



The Analysis of Electronic Word of Mouth, Destination Image, and Visiting Decision on Satisfaction

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Abstract

The purpose of this study was to find out the influence of electronic word of mouth and destination image on satisfaction through the visiting decision to the visitors of Banjarejo Tourism Village. The population in this study were all visitors of the Banjarejo Tourism Village. The total of samples was 120 respondents with incidental sampling techniques through a Likert scale questionnaire. The data collection method used a questionnaire. Data analysis used classical assumption test and hypothesis test (t-test and path analysis) with SPSS 25 statistical version. The results showed that electronic word of mouth had a positive influence and significant on visitor satisfaction, destination image had a positive influence and significant on visitor satisfaction, visiting decision had a positive influence and significant on visitor satisfaction, and the visiting decision mediated the influence of electronic word of mouth and destination image on visitor satisfaction.

INTRODUCTION

Indonesia has great tourism potential and can be an attraction for domestic and foreign tourist visits (Priatmoko, 2017). This great potential should be well managed to compete at the local and international levels. The ability of an area to manage its tourism objects will provide a large advantage for the area concerned (Putra, 2017). The tourism business can increase income from both local and foreign tourists (Purnama 2014). The tourism business has now been growing, accompanied by competition between managers of tourist destinations which are increasingly stringent and competing to increase the number of tourist visits (Putri te al., 2012). One of the important factors that can make a tourist destination competitive is visitor satisfaction. Visitor satisfaction is very important for the company's success in marketing a destination because this

will affect the choice of destination, and consumption of products and services (Kozak & Rimmington, 2000).

Satisfaction is one of the important factors expected by consumers in purchasing a product or service (Farida, 2014). By giving satisfaction to customer, customer tends to be loyal, and even invites others to use products or services that have given satisfaction to them (Permana, 2013). Therefore, the tourism places' manager needs to try to give satisfaction to every tourism place visitors so they can compete with other tourist destinations. There are many variables that can influence visitor satisfaction, one of them is the electronic word of mouth (EWOM) variable. Hennig-Thurau te al. (2004) explained what is the electronic word of mouth (EWOM), it is a positive and negative statement made by potential, actual, or former customers about a product or company that is available made to many people and institutions

through the internet. EWOM is digitalization of traditional WOM, if WOM is delivered directly from one party to another, so the delivery of the electronic word of mouth requires intermediary media through electronic media (Humaira & Wibowo, 2016). The more often and positive WOM consumers do on social media, it shows the greater level of consumer satisfaction in a tourism place. (Putra, 2017).

Besides electronic word of mouth, another variable that can affect visitor satisfaction is destination image. Etchner (2003) explained what is a destination image, it is the perception of potential tourists towards a destination. The better image of tourism can increase tourist satisfaction (Sangkaeng et al., 2015).

There are suspected factors that can mediate between electronic word of mouth and destination image of visitor satisfaction, one of them is the visiting decision. The visiting decision is the process by which a visitor evaluates and selects one alternative needed based on certain considerations (Aprilia, 2015). According to Hasan and Setiyaningtiyas (2015) the electronic word of mouth that develops on social media can influence tourist visiting decision. Destination image also has a role in influencing tourist visiting decision, according to Hanif et al. (2016), he said that the destination image in general has an important role that influences the perception of individuals in choosing tourist destinations. Then the tourists visiting decisions can influence the visitor satisfaction as said by Ardiani and Murwatiningih (2017), she said that the visiting decision to utilize the tourism place is an event that leads visitors to achieve satisfaction. Pitana (2005) also explained that the traveling decision is basically a "purchase" decision, which is to spend money to get satisfaction.

Some of previous studies that examined the visiting decision and visitor satisfaction associated with the EWOM factor and destination image having different results. Previous study on electronic word of mouth with a visiting decision conducted by (Widyanto et al., 2017). with a case study of visitors to Hawaii Waterpark Malang with the results of electronic word of mouth was significantly influence the visitng decision at Hawaii Waterpark Malang. The same result was also shown in a study conducted by Mulyati (2018) to tourists in Bukit Tinggi, it indicated that electronic word of mouth had a significant influence on visiting decision. While study conducted by Suwarduki et al. (2016) on active followers of the Instagram account Indtravel who had visited tourist destinations in Indonesia showed

that electronic word of mouth had no significant influence on visiting decision.

Besides studies on electronic word of mouth on visiting decision that have differences, studies on destination image of visiting decision also had different results. Study conducted by Zaskia and Farida (2016) in the Kudus Colo tourism place proved that destination image variables had a significant influence on visiting decision. So the study conducted by Hania (2016) on Batu City tourists, it showed that there was a positive influence between destination image on the decision to visit Batu City. While study conducted by Suwarduki, et al (2016) on the active followers of the Instagram account Indtravel who had visited tourist destinations in Indonesia showed that the destination image had no significant influence on visiting decision.

Previous studies on electronic word of mouth with visitor satisfaction also had a gap in research results. Study conducted by Putra (2017) on Yogyakarta Special Region tourists showed that electronic word of mouth had a significant influence on satisfaction. However, study conducted by Paludi (2016) at the Betawi Cultural Village (PBB) of Setu Babakan South Jakarta showed that the electronic word of mouth variable showed a negative influence and not significant on visitor satisfaction.

So the study related to the destination image and its relationship with visitor satisfaction conducted by several previous researchers whose results were different. Study on destination image with visitor satisfaction conducted by Alqurneh et al. (2002) on Jordanian dead sea visitors showed that destination image had a significant influence on visitor satisfaction. So the study conducted by Hanif et al., (2016) on Batu City tourists showed that destination image had a significant influence on visitor satisfaction. While study conducted by Sundari (2015) on Samosir Regency tourists showed that the destination image had no significant influence on visitor satisfaction.

According to researchers, one of the interesting objects to study is Banjarejo Tourism Village. Banjarejo Tourism Village is located in Gabus District, Grobogan Regency. Banjarejo Tourism Village has a Fossil House, Ganesha Sleeping Park, Medang Site, and Buran Londo. According to researchers from the Yogyakarta Archaeological Center, Sugeng Riyanto, there are at least four civilization eras that have been existing in the Banjarejo region based on objects that had been found by citizens, namely the ancient era, the Megalithic era, the Hindu-Buddhist era, and the early entry of Islam. Having a site from four different civiliza-

tions is unique in Banjarejo Tourism Village. The uniqueness of a tourism place is an indicator of the destination image (Qu et al., 2011).

The Banjarejo Tourism Village's manager also tries continuously to promote on social media, which is Instagram using the @desawisata-banjarejo account by uploading photos and videos with adding information related to the Banjarejo Tourism Village. The activity was usually also attended by visitors to the Banjarejo Tourism Village. This showed that the management and visitors have been spreading information about the Banjarejo Tourism Village on social media to many potential tourists. So it can be said that the Banjarejo Tourism Village's manager and the visitors have done electronic word of mouth. A post about a good thing from a tourism place (ewom) contributes to tourist satisfaction (Putra, 2017).

Despite having a unique destination image and continuing to do EWOM. However, based on the data from Banjarejo Tourism Village ticket sales from the 2nd quarter of 2018 to the 1st quarter of 2019 were decreased, it can be seen in the following table:

Table 1. The Total of Ticket Sales in Banjarejo Tourism Village

| Quarterly | The Total of Ticket Sales | Ticket Sales Fluctuations | Percentage |
|------------------|---------------------------|---------------------------|------------|
| Quarter 2 (2018) | 32.148 | - | - |
| Quarter 3 (2018) | 20.742 | (-) 11.406 | (-) 35% |
| Quarter 4 (2018) | 83.866 | (+) 63.124 | (+) 304% |
| Quarter 1 (2019) | 13.726 | (-) 70.140 | (-) 84% |

Source: Youth, Sports, Culture and Tourism Office in Grobogan Regency.

The total of ticket sales of the Banjarejo Tourism Village in the first quarter of 2019 was decreased by 84% compared to the fourth quarter of 2018. The data on the total of ticket sales of the Banjarejo Tourism Village declined, so it was assumed that the visitors satisfaction of the Banjarejo Tourism Village had decreased. From the research gap data and the gap phenomenon above, the purpose of this study was to find out "The influence of electronic word of mouth and destination image on satisfaction through the visiting decision to the visitors of Banjarejo Tourism Village".

Hypothesis Development

The Relation of Electronic Word of Mouth with Visitor Satisfaction

EWOM is the digitalization of traditional WOM. If WOM is delivered directly from one party to another, the delivery of the electronic word of mouth requires intermediary media, that is through electronic media (Humaira & Wibowo, 2016). The more often and more positive WOM consumers do on social media, it shows the greater level of consumer satisfaction in a tourism place (Putra, 2017). In several previous studies, it was found that there was a relation between EWOM and visitor satisfaction. A study conducted by Setiawan (2014) on Denpasar City tourists showed that electronic word of mouth had an influence on the satisfaction of the visitors to the Denpasar city. This proved that electronic word of mouth influenced the satisfaction of visitors of a tourism place.

From the explanation above, the hypothesis can be summarized as follows:

H1: There is a positive influence and significant between electronic word of mouth and visitor satisfaction.

The Relation of Electronic Word of Mouth with Visitor Satisfaction through Visiting Decision

Hennig-Thurau, et al (2004) explained that Electronic Word of Mouth (EWOM) is a positive and negative statement made by potential or former customers about a product or company that is available made to many people and institutions through the internet. Information written on the internet by tourists who have visited will provide considerable added value for other users, that are potential tourists, so this can speed up the development of electronic word of mouth and will ultimately influence tourist visiting decision (Hasan & Setyaningtiyas, 2015). In several previous studies, it was found that there was a relation between EWOM and the visiting decision. As a study conducted by Sari and Pangestuti (2018), it showed that electronic word of mouth had a significant positive influence on visiting decision. Then visiting decision influenced visitor satisfaction as Mardiyani (2015) study, it showed that visiting decision influenced visitor satisfaction.

From the explanation above, the hypothesis can be summarized as follows:

H2: There is a positive influence and significant between electronic word of mouth on visitor satisfaction through the visiting decision.

The Relation between Destination Image and Visitor Satisfaction

Etchner (2003) explained that a destination image is the perception of potential tourists towards a destination. The better image of tourism can increase tourist satisfaction (Sangkaeng, et al, 2015). Study of Alqurneh et al., (2002) which was conducted on Jordan's dead sea visitors proved a significant influence between destination image on visitor satisfaction. So the study conducted by Hanif et al., (2016) which was hold on local tourists visiting Batu City, he explained that destination image had a significant influence on tourist satisfaction. This proved that the destination image influenced the visitor satisfaction to the tourism place.

From the explanation above, the hypothesis can be summarized as follows:

H3: There is a positive influence and significant between destination image and visitor satisfaction.

The Relation between Destination Image and Visitor Satisfaction through Visiting Decision

The destination image is a representation of the overall destination perception and it is formed from the past information about the destination (Ardiani & Murwatiningsih, 2017). Kotler (2008) explained that one of the psychological factors that influence decision is consumer perception. Tourist perception of a destination is the understanding of the destination image (Etchner & Ritchie 2003). In several previous studies, it was found that there was a relation between destination image and visiting decision. As a study conducted by Fuadillah (2018) on cilacap sea turtle visitors which showed a positive and significant destination image of the visiting decision. Then the visiting decision influenced visitor satisfaction as a study by Hartono (2015) which showed that the visiting decision variable directly influenced satisfaction.

From the explanation above, the hypothesis can be summarized as follows:

H4: There is a positive influence and significant between destination image and visitor satisfaction through a visit decision.

The Relation between Visiting Decision and Visitor Satisfaction

According to Setiadi (2003), purchasing decisions made by consumers to find a solution to the problem that was experienced. According to Setyaningsih (2017), the visitors decision to utilize the tourism place was an event that leads visitors to achieve satisfaction. In several previous

studies, it was found that there was a relation between visiting decision and visitor satisfaction. As a study conducted by Safitasari & Maftukhah (2017) of visitors to the Sanggaluri Reptile Park which showed that the visiting decision of variables had a positive influence and significant on the visitor satisfaction to the Sanggaluri Reptile Park. This proved that the decision to visit influenced visitor satisfaction.

From the explanation above, the hypothesis can be summarized as follows:

H5: There is a positive influence and significant between the visiting decision with visitor satisfaction.

Based on the explanation above, a framework can be made and seen in the picture below:

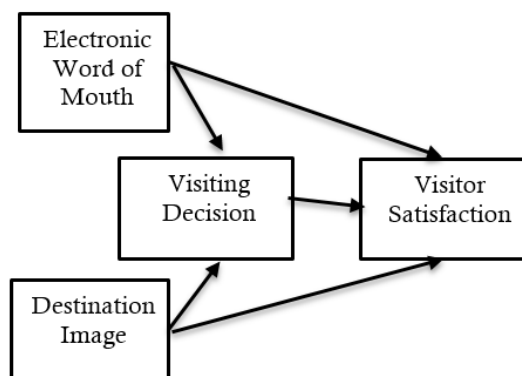


Figure 1. Research Model

METHOD

This research was a quantitative research. The research designs were the population study, research samples, sampling techniques, research variables, data collection methods, validity and reliability tests of the research instruments, and data analysis. The data source of this research was primary data derived from the results of field observations by filling out the questionnaires from the 120 visitors of Banjarejo Tourism Village. The population used in this study were all tourists who were visiting the Banjarejo Tourism Village, Grobogan Regency, with a total of unknown population. Because the population in this study was unknown, the samples were taken for this study. The total of samples was determined using the iteration formula method. In the sampling, it was used the incidental sampling technique, which was the determination of samples based on coincidence, which meant anyone who met the researcher incidentally can be used as a sample. Criteria or considerations in drawing and selecting these samples were consu-

mers, both men and women who were visiting the Banjarejo Tourism Village. The variables in this study consisted of three types, namely the dependent variable, the independent variable, and the intervening variable. The dependent variable in this study was visitor satisfaction. There were two independent variables in this study namely electronic word of mouth and destination image, and the intervening variable in this study was the visiting decision. The instrument of the suitability test in this study used a validity and reliability test to assess the feasibility of the research instrument. Sugiyono (2017) explained that the instrument used in the study must be valid, which means the measuring instrument used to obtain data can measure what should be measured, and the instrument must be valid and reliable. To get the best results in this study, the classical assumption test was used. Ghozali (2013) argued that the classic assumption test is used to get the best results with the aim that the independent variable as an estimator of the related variable is not biased. The classic assumptions used in this study were the normality test, the multicollinearity test, and the heteroskedasticity test to test the influence of independent variables individually on the related variables, it was carried out by test and path analysis. According to Sugiyono, (2014), path analysis is the development of regression analysis, so regression analysis can be said as a special form of path analysis. Through path analysis, it will be found which path is most appropriate and brief an independent variable to the last dependent variable. The relation is said as perfect mediation (complete mediation) if the indirect influence is significant, and the direct influence is not significant. The relation is said as partial mediation if the indirect influence, and the direct influence are both significant.

RESULT AND DISCUSSION

The samples of this study were 120 respondents consisted of 46 male and 74 female respondents.

Validity and Reliability Test

Based on the validity test, it was known that all statements used in the study had sig values. Alpha count <0.05 so that all statement items were valid and worth to use. For the research, the reliability test results of all variables showed the value of Cronbach's alpha > 0.70, so it could be concluded that all items of the statement were reliable to use as research instruments.

Classic Assumption Test

In normality testing using the Kolmogorov-Smirnov test, it was said that the data was normally distributed if the Asimp.Sig (2-tailed) value > 0.05 level of significance of One Sample Kolmogorov-Smirnov (Ghozali, 2013). From the test, it was carried out that the Asymp.Sig value was obtained. (2-tailed) 0,200 > 0.05, which meant the residual data were normally distributed.

In the multicollinearity test, the Tolerance value in testing showed that each independent variable had a Tolerance value > 0.10, with a Variance Inflation Factor (VIF) value <10. So it could be concluded that there was no multicollinearity between the independent variables in the regression model.

In heteroskedasticity testing using the Glejser test showed that there was no statistically significant independent variable that influenced other independent variables because the variables used had a probability value of sig > 0.05, so it could be concluded that there was no heteroscedasticity.

**Hypothesis Testing
Statistical Test (t test)**

Table 2. The Influence of Electronic Word of Mouth, Destination Image, and Visiting Decision on Visitor Satisfaction.

| Coefficients ^a | | | |
|---------------------------|--------------------------------|--------|------|
| Model | Standardized Coefficients Beta | t | Sig. |
| (Constant) | | -3.271 | .001 |
| EWOM | .210 | 2.585 | .011 |
| Destination Image | .279 | 3.057 | .003 |
| Visiting Decision | .476 | 5.881 | .000 |

a. Dependent Variable: Visitor_ Satisfaction
Source: Primary data processed, 2019

The Influence of EWOM on Visitor Satisfaction

Based on table 2, it could be seen that the value of $\beta_{ewom} = 0.210$ which meant that the relation between the EWOM variables on visitor satisfaction was positive with a significance level of the EWOM variable on visitor satisfaction was 0.011. Then the value of sig. the count was smaller than the alpha determined, that was $0.011 < 0.05$. Thus H1 which stated that EWOM had a positive influence and significant on visitor

satisfaction was accepted. This meant that the increasing of electronic word of mouth about the Banjarejo Tourism Village on social media, the satisfaction felt by visitors to the Banjarejo Tourism Village was increasing.

Electronic word of mouth conducted by the Banjarejo Tourism Village's manager was by utilizing Instagram social media using the @desawisatabanjarejo account that uploaded photos and videos related to the Banjarejo Tourism Village. Based on the writer's observations on social media, the activity of uploading photos related to the Banjarejo Tourism Village was also carried out by the visitors. Uploads made on social media influenced visitor satisfaction to the Banjarejo Tourism Village.

These results were supported by study conducted by Putra (2017) on visitors to the Special Region of Yogyakarta which showed that electronics word of mouth had a positive influence and significant on tourist satisfaction. The more electronics word of mouth that consumers done, it showed the greater level of consumer satisfaction in a tourism place.

The Influence of Destination Image on Visitor Satisfaction

Based on table 2, it could be seen that the value of $\beta_2 = 0.279$, which meant the relation between destination image variables on visitor satisfaction was positive with the significance level of destination image variables on visitor satisfaction was 0.003. Then the value of sig. the count was smaller than the alpha determined, that was $0.003 < 0.05$. Thus H3 which stated that destination image had a positive influence and significant on visitor satisfaction was accepted. This meant that the better of the destination image owned by the Banjarejo Tourism Village, the satisfaction felt by visitors of the Banjarejo Tourism Village increased.

Based on the objects that have been found in Banjarejo Tourism Village, it had a discovery site from four different civilizations ranging from the ancient era, the Megalithic era, Hindu-Buddhist era to the early era of the entry of Islam. This was a unique feature of the Banjarejo Tourism Village. Also, in Banjarejo there was a giant sized sleeping Ganesha statue that was characteristic and often used as a photo spot for visitors. The uniqueness of a tourist destination could improve the destination image of the visitor and influenced visitor satisfaction.

The results of this study were supported by a study conducted by Alqurneh et al., (2002), it showed that destination image had a signifi-

cant positive influence on visitor satisfaction. Another study of destination image on visitor satisfaction was carried out by Ermawati (2018) of Dieng visitors, it showed that imagery influenced satisfaction.

The Influence of Visiting Decision on Visitor Satisfaction

From the t test, it could be seen that the value of $\beta_3 = 0.476$, which meant the relation between visiting decision variables on visitor satisfaction was positive with the significance level of visiting decision variables on visitor satisfaction was 0,000. Then the value of sig. the count was smaller than the alpha determined, that was $0,000 < 0.05$. Thus H5 which stated that the visiting decision had a positive influence and significant on visitor satisfaction was accepted. This meant that the higher of the visiting decision to the visitors of Banjarejo Tourism Village, the satisfaction felt by visitors of the Banjarejo Tourism Village increased.

The results of this study were supported by study conducted by Kristiutami (2015), it was carried out at the Bandung Geological Museum which showed that the visiting decision had a positive influence and significant on visitor satisfaction. The same results were also shown by study conducted by Safitasari (2017) on visitors to the Sanggaluri Reptile Park which showed that the visiting decision variable had a positive influence and significant on visitor satisfaction. According to (Setyaningsih, 2017), the occurrence of visitors' decisions to utilize the tourism place was an event that leads visitors to achieve satisfaction.

Path Analysis

Table 3. R Model Square

| Model Summary 2 | | | |
|-----------------|-------------------|----------|-------------------|
| Model | R | R Square | Adjusted R Square |
| 1 | .930 ^a | .865 | .861 |

a. Predictors: (Constant), Visiting_Decision, EWOM, Destination Image

Based on the data in table 5, it could be seen the value of R Square was 0.865. This value could be used to calculate the value of e2 with the formula: $e: \sqrt{(1-R^2)}: \sqrt{(1-0,865)}: 0.367$.

From the results of the calculation above, it could be seen that the e (error) value of electronic word of mouth, destination image, and the visiting decision, and visitor satisfaction was 0.367.

Table 4. Regression Model

| Coefficients ^a | | | |
|---------------------------|--------------------------------|--------|------|
| Model | Standardized Coefficients Beta | t | Sig. |
| 1 (Constant) | | -3.271 | .001 |
| EWOM | .210 | 2.585 | .011 |
| Destination Image | .279 | 3.057 | .003 |
| Visiting Decision | .476 | 5.881 | .000 |

a. Dependent Variable: Visitor_Satisfaction

Based on table 3 and table 4, the regression equation could be seen as follows:

$$VS = EWOM + DI + VD + e$$

$$\text{Visitor Satisfaction} = 0.210 \text{ EWOM} + 0.279 \text{ DI} + 0.476 \text{ VD} + 0.367.$$

The equation showed that:

Every increasing of electronic word of mouth will be followed by increasing of visitor satisfaction by 0.210 if other variables were assumed constantly.

Every increasing of destination image will be followed by increasing of visitor satisfaction by 0.279 if other variables were assumed constantly.

Every increasing of visiting decision will be followed by increasing of visitor satisfaction by 0.476 if other variables were assumed constantly.

The value of e2 (error) was 0.367, it explained that the variance value of visitor satisfaction that could not be explained by the electronic word of mouth variable, destination image, and visitation decision.

The Influence of EWOM on Visitor Satisfaction through Visiting Decision

Known from the results of the SPSS output, the influence of visiting decision on visitor satisfaction was equal to 0.476, and the direct influence of electronic word of mouth on visitor satisfaction was equal to 0.210.

The indirect influence of electronic word of mouth on visitor satisfaction through visiting decision could be known by multiplying the regression coefficient of the electronic word of mouth variable on visitor satisfaction and the regression coefficient of visiting decision on visitor satisfaction was $0.210 \times 0.476 = 0.100$.

The total influence of the path coefficient was by totalling the direct and indirect influence of

electronic word of mouth variables on visitor satisfaction that was $0.210 + (0.210 \times 0.476) = 0.310$.

Because of the path coefficient of the electronic word of mouth variable on visitor satisfaction through a visit decision was greater than the direct influence of the electronic word of mouth on visitor satisfaction ($0.310 > 0.210$). So, this showed that the visiting decision can mediate the relation of electronic word of mouth variables to visitor satisfaction. Based on that, H2 stated that electronic word of mouth influences visitor satisfaction through visiting decisions was accepted.

This was in line with study conducted by Setiawan (2014) on Denpasar City tourists which showed that electronic word of mouth had an influence on the satisfaction of Denpasar visitors.

The Influence of Destination Image on Visitor Satisfaction through Visiting Decision

It was known that based on the SPSS calculation output, the direct influence of destination image variables on visitor satisfaction was 0.279, and the indirect influence of destination image on visitor satisfaction through visiting decision could be known by multiplying the regression coefficient of destination image variables on visitor satisfaction and the visitor decision regression coefficient on satisfaction visitors, that was $0.279 \times 0.476 = 0.133$.

The total influence of the path coefficient was by adding up the direct and indirect influence of the destination image variable on visitor satisfaction = $0.279 + (0.279 \times 0.476) = 0.412$.

Because of the path coefficient of the destination image variable on visitor satisfaction through a visit decision was greater than the direct influence of the destination image on visitor satisfaction ($0.412 > 0.279$). So, this showed that the visiting decision can mediate the relation between destination image variables and visitor satisfaction. It was known from the calculation of the total influence of destination image path coefficient on visitor satisfaction through the visit decision was 0.412 with the value of the destination image's direct influence on visitor satisfaction at 0.279. Based on that, H4 stated that the destination image influenced visitor satisfaction through visiting decisions was accepted.

The results of this study were supported by a study conducted by Sundari (2015) which was carried out on Samosir Regency tourists, it showed that destination image had a significant influence on visitor satisfaction. These results were in line with a study conducted by Alfitriani, (2015) on Palembang City tourists which showed that the destination image had a positive influence and significant on visitor satisfaction.

CONCLUSIONS AND RECOMMENDATION

Based on the results and discussion of this research, the conclusions can be drawn as follows:

Electronic Word of Mouth had a positive influence and significant on the visitor satisfaction to the Banjarejo Tourism Village. That was, every increasing of Electronic Word of Mouth will be followed by increasing of visitor satisfaction at the Banjarejo Tourism Village.

Electronic Word of Mouth had a positive influence and significant on visitor satisfaction at Banjarejo Tourism Village through the visiting decision. The visiting decision succeeded in mediating the electronic word of mouth to the visitor satisfaction at Banjarejo Tourism Village. So the higher of the electronic word of mouth, the higher of the visiting decision of visitor, then the visiting decision of visitor would influence the visitor satisfaction at the Banjarejo Tourism Village.

The destination image had a positive influence and significant on visitor satisfaction at Banjarejo Tourism Village. That was, every increasing of the image at Banjarejo Tourism Village, it would be followed by increasing of visitor satisfaction at the Banjarejo Tourism Village.

The destination image had a positive influence and significant on visitor satisfaction at Banjarejo Tourism Village through the visiting decision. The visiting decision succeeded in mediating the destination image toward visitor satisfaction. Thus, the higher of the image at Banjarejo Tourism Village, the higher of the visiting decision of visitor, then the visiting decision of visitor would influence the visitor satisfaction at Banjarejo Tourism Village.

Visiting decision had a positive influence and significant on visitor satisfaction at Banjarejo Tourism Village. That was, every increasing of visiting decision would be followed by increasing of visitor satisfaction at Banjarejo Tourism Village.

Based on the conclusions of this study, the recommendation that can be given are as follows:

The Banjarejo Tourism Village's manager was suggested to maintain and improve the electronic word of mouth that has been done through Instagram, and it was also suggested to utilize other social media such as Facebook, Twitter, and email. Many people in the world already have an email (Sakitri et al., 2009). So the manager can utilize these media in carrying out promotional activities because in this study, it was known that electronic word of mouth influenced visitor satisfaction.

Related to destination image variables that influenced visitor satisfaction based on the results

of this study, the Banjarejo Tourism Village's manager was suggested to maintain and improve the image of the Banjarejo Tourism Village, for example by preserving and caring for historical objects that have been found, adding facilities that are still lacking like seating and trash bins that placed in every corner of tourism place, and also maintaining the cleanliness of the tourism place.

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