

## Strategy for Revisit Intention Saba Baduy Culture

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### ABSTRACT

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**Objective:** The purpose of this study was to examine the effect of Service Quality, Destination Image, and Local Wisdom on Revisiting Saba Baduy Culture with Electronic Word of Mouth as an intervening variable.

**Methodology:** This research was conducted using primary data, namely by distributing questionnaires online via Google form and disseminating through social media, namely Instagram, Line, and WhatsApp. The sampling technique used was purposive sampling. The population in this study was 115 respondents who were visitors to Saba Baduy spread across the Jakarta, Bogor, Bekasi, and Tangerang areas. The data was processed using Partial Least Square (Smart-PLS) version 3.2.9.

**Finding:** The Baduy people are very careful with their customs and protect the natural surroundings. As they are aware that they live with nature and coexist with nature. The original Baduy tribe consists of the Inner Baduy and Outer Baduy. The Baduy tribe still maintains traditions, and customs and is anti-modern in terms of clothing, lifestyle, and others.

**Conclusion:** An interesting conclusion found that when stakeholders build adequate infrastructure, this becomes something that does not reflect the authenticity of Baduy culture itself. On the other hand, tourists who want to return to the Baduy Traditional Villages since they want to experience nature which is still beautiful and serene, see the unique culture and local wisdom which is still very traditional, and experience the lifestyle of the Baduy people without modernization as it is seen as unique and interesting.

**Keywords:** Service Quality, Destination Image, Local Wisdom, Electronic Word of Mouth, Revisit Intention

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## INTRODUCTION

Tourism is a sector that can help support economic development. Tourism also plays a role in socio-cultural development and promotes the nation's image abroad. Indonesia's tourism sector as a country with various natural and cultural beauties consisting of numerous islands, hundreds of races, and ethnic groups, has great natural tourism potential. This sector is expected to be the largest revenue earner. Cultural tourism is one type of tourism activity that uses culture as its object. This type of tourism is distinguished from other special interests, such as nature tourism, historical tourism, and adventure tourism. The attractiveness of cultural tourism lies in the lifestyle, values, and beliefs that are firmly held by customs or tourists who need other cultural experiences that have never been encountered (Asih et al., 2020; Rohman et al., 2020; Ramli and Soelton, 2018). One reason for the increasing interest in cultural tourism is the longing for cultural values that are still strong, such as religious values, art, language, and lifestyles that are different from those of modern tourists. Cities that are experiencing modernization have led to the desire for tourists to return to seek cultural values and local wisdom so it is predicted that the era of a culture-based creative economy will dominate the future (Uno et al., 2020; Rohman et al., 2020; Soelton et al., 2021).

Banten province has the highest number of tourist attractions, namely historical and cultural tourist attractions with a total of 591 attractions. This proves that the potential for historical and cultural tourist attractions in Banten province is very large and has the potential to be further developed. Cultural tourism attractions are in great demand by domestic tourists because most tourists are looking for a tourist attraction that is new and does not exist in their area, such as traditions, arts, traditional ceremonies, and local community wisdom which differs from one culture to another. Tourism villages are rural areas that have certain characteristics which are then packaged nicely to attract visitors. These characteristics are the goal of attracting the interest of the visitors themselves. Community empowerment (empowerment) as a community-rooted development model is an effort to increase the dignity of people who are still trapped in poverty and underdevelopment. From the point of view of implementation, community empowerment is not merely an economic concept but implicitly implies the upholding of economic democracy (economic activity that is from the people, by the people, and for the people) (Hussain et al., 2023; Kanwel et al., 2019; Khoo, 2022; Supaprawat, 2021; Torabi & Bélanger, 2021; Wang et al., 2023; Setini et al., 2020; Puspaningrum, 2021; Asih et al., 2020).

One of the famous tourist villages frequented by tourists is the Baduy tourist village or now called the Baduy cultural Saba. According to a representative of the Baduy tribe Uday Suhada during the visit of the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) to Kanekes Village, the Baduy tribe plans to change the term Baduy Cultural Tourism to Baduy Cultural Saba. Saba means hospitality, mutual respect between each other's customs, and mutual care in protecting the values that develop and live for the local community and people who come to visit. (kompas.com). The Baduy people care about their customs and their natural surroundings since they realize they live by nature and side by side with nature. The original Baduy tribe consists of the inner Baduy tribe and the outer Baduy tribe. The Baduy tribe still maintains traditions, and

customs, and is anti-modern in terms of dress, lifestyle, and others. Meanwhile, the outer Baduy tribe still maintains traditions and customs but is already able to interact with people from outside the Baduy tribe. Outer Baduy or urang penamping who live to the north of Kenakes, number around 7000 people who live in 28 villages and 8 village children.

The inner Baduy people are the Baduy people who live in three villages, namely Cibeo, Cikartawana, and Cikeusik villages. The inner Baduy tribe still maintains traditions, and customs and is anti-modern in terms of dress, lifestyle, and others. They wear white clothes with white headbands and carry machetes. The clothes of the Baduy tribe are not even buttoned or collared. Uniquely, everything that the Baduy tribe uses is the result of their production. Usually, the women are in charge of making it. The Baduy tribe is prohibited from wearing modern clothes. In addition, every time they travel, they do not use a vehicle or even wear shoes and travel in small groups of 3-5 people. They are prohibited from using technological devices, such as cell phones and TVs. The number of visits by domestic tourists and foreign tourists visiting the Baduy Traditional Village is relatively fluctuating and unstable. The increase in the number of domestic tourists in 2018 amounted to 21,316, previously in 2017 it was 19,168 or an increase of around 11.21%, but in 2019 there was a very significant increase to 42,174, 2018 it was 21,316 or an increase of 97.85%. However, it experienced an increase again in 2020, namely to 20,319, or a decrease of around 51.82%.

Previous research by Hossain et al., (2019) explored the relationship between Electronic Word of Mouth promotions, service quality, tourist satisfaction, and visitor loyalty to tourist attractions in China. This research uses data from 443 questionnaires given by tourists in China. This research reveals that electronic word of mouth (eWOM) has a positive effect on tourist satisfaction and loyalty to tourist destinations in China. This research highlights the importance of eWOM promotion, service quality, tourist satisfaction, and sustainable tourism practices in increasing visitor loyalty and developing tourism. Wang et al., (2023) research analyzes 178 articles from 11 leading academic journals published between January 2012 and April 2023. Destination image research is still an important topic in tourism studies but needs further attention, especially in the exploration of e- picture. Hussain et al., (2023) note the results of this research reveal that four main factors have a positive influence on eWOM communication: reciprocity, relationship strength, trust, and service quality interactions. Torabi & Belanger (2021) focuses on the influence of service quality and electronic word-of-mouth (eWOM) on customer satisfaction in higher education, as well as the impact of customer satisfaction on word-of-mouth (eWOM). This research can help universities improve relationships with students and utilize social media as a tool to promote their image among prospective students.

Kanwel et al., 2019 on DI eWOM, examines the relationship between Destination Image (DI), Electronic Word of Mouth (eWOM), Tourist Satisfaction (TS), Tourist Loyalty (TL), and Intention to Visit (IV) in Pakistan. Improving destination image and promoting eWOM are key steps to improve Pakistan's tourism industry and attract more tourists to the country. With the right actions and cooperation between stakeholders, Pakistan's tourism has the potential to grow and improve its reputation at the international level. Culic et al., (2021) focus on exploring the relationship between destination attractiveness factors, visitor satisfaction, destination image, and intention to revisit new destinations or newcomers with Serbia as the case study. Key and impressive findings found a direct positive impact of destination attractiveness factors (including Tourism

Infrastructure and Accessibility, Hospitality and Services, Socio-Safety-Economic Values, Destination Facilities, and Active Family Destinations) on visitor satisfaction, destination image, and revisit intention.

In research conducted regarding repeat visit intentions and e-WOM, the author focuses on the uniqueness of Saba Baduy by highlighting the competition between the tight development of competitive destinations. Many quality tourism destinations fail to compete because destination managers pay less attention to tourist behavior in order to be able to compete which does not create the intention to visit the destination again.

The problem of low levels of interest in visiting foreign tourists is interesting to study as it is the answer to the increasing growth of tourist destinations and requires management to carry out appropriate strategies and innovations in order to increase visitor interest in returning. Low interest in visiting visitors will affect the level of tourist visits and reduce the profitability of tourism objects. The impact of the low interest in visiting tourists again can affect increasing complaints, criticism, negative word of mouth, intention to leave, affecting the image of the destination, and companies must invest greater effort and longer time to change images and attitudes (Viet et al., 2020; Kanwel et al., 2019; Khoo, 2022; Supaprawat, 2021; Torabi & Bélanger, 2021; Wang et al., 2023; Kuo, 2013). The decline in tourist visits to the Baduy is due to poor road infrastructure and the lack of facilities around the border of the Baduy area. Currently, the local government has built a concrete road to the Baduy area to boost cultural tourism visits. In addition, promotions for Baduy traditional culture are optimized through exhibitions and the media. So far, tourist visits to the Baduy area have not been increasing, especially tourists from abroad. With the background description and the previous research findings described above. The researcher wants to know the factors that influence tourists' interest in visiting again. Therefore, the researcher is interested in researching Interest in Returning to Saba Baduy Culture.

## **LITERATURE REVIEW**

### **1. Revisit Intention**

Revisit intention is tourist behavior where tourists respond positively to tourist areas they have visited they encourage further visits (Wu et al. 2017). According to Ting and Thurasamy (2016), a good tourist attraction can create a positive impression for tourists so that it creates a revisit intention at a later time.

### **2. Service Quality**

Service quality can be said as a comparison that is desired or expected by tourists before and after visiting a tourist attraction. The smaller the gap or difference, the higher the quality of services provided and vice versa (Lukuhati et al., 2013; Wiratini et al. 2018). Thus, the quality of service is intended to meet consumer desires as expected. Service quality is able to influence customer satisfaction which in turn triggers repeat purchases (Devi and Untoro, 2019). Wiratini et al. (2018) argued that service quality can be grouped into five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles.

### **3. Destination Image**

Destination image is a tourist's general impression of a destination which includes beliefs, knowledge, feelings, global impressions, or an affective image of a tourist destination (Chaulagain et al., 2019). According to Hanif, et al (2016), Destination image is a belief/knowledge about a destination and what tourists feel while traveling. Added by Rahayu et al., (2023), a Destination image is a visual and mental impression that a person builds towards a location or experience. Another factor so that the development of tourist destinations is in accordance with what is needed by tourists is by paying attention to matters that affect tourist satisfaction.

### **4. Local Wisdom**

According to Darmadi (2018), local wisdom is an idea, value, or view of a place that has wisdom and values that are embraced or trusted by the community and have been followed for generations. Andari et al., (2020) show that local wisdom values that can be used as tourist attractions are village celebrations, cultural festivals, nature tourism, and community life which have educational value.

### **5. Electronic Word of Mouth**

According to Doi & Hayakawa (2020), E-WOM is online communication about products or services. Online reviews by consumers which are analogous to EWOM can be interpreted as the result of a product evaluation that has been downloaded by the company site or the third-party site (Wardhani and Chen, 2021). E-WOM allows the sharing of information without face-to-face interaction and is not geographically bound (E. Kim et al., 2014). Meanwhile, according to Ahmad et al., (2019), E-WOM is a channel used to communicate with other people who provide negative and positive feedback about products and services. According to Supriadi et al., (2021), every consumer can provide or receive information on positive and negative reviews from those who have made transactions.

## **HYPOTHESIS AND CONCEPTUAL FRAMEWORK**

### **1. Relationship between Service Quality and Electronic Word of Mouth**

Service quality can be said as a comparison that is desired or expected by tourists before and after visiting a tourist attraction. The smaller the gap or difference, the higher the quality of services provided and vice versa (Lukuhati et al., 2013; Wiratini et al. 2018). Research conducted by (Hefri and Yuliana, 2021; and Dewa, 2019; Soelasih and Sumani, 2019) states that service quality has a positive and significant effect on Electronic Word of Mouth. Based on the summary of the theory and previous research that has been stated above, the following hypotheses can be proposed:

H1: Service Quality generates a positive impact on Electronic Word of Mouth.

### **2. Relationship between Destination Image and Electronic Word of Mouth**

Destination image is a tourist's general impression of a destination which includes beliefs, knowledge, feelings, global impressions, or an affective image of a tourist destination (Chaulagain et al., 2019). Research conducted by (Dewa, 2019; Mulyati, Yofina, Haryeni, and Masruri., 2018; Suwarduki Ratnaningrum Puspa, et al., 2016) states that destination image has a positive and significant effect on Electronic Word of Mouth. Based on the summary of the theory and previous research that has been stated above, the following hypotheses can be proposed:

H2: Destination Image generates a positive impact on Electronic Word of Mouth.

### **3. Relationship between local wisdom and Electronic Word of Mouth**

Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local people in responding to various problems in meeting their needs. Etymologically, local wisdom consists of two words, namely wisdom and local. Other names for local wisdom include local knowledge and local genius Muclisinriadi (2017). Based on the summary of the theory that has been stated above, the following hypotheses can be proposed:

H3: Local Wisdom generates a positive impact on Electronic Word of Mouth.

### **4. Relationship between Service Quality and Revisit Intention**

Service quality can be said as a comparison that is desired or expected by tourists before and after visiting a tourist attraction. The smaller the gap or difference, the higher the quality of services provided and vice versa (Lukuhati et al., 2013; Wiratini et al. 2018). Research conducted by (Gultom, et al, 2021; Akhmad, et al, 2020; Dina, et al., 2020; Mega, et al., 2020; and Marpaung, 2019) states that service quality has a positive and significant effect on the intention to return. Based on the summary of the theory and previous research that has been stated above, the following hypotheses can be proposed:

H4: Service Quality generates a positive impact on Revisit Intention.

### **5. Relationship between Destination Image and Revisit Intention**

Destination image is a tourist's general impression of a destination which includes beliefs, knowledge, feelings, global impressions, or an affective image of a tourist destination (Chaulagain et al., 2019). It is important to ensure that the image of the destination is appropriate to be able to encourage tourist behavior (Supryadi, et al., 2022). Research conducted by (Akhmad, et al., 2020; Budi and Nursamsu, 2020; and Iranita and Putri A., 2019) states that destination image has a positive and significant effect on tourists' intention to revisit. Based on the summary of the theory and previous research that has been stated above, the following hypotheses can be proposed:

H5: Destination Image generates a positive impact on Revisit Intention.

### **6. Relationship between Local Wisdom and Revisit Intention**

Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local people in responding to various problems in meeting their needs. Etymologically, local wisdom consists of two words, namely wisdom and local. Other names for local wisdom include local knowledge and local genius, Muclisinriadi (2017). Research conducted by (Sholachudin, 2019) states that local wisdom has a positive and significant effect on revisit intention.

H6: Local Wisdom generates a positive impact on Revisit Intention.

### **7. The role of Electronic Word of Mouth in mediating the influence of Destination Image on Revisit Intention**

According to Doi & Hayakawa (2020), E-WOM is online communication about products or services. E-WOM allows the sharing of information without face-to-face interaction and is not

geographically bound (E. Kim et al., 2014). Research conducted by (Iriobe & Abiola, 2019; Listyowati & Zakky, 2018; Supryadi & Sutanto, 2018) states that Electronic Word of Mouth has a positive and significant effect on revisit intention

H7: Electronic Word of Mouth can mediate the Influence of Destination Image on Revisit Intention.

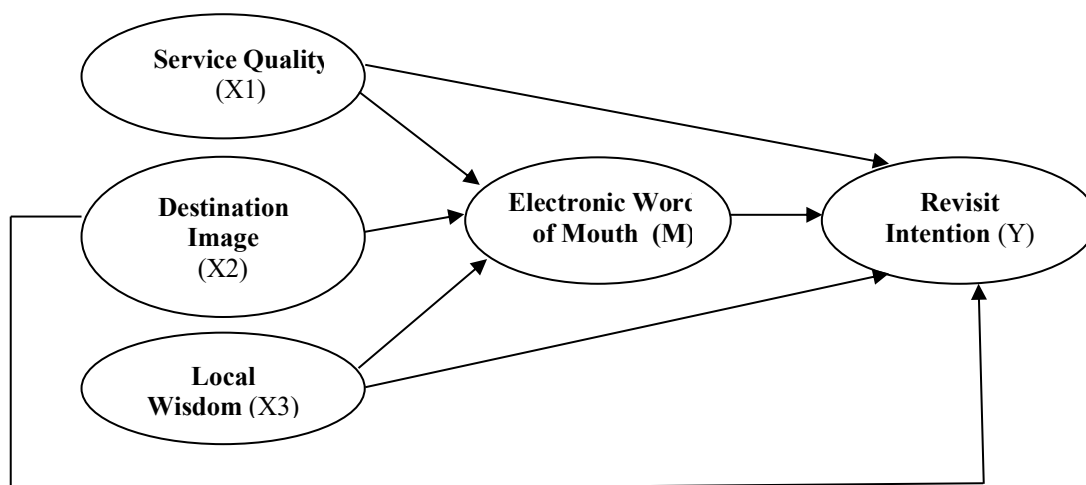


Figure 1  
Conceptual Framework

## METHODOLOGY

Research design begins with identifying problems at the research location, formulating the problem, and developing a basic theory to strengthen the foundation of each variable. The sampling technique in this research is the characteristics of the existing population and the aim of this research. This sampling method is non-probability with a purposive sampling technique. The non-probability method was chosen because the population size is unknown. Meanwhile, the purposive sampling technique was chosen based on the consideration of certain research analysis units with certain criteria and aims to direct the selected samples according to the research objectives (Abdillah & Jogyanto, 2015). The population in this study was 115 respondents who were visitors to Saba Baduy spread across the Jakarta, Bogor, Bekasi, and Tangerang areas.

An online questionnaire with a Likert scale was used to collect primary and secondary data. The items for each variable were adapted from previous research, apart from the mediator and dependent factors with slight modifications (Hossain et al., 2019; Hussain et al, 2023; Wang, 2023; Soelton., 2020). Revisit Intention is the measured intention to recommend, the intention to revisit. Electronic word of mouth was evaluated using platform assistance, concern for others (concern for others), expressing positive feelings, seeking advice, and helping the company. Service quality is measured using tangible indicators (real evidence of physical facilities, tourist attraction employees, and tourist attraction locations. Destination Image is measured using the indicators cognitive destination image, unique destination image, and affective destination image. Local Wisdom is measured by local knowledge, local values, local skills, natural resources, making mechanisms, local solidarity decisions, and local groups.

The questionnaire was tested for reliability and validity before use. Structural equation modeling (SEM) can be used in social science investigations to analyze econometric and psychometric results as it causally evaluates additive models that have been theoretically verified (Haenlein & Kaplan, 2004; Statsoft, 2013). PLS-SEM (Partial Least Square Structural Equation Modeling) data analysis has advantages and disadvantages, particularly regarding the assumption and consequent fit statistics, and is based on the Covariance Approach SEM (CB-SEM) and PLS-SEM. For CB-SEM to be utilized, the following criteria are required: 1) a large sample size; 2) normally distributed data; 3) reflective construct indicators; and 4) trigger factors (errors) that arise when the program fails to produce results due to the lack of identifying the model (Reinartz et al., 2009; Sarstedt & Hwang, 2020). While PLS-SEM can overcome this constraint by creating intricate models of causal links with latent variables. It is resistant or immune to multivariate statistics that simultaneously manage numerous explanatory and response variables (Ramzan & Khan, 2010).

## RESULTS AND DISCUSSION

### 1. Results

According to Table 1 below which summarizes the data processing findings, 47 (40.9%) of the 115 respondents were female and 68 (59.1%) were male. The biggest percentage of responses, 31 (27.0%) were between the ages of 38 and 47, and the lowest percentage, 19 (16.5%) were over the age of 48. The last level of education was Employees as many as 62 (52.9%) respondents while the few respondents with another level were 13 (11.3%) respondents.

**Table 1.** Respondents characteristics

No.	Gender	Age's	Education Level
1.	Female = 47 (40.9%)	18 – 27 = 22 (19.1%)	Senior High School = 16 (13.9%)
2.	Male = 68 (59.1%)	26 – 37 = 43 (37.4%)	College Student = 24 (20.9%)
3.		38 – 47 = 31 (27.0%)	Employee = 62 (53.9%)
4.		>48 = 19 (16.5%)	Other = 13 (11.3%)

Sources: Process Data

**Table 2.** Model Goodness of Fit

Variable	Ave	Composite Reliability	Cronbach Alpha's	R-2
Destination Image	0.693	0.931	0.911	
Electronic Word Of Mouth	0.634	0.896	0.855	0.827
Local Wisdom	0.681	0.928	0.906	
Quality Service	0.749	0.900	0.833	
Revisit Intention	0.803	0.890	0.754	0.729



The structural model indicates that the model for the Electronic Word of Mouth variable and the interest in returning visit variable can be said to be strong because it has a value above 0.67. The model of the influence of independent latent variables (service quality, destination image, and local wisdom) on electronic word of mouth gives an R-square value of 0.827 which can be interpreted as the variability of the electronic word of mouth construct which can be explained through the variability of the constructs of service quality, destination image, and local wisdom that to 82.7% while 17.3% was explained by other variables outside those studied. Return intention has an R-Square value of 0.729 where it can be interpreted that the variability of the Interest in Returning construct can be explained by the variability of the constructs of service quality, destination image, local wisdom, and electronic word of mouth being 72.9% while 27.1% is explained by other variables outside researched.

**a) The Goodness of Fit Model Test Results**

Testing the Goodness of Fit Structural model on the inner model uses a predictive-relevance value ( $Q^2$ ). The Q-square value is greater than 0 (zero) indicating that the model has a predictive relevance value. The R-square value of each endogenous variable in this study can be seen in the following calculations:

The predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R_1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0.827)(1 - 0.729)$$

$$Q^2 = 1 - (0.173)(0.271)$$

$$Q^2 = 0.9531$$

The results of the calculation above show a predictive-relevance value of 0.9531 which is greater than 0 (zero). It means that 95.31% of electronic word of mouth and revisit intention (the dependent variable) are explained by the independent variables used. Thus, the model is said to be feasible to have relevant predictive value.

**b) Hypothesis Testing Results**

**Table 7**  
**Hypothesis Testing Results**

	Original Sample	Standard Deviation	T-Statistics	P Values	Description
Service Quality → EWOM	0.396	0.122	3.249	0.000	Positive – Significant
Destination Image → EWOM	0.361	0.096	3.770	0.000	Positive – Significant

	Original Sample	Standard Deviation	T-Statistics	P Values	Description
Local Wisdom → EWOM	0.488	0.089	5.497	0.000	Positive – Significant
Quality Service → Revisit Intention	0.379	0.106	3.592	0.000	Positive – Significant
Destination Image → Revisit Intention	0.282	0.102	2.766	0.025	Positive – Significant
Local Wisdom → Revisit Intention	0.132	0.145	0.909	0.364	Not significant
Destination Image → EWOM → Revisit Intention	0.307	0.132	2.325	0.020	Mediation

Source: PLS Output, 2022

## DISCUSSION

### 1. The Influence of Service Quality on Electronic Word of Mouth

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 3,249, an original sample value of 0,396, and a P value of 0,000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, these results indicate that service quality has a positive and significant effect on electronic word of mouth.

Service quality can be said as a comparison that is desired or expected by tourists before and after visiting a tourist attraction. The smaller the gap or difference, the higher the quality of service provided and vice versa. Thus, service quality is aimed at fulfilling consumer desires as expected. The better the quality of service provided by a company will be able to shape consumer behavior to create profitable electronic word of mouth for the company. If the quality of the services provided does not meet consumer expectations, electronic word of mouth will not be created or consumers will do negative electronic word of mouth. Negative information will be spread to more people with a high level of intensity and detail. This is due to someone not wanting other people to get or experience bad things like what has been experienced by these customers. This research is in line with Viet et al., 2020; Culi'c et al., 2021; Hefri and

Yuliana (2021) which found that service quality had a positive and significant effect on electronic word of mouth.

## 2. The Influence of Destination Image on Electronic Word of Mouth

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 3,770, an original sample value of 0,361, and a P value of 0,000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, this result indicates that the image of the destination has a positive and significant effect on electronic word of mouth.

Destination image is an integrated concept as an interactive system of thoughts, ideas, sensations, dreams, and intentions. In short, destination image can be defined as aspects of tourists' beliefs, views, and impressions of a place. Destination image is the interpretation of evaluation results and consumer emotions as a result of two components, namely cognitive image and affective image. Cognitive image refers more to consumer knowledge while affective image refers more to feelings towards a particular object. A good image of a tourist destination makes a positive contribution to the development and progress of the tourism object in question. In this case, Saba Baduy Tourism has provided good facilities and infrastructure, good physical quality of supporting facilities, and the friendliness of the manager and the people of the area of tourist visits creates a good image of a tourist destination for tourists. The ability to carry out good management of tourist destinations will contribute to positive electronic word of mouth. The better the image of a tourist destination, the more intense electronic word of mouth will be (Hossain et al., 2019; Hussain et al., 2023; Kanwel et al., 2019).

## 3. The Influence of Local Wisdom on Electronic Word of Mouth

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 5,497, an original sample value of 0,488, and a P value of 0,000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, these results indicate that local wisdom has a positive and significant effect on electronic word of mouth.

Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local people in responding to various problems in meeting their needs. Etymologically, local wisdom consists of two words, namely wisdom and local. Other terms for local wisdom include local wisdom, local knowledge, and local intelligence. The better the tourists' assessment of the local wisdom in the community, the more they feel a friendly community, being obedient to customary rules, helping tourists, and being honest with tourists which tends to increase electronic word of mouth towards destinations in Saba Baduy. (Khoo, 2022; Supaprawat, 2021; Torabi & Bélanger, 2021; Wang et al., 2023).

## 4. The Influence of Service Quality on Revisit Intention

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 3,592, an original sample value of 0,379, and a P value of 0,000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, this result indicates that service quality has a positive and significant effect on revisit intention.

Service quality is an effort to fulfill consumer needs and desires as well as the accuracy and method of delivery to meet customer expectations. The impression of the quality of service received by tourists will influence the behavior of tourists who come. The more satisfying the quality of service received by tourists, the more tourists will be attracted to visit again. The comfort and cleanliness of the place which is always maintained at all times by the manager has provided the best possible service so that tourists feel like visiting Saba Baduy again. The quality of service affects the experience that will be felt by tourists, if tourists get a pleasant experience, the tourists will return in the future. Conversely, if tourists have an unpleasant experience, they will not come to visit again.

The results of this study are in accordance with research conducted by Viet et al., 2020; Culić et al., 2021; Torabi & Bélanger, 2021; Wang et al., 2023; Marpaung (2019); Dina and Ery (2020); Sukmin, et al. (2020); Mega, et al (2020) which states that service quality has a positive and significant effect on revisit intention.

#### 5. Effect of Destination Image on Revisit Intention

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 2,766, an original sample value of 0,282, and a P value of 0,025. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, this result indicates that the image of the destination has a positive and significant effect on revisit intention.

A destination image is a belief or knowledge about a destination and what tourists feel during their trip. The concept of destination image is the self-expression of all the objective knowledge, prejudices, imagination, and emotional thoughts of an individual or group about a particular location. An image is not formed by itself but by one's perception of an object. The formation of the image of a tourist destination comes from advertising, word of mouth, visits to tourist destinations, experiences formed from tourist destinations, and satisfaction with visits to destinations. The better the destination image and the better the impression it conveys to visitors, the more impact it will have on the revisit intention of the tourist.

The results of this study support research conducted by Kanwel et al., 2019; Khoo, 2022; Supaprawat, 2021; Akhmad, et al. (2020); Verrisa and Naili (2016); Budi and Nursamsu (2020); Iranita and Putri (2019) which state that destination image has a positive and significant effect on revisit intention.

#### 6. The Influence of Local Wisdom on Revisit Intention

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 0.909, an original sample value of 0.132, and a P value of 0.364. The T-statistic value is smaller than the T-table value of 1.96, the original sample value shows a positive value, and the P values show a value greater than 0.05, this result indicates that local wisdom has no significant effect on revisit intention.

The results of this study indicate that local wisdom that occurs in Saba Baduy tourism does not influence the attitude of revisit intention to tourists. Visitors feel that although the local wisdom in the tourist attractions of Saba Baduy is very good or bad, it does not make them interested in coming for a tour. Visitors consider other factors besides local wisdom which can make them

interested in visiting again. Another conclusion is if tourists are already interested in the Saba Baduy Tourism location, they will still make return visits to tourist attractions and will not think too much about the local wisdom around them. (Viet et al., 2020; Culić et al., 2021; Hossain et al., 2019; Hussain et al., 2023; Wang et al., 2023)

#### 7. The Effect of Electronic Word of Mouth on Revisit Intention

Based on the hypothesis testing in this study, the results obtained were a T-statistic value of 2.325, an original sample value of 0.307, and a P value of 0.020. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P values show less than 0.05, this result indicates that electronic word of mouth has a positive and significant effect on revisit intention.

Electronic word of mouth is a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other and have never met before. Electronic word of mouth refers to negative or positive statements made by potential customers, actual customers, or customers who have used products or services in business through social media. If the information disseminated through social networks is good then the intention to return will increase. Conversely, if the information disseminated has negative points then the revisit intention will decrease.

The results of this study support the research conducted by Supaprawat, 2021; Torabi & Bélanger, 2021; Wang et al., 2023; Reza and Okki (2021) which states that electronic word of mouth has a positive and significant effect on tourists' revisit intention.

## CONCLUSION

In conclusion, this study highlighted how Service quality, destination image, and local wisdom have a significant positive effect on electronic word of mouth for Saba Baduy tourism visitors. Service quality and destination image have a significant positive effect on the intention to return to Saba Baduy tourism visitors while local wisdom is not significant to the intention to visit again.

However, this is in contrast to electronic word of mouth which can mediate Destination Image which has a significant positive effect on the intention to revisit Saba Baduy Tourism visitors. This means that the better the electronic word of mouth that is spread through social networks, the better the image of the destination will increase the interest in visiting again for visitors. The better the implementation of existing service quality, the better the electronic word of mouth that is disseminated will also be able to attract potential visitors to revisit Saba Baduy Culture.

An interesting conclusion notes when stakeholders build adequate infrastructure, it becomes something that does not reflect the authenticity of Baduy culture itself. On the other hand, tourists who want to return to the Baduy Traditional Village state they want to experience nature which is still beautiful and serene, see the unique culture and local wisdom which is still very traditional, and experience the lifestyle of the Baduy people without modernization. This is unique and interesting where an experience that is memorable for tourists is for those tourists to remember this experience to be remembered again and become a driving force for tourists' intention to visit the Baduy Traditional Village again and not due to developments in facilities

and infrastructure which reduce the experience gained by tourists in the Traditional Village Baduy.

## SUGGESTION

Suggestions that are taken into consideration for Saba Baduy Tourism managers as well as for further researchers, Saba Baduy Tourism managers can make maintenance schedules for environmental care, create an appropriate administration system, provide periodic training to administrators in serving visitors, and create an attractive bonus promo information system so that more visitors are interested in traveling in Saba Baduy.

Improving the quality of the tourist attraction as a whole. Professional tourism object management will contribute to increasing electronic word of mouth through tourist attraction postings on social media. As the manager needs to promote the destination image of a tourist attraction and meet the needs of tourists related to visits to a tourist attraction. The way that can be done is to improve and enhance the physical facilities and services provided.

Tourism Saba Baduy Culture continues to be preserved which later can also be a means of education and transfer of knowledge besides that with local wisdom, it will bring tourists to be able to respect and appreciate the culture and ancestral values of the community while providing or publishing good and complete visitor behavior guidelines on the sites existing website. Updating information regularly on existing official social media accounts will also be needed so visitors will be stimulated to make a return visit to Saba Baduy.

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