



# Destination Image: Is It Important To Increase Tourists' Revisit Intention To Goa Cemara Beach In Bantul Regency?

Oky Rahayu Kitri Wijaya<sup>1</sup>, Heru Tri Sutiono<sup>2</sup>, Wisnalmawati<sup>3</sup>

<sup>1,2,3</sup> Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

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## ABSTRACT

This research use to find out the mediating role of destination image on the effect of the electronic world of mouth and destination attractiveness on tourists' revisit intention to Goa Cemara Beach in Bantul Regency after the Covid-19 pandemic. The phenomenon of a decreasing the number of visitors that occurred at Goa Cemara Beach in Bantul Regency illustrates the low intention of visiting. The research problem is formulated whether electronic word of mouth affects the revisit intention, destination attractiveness affects the revisit intention, destination image affects the revisit Intention, electronic word of mouth affects the revisit Intention with the destination image as a mediating variable, and the destination attractiveness affect the revisit Intention with the destination image as a mediating variable. Questionnaire with 200 tourists in Goa Cemara Beach. Hypothesis testing using SEM-PLS. Electronic word of mouth has a positive and significant effect on revisit intention mediated by the destination image variable, and destination attractiveness has a positive and significant effect on revisit Intention mediated by the destination image variable. The mediation's effect is partial mediation. The destination image has been proven to have an important role in increasing tourists' revisit intention to the Goa Cemara Beach in Bantul Regency. It is proven that the electronic world of mouth and destination attractiveness affect tourists' revisit intention by mediating the destination image.

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### Corresponding Author:

Oky Rahayu Kitri Wijaya,  
Faculty of Economics and Business,  
Universitas Pembangunan Nasional "Veteran" Yogyakarta,  
Jl. Padjajaran, Sleman, Yogyakarta, 55283, Indonesia.  
Email: [okymmupnyk36@gmail.com](mailto:okymmupnyk36@gmail.com)

## INTRODUCTION

Tourism is the one of interesting sector in every region in the world. from this sector, local government can promote tourist destinations in their region to the public and also investors to invest their capital in order to increase regional income. The intention to revisit is related to tourists behavior that can be seen after their visit. how do tourists want to revisit the destinations after the Covid-19 pandemic? Indeed, attracting previous visitors is more cost-effective than acquiring new ones (Park & Yoon, 2009; Thiunsak Tun, 2016) because the promotional costs of attracting

repeating visitors are certainly less than first-time visitors. Nguyen Viet et al. (2020) argued that revisit Intention are directly influenced by satisfaction, attractiveness, accommodation services, cultural contacts, and perceived risk. It means that the better the attractiveness of the destination, the higher the intention to revisit the destination.

Bantul Regency is known because of the attractiveness of beach destinations that has great potential, one of them is Goa Cemara Beach. Goa Cemara Beach has its advantages and uniqueness. As the name implies, this beach is filled with pine trees that makes this beach shadier, and the landscape of hundreds of lush pine trees that resembles a cave is the characteristic of the beach that makes tourists curious. Tourist can take advantage of this cypress tree as a shelter from the hot sun. In addition, the pine trees on Goa Cemara Beach can be a unique photo spot and become the hallmark of the beach. Goa Cemara Beach also has a sloping beach that makes Tourists more comfortable just walking around the beach. Facilities and infrastructure are provided such as the rental of ATVs, Jeeps, horses for riding, swimming pools for children, and supporting facilities for the convenience of Tourists such as bathrooms and food stalls. This beach is perfect destination for family. Besides, it has also become a destination for events such as music concerts, outbound, carnival, and mass gymnastics.

Tourists' Revisit Intention is also influenced by the electronic word of mouth (e-WOM) variable. Irsyaddillah & Trinanda (2021) argued that the eWOM variable influences the intention of revisit tourists. Recent developments in electronic communication technology have led to the emergence of e-WOM which allows individuals to share their opinions and experiences with others through electronic communication channels, such as email, blogs, networking, chat rooms, online reviews, and websites with information created by Tourists. Business becomes a powerful instrument for promotion and communication decisions Ishida et al. (2016). Positive reviews about the destination will have an impact on the existence of the destination. For example, positive reviews about a tourist attraction can arouse the intention of potential tourists to travel or tourists' revisit intention. In simple way, through e-WOM, prospective tourists can determine their attitudes and intention to make Tourists' Revisit Intention.

Information technology has become an important instrument for all business people, especially for those who rely on the power of promotion to attract the attention of potential customers. Submission of information must be intensively carried out using conventional methods or through online digital media. This is reinforced by information compiled from dataindonesia.id, that based on the 'We Are Social' report, the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year which was 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year.

One of tourists in Goa Cemara Beach wrote a review on Google Review and the review was positive. The visitor wrote down the attraction of Goa Cemara Beach and said he would visit this beach again. Recently, total reviews from Goa Cemara Beach are 15,328 reviews with a score of 4.4 out of 5. It proves that there are high positive responses from Tourists in Goa Cemara Beach. This phenomenon is interesting to observe, as a result of eWOM activities will affect the intention of visiting tourists to a tourist destination.

**Table 1.** Number of Visitors to Goa Cemara Beach for 6 Years

No	Year	Number of visitors	Reduction
1.	2016	84.687	-
2.	2017	78.549	7.25%
3.	2018	68.136	19.54%
4.	2019	52.068	38.52%
5.	2020	19.255	77.26%
6.	2021	9.940	88.26%

Source: Satu Data Bantul in Dinas Pariwisata, 2021, Processed data.

From Table 1. it can be seen that in the last six years there has been a decrease in the number of Tourists every year to Goa Cemara Beach. This is certainly not in line with the expectations of the Bantul Regency Tourism Office. The number of Tourists at Goa Cemara Beach from 2020 to 2021 experienced a significant decline reaching 88.26% due to the Covid-19 pandemic which required tourist attractions to temporarily close. The phenomenon of decreasing in the number of Tourists that occurred at Goa Cemara Beach in Bantul Regency illustrates the low intention of visiting tourists.

It was found that the difference in previous research was that attractiveness had no significant effect on revisit intention (Rommy Suleman et al., 2020). The perception and evaluation of tourists who have visited will determine the image of a tourist destination. The better the image of the destination, the more convincing tourists to visit again. Destination image is the perception of a person or group of people as a whole about a destination. A good image of the destination will have a positive influence on the level of tourist visits. Tourists who visit a destination will assess and evaluate to consider their decisions in traveling. Previous research conducted by Atikah Zaenab et al. (2019); Rommy Suleman et al. (2020) that there is a significant influence between the image of the destination on the interest in Revisit Intention, which means that the better the image of the tourist destination, the higher the intention of visiting tourists. It is important to investigate the extent of the influence of electronic word of mouth and destination attractiveness on revisit intention with the image of the destination as a mediating variable at Goa Cemara Beach in Bantul Regency.

## RESEARCH METHOD

This study uses a quantitative approach with descriptive research design. The population of this research are tourists who visit Goa Cemara Beach in Bantul Regency. This study used a sample of 200 tourists. Data collection techniques with Electronic and online questionnaires. This study uses an interval scale, which can be grouped and make a rating. The type of interval scale used is the Likert scale. The Likert scale is used to see how strongly the research subject agrees or disagrees with a given statement (Sekaran & Bougie, 2016).

The data is based on the respondent's answers to the questionnaires. Processing existing data by grouping and tabulating then taking the average (Mean). Hypothesis testing was carried out using the Structural Equation Model (SEM) approach using SmartPLS version 3.2.9. The analysis technique in this study was carried out in two stages, namely: (1) The first stage is to test the measurement model, which is to test the validity and construct reliability of each indicators, (2) The second stage is to conduct a structural model test which aims to determine whether there is an influence between variables/correlation between the constructs being measured.

## RESULTS AND DISCUSSIONS

In this study, respondents were known to be 52% male and 49.50% aged 20 to 30 years. As many as 59% of tourists with the majority of students have incomes below one million rupiahs. 75.26% of tourists visiting Goa Cemara Beach came from the Special Region of Yogyakarta Province. The electronic word of mouth variable has an average score of 4.31, meaning it is in the very high category. The destination attractiveness variable has an average score of 4.36, meaning it is in the very high category. The destination image variable has an average score of 4.26, meaning it is in the very good category. The variable intention to revisit has an average score of 4.33, meaning that it is in the very high category. It illustrates that tourists have a very high intention to revisit. The criteria for measuring model fit are based on the SEM-PLS guidelines. Here is the result of the outer loadings:

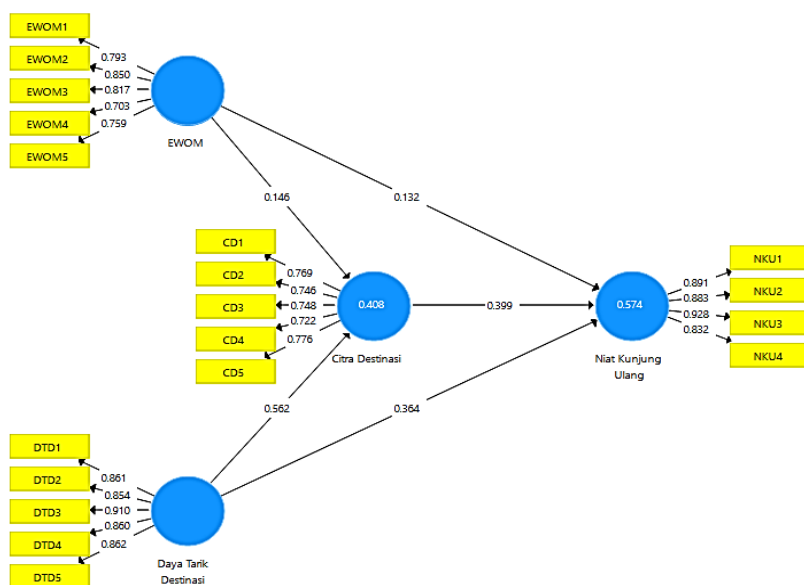


Figure 1. Output Outer Loading SmartPLS

Table 2. Validity and Reliability of Variables

Constructs/Indicators (Reflective)	Composite Reliability	Cronbach's Alpha	Standardized Loading	Average Variance Extracted
Electronic Word of Mouth	0.867	0.809		0.566
EWOM1			0.793	
EWOM2			0.850	
EWOM3			0.817	
EWOM4			0.703	
EWOM5			0.759	
Destination Attractiveness	0.939	0.919		0.756
DTD1			0.861	
DTD2			0.854	
DTD3			0.910	
DTD4			0.860	
DTD5			0.862	
Destination Image	0.890	0.846		0.618
CD1			0.769	
CD2			0.746	
CD3			0.748	
CD4			0.722	
CD5			0.776	
Revisit Intention	0.935	0.906		0.782
NKU1			0.891	
NKU2			0.883	
NKU3			0.928	
NKU4			0.832	

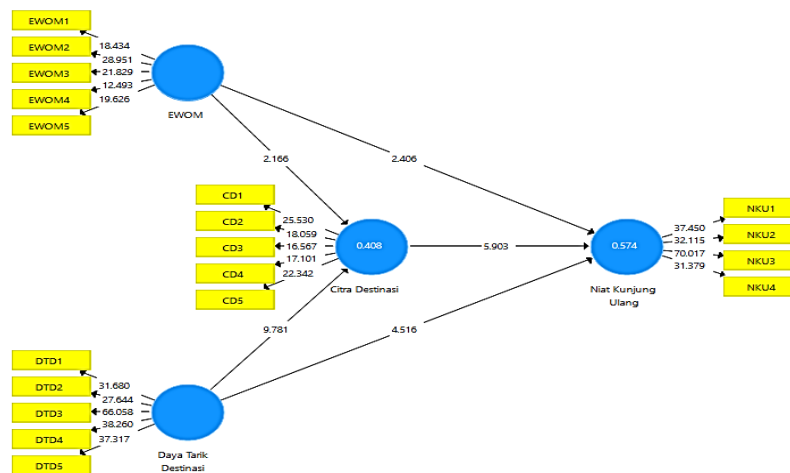
The convergent validity test is seen from the loading factor value of each indicator. From Figure 1 and Table 2 above, it can be seen that the value of outer loadings is >0.70. This means that all indicators used in this study are declared valid.

**Table 3.** Cross Loading Discriminant Validity Test Results

Item	Electronic Word of Mouth	Destination Attractiveness	Destination Image	Revisit Intention
EWOM1	0.793	0.306	0.268	0.307
EWOM2	0.850	0.294	0.307	0.378
EWOM3	0.817	0.343	0.305	0.337
EWOM4	0.703	0.204	0.185	0.218
EWOM5	0.759	0.467	0.394	0.433
DTD1	0.385	0.861	0.533	0.578
DTD2	0.314	0.854	0.501	0.507
DTD3	0.401	0.910	0.636	0.673
DTD4	0.372	0.860	0.517	0.562
DTD5	0.394	0.862	0.514	0.578
CD1	0.399	0.570	0.769	0.527
CD2	0.260	0.372	0.746	0.455
CD3	0.202	0.401	0.748	0.461
CD4	0.259	0.443	0.722	0.530
CD5	0.310	0.527	0.776	0.560
NKU1	0.335	0.567	0.604	0.891
NKU2	0.325	0.573	0.575	0.883
NKU3	0.431	0.567	0.604	0.928
NKU4	0.465	0.654	0.608	0.832

Based on the test results in Table 3, it can be seen that the Cross Loading value of the intended construct is greater than the value of the other constructs so that the data is declared valid. Expected Average Variance Extracted (AVE) value >0.5. Based on Table 2, it can be seen that the AVE value for all research variables > 0.5, all variables in this study are declared valid and it can be seen that each indicator of the latent construct can explain 50% or more of the variance. The reliability test shows the extent to which the instrument can measure without bias. Based on the test results presented in Table 2, it can be seen that the results of composite reliability and Cronbach's alpha show values above the minimum value of 0.70.

A bootstrapping procedure was performed on the sample data before testing the hypothesis 5000 times, where every time the data bootstrapping was performed, the resampling obtained was 200 valid data. Here is the Bootstrapping output:



**Figure 2.** Output Structural Model of Bootstrapping SmartPLS

Test the structural model or inner model as the predictive power of the structural model.

**Table 4.** R-Square Value

Variable	R Square	R Square Adjusted	Note
Destination Image	0.408	0.402	Moderat
Revisit Intention	0.574	0.567	Moderat

Table 4 shows that the R-square value for the destination image variable of 0.402 is included in the weak influence (0.25 - 0.5) which means that the destination image of 40.8% is explained by electronic word of mouth and destination attractiveness variables while the rest is 59.2 % is explained by other variables. The R-square value on the intention to revisit of 0.574 is included in the moderate effect (0.5 - 0.75) which means that the intention to revisit is 57.4% explained by electronic word of mouth and destination attractiveness variables and 42.6% explained by other variables.

Q square is calculated using blindfolding to measure how well the path model can predict the original data value. The value of q square > 0 means that the constructed variable has a predictive relevance for endogenous variables. Prediction grouping  $0.02 \leq Q \text{ square} < 0.15$  had little relevance,  $0.015 < Q \text{ square} < 0.35$  medium relevance, and  $0.35 < Q \text{ square}$  had large relevance with the following results:

**Table 5.** Q-Square Value

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Destination Image	131.861	101.778	0.228
Revisit Intention	97.216	54.310	0.441

Table 5 shows that the results of the Q square calculation are for Z=0.228 and Y=0.441. This means that both Z and Y have relevant predictive values where the model used can explain the information contained in the data and is included in the medium category. The relationship between latent constructs in this research model is seen from the path estimation (path coefficient) and the level of significance (p-value). The level of significance (p-value) used in this study was 0.05 (5%). To find out whether the research hypothesis is accepted or rejected, it can be seen from the significance value between constructs, t-statistics, and p-value. The hypothesis is accepted if the t-statistical significance value is >1.96 and the p-value is <0.05. The results of the Smart PLS bootstrapping process can be seen in Table 6.

**Table 6.** Hypothesis Testing based on Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
EWOM -> Revisit Intention	0.132	0.134	0.055	2.406	0.016
Destination Attractiveness -> Revisit Intention	0.364	0.362	0.081	4.516	0.000
Destination Image -> Revisit Intention	0.399	0.400	0.068	5.903	0.000
EWOM -> Destination Image -> Revisit Intention	0.058	0.059	0.027	2.121	0.034
Destination Attractiveness -> Destination Image -> Revisit Intention	0.224	0.227	0.049	4.556	0.000

From a series of interpretations of test results with the SmartPLS application, 5 (five) hypotheses can be answered as follows:

- a. The effect of electronic word of mouth ( $X_1$ ) on revisit Intention (Y)

Based on the test results, it can be seen that the electronic word of mouth variable has a p-value of 0.016 which is smaller than 0.05, and a t-statistic value of 2.406. This shows that electronic word of mouth has a positive and significant effect on revisit Intention. The better

the electronic word of mouth is shown by frequency of reading other tourists' online reviews, frequency of collecting information from destination reviews through online media, frequency of online consultations, worries about ignoring online reviews, and trust the truth of online reviews, the intention to revisit will increase. This research is in line with previous research conducted by Harahap & Dwita (2020); Irsyaddillah & Trinanda (2021); Sirichareechai (2018).

b. The effect of destination attractiveness ( $X_2$ ) on revisit Intention (Y)

Based on the test results, it can be seen that the destination attractiveness variable has a p-value of 0.000, which is smaller than 0.05, and a t-statistic value of 4.516. This shows that the attractiveness of the destination has a positive and significant effect on the intention to revisit. The better the attraction of the destination is shown by the destination facilities, infrastructure and accessibility of the destination, family destinations, hospitality, and destination services, and socio-economic safety values, the intention to revisit will increase. This study is in line with previous research conducted by ulić et al. (2021); Wishal Nafis (2019); Sinambela (2021); Rommy Suleman et al. (2020).

c. The effect of destination image (Z) on revisit intention (Y)

Based on the test results, it can be seen that the destination image variable has a p-value of 0.000, which is smaller than 0.05, and a t-statistic value of 5.903. This shows that the image of the destination has a positive and significant effect on the intention to revisit. The better the image of the destination is shown by destinations that are guaranteed safe, destinations that offer interesting places; destinations that have beautiful and natural scenery, destinations that have a cool climate, and destinations that offer value for pleasure, the intention to revisit will increase. This research is in line with previous research conducted by Faren (2021); Rommy Suleman et al. (2020); Atikah Zaenab et al. (2019); Harahap & Dwita (2020); Sharma & Nayak (2018).

d. The effect of electronic word of mouth ( $X_1$ ) on revisit Intention (Y) mediated by destination image (Z)

By looking at the indirect effect of exogenous variables on endogenous variables showing a p-value of 0.034, which is smaller than 0.05, it is evident that the mediating role of destination image in the influence of electronic word of mouth on revisit Intention is partial mediation.

e. The effect of destination attractiveness ( $X_2$ ) on revisit Intention (Y) mediated by destination image (Z)

By looking at the indirect effect of exogenous variables on endogenous variables showing a p-value of 0.000, which is smaller than 0.05, it is evident that the mediating role of destination image in the influence of destination attractiveness on revisit Intention is partial mediation.

## CONCLUSION

Based on the data that has been collected and hypothesis testing with SmartPLS, it can be concluded that several things are as follows: (1) Electronic word of mouth has a positive and significant effect on the intention to revisit. The better the electronic word of mouth, the more intention to visit Goa Cemara Beach in Bantul Regency, (2) Destination attractiveness has a positive and significant effect on revisit Intention. The better the attractiveness of the destination owned by Goa Cemara Beach, the intention to revisit will increase, (3) The image of the destination has a positive and significant effect on the intention to revisit. The better the image of the destination owned by Goa Cemara Beach, the intention to revisit will increase, (4) The image of the destination has been proven to play a role as a mediator on the influence of the electronic world of mouth on the intention of visiting Goa Cemara beach tourists in Bantul Regency. The mediation effect is partial mediation, (5) The image of the destination has been proven to play a role as a mediator on

the effect of destination attractiveness on the intention of returning tourists to Goa Cemara beach in Bantul Regency. The mediation effect is partial mediation.

Based on the discussion and conclusions above, the suggestions that can be submitted are: (1) It is hoped that Goa Cemara Beach managers will continue to pay attention and increase the attractiveness of destinations including by improving the infrastructure, accessibility, and facilities of Goa Cemara Beach to strengthen competitiveness and create new destination products and attractions (diversification) by utilizing the potential of natural wealth, art culture, crafts, and culinary. Accessibility is an aspect that must be a concern for Goa Cemara Beach managers. This is considered important because it relates to the ease of tourists in reaching the destination location. To support accessibility, it is necessary to develop public transportation to Goa Cemara Beach, (2) Managers must be more active in communication through online media either through google, instagram, facebook, or other social media at this time almost everyone has used and maintained the image of Goa Cemara Beach as well as possible to get positive eWOM and of course get a positive image, (3) To encourage the development of Goa Cemara Beach, it can't be separated from the human resources, it is expected that the manager, in this case the tourism awareness group (POKDARWIS) must be able to stand in one line in promoting the destination in order to have positive image which can attract visitors to come. The Bantul Regency Tourism Office could give a training that related to the integration of all components such as human, nature, and culture that owned by Goa Cemara Beach. The form of the training could be improving the management of tourist villages, homestay management, destination management, travel agents, food stall management, handicrafts, and others, (4) Further research can be developed by modifying variables such as Positive eWOM, positive image of the destination, or presenting other relevant variables.

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