Exploring of E-Wom, Destination Image and Perceived Value Toward Return to Visit

*Rangga Restu Prayogo [1]**

[1]*Entreupreneur Program, Universitas Negeri Medan, Indonesia*

***Corresponding Author**: ranggarestuprayogo@unimed.ac.id*

Abstract: Factors of tourism into one of the largest and fastest way to grow an economy is suitable for a country that would like to expand it to include Indonesia. The development of tourism through promotion and maximum service is already undertaken by the authorities to attract domestic and foreign tourists in Indonesia. One of the attractions which are experiencing an increase in visiting Goa Pindul. The problems in Goa Pindul are increase tourists revisit intention, but the facilities and infrastructure are less well. The purpose of this research was to study the relationship between e-WOM, destination image, perceived value, and return to visit in the tourism industry. Sample techniques used in this research is purposive sampling using accidental sampling. Respondents who used as many as 200 respondents on travelers who already visited one time, aged 17 years, and using the internet to searching for information about Goa Pindul. Data analysis techniques used are PLS-SEM and Sobel test. The empirical results from PLS-SEM showed that e-WOM positive and significant impact on destination image, perceived value, and return to visit. The destination image has a positive and significant impact on perceived value but on return to visit insignificant. Perceived value positive and significant impact on back to visit. Sobel test findings that effect of e-WOM on arrival to visit through perceived value significantly. Based on the results of the study, it is known that almost all of the variables have an effect on revisit intention. However, the destination image does not have a positive effect because the image owned by the tourist attractions is not good and has not created return to visit in Goa Pindul.

Keywords: E-WOM, destination image, perceived value, return to visit

How to Cite: Prayogo, R. R. (2021). Exploring Of E-Wom, Destination Image and Perceived Value Toward Return To Visit. *International Journal of Applied Sciences in Tourism and Events, 5*(1), 32-43. DOI: http://dx.doi.org/10.31940/ijaste.v5i1.1912

Introduction

One of the countries that developed the tourism industry is Indonesia. The Government of Indonesia directs its focus on tourism resources that belong to the more developed and introduced all over the world (Kusumawati & Huang, 2015). The tourism sector in Indonesia each year continues to increase both domestic and overseas travelers thus contributing to the country's largest as the largest foreign exchange mencapaian to the growth of the economy of Indonesia (Farina, Sukandar, & Soehadi, 2016). Then, the rest of the world considers tourism potential that they have become a tool to improve and cultivate our economy of a country (Croes, 2006). One area of Indonesia which has a very important tourism potential to be developed was the province of Yogyakarta. The development of tourism through promotion and maximum service already undertaken by the authorities to attract domestic and foreign tourists for a visit in the province of Yogyakarta including Goa Pindul.

Goa Pindul is one of the tourist objects that are rising due to the high volume of visits and massive promotions or news coverage in print and electronic media. Goa Pindul are located in the village of Bejiharjo, district Karangmojo, Gunungkidul. Recorded in the Department of culture and tourism of Gunungkidul, the number of tourists in Goa Pindul continue to increase from year to year. Based on the data show that an increasing number of tourists in Goa Pindul are very significant increase from a total of 60,203 tourists in the year 2012 and 2016 rose to 596,425

tourists. With the data above seen that tourists visit is very high as well as increased sharply by 2015 to reach 55% and by 2016 to reach 71% so that it does not correspond to the available facilities and infrastructure so that the perceived capacity over tourists visiting Pindul in Goa. Finally appeared a problem with many tourists visiting Goa Pindul but infrastructure has not been fullest so make travelers uncomfortable to travel back.

The marketing strategy used by Goa Pindul are electronic word of mouth (e-WOM). E-WOM is the most effective promotional tools and efficient (Abubakar & Ilkan, 2016). With the e-WOM gives a positive influence towards the destination image and return to visit. On the results of the study stated that the e-positive WOM is very influential and significant tourist destination image toward the citizens of Iran (Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012). The study results also support the relationships and the influence of e-WOM and return to visit. As a result of research that e-WOM effect positively and significantly to return to visit (Jalilvand, Ebrahimi, & Samiei, 2013). Then, the results of research that the results also stated that e-WOM effect positively and significantly to return to visit at the hotel (Ladhari & Michaud, 2015). Destination image also affect return to visit conducted by the tourists. Based on the results of the study destination image effect positively and significantly to return to visit (Tosun, Dedeolu, & Fyall, 2015; Whang, Yong, & Ko, 2016).

According to study (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015), destination image may affect the Perceived value obtained when travelling in a certain place. Some research on compare to determine research gaps in this research. Research gap regarding the view of the results of research on e-WOM toward return to visit. The research results (Abubakar & Ilkan, 2016; Reza Jalilvand et al., 2012), e-WOM effect positively and significantly to return to visit because e-WOM gives an interesting information so that tourists want to come back for a visit. Attraction of tourists return to visit also based on positive values received from e-WOM. Then, the results of the study have different opinions like (Baber et al., 2016) explained that not all tourists will return to visit the same place for messages received is not good or not appropriate expectations while visiting looking for source of information through e-WOM. The difference of opinion among researchers about the controversy surrounding e-WOM toward return to visit, because of the difference of the view that in the context of e-WOM travelers should get the information interesting and satisfying so get the perceived value (perceived value) tourists to be able to return to visit in the same place. Based on the above research gap regarding e-WOM toward return to visit through the perceived value as an intervening variable makes a newness in this research. So the problem arises how travelers can return to visit to Goa Pindul with facilities and infrastructure provided party Goa Pindul hasn't been fullest.

Conceptual Framework

E-Wom and Destination Image

E-WOM is an informal communication tool directed at consumers through internet-based technology with regard to the use or certain characteristics of goods and services. So with the advancement of Internet technology, increase the number of travelers use the Internet to search for information purposes and for conducting transactions online (Litvin, Goldsmith, & Pan, 2008). e-WOM is communication with a lot of things through the website, twitter, facebook, instagram, and web-based platform (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). So many tourists looking for a website using e-WOM more modern, fun, and reliable than the information easily provided by travel companies (Abubakar & Ilkan, 2016). Destination image is an impression or the expression obtained by a travelers toward his trip (Ramseook-Munhurrun et al., 2015). Destination image is a combination of a variety of products, attractions, and attributes toward the individual's impression of a selection process based on a variety of information (Whang et al., 2016). Such as research (Jalilvand et al., 2013), show that e-WOM effect positively and significantly to tourist Destination image in Iran. According this research (Abubakar & Ilkan, 2016), show that e-WOM affect destination tourism image in Turkey in a positive and significant. Based on the theory of the literature and the approach taken hypotheses are:

H1   : e-WOM has a positive and significant effect on destination image

E-Wom and Perceived Value

Based on the definition of WOM by Westbrook (1987) in (Litvin et al., 2008), e-WOM can be defined as all informal communications directed at consumers through Internet-based technology with regard to the use or certain characteristics of goods and services, or the seller. perceived value related to the assessment of the consumer/ travelers from processes that do about received, perceived and remembered. More specifically, the perceived value comes from the feelings of consumers about the costs and fees incurred as the quality of the obtained (Lai & Chen, 2011). Then, e-WOM can influence the perceived value obtained by tourists. The results showed that e-WOM can influence the perceived value through the medium of the internet to gain acceptance in a positive and significant information in Korea (Woo, Jin, & Sanders, 2015). Next e-WOM also affect the perceived value in a positive and significant (Hussain, Nasser, & Hussain, 2015. Based on the theory of the literature and the approach taken hypotheses are:

H2 : e-WOM has a positive and significant effect on perceived value

E-Wom and Return to Visit

E-WOM is an informal communication tool directed at consumers through Internet-based technology with regard to the use or certain characteristics of goods and services. So with the advancement of Internet technology, increase the number of travelers use the Internet to search for information purposes and for conducting transactions online (Litvin et al., 2008). Ease travelers looking for information on tourist destination is with the use of e-WOM (Ladhari & Michaud, 2015). Return to visit stressed to tourists to visit in the framework of tourism within a certain period so as to create the intention for a visit (Ferns & Walls, 2012). Return to visit also refers to the perceived likelihood of tourists for a certain time so that the subjective perception of a building affects the behaviour of and final decision (Whang et al., 2016). Some research on Ewom and return to visit can prove that return to visit had the effect directly to the information that is obtained by a person to travel (Reza Jalilvand et al., 2012). Return to visit to the hotel also received the influence of the information derived from eWOM (Ladhari & Michaud, 2015). Later, the highly influential eWOM help travelers to find information in determining return to visit a certain place on the tour to Turkey (Abubakar & Ilkan, 2016). Someone's intention to take a decision has the effect of directly through information received from eWOM (Wu, Chen, Chen, & Cheng, 2014). Then, return to visit to Iran through the Islamic tourism is also on the influence by e-WOM (Jalilvand et al., 2013). With the results of the study, when the tourists are satisfied toward the services based on experience then they expected to recommend such information to all their network who have so that gave birth to the other tourists who visit intention (Liu & Lee, 2016). However, the research results also showed no effect e-WOM significantly to revisit intention (Baber et al., 2016). Based on the theory of the literature and the approach taken hypotheses are:

H3 : e-WOM has a positive and significant effect on return to visit

Destination Image and Perceived Value

Destination image is an impression or the expression obtained by a travelers toward his trip (Ramseook-Munhurrun et al., 2015). Destination image is a combination of a variety of products, attractions, and attributes toward the individual's impression of a selection process based on a variety of information. Destination image can play an important role in the decision-making process of travel (Whang et al., 2016). Perceived value is penlilaian the overall usability of consumer products/services based on the perception about there received and perceived (Rasoolimanesh, Dahalan, & Jaafar, 2016). Perceived value also concerns the overall perceived value received when I travel in the appropriate planning to tour. Then, the destination image may affect the perceived value obtained when travelling (Ramseook-Munhurrun et al., 2015). Many research stating that the destination image greatly affects positively and significantly to perceived value obtained (Ã & Tsai, 2007; Rasoolimanesh et al., 2016). Based on the theory of the literature and the approach taken hypotheses are:

H4 : Destination Image has a positive and significant effect on Perceived Value

Destination Image and Return to Visit

In the tourism market as a destination, the image really help give you an idea as an expression, ideas, espektasi and emotional specifics (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). destination image is an impression or the expression obtained by a travelers toward his trip (Ramseook-Munhurrun et al., 2015). Destination image can play an important role in the decision-making process of travel (Whang et al., 2016). Destination image has an important role for tourists choosing his visit (Tosun et al., 2015). Return to visit on purpose define as referring to the perceived likelihood of visiting a tourist sights are the impressive during a certain period and also refers to the perceived likelihood of good tourist spot during a certain time so that the subjective perception of a building affects the behaviour of and final decision (Whang et al., 2016). Return to visit is also defined as a willingness to visit certain destinations (Chen, Shang, & Li, 2014). Destination image influence on intention of visiting again committed by tourists. Based on the results of the study destination image effect positively and significantly to return to visit (Tosun, Dedeolu, & Fyall, 2015; Whang et al., 2016). Based on the theory of the literature and the approach taken hypotheses are:

H5   : Destination Image has a positive and significant effect on Return to Visit

Perceived Value and Return To Visit

Perceived value related to the assessment of the consumer/travellers from processes that do about received, perceived and remembered. More specifically, the perceived value comes from the feelings of consumers about the costs and fees incurred as the quality of the obtained (Lai & Chen, 2011). Further, perceived value as well as to the perception of value buyers is a trade-off between the quality or benefits that they feel in products linked to the sacrifice that they are feeling by paying the price (Manoj, 2011). Return to visit is the result of the perception they have of their previous range of travel experiences (Horng, Liu, Chou, & Tsai, 2012). Based on previous research (Ferns & Walls, 2012), perceived value stressed to tourists to pay a visit back in order tourism within a certain period so that creating the intention to visit. Then, the results of research that the tourists had returned to visit it because it felt (perceived value) through quality and value within a specific tourist destination for those visiting the back (Liu & Lee, 2016). Based on the theory of the literature and the approach taken hypotheses are:

H6   : Perceived Value has a positive and significant effect on Return to Visit

E-Wom, Return to Visit and Perceived Value

Research results (Reza Jalilvand et al., 2012), that e-WOM effect positively and significantly to return to visit because e-WOM provide information that is interesting so that tourists want to come back for a visit. Attraction of tourists return to visit also based on positive values received from e-WOM i.e. perceived value when tourists live on your holiday. Furthermore, e-WOM greatly influences tourists to find information so that a positive and significant effect toward the return to visit a certain place on the tour to Turkey because of the tourists get a positive message from the search results and relevant information received espektasi tourists (Abubakar & Ilkan, 2016). However, research results that have different opinions such as research (Baber et al., 2016), explained that not all tourists will return to visit the same place for messages received (perceived value) travellers is not good or not appropriate espektasi while visiting looking for source of information through e-WOM. Differences of opinion among researchers about the influence of e-WOM toward return to visit, because of the difference of the view that in the context of e-WOM travelers should get the information interesting and satisfying so get the perceived value (perceived value) tourists to be able to return to visit in the same place. This is because e-WOM provides information up to date toward the tourists to return to visit.

Research results (Woo et al., 2015), declared e-WOM can influence the Perceived value obtained by tourists. The results showed that e-WOM can influence the Perceived value through the medium of the internet to gain acceptance in a positive and significant information in Korea. Furthermore, the results of research on perceived value toward return to visit such a study (Rasoolimanesh et al., 2016; Sultan, 2012), shows that perceived value can be influenced positively and significantly to return to visit tourists (Rasoolimanesh et al., 2016; Sultan, 2012).

Based on the description of the study the study that concluded that there is a difference in the results of the research. Therefore, the perceived value into focus the difference when the information obtained from e-WOM while visiting to be able to return to visit, then this study will use a perceived value as a variable of the mediation will be integrated with variables that will be used to look at relationships and the influence of e-WOM toward return to visit through the perceived value.

H7   : Perceived Value has mediation role for the relationship between e-WOM and return to visit.

Methodology

This study is based on a survey which was conducted between april 2017. The population is all tourists visit to Goa Pindul. The data were collection by means of a direct survey of Goa Pindul. This study uses a accidental sampling technique according to the following criteria that the respondents had visited Goa Pindul, Travelers have used the internet in search of information about Goa Pindul, Age 17 years has been more. The number of respondents targeted was 200 respondents. Out of 210 questionnaires, 200 were completed and returned, and all of them were counted as valid. The type of questionnaire given to the respondents in this study was a closed questionnaire, inquiring about the perceptions of each respondent. The measurement used in this study is a scale of 1 to 5 (likert).

Description of The Respondents

There were a total of 200 respondents, 114 of whom were male and 86 were female. Most respondent were aged between 17 and 22 years at the time of the survey. 102 respondents had senior high school, 78 respondents had bachelor's degrees, 81 respondents had high school, and 20 of them had master's degree.

Table 1. Characteristics of Respondents

No	Characteristics of respondents	Frequency	Percentage
1	Sex		
	Male	114	57%
	Female	86	43%
2	Age		
	>17 – 22	62	11%
	23 – 28	43	31%
	29 – 34	57	28,5%
	30 – 34	22	21,5%
	> 34	16	8%
3	Educational Background		
	High school	102	54%
	Bachelor's Degree	78	36%
	Master's Degree	11	5,5%
	Doktor	9	4,5%

Operational Definition of The Research Variables

This study employs five main variables; e-WOM, destination image, perceived value, and return to visit.

Table 2. Operational Definition

Variabel	Variables definition	Item/Indicator
e-WOM	Is an informal communication tool directed at consumers through internet-based technology with regard to the use or certain characteristics of goods and services (Barzoki, 2014).	Argument Quality, Source Credibility, Positive Valence, Negative Valence (Barzoki, 2014; Reza, Shekarchizadeh, & Samiei, 2011)
Destination image	The combination of a variety of products, attractions, and attributes toward the individual's impression of a selection process based on a variety of information (Whang et al., 2016).	Cognitive image, Affective image, Conative image (Whang et al., 2016)
Perceived Value	The overall assessment is the consumer about the usefulness of the product/service based on perceptions about there are received and perceived (Rasoolimanesh et al., 2016).	Service value, Personil value, Image value (Rasoolimanesh et al., 2016).
Return to Visit	Is the purpose of referring to the perceived likelihood of visiting a tourist attractions during a certain period (Whang et al., 2016).	Short-term, Mid-term, Long-term (Shawn & Feng, 2007; Whang et al., 2016):

Analytical techniques

The model used in this research is Structural Equation Modeling (SEM) with PLS-SEM statistical techniques as a tool to test the data.

Validity and reliability

In this study, reliability is measured by using composite reliability. Generally, the minimum value of the composite reliability is 0.5 (Ringle, n.d, 2014). All variables have reliability, since their respective values are shown to surpass the required value. Composite reliability of e-WOM 0.909; destination image is 0.916; perceived value is 0.824; and return to visit is 0.852. The are two measurements of composite validity. The first measurement is convergent validity. The minimum convergent validity requirement in this study is set at 0.5 (Ringle, n.d,2014). Table 3 shows all the indicator values are calculated at more than 0.7. Therefore, all the indicator in this study are valid. The second measurement employed is the Average Variance Exstracted (AVE). The following are the AVE values for each variable, respectively: 0.503; 0.651; 0.515; and 0.503. the overall AVE values are calculated at above the required (0.5). Therefore, all variable are confirmed as valid.

Table 3. Covergent Validity, Construct Reliability, AVE, Cronbachs Alpha

Construct	Item	Convergent Validity	Construct Reliability	AVE	Cronbachs Alpha
e-WOM	X1.1	0.746	0,909	0,503	0,892
	X1.2	0.823			
	X1.3	0.529			
	X1.4	0.581			
	X1.6	0581			
	X1.7	0.633			
	X1.8	0.633			
	X1.9	0.712			
	X1.10	0.780			
	X1.11	0.791			
	X1.12	0.762			
	X2.1	0.848			

Destination Image	X2.2	0.855	0,916	0,651	0,887
	X2.5	0558			
	X2.6	0.838			
	X2.7	0.854			
	X2.8	0.797			
Perceived Value	Y1.3	0.512	0,824	0,515	0,734
	Y1.4	0.646			
	Y1.5	0.602			
	Y1.6	0.659			
	Y1.8	0.676			
	Y1.9	0.748			
Return to visit	Z1.1	0.700	0,852	0,503	0,790
	Z1.2	0.630			
	Z1.3	0.639			
	Z1.4	0.681			
	Z1.5	0.731			
	Z1.6	0.807			

Results and Discussions

Results

The test results show that hypotheses H1, H2, H3, H4, and H6 are supported. The e-WOM variable has positive and significant effect on destonation image, e-WOM has positive and significant effect on perceived value, e-WOM has positive and significant effect on return to visit, destination image has positive and significant effect on perceived value and perceived value has positive and significant effect on return to visit.on the other hand, H5 and H7 indicate that this effect has proven to be insignificant. Destination image does not have a significant effect on return to visit, and e-WOM does not a significant effect on return to visit tough perceived value. See the result of the hypothesis testing in table 5 and the path diagram in the figure 1.
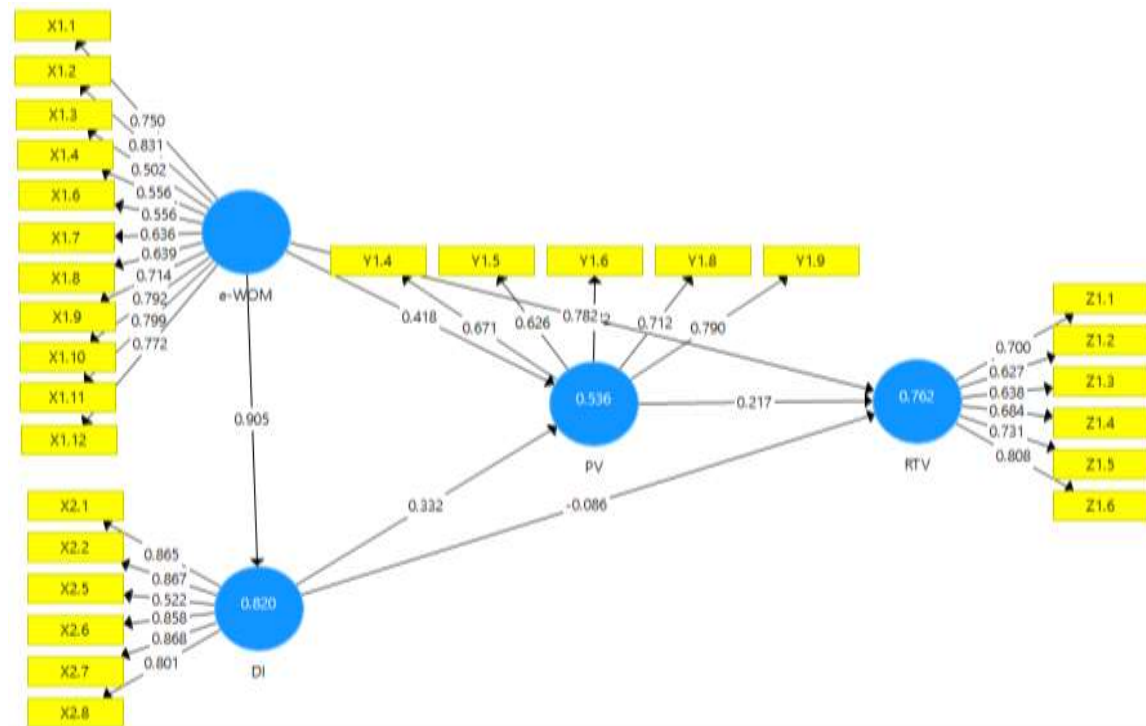

Figure 1. Path Diagram
Table 4. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
e-WOM -> DI	0,905	0,906	0,013	68,633	0,000
e-WOM -> PV	0,418	0,414	0,157	2,671	0,008
e-WOM -> RTV	0,782	0,788	0,154	5,070	0,000
DI -> PV	0,332	0,341	0,160	2,073	0,039
DI -> RTV	-0,086	-0,085	0,133	0,645	0,520
PV -> RTV	0,217	0,210	0,073	2,992	0,003

Table 5. Result of Hypothesis Testing

Proposed effect	P. Values	Remark
H1: e-WOM → Destination image	0,000	Significant
H2: e-WOM → Perceived value	0,008	Significant
H3: e-WOM → Return to visit	0,000	Significant
H4: Destination image → Perceived value	0,039	Significant
H5: Destination image → Return to visit	0,520	Insignificant
H6: Perceived value → Return to visit	0,003	Significant
H7: e-WOM → Perceived value → Return to visit	0,078	Insignificant

Based on table 4 influence e-WOM toward destination image that is getting a lot of information obtained through online media by tourists toward an object, it will be created in the destination image by proving the original samples of 0.905. Influence between e-WOM toward perceived value i.e. the more information obtained by travelers through online media to make tourists get perceived value so that perceived value is formed by proving the origin sample of 0.418. Influence between e-WOM toward return to visit, namely the more information received by travelers through online media to make tourists will visit again within a specified time in order to prove that the information received was correct with the proven original samples of 0.782. Destination image influence on perceived value i.e. the better destination image received by tourists through the experience done eating will make tourists receive perceived return so that perceived value that was received well evidenced an original sample of 0.332. The influence between the destination image toward a return to visit that is apparently the better destination image somewhere does not affect travelers to visit back because with visiting tourist thought to return with proof of original sample registration-0.086. The influence between the perceived value toward return to visit, namely the better perceived value by making tourist want to visit back to travel restarted so that perceived value is equal to the original evidence samples amounting to 0.217. Therefore, the variables that influence with return to visit e-WOM is variable with the highest number of 0.782 whereas, no effect on return to visit the variable destination is the image with the original sample registration -0.086.

Discussions

Effect of e-WOM on Destination Image

Based on the results of hypothesis testing the first note that the significance of the t value obtained of 0.000 < 0.05, meaning that the first hypothesis is received with a value of the t statistic of 68.633 > t table (1.96). So, there is a positive and significant influence between e-WOM toward the destination image, the higher e-WOM will be increasing destination image. The results of this research empirically that there is proves the influence of e-WOM toward the destination image. The results of this study supports previous research is consistent with or done (Abubakar & Ilkan, 2016; Jalilvand et al., 2013), which States that the existence of the influence of e-WOM toward destination image.

Effect of e-WOM on Perceived value

Based on the results of the second hypothesis test is done to find out the influence between e-WOM toward perceived value. The value significance of t acquired for 0.008 < 0.05, meaning that the second hypothesis is received with a value of the t statistic of 2.671 > t table (1.96). So,

there is a positive and significant influence between e-WOM toward perceived value, the higher e-WOM will be increasing perceived value. The results of this research empirically proven that influence e-WOM toward perceived value. The results of this study supports previous research is consistent with or done(Hussain, Nasser, & Hussain, 2015; Woo et al., 2015), which States that the existence of the influence of e-WOM toward perceived value.

Effect of e-WOM on Return to Visit

Based on the results of the third hypothesis were conducted to know the influence between e-WOM toward return to visit. The value significance of t acquired for 0.000 < 0.05, meaning a third hypothesis was accepted with a value of the t statistic of 5.070 > t table (1.96). So, there is a positive and significant influence between e-WOM toward return to visit, the higher e-WOM will be increasing return to visit. The results of this research empirically that there is proves the influence of e-WOM toward return to visit. The results of this study supports previous research is consistent with or done (Abubakar & Ilkan, 2016; Ladhari & Michaud, 2015; Lien, Wen, Huang, & Wu, 2015; Reza Jalilvand et al., 2012) stating that the existence of the influence of e-WOM toward return to visit.

Effect of Destination Image on Perceived value

Based on the results of the fourth hypothesis testing conducted to know the influence between the destination image toward a perceived value. The value significance of t acquired for 0.039 < 0.05, meaning the fourth hypothesis was accepted with a value of the t statistic of 2.073 > t table (1.96). So, there is a positive and significant influence between the destination image toward a perceived value, the higher the destination image will be increasing perceived value. The results of this research proves that there was influence of empirically destination image toward a perceived value. The results of this study supports previous research is consistent with or done (Ã & Tsai, 2007; Rasoolimanesh et al., 2016), stating that the existence of destination image influence toward perceived value.

Effect of Destination Image on Return to Visit

Based on the results of the fifth hypothesis testing conducted to know the influence between the destination image toward a return to visit. The value significance of t acquired for 0.052 > 0.05, meaning the fifth hypothesis is rejected with a value of the t statistic of 0.645 t < table (1.96). So, there is a negative influence and not significant between the destination image toward a return to visit. The results of this research prove empirically that there is no influence of the destination image toward a return to visit. Research results are very contrary to earlier research done (Tosun et al., 2015; Whang et al., 2016), which states that the existence of the influence of the destination image toward a return to visit. This happens because the tourists return to visit is not always influenced by the destination image but rather other factors outside of this research such as the destination value, destination trust and destination awareness.

Effect of Perceived value on Return to Visit

Based on the results of hypothesis testing is conducted to know how the sixth between perceived value toward return to visit. The value significance of t acquired for 0.003 < 0.05, meaning the sixth hypothesis is accepted with a value of the t statistic of 2.992 > t table (1.96). So, there is a positive and significant influence between the perceived value toward return to visit, the higher the perceived value then it will increasing return to visit. The results of this research proves that there was influence of empirically perceived value toward return to visit. The results of this study supports previous research is consistent with or conducted by (Ferns & Walls, 2012; Liu & Lee, 2016), stating that the existence of the influence of perceived value toward return to visit.

Perceived value has mediation role for the Effect of e-WOM on Return to Visit

Based on the results of the seventh hypothesis testing is conducted to find out the indirect influence between e-WOM toward return to visit through the perceived value. The value significance of t acquired for 0.078 > 0.05, meaning the seventh hypothesis was rejected. So, e-WOM can not affect return to visit through the perceived value. The results of this research empirically proven that there was no influence e-WOM toward return to visit through the perceived value. The results of this study supports previous research is consistent with or conducted by (Baber et al., 2016), stating that the e-positive WOM has no effect toward a return to visit through the perceived value.

Conclusions

First, from the results of research conducted showed that factor e-WOM as a trustworthy source of information can affect the destination image somewhere of interest. Second, the results of the research done indicates that there are two factors that affect the perceived value, namely e-WOM and destination image. From both these factors, factor e-WOM turned out to have the most powerful influence toward perceived value compared to the destination image. Third, the results of the research done indicates that there are three factors that affect the return to visit namely e-WOM, destination image and perceived value.

From both these factors, factor e-WOM turned out to have the most powerful influence toward return to visit. compared with the perceived value. While the destination image is not able to influence the return to visit. The province, from the results of research conducted showed that influence e-WOM toward return to visit through the perceived value is not proved to be influential. Thus, perceived value on e-WOM is not accepted by either the tourists so as not to create the retun to visit through the perceived value to the Goa Pindul. Based on the results of the study, it is known that almost all of the variables have an effect on revisit intention. However, the destination image does not have a positive effect because the image owned by the tourist attractions is not good and has not created return to visit in Goa Pindul.

References

Ã, C. C., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management, 28*(4), 1115–1122. https://doi.org/10.1016/j.tourman.2006.07.007

Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management, 5*(3), 192–201. https://doi.org/10.1016/j.jdmm.2015.12.005

Baber, A., Thurasamy, R., Imran, M., Sadiq, B., Islam, S., & Sajjad, M. (2016). Telematics and Informatics Online word-of-mouth antecedents , attitude and intention-to- purchase electronic products in Pakistan. *Telematics and Informatics, 33*(2), 388–400. https://doi.org/10.1016/j.tele.2015.09.004

Chen, Y. C., Shang, R. A., & Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior, 30*, 787–799. https://doi.org/10.1016/j.chb.2013.05.019

Croes, R. R. (2006). A paradigm shift to a new strategy for small island economies: Embracing demand side economics for value enhancement and long term economic stability. *Tourism Management, 27*(3), 453–465. https://doi.org/10.1016/j.tourman.2004.12.003

Edward, M., Sahadev, F. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics, 23*(3), 327-345. https://doi.org/10.1108/13555851111143240

Farina, T., Sukandar, D., & Soehadi, A. W. (2016). Segmentation of the tourism market for Jakarta : Classification of foreign visitors â€™TM lifestyle typologies. *TMP, 19*, 32–39. https://doi.org/10.1016/j.tmp.2016.03.005

Ferns, B. H., & Walls, A. (2012). Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis. *Journal of Destination Marketing and Management, 1*(1–2), 27–35. https://doi.org/10.1016/j.jdmm.2012.07.002

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?. *Journal of Interactive Marketing, 18*(1), 38–52. https://doi.org/10.1002/dir.10073

Horng, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management, 33*(4), 815–824. https://doi.org/10.1016/j.tourman.2011.09.004

Hussain, R., Nasser, A. Al, & Hussain, Y. K. (2015). Journal of Air Transport Management Service quality and customer satisfaction of a UAE-based airline : An empirical investigation. *Journal of Air Transport Management, 42*, 167–175. https://doi.org/10.1016/j.jairtraman.2014.10.001

Jalilvand, M. R., Ebrahimi, A., & Samiei, N. (2013). Electronic Word of Mouth Effects on Tourists' Attitudes Toward Islamic Destinations and Travel Intention: An Empirical Study in Iran. *Procedia - Social and Behavioral Sciences, 81*(2006), 484–489. https://doi.org/10.1016/j.sbspro.2013.06.465

Kusumawati, I., & Huang, H. W. (2015). Key factors for successful management of marine protected areas: A comparison of stakeholders' perception of two MPAs in Weh island, Sabang, Aceh, Indonesia. *Marine Policy, 51*, 465–475. https://doi.org/10.1016/j.marpol.2014.09.029

Ladhari, R., & Michaud, M. (2015). EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management, 46*, 36–45. https://doi.org/10.1016/j.ijhm.2015.01.010

Lai, W., & Chen, C. (2011). Behavioral intentions of public transit passengers — The roles of service quality , perceived value , satisfaction and involvement. *Transport Policy, 18*(2), 318–325. https://doi.org/10.1016/j.tranpol.2010.09.003

Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review, 20*(4), 210–218. https://doi.org/10.1016/j.apmrv.2015.03.005

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

Liu, C.-H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management, 52*, 42–54. https://doi.org/10.1016/j.jairtraman.2015.12.007

Mortazavi, M., Rahim Esfidani, M. and Shaemi Barzoki, A. (2014). Influencing VSN users' purchase intentions The roles of flow, trust and eWOM. Journal of Researh in Interactive Marketing, 8(2), 102-123. https://doi.org/10.1108/JRIM-08-2013-0057

Ramseook-Munhurrun, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. *Procedia-Social and Behavioral Sciences, 175*(230), 252–259. https://doi.org/10.1016/j.sbspro.2015.01.1198

Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Journal of Hospitality and Tourism Management Tourists ’ perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management, 26*, 72–81. https://doi.org/10.1016/j.jhtm.2016.01.005

Reza, M., Shekarchizadeh, S., & Samiei, N. (2011). Procedia Computer Electronic word-of-mouth : challenges and opportunities. *Procedia Computer Science, 3*, 42–46. https://doi.org/10.1016/j.procs.2010.12.008

Reza Jalilvand, M., Samiei, N., Dini, B., & Yaghoubi Manzari, P. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing and Management, 1*(1–2), 134–143. https://doi.org/10.1016/j.jdmm.2012.10.001

Ringle, C. M. (n.d.). (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM).

Shawn, S., & Feng, R. (2007). Temporal destination revisit intention : The effects of novelty seeking and satisfaction. *Tourism Management, 28*(2), 580–590. https://doi.org/10.1016/j.tourman.2006.04.024

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management, 53*, 40–60. https://doi.org/10.1016/j.tourman.2015.09.006

Tosun, C., Dedeo??lu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management, 4*, 222–234. https://doi.org/10.1016/j.jdmm.2015.08.002

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research, 69*(2), 631–641. https://doi.org/10.1016/j.jbusres.2015.06.020

Woo, C., Jin, Y., & Sanders, G. L. (2015). Information & Management The impact of interactivity of electronic word of mouth systems and E-Quality on decision support in the context of the e-marketplace. *Information & Management, 52*(4), 496–505. https://doi.org/10.1016/j.im.2015.03.001

Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research, 67*(1), 2768–2776. https://doi.org/10.1016/j.jbusres.2012.09.007