

Destination Attractiveness and Perceived Social Responsibility of Destination to building Tourist Satisfaction, Revisit Intention, and e-WOM

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Abstract. Tourist satisfaction can provide support in controlling the market and developing tourist destinations in the future. The importance of tourist satisfaction provides an opportunity to study its predictors and consequences. Thus, this study aims to build a comprehensive model to study tourist satisfaction by revealing predictors, namely destination attractiveness and perceived social responsibility of the destination and its consequences, namely the revisit intention and e-WOM. This model will be tested with the PLS-SEM application. This study involved 248 respondents. The collection of research data uses a questionnaire distributed online to respondents. The study results show that destination attractiveness and perceived destination social responsibility can predict tourist satisfaction. Tourist satisfaction has fostered the revisit intention and provide positive e-WOM.

Keywords: Tourist Satisfaction, Destination Attractiveness, Revisit Intention, Perceived Destination Social Responsibility, e-WOM

1 Introduction

The economy is the sector that the Covid-19 outbreak has heavily impacted. Indonesia also experienced sluggishness in the economic field. The tourism sector is believed to be able to contribute to supporting economic recovery after the Covid-19 pandemic [1]. This follows the tourism sector's role, which has become a sector that can contribute significantly to Indonesia's GDP. It is not surprising that the Indonesian tourism sector is also getting great attention to be immediately reactivated after Covid-19. Various parties, from the central government, local governments, and tourism destination managers, must work together to reactivate the Indonesian tourism sector.

Satisfaction is an essential thing in a tourist destination business. Tourist satisfaction has many positive impacts on the progress of tourist destinations [2]. First, satisfied tourists will have the desire to repeat their tour. Second, satisfied tourists are not only eager to visit these tourist attractions but will become loyal tourists. Third, satisfied tourists will also have a strong attachment relationship to the tourist destinations they have visited. Fourth, satisfied tourists will provide excellent and pleasant information about tourist destinations to others through social media or directly. Touristic managers must strive to create tourist satisfaction with the tourist destinations visited.

So far, tourist satisfaction has become a critical study discussed by academics and practitioners in tourism. Some scholars and practitioners try to identify predictors that can

stimulate the emergence of tourist satisfaction. In addition, practitioners and scholars have also attempted to reveal the consequences of tourist satisfaction [3]. However, research that tries to expose the predictor and consequent mechanisms of tourist satisfaction is still often neglected. This study attempts to fill the gap in this research by adapting the Stimulus-Organism-Response (SOR) Theory to reveal the predictor and consequent mechanisms of tourist satisfaction.

Stimulus in SOR theory assumes that factors originating from the external environment can strongly influence organism. This condition is in the case of tourist satisfaction, caused mainly by external factors. The first antecedent believed to be a strong predictor for predicting tourist satisfaction is a destination attractiveness [4][5][6][7]. This destination attractiveness is the most vital element in the tourism system. This destination attractiveness is the reason for tourists to visit a tourist destination. The second antecedent is perceived of destination social responsibility, which is also considered a strong predictor of tourist satisfaction [8][9][10]. Indonesia is a country with tourism that utilizes its natural potential. This condition certainly needs to be balanced by the manager's responsibility in maintaining the balance of nature so that the natural ecosystem is maintained. Destination social responsibility from this tour manager provides a good perception for tourists who make them satisfied when visiting.

The response in this SOR theory can occur due to the influence of the organism, which in this case is tourist satisfaction. This tourist satisfaction will be able to stimulate the emergence of a response from tourists. The first form of reaction is the intention to visit again. Tourists who are satisfied with a tourist destination will want to return to visit in the future [11][12][13]. This condition is caused by the happy atmosphere of tourists due to satisfaction with tourist destinations. The pleasant experience when making this tour will make tourists want to feel it again. The second form of response is positive e-WOM regarding tourist destinations through social media [14][15]. Tourists' satisfaction makes them share their good experiences while traveling through social media. In addition to telling, tourists who are satisfied and happy with tourist destinations will recommend them through social media to their colleagues. So, this study will use destination attractiveness and perceived of destination social responsibility as predictors of tourist satisfaction and revisit intention and e-WOM as consequences to tourist satisfaction.

2 Method

The quantitative research approach is considered suitable for use in research. Respondents of this study are tourists who visit Indonesia's natural tourism. The respondents in this study were determined by non-probability sampling method with purposive sampling technique. The criteria set to become a respondent are at least 18 years old and visiting nature tourism in Indonesia for a maximum of the last three months. Respondents in this study amounted to 248 spread across the islands of Java, Sumatra, Kalimantan, Sulawesi, Bali, and Irian Jaya. The number of respondents is considered sufficient because of the provisions of 5 to 10 times the number of statement items from the variables used. This research's five variables include destination attractiveness, perceived of destination responsibility, tourist satisfaction, revisit intention, and e-WOM. The total statement items to measure the five variables are 20 items which can be seen in Table 1. The data collection technique uses online surveys by email and social media of the tourism community like GenPI (Gerakan Pesona Indonesia), a community of netizens interested in Indonesian tourism. The research instrument

used a questionnaire containing statement items from the five variables with a Likert scale. Data processing is carried out with the help of Warp PLS 6.0.

Table 1. Research Instrument

	Variable	Source	Total Items
DA	Destination Attractiveness	Cahyanti and Anjaningrum (2017) [16]	6
PDSR	Perceived of Destination Social Responsibility	Su and Huang (2019) [10]	5
TS	Tourist Satisfaction	Su and Huang (2019) [10]	3
RI	Visit Intention	Zhang et al. (2018) [17]	3
e- WOM	Electronic Word of Mouth	Seo et al. (2020) [18]	3
Total			20

3 Finding and Discussion

Data collection by online survey managed to collect 248 complete data. The data will then be analyzed using the help of Warp PLS 6.0. The following are the details of descriptive data from the respondents of this study in Table 2.

Table 2. Characteristics of Research Respondents

Characteristics	Information	Amount	Percentage
Gender	Female	134	54%
	Male	114	46%
	Total	248	100%
Age	18-30 years old	104	42%
	31-40 years old	86	35%
	41-50 years old	53	21%
	>50 years old	5	2%
	Total	248	100%
Profession	Student	40	16%
	Entrepreneur	28	11%
	PNS	67	27%
	BUMN	38	15%
	Private Employee	56	23%
	Others (Freelancer, Housewife)	19	8%
	Total	248	100%
Expenditures/month	< Rp 2.500.000	55	22%
	Rp 2.500.000 – Rp 5.000.000	36	15%
	Rp 5.000.001 – Rp 7.500.000	73	29%
	>Rp 7.500.000	84	34%
	Total	248	100%
Island of Origin	Sumatra	42	17%
	Java	126	51%
	Kalimantan	38	15%
	Sulawesi	24	10%
	Bali & Irian Jaya	18	7%
	Total	248	100%
Social Media	Instagram	140	56%
	Facebook	88	36%

Characteristics	Information	Amount	Percentage
	Tiktok	20	8%
	Total	248	100%

Table 2 shows that the number of female and male respondents is quite balanced. Furthermore, this study was dominated by respondents aged 18-30 years. The majority of respondents in this research are Civil Servants. As many as 34% of respondents in this study have a monthly income of more than IDR 7,500,000.00. Most research respondents are from Java Island, and the most widely used social media is Instagram.

Data analysis using SEM with the Warp PLS 6.0 application will begin with a measurement model. This measurement model will be carried out to test the validity and reliability of the research instrument. Table 3 below is the result of the convergent validity and reliability tests. The next measurement model is discriminant validity which will be presented in Table 4.

Table 3. Convergent Validity and Reliability Test

Statement Items	Factor Loading	Composite Reliability	Cronbach's Alpha	Decision
Destination Attractiveness (DA)		0.919	0.895	Reliable
DA1	0.916			Valid
DA2	0.953			Valid
DA3	0.956			Valid
DA4	0.951			Valid
DA5	0.922			
DA6	0.918			Valid
Perceived of Destination Social Responsibility (PDSR)		0.875	0.831	Reliable
PDSR1	0.815			Valid
PDSR2	0.877			Valid
PDSR3	0.868			Valid
PDSR4	0.845			Valid
PDSR5	0.855			Valid
Tourist Satisfaction (TS)		0.885	0.867	Reliable
TS1	0.846			Valid
TS2	0.887			Valid
TS3	0.849			Valid
Revisit Intention (RI)		0.880	0.848	Reliable
RI1	0.839			Valid
RI2	0.868			Valid
RI3	0.869			Valid
Electronic Word of Mouth (e-WOM)		0.890	0.874	Reliable
e-WOM1	0.898			Valid
e-WOM2	0.887			Valid
e-WOM3	0.879			Valid

Table 4. Discriminant Validity

	DA	PDSR	TS	RI	e-WOM
DA	(0.862)	0.161	0.280	0.136	0.166
PDSR	0.161	(0.774)	0.583	0.358	0.226
TS	0.280	0.583	(0.758)	0.508	0.542
RI	0.136	0.358	0.508	(0.750)	0.223

e-WOM	0.166	0.226	0.542	0.223	(0.698)
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Table 3 results of the measurement model, namely convergent validity and reliability. The fifth research variable, which includes destination attractiveness, perception of destination social responsibility, tourist satisfaction, revisit intention, and e-WOM, is declared reliable. This decision is under the results of the Composite Reliability and Cronbach's Alpha tests of the five variables whose value is more than 0.7. This condition provides evidence that the instruments used to measure the five variables are consistent. Furthermore, Table 3 also explains that the 20 items of this study contain a number factor of more than 0.7. All of these statements are valid and can be used for further analysis. The five variables also meet the criteria for discriminant validity. Namely, the value of the square root of AVE is higher than the value of the relationship between latent variables shown in Table 4.

The second stage in SEM PLS is the structural model to test the hypothesis. The following are Figure 1 and Table 5, which show the results of the structural model test.



Fig. 1. Structural Model

Table 5. Hypothesis Testing

Hypothesis	β	P-Value	Effect Size	Decision
Destination attractiveness effect on tourist satisfaction (H1)	0.48	0.001	0.355	Accepted
Perceived of social responsibility h effect on tourist satisfaction (H2)	0.39	0.001	0.157	Accepted
Tourist satisfaction effect on revisit intention (H3)	0.43	0.001	0.298	Accepted
Tourist satisfaction effect on e-WOM (H4)	0.38	0.001	0.193	Accepted

3.1 Destination attractiveness effect on tourist satisfaction (H1)

Hypothesis 1 is that destination attractiveness affects tourist satisfaction and is accepted. Hypothesis 1 is accepted because the coefficient is 0.48, and the significant p-value is 0.001. This means that if destination attractiveness increases by one unit, tourist satisfaction will also increase by 0.48. Effect size 0.355 implies that the effect of destination attractiveness as a predictor of tourist satisfaction is vital according to a realistic view. Acceptance of hypothesis 1 according to the sight of SOR theory if the stimulus in the form of external factors has a contribution to influence the organism. In addition, this result also strengthens the evidence that destination attractiveness is a predictor of tourist satisfaction [4][5][6][7].

Nasir et al. (2020) [7] argue that the concept of destination attractiveness relates to the extent to which the resources of a tourism destination can meet tourist expectations in terms of

time, availability, and budget. When a tourist destination can meet these expectations, tourists will feel satisfied. Furthermore, Mohamad et al. (2019) [4] revealed that the attractiveness of this destination is not only the physical characteristics of tourist destinations but also the characteristics of the community. The peculiarities of these physical and neighborhood characteristics can be used as a means to satisfy tourists.

3.2 Perceived of social responsibility h effect on tourist satisfaction (H2)

Hypothesis 2 is that perceived destination social responsibility affects tourist satisfaction. Hypothesis 2 is accepted because the coefficient is 0.39, and the significant p-value is 0.001. It means that if the perceived destination social responsibility increases by one unit, tourist satisfaction will also increase by 0.39. Effect size 0.157 implies that the influence of perceived destination social responsibility as a predictor of tourist satisfaction is quite substantial according to a realistic view. Acceptance of hypothesis 2 according to the sight of SOR theory if the stimulus in the form of external factors has a contribution to influence the organism. In addition, this result also strengthens the evidence that perceived destination social responsibility is a predictor of tourist satisfaction [8][9][10].

Su and Swanson (2017) [8] revealed that destination social responsibility has a great relationship with the destination identification process. Tourists will carry out an identification process regarding the destinations visited and will feel satisfied if it is per their values [9]. Social responsibility activities can produce a good perception of the destination image and tourist satisfaction [10]. At the destination level, DSR practices can increase overall population satisfaction with the destination. Tourism development has positive and negative cultural, environmental, and social impacts. Tourism managers need to carry out social responsibility to minimize the adverse effects of tourism development. Tourism managers have widely carried out the practice of destination social responsibility (DSR) to form a good tourist experience by utilizing the natural tourism potential. This satisfies tourists because the ecosystem and tourism environment are preserved and campaigned well.

3.3 Tourist satisfaction effect on revisit intention (H3)

Hypothesis 3 is that tourist satisfaction affects revisit intention to be accepted. Hypothesis 3 is accepted because the coefficient is 0.43, and the significant p-value is 0.001. This means that if tourist satisfaction increases by one unit, revisit intention will also increase by 0.43. Effect size 0.298 implies that the influence of tourist satisfaction as a predictor of revisit intention is quite substantial according to a realistic view. Acceptance of hypothesis 3 according to the sight of SOR theory if the organism has a contribution to influence the response. In addition, these results also strengthen the evidence that tourist satisfaction is a predictor of revisit intention [11][12][13].

The match between what tourists expect about a destination and what they get when visiting can foster satisfaction [12]. Tourists who are satisfied with their tourist destinations desire to repeat the pleasant experiences that have been passed [13]. Destination satisfaction regarding tourist destinations creates a desire to return to visit on trips that will be carried out in the future [11].

3.4 Tourist satisfaction effect on e-WOM (H4)

Hypothesis 4 is that tourist satisfaction affects e-WOM being accepted. Hypothesis 4 is accepted because the coefficient is 0.38, and the significant p-value is 0.001. This means that if tourist satisfaction increases by one unit, e-WOM will also increase by 0.38. Effect size 0.193 implies that the influence of tourist satisfaction as a predictor of e-WOM is quite substantial according to a realistic view. Acceptance of hypothesis 4 according to the sight of SOR theory if the organism has a contribution to influence the response. In addition, these results also strengthen the evidence that tourist satisfaction is a predictor of e-WOM [14][15].

Social media has now been transformed into a means to share a pleasant travel experience and show the level of satisfaction with a tourist destination [14]. Tourists who are satisfied with tourist destinations will voluntarily share positive and good information through social media. Not only that, but tourists will also influence other people to visit a tourist destination through posts on social media because they feel satisfied [15].

4 Conclusion

SOR theory was successful as a basis for developing models that reveal the predictors and consequences of tourist satisfaction. This is under the results of data analysis that destination attractiveness and perceived destination social responsibility (stimulus) affect tourist satisfaction (organisms). Furthermore, tourist satisfaction (organism) affects revisit intention and e-WOM. Regarding the importance of tourist satisfaction, managers must pay attention to factors that contribute significantly to its formation, such as destination attractiveness and perceived destination social responsibility. The limitation of this study is that it only focuses on external factors to reveal predictors of tourist satisfaction. So, the subsequent research can collaborate on external and internal factors in building the model.

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