



Journal

PREDICTING TOURIST INTENTION TO REVISIT TO ALUN-ALUN BANDUNG : WHAT IS THE ROLE OF E-WOM?

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ABSTRACT

The purpose of this research is to examine the effect of: 1) E-WoM on Attitude. 2) E-WoM on Destination Image. 3) E-WoM on Tourist Satisfaction. 4) E-WoM on Revisit Intention 5) Attitude on Revisit Intention 6) Destination Image on Revisit Intention. 7) Tourist Satisfaction on Revisit Intention. The data collection method used a survey with an instrument in the form of a questionnaire distributed online. Respondents are those who visit and have revisit three times in Alun-Alun Bandung. A total of 252 respondents were involved, the data were analyzed using SPSS version 26 and SEM (Structural Equation Modeling) from AMOS software version 26 to manage data and analyze research data. The results of this study based on the hypothesis indicate that the hypothesis of e-WoM on attitude is accepted and significant, e-WoM on destination image is accepted and significant, e-WoM and tourist satisfaction is accepted and significant, e-WoM on revisit intention is accepted and significant, attitude on revisit intention is accepted. and significant, destination image on revisit intention is accepted and significant, tourist satisfaction on revisit intention is accepted and significant.

Keywords: Electronic Word Of Mouth, Attitude, Destination Image, Tourist Satisfaction, Revisit Intention

BACKGROUND

One of the industries with the highest foreign exchange earnings is the tourism industry. Tourism is one of the main forces behind economic growth on a national scale. As part of initiatives to support national development, it also significantly influences productivity growth and reduces unemployment (Yakup, 2019). World travel and tourism statement (2019). Thanks to the tourism sector, global GDP has increased by 3.9% compared to 2018 or more than the 3.2% growth experienced by the global economy. The contribution of other benefits to global GDP is at an astounding 10.4%. The tourism industry employs 1/10 of the 319 people worldwide that make up the total workforce. Of course, Indonesia also has to capitalize on the



enormous potential of the tourism industry. The tourism industry in Indonesia is well known to many tourists around the world (Munanda & Amar, 2019).

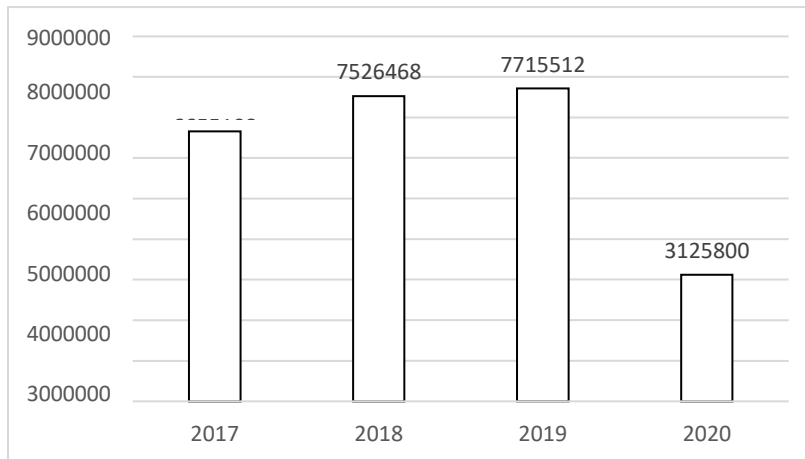


Figure 1 Number of International Tourists per January-June 2017-2020

Source: Central Bureau of Statistics (2020)

According to Figure 1.1 from the Central Bureau of Statistics (2020), the tourism industry experienced growth between 2017 and 2019 from the beginning of the year in January to mid-year in June. From 2017, when there were around 6.7 million foreign visitors, to 2019 it reached up to 7.7 million foreign visitors indicating that the number of visitors to Indonesia is increasing. This strategic trend certainly has a positive effect on the development of the Indonesian state and can also be beneficial for the surrounding environment. With tourism, it has the potential to meet the daily needs of local communities around the tourism area, the Central Statistics Agency (2020).

The city of Bandung, being one of the cities in West Java Province with the highest number of cases of infection with Covid-19, has implemented a number of steps in an effort to stop the spread of Covid-19 and prevent it from infecting a large number of Herdiana people (2020). One of the regulations that has a direct impact on this sector is a circular letter from the mayor of Bandung dated March 31, 2020 regarding a request to temporarily stop the operation of tourism business entities in an effort to be aware of the transmission of Covid-19. The circular lists thirteen tourist services, including cinemas, massage parlors, children's play areas, and others, which result in the temporary suspension of their regular business operations. Even the ending of services offered by tourism places has a significant impact. With its role as a tourist destination, the suspension of tourism service operations has directly impacted the tourism business, particularly Bandung City Square.

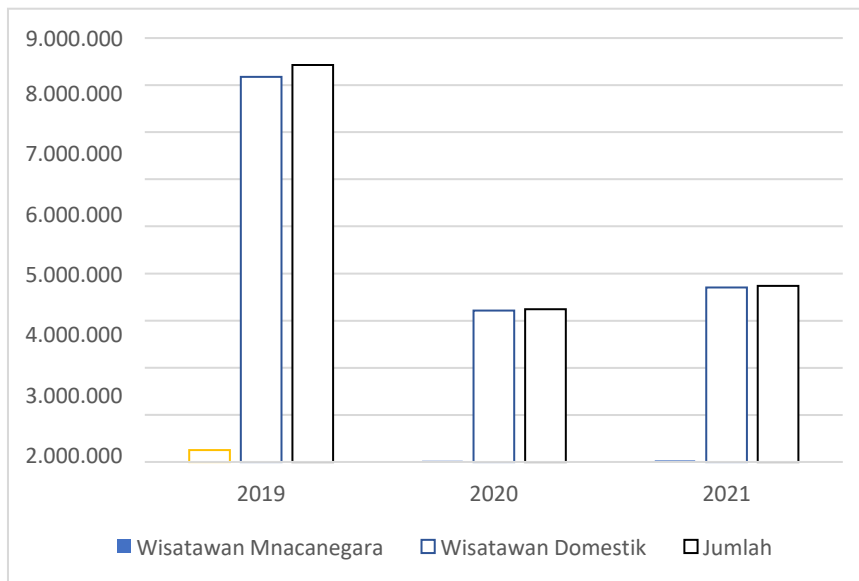


Figure 2 Graph of Visitors to Bandung Square

Source: Central Statistics Agency for West Java Province (2021).

Based on Table 1.3, data obtained from the Central Statistics Agency for West Java Province (2021) provides data on the estimated number of visitors to the City of Bandung based on entry points from 2019 to 2021. Types of tourists visiting the City of Bandung are divided into two categories, namely domestic tourists and foreign tourists. . For domestic tourists there has been a decrease from 2019 of 252,502 visitors to a sharp six-fold drop in 2021 of 37,417 and domestic tourists have also experienced the same thing, a decrease from 2019 to 2021. Cumulatively the total number of domestic tourist and foreign tourists has decreased from 8.4 million visitors to 3.7 million visitors or a drastic drop from 2019 to 2021. The decline in tourist data has made the Bandung City Government think about finding a guideline solution for stakeholders in the City of Bandung so that together they realize tourism recovery and are able to bring tourists in large numbers returned.

Statements from visitors through social media or what is called electronic word of mouth will also affect the destination image. When consumers search for information about a tourist destination on the internet, consumers believe that the products and services offered are in accordance with the benefits obtained. This means that the better electronic word of mouth is implemented, the better the consumer's brand image for a tourist destination (Dewi and Sukaatmadja, 2022). From the negative comments that are spread, it has the potential for the existence of a tourist spot, especially Bandung Square. According to Harahap Dwita (2020) positive or negative content spread through e-WoM greatly influences the form of views attached to destinations. Destination image is able to influence the intention to return tourists as well as with e-WoM which affects the intention to return tourists and the image of the destination itself.



Electronic Word of Mouth has an impact on image formation at a destination. Apart from destination image, research conducted by Muis et al. (2020) shows that e-WoM also has an influence on tourist visitor satisfaction. This is because if there are more good posts on social media about a tourist destination, the level of satisfaction will also increase for traveling to a tourist destination.

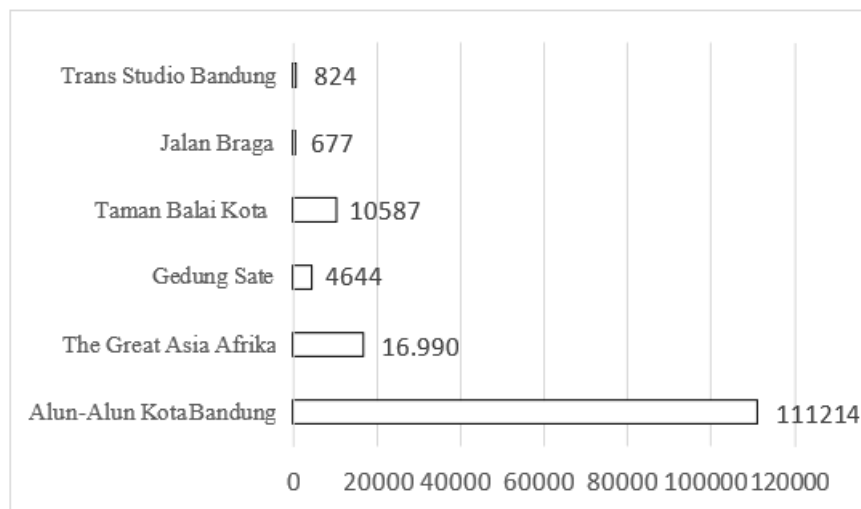


Figure 1.9 Graph List of Visitor Satisfaction From Google Reviews

Source : Google Reviews (2023)

Destination review ratings in Figure 1.9 for tourism in the city of Bandung can be used as a guide when evaluating tourist satisfaction for tourist attractions in the city of Bandung based on the images provided. Despite experiencing problems and bad perceptions on social media and the public, based on data from tourist reviews in Bandung, Bandung City Square ranks first with the most reviews of 111,214 reviews with a pretty good rating at 4.6 which will potentially influence other tourists' intentions to visit the destination. The number of reviews is a big difference compared to nearby tours, namely The Great Asia Afrika, Gedung Sate, City Hall Park, Jalan Braga and Trans Studio Bandung which did not reach 20,000 reviews on Google. Of course this satisfaction data is irrelevant based on the results of previous research as stated by Tantriana and Widiartanto (2019) electronic word of mouth (e-WoM) has a positive influence on customer satisfaction and customer satisfaction has a positive influence on the decision to return and increasing electronic word of mouth (e-WoM) will also increase customer satisfaction from visitors to revisit tourist destinations. Information about tourist destinations spread across online media can influence tourists' intentions to make return visits. This is in line with research (Yerizal and Abror, 2019).

Judging from the background that has been described, the researcher is motivated to carry out research with the title "Predicting Tourist Intentions to Revisit Bandung Square: What is the Role of e-WoM?".



THEORETICAL FRAMEWORK

Revisit intention

According to Kinner and Taylor in Verma et al. (2019) defined visit intention as the probability of what tourists experience when visiting a tourist destination to build a subjective perspective that will later influence behavior and the final decision to visit. In general, visit intention is the consumer's desire to buy which shows the behavior of the consumer's commitment to purchasing services.

The four indicators that are able to measure the intention of tourists to visit again are based on Huang and Hsu in Hussein et al. (2020) namely: a) Intend to revisit is the intention of tourists to return to visit in the near future. b) Plan to revisit is a plan to visit again in the future. c) Desire to revisit is the desire possessed by tourists to return to visit, and d) Probably will revisit is the probability that tourists will return to visit. According to Ginanjar in Zyadzya and Suhud (2020) Revisit Intention has four dimensions, including: a) Repeated Purchases include the desire that consumers have to make purchases again in the future. b) Repeated visits include the desire of consumers to revisit the hotel. c) Recommendations include the desire of consumers to recommend hotel facilities. d) Remarks include ratings given by consumers to hotels.

Electronic Word of Mouth

According to Strutton (2020) e-WoM is an individual review or comment that is poured through a digital platform, generally related to an individual's personal experience after consuming a product/service. E-WoM also acts as an advertisement that is able to influence individual perceptions regarding the assessment of product/service consumption decisions. E-WoM originates from word of mouth which develops and adapts to electronic media making it easier for individuals to spread messages in large ratios (Strutton, 2020).

Goyette in Muzammil et al. (2022) suggests that e-WoM is grouped into three dimensions, namely intensity, valence of opinion, and content. a) Intensity is the number of opinions expressed by consumers on social networking sites. b) Valence of opinion or opinion valence is a consumer opinion which can be a positive or negative opinion regarding the product being sold, the service perceived, or a brand. c) Content is information content on social networking sites related to products and services. According to Abubakar in Purnama (2022), namely a) Other consumer reviews are reviews submitted by other consumers which can be positive or negative. b) Online recommendations are suggestions from a consumer to other consumers to use a product or service. c) Positive information that comes from electronic word of mouth is information posted on the company's social media pages related to positive things that the company has. d) Confidence in online reviews are reviews that are convincing in the words of the review



Destination Image

Jakpreneur comes According to Fadiryana and Chan (2020), a location uses promotional techniques, especially destination images, to increase tourist intentions to visit tourist sites. This is due to the fact that every cycle that tourists go through after traveling or stopping at these tourist spots contributes to the perception of tourism as a whole. Perceptions of places are formed through exposure to various sources of information, including social media and others (Kuo and Nakhata, 2019).

According to Baloglu & Brinberg in Soliman (2021) destination image includes two dimensions, namely cognitive and affective a) The cognitive dimension includes understanding, conception, and interpretation of a certain place consisting of the cognitive dimension. One's knowledge and ideas related to an object is a picture of a cognitive tourism destination. When using a cognitive approach, the reputation of a tourist destination is assessed using the quality of the resources and attractions that attract people there. b) The affective dimension is the impressions, conjectures, imaginations, thoughts, emotional sides, beliefs, perspectives, and expectations contained in a person for a certain location called the affective dimension. The image of an affective tourist destination is a person's perception of an object. The affective approach deals with sentiments and sentiments evoked by tourist destinations.

Tourist Satisfaction

According to Al-Ansi and Han (2019), destination satisfaction is a general type of assessment that is subjective and emotional in the experience of using products and services in a destination compared to needs and expectations. According to this definition, a destination can achieve tourist satisfaction if it can meet tourists' needs for goods and services and exceed their expectations. Yuksel et al. (2010) measured satisfaction levels with three dimensional components which included: a) First, the pleasure that tourists feel for the decision they make to visit a tourist destination. b) Second, the belief that the decision to choose a tourist destination is the right decision. c) Third, the level of overall satisfaction felt by visiting tourist destinations.

Attitude

Li stated in Liao et al. (2021) who also describes tourist attitude as a psychosocial tendency shown by positive or negative ratings from visitors when they are involved in certain tourism activities. Based on research from Anglelynn (2019), this conclusion is supported by attitudes that reflect evaluations of support or dissupport, like or dislike, positive or negative, the merits of an assessment of an object. Attitude influences how consumers behave or discourages them from taking certain actions. According to Vincent and Thompson in Pereira et al. (2019) Attitude has three components, including: a) Cognitive Response is an evaluation carried out on the basis of information and knowledge about the destination. b) Affective



Response is an evaluation of a destination based on the feelings and emotions of tourists. c) The behavioral component is a verbal indication of tourists regarding their visit to the destination.

METHOD

This research used a quantitative method. Researchers adopted a quantitative research technique for this study. This technique is known as a quantitative approach because it involves digital data collection and statistical analysis adopted in conducting research and developing science and technology which is increasingly developing (Sugiyono, in Hidayatullah, 2022). In this study, the survey method is used whenever researchers want to understand the relationship between variables that are aligned with the objectives of conducting this research, especially when they want to understand certain circumstances or variables in the population by using data from samples that represent the population (Apriliawati, 2020). Bandung City Square in Bandung City, West Java, was selected and designated as the research location. Studies will be conducted online. Researchers will use the Microsoft Form tool which will then be distributed through social media channels which include Whatsapp (WA) and Instagram (IG), to collect research data. It is estimated that this research will be put into practice starting June 2023. As an effort that using online strategies and social media platforms will enable it to reach a larger sample and collect representative data on the variables that affect the intention of returning to Bandung City Square.

The non-probability sampling method was applied in this study. Elvil, quoted in Berndt (2020), asserts that the non-probability sampling method does not use a random selection process and instead involves selecting a sample based on the subjective evaluation of the researcher. Purposive sampling, namely the method of determining samples originating from certain qualifications that are aligned with the objectives of the research. This allows researchers to select respondents with certain identities and characteristics related to research cases (Lenaini, 2021). Domiciled outside the Bandung area.

Hypothesis testing is then needed to analyze the cause and effect relationships that exist between variables. The t-test, according to Raditya in Riadi et al. (2021), is a test adopted to assess the significance of the relationship of the independent variable (independent variable) to the separate dependent variable (dependent variable), while other dependent variables are counted as constants. The t value between the two variables compared to the critical value is calculated by the validation criteria (table). If the sample has a large size ($n > 30$) and level = 0.05, the critical value is 1.96. When $t > 1.96$, it can be said that the relationship between the two variables is significant. In this case, if the probability of significance is $> 5\%$, then the alternative hypothesis is said to be rejected.



RESULT

Hypothesis Test

Hypothesis	Independent Variable	Dependent Variable	C.R. (<i>t-value</i>)	P	Standardized Regression Weight	Hypothesis Result
H ₁	EWOM	→ ATT	5,355	***	0,605	Accepted
H ₂	EWOM	→ DI	6,147	***	0,703	Accepted
H ₃	EWOM	→ TS	4,933	***	0,584	Accepted
H ₄	EWOM	→ RI	2,512	,003	0,235	Accepted
H ₅	ATT	→ RI	2,745	,007	0,273	Accepted
H ₆	DI	→ RI	2,074	,007	0,204	Accepted
H ₇	TS	→ RI	2,587	***	0,371	Accepted

Source: Data processed by researchers (2023)

DISCUSSION

Electronic Word of Mouth And Attitude

Electronic word of mouth to attitude variable has a standard regression weight of 0.605 and CR (Critical Ratio) has a value of 5.355 which means > 1.96 , so electronic word of mouth has a positive and significant relationship to attitude. So the first hypothesis which suggests that electronic word of mouth has a positive and significant effect on attitude is accepted. Positive electronic word of mouth will significantly influence the attitude of Bandung City Square visitors. The results of the research implementation are in line with the research conducted by Choirisa (2021), Harahap & Dwita (2020) and Shome (2021) which show that electronic word of mouth has a positive and significant relationship

Electronic Word of Mouth and Destination Image

When the standard variable regression weight value is 0.703 and C.R. (Critical Ration), of 6.147 which means greater than 1.96, is said to have a positive and significant impact on the destination image. The second hypothesis, that electronic word of mouth significantly and



beneficially influences how goals are perceived, is therefore accepted. The perception of Bandung City Square as a destination by visitors will be greatly influenced by positive electronic word of mouth. The findings of this study are consistent with studies by Soliman (2021), Ran (2021), and Wang (2019), who found a positive and significant relationship from electronic word of mouth to destination image.

Electronic Word of Mouth and Tourist Satisfaction

The electronic word of mouth variable on tourist satisfaction has a standardized regression weights value of 0.584 and C.R. (Critical Ratio) of 4.933 which means greater than 1.96, so it can be concluded that electronic word of mouth has a positive and significant impact on the satisfaction felt by tourists. Consequently, the third hypothesis that e-WoM has a positive and significant impact on tourist satisfaction is accepted. Positive electronic word of mouth will have a big impact on how satisfied tourists are when they visit Bandung City Square. The findings of this study are consistent with studies by Muis (2020), Kanwel (2019), and Rosifa (2020), which found a positive relationship and a significant impact of electronic word of mouth on tourist satisfaction.

Attitude and Revisit intention

The attitude variable towards revisit intention has a standardized regression weights value of 0.273 and C.R. (Critical Ratio) of 2.745 which means greater than 1.96. As a result, the fourth hypothesis that attitude influences revisit intention in a positive and significant way is accepted. This optimistic view will greatly motivate visitors to return to Bandung City Square. This research is continuous with that conducted by Harahap & Dwita (2020), Choirisa (2021), and Azhar (2022), which shows that attitude has a positive and significant relationship to the intention to make a return visit.

Destination Image and Revisit Intention

Destination image is stated to have a positive and significant impact on revisit intentions because it has a standard regression weight value of 0.204 and a CR (Critical Ratio) value of 2.074, which is more than 1.96. Therefore, the fifth hypothesis that return is positively and significantly influenced by destination image is accepted. A good destination reputation will greatly influence the intention of visitors to return to Bandung City Square. The findings of this study are consistent with the research of Zaenab & Athar (2019), Gunawan (2020), and Harahap & Dwita (2020), who found a beneficial relationship and a significant impact of destination image on revisit intentions.

Tourist Satisfaction and Revisit Intention

The variable tourist satisfaction on revisit intention has a standardized regression weights value of 0.371 and C.R. (Critical Ratio) of 2.587 which means greater than 1.96, then tourist satisfaction is stated to have a positive and significant effect on revisit intention.



Consequently, the sixth hypothesis is that tourist satisfaction has a beneficial and significant impact on the likelihood that they will be re-accepted. Positive tourist satisfaction will greatly affect the intention of visitors to return to Bandung City Square. The findings from this study are in line with research by Zyadzya & Suhud (2020), Torabi (2022), and Chan (2022), which found a positive relationship and significant influence between tourist satisfaction and intention to return.

Electronic Word of Mouth and Revisit Intention

Electronic word of mouth variable on revisit intention has a standardized regression weights value of 0.235 and C.R. (Critical Ratio) of 2.512 which means greater than 1.96, then electronic word of mouth is declared to be positive and significant influence on revisit intention. The seventh hypothesis that electronic word of mouth has a beneficial and significant impact on intention to review is therefore accepted. Positive electronic word of mouth will greatly influence the intention of visitors to return to Bandung City Square. The results of this study are in line with the results of research by Harahap and Dwita (2020), Azhar (2022), and Pujiastuti and Hadi (2019), which found a positive relationship and significant impact of electronic word of mouth on revisit intentions.

CONCLUSION

Based on the findings of the research results that have been discussed and analyzed previously, it can be concluded that: The first hypothesis, electronic word of mouth (X) significantly and beneficially influences attitude (Y1). The findings of the hypothesis test showed standardized regression weights of 0.138, indicating a beneficial effect, the Critical Ratio (C.R.) value of 5.303, indicating a significant effect, and a probability value of 0.000, fulfilling the P threshold of 0.05. So it can be concluded that H1 is acceptable. The accepted second hypothesis claims that the destination image (Y2) is positively and significantly influenced by the electronic word of mouth (X) variable. Test results The standardized regression weight value for the hypothesis is 0.170, which indicates a critical ratio (C.R) value of 6.080 indicating a positive effect, and a probability value of 0.000 is fulfilled under conditions of P 0.05. So it can be concluded that H2 is acceptable. The third hypothesis accepted claims that the variable tourist satisfaction (Y3) is significantly positively influenced by electronic word of mouth (X). The findings of the hypothesis test showed a standardized regression weights value of 0.125, indicating a beneficial effect, a Critical Ratio (C.R.) value of 4.915, indicating a significant relationship, with a probability value of 0.000, fulfilling the P threshold of 0.05. Thus it is concluded that H3 is acceptable. The fourth hypothesis of the variable electronic word of mouth (X) significantly affects the variable of revisit intention (Z), according to the fourth hypothesis which is accepted. The results of the hypothesis test showed a standardized regression weights value of 0.153, indicating a beneficial effect, and a Critical Ration (C.R.) value of 2.909, indicating a significant effect. The probability value of 0.003 meets the P threshold of 0.05. So it can be concluded that H4 is acceptable. The fifth hypothesis of the attitude variable (Y1) has a significant positive effect on the revisit intention variable



(Z), according to the fifth hypothesis which is accepted. The results of the hypothesis test have a standardized regression weights value of 0.091, indicating a positive effect, and a Critical Ratio (C.R) value of 2.711, indicating a significant effect. In the end it was concluded if H5 was accepted. The destination image variable (Y2) has a significant positive impact on the return visit intention variable (Z), according to the accepted sixth hypothesis. The findings of the hypothesis test showed a standardized regression weights value of 0.077, indicating a beneficial effect, a Critical Ratio (C.R.) value of 2.701, said to be significantly related, with a probability value of 0.007 which met the P threshold of 0.05. So it can be concluded that H6 is acceptable. The tourist satisfaction variable (Y3) has a significant positive impact on the return visit intention variable (Z), according to the accepted seventh hypothesis. The test results show a standardized regression weights value of 0.116, indicating a beneficial effect, and a Critical Ratio (C.R.) value of 3.331, indicating a significant effect; probability value of 0.000 already meets the requirements of P 0.05. So it can be concluded that H7 is acceptable.

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