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E-WOM and Techno Human Relation Approach to Improve Destination Image on Visit at TMII

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ABSTRACT

Tourism as a driver of the global economy in its management in the era of the industrial revolution 4.0 must adapt to the shift in visitor behavior that is increasingly interactive, mobile and personal. This study employs quantitative research methods with a path analysis approach. The data used in this study are primary data and secondary data. The method of data collection in this study was the questionnaire method. The population in this study comprises persons who have traveled to TMII and the population who communicate their trip experiences on online social media accounts. The research instrument employed a questionnaire through numerous items with a Likert scale of 1-5. And data processing using PLS help which consists of Validity Test and Reliability Test. Data analysis in this study uses Convergent Validity and Discriminant Validity. Structural Model Testing comprises of R-square analysis with Blindfolding computation. From the results of the study, it can be seen that 1) Product quality has a significant positive direct effect on visiting decisions; 2) Product quality has a significant positive direct effect on visiting decisions; 3) Product quality has a significant negative direct effect on investment opportunities; 4) Tourism image has a significant positive direct effect on visiting decisions; and 5) Tourism Image has a significant positive direct effect on Visiting Decisions.

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1. Introduction

In the perspective of Tourism 4.0 where search and share behavior will be a strength or weakness for how tourism managers do not only transact but interact and even then relate to tourists (Abdulhaji & Yusuf, 2017). This transformation is a necessity for tourism managers in improving the quality of tourism products and destination image as an effective marketing media reference through a communication technology approach (Alfian & Utami, 2019).

Instagramable is a reality trend that attracts tourists who are now not only dominated by the millennial generation but are no less lively than the baby boomers generation who do not want to be left behind as a euphoric magnet (Erimalata, 2016). This phenomenon is interesting, the experience of visitors traveling in an instant can be spread into information and references both positive and negative which directly and indirectly shape the behavior of tourists in visiting. Tourism products and destination images as attractive targets for showing off expressions on social media are unavoidable, so tourism managers are required to hurry in adapting the digitalization transformation flow to package the quality of tourism products and destination images in marketing media in the form of relationships with the e-WOM approach and techno-human relations (Illah, Sularso & Irawan, 2019).

The existing Covid-19 pandemic has also played a role in changing the direction of the tourism industry. In 2020, the tourist curve has decreased drastically, so that in the extreme, tourism managers have stopped their activities in order to eliminate the spread of the virus. The tourism industry has declined drastically and is getting worse and worse (Perbianti, Arweni & Awal, 2020). In line with the ongoing vaccination program, tourism businesses began to turn into a target to be visited. In the hope that the vaccination acceleration that is still ongoing will certainly become a new hope for travel and of course also for tourism managers, a million-million-dream vacation is also a driving force for the economy. But travel arrangements must change, CHSE (cleanliness, health, security, and environment) is compliance and guidelines that must be sustainable in the form of security guarantees and strict controls related to health protocols in traveling (Iswara & Santika, 2019). Health insurance for tourists is very important, so it is imperative to ensure that the destination location does not become a cluster of virus spread (Saragih, 2020).

The government is moving to continue to promote tourism objects so that the wheels of the economy are moving (Oktaviani, Astuti & Firdiansyah, 2019). Although until now, the consequences in the period of time that can not be ascertained when the positive turmoil in the tourism industry will rise. But tourism managers must hurry, increase the quality of tourism products and the image must be connected both offline and online so that it can easily become a positive reference for visitors (Rakhmawati, Nizar & Murtadlo, 2019). Marketing references must include guidelines for implementing safe tourism in important news so that tourists feel comfortable when traveling (Saputra, 2020).

The quality of products and services and an attractive image is called superior when it is spread on all online social media in the form of expression and experience (Sari, 2019). So utilizing a web presence will help how tourists can see, analyze and evaluate the quality of online attractions that can be enjoyed (Sari & Pangestuti, 2018). How between tourism managers and tourists is not just a promotion but how these two parties can be connected and interact and then relate in the context of expression and tourism experience (Sayem, 2021). And all of this is recorded on online social media which is accelerated by the role of digitalization technology, including the big role word-of-mouth (WOM) plays in its influence on customers to make decisions and shape consumer behavior. In the extreme, people who receive recommendations based on communications from WOM tend to be more confident because recommendations are believed to be more honest and act driven by other motives (Sudiran, 2019).

Taman Mini Indonesia Indah (TMII) is a cultural and educational tourism location that is unique because it depicts a miniature of the Indonesian archipelago (Sulthony, 2014). However the number of visitors remains a reference for the

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success of TMII management both in terms of quality of tourism products and images, especially from the impact of e-WOM such as empirical data which shows that online media has a substantial effect on tourism image (Supriyanto, Haryanto & Satrio, 2018)) and even also on the desire to visit again, while this opinion contradicts the results of research which says that e-WOM and tourism image have no significant effect on visiting decisions, and e-WOM has no significant influence on visiting decisions. Of course, the decision to visit cannot be divorced from critical and good words given by clients on online social media (Utami & Ferdinand, 2019).

The main purpose of this study is to determine the extent to which the quality of TMII's tourism products is an opinion of a pleasant experience for visitors so that it strengthens the image of tourism because it is driven by e-WOM in expressing tourism experiences widely on online social media (Yanti, 2019). Expression of the quality of tourism products and images through e-WOM assisted human-to-human through machine-to-machine (H2H-M2M) in the sense of increasing the frequency of strengthening relations between tourism managers and tourists through online media by increasing the quality of connections both offline and online then the increase in interaction integration (Yussof & Johari, 2014) which is of course by digitizing the transformation in a new way.

2. Literature Review

2.1. Tourism Product Quality

That a destination is a tourism product created by several components such as; attraction, convenience, accessibility as well as image and price perception. Where the quality of tourism products is also the overall service that is obtained and felt or enjoyed by tourists, which of course all of these components must provide convenience to tourists. Product quality is the overall characteristics of a product and service in its ability to satisfy stated or implied needs. This statement can certainly be measured from the level of quality of the object, the uniqueness of the object, the beauty of the object and the quality of the existing vehicle/object facilities.

Tourism products are all services that are obtained and felt or enjoyed by tourists from the time they leave their place of residence to their chosen tourist destination and return to their home where they originally departed. From the descriptions it can be concluded that the quality of tourism products greatly determines the decision of tourists to visit, and this is supported by research results which say that product quality has a significant effect on visiting decisions. So the authors propose a hypothesis as below.

H1: Product quality affects the increase in visitors traveling to TMII
H2: Product Quality Affects TMII Destination Image
H3: Product quality has an indirect effect on increasing visitors to TMII through e-WOM and Techno-Human Relations.

2.2. Destination Image

Destination image is the subjectivity of the interpretation of goals that can be made by each individual that can influence tourist behavior (Winrta, 2018). So in forming the image there are several interrelated factors in it, such as: the quality or quality of the product or service, proven to be trustworthy and reliable, useful and beneficial, service guarantees and risks, price aspects. Destination image is a concept that objectively, prejudice, imagination and emotional thoughts of a person or group of a particular tourist location.

The image in relation to this research is the image of the destination or the image of tourism which certainly cannot be separated from the role of the quality of tourism products in TMII. Where interest in visiting is a strong impetus from positive motivation for products and this is a psychic activity that arises from feelings and thoughts towards goods or services that are desired by everyone (Zulmi, Nugroho & Salsabila, 2018). In previous studies which stated that the image of the destination had a positive effect on tourists to visit again. However, some studies also argue that the intention of tourists to revisit may be influenced either directly or indirectly by the image of the destination. To fill this research gap we propose E-WOM as a mediation. So we propose the following research hypotheses:

H4: Tourist image influences the visitor's decision to travel to TMII.
H5: Tourism image has an indirect effect on visitors' decisions to travel to TMII through e-WOM
H6: Tourism image has an indirect effect on visitors' decisions to travel to TMII through e-WOM

2.3. Electronic Word-Of-Mouth (E-Wom)

The era of digitalization transformation where e-WOM has become an important source of information and in the tourism sector there are new challenges in terms of information, (Papathanassis & Knolle, 2011). Technological acceleration reflected through e-WOM through: Platform support, consideration for others, economic intensity, assisting businesses, expressing happy emotions, venting bad emotions, social gain, and asking counsel are all critical components of marketing management.

E-WOM is evidence of a new phenomenon in the world of communication, specifically marketing and promotional communications in the digital era. Each individual can exchange information and positive or negative experiences about something that each of them has experienced or that others have experienced before through online media (Enikmah, 2016). In connection with this research, a third hypothesis is proposed, namely:

H3: Electronic Word-of-Mouth (eWOM) has an effect on visitors to travel to TMII.

2.4. Techo-Human Relation

Major changes have occurred in the era of digitalization so that the dissemination of information has been dominated by a "new way" called online social media. Humanist marketing principles in the digital era are through increasing offline and online connections, increasing interactions on platforms that integrate style and substance and most importantly increasing human-to-human relationships through machine-to-machine (Kartajaya, 2018). This new way is an adaptation of communication with the target visitor.

Human-to-human is not just a relationship and moreover trying to sell something, but how the company in the eyes of customers can show their response. Therefore companies must work with a touch of "humanity" that can be described through inspiration that drives customers to be interested. Marketing through the internet and online social media is like working more closely on personal communication because it is full of interaction by listening and engaging. It is undeniable that in daily activities where people are already using the internet and communicating through social media.

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People are increasingly connected in the social sphere so that content is more easily available which can be a decision tool from the information obtained in real time. In connection with this research, a fourth hypothesis is proposed, namely:

H4: Techno-Human Relations affect visitors to travel to TMII

2.5. Visit Decision

e-WOM is a variable that affects the interest in buying (Suwarduki, et. al. 2016) until the decision made is a process of assessment based on certain selection and considerations (Aprilla et. al., 2015). This explanation is very much in line with the theory which says that purchasing decisions are the same as visiting decisions. From interest to buying decisions or visiting decisions can be clarified through the identification of indicators which include; transactional interest, referential interest, preferential interest and exploratory interest, (Ferdinand, 2002:129). Related to tourist behavior, the decision to visit is also influenced by the nature of the attraction, the physical environment, accessibility and no less important is the attribute of the tourist destination which is the image of the tourist attraction (Pitana & Gayatri, 2005:73). In connection with this research, a fifth hypothesis is proposed, namely:

H5: The decision to visit is influenced by product quality, destination image, e-WOM and Techno-Human Relations

Based on the descriptions above, the hypotheses and research models proposed by the authors are:

H1 Product quality affects the increase in visitors traveling to TMII

H2 Tourist image influences the visitor's decision to travel to TMII.

H3 Electronic Word-of-Mouth (eWOM) affects visitors to travel to TMII.

H4 Techno-Human Relations affect visitors to travel to TMII

H5 The decision to visit is influenced by product quality, destination image, e-WOM and Techno-Human Relations.

3. Method

This study employs quantitative research tools in conjunction with a path analysis strategy. Primary and secondary data were analyzed in this study. The questionnaire method was utilized to collect data in this study. The population for this study is composed of those who have visited TMII and those who share their travel experiences on online social media platforms. The research instrument used a questionnaire through several questions with a Likert scale of 1-5. And data processing using PLS assistance which consists of Validity Test and Reliability Test.

Data analysis in this study uses Convergent Validity and Discriminant Validity. Structural Model Testing consists of R-square analysis with Blindfolding calculation. Hypothesis Testing using Direct Hypothesis Effect Testing, Indirect Effect, and Total Effect.

4. Result and Discussion

4.1 Respondents Overview

Based on research conducted on respondents, namely people who have traveled to TMII and the population who express travel experiences on online social media accounts. The distribution of gender and age of respondents is grouped based on the grouping as shown in the following table:

Table 1.
Gender Distribution of Respondents

Gender	Amount	%
Men	58	34.5%
Woman	110	65.5%
Total	168	100%
By Age		
age <19 years old	38	22.6%
20-29 years old	92	54.7%
30-39 years old	3	1.7%
40-49 years old	16	9.5%
>50 years old	19	11.3%
	168	100%

Source: Primary data processed, 2021

Based on the data in table 1, it can be seen that the respondents in this study were mostly women with a total of 110 (65.5%) of the total respondents. Meanwhile, based on age, the majority of respondents were aged between 20-29 years with a total of 92 people (54.7%) of the total respondents, followed by respondents aged less than 19 years with a total of 38 people, namely 22.6% of the total respondents. . And the least respondents are in the age range of 30-39 years, namely 3 people or 1.7% of the total 168 respondents.

4.2 Validity test

Validity was determined using 30 respondents. The critical correlation coefficient is calculated in this test using the distribution table r and a significance level of 5%; so, r-table = 0.361. By comparing the r-count value to the r-table value, the significance test was performed. If the value of r-count exceeds the value of r-table, the statement is considered to be valid. The validity test findings for this study, which was aided by the use of SPSS 25, are presented in Table 2 below:

Table 2.
Validity Test Results

Variable	Indicator	R-count	R-Table 5%	Information
Tourism Product Quality	X1.1	0,786	0,361	Valid
	X1.2	0,560	0,361	Valid

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Variable	Indicator	R-count	R-Table 5%	Information
	X1.3	0,631	0,361	Valid
	X1.4	0,732	0,361	Valid
	X1.5	0,721	0,361	Valid
	X1.6	0,584	0,361	Valid
	X1.7	0,573	0,361	Valid
	X2.1	0,778	0,361	Valid
	X2.2	0,730	0,361	Valid
	X2.3	0,788	0,361	Valid
Destination Image	X2.4	0,752	0,361	Valid
	X2.5	0,655	0,361	Valid
	X2.6	0,788	0,361	Valid
	X2.7	0,660	0,361	Valid
	X3.1	0,759	0,361	Valid
	X3.2	0,919	0,361	Valid
e-*WOM*	X3.3	0,851	0,361	Valid
	X3.4	0,900	0,361	Valid
	X3.5	0,696	0,361	Valid
	X4.1	0,876	0,361	Valid
Techno-Human Relation	X4.2	0,713	0,361	Valid
	X4.3	0,806	0,361	Valid
	Y1.1	0,806	0,361	Valid
	Y1.2	0,487	0,361	Valid
Visit Decision	Y1.3	0,652	0,361	Valid
	Y1.4	0,711	0,361	Valid
	Y1.5	0,857	0,361	Valid

Source: Primary data processed, 2021

Based on Table 2, the data shows that if r-count is greater than r-table = 0.361 or more, then out of 27 items, all instrument statements are declared valid and can be used for further analysis. In the tourism product quality variable, the highest R-count is on the X1.1 indicator with an r-count of 0.786 while the indicator with the lowest R-Square is on the X1.2 indicator with an r-count of 0.560. In the Destination Image variable, the highest R-count is on the X2.3 indicator and the X2.6 indicator with an r-count of 0.788 while the indicator with the lowest R-Square is on the X2.5 indicator with an r-count of 0.655.

In the e-WOM variable, the highest R-count is on the X3.2 indicator with an r-count of 0.919 while the indicator with the lowest R-Square is on the X3.5 indicator with an r-count of 0.696. In the Techno-Human Relations variable, the highest R-count is on the X4.1 indicator with an r-count of 0.876 while the indicator with the lowest R-Square is on the X4.2 indicator with an r-count of 0.713. In the Visiting Decision variable, the highest R-count is at the Y1.5 indicator with an r-count of 0.857 while the indicator with the lowest R-Square is the Y1.2 indicator with an r-count of 0.487.

4.3 Reliability Test

This test is carried out by means of one shot or one-time measurement using SPSS 25 software, this software provides facilities for reliability testing with the Cronbach Alpha statistical test. The reduction is performed only once, and the results are then compared to additional questions or used to determine the correlation between responses to questions. If a construct or variable produces an Alpha value greater than 0.6, it is considered to be trustworthy and acceptable. The following table 3 summarizes the findings of the reliability test conducted using SPSS version 25 software:

Table 3.
Reliability Test Results

Variabel	Cronbach's Alpha	Critical Value	Information
Tourism Product Quality	0.775	0.600	Reliable
Destination Image	0.858	0.600	Reliable
e-WOM	0.880	0.600	Reliable
Techno-Human Relation	0.713	0.600	Reliable
Visit Decision	0.745	0.600	Reliable

Source: Primary data processed, 2021

According to Table 3, the reliability test was conducted on the declared valid question items. If the responses to queries are always consistent, a variable is considered to be reliable or reliable. The results of Cronbach's Alpha reliability of all variables show a Reliable value because it exceeds the critical value of 0.600, so all instruments can be included in the next analysis. Tourism Product Quality Variable, Cronbach's Alpha calculation value is 0.775, Destination Image Variable 0.858, e-WOM variable is 0.880, Techno-Human Relation variable is 0.713, and Visiting Decision variable is 0.745.

4.4 Convergent Validity

Convergent validity is determined by the correlation between the estimated item/component scores obtained using PLS software and the actual item/component scores. Individual reflexive measures are considered to be high if they correlate with the construct being measured by greater than 0.70. However, for preliminary study in constructing a measurement scale, a loading value of 0.5 to 0.6 is regarded sufficient. A loading factor limit of 0.60 will be employed in this study. The following image shows the PLS SEM model's calculation results, followed by the value of the loading factor indicator for each variable.

The Partial Least Squares (PLS) approach will be used to assess this study model, aided by the SmartPLS 3.0 software. PLS is one of the alternative methods for Structural Equation Modeling (SEM) that can be used to solve problems in the relationship between very complex variables when the data sample size is small (30-100 samples) and the assumptions are

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non-parametric, meaning that the data do not refer to any one of the variables. a certain distribution.

For first assessment of the loading factor matrix, a loading factor of around 0.3 is considered adequate, a loading factor of approximately 0.4 is considered superior, and a loading factor greater than 0.5 is generally deemed noteworthy. The loading factor utilized in this investigation is 0.7. Following data processing with SmartPLS 3.0. The Outer Loading data shown in Table 4 below are as follows:

Tabel 4.
Outer Loadings (Measurement Model)

Variable	Indicator	Loading Factor
Product quality	X1.1	0.805
	X1.2	0.755
	X1.3	0.803
	X1.4	0.759
	X1.5	0.679
	X1.6	0.656
	X1.7	0.713
Destination Image	X2.1	0.807
	X2.2	0.831
	X2.3	0.810
	X2.4	0.844
	X2.5	0.844
	X2.6	0.845
	X2.7	0.822
e-WOM	X3.1	0.864
	X3.2	0.870
	X3.3	0.874
	X3.4	0.903
	X3.5	0.834
Techno-Human Relation	X4.1	0.876
	X4.2	0.813
	X4.3	0.869
Visit Decision	Y1.1	0.847
	Y1.2	0.796
	Y1.3	0.904
	Y1.4	0.907
	Y1.5	0.868

Source: Data processing with SmartPLS, 2021

The results of the Smart PLS processing are shown in Table 4. Because the outer model's value, or the correlation between the construct and the variable, has a loading factor of 0.60, the conclusion is that constructs for all variables can be utilized to test hypotheses.

As demonstrated in Table 4, the majority of indicators in each variable in this study have a loading factor value more than 0.70 and so are legitimate. Additionally, there are two indicators with a loading factor of less than 0.70, notably in the Product Quality variable, two indicators, namely X1.5 with a value of 0.679 and X1.6 with a value of 0.656. This demonstrates that the indicator variable with a loading factor more than 0.70 has a high level of validity, meeting the convergent validity requirement. While variables with a loading value of less than 0.70 have a low level of validity and should be discarded or removed from the model. The outcomes of this study model are depicted in Fig 1.

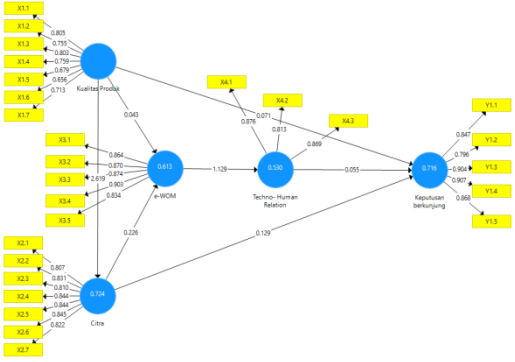

Fig 1. Research Model Results
Source: Primary data processed, 2021

4.5 Discriminant Validity

A model is said to have excellent discriminant validity if each loading value of each indicator of a latent variable has the largest loading value in comparison to other loading values on other latent variables. The discriminant validity test yields the following results:

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Tabel 5.
Discriminant Validity

Variable	Indicator	Product quality	Image	e-WOM	THR	Decision to visit
Product quality	X1.1	**0.805**	0.678	0.537	0.570	0.725
	X1.2	**0.755**	0.624	0.457	0.531	0.554
	X1.3	**0.803**	0.672	0.524	0.525	0.582
	X1.4	**0.759**	0.568	0.574	0.478	0.502
	X1.5	**0.679**	0.655	0.711	0.542	0.448
	X1.6	**0.656**	0.546	0.437	0.473	0.566
	X1.7	**0.713**	0.644	0.499	0.536	0.650
Destination Image	X2.1	0.746	**0.807**	0.642	0.664	0.750
	X2.2	0.669	**0.831**	0.666	0.633	0.600
	X2.3	0.668	**0.810**	0.667	0.635	0.556
	X2.4	0.696	**0.844**	0.715	0.666	0.601
	X2.5	0.732	**0.844**	0.573	0.689	0.739
	X2.6	0.731	**0.845**	0.641	0.643	0.718
	X2.7	0.688	**0.822**	0.585	0.673	0.786
e-WOM	X3.1	0.632	0.693	**0.864**	0.625	0.548
	X3.2	0.633	0.665	**0.870**	0.633	0.520
	X3.3	0.593	0.609	**0.874**	0.619	0.527
	X3.4	0.661	0.720	**0.903**	0.671	0.620
	X3.5	0.629	0.664	**0.834**	0.615	0.536
Techno-Human Relation	X4.1	0.628	0.672	0.671	**0.876**	0.561
	X4.2	0.565	0.706	0.523	**0.813**	0.734
	X4.3	0.618	0.652	0.670	**0.869**	0.591
Visit Decision	Y1.1	0.705	0.739	0.570	0.588	**0.847**
	Y1.2	0.663	0.672	0.540	0.545	**0.796**
	Y1.3	0.666	0.709	0.517	0.688	**0.904**
	Y1.4	0.686	0.741	0.571	0.654	**0.907**
	Y1.5	0.660	0.692	0.546	0.713	**0.868**

Source: Data processing with SmartPLS, 2021

According to table 5, the loading factor value for the indicator of the latent variable is bigger than the loading factor value for the other latent variables. That is, the latent variable possesses a high degree of discriminant validity.

The cross loading results in Table 5 indicate that the correlation between the construct and its indicators is stronger than the correlation between the construct and other constructs. Thus, all constructs or latent variables already possess high discriminant validity, as evidenced by the superiority of construct indicator blocks over other indicator blocks. The AVE root value is then compared to the correlation between the constructs. The suggested value for the AVE root is greater than the correlation between the constructs. If the square root of the AVE for each construct is greater than the correlation between the two constructs in the model, the model has a higher discriminant validity. A decent AVE value must be more than 0.50.

Along with convergent and discriminant validity, the outer model can be evaluated by examining construct reliability or latent variables as determined by composite reliability values. If the composite reliability value is more than 0.7, the build is declared reliable. Evaluating Extracted Reliability and Average Variance (AVE) Validity and reliability criteria can also be determined by a construct's reliability value and its Average Variance Extracted (AVE) value. If the value is greater than 0.70 and the AVE is greater than 0.50, the construct is said to be highly reliable. Table 6 will show the Composite Reliability and Average Value of All Variables values for all variables.

Table 6.
Composite Reliability and Average Variance Extracted

Variable	Composite Reliability	Average Variance Extracted (AVE)
Product quality	0.894	0.548
Destination Image	0.939	0.688
e-WOM	0.939	0.756
Techno-Human Relation	0.889	0.728
Visit Decision	0.937	0.749

Source: Data processing with SmartPLS, 2021

According to Table 6, all constructions meet the recommended reliability criteria, as demonstrated by composite reliability scores of 0.70 and AVE 0.50. According to Table 6, all constructs have an AVE value more than 0.50, with the Product Quality variable having the lowest AVE value of 0.548 and the e-WOM variable having the highest AVE value of 0.756. This number complies with the defined minimum AVE value restriction of 0.50.

According to the output of SmartPLS in Table 6, the composite reliability value for all constructions is greater than 0.70. With the resulting value, all constructs have a high degree of reliability when compared to the needed minimum value limit.

4.6 Structural Model Testing (Inner Model)

Following the successful validation of the outside model, the inside model is validated (structural model). The inner model's reliability can be determined by examining the r-square (reliability indicator) for the dependent construct and the path coefficient test's t-statistical value. The estimate's stability was determined using t-statistics and the bootstrapping process. The greater the r-square number, the more accurate the proposed research model's prediction model. In hypothesis testing, the value of route coefficients indicates the level of significance.

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4.7 R-Square (R2) Analysis

R2 values are calculated using the PLS technique in the Smart PLS program. The R-square statistic is only discovered for latent variables that are impacted by other latent variables. Latent variables that are affected are also referred to as endogenous latent variables (Hussein, 2015). Three endogenous latent variables with an R2 value are examined in this study: trust, risk perception, and purchase intention. R2 is quantified using three criteria: 0.67 or greater, 0.33 or greater, and 0.19 or less (Haryono, 2015; Sarwono, 2015). The results of this study's R2 analysis are summarized in Table 7.

Table 7.
R-Square Value

Variable	Variable	R Square	Criteria
Destination Image	X2	0.724	High
e-WOM	X3	0.613	Moderate
Techno-Human Relation	X4	0.530	Moderate
Visit Decision	Y	0.716	High

Source: Data processing with SmartPLS, 2021

Table 7 These results show that 71.6% of the visiting decision variables (Y) are influenced by the quality of tourism products (X1) and image (X2), and Techno-Human Relations (X4), 53% of the Techno-Human Relations (X2) variables are influenced by e. -WOM (X3), 61.3% e-WOM (X3) Tourism Product Quality (X1) and Image (X2), and 72.4% Image variable (X2) is influenced by Tourism Product Quality (X1). The results of the PLS R-Squares represent the amount of variance of the construct described by the model. The following is the result of calculating the R-Squares value:

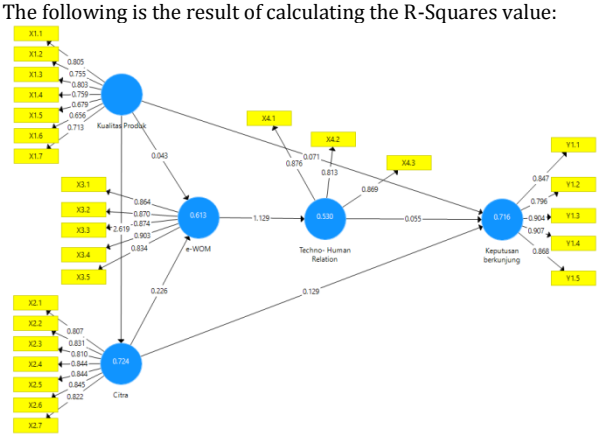

Fig 2. Research Model Results
Source: Primary data processed, 2021

Before testing the research hypothesis, one of the tests that also needs to be done is Predictive Relavance (Q Square Value) which serves to assess the amount of diversity or variation of research data on the phenomenon being studied and also its parameter estimation. A model is considered to have a relevant predictive value if the Q2 value is greater than 0 (zero). The quantity Q2 has a value with a range of 0 < Q2 < 1. Through the formula:

Q2 = 1 - (1-R12) (1-R22) (1-R32)
= 1 - (1-(0,7242) (1-(0,6132) (1-(0,5302) (1-(0,7162)
= 1 - (0,476) (0,624) (0,719) (0,488)
= 1 - (0,104)
= 0,89 or 89%

Q2 is calculated to have a value of 0.89. According to Ghozali (2014), the value of Q2 can be used to assess how well the observed values and estimated parameters are created by the model. A Q2 number more than 0 (zero) suggests that the model is adequate, but a Q2 value less than 0 (zero) shows that the model is not predictively relevant. The construct or endogenous latent variable in this research model has a Q2 value larger than 0 (zero), indicating that the model's predictions are relevant.

4.8 Q-Square (Q2) and Q2 Effect Size Analysis

Q-square can be seen in the results of the blindfolding calculation in the cross validated redundancy construct section. The results of these calculations can be seen in table 8 below:

Table 8.
Construct Cross Validated Redudancy

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
Destination Image	1176.000	600.510	0.489
Visit Decision	840.000	402.955	0.520
Product quality	1176.000	1176.000	
Techno-Human Relation	504.000	311.542	0.382
e-WOM	840.000	457.166	0.456

Source: Data processing with SmartPLS, 2021

From the calculation results in table 4.8 the value of Q2 is 0.489. Because the value of Q2 is more than zero, then the model has met the predictive relevance where the model has been reconstructed properly.

4.9 Direct Effect Hypothesis Testing

The hypotheses are tested using the findings of the Inner Model (structural model) test, which comprise the r-square

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output, parameter coefficients, and t-statistics. To determine the acceptability or rejection of a hypothesis, among other things, by examining the significant value between constructs, t-statistics, and p-values. The research hypotheses were tested using the SmartPLS (Partial Least Square) 3.0 software. The bootstrapping results reveal these values. The t-statistic > 1.96 was employed as a guideline in this study, along with a p-value of 0.05 (5 percent) and a positive beta coefficient. The importance of testing the study's premise is demonstrated in Table 9 below:

Table 9.
Direct Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Quality -> Destination Image	0.851	0.852	0.021	41.335	0.000
Product Quality -> Visiting Decision	0.272	0.276	0.098	2.785	0.006
Product Quality -> e-WOM	0.246	0.251	0.106	2.316	0.021
Destination Image -> Visit Decision	0.426	0.423	0.114	3.737	0.000
Destination Image -> e-WOM	0.563	0.563	0.108	5.211	0.000
e-WOM -> Techno-Human Relation	0.728	0.731	0.030	24.404	0.000
Techno-Human Relation-> Visit Decision	0.207	0.208	0.091	2.287	0.023

Table 9 shows the results of the PLS calculation which states the direct influence between variables. It is said that there is a direct effect if the p-value is < 0.05 and it is said that there is no direct effect if the p-value is > 0.05. Based on table 9, it can be stated as follows:

a. The variable quality of tourism products has a significant effect on the image variable with a p-value of 0.006 <0.05.
b. The variable quality of tourism products significantly influences the Visiting Decision variable with a p-value of 0.000 <0.05.
c. The variable quality of tourism products significantly affects the e-WOM variable with a p-value of 0.021 <0.05.
d. The image variable significantly influences the visiting decision variable with a p-value of 0.000 <0.05
e. Image variable significantly affects the e-WOM variable with a p-value of 0.000 <0.05
f. The e-WOM variable significantly affects the Techno-Human Relations variable with a p-value of 0.000 <0.05
g. The Techno-Human Relation variable significantly influences the Visiting Decision variable with a p-value of 0.023 <0.05

And for the results of this research model can be described as shown in Fig 3 below:

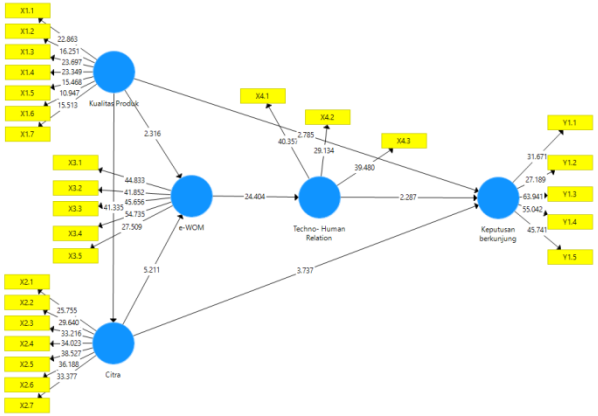

Fig 3. Research Model Results
Source: Primary data processed, 2021

The value of testing the hypothesis of this study can be shown in Table 10 below:

Table 10.
Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values
Destination Image -> Visit Decision	0.085	0.085	0.041	2.076	0.038
Destination Image -> Techno-Human Relations	0.410	0.412	0.084	4.874	0.000
Product Quality -> Visiting Decision	0.472	0.471	0.081	5.816	0.000
Product Quality -> Techno-Human Relations	0.528	0.534	0.035	15.028	0.000
Product Quality -> e-WOM	0.479	0.480	0.096	4.963	0.000
e-WOM -> Visit Decision	0.151	0.152	0.067	2.241	0.025

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Table 10 shows that the relationship between the largest indirect effect latent variables is the effect of Product Quality on Visiting Decisions with T-Statistic 15,028; Meanwhile, the smallest indirect effect latent variable is the effect of Destination Image on Visiting Decisions with a T-Statistic of 2.076. The test value of the total effect of this research hypothesis can be shown in Table 11 below:

Table 11.
Total Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P Values
Destination Image -> Visit Decision	0.511	0.508	0.100	5.091	0.000
Destination Image-> Techno-Human Relations	0.410	0.412	0.084	4.874	0.000
Destination Image -> e-WOM	0.563	0.563	0.108	5.211	0.000
Product Quality -> Destination Image	0.851	0.852	0.021	41.335	0.000
Product Quality -> Visiting Decision	0.744	0.747	0.043	17.499	0.000
Product Quality -> Techno-Human Relations	0.528	0.534	0.035	15.028	0.000
Product Quality -> e-WOM	0.725	0.731	0.030	24.049	0.000
Techno-Human Relations -> Visit Decision	0.207	0.208	0.091	2.287	0.023
e-WOM -> Visit Decision	0.151	0.152	0.067	2.241	0.025
e-WOM -> Techno-Human Relations	0.728	0.731	0.030	24.404	0.000

4.10 Brief Summary Of Path Coefficients (Direct And Indirect Effects)

It can be summarized in the table below based on the results of bootstrapping. Testing the hypothesis can be accomplished by examining the t-statistics and probability values. For hypothesis testing using statistical values, the t-statistic value for alpha 5% is 1.96. Thus, when the t-statistic is greater than 1.96, H1 is accepted and H0 is denied. When utilizing probability to reject/accept a hypothesis, H1 is accepted if the p-value is less than 0.05.

Table 12.
Significance Test Results Between Variables

Influence	Coefficient of Influence	t-Statistik	P Values	Information
Destination Image-> Visit Decision	0.511	5.091	0.000	Significant Influence
Destination Image-> Techno-Human Relations	0.410	4.874	0.000	Significant Influence
Destination Image-> e-WOM	0.563	5.211	0.000	Significant Influence
Product Quality -> Destination Image	0.851	41.335	0.000	Significant Influence
Product Quality -> Visiting Decision	0.744	17.499	0.000	Significant Influence
Product Quality -> Techno-Human Relations	0.528	15.028	0.000	Significant Influence
Product Quality -> e-WOM	0.725	24.049	0.000	Significant Influence
Techno-Human Relations -> Visit Decision	0.207	2.287	0.023	Significant Influence
e-WOM -> Visit Decision	0.151	2.241	0.025	Significant Influence
e-WOM -> Techno-Human Relations	0.728	24.404	0.000	Significant Influence

Table 12. shows that all variables have a significant positive effect on each other. Based on the data in table 12, the first hypothesis is proven that:

a. Hypothesis one is accepted because product quality has a significant positive direct effect on visiting decisions with P-value 0.000 <0.05 and t-statistics 17.499
b. While the second hypothesis is accepted that product quality has a significant positive direct effect on visiting decisions with a P-value of 0.000 <0.05 and a t-statistic of 41.335.
c. The third hypothesis is accepted, because product quality has a significant negative direct effect on investment opportunities with a P-value of 0.000 <0.05 and a t-Statistic of 41,335.
d. The fourth hypothesis is also accepted that Tourism Image has a significant positive direct effect on Visiting Decisions, with a P-value of 0.000 <0.05 and a t-Statistic of 5.091
e. The fifth hypothesis is also accepted that Tourism Image has a significant positive direct effect on visiting decisions, with a P-value of 0.000 <0.05 and a t-Statistic of 5.091

5. Conclusion

From the results of research with several test variables, it can be seen that: 1) Product quality has a significant positive direct effect on visiting decisions with P-value 0.000 <0.05 and t-statistics 17.499; 2) Product quality has a significant positive direct effect on visiting decisions with P-value 0.000 <0.05 and t-Statistic 41.335; 3) Product quality turned out to have a significant negative direct effect on investment opportunities with a P-value of 0.000 <0.05 and a t-Statistic of 41,335; 4) Tourism image has a significant positive direct effect on visiting decisions, with P-value 0.000 <0.05 and t-statistic 5.091; and 5) Tourism image has a significant positive direct effect on visiting decisions, with a P-value of 0.000 <0.05 and a t-statistic of 5.091.

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