positive influence on tourist satisfaction. The results of this study support Prayag (2008) which states that the image of a destination will increase the attractiveness of tourist detention and loyalty (Susilowati and Sugandini, 2018; Sugandini et al., 2018).

In special interest tourism settings, images that are shown with good physical facilities and services, good reputation and a comfortable atmosphere can encourage tourists to recommend these tourist destinations to other consumers. Besides that, the satisfaction of tourists towards the services provided, the surrounding environment of the village is very comfortable, and the friendliness of the staff and the community is able to increase the loyalty of tourists. Tourist loyalty shown by tourists in this study includes the desire to recommend, say positive about tourist destinations both online and non-online, encouraging friends to visit Dolandeso tourist destinations and make tourist destinations as beautiful places. The results of this study support Lin, Chen, & Liu, (2003), which states that consumers who experience an interesting and satisfied experience for a visit in a destination will usually recommend these tourist destinations to others (WOM).

CONCLUSION

This study only explores the loyalty model in terms of personal loyalty. Attitude loyalty is not analyzed in this study. Attitude loyalty according to Gremler and Brown (1997) consists of several dimensions, namely: (1). Willingness to repurchase and or purchase additional products or services from the same company. (2). Willingness to recommend the company to others. (3). Commitment to the company not to move to competitors. So that for future research it is better to conduct research by involving the loyalty of behaviour and loyalty. Attractiveness in the study analyzed its effect on satisfaction, for future research, it is better to attractiveness to investigate its direct effects on loyalty.

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