The Influence of E-Word of Mouth, Word of Mouth, And Destination Brand Love on Revisit Intention In The Tourism Context of Visiting Lake Toba

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Abstract. Purpose of this study to examine the effect of e-wom, word of mouth, and destination brand love on revisit intention to the tourism context of Lake Toba. The sample in this study were visitors to Lake Toba. Data collection used an online questionnaire via Google form. From data collection, 170 respondents were successful in filling out the questionnaire. Data were analyzed using regression analysis. The study results show that word of mouth does not positively affect the Intention to return. Electronic word of mouth has no positive effect on the Intention to return. Destination brand love has a positive effect on the revisit intention.

Keywords: E-Wom, WOM, Destination Brand Love, Revisit Intention

1   Introduction

Lake Toba is a tourist destination in Indonesia that is in great demand because of its beauty and uniqueness. For this reason, the government has made various ways and efforts to make Lake Toba attractive to tourists, especially foreign tourists, the number of visitors increased. Lake Toba has natural beauty, with the most prominent volcanic caldera in the world, located in North Sumatra Province, 176 km from Medan City, the Provincial Capital. Lake Toba itself has a vast island called Samosir Island. Therefore Lake Toba is a legendary tourist destination that we should protect.

Meanwhile, customers are amazed at Lake Toba tourism, where Lake Toba has magnificent views and is associated with very cool weather. Lake Toba has other tourist destinations around Lake Toba itself, including Holbung Samosir Hill, Sibea Hill - bea, and Situmurun Waterfall, whose beauty from a distance can be seen towards Lake Toba itself. So the customer himself has a higher desire to return to a destination, namely Lake Toba, with a percentage of 90% wanting intention.

Consumers' positive and negative emotions from a service can influence their behavior towards the business where they get the service and consider their post-sale behavioral intentions([6]. Return intention is considered very important for the sustainability of a tourist destination. Acquiring new customers is considered more expensive than retaining existing customers; this is one reason why retaining existing customers is essential. To retain existing customers is to give them satisfaction. Factors suspected of influencing revisit intention in this study are e-wom, wom, and destination brand love.

The information obtained by consumers is information that is in e-wom and wom. E-wom and wom is a form of communication regarding positive or negative statements from customers or former customers about a product or company delivered via the internet or directly by word of mouth, which can market a destination itself([21]. E-wom and wom have found a new dimension because all people can express their opinion about the love of destination brands through the internet, social media, or direct word of mouth and can reach more people faster. E-wom and wom can also be done in various forms, including online$_a$ reviews, $_a$comments, and$_a$sharing experiences$_a$through online$_a$communication channels$_a$such as$_a$blogs, gossip, $_a$review sites, $_a$and social$_a$networks([11].

Destination$_a$ brand love$_a$ is a high$_a$ level of$_a$ love from tourists to destinations. The love destination brand functions to provide new information that is more ideal, interesting and has high value for tourism [16]. [3]) revealed that the value of tourist satisfaction is derived from the love of the destination brand. Thus, those who seek to introduce new products to the love of destination brands fall into three categories namely; brand$_a$ experience (long-term$_a$ relationship, frequent$_a$ interaction, first$_a$ visit, positive$_a$ service interaction, $_a$satisfaction, hedonism, attachment$_a$ to goals, people$_a$ feeling), tourist$_a$ dependence (anthropomorphism, $_a$identification to$_a$ the brand$_a$ and identification$_a$ for casual$_a$ tourists), brand dependence (place$_a$ dependence, uniqueness, $_a$self-expression of$_a$ the brand and$_a$activity$_a$opportunities).

According to([12], revisit Intention is considered an essential factor in the survival of$_a$ the tourism$_a$ business and industry. Revisit$_a$ Intention is the Intention to revisit as a possibility expressed from the$_a$ desire of$_a$ tourists$_a$ to revisit a destination. According to [9]), revisit Intention is a crucial element$_a$ of tourist$_a$ destination$_a$ loyalty in$_a$ shaping tourist$_a$satisfaction and$_a$attitudes, which$_a$means that$_a$tourists directly$_a$influence the$_a$involvement of$_a$tourist$_a$destinations.

Quoted from([18], behavioral Intention is a tendency to respond to individual attitudes towards objects; that is, the$_a$ possibility for$_a$ an individual$_a$ to determine$_a$ an action$_a$ or decision.$_a$Particular$_a$ attention should$_a$ be paid$_a$ to post-visit$_a$ behavior or$_a$ what is$_a$ also known$_a$ as loyalty.$_a$In tourism, $_a$the level$_a$ of loyalty$_a$ is reflected$_a$ in the$_a$ tourist's$_a$ Intention to$_a$ revisit and$_a$ recommend the$_a$ destination. Retaining$_a$ existing customers$_a$ is more$_a$ accessible than$_a$ winning new$_a$ ones, and$_a$ they are$_a$ more likely$_a$ to generate$_a$ positive wom.$_a$Therefore, understanding$_a$ what makes$_a$ customers loyal$_a$ is an important$_a$strategic component$_a$for marketing$_a$and tourism$_a$success.

As$_a$ noted above, behavior is$_a$ often measured$_a$ by tourists'$_a$travel intentions,$_a$which indicate$_a$ how hard individuals$_a$ are willing$_a$ to try$_a$ or how$_a$ much effort$_a$ they plan$_a$ to put$_a$ into carrying$_a$ out the$_a$ behavior. Research$_a$ has shown$_a$ that Intention$_a$ is a reliable$_a$ predictor of$_a$ actual behavior. In fact,$_a$the stronger$_a$ the Intention$_a$ to perform$_a$ a behavior, $_a$the more likely$_a$ its performance$_a$ is. The positive$_a$ behavioral Intention$_a$ of consumers$_a$ is the$_a$ willingness to give$_a$ positive words$_a$ about the$_a$ destination, recommend$_a$ others about $_a$the destination, revisit$_a$ the destination, $_a$and spend$_a$more at the$_a$destination([20].

Therefore, tourists who have visited a destination will create an impression that can influence customer behavior. Revisit Intention, which can be considered returning Intention, also positively influences destination brand love. Destination$_a$ Brand Love$_a$ is essential for destination$_a$ marketers$_a$ and researchers [8]. Therefore, marketers$_a$ must understand$_a$ the value$_a$ of love$_a$ for a$_a$ cause and$_a$ how that cause benefits$_a$ from it. Most$_a$ importantly, it$_a$ was found$_a$ that love of the destination brand positively affects$_a$ revisit intention([17]. Based$_a$ on the$_a$ explanation above, the title$_a$ of this research is "The Influence of E-Wom, Wom, and Destination Brand Love on Revisit Intention."

2   Hypothesis Development
2.1 Effect of Word of Mouth on Revisit Intention

Wom$_a$ is an exchange$_a$ of information$_a$ between people$_a$ who know$_a$ each other, either$_a$ directly or indirectly([18]. Word-of-mouth communication$_a$ is nothing$_a$ more than$_a$ a form$_a$ of conversation$_a$ about a product$_a$ or service$_a$ between one$_a$ person and$_a$ another in$_a$ which a$_a$ message is$_a$ conveyed, which$_a$ is sometimes$_a$ not realized$_a$ by the party$_a$ giving the$_a$ message information$_a$ or by$_a$ the recipient$_a$ of the$_a$ information. The$_a$ response received$_a$ by the$_a$ recipient$_a$ of the message$_a$ through word$_a$ of mouth causes$_a$ communication to$_a$ run well. After defining an approved consumer response, the communicator must develop a compelling message([2]. Wom occurs when consumers talk their opinions about products or services to others. Consumers who spread information about the product's goodness are called$_a$positive wom. Still, if$_a$ consumers$_a$ spread information$_a$ about the$_a$ badness of$_a$ the product, $_a$then it$_a$ is called negative$_a$wom([15].

When$_a$ customers share$_a$ their positive$_a$ experiences and$_a$ impressions, wom$_a$ positively affects$_a$ revisit intention.$_a$Travelers who$_a$ are highly$_a$ satisfied with a the service$_a$ will be$_a$ more willing$_a$ to recommend$_a$ a destination's specific$_a$ features to$_a$ others who$_a$ revisit this$_a$ destination in the$_a$ future. Wom$_a$ in the$_a$ form of$_a$ praise is$_a$ positively related to$_a$ the Intention$_a$ to revisit$_a$ tourist attractions$_a$ in the future.$_a$Positive wom$_a$ from colleagues,$_a$friends, and$_a$ family will also$_a$ increase revisit$_a$ intention. The intention to engage in positive wom, which can generate new travelers, stems from an overall positive evaluation of goals. Therefore, word of mouth has been suggested to affect revisit intention directly$_a$ when the$_a$ customer is$_a$ satisfied with a the service$_a$ experience. A$_a$ delighted tourist$_a$ with the$_a$ service will$_a$ be willing$_a$ to recommend$_a$ other specific$_a$ features of the$_a$ destination. Wom$_a$ praise must$_a$positively relate$_a$ to the$_a$ intention to$_a$ revisit tourist$_a$ sites([21]. The results of([14) show$_a$ a positive$_a$ relationship between$_a$ wom and$_a$ revisit intention. That is, the better wom is created, the visitor's revisit intention will be higher. Based on this, the hypothesis can be formed as follows:

H1: Wom has a positive effect on revisit intention.

2.2 Effect Of Electronic Word Of Mouth On Revisit Intention

Electronic$_a$ word-of-mouth$_a$ is$_a$ a form$_a$ of communication$_a$ regarding positive$_a$ or negative$_a$ statements from customers$_a$ or former$_a$ customers about a a product$_a$ or company$_a$ delivered via$_a$ the

internet$_a$ and intended for many people. E-wom can be a source of information influencing consumer beliefs before determining buying attitudes and behavior([5].

To gain a positive$_a$ image of$_a$ a tourist$_a$ destination, e-wom$_a$ can promote particular objects$_a$ more$_a$effectively through$_a$ the opinions$_a$ of previous$_a$ visitors$_a$ about a$_a$ tourist destinations.$_a$Therefore, information$_a$disclosed through comments$_a$ or reviews$_a$ can influence and$_a$ assist in$_a$ deciding tourist destinations. Through e-wom, the image of a tourist destination can increase, leading to visitor satisfaction$_a$ and loyalty. One of the$_a$ advantages of$_a$ e-wom is$_a$ that it can$_a$ be applied$_a$ to promote product$_a$ and services$_a$ through advertisements on social$_a$ media such$_a$ as Facebook, Twitter, $_a$and Instagram.

The existence of positive Tular Getok e-wom and wom can raiseaand increase the Intention of tourists to visit a place. Meanwhile, negative e-wom and wom will reduce the Intention to visit a place. This$_a$ is because tourists who$_a$ will visit$_a$ a place$_a$ have seen$_a$ and read$_a$ information through$_a$ trusted blogs or websites. So e-wom and wom have a significant$_a$ influence on$_a$ visiting intentions([7]. The$_a$ results of$_a$ the study$_a$ by [1] ([12])show a positive relationship between e-wom and revisit Intention. The better the e-wom created, the higher the visitor's revisit intention. Based on this, the following hypothesis can be formed:

H2: E-wom has a positive effect on revisit intention.

2.3 Effect of Destination Brand Love on Revisit Intention

When$_a$ consumers like$_a$ a brand botha physically and non-physically, consumers or tourist visitors will have a positive impression of themselves. This will$_a$ encourage him$_a$ to be able to visit again on the tour. This is in line with research$_a$ conducted by([10], which shows$_a$ a positive$_a$ relationship between$_a$ destination brand$_a$ love and$_a$ visit Intention. That$_a$ is, the$_a$ individual obtains$_a$ the more$_a$ positive the$_a$ destination brand$_a$ love, the$_a$ higher the visitor's Intention$_a$ to visit will$_a$be. Based on this, the hypothesis can be formed as follows:

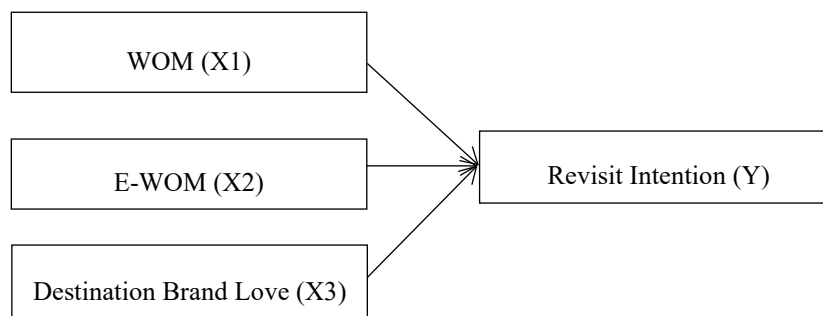H3: Destination brand love has a positive effect on revisit intention

Fig. 1. Research Model

3 Methods

In this study, researchers used a quantitative study where data were collected from questionnaires to make the data obtained clear, detailed, and objective. Meanwhile, the$_a$ sampling technique$_a$ uses a$_a$ purposive sampling technique. Respondents in$_a$ this study$_a$ were visitors to Lake Toba, with a total of 10 x 17 respondents, namely 170 respondents. Data collection uses online questionnaires via Google Forms, distributed via social media. Data analysis used regression analysis through SPSS.

3.1 Measurement

To produce measurement items that are following the research, the researcher uses measurements from several previous researchers, which include the wom and e-wom variables from([21], each of which uses three measurement indicators, destination brand love variable from([16] where seven indicators are used. Meanwhile, the revisit intention from([11] uses four indicators. This$_a$ study was$_a$ measured using$_a$ a likert$_a$ scale with five points, with answers ranging$_a$ from strongly$_a$ disagree (1) to agree (5) strongly. Researchers also included questions such as age, education, employment, income, and intensity of visits to Lake Toba in the past year.

4 Results and Discussion
4.1 Result

The$_a$ characteristics of$_a$ the respondents$_a$ in this$_a$ study were$_a$ divided into several characters based on gender, age, education, type of work, and income. The following are the characteristics of the respondents from this study:

Table 1. Characteristics of Respondents

No.	Demographics		Percentage
1.	Gender	Male	52,3%
		Female	47,6%
2.	Age	10 – 20 years	19,4%
		21 – 30 years	21,8%
		31 – 40 years	46,5%
		41 – 50 years	11,2%
		51 – 60 years	1,2%
		> 60 years	0%
3.	Education	Elementary school	4,1%
		Junior high school	11,2%
		Senior high school	26,5%
		Diploma 3	21,8%

		Bachelor	31,2%
		Postgraduate	5,3%
		Undergraduate 3	0%
		Government employees	19,4%
		Private employees	20,6%
		Self-employed	25,4%
4.	Work	Student / Student	12,9%
		Housewife	8,2%
		Farmer	4,1%
		Etc	9,4%
		< IDR 500,000	18,2%
		< IDR 1,000,000	25,3%
5.	Income	IDR 1,000,000 - IDR 5,000,000	51,2%
		IDR 6,000,000 - IDR 10,000,000	5,3%
		> IDR 10,000,000	0%

Source: Primary data, 2023

Based on the table above, it can be seen that the majority of respondents in this study were male, with a a total of 89 people or 52.3%, while the rest were women or 81 people or 47.6%. In addition, the majority of respondents in this study were aged between 31-40 years, namely 79 people or 46.5%. The majority of respondents in this study had an undergraduate degree, namely 53 people or 31.2%. The majority of respondents in this study had the type of work as self-employed, namely 43 people or 25.3%, with the majority of income amounting to IDR 1,000,000 – IDR 5,000,000, namely 87 people or 51.2%.

Before testing the hypothesis, the researcher conducted a validity and reliability test to ensure that the statement items in the questionnaire were feasible to use. A validity test is a data instrument test to determine how accurate an item is in measuring what it wants to measure. In this study, the validity test was carried out using Confirmatory Factor Analysis (CFA) which showed a latent variable as measured by one or more of the observed variables. A reliability instrument is an instrument that will produce the same data if used several times to measure the same object. The reliability test was carried out by using the cronbach alpha method. The following are the results of the validity and reliability tests carried out (**TABLE 2**)

Table 2 Validity and Reliability Test Results

Variable	Indikator	Loading Factor	Cronbach Alpha
Word of Mouth	WOM 1	0,750	
	WOM 2	0,845	0,745
	WOM 3	0,730	
Electronic Word of Mouth	EWOM 1	0,730	
	EWOM 2	0,821	0,757
	EWOM 3	0,655	
Destination Brand Love	DBL 1	0,760	
	DBL 2	0,761	
	DBL 3	0,674	0,834
	DBL 4	0,638	
	DBL 5	0,718	
	DBL 6	0,843	

	DBL 7	0,676	
	RI 1	0,915	
	RI 2	0,919	
Revisit Intention	RI 3	0,935	0,941
	RI 4	0,867	

Source: Primary data, 2023

Based$_a$ on **TABLE 2**, all of the$_a$ questionnaire statements used$_a$ in this study are valid. This can be seen from the value of the rotated component matrix for each indicator above 0.60([13]. Variable X1 (word of mouth) is in the category of factor 5, variable X2 (electronic word of mouth) is in the category of factor 4, variable X3 (destination brand of love) is in categories 2 and 3, variable Y (revisit Intention) is in category 1. In addition, based on the results of the reliability test conducted, it is known that the cronbach alpha value of all variables is above 0.70, so it can be concluded that the variables in this study are reliable.

After carrying out the classical assumption test, the researcher$_a$ conducted a$_a$ classic assumption$_a$ test consisting$_a$ of a normality$_a$ test, multicollinearity$_a$ test, and$_a$ heteroscedasticity test. This aims to$_a$ ensure that$_a$ the model$_a$ in this$_a$ study meets the requirements of linear$_a$regression. The$_a$following is the result of the classical assumption test performed (**TABLE 3**)

Table 3. Classical Assumption Test Results

Testing Stages	Variable	Value	Status
Multicollinearity	WOM	1,219	Free from multicollinearity
	EWOM	1,475	
	Destination Brand Love	1,420	
Heteroscedasticity	WOM	0,040	Variable X is affected by heteroscedasticity, while the others are not
	EWOM	0,136	
	Destination Brand Love	0,506	

Source: Primary data, 2023

After testing the classical assumptions, the researcher conducted a hypothesis test to see the effect of each independent variable on the dependent. The following are the results of the hypothesis testing that was carried out(**TABLE 4**)

Table 4. Hypothesis Test Results

Variable	Unstandardized B	T	Sig. t	R Square
Constant	7,2111	2,517	0,013	
WOM	-252	-1,450	0,149	
EWOM	0,122	0,583	0,561	0,118
Destination Brand Love	0,371	3,916	0,000	

Source: Primary data, 2023

Based on the results of the regression analysis, the regression equation is obtained as follows:
$$Y = 7,211 - 0,252\ X1 + 0,121\ X2 + 0,371\ X3 + e \quad (1)$$

A constant of 7.211 indicates that when the value of wom, e-wom, and destination brand love is equal to zero, there will be a revisit intention of Lake Toba tourism visitors 7.211. WOM gets a coefficient value of -0.252, meaning that the relationship between wom and revisit Intention is negative. Thus, the better wom is formed, the visitor intention to visit Lake Toba tourism will decrease. However, wom does not affect revisit intention. E-wom gets a coefficient value of 0.121, meaning that the relationship between e-wom and revisit Intention is positive. Thus, the better the e-wom that is formed, the revisit intention of visitors to Lake Toba tourism will increase. However, e-wom has no positive effect on revisit intention. Destination brand love gets a coefficient value of 0.371, meaning that the relationship between destination brand love and revisit Intention is positive. Thus, the higher the destination brand love is formed, the revisit intention of Lake Toba tourism visitors will increase. Vice versa.

In addition, it is also known that wom gets a significance value of 0.149 > 0.05, so it can be concluded that wom has no effect on revisit intention. E-wom gets a significance value of 0.561 > 0.05, so it can be concluded that E-wom has no positive effect on revisit intention. Destination brand love gets a significance value of 0.000 <0.05, so it can be concluded that destination brand love positively affects the Intention to revisit Intention.

The R square value of 0.118 was obtained, which indicated that the ability of the independent variables used in this study, namely wom, e-wom, and destination brand love, to explain the dependent variable revisit intention was 0.118 or 11.8%. In contrast, the remaining 88.2% is explained by other variables not included in this study.

4.2 Discussion
4.2.1 The Effect of Word if Mouth on Revisit Intention

Based on the research results, word of mouth has a significance value of 0.149, which is greater than 0.05. Thus, word of mouth has no positive effect on revisit intention. The results of this study indicate that the good or bad statements given by visitors to Lake Toba Tourism cannot have an impact on revisit intention or Intention to visit again. When customers share their positive experiences and impressions.

Wom has a positive effect on revisit intention. Travelers who are highly satisfied with the service will be more willing to recommend a destination's specific features to others who revisit this destination in the future. Wom in the form of praise is positively related to the Intention to revisit tourist attractions in the future. Positive wom from colleagues, friends, and family will also increase revisit intention. The intention to engage in positive wom, which can generate new travelers, stems from an overall positive evaluation of goals. Therefore, word of mouth has been suggested to have a direct positive effect on revisit intention when the customer is satisfied with the service experience. A highly satisfied tourist with the service will be willing to recommend other specific features of the destination. Wom praise must be positively related to the Intention to revisit tourist sites([21].

However, the results of this study indicate that wom does not influence individual behavior to return to Lake Toba tourism. One reason wom has no effect is that most of the characteristics of the respondents in this study were aged 31-40 years and 21-30 years. At that age, individuals want

to explore more and try and find new situations to relieve their fatigue by traveling. Individuals will not care about positive or negative words from other people about a tourist destination. However, they will still visit tourist destinations whenever they want because they want more experience from their trip to the tour. The results of this study are not in line with the results of([14], which shows a positive relationship between wom and revisit intention. That is, the better wom is created, the visitor's revisit intention will be higher.

4.2.2 Effect of Electronic Word of Mouth on Revisit Intention

Based on the research results, electronic word of mouth has a significance value of 0.561, greater than 0.05. Thus, electronic word of mouth has no positive effect on revisit intention. The results of this study indicate that the good or bad statements given by visitors to Lake Toba tourism on social media cannot impact revisit Intention or Intention to visit again.

To gain a positive image of a tourist destination, e-wom can promote particular tourist objects more effectively through the opinions of previous visitors about tourist destinations. Therefore, information disclosed through comments or reviews can influence and assist in deciding tourist destinations. Through e-wom, the image of a tourist destination can increase, leading to visitor satisfaction and loyalty. One of the advantages of e-wom is that it can be applied to promote products and services through advertisements on social media such as facebook, twitter, and instagram.

The existence of positive Tular Getok e-wom and wom can raise and increase the intention of tourists to visit a place. Meanwhile, negative e-wom and wom will reduce the Intention to visit a place. This is because tourists who will visit a place have seen and read information through trusted blogs or websites. So e-wom and (Wom) have a significant influence on visiting intentions([7].

However, the results of this study indicate that wom does not influence individual behavior to return to Lake Toba tourism. One reason wom has no effect is that most of the characteristics of the respondents in this study were aged 31-40 years. At that age, individuals rarely use social media, especially to get information on tourist attractions they will visit. At that age, they will be more interested in visiting tours according to their wishes without caring about positive and negative comments from other people on social media. The results of this study are not in line with those of([1], [12]), which shows a positive relationship between e-wom and revisit Intention. The better the e-wom created, the higher the visitor's revisit intention.

4.2.3 The Effect of Destination Brand Love on Revisit Intention

Based on the results of the research that has been done, destination brand love has a significance value of 0.000, which is less than 0.05. Thus, destination brand love has a positive effect on revisit intention. The coefficient value obtained is 0.371, which is positive, so the relationship between destination brand love and revisit Intention is also positive. Thus, if the destination brand love increases, the visit intention also increases. And vice versa, if destination brand love decreases, visit Intention also decreases.

When consumers like a brand both physically and non-physically, consumers or tourist visitors will have a positive impression of themselves. This will encourage him to be able to visit again on the tour. This aligns with research conducted by([10], which shows a positive relationship$_a$ between destination$_a$ brand love$_a$ and visit$_a$ Intention. That is, the individual obtains the more positive the destination brand love, the higher the visitor's Intention to visit will be.

Manitou et al. revealed that brand love is a form of attitude that satisfied consumers have towards a brand and is described as a passionate level of emotional attachment to a particular brand. A solid foundation between consumers and brands allows consumers to voice their opinions and provide positive feedback to other consumers([4].

5   Conclusion

Word of mouth does not positively affect revisit intention. Wom has no effect because most of$_a$ the characteristics$_a$ of the$_a$ respondents in$_a$ this study$_a$ are aged$_a$ 31-40 years and 21-30 years. At that age, individuals want to explore more and find new situations to relieve their fatigue by traveling. Electronic word of mouth has no positive effect$_a$ on revisit$_a$ intention. E-wom has no effect because most of$_a$ the characteristics$_a$ of the$_a$ respondents in this study are aged 31-40 years. At that age, individuals rarely use social media, especially to get information on tourist attractions they will visit. At that age, they will be more interested in visiting tours according to their wishes without caring about positive and negative comments from other people on social media. Destination brand love has a significant effect on revisit intention. When consumers like a brand both physically and non-physically, consumers or tourist visitors will have a positive impression of themselves. This will encourage him to be able to visit again on the tour.

The management of Lake Toba tourism can increase the destination brand's love of it by increasing the comfort of visitors so that they can have a bond of feelings with Lake Toba tourism. This is because destination brand love is one of the variables that can influence revisit intention. Future researchers can add variables not used in this study because this research only gets a small R Square value of 0.118. So that many other factors are forming revisit intention.

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