

REVISIT INTENTION TO DESTINATION IMAGE, EWOM, AND DESTINATION PERSONALITY: KUTA BEACH BALI, INDONESIA

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Abstract – Tourism in Bali is magnificent in the eyes of the international world. This beautiful island could attract millions of tourists both foreign and domestic. However, Bali recently has caught both national and international attention due to the huge amount of accumulation of marine litters that were frequently accumulated in the touristic area of the island especially in Kuta Beach Bali. Therefore, in this study, the author did research in regards to know what factors affect tourist's intention to spend their time in Bali. The objectives of this research are (1) to analyze the influence of destination image towards tourists' intention to revisit the destination (2) to analyze the influence of eWOM towards tourists' intention to revisit the destination (3) to analyze the influence of destination personality towards tourists' intention to revisit the destination. This type of research is quantitative *ex post facto*. The research sample was 129 tourists who had visited Kuta Beach Bali, Indonesia. Through the path analysis from PLS for version 3.0, it can be concluded that (1) the destination image has a positive and significant positive effect on revisit intention (2) eWOM has a positive and insignificant effect on revisit intention (3) the destination personality has a positive and significant effect on revisit intention. The implication of the results of the research are that efforts must be made to establish the destination reputation through overseeing the waste in tourist sites that could affect the destination itself.

Keywords: destination image, eWOM, destination personality, revisit intention

INTRODUCTION

The Republic of Indonesia is the largest island complex in the world, comprised of over 3000 islands on both sides of the equator between Asia and Australia. The large islands are Java, Sumatra, Sulawesi and Borneo. The islands are predominantly mountainous but extremely fertile. It abounds in natural resources-primarily rubber and oil. The islands should be and are becoming a great tourist attraction internationally. It offers lush tropical scenery, gorgeous beaches, terraced rice fields, Buddhist and Hindu temples and shrines, exotic dances and music and friendly people. International tourism in Indonesia has changed since the increase in the number of direct international flights to Bali. The impressive growth in Bali's international involves a shift in nationality, orientation, and spending of its direct arrivals. Bali is attracting lower-spending tourists who are choosing economy accommodations that are suited to their holiday plans as well as higher-spending visitors. Bali has become the primary tourist attraction of Indonesia (Gibbons & Fish, 1989).

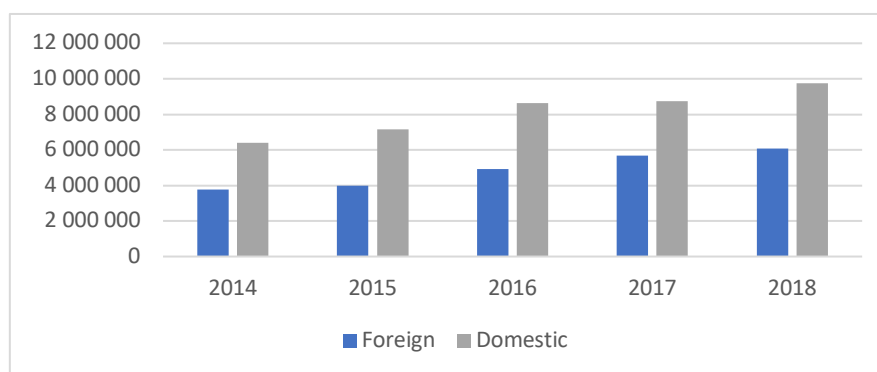


Figure 1. Visitors to Bali, 2014 – 2018

Bali is one of the famous tourist attractions in Indonesia. Many local and foreign tourists come. The beauty of the island of Bali that makes them arrive. The number of tourist arrivals has increased from year to year, the following data shows the increasing in the arrival of tourists from 2014 to 2018 (Untari, 2019). Based on data obtained at Central Bureau of Statistics from 2014 – 2018, the total foreign visitors are from 3.766.638 – 6.070.473. In the other hand, there are 6.394.307 – 9.757.991 of domestic visitors who traveled to Bali. In this growth context, the improvement of the competitive position of destinations is a very important factor to take into account when planning a tourism sector in a sustainable manner (Lozano-Oyola et al., 2019). Tourism development and management would encounter a multitude of significant sustainability-related challenges for policy-makers and planners. In fact, the challenge of sustainable tourism is to mitigate the negative impacts by enhancing the tourism's benefits into the right directions. Other pressing challenges may include high energy consumption, food waste, and overall waste management (Pan et al., 2018).

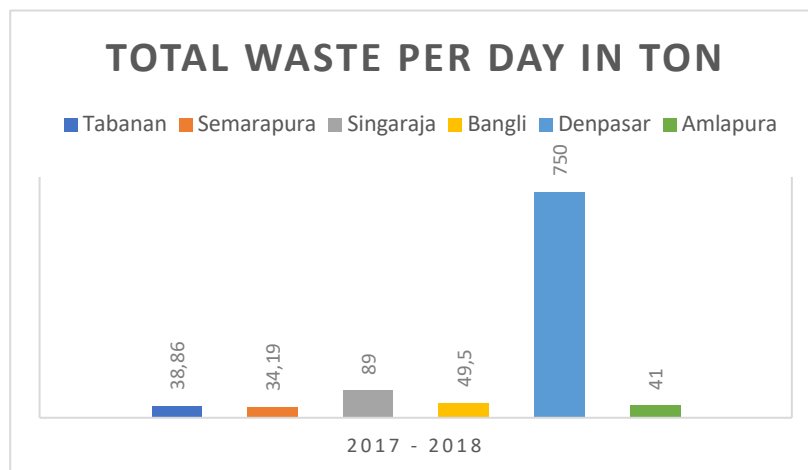


Figure 2. Total Waste per Day in Bali 2017 – 2018

Kuta Beach Bali is one of world tourist destinations for the beach, cultures and water sports in Bali. However, Bali recently has caught both national and international attention due to huge amount accumulation of marine litters that were frequently accumulated in the touristic area of the island. During Northwest Monsoon Season (or simply west monsoon season), Kuta Beach has turned to be a “dumping area” of marine litters and lasted for months. In the past, the typical marine litters were dominated by woods or other organic-type litters which can be re-used by the villagers of Kuta. In recent times, the deposited marine litters were dominated by plastic-based materials disturbing the tourism industry and damaging the ecosystem (Husrin et al., 2017). Based on data obtained at National Waste Management Information System, every city in Bali has high total waste per day. However, Denpasar has the biggest total waste in Bali, it has reached 750 ton per day. It is supported by some online reviews from tourists who have travelled Bali especially Kuta Beach. From some reviews on TripAdvisor website, it shows that there are tourists who disappointed with the condition in Kuta Beach Bali, Indonesia. In recent times, it is dominated with plastic waste which ruining the beautiful of the beach itself. However, a lot of tourists from around the world still want to visit Bali especially Kuta Beach.

Kuta Beach Bali is a world-famous destination which has been suffering from waste for years. However, aside from everything about waste and poor reviews, there are actually interesting facts about Bali. The total number of the tourist who travel to Bali is increased in each year. Therefore, to find out what most things that make tourists travel to Bali, the author conducted pre-survey to the visitors who have been in Bali especially Kuta Beach. There are 22 respondents who have been in Bali to filled out the pre-survey questions. Based on the data from pre-survey result that author has conducted, there are 3 questions which has highest percentage for the result. First question is related with destination image. Second question is related with eWOM. Third question is related with destination personality. The author chose the 3 variables to develop this research.

Table 1. Pre-Survey

No.	Question	Yes	No
1.	From my perspective, Bali has a good destination image	100%	-
2.	I want to revisit Bali because I had a good experience from my last trip there	90,9%	9,1%
3.	My friend group influences me to revisit Bali	72,7%	27,3%
4.	The tourist sites are attractives to visit	90,9%	9,1%
5.	I want to revisit Bali because it has value for money	86,4%	13,6%
6.	Online reviews (on Instagram, Youtube, Facebook, etc) influence me to revisit Bali	95,5%	4,5%
7.	From my perspective, Bali has exciting, cool, friendly, and charming destination personality	100%	-

LITERATURE REVIEW

The literature review in this study explains 3 independent variables which are destination image, eWOM, and destination personality. Also 1 dependent variable which is revisit intention will be explained.

Destination Image

There have been numerous attempts to define Tourism Destination Image, however, due to its subjective and immaterial character, providing a precise definition remains a difficult task and no consensus has been reached yet. Among the most used definitions are: "TDI is the sum of beliefs, ideas and impressions that a person has of a destination", "the perceptions of individual destination attributes and the holistic impression made by the destination" and "an individual's mental representation of knowledge, feelings and global impressions about a destination" (Coma-cros, 2018). The image of a destination is considered to be a key determinant that has a relationship with the way tourists make decisions to select destinations they intend to spend their vacations. The concept of destination image can be facilitated by the strengths of a destination in the mind of potential tourists. A number of studies have defined destination image as an individual's overall perception of a destination and it has been identified to have a significant influence on decision-making (Kani et al., 2017).

Destination image broke down into several indicators, which have been determined to be valid and reliable based on research of Marti (2004) and Bagus & Utama (2015). The indicators are tourism activities, natural environment, culture, social environment, tourism infrastructure, economic and political stability, and atmosphere.

eWOM

WOM has been extensively examined because it provides a theoretical foundation for understanding consumers' attitude toward a brand. WOM is defined as "oral, person-to-person communication between a perceived non-commercial communicator and a receiver concerning a brand, product, or a service offered for sale". With advances in information technology, WOM has taken on an electronic form (electronic word of mouth, eWOM) and has an enhanced effect on business as eWOM can reach a broader audience with limited geographic and time barriers (Yen & Tang, 2019). eWOM information posted to online review websites is typically from unknown individuals (Kim et al., 2018). Thus, eWOM is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Yen & Tang, 2019).

Based on research Reza et al., (2013) and Mitha et al., (2018) indicators eWOM are have an impression of destination by reading other consumers' online reviews, read other consumers' online reviews to make sure it is the right destination, consult online, gathering information from online consumers' destination reviews, feel worried when someone does not read online reviews before travel to the destination, feel confident after reading online reviews.

Destination Personality

The term 'destination personality' is adapted from brand personality, which is defined as a set of human-like characteristics associated with a brand. Aaker, (2013) conceptualizes brand personality as a multidimensional cognitive construct and has developed a five-dimensional measurement scale: sincerity, excitement, competence, sophistication, and ruggedness. Since then, the brand personality scale (BPS) has been widely applied in a number of product/brand settings across various cultures (Chi et al., 2018). Destination marketers use destination personality to differentiate and position their branded cities in a highly competitive tourism marketplace. As a matter of fact, destination personality is becoming a more viable metaphor for destination branding and positioning (Souiden & Full, 2020).

Revisit Intention

Cited from Su et al., (2020), behavioral intention as an individual's attitude response tendency to objects; that is, the probability for an individual to determine an action or decision. Particular attention should be given to post-visit behavior or what is also known as loyalty. In tourism, the degree of loyalty is reflected in tourists' intention to revisit and recommend the destination. Research has shown that retaining existing customers is costs less than winning new ones and they are more likely to produce positive WOM. Hence, understanding what makes customers loyal is an important strategic component for the success in marketing and in tourism. As mentioned above, behavior is often measured with tourists' travel intentions, which indicate how hard individuals are willing to try, or how much effort are they planning to exert in order to perform the behavior. Research has shown that intention is a reliable predictor of actual behavior. In fact, the stronger the intention to perform behavior, the more likely is its performance (Coma-cros, 2018). Zeithaml et al., (2013) asserted positive behavioral intentions when the consumers: willingness to give positive word-of mouth about the destination, willingness to recommend others about the destination, willingness to revisit the destination, willingness to spend more in the destination.

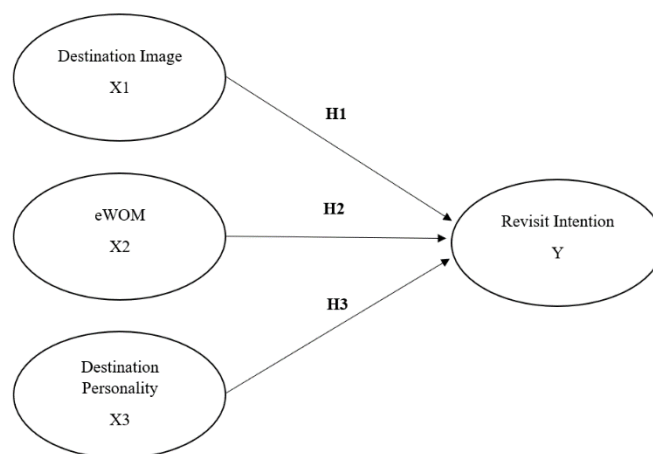


Figure 3. Research Framework

H1: Destination image has significant effect on revisit intention

Destination image significantly affects the intention to visit, revisit and recommend to others and the effort to create a positive image. Visitors with positive images of a destination are more likely to have stronger intentions to visit and recommend to the others like friends and family. Thus, destination images has positive impact on tourist behaviors, including destination selection and intention to visit or revisit a destination (Dibiku & Singh, 2019). The concept of image is one of the most significant elements for touristic destinations. Destination image is an important feature in the assessment of a destination by tourists, in preference and generating a loyalty regarding a destination. Furthermore, destination image also has an important role in determining whether tourists will revisit a destination (Artuger & Cetinsoz, 2017).

H2: eWOM has significant effect on revisit intention

eWOM has higher effect when a good is consumed than when it is searched. As against the traditional WOM communication, eWOM eliminate the negativity associated with bias information dissemination among friends, relatives and family because the identity of the reviewer cannot be identified. eWOM being a form of online reviews serves as medium to help other consumer; vacationer make good decision. Moreover, eWOM can influence tourists travel and / or revisit intention (Abubakar et al., 2017). The inherent impact of eWOM on the intention to revisit can be stronger than traditional WOM. Tourists compare the information that they obtained before their visit with their experience of the visit. If eWOM from online reviews or social media was found to be reliable by the tourists, it encouraged them to visit again (Endah et al., 2020).

H2: Destination personality has significant effect on revisit intention

Applying the concept brand personality to tourism destinations, previous studies have investigated the effects of destination personality on tourist's behavioral intentions. Destination personality has been accepted as an important factor that affects tourists' behavioral intentions (Usakli & Baloglu, 2011). Whether a tourist intend to recommend, repurchase, or what they select are affected by brand personality. A study find the positive relation between destination personality and tourist behavior (Rostampour, 2013).

METHODS

To obtain data for this research, the author chose affordable location and place. The study was conducted from August 2020 to November 2020. The author used causal research as the research method also used the Likert Scale to measure the variables to be studied through an online questionnaire by using Google forms containing the list of questions distributed to the respondents. In this research, the population is tourists who have been in Kuta Beach Bali, Indonesia at least two times. There were 129 respondents who filled out the questionnaire. The data was calculated by using IBM SPSS Statistics and SEM (Structural Equation Modeling) – PLS (Partial Least Square).

	Description	Frequency	Percent
Gender	Male	28	21.7
	Female	101	78.3
Age	25 and under	123	95.7
	26 - 35	6	4.7
Education	Below High School Graduate	6	4.7
	High School	37	28.7
	Bachelor's Degree	82	63.6
	Postgraduate	4	3.1
Occupation	Student	110	85.3
	Staff	8	6.2
	Entrepreneur	5	3.9
	Others	6	4.7
Income	Under \$200	110	79.1
	\$200 - \$300	12	9.3
	\$301 - \$400	4	3.1
	\$401 - \$500	4	3.1
	Above \$500	7	5.4
Type of Tourist	Domestic	120	93.0
	Foreigner	9	7.0

RESULTS AND DISCUSSION

Table 2. Respondent

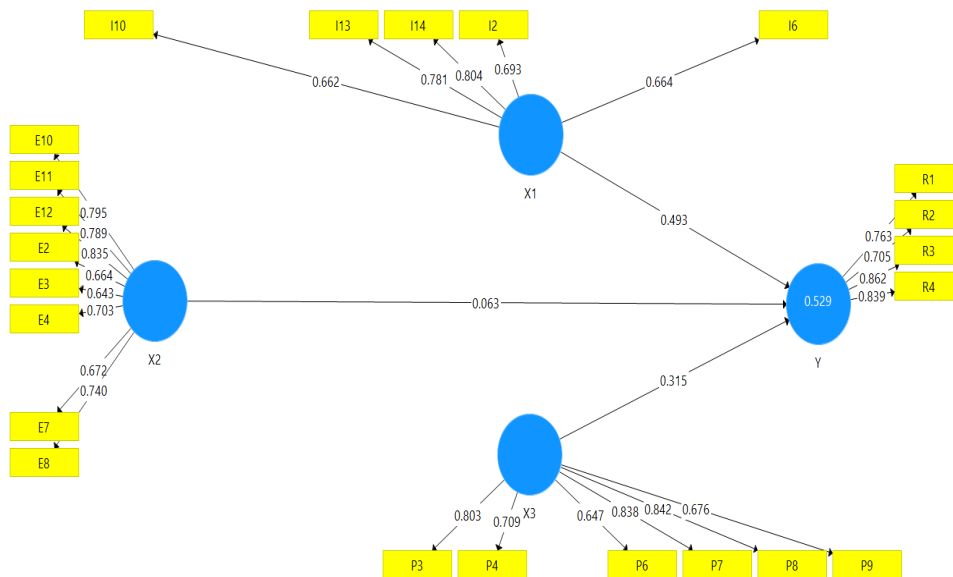


Figure 4. Algorithm PLS Result Final Measurement

Indicator is said to have a good relative reliability if the value is in between 0.50 - 0.70, while the loading factor below 0.50 will be dropped from the model. The author had tried to drop outer loading below 0.5 however the AVE was below than 0.5, because of that, the author decided to drop loading factor below 0.60 to obtain AVE > 0.5 later on. all indicators that have been modified are declared to be valid. This final model was obtained through several calculations (see appendix 4 number 1). In the first calculation, the author found outer loadings below 0.60 which then dropped from the model and then recalculated. However, after some outer loading was dropped from the model, there were some results that became weak compared to the results in the previous calculation which were still considered as a good outer loading. In the end, the author dropped some weak results below 0.60 until the final measurement. For destination image, there is no reason why there are many indicators dropped from the model. It is only because the indicators became weak compared to previous results.

Table 3. Test Result of Discriminant Validity (Fornell Larcker)

	X1	X2	X3	Y
X1	0.723			
X2	0.323	0.733		
X3	0.492	0.258	0.756	
Y	0.668	0.303	0.574	0.795

Some loading factor values for each indicator of each variable already have a loading factor value that is not the greatest compared to the loading value when connected with other variables. This means that each variable has good discriminant validity where some variables still have gauges that are highly correlated with other constructs.

Table 4. Test Result of Composite Reliability and Cronbach's Alpha

	Composite Reliability	Cronbach's Alpha
X1	0.772	0.845
X2	0.878	0.902
X3	0.848	0.888

Y	0.805	0.872
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The results of the reliability and Cronbach alpha composite tests show satisfactory values, namely all variables have been reliable because all latent variable value have composite reliability and Cronbach alpha values ≥ 0.70 . It can be concluded that, the questionnaire used as a research tool has been reliable or consistent.

Table 5. Test Result of R²

	R ²	R ² Adjusted
Y	0.529	0.517

It can be seen the model on consumer decision variables is 0.529 which means that revisit intention can be explained 52.9% by variables in the model, namely destination image, eWOM, and destination personality while the rest is explained by other variables not examined in this model.

Table 6. Test Result of F²

	X1	X2	X3	Y
X1				0.369
X2				0.007
X3				0.157
Y				

Effect size (F²) is done to determine the goodness of the model, for Destination Image to Revisit Intention, it is stated that it has a high effect size at 0.369. Furthermore, eWOM to Revisit Intention is only 0.007 which means it has a weak effect size. In contrast, the Destination Personality variable to Revisit Intention is considered as a large relationship because it has a medium effect size at 0.157.

Table 7. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.493	0.495	0.093	5.320	0.000
X2 -> Y	0.063	0.083	0.060	1.052	0.293
X3 -> Y	0.315	0.313	0.099	3.168	0.002

The results show that Destination Image has a positive and significant effect on Revisit Intention. The T statistics value for Destination Image towards Revisit Intention is 5.320, which is greater than the value of the t table at 5% alpha (1.96). Or the P-Value of 0.000 is smaller than alpha 0.05. Therefore, the hypothesis is accepted.

The results show that eWOM has a positive and insignificant effect on Revisit Intention. The T statistics value compared to the T table for eWOM towards Revisit Intention is 1.052, which is smaller than the value of the t table at 5% alpha (1.96). Meanwhile, the P-Value of 0.293 is bigger than alpha 0.05. Therefore, the hypothesis is rejected.

The results show that Destination Personality has a positive and significant effect on Revisit Intention. The T statistics value compared to the T table for Destination Personality towards Revisit Intention is 3.168, which is greater than the value of the t table at 5% alpha (1.96). Or the P-Value of 0.002 is smaller than alpha 0.05. Therefore, the hypothesis is accepted.

Discussion

The Influence of Destination Image on Revisit Intention

The results of hypothesis testing in this study show that destination image has a positive and significant effect on revisit intention in Kuta Beach Bali, Indonesia. The results in this study are match with previous research by Dibiku & Singh (2019) who stated that destination image significantly affects the intention to visit, revisit and recommend to others and the effort to create a positive image. Visitors with positive images of a destination are more likely to have stronger intentions to visit and recommend to the others like friends and family. Thus, destination image has positive impact on tourist behaviors, including destination selection and intention to visit or revisit a destination. Also this study strengthen by several prior research by Pantouw & Pangemanan (2014), Sudarmiati (2019), Purnama & Wardi (2019), Artuger & Cetinsoz (2017) who found that destination image has significant influence the intention to revisit.

The Influence of eWOM on Revisit Intention

The results of hypothesis testing in this study show that destination image has a positive but insignificant effect on revisit intention in Kuta Beach Bali, Indonesia. The results in this study are slightly contrast with a prior research by Endah et al. (2020), Amalia & Hidayat (2019), Auliya et al. (2019) who found eWOM has a significant and positive influence on the intention of tourists to revisit. However, the results are aligned with Hidayatullah Elmas, (2019), Mohammed Abubakar, (2016), Arifuddin et al., (2019), Iriobe & Abiola-Oke, (2019), Ariyanto & Prihandono, (2018), who found that electronic word of mouth has positive and insignificant effect on intention to revisit tourism objects.

The Influence of Destination Personality on Revisit Intention

The results of hypothesis testing in this study show that destination image has a positive and significant effect on revisit intention in Kuta Beach Bali, Indonesia. The results in this study are match with previous research by Rostampour (2013) who found destination personality created between tourist and destination leads to intention of tourist to recommend and revisit a destination. Also strengthen by several previous research conducted by Lin (2013), Usakli & Baloglu (2011), Lim (2013), Salehzadeh et al., (2007) who found that there is a positive and significant effect between destination personality and revisit intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of analyzing revisit intention to destination image, eWOM, and destination personality: Kuta Beach Bali, Indonesia, it can be concluded as follows:

- a) Destination image has a positive and significant effect on tourists' revisit intention to Kuta Beach Bali, Indonesia, it means that the better the destination image will also affect the high interest of domestic and foreign tourists to revisit Kuta Beach Bali, Indonesia.
- b) eWOM has a positive but insignificant effect on tourists' revisit intention to Kuta Beach Bali, Indonesia. It is because even though the tourists are not connected to social media or the internet, tourists still have the intention to return to visit Kuta Beach Bali, Indonesia.
- c) Destination personality has a positive and significant effect on tourists' revisit intention to Kuta Beach Bali, Indonesia, it means that the more the personality of a destination that matches the personality of the tourist, the higher the intention of the tourists to revisit Kuta Beach Bali, Indonesia.

Recommendations for related tourist destination

- a) Based on the results of the influence of destination image on revisit intention, it is clear that Kuta Beach Bali, Indonesia as a well-known tourist destination has to keep maintaining its good image in tourists' perspective by paying attention to several aspects of natural environment, social environment, infrastructure, economic and political stability.
- b) Based on the results of the influence of eWOM on revisit intention it means that even though eWOM shows insignificance, the destination concerned still has hopes that tourists will still give recommendations or say positive things about Kuta Beach Bali, Indonesia to other people through WOM. Before give a recommendation to other people, the tourists must have a pleasant and unforgettable traveling experience in Kuta Beach Bali, Indonesia. Therefore, it is best to ensure the tourists have a wonderful experience in Kuta Beach Bali, Indonesia.

- c) Based on the results of the influence of destination personality on revisit intention, it means that tourism industry has to evaluate the sincerity personality of Kuta Beach Bali, Indonesia in regards to increase tourists' revisit intention.

Recommendations for future research

- a) In this study, revisit intention can be explained by destination image, eWOM, and destination personality. For future research, the author recommended to examine other variables that are not examined in this study, tourists' experience for instance.
- b) In this study, the author estimated 110 respondents should be obtained. In fact, the author got 129 respondents instead. For future research, the author suggested to obtain more respondent in regards to have more valid results.
- c) In this study, the author took place in Kuta Beach Bali, Indonesia. For future research, the author suggested to take place in another tourist destination in order to get more information, knowledge, and can be used as a reference for future researcher and tourism industry.

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