

THE EFFECT OF DESTINATION IMAGE, ELECTRONIC WORD OF MOUTH AND SERVICE QUALITY ON VISITING DECISIONS AND THEIR IMPACT ON REVISIT INTEREST

Sugeng Riyadi^{1*}
Adi Nurmahdi²

^{1,2}Mercu Buana University, Jakarta

e-mail: sugengriyadi_jakarta@yahoo.com¹, adi.nurmahdi@mercubuana.ac.id²

*Correspondence: sugengriyadi_jakarta@yahoo.com

Submitted: 26 March 2022,

Revised: 05 April 2022,

Accepted: 15 April 2022

Abstract. This study aims to determine the effect of destination image, electronic word of mouth and service quality on visiting decisions and their impact on revisit interest. The object of this research is Dunia Fantasi, Ancol, Jakarta. This research was conducted on 170 respondents using a quantitative descriptive method. Therefore, the data analysis used is statistical analysis in the form of Smart PLS. The results of this study indicate that the destination image variable has a positive and significant effect on visiting decisions, electronic word of mouth has a positive and significant effect on visiting decisions, service quality has a positive and significant effect on visiting decisions, and visiting decisions has a positive and significant effect on revisit interest. Destination image has a positive and significant effect on revisit interest, electronic word of mouth has a positive and insignificant effect on revisit interest, service quality has a positive and significant effect on revisit interest.

Keywords: destination image; electronic word of mouth; service quality; visiting decision; revisit interest.

INTRODUCTION

Tourism is a sector that can help economic development in Indonesia, because tourism has an important role for the country to encourage equitable national development and contribute to the country's foreign exchange earnings generated from the number of foreign tourist visits, in addition to the tourism sector to the economy can create or add jobs. for the surrounding community in the environment where the industry is established such as accommodation businesses, restaurants, tour guides, artists, travel agencies and other services ([Yudananto, Remi, & Muljarjadi, 2012](#)).

Tourism also plays a role in the development and introduction of social, cultural and national image in the world. Indonesia as an archipelagic country and has natural beauty and diverse culture has great natural tourism potential, so it must be developed into an attractive object and can be used as a tourist attraction. This will certainly attract local tourists and foreign tourists visiting Indonesia, while Indonesia can introduce various kinds of culture. Indonesia has enormous tourism potential and can be an attraction for domestic and foreign tourist visits ([Priatmoko, 2017](#)). The tourism business is now growing, accompanied by increasingly fierce competition between tourist destination managers and competing with each other to increase the number of tourist visits ([Putri & Sukawati, 2019](#)). The ability of an area to manage its tourist objects will provide great benefits for the area concerned ([Putra, 2017](#)).

The tourism sector must be able to

provide added value with a touch of science, technology and information then good market analysis. Tourism market analysis is useful for knowing consumer behaviour (tourists). Of course, by understanding the behaviour of tourists, it is hoped that they will be able to formulate appropriate marketing in order to attract interest in visiting and tourists will come to visit these tourist attractions again. The desire to travel in the future is influenced by their attitude towards their past experiences.

The tourism sector in Indonesia is expected to become a tourist attraction and can increase interest in visiting, one of the factors that attracts tourist visits is the image of the destinations offered, presenting the available natural charms. Destination image is a belief or knowledge about a destination and what tourists feel while travelling ([Hanif, Kusumawati, & Mawardi, 2016](#)). Tourists who rate positively on the image of a destination are likely to be willing to revisit and recommend related destinations to others ([Coban, 2012](#)).

The image is certainly not formed by itself, but with a person's perception of an object. The formation of the image of tourist destinations can start from advertisements, word of mouth, visits to tourist destinations, experiences formed from tourist destinations, satisfaction, services for visits to destinations. The perception and evaluation of tourists who have visited will determine the image of the pattern of tourist destinations, the better the image of the destination, the more convincing tourists to visit it again (Utama and Giantari, 2020).

A good destination image will increase

tourists to visit, this shows that the natural environment is still beautiful and beautiful supported by the availability of tourist attractions, supporting infrastructure, easy accessibility and completeness of facilities that have an impact on visiting decisions and encourage tourists to come back (Illah, Sularso, & Irawan, 2019).

(Kotler, Keller, Brady, Goodman, & Hansen, 2019) word of mouth is an effective promotional tool in marketing. The existence of the internet has caused WOM to develop into e-WOM (Putri & Sukawati, 2019). Technological developments have shifted the way of WOM to e-WOM (Electronic Word Of Mouth) which utilises electronic media. e-WOM is also a media marketing communication tool that utilises technology to introduce products or services. E-WOM has become a venue or a very important place for consumers to give their opinions and is considered more effective than WOM, because the level of accessibility and reach is wider than WOM traditional with offline media.

Taman Impian Jaya Ancol offers tourist accommodations such as hotels, restaurants and various kinds of rides there is also supported by the image of the destinations offered by Taman Impian Jaya Ancol such as the natural beauty around, Ancol visitors can also enjoy Ancol beach and choose interesting tourist objects in Ancol. The Ancol Dreamland Park area is supported by the availability of supporting facilities. This will certainly encourage tourists to come to Ancol Dreamland Park.

However, currently the tourism sector is being rocked by the COVID-19 pandemic, resulting in a decline in the number of

tourists in various places or tourist objects. The COVID-19 pandemic in this one year has hit countries in the world, including Indonesia. This corona virus (COVID-19) which originally came from Wuhan, China at the end of December 2019 has caused a very large number of deaths in several countries such as America, Brazil, Singapore and Indonesia. Indonesia is one of the countries where the number of infected cases is increasing very fast.

The phenomenon in this study is the interest in returning tourists, tourists visiting Dufan, Jakarta have decreased since the COVID-19 pandemic occurred.

PT. Pembangunan Jaya Ancol had closed all of its recreational areas, due to the government's prohibition or the application of PSBB (*Pembatasan Sosial Berskala Besar*) or Large-Scale Social Restrictions, the application of PSBB resulted in all residents' activities being strictly restricted and had an impact on the tourism sector and other industries, this step was used to break the COVID-19 chain. However, during the COVID-19 pandemic, the government issued a policy New Normal, so that all activities of DKI Jakarta residents in particular could run again by prioritising health protocols. In addition, in DKI Jakarta implementing the Transitional PSBB, this is carried out by the central government and local governments to restore the economic sector that has greatly impacted the COVID-19 pandemic. Then, recently the central government also issued a policy of limiting activities for Java and Bali, in line with the increase in COVID-19 cases in Indonesia. This policy is called PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*) or Enforcement of

Restrictions on Community Activities.

However, the implementation of New Normal, Transitional PSBB and PPKM has not fully increased the interest of visiting tourists and tourists who come back to Dufan, Ancol Jakarta. PT. Pembangunan Jaya Ancol continues to promote the image of the destination during the COVID-19 pandemic, and is committed to providing the best service for visitors by maintaining and improving even during the COVID-19 pandemic, the marketing activities carried out by Ancol Dreamland Park are also through electronic media such as Instagram, facebook and twitter, in order to increase interest in revisiting the Ancol Dreamland Park.

The current problem has caused cases of the spread of the corona virus (COVID-19) which are increasingly expanding rapidly and become a serious concern for the whole world. Even the WHO (World Health Organization) has declared the corona virus outbreak (COVID-19) a global pandemic. Of course, this has become a public discussion around the world which is problematic and must be a serious concern by governments, communities around the world.

The problem of the corona virus (COVID-19) has caused the world economy to fall, especially in Indonesia. Various industrial sectors have suffered losses due to this pandemic, one of which is the tourism sector which has a serious impact, the tourism sector which previously experienced growth and as a contributor to the country's foreign exchange, is currently experiencing a very drastic decline. The government is trying to restore the Indonesian economy during this pandemic,

the tourism sector is trying to defend itself from the impact of the COVID-19 pandemic by providing incentives to the tourism industry and providing discounts for visitors, but this has not had a significant impact at this time.

The previous research conducted by ([Okfiarni, Johar, & Irda, 2019](#)) the results of the study found that Electronic Word Of Mouth had a positive and significant influence on the interest of returning tourists. Service quality can increase visits and have a positive and significant effect on tourist interest in visiting ([Amzal, Rahmadita, & Noven, 2021](#)). Service quality has a positive and significant effect on interest in revisiting ([Marpaung, 2019](#)). Service quality has a positive and significant effect on visiting decisions ([Ramadhan, 2016](#)). Service quality and influence on purchasing decisions ([Suryana & Dasuki, 2013](#)). Purchase decisions affect repurchase interest. The decision to visit has an influence on interest in repeat visits.

Based on this background, the researcher is interested in conducting a study entitled "The Effect of Destination Image, Their Electronic Word Of Mouth and Service Quality on Visiting Decisions and Impact on Revisit Interest (Study on the visitors of Dunia Fantasi in the pandemic COVID-19 era)".

The objectives of this study are as follows:

1. To examine and analyze the effect of destination image on tourist visiting decisions.
 2. To test and analyze the effect of electronic word of mouth on the decision to visit tourists.
 3. To test and analyze the effect of service quality on the decision to visit tourists.
-

4. To test and analyze the effect of visiting decisions on the interest of returning tourists.
5. To test and analyze the effect of destination image on the interest of returning tourists.
6. To test and analyze the effect of electronic word of mouth on the interest of returning tourists.
7. To test and analyze the effect of service quality on the interest of returning tourists.
8. To test and analyze the influence of the image of the destination through the decision to visit on the interest of returning tourists.
9. To test and analyze the effect of electronic word of mouth through visiting decisions on the interest of returning tourists.
10. To test and analyze service quality through visiting decisions on the interest of returning tourists.

METHODS

This study uses a quantitative method which was carried out from June 2021 to March 2022. The place of research is Dunia Fantasi, Ancol which is located at Jl. East Lodan No. 7 RW. 10. Ancol, Pademangan District, City. North Jakarta. Special Region of DKI Jakarta 14430.

The population in this study are visitors or tourists who have visited the Dunia Fantasi, Ancol during the COVID-19 pandemic with a minimum of 2 (two) visits.

The sampling technique used for this research is purposive sampling. Purposive sampling is a technique with certain considerations ([Padang, 2010](#)).

Using purposive sampling because the researcher determines the sampling by determining special characteristics that are in accordance with the research objectives, so that it is expected to be able to answer research problems. The criteria set by the researcher are visitors who have visited Dunia Fantasi, Ancol during the COVID-19 pandemic at least 2 (two) visits.

RESULTS AND DISCUSSION

This study uses the PLS (Partial Least Square) method using SmartPLS 3.0 to analyze the data. PLS can be applied to all data scales and the sample size in PLS does not have to be large. PLS can be used to confirm theory, PLS can also be used to explain the presence or absence of a relationship between latent variables ([Jaya & Sumertajaya, 2008](#)). In this study, researchers used 170 respondents. Following are the results of data processing using SmartPLS 3.0.

Outer Model

This model defines how each indicator relates to its latent variable or it can be said that the outer model can specify the relationship between the latent variable and its indicators. Tests carried out on the outer model using the CFA technique (Confirmatory Factor Analysis).

Confirmatory Factor Analysis Constructis used to see the validity of each indicator and to test the reliability of the construct. In this research model, the validity criteria can be measured by convergent validity and discriminant validity. Convergent validity if the value is loading factor above 0.7, but for research in

the early stages of development, loading 0.5 to 0.6 is considered sufficient and is indicated by the AVE (Average Variance Extracted) value above 0.50. Construct reliability was measured by composite reliability and Cronbach's alpha. A construct can be said to be reliable if it has value composite reliability and Cronbach's alpha above 0.70.

Validity Test Results

Based on the PLS method, the reflexive indicator validity test was carried out in 2 stages. The first stage is testing convergent validity, namely testing validity based on

the value loading factor of each construct and the next stage is testing discriminant validity, namely testing validity based on comparisons.

Convergent Validity

The first stage of validity testing is used to identify that unobserved variables can be measured using each construct through Confirmatory Factor Analysis (CFA) or can be called factor analysis. An indicator is considered to have a high level of validity if it has a factor value loading greater than 0.70 (Ghozali, 2014:40).

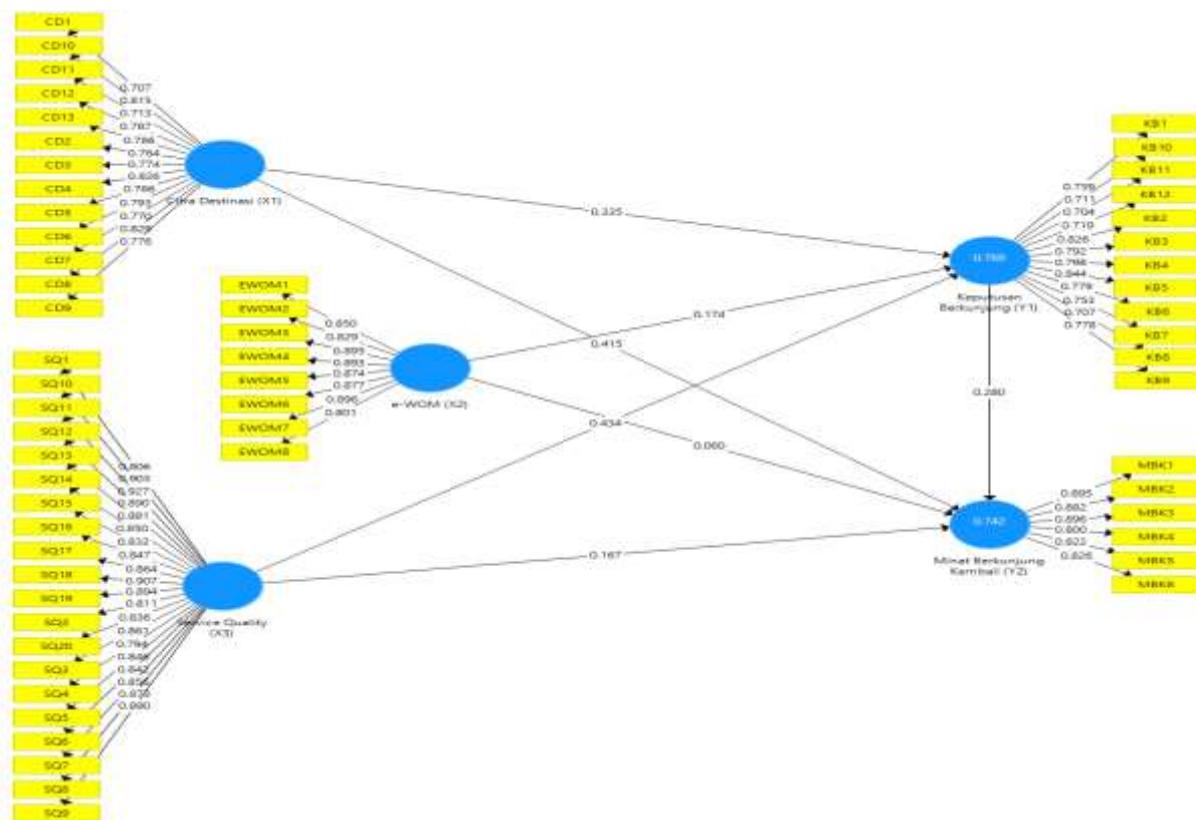


Figure 1. Test Convergent Validity

Source: Data Processed, 2021

Figure 1 above is a structural model of the results of data processing using SmartPLS 3.0. In the picture there is an outer model or correlation between constructs, the value of loading exceeds 0.7, it can be concluded that all variable indicators

used in this study are valid and meet convergent validity. Another method to see discriminant validity is by looking at the square root of average extracted (AVE) value of each construct with the correlation between other constructs in the model.

Table 1. Results AVE Test (Average Variance Extracted)

Variable	AVE
Destination Image	0.605
e-WOM	0.748
Service Quality	0.741
Visiting Decision	0.583
Revisit Interest	0.730

Source: Data Processed, 2021

Based on Table 1 above, the AVE construct value for all Destination Image variables, Electronic Word of Mouth, Service Quality, Visiting Decision and Revisit Interest are above 0.50. Then, it can be concluded that there are no more problems in Convergent Validity.

Testing composite reliability aims to test the reliability of the instrument on a research model. If the value of the latent variable has value composite reliability of Cronbach's Alpha > 0.7. It means that the construct has good reliability or the questionnaire used as a tool in this study is reliable.

Composite Reliability and Cronbach's Alpha

Table 2. Results Test Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Specification
Citra Destinations	0,945	0,952	Reliable
e-WOM	0,952	0,960	Reliable
Service Quality	0,982	0,983	Reliable
Visiting Decision	0,935	0,944	Reliable
Revisit Interest	0,926	0,942	Reliable

Source: Data processed, 2021

Based on Table 2 above, that the value of composite reliability and Cronbach's alpha has met the requirements, namely having a value of > 0.7 so it can be said that

the Destination Image variable, Electronic Word of Mouth, Service Quality, Visiting Decision and Revisit Interest are reliable or considered reliable.

1. the remaining 23.1% visiting decision is influenced by other variables outside research.

the remaining 25.8% revisit interest is influenced by other variables outside research.

Hypothesis Test Results Hypothesis

Testing can be seen from the value of t-statistics and probability values. This significance value can be obtained by procedure bootstrapping. The significance

of the hypothesis by looking at the parameter coefficient values and the t-statistic in the bootstrapping report algorithm, significance value the t-statistical significance value must be greater than 1.96. The method of decision making is as follows;

- a) If P-Values > 0.05 or t-count < t-table, then Ho is accepted and Ha is rejected.
- b) If P-Values < 0.05 or t-count > t-table, then Ho is rejected and Ha is accepted.

Table 3. Results Hypothesis Testing

Relationship Between Constructs	Original Sample(O)	T Statistics (O/STDEV)	P Values
Destination Image -> Visiting Decision	0.335	3.792	0.000
e-WOM -> Visiting Decision	0.174	2.149	0.032
Service Quality -> Visiting Decision	0.434	4.167	0.000
Visiting Decision -> Revisit Interest	0.280	2.886	0.004
Destination Image -> Revisit Interest	0.415	4.127	0.000
e-WOM -> Revisit Interest	0.060	0.871	0.384
Service Quality -> Revisit Interest	0.167	2.050	0.041

Source: Data processed, 2021

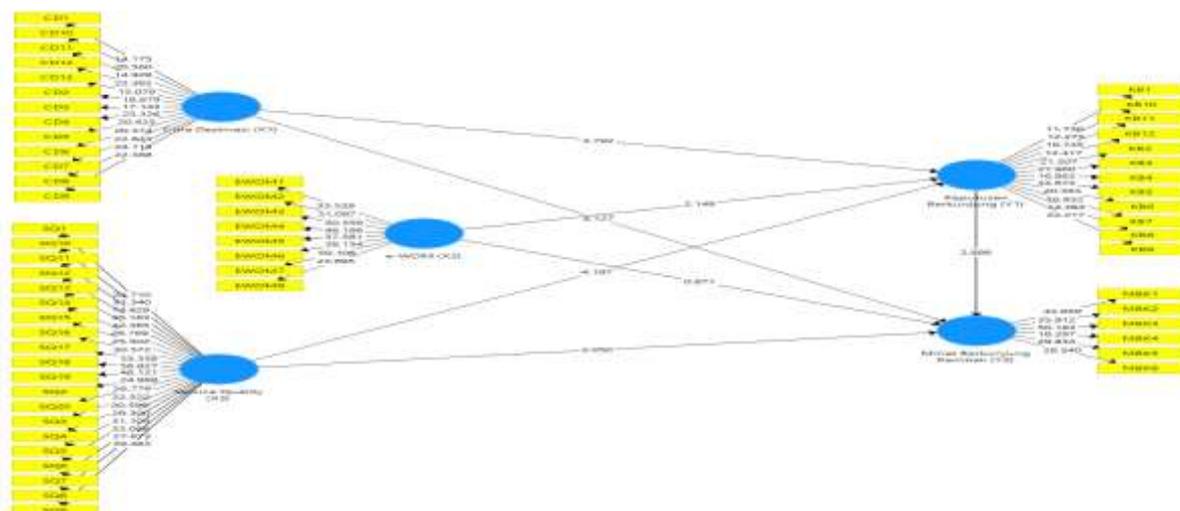


Figure 2. Hypothesis Testing

Source: Data processed, 2021

The Effect of Destination Image on Visiting Decisions

Based on Table 3. It is known that the t-statistic value of 3.792 is greater than the t-table of 1.653 and the P-Value value of 0.000 is less than 0.05. The original sample value is positive, which is 0.335. That is, the Destination Image variable (X1) has a positive and significant effect on the Visiting Decision variable (Y1). The hypothesis in this study which states that Destination Image (X1) has a positive and significant effect on Visiting Decisions (Y1) is accepted.

The Effect of e-WOM on Visiting Decisions

Based on Table 3. It is known that the t-statistic value of 2.149 is greater than the t-table of 1.653 and the P-Value value of 0.032 is less than 0.05. The original sample value is positive, which is 0.174. That is, the variable Electronic Word of Mouth (X2) has a positive and significant effect on the Visiting Decision variable (Y1). The hypothesis in this study which states that Electronic Word of Mouth (X2) has a positive and significant effect on Visiting Decisions (Y1) is accepted.

The Effect of Service Quality on Visiting Decisions

Based on Table 3. It is known that the t-statistic value is 4.167 which is greater than the t-table 1.653 and the P-Value value is 0.000 less than 0.05. The original sample value is positive, which is 0.434. That is, the variable Service Quality (X3) has a positive and significant effect on the Visiting Decision variable (Y1). The hypothesis in this study which states that Service Quality

(X3) has a positive and significant effect on Visiting Decisions (Y1) is accepted.

The Influence of Visiting Decisions on Revisit Interest

On Revisit Based on Table 3. It is known that the t-statistic value is 2.886 which is greater than t-table 1.653 and the P-Value value is 0.004 less than 0.05. The original sample value is positive, which is 0.280. That is, the Visiting Decision variable (Y1) has a positive and significant effect on the Revisit Interest variable (Y2). The hypothesis in this study which states that the Visiting Decision (Y1) has a positive and significant effect on Revisit Interest (Y2) is accepted.

The Effect of Destination Image on Revisit Interest

On Revisiting Based on Table 3. It is known that the t-statistic value is 4.127 which is greater than the t-table of 1.653 and the P-Value value of 0.000 is less than 0.05. The original sample value is positive, which is 0.415. That is, the Destination Image variable (X1) has a positive and significant effect on the Revisit Interest variable (Y2). The hypothesis in this study which states that Destination Image (X1) has a positive and significant effect on Revisit Interest (Y2) is accepted.

The Effect of e-WOM on Revisit Interest

On Revisit Based on Table 3. It is known that the t-statistic value is 0.871 which is greater than the t-table of 1.653 and the P-Value value is 0.384 which is greater than 0.05. The original sample value is positive, which is 0.060. That is, the variable Electronic Word of Mouth (X2) has a

positive and insignificant effect on the variable Revisit Interest (Y2). The hypothesis in this study which states that Electronic Word of Mouth (X2) has a positive and insignificant effect on Revisit Interest (Y2) is rejected.

The Influence of Service Quality on Revisit Interest

Based on Table 3. It is known that the t-statistic value of 2.050 is greater than the t-

table of 1.653 and the P-Value value of 0.041 is less than 0.05. The original sample value is positive, which is 0.167. That is, the variable Service Quality (X3) has a positive and significant effect on the variable Revisit Interest (Y2). The hypothesis in this study which states that Service Quality (X3) has a positive and significant effect on Revisit Interest (Y2) is accepted.

Table 4. Results Mediate

Relationship Between Constructs	Original Sample(O)	T Statistics (O/STDEV)	P Values
Destination Image -> Visiting Decision -> Revisit Interest	0.093	2.323	0.021
e-WOM -> Visiting Decision -> Revisit Interest	0.049	1.797	0.073
Service Quality -> Visiting Decision -> Revisit Interest	0.122	2.181	0.030

Source: Data processed, 2021

a. The Influence of Destination Image through Visiting Decisions on Revisit Interest

On Based on Table 4. It is known that the t-statistic value is 2.323 which is greater than t-table 1.653 and the P-Value value of 0.021 is smaller than 0.05. The original sample value is positive, which is 0.093. That is, Destination Image (X1) through Visiting Decisions (Y1) has a positive and significant effect on Revisit Interest (Y2). Visit Decision (Y1) is accepted.

b. The Influence of e-WOM through Visiting Decisions on Revisit Interest

Based on Table 4. It is known that the t-statistic value is 1.797 which is greater than the t-table of 1.653 and the P-Value value is 0.073 which is

greater than 0.05. The value of the original sample is positive, which is 0.049. It means that Electronic Word of Mouth (X2) through Visiting Decisions (Y1) has a positive and insignificant effect on Revisit Interest (Y2). The hypothesis in this study which states that Electronic Word of Mouth (X2) has a positive and insignificant effect on Revisit Interest (Y2) mediated by Visiting Decisions (Y1) is rejected.

c. The Influence of Service Quality through Visiting Decisions on Revisit Interest

Based on Table 4. It is known that the t-statistic value is 2.181 which is greater than t-table 1.653 and the P-Value value is 0.030 which is smaller than 0.05. The value of the original sample is positive, namely 0.122. This means that Service Quality (X3)

through Visiting Decisions (Y1) has a positive and significant effect on the variable of Revisit Interest (Y2). The hypothesis in this study which states that Service Quality (X3) has a positive and significant effect on Revisit Interest (Y2) mediated by Visiting Decisions (Y1) is accepted.

Discussion

The Influence of Destination Image on Visiting Decisions

Destination Image has a positive and significant effect on Decisions on Visiting Dunia Fantasi, Ancol, Jakarta. The higher the image of the destination, the higher the decision to visit.

Dunia Fantasi has credibility and trust from many people as a tourist attraction that can provide the entertainment needed by tourists. The image of the Dunia Fantasi tourist destination is one of the destinations that attracts tourists to visit, the image of a pleasant destination will be embedded in the minds of tourists, this influence shows that in addition to attractive tourist destinations, it is supported by a beautiful atmosphere and of course with fun tourist attractions such as the availability of game rides. in Dunia Fantasi which is entertaining and adrenaline-pumping, environmental factors that are kept clean, the availability of complete public facilities, infrastructure such as adequate facilities and infrastructure and supported by easy accessibility can increase the decision to visit potential tourists. The image of the Dunia Fantasi destination has been embedded in the minds of individuals in

the form of a good sense of belief, prejudice, thoughts and emotions, so that they can be attracted to visit the destination.

The results of the study identify that, the better the image of the destination in Dunia Fantasi, the more potential tourists will decision to visit.

This research is in line with research conducted by ([Suwarduki, Yulianto, & Mawardi, 2016](#)); ([Sari & Maftukhah, 2017](#)); ([Safitri, Ramdan, & Sunarya, 2020](#)), ([Nafis, 2020](#)), the results of the study can be concluded that the image of the destination has a positive and significant to the decision to visit.

The Influence of e-WOM on Visiting Decisions

Electronic Word of Mouth has a positive and significant effect on the Decision to Visit the Dunia Fantasi, Ancol, Jakarta. The increasing-activity e-WOM positive, it will increase the decision to visit.

Electronic word of mouth is the easiest way for tourists to find information about their tourist destinations and as a consideration for tourists to visit, by obtaining positive information or recommendations from other visitors through social media, will increase the decision to visit tourists.

The existence of this influence shows that there is tourist trust in Dunia Fantasi such as providing information, all information covering Dunia Fantasi is important to influence other people to visit, such as information about various rides in Dunia Fantasi, providing clear price information and guarantee, supported also by the information provided through social

media is also clear and quality, of course, with this information can cause feelings of potential tourists to decide to visit. Then, various positive reviews written on social media by tourists visiting world Fantasi will become recommendations for the public or other potential tourists, so as to increase tourist visits.

The results of the study identify that, the more often prospective tourists receive e-WOM positive about tourist destinations, the more visiting decisions will be.

This research is in line with research conducted by ([Mustikasari & Widaningsih, 2016](#)); ([Suwarduki et al., 2016](#)) and ([Purwanto, Kadi, & Rismawati, 2021](#)) the results of the study can be concluded that electronic word of mouth has a positive and significant effect on visiting decisions.

The Influence of Service Quality on Visiting Decisions

Service Quality has a positive and significant effect on Decisions on Visiting Dunia Fantasi, Jakarta. The increasing service quality will increase the decision to visit.

The existence of this influence shows that Dunia Fantasi tourist destinations have provided good service to all tourists, and services that are in accordance with tourist expectations, and feel the quality service from Dunia Fantasi, in addition to service guarantees and price certainty, ease of process and service access, employees who are on duty must also provide good service to tourists, as well as all officers always look neat and seem professional, service officers who are not discriminatory are friendly and polite to tourists supported by a fast response from service officers, the

availability of cleaning staff is also one part of services so that environmental conditions are kept clean so as to make tourists comfortable. Service quality is one of the factors or benchmarks in determining a person's visiting decision, because with service quality, a person can feel satisfied or not with the services provided.

The results of the study identify that good service standards and can meet customer expectations or the better the quality of service provided, it will increase the decision to visit.

This study is in line with the research conducted by ([Sari & Maftukhah, 2017](#)); ([Saling & Baharuddin Semmaila, 2016](#)); ([Suryana & Dasuki, 2013](#)); ([Ali, Narulita, & Nurmahdi, 2018](#)) research results can be concluded that service quality has a positive and significant influence the decision to visit.

The Influence of Visiting Decisions on Revisit Interest

Visiting Decisions have a positive and significant impact on revisit interest in Dunia Fantasi, Ancol, Jakarta. The increasing decision to visit, will increase the revisit interest.

The decision to visit Dunia Fantasi provides a good and enjoyable experience for tourists, so that it can increase the interest of repeat visits.

The existence of this influence shows that the Dunia Fantasi tourist attraction has fulfilled what tourists want, prospective tourists are interested in returning to Dunia Fantasi destinations due to the ease of access to transportation, supported by various modes of transportation available

to get to tourist attractions so that travel costs can be adjusted. By tourists, the Dunia Fantasi tourist attraction also provides clear information such as operating hours of opening or closing during the COVID-19 pandemic so that it can make it easier for tourists to arrange return visits and the convenience of buying tickets online is one of increasing interest in revisiting.

The results of the study identify that, interest in revisiting is generated from previous experiences or visiting decisions, an impressive experience will certainly influence tourists to visit again. This means that the decision to visit can encourage or increase interest in revisiting Dunia Fantasi at another time.

This research is in line with research conducted by ([Dwiki Rachamawati, Maria Magdalena, & Patricia Dhiana, 2015](#)). The results of the study can be concluded that the decision to visit can encourage buying interest or revisiting.

The Influence of Destination Image on Revisit Interest

Destination Image has a positive and significant effect on Revisit Interest to Dunia Fantasi, Ancol, Jakarta. The higher the image of the destination, the more revisit interest.

The ideal of a destination in Dunia Fantasi, Ancol has been formed in the minds of tourists, a positive image of the destination will give a good impression on tourists. Destination image is also an important factor in creating interest in revisiting potential tourists to Dunia Fantasi. The image of the destination built by Dunia Fantasi is able to influence the

interest of prospective tourists to revisit. Tourists already trust Dunia Fantasi as the right destination to visit and fulfill their wants and needs for travel. This is because Dunia Fantasi has interesting tourist destinations to visit and fun rides, also supported by various tourist attractions and tourist destinations in Dufan that are entertaining so that they can encourage tourists to come back.

The results of this study identify that, the more the image of the destination attached to the minds of others, the more interest in visiting potential tourists will also increase. This research is in line with research conducted by ([Qu, Kim, & Im, 2011](#)); ([Chew & Jahari, 2014](#)); ([Setiawan, Troena, & Armanu, 2014](#)); ([Chi, Huang, & Nguyen, 2020](#)); ([Yerizal & Abror, 2019](#)) the results of the study can be concluded that the image of the destination has a positive and significant effect on the interest of visiting tourists.

The Influence of e-WOM on Revisit Interest

This means that e-WOM a positive cannot provide a significant increase in revisit interest.

The provision of reviews from social media users can affect the interest in revisiting tourists, the better the positive reviews, the greater the interest in repeat visits by tourists, and vice versa, giving negative reviews will have an impact on decreasing the interest in repeat visits by tourists. Interaction or communication of tourists with social media users related to Dunia Fantasi, is considered insufficient to be able to encourage or produce actions for potential tourists to revisit. In this study,

returning e-WOM was not a determining factor to influence the interest of tourists.

This shows that the information obtained by tourists from activities e-WOM cannot influence or encourage potential tourists to revisit interest. E-WOM in the form of reviews, comments and interactions between social media users cannot increase the interest in revisiting potential tourists because in this study e-WOM is not only from social media, but from other electronic media online. Then, tourists carry out activities e-WOM to find information about other tourist objects they will visit after Dunia Fantasi, they read reviews through social media as consideration for visiting other destinations or tourist attractions.

However, this research is not in line with the research conducted by Permadi et al., (2020) the results of the study stated that information about tourist destinations spread by media online could affect the intention of tourists to make return visits.

This research is in line with research conducted by ([Aryianto & Prihandono, 2018](#)); ([Athar, 2020](#)) the results of the study can be concluded that electronic word of mouth has a positive and insignificant effect on tourist interest in visiting.

The Influence of Service Quality on Revisit Interest

Service Quality has a positive and significant effect on Revisit Interest to Dunia Fantasi, Ancol, Jakarta. The increasing service quality will increase the revisit interest.

The existence of this influence shows that the service quality of Dunia Fantasi is in accordance with what is expected by

tourists, Dunia Fantasi, Ancol, is able to provide a good visiting experience in accordance with the expectations of visitors, from the experiences of tourists who have previously visited Dunia Fantasi, namely in the form of good service, so that influencing the interest of repeat tourists, such as the ease of access and service processes, maintaining the cleanliness of tourist objects, Dunia Fantasi also provides security and safety guarantees for tourist objects and rides, then supported by adequate public facilities or in good condition, this will give a sense of tourists trust Dunia Fantasi, about its best service, so that a positive experience is formed and tourists are interested in visiting again.

The results of the study identify that good service quality will lead to a sense of satisfaction for tourists, of course this satisfaction will increase the interest of visiting tourists again at another time.

This research is in line with research conducted by ([Dwiki Rachamawati et al., 2015](#)). Visiting decisions can encourage buying interest or repeat visits.

The Influence of Destination Image through Visiting Decisions on Revisit Interest

Destination Image through Visiting Decisions has a positive and significant effect on Revisit Interest to Dunia Fantasi, Ancol, Jakarta. The higher the image of the destination, it will increase the decision to visit and have an impact on the revisit interest.

The image of the destination can be formed and received well, if tourists have previously made tourist visits or made a decision to visit, tourists will gain

experience about the destination. Dunia Fantasi is known to have interesting tourist destinations and is able to give an impression to tourists and is an entertaining tourist destination for tourists, then what can increase tourist visits is of course Dunia Fantasi has various and fun rides, games that stimulate adrenaline can certainly be interesting. For the interest of tourists, these rides are of course high-tech and can ensure the safety of visitors. More than that, the decision to visit tourists is based on easy access to transportation, easy-to-reach accessibility, clear operating hours and entrance ticket prices that are comparable to what tourists get, so that tourists judge Dunia Fantasi according to their needs and wants to travel.

The decision to visit is the experience of tourists who have visited before and can influence and encourage the interest of returning tourists.

The results of the study identify that a good destination image will attract other people to visit tourist destinations, and the formation of positive experiences will encourage their revisit interest.

This study is in line with the research conducted by ([Priatmoko](#), 2017) the results of the study can be concluded that the image of the destination through the decision to visit has a positive and significant effect on revisit interest.

The Influence of e-WOM through Visiting Decisions on Revisit Interest

e-WOM through Visiting Decisions has a positive and insignificant effect on Revisit Interest in Dunia Fantasi, Ancol, Jakarta. The increase e-WOM in positively will increase the decision to visit, but it does not fully

impact on the revisit interest.

Activities e-WOM as accessing information via social media, interact with social media users and giving positive reviews can encourage travelers to visit decision, but not fully able to encourage potential tourists to interested revisit tourist destinations. This proves that respondents prefer to search for information through social media and decide to visit, but do not wish to visit again. Then, tourists carry out activities e-WOM such as searching for information through social media as consideration for visiting decisions, after they have done visits, tourists do not carry out activities e-WOM to view or read more reviews about Dunia Fantasi on social media, tourists are more looking for information on social media about other tourist objects that will be visited next.

The results of this study identify that, activities e-WOM to increase the number of tourist visits, tourists can determine the decision to visit a destination. However, it is not enough to increase the desire or interest in revisiting potential tourists. E-WOM A positive can increase the decision to visit, but does not make the person interested in visiting the tourist destination again.

The results of this study are not in accordance with the research conducted, which states that someone who visits a tourist spot, has previously obtained in-depth information about the tourist visit which ultimately determines the decision to visit and according to his interests. by revisiting at a later time.

This study is in line with research conducted by ([Bataineh](#), 2015), ([Suwarduki](#)

[et al.](#), 2016) suggest that electronic word of mouth affects interest in revisiting and visiting decisions can mediate the relationship between the two.

The Influence of Service Quality through Visiting Decisions on Revisit Interest

Service Quality through Visiting Decisions has a positive and significant impact on Revisit Interest to Dunia Fantasi, Ancol, Jakarta. The increasing quality of service will increase the visiting decisions which has an impact on revisit interest.

The quality of service that meets the expectations of tourists can increase tourist visits, so that it can increase the interest of tourists to visit again and they are willing to recommend it to others. The quality of service can have a real influence on increasing visits and influencing the interest of returning tourists, because it can provide an experience. Service quality has an important role to improve visiting decisions, of course the quality of service will create a good experience for tourists, with the decision to visit is expected to increase interest in revisiting. Dunia Fantasi has provided a good standard of service to all tourists, thus creating a positive experience for tourists.

This is due to professional and neat-looking service officers and of course tourists get pleasant service from officers, tourists also get a fast response from service officers, ease of process and service access can be felt well by tourists, cleanliness of tourist objects that provide comfort for tourists. tourists as well as price certainty that guarantees in accordance with the services provided, of course with good and clear service standards, can

increase tourist visits so as to create a positive experience and can encourage tourists to come back.

The results of this study identify that good service quality can provide an impressive experience to tourists so as to increase tourist visiting decisions, so that they can strengthen the interest of repeat tourists. The better the quality of service, it will increase the decision to visit so as to encourage interest in repeat visits.

This study is in line with research conducted by ([Santoso, Rachma, & Wahono](#), 2019) the results of the study can be concluded that, service quality can increase visits and affect repurchase interest.

CONCLUSIONS

Based on the results of research and discussion in the previous chapter regarding the influence of Destination Image, Electronic Word of Mouth and Service Quality on Visiting Decisions and their impact on Revisit Interests (Study on the visitors of Dunia Fantasi in the pandemic COVID-19 era), then this research can be concluded as follows: 1) Destination Image has a positive and significant effect on Visiting Decisions. A positive destination image will be stored in the minds of visitors, so they can be attracted to visit the destination and improve their decision to visit. That is, the better the image of the destination, the better the decision to visit. 2) Electronic Word of Mouth has a positive and significant effect on Visiting Decisions. Electronic word of mouth in the form of constructive and positive reviews,

comments and ratings will increase tourist visits. That is, electronic word of mouth can improve visiting decisions. 3) Service Quality has a positive and significant effect on Visiting Decisions. Service quality or good service quality can be one of the determinants for increasing visiting decisions. That is, good service quality will increase the decision to visit. 4) Visiting Decisions have a positive and significant impact on Revisit Interest. The decision to visit will result in an experience, of course a memorable experience will increase the revisit interest of tourists. That is, the decision to visit can encourage revisit interest. 5) Destination Image has a positive and significant effect on Revisit Interest. The image of a pleasant destination will certainly stick in the minds of visitors, so they will be interested in revisiting tourist destinations. That is, the image of the destination that is already attached to the minds of others, will increase revisit interest. 6) Electronic Word of Mouth has a positive and insignificant effect on Revisit Interest. Electronic word of mouth positive such as giving reviews, comments on social media cannot encourage visitors to revisit tourist destinations. That is, e-WOM does not affect tourists visiting Dunia Fantasi attractions. If e-WOM is getting better or positive, it also does not affect tourist interest in visiting Dunia Fantasi. 7) Service Quality has a positive and significant effect on Revisit Interest. Good service quality will create a valuable experience for visitors, this can increase the revisit interest of tourists. 8) Destination Image through Visiting Decisions has a positive and significant effect on revisit interest. The image of an attractive and entertaining

destination will certainly produce positive things in the minds of visitors, this will increase the decision to visit and can attract repeat to visit tourists. That is, a good destination image will attract other people to visit tourist destinations and increase visiting decisions and can encourage revisit interest. 9) Electronic Word of Mouth through Visiting Decisions has a positive and insignificant effect on Revisit Interest. E-WOM positive can improve visiting decisions, visitors access and interact more often on social media to decide to visit tourist destinations, but do not make someone interested in visiting tourist destinations again. This means that e-WOM positive can increase visiting decisions, but cannot encourage return visit interest. 10) Service Quality through Visiting Decisions has a positive and significant effect on Revisit Interest. Good service quality is one of the determinants of increasing tourist visiting decisions, so that a positive experience will be created, this will also increase the interest of repeat to visit tourists. That is, the better the quality of service can provide a positive experience for tourists and improve the decision to visit tourists, so as to strengthen the interest to revisit of tourists.

REFERENCES

- Ali, Hapzi, Narulita, Evi, & Nurmahdi, Adi. (2018). The influence of service quality, brand image and promotion on purchase decision at MCU Eka Hospital. *Saudi Journal of Business and Management Studies*, 3(1), 88–97.
- Amzal, Cupian, Rahmadita, Annisa, & Noven, Sarah Annisa. (2021). Analisis
-

-
- Faktor-Faktor Yang Mempengaruhi Minat Masyarakat Mengunjungi Wisata Halal Sumatra Barat (Studi Kasus Wisatawan Muslim Milenial Indonesia). *Jurnal Ilmiah Ekonomi Islam*, 7(3), 1318–1326.
<http://dx.doi.org/10.29040/jiei.v7i3.2746>
- Aryianto, Muhammad Zaenal, & Prihandono, Dorajatun. (2018). The Influence of Electronic Word-of-Mouth and Destination Image on Visit Decision Through Visit Intention As Intervening Variable. *Management Analysis Journal*, 7(3), 318–327.
- Athar, Handry Sudiarta. (2020). The Effect of Electronic Word of Mouth in Social Media and Experiential Value on Destination Image Dan Revisit Intention after Earthquake in Lombok. *Global Journal of Management and Business Research: E Marketing*, 9(8).
- Bataineh, Abdallah Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1), 126.
- Chew, Elaine Yin Teng, & Jahari, Siti Aqilah. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 4(2), 382–393.
<https://doi.org/10.1016/j.tourman.2013.07.008>
- Chi, Hsin Kuang, Huang, Kuo Chung, & Nguyen, Huan Minh. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 5(2), 101728.
<https://doi.org/10.1016/j.jretconser.2018.12.012>
- Coban, Suzan. (2012). *The effects of the image of destination on tourist satisfaction and loyalty: the case of Cappadocia*. 9(2), 222–232.
- Dwiki Rachamawati, D., Maria Magdalena, M., & Patricia Dhiana, P. (2015). Pengaruh Word of Mouth, Tingkat Pendapatan dan Kualitas Produk terhadap Keputusan Pembelian yang Berdampak pada Minat Beli Ulang Konsumen (Studi Kasus pada Produk Bandeng Juwana Elrina Semarang). *Journal of Management*, 1(1).
- Hanif, Asya, Kusumawati, Andriani, & Mawardi, M. Kholid. (2016). *Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu)*. Brawijaya University.
- Illah, Ainun Nur, Sularso, Raden Andi, & Irawan, Bambang. (2019). Pengaruh Citra Destinasi dan E-WOM di Media Sosial Instagram serta Persepsi Konsumen Terhadap Keputusan Berkunjung ke Objek Wisata B29 di Kabupaten Lumajang. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 6(2), 164–170.
<https://doi.org/10.19184/ejeba.v6i2.11163>
- Jaya, IGNM, & Sumertajaya, I. Made. (2008). Pemodelan persamaan struktural dengan partial least square. *Semnas Matematika Dan Pendidikan Matematika*, 1(4), 118–132.
- Kotler, Philip, Keller, Kevin, Brady, Mairead, Goodman, Malcolm, & Hansen, Torben. (2019). *Marketing Management: 4th European Edition*. Pearson UK.
-

- Marpaung, Budiman. (2019). [Pengaruh Daya Tarik, Kualitas Pelayanan](#), Fasilitas Dan Keselamatan Dengan Kepuasan Wisatawan Sebagai Variabel Intervening Terhadap Minat Kunjungan Ulang Wisatawan. *Mpu Procuratio*, 1(2 Oktober), 144–155.
- Mustikasari, Ati, & Widaningsih, Sri. (2016). Pengaruh e-wom terhadap keputusan berkunjung ke tempat wisata di kota bandung. *Jurnal Manajemen Indonesia*, 6(2), 95–103. <https://doi.org/10.25124/jmi.v16i2.315>
- Nafis, Raihan Wishal. (2020). Pengaruh Citra Destinasi dan Kepercayaan Wisatawan terhadap Keputusan Berkunjung. *Jurnal Ilmiah Ecobuss*, 8(1), 40–45.
- Okfiarni, Yuti, Johar, Dahnil, & Irda, Irda. (2019). Pengaruh Electronic Word Of Mouth, Daya Tarik, Dan aksesibilitasterhadap Minat Berkunjung Ulang Wisatawan Pada Pantai Carocok Painan. *Abstract of Undergraduate Research, Faculty of Economics, Bung Hatta University*, 5(2).
- Padang, Pustaka Poltekkes. (2010). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfa Beta.
- Priatmoko, Setiawan. (2017). Pengaruh Atraksi, Mediasosial, Dan Infrastruktur Terhadap Keputusan Berkunjung Wisatawan Ke Desa Wisata Pentingsari Yogyakarta. *Jurnal Khasanah Ilmu*, 8(1), 72–82.
- Purwanto, Hari, Kadi, Dian Citaningtyas Ari, & Rismawati, Galuh. (2021). Pengaruh daya tarik dan E-WOM terhadap keputusan berkunjung melalui minat berkunjung sebagai variabel intervening. *MBR (Management and Business Review)*, 5(2), 251–264.
- Putra, Sang Putu Angga Mahendra. (2017). *Pengaruh E-Wom Terhadap Citra Destinasi, Kepuasan Dan Loyalitas (Studi Pada Kunjungan Wisatawan Di DIY)*. UAJY.
- Putri, Ni Putu Ayu Kartika Kurnia, & Sukawati, Tjokorda Gde Raka. (2019). Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Niat Beli (Studi Kasus pada Maskapai Penerbangan AirAsia di Kota Denpasar). *E-Jurnal Manajemen*, 8(7), 4268–4297.
- Qu, Hailin, Kim, Lisa Hyunjung, & Im, Holly Hyunjung. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 3(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Ramadhan, Fajar. (2016). Pengaruh kualitas layanan dan promosi terhadap keputusan berkunjung ke tempat wisata pantai Samudera Baru. *Value: Journal of Management and Business*, 1(1).
- Safitri, Indri, Ramdan, Asep M., & Sunarya, Erry. (2020). Peran produk wisata dan citra destinasi terhadap keputusan berkunjung wisatawan. *Jurnal Ilmu Manajemen*, 8(3), 734–741. <https://doi.org/10.26740/jim.v8n3.p734-741>
- Saling, Basri Modding, & Baharuddin Semmaila, A. G. (2016). Effect of service quality and marketing stimuli on customer satisfaction: The mediating role of purchasing decisions. *Journal of Business and Management Sciences*, 4(4), 76–81.
-

- Santoso, A. Rizkyanto, Rachma, N., & Wahono, Budi. (2019). Pengaruh Persepsi Harga (X1) Dan Kualitas Pelayanan (X2) Terhadap Minat Beli Ulang (Y) Melalui Kepuasan Pelanggan (Z) Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Ayam Goreng Nelongso Cabang Sigura-Gura Malang). *Jurnal Ilmiah Riset Manajemen*, 8(15).
- Sari, Cici Safita, & Maftukhah, Ida. (2017). Pengaruh kualitas layanan, promosi dan citra destinasi terhadap kepuasan melalui keputusan pengunjung. *Management Analysis Journal*, 6(3), 310–319.
- Setiawan, Putu Yudi, Troena, Eka A., & Armanu, Noermijati. (2014). The effect of e-WOM on destination image, satisfaction and loyalty. *International Journal of Business and Management Invention*, 3(1), 22–29.
- Suryana, Popo, & Dasuki, Eliyandi Sumar. (2013). Analisis faktor yang mempengaruhi keputusan pembelian dan implikasinya pada minat beli ulang. *Trikonomika*, 10(2), 190–200. <http://dx.doi.org/10.23969/trikonmik.a.v12i2.479>
- Suwarduki, Puspa Ratnaningrum, Yulianto, Edy, & Mawardi, M. Kholid. (2016). Pengaruh electronic word of mouth terhadap citra destinasi serta dampaknya pada minat dan keputusan berkunjung (survei pada followers aktif akun instagram indtravel yang telah mengunjungi destinasi wisata di Indonesia). *Jurnal Administrasi Bisnis (JAB)*, 3(2).
- Yerizal, Yerizal, & Abror, Abror. (2019). The Influence of E-Wom and Image Destination on Revisit Decision Moderated by Trust: A Literature Review. *2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*, 441–448. Atlantis Press. <https://doi.org/10.2991/piceeba-18.2019.58>
- Yudananto, Wisnu, Remi, Sutyaties S., & Muljarijadi, Bagdja. (2012). Peranan Sektor Pariwisata Terhadap Perekonomian Daerah di Indonesia (Analisis Interregional Input-Output). *Jurnal. Bandung: Universitas Padjajaran*, 2(4).



© 2022 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).