



UDC 332; DOI 10.18551/rjoas.2023-04.06

THE MEDIATING ROLE OF DESTINATION IMAGE IN THE EFFECTS OF E-WOM AND TRAVEL EXPERIENCE ON REVISIT INTENTION TO BALI

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ABSTRACT

The COVID-19 pandemic has severely impacted the tourism industry in Bali, leading to a decline in tourist visits. To address this issue, efforts have been made to restore tourism by building the intention of tourists to revisit the island. This study aimed to investigate the factors that influence tourists' revisit intentions, with a specific focus on the impact of electronic word-of-mouth (E-WOM) and travel experience, and the mediating role of destination image. The study targeted domestic tourists who had visited Bali, and a sample of 250 respondents was selected through purposive sampling. Data collection was conducted through the distribution of questionnaires, and the analysis was performed using the Structural Equation Modeling (SEM) technique with the SmartPLS tool. The study revealed that E-WOM had no significant influence on the intention to revisit, while travel experience had a positive and significant effect on the intention to revisit. The image of the destination also had a positive and significant impact on tourists' revisit intentions. Additionally, E-WOM and travel experiences positively affected the destination image. The study also found that the destination image partially mediated the influence of E-WOM and tourist experience on the intention to revisit. The findings of this study provide valuable insights into the factors that affect tourists' revisit intentions and can be used to develop effective strategies for restoring the tourism industry in Bali. The study highlights the importance of providing high-quality travel experiences and promoting a positive destination image to encourage tourists to revisit Bali. Additionally, the study emphasizes the need to carefully consider the role of E-WOM in promoting tourism and suggests that it may not always have a significant impact on tourists' revisit intentions. Overall, this study contributes to the body of knowledge on tourism marketing and provides practical recommendations for tourism practitioners and policymakers.

KEY WORDS

E-WOM, travel experience, destination image, revisit intention.

Bali is one of the icons of the best tourist destinations in Indonesia (Wiramatika, 2021). Natural beauty, culture, hospitality, and adequate tourism support facilities make Bali the leading areas in Indonesian tourism industry. A health issue brought on by the Covid-19 outbreak forced the success of Bali tourism to temporarily be put on hold. This catastrophe had never been anticipated or anticipated before. The Covid-19 pandemic indirectly shows the failure behind the success of tourism in Bali.

In 2021 adaptation efforts to the Covid-19 pandemic began to be implemented, the form of adaptation resulted in new habits, namely the application of health protocols in activities or what is referred to as the new normal situation. The government's decision to facilitate access for domestic tourists in and out in early 2022 is an opportunity to rebuild Bali tourism, which has experienced a decline in visits since the mid-2019 period.

Table 1 – Number of Visits by Domestic Tourists to Bali

Year	Domestic Tourist Visits					
	2017	2018	2019	2020	2021	2022*
Total (Million)	5.7	9.76	10.5	4.6	4.3	3.6
Growth (%)	-	11.7	8	(-56)	(-6.4)	(-14)

Source: Bali Tourism Agency (2022). * - Visits until June 2022.



The number of domestic visitors that came to Bali between 2018 and 2022 is shown in Table 1. The number of tourists decreased significantly in 2020 and 2021 by 56 percent and 6.4 percent, respectively, as a result of Covid-19 preventive measures. These measures restricted access to and from Bali. Although there has been a recovery of 3.7 million domestic tourist visits to Bali as of June 2022, this figure has not yet reached the levels of 2018 and 2019 before the pandemic. The Bali Provincial Tourism Agency has set goals of five million domestic visitor arrivals in 2022, seven million in 2023, and ten million in 2024 to help the tourism industry recover. These goals can be achieved by making access to and from Bali more accessible without requiring mandatory quarantine and medical tests. However, efforts to achieve these targets have not been fully utilized to reach the pre-pandemic levels of domestic tourist visits.

To achieve the target of returning to normal levels of Bali visits, tourism recovery efforts must be continuous. Failure to achieve this goal may result in Bali losing its status as a preferred tourist destination after the Covid-19 pandemic. Sustainable tourism is the key to achieving a successful recovery in the new normal era, as reflected in tourists' intentions to return (Abbasi et al., 2021). Satisfied tourists tend to share positive experiences during their visits and express an intention to revisit the same destination (Jeong et al., 2020; Meng and Cui, 2020; Shapova et al., 2021). Finding the variables that affect domestic visitors' intentions to return to Bali will require more investigation. According to Fishbein and Ajzen (2005), intention is a personal factor that reflects the inclination to engage in certain behaviors. Revisit intention is crucial in increasing the number of tourist visits to a destination and regulating future tourist visits (Shapoval et al., 2021). Revisit intention involves the post-purchase behavior of re-purchasing, and it can be formed after tourists evaluate the destination and feel satisfied, leading to an intention to revisit (Li et al., 2020; Rasoolimanesh et al., 2021).

Revisit Intention is a form of a great desire from within tourists to travel to the same place (Sari et al., 2020; Li & Soutar 2021; Chaulagain et al., 2021). Revisit Intention is influenced by several factors. Irobe & Abiola (2019) stated that Revisit Intention was built from a sense of satisfaction obtained from subjective norms and tourist attractions. Zhang et al., (2018) stated that Revisit Intention was influenced by Travel Experience and value perceptions. Research by Li et al. (2020) states that satisfaction and Destination Image are attributes that influence Revisit Intention. Tourists' Revisit Intention is a key outcome that reflects their response to various stimulus efforts, such as a destination's food image (Yasami et al., 2021). In addition, social media has played a significant role in influencing Revisit Intention by providing access to information about tourist destinations (Andriani & Yusri, 2019; Athar et al., 2020; Setiawan et al., 2021; Ruhamak et al., 2021).

To determine the attributes that influence tourists' intentions to return to Bali in the new normal situation, a preliminary survey was conducted with 20 domestic tourists who had visited Bali more than once, or repeater tourists. The survey found that 40 percent of the domestic tourists' intention to return to Bali was influenced by Electronic Word of Mouth (E-WOM) or conversations spread on internet media, while 35 percent was influenced by their travel experiences.

The preliminary survey showed that 40 percent of the respondents obtained easy information about Bali through E-WOM. Information about Bali tourism is broadcast on social media such as Google Reviews, Tik-Tok, Facebook, Twitter, Youtube Instagram and Trip Advisor. The discussion that respondents were most interested in was: regarding Bali having reopened with health protocol requirements, reviews of Destination Image attractions during the pandemic and recommendations for tourist objects that have been operating. Through E-WOM on social media, it can be a trigger for respondents to have the intention of coming back to Bali.

One element that may impact tourists' intentions to revisit is E-WOM (Mahaputra & Setiawan, 2019). E-WOM is gaining popularity as a new form of communication (Thu, 2020). E-WOM is a complement to WOM, which has been identified as one factor in travelers' destination loyalty. Dissemination of information through E-WOM is carried out via internet media which creates interaction between potential tourists with one another (Yadav,



et al., 2021). Tourists who are satisfied with a product and service will give positive E-WOM reviews, but if the tourist feels disappointed with these products and services then they will give negative reviews on the contrary. The spread of E-WOM quickly and easily on internet media allows potential tourists to determine their attitudes and intentions to make return visits to tourist destinations. Harahap & Dwita (2020) state that Revisit Intention is formed from tourist beliefs after reading reviews that are obtained quickly and factually about what other tourists feel about a destination. As noted by Farrukh et al. (2022), electronic word-of-mouth (E-WOM) has been shown to be a crucial determinant of Revisit Intention. This assertion is supported by several prior studies, including Mahaputra and Setiawan (2019), Harahap and Dwita (2020), Setiawan et al. (2021), and Farrukh et al. (2022), which all demonstrate that E-WOM has a positive and significant impact on Revisit Intention. However, it should be noted that some researchers, such as Sari et al. (2020), have reported disparate findings, revealing that E-WOM may not exert any influence on Revisit Intention. Thus, while the existing literature suggests that E-WOM is generally a critical predictor of Revisit Intention, further research is needed to explore potential contextual factors that may account for variations in these results.

Travel Experience is an important factor in tourism competitiveness (Zhang et al., 2019). Tourism activities that match or even exceed what is expected will fulfill individual satisfaction which then becomes a memorable experience. Experiences that are affectively memorable will add value to the destination. When tourists have the desire to travel, the memory that contains experience will be the main source of information in making decisions (Li & Soutar, 2021). Previous research have established that Travel Experience is a significant predictor of Revisit Intention (Zhang & Buhalis, 2018; Sthapit et al., 2019; Li & Soutar, 2021; Rasoolimanesh et al., 2021). However, Kim et al. (2021) found contrasting results from previous studies, suggesting that Travel Experience does not significantly influence Revisit Intention. This research gap underscores the need for further inquiry into the inconsistent results between E-WOM and Travel Experience on Revisit Intention, which has led research to explore the role of Destination Image as a mediator. Destination Image, a crucial factor in the success of tourism, refers to the combination of tourists' information and experiences at a destination (Rasoolimanesh, 2021). Destination Image influences tourists' decisions and behaviors when selecting travel destinations, and tourists' decisions to visit a tourist attraction are influenced by the Destination Image they receive from various sources of information (Lu et al., 2020). E-WOM can enhance the Destination Image of a destination by sharing interesting or positive information, which tourists are likely to discuss and form a positive perception of the destination (Choirisa et al., 2021). Several previous studies have also revealed that E-WOM has a positive and significant impact on Destination Image (Naggon & Mohammad, 2020; Andriani et al., 2019; Yadav et al., 2021).

Hasan et al. (2019) asserted that memorable experiences during destination visits are crucial determinants of positive attitudes, commitment, and tourist behavior. Moreover, the Travel Experience, which is influenced by satisfaction during destination visits, also shapes tourists' perceptions of the destination image (Li et al., 2021). Previous research has demonstrated that Travel Experience has a positive and significant impact on Destination Image (Shi et al., 2019; Hsu & Scott, 2020; Lam et al., 2020). These findings suggest that tourists' satisfaction with their travel experiences plays a pivotal role in shaping their perceptions of a destination and their subsequent behavior. Therefore, destination managers and policymakers should prioritize measures that enhance tourists' travel experiences to improve their Destination Image, attitudes, and commitment, and encourage positive tourist behavior.

As noted by Li et al. (2021), Destination Image plays a critical role in tourism competitiveness. A consistently positive image can instill confidence in tourists that the destination is safe, comfortable, and can deliver the expected level of satisfaction during travel. A positive Destination Image also has a significant impact on Revisit Intention, or tourists' intentions to return (Ragab et al., 2019). Several previous studies have demonstrated a positive effect of Destination Image on Revisit Intention (Li et al., 2020; Wibawa et al., 2021; Chaulagain et al., 2021; Ruhamak et al., 2021; Hallmann et al., 2021).



Destination Image can be shaped by the value that tourists attach to their visited destinations. A positive value attached to the Destination Image can enhance tourists' commitment and future behavior in the form of intentions to revisit (Bhat & Darzi, 2018). These findings underscore the importance of destination managers and policymakers in fostering a positive Destination Image to increase tourists' Revisit Intention and, ultimately, the competitiveness of the tourism industry.

To achieve the target of tourist visits set by the Bali provincial government, it is crucial to accelerate tourism recovery by building Revisit Intention. Based on the background information presented, Revisit Intention linked to E-WOM, Travel Experience, and Destination Image as a mediator is an important and interesting aspect to investigate empirically among domestic tourists who visit Bali.

The hypotheses formulated in this study are as follows: H1: E-WOM has a positive and significant effect on Revisit Intention; H2: Travel Experience has a positive and significant effect on Revisit Intention; H3: E-WOM has a positive and significant effect on Destination Image; H4: Travel Experience has a positive and significant effect on Destination Image; H5: Destination Image has a positive and significant effect on tourists' Revisit Intention; H6: Destination Image positively and significantly mediates the influence of E-WOM on Revisit Intention; H7: Destination Image positively and significantly mediates the influence of Travel Experience on Revisit Intention.

METHODS OF RESEARCH

In this study, a quantitative research design has been employed to provide a structured approach to conducting research. To collect primary data, a sampling technique involving the administration of questionnaires to domestic tourists who have visited Bali and meet the predetermined sampling criteria has been adopted. The research location consists of five districts that were identified as popular tourist destinations for domestic tourists in a preliminary survey. These districts include Badung Regency, Tabanan Regency, Bangli Regency, Klungkung Regency, and Giayar Regency. By selecting these particular locations, the study aims to capture a representative sample of domestic tourists visiting Bali and to obtain insights into their perceptions and experiences. The use of a quantitative approach will allow for the analysis of data using statistical methods to identify patterns and trends that may exist among the variables under investigation. Overall, the adoption of a quantitative research design and sampling technique will enable the study to obtain robust and reliable findings that can inform the development of strategies to enhance the domestic tourism industry in Bali.

Table 2 – Total Number of Visits by Domestic Tourists to Regencies and Cities in Bali in 2022

Regency	Number of visits	Percentage (%)
Badung	931.607	25,3
Tabanan	802.913	21,8
Bangli	485.827	13,2
Klungkung	407.660	11,1
Giayar	289.430	7,8
Denpasar	240.677	6,5
Buleleng	204.850	5,5
Karangsem	190.024	5,1
Jembrana	127.214	3,4
Total	3.680.202*	100

Source: Bali Provincial Tourism Office, 2022. * - Visits until July 2022.

This research focuses on domestic tourists who have visited Bali more than once, commonly referred to as repeater tourists. The study investigates the impact of two exogenous variables, namely electronic word-of-mouth (E-WOM) and travel experience, on the endogenous variable of intention to revisit Bali. The mediating variable in this study is Destination Image, which is presumed to play a role in shaping the relationship between the



exogenous variables and the endogenous variable. The population of interest in this study is domestic tourists who travel to Bali, which is a large and diverse population, making it impossible to determine its exact size. To obtain a representative sample, a non-probability sampling technique will be used, and the study aims to collect data from between 250-500 respondents based on 50 research indicators. The data will be collected using interviews and questionnaires, and respondents will be asked to provide information based on their actual experiences. The data analysis method employed in this study is Partial Least Squares (PLS) based Structural Equation Modeling (SEM), which enables the testing of complex relationships between multiple variables. Finally, the findings of the study will be presented and discussed based on the interpretation of the results obtained from the data analysis.

RESULTS AND DISCUSSION

The purpose of the outer model, also known as the measurement evaluation model, is to determine the influence of latent variables on each indicator. This assessment is crucial for validating the model and evaluating the reliability of each construct based on theoretical and empirical evidence. Smart PLS employs three criteria to evaluate the outer model, which includes convergent validity, discriminant validity, and composite reliability. By utilizing the PLS algorithm for data reduction, the evaluation outcomes of the measurement and structural models are presented in Figure 1.

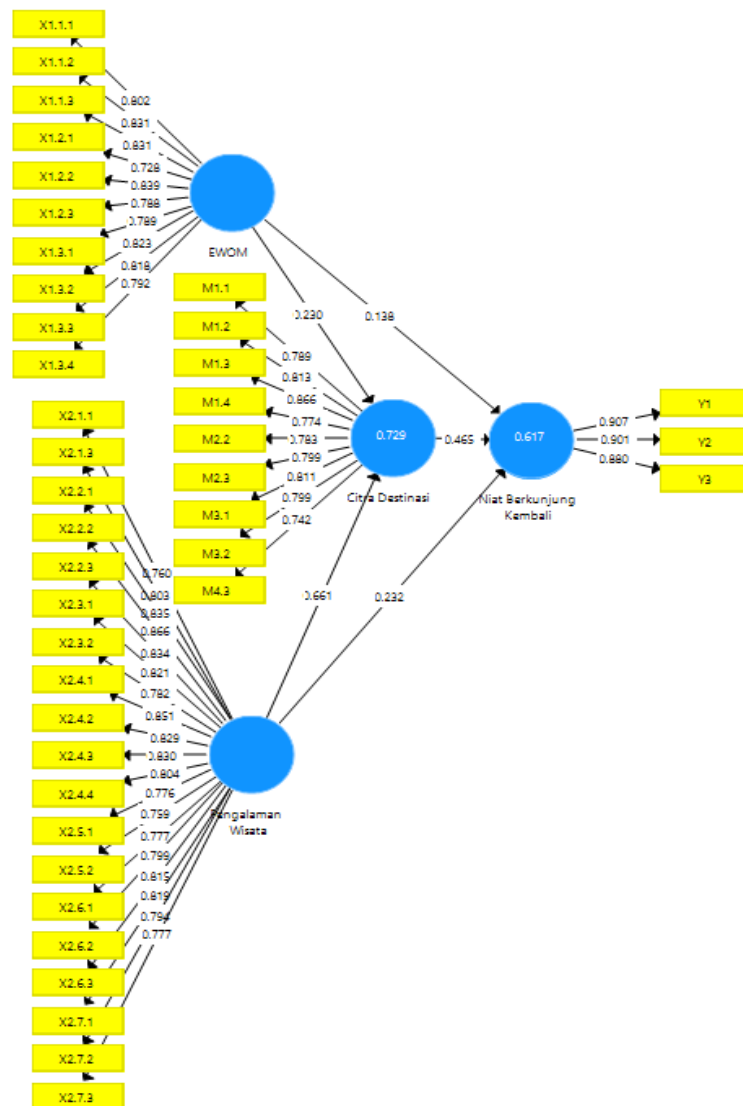


Figure 1 – Outer Model: PLS Algorithm (Source: Primary data processed, 2022)



Table 3 – Outer Loading Research Indicators

Variable	Indicator	Outer Loading	Information
E-WOM (X1)	X _{1.1.1}	0,802	Valid
	X _{1.1.2}	0,831	Valid
	X _{1.1.3}	0,831	Valid
	X _{1.2.1}	0,728	Valid
	X _{1.2.2}	0,839	Valid
	X _{1.2.3}	0,788	Valid
	X _{1.3.1}	0,789	Valid
	X _{1.3.2}	0,823	Valid
	X _{1.3.3}	0,818	Valid
	X _{1.3.4}	0,792	Valid
Travel Experience (X2)	X _{2.1.1}	0,760	Valid
	X _{2.1.3}	0,803	Valid
	X _{2.2.1}	0,835	Valid
	X _{2.2.2}	0,866	Valid
	X _{2.2.3}	0,834	Valid
	X _{2.3.1}	0,821	Valid
	X _{2.3.2}	0,782	Valid
	X _{2.4.1}	0,851	Valid
	X _{2.4.2}	0,829	Valid
	X _{2.4.3}	0,830	Valid
	X _{2.4.4}	0,804	Valid
	X _{2.5.1}	0,776	Valid
	X _{2.5.2}	0,759	Valid
	X _{2.6.1}	0,777	Valid
X _{2.6.2}	0,799	Valid	
X _{2.6.3}	0,815	Valid	
X _{2.7.1}	0,819	Valid	
Destination Image (M)	X _{2.7.2}	0,794	Valid
	X _{2.7.3}	0,777	Valid
	M _{1.1}	0,789	Valid
	M _{1.2}	0,813	Valid
	M _{1.3}	0,866	Valid
	M _{1.4}	0,774	Valid
	M _{2.2}	0,783	Valid
	M _{2.3}	0,799	Valid
	M _{3.1}	0,811	Valid
	M _{3.2}	0,799	Valid
M _{4.3}	0,742	Valid	
Revisit Intention (Y)	Y ₁	0,907	Valid
	Y ₂	0,901	Valid
	Y ₃	0,880	Valid

Source: Primary Data Processed (2022).

The convergent validity test was conducted in three stages. In the first stage, indicators X1.2.5, X1.2.6, X2.1.2, M2.1, M2.4, M2.5, and M4.1 were found to have an outer loading value below 0.7 and were therefore removed as they did not meet the validity requirements. In the second stage, indicators X1.2.4 and M4.2 were also removed as they had an outer loading value below 0.7. In the third stage, the output results of the convergent validity test met the criteria, indicating that the model is valid and meets the requirements.

Table 4 displays the cross-loading values of each latent variable, indicating their correlation with other latent variables. The E-WOM variable (X1) has higher correlations with its own indicators than with the indicators of Travel Experience (X2), Destination Image (M), and Revisit Intention (Y). Similarly, the Travel Experience variable (X2) has higher correlations with its own indicators than with the indicators of E-WOM (X1), Destination Image (M), and Revisit Intention (Y). The Destination Image (M) variable has higher correlations with its own indicators than with the indicators of E-WOM (X1), Travel Experience (X2), and Revisit Intention (Y). Lastly, the Revisit Intention (Y) variable has higher correlations with its own indicators than with the indicators of E-WOM (X1), Travel Experience (X2), and Destination Image (M). Therefore, the discriminant validity test results



meet the criteria. Another way to evaluate discriminant validity is by examining the average variance extracted (AVE) value for each variable, which should be above 0.5 for good discriminant validity.

Table 4 – Discriminant Cross Loading Validity Test Results

Indicator	E-WOM	Travel Experience	Destination Image	Revisit Intention
X1.1.1	0,784	0,688	0,612	0,554
X1.1.1	0,802	0,684	0,609	0,554
X1.1.2	0,831	0,622	0,605	0,562
X1.1.3	0,831	0,704	0,653	0,605
X1.2.1	0,728	0,555	0,523	0,450
X1.2.2	0,839	0,655	0,649	0,562
X1.2.3	0,788	0,614	0,604	0,593
X1.3.1	0,789	0,560	0,529	0,475
X1.3.2	0,823	0,620	0,633	0,556
X1.3.3	0,818	0,643	0,568	0,484
X1.3.4	0,792	0,673	0,646	0,522
X2.1.1	0,626	0,760	0,677	0,597
X2.1.3	0,673	0,803	0,681	0,612
X2.2.1	0,661	0,835	0,693	0,625
X2.2.2	0,698	0,866	0,702	0,588
X2.2.3	0,653	0,834	0,716	0,625
X2.3.1	0,596	0,821	0,698	0,603
X2.3.2	0,575	0,782	0,625	0,548
X2.4.1	0,715	0,851	0,702	0,594
X2.4.2	0,641	0,829	0,700	0,567
X2.4.3	0,681	0,830	0,671	0,607
X2.4.4	0,661	0,804	0,655	0,561
X2.5.1	0,603	0,776	0,616	0,556
X2.5.2	0,611	0,759	0,636	0,582
X2.6.1	0,600	0,777	0,688	0,587
X2.6.2	0,613	0,799	0,684	0,592
X2.6.3	0,661	0,815	0,721	0,598
X2.7.1	0,630	0,819	0,710	0,641
X2.7.2	0,602	0,794	0,650	0,554
X2.7.3	0,595	0,777	0,677	0,579
M1.1	0,681	0,677	0,789	0,601
M1.2	0,587	0,673	0,813	0,615
M1.3	0,622	0,708	0,866	0,619
M1.4	0,586	0,667	0,774	0,592
M2.2	0,516	0,637	0,783	0,553
M2.3	0,550	0,656	0,799	0,589
M3.1	0,591	0,691	0,811	0,622
M3.2	0,652	0,694	0,799	0,648
M4.3	0,595	0,637	0,742	0,635
Y1	0,631	0,672	0,694	0,907
Y2	0,610	0,684	0,686	0,901
Y3	0,558	0,609	0,672	0,880

Source: Primary Data Processed (2022).

Table 5 – AVE Validity Test Results

Variable	AVE (Average Variance Extracted)
E-WOM	0,647
Travel Experience	0,652
Destination Image	0,637
Revisit Intention	0,803

Source: Primary Data Processed (2022).

All variable values have AVE values greater than 0.5, as shown in Table 5. These findings show the model to have strong discriminant validity. The validity test results indicate that the latent variables in the model have passed the test, as evidenced by the two discriminant validity tests, which show no issues of discrimination.



Table 6 – Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
E-WOM (X ₁)	0,939	0,948	Reliabel
Travel Experience (X ₂)	0,970	0,973	Reliabel
Destination Image (M)	0,928	0,940	Reliabel
Revisit Intention (Y)	0,877	0,924	Reliabel

Source: Primary Data Processed (2022).

Table 6 reveals that each study construct in the model meets the criteria for excellent reliability, with both the Cronbach's alpha and composite reliability values for all constructs exceeding 0.7.

Table 7 – R-Square Value Test Results

Variable	R Square
Revisit Intention (Y)	0,729
Destination Image (M)	0,617

Source: Primary Data Processed (2022).

Table 7 presents the R-square values for the Revisit Intention and Destination Image variables. The R-square value of 0.729 for Revisit Intention suggests that 72.9% of the variance in the Revisit Intention construct is explained by the variables E-WOM, Travel Experience, and Destination Image, whereas the remaining 27.1% is influenced by external factors not included in the model. The Destination Image variable has an R-square value of 0.617, indicating that 61.7% of the construct variable is explained by E-WOM and Travel Experience, while the remaining 37% is influenced by external factors not included in the model. The Q2 value of 0.701 indicates that the model has high predictive relevance, with 72.1% of the variation in Revisit Intention being explained by E-WOM, Travel Experience, and Destination Image, while the remaining 27.9% is influenced by external factors not included in the research model.

Table 8. Direct Effect Test Results (Path Coefficients)

No	Direct Effects Between Variables	Path Coefficient	T Statistics	P-Values	Information
1	E-WOM -> Revisit Intention	0,138	1,528	0,127	rejected
2	Travel Experience -> Revisit Intention	0,232	2,376	0,018	accepted
3	E-WOM -> Destination Image	0,230	3,084	0,003	accepted
4	Travel Experience -> Destination Image	0,661	9,465	0,000	accepted
5	Destination Image -> Revisit Intention	0,465	4,807	0,000	accepted

Source: Primary Data Processed, (2022)

The findings for Hypothesis 1 indicate that there is no significant direct effect of E-WOM on Revisit Intention, as evidenced by the t-statistical value of 1.528, which is less than the critical value of 1.96, and the p-value of 0.127, which is greater than the significance level of 0.05. Conversely, the results support Hypothesis 2, with the t-statistical value of 2.376 being greater than 1.96, and the p-value of 0.018 being less than 0.05, indicating a positive influence of Travel Experience on Revisit Intention. This suggests that the better the Travel Experience that tourists have, the more likely they are to revisit Bali in the future.

Hypothesis 3, regarding the positive influence of E-WOM on Destination Image, is supported by a t-statistic value of 3.084 ($3.084 \geq 1.96$) and a p-value of 0.003 ($0.003 < 0.05$), leading to acceptance of the hypothesis. This suggests that favorable E-WOM received by tourists positively affects the Destination Image of Bali for domestic tourists. Similarly, Hypothesis 4, which posits a positive influence of Travel Experience on Destination Image, is supported by a t-statistic value of 9.465 ($9.465 \geq 1.96$) and a p-value of 0.000 ($0.000 < 0.05$),



leading to acceptance of the hypothesis. These results suggest that a better Travel Experience received by tourists positively affects the Destination Image of Bali for domestic tourists. Hypothesis 5, which predicts a positive influence of Destination Image on Revisit Intention, is supported by a t-statistic value of 4.807 ($4.807 \geq 1.96$) and a p-value of 0.000 ($0.000 < 0.05$), leading to acceptance of the hypothesis. These results suggest that a better Destination Image of Bali leads to a higher Revisit Intention among domestic tourists.

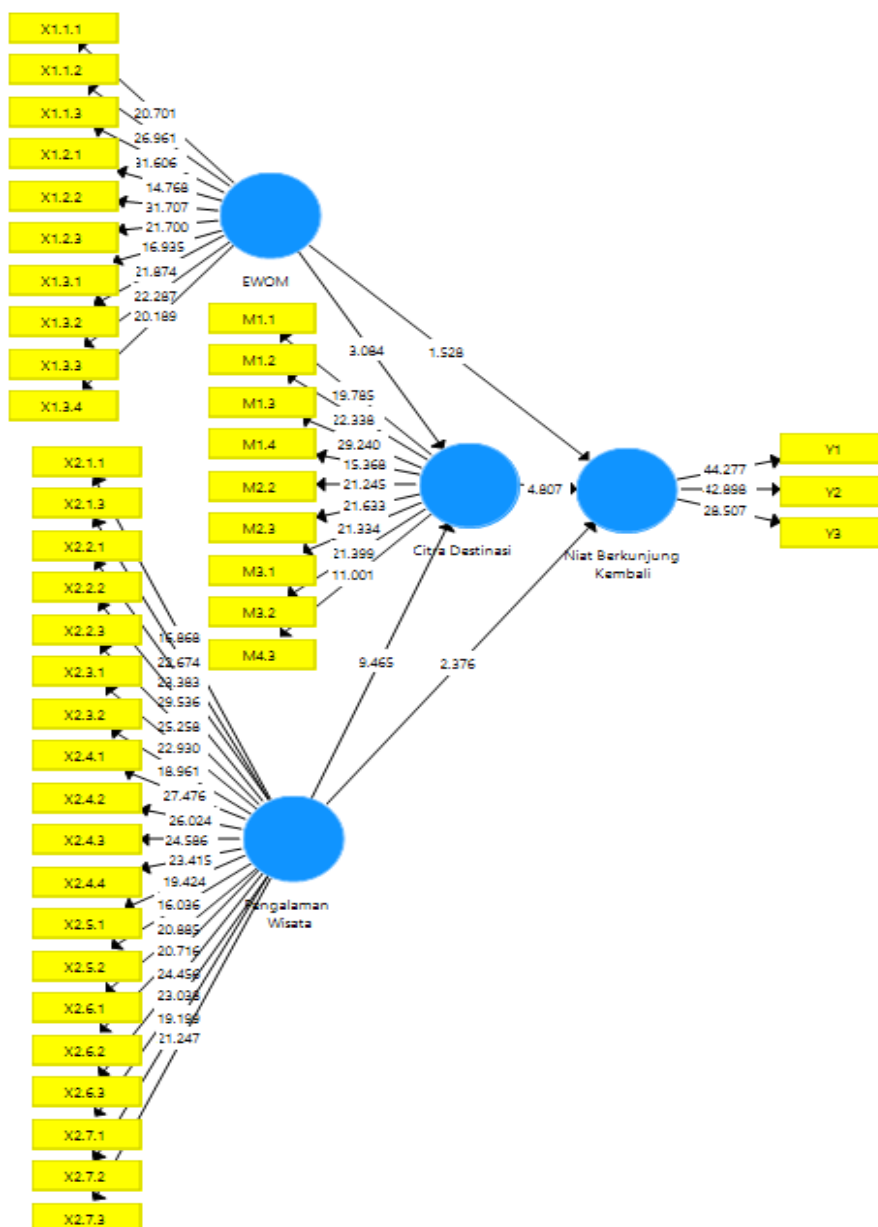


Figure 2 – PLS SEM Analysis Path Diagram (Source: Primary Data Processed, 2022)

Table 9 – Indirect Effect Test Results (Specific Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WOM -> Destination Image -> Revisit Intention	0,107	0,104	0,041	2,606	0,009
Travel Experience -> Destination Image -> Revisit Intention	0,307	0,304	0,075	4,120	0,000

Source: Primary Data Processed (2022).



The results of the correlation analysis indicate that the indirect effect of E-WOM on Revisit Intention through Destination Image is significant, with a correlation value of 0.107, t-statistical value of 2.606 (>1.96), and p-value of 0.009 (<0.05). Similarly, the indirect effect of Travel Experience on Revisit Intention through Destination Image is significant, with a correlation value of 0.307, t-statistical value of 4.120 (>1.96), and p-value of 0.000 (<0.005). These findings suggest that the positive influence of E-WOM and Travel Experience on Revisit Intention is mediated by Destination Image.

Table 10 – Mediation Variable Test Results

Variable Mediation	Effect				Information
	(A)	(B)	(C)	(D)	
E-WOM -> Destination Image -> Revisit Intention	0,107 (Sig)	0,138 (Non-Sig)	0,230 (Sig)	0,465 (Sig)	Partially Mediated
Travel Experience -> Destination Image -> Revisit Intention	0,307 (Sig)	0,232 (Sig)	0,661 (Sig)	0,465 (Sig)	Partially Mediated

Source: Primary Data Processed (2022).

Description of each effect (A), (B), (C) and (D) include:

- (A) : is the indirect effect of exogenous variables (E-WOM or Travel Experience) on endogenous variables (Revisit Intention);
- (B) : is the direct effect of exogenous variables (E-WOM or Travel Experience) on endogenous variables (Revisit Intention);
- (C) : is the direct effect of exogenous variables (E-WOM or Travel Experience) on mediating variables;
- (D) : the direct effect of the mediating variable (Destination Image) on endogenous variables (Revisit Intention).

The study has established that Destination Image plays a mediating role in the connection between E-WOM and tourists' Revisit Intention. The mediation test results showed that effects A, C, and D had significant values with a p-value of less than 0.05, whereas effect B had an insignificant effect with a p-value of 0.05. Thus, it can be inferred that Destination Image partially mediates the impact of E-WOM on Revisit Intention. Consequently, it can be concluded that an increase in Destination Image directly enhances Revisit Intention, and Destination Image also strengthens the influence of E-WOM on Revisit Intention if it is capable of boosting Revisit Intention.

Furthermore, the study discovered that Destination Image plays a mediating role in the relationship between Travel Experience and Revisit Intention. The mediation test outcomes revealed that effects A, B, C, and D had significant values with a p-value of less than 0.05. Thus, it can be inferred that Travel Experience partially mediates Revisit Intention. Therefore, it can be concluded that an increase in Travel Experience directly enhances Revisit Intention, and Revisit Intention will be further strengthened if Destination Image is also capable of improving Revisit Intention.

Table 11 – Total Effect Test Results

Effects Between Variables	Path Coefficient	T Statistics (O/STDEV)
E-WOM -> Revisit Intention	0,245	2,548
Travel Experience -> Revisit Intention	0,539	5,834
E-WOM -> Destination Image	0,230	3,084
Travel Experience -> Destination Image	0,661	9,465
Destination Image -> Revisit Intention	0,465	4,807

Source: Primary Data Processed (2022).

The study findings suggest that Destination Image has a partial mediating role in the relationship between E-WOM or Travel Experience and Revisit Intention, as shown by the VAF calculation results. Specifically, Destination Image partially mediates the influence of E-WOM and Travel Experience on Revisit Intention. Furthermore, the study findings indicate that tourists' Revisit Intention to Bali is not affected by E-WOM. The measurement of E-WOM was based on three dimensions, namely intensity, valence, and content. Among these dimensions, the intensity dimension was found to have the lowest indicator, implying that



tourists use social media primarily for interaction with other users rather than as a source of information on tourist attractions. As a result, the study concludes that E-WOM has no impact on tourists' Revisit Intention to Bali. Instead, tourists rely on traditional methods or their own prior knowledge about the attractions.

The gender and age of the respondents in this survey are important factors that may influence the study's findings on the use of social media. The majority of respondents were male, which is not representative of the general population as women are more active in using social media according to research by Idemudia et al. (2017). This gender bias may affect the results of the study, particularly in relation to the finding that there is no effect of E-WOM on Revisit Intention. Furthermore, the study found that younger generations, particularly Generation Z and Y, are more likely to use social media not only for interaction but also as a source of information, while older generations such as Generation X and baby boomers are more likely to rely on traditional media for obtaining information about tourist attractions. The majority of respondents in this study were millennials and Generation X, who have prior knowledge about Bali tourism based on their previous experience visiting Bali. Interestingly, the study's findings do not align with the basic concept of SOR theory (stimulus-organism-response), where E-WOM serves as a stimulus that should influence tourist responses. Instead, the results suggest that the concept of value congruence theory may be an alternative concept to explain the findings, which emphasizes the fit between the image of a place and individual suitability.

This study's findings are consistent with several other studies, including Abiola-Oke's (2019) research in Nigeria, Sari et al.'s (2020) research in West Sumatra, and similar studies in Thailand, which all found that E-WOM had no significant impact on tourists' intention to revisit a destination. However, these studies suggest that E-WOM can still serve as a useful medium for promoting tourism. On the other hand, the study found that Travel Experience has a positive impact on tourists' intention to revisit Bali. This is supported by research conducted by Zhang and Buhalis (2018) in China, Sthapit et al. (2019) in Italy, and Li and Soutar (2021) in Western Australia, which all found that Travel Experience has a significant influence on tourists' intention to revisit a destination. The study's measurement of Travel Experience was based on several dimensions, including refreshment, involvement, knowledge, hedonism, novelty, meaningfulness, and local culture, with the knowledge dimension having the highest measurement indicator. This implies that gaining new cultural knowledge is an important factor in creating a memorable and repeatable Travel Experience. The study's findings suggest that Bali's unique cultural attractions, which are still firmly attached to the daily life of local people, can provide tourists with an interesting and memorable Travel Experience. This is particularly relevant to the study's respondents, who predominantly had a tour plan every two years and were therefore more likely to seek out new and interesting cultural experiences. In summary, Travel Experience is a suitable approach to increasing tourists' intention to revisit a destination, while E-WOM can be a useful tool for promoting tourism but may not always have a significant impact on tourists' intention to revisit a destination.

The study found that E-WOM has a positive effect on Destination Image, indicating that as the level of E-WOM increases, the positive perception of Bali as a tourist destination also increases. This is consistent with previous research conducted by Andriani et al. (2019), Nanggong and Mohammad (2020), and Yadav et al. (2021), which also found that E-WOM plays a crucial role in enhancing the Destination Image of tourist destinations. Additionally, the study found that Travel Experience has a positive impact on Destination Image, with the knowledge dimension having the highest measurement indicator. This aligns with prior research conducted by Shi et al. (2019), Hsu & Scott (2020), Lam et al. (2020), and Su et al. (2020), which all found that Travel Experience positively impacted Destination Image. Moreover, the study found that Destination Image has a positive impact on Revisit Intention, with the attraction dimension having the highest measurement indicator. This is consistent with previous research conducted by Ruhmak et al. (2021), Li et al. (2021), Chaulagain et al. (2021), and Wibawa (2021), which all found that Destination Image plays a crucial role in enhancing tourists' Revisit Intention. The study's findings suggest that E-WOM and Travel



Experience positively impact Destination Image, and that Destination Image in turn positively impacts Revisit Intention. The study's results provide important insights for tourism industry stakeholders seeking to enhance the appeal of Bali as a tourist destination and increase tourists' likelihood of returning for future visits.

The VAF test criteria utilized in this study indicated that Destination Image partially mediates the relationship between E-WOM and tourist Revisit Intention, implying that the increase in Revisit Intention cannot be attributed solely to the rise in E-WOM. Moreover, the study suggests that Destination Image may not be the only mediator affecting the connection between E-WOM and Revisit Intention, and other factors may act as mediators. The inclusion of the Destination Image variable as a mediator has impacted the direct relationship between E-WOM and Revisit Intention. Initially, the hypothesis test showed no direct impact of E-WOM on Revisit Intention, but with the inclusion of Destination Image as a mediator, there is evidence of partial mediation, supporting the hypothesis that Destination Image mediates the effect of E-WOM on Revisit Intention. This indicates that an increase in E-WOM leads to a higher level of Destination Image, which has a positive effect on enhancing tourist Revisit Intention. Tourists use the information obtained from E-WOM as a cognitive factor in forming their perception of a destination. Positive E-WOM reviews contribute to a favorable Destination Image, which, in turn, increases the likelihood of tourist revisits.

In previous studies, researchers have found that E-WOM has a positive impact on Revisit Intention, which is partially mediated by Destination Image. For instance, Utama and Giantari (2020) demonstrated this relationship at the Edelweiss Park Bali tourist attraction. Similarly, Farrukh et al. (2022) found that E-WOM has a positive effect on Revisit Intention among medical tourism tourists seeking competent health and medical practitioners in Asia. These studies indicate that E-WOM plays a significant role in not only disseminating information and promotions but also in shaping Destination Image, which in turn influences tourists' intentions to revisit. Regarding Travel Experience, the VAF test in the present study showed that Destination Image partially mediates the relationship between Travel Experience and Revisit Intention. This suggests that the rise in Revisit Intention cannot be solely attributed to Travel Experience and Destination Image, and other factors may also act as mediators. Furthermore, the results support the hypothesis that Destination Image mediates the effect of Travel Experience on Revisit Intention. As Travel Experience increases, Destination Image also increases, which can contribute to an increase in tourists' intention to revisit Bali. The SOR model is a widely used framework in consumer behavior research, which suggests that Travel Experience serves as a stimulus that influences tourists' interpersonal influence, while Destination Image shapes their perceptions and feelings, ultimately influencing their response through consumer behavior such as Revisit Intention. Positive Travel Experiences create affective evaluations of the destination, which form an individual's internal assessment and decision-making regarding future visits. These findings are consistent with Li et al.'s (2021) research on eco-tourism, which showed that Destination Image mediates the effect of Travel Experience on Revisit Intention among Chinese outbound tourists.

CONCLUSION

The study's findings lead to the following conclusions:

- E-WOM does not significantly affect Revisit Intention, suggesting that it does not play a significant role in domestic tourists' intentions to revisit Bali;
- Travel Experience has a significant positive impact on Revisit Intention, indicating that domestic tourists' intentions to revisit Bali increase as their travel experience becomes more positive;
- Positive E-WOM contributes to the formation of a positive Destination Image, as it has a significant positive impact on Destination Image;
- A positive Travel Experience also contributes to the formation of a positive Destination Image, as it has a significant positive impact on Destination Image;



- Destination Image has a significant positive impact on Revisit Intention, implying that domestic tourists' intentions to revisit Bali increase as their Destination Image becomes more positive;
- Destination Image partially mediates the influence of E-WOM on Revisit Intention, indicating that a positive Destination Image can partially mediate the impact of E-WOM on domestic tourists' intentions to revisit Bali;
- Similarly, Destination Image partially mediates the influence of Travel Experience on Revisit Intention, indicating that a positive Destination Image can partially mediate the impact of Travel Experience on domestic tourists' intentions to revisit Bali.

Overall, the findings suggest that Travel Experience and Destination Image play crucial roles in domestic tourists' intentions to revisit Bali, while E-WOM has a less significant impact on Revisit Intention. Additionally, Destination Image acts as a mediator between Travel Experience and E-WOM and Revisit Intention. The researcher's advice to those who have businesses related to tourism and to the Bali Provincial Tourism Office to increase the use of E-WOM not only as a promotional medium but also as a medium that can build Destination Image Bali. Future research can be carried out in different areas, at different times, with different respondents, adding variables and adding empirical evidence regarding E-WOM, Travel Experience, Destination Image, and Revisit Intention.

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