

WORD OF MOUTH AND QUALITY SERVICES; THEIR IMPACT ON DESTINATION TRUST AND REVISIT INTENTION ON IN THE RIAU ISLANDS' DESTINATION

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Abstract

This study aims to analyze whether word-of-mouth promotion and service quality have an impact on destination trust and intention to revisit tourism destinations in the Riau Archipelago. The population in this study were all tourists visiting the Riau Islands, both foreign and domestic tourists. Methodology: The sample is determined proportionally by considering the number of foreign and domestic tourists. The research sample was 350 tourists consisting of 150 foreign tourists and 200 domestic tourists. For analysis of data using with SmartPLS technique. Results: The results showed that all research hypotheses were accepted. This means that word of mouth and service quality has an impact on destination trust and revisit intention on Riau Islands' destination

Keywords: Quality service, Word of Mouth, Destination Trust, and Revisit Intention

Introduction

Tourism in the Riau Islands is one of the destinations for domestic and foreign tourists. So it is not surprising that quite a lot of foreign tourists visit each year. Especially with the variety of tourism objects owned by the Riau Islands Province. As with marine tourism or islands that have a group of beautiful beaches to lure tourists to come. Not to mention the many cultural heritages or cultural and historical tourism which are also an alternative or sweetener destination for the Riau Islands. There are 279 tourist destinations in the Riau Islands.

Some of the tourist destinations in the Riau Islands that attract the attention of tourists, which is marine tourism which is very well known to foreign countries, namely Lagoi Beach, Bareleng Bridge, Ranoh Island, Pulau Bawah Anambas, Mubut Island, Telaga Biru Desert, Palm Spring Golf, Kepri Coral, a thousand statues, shopping centers, and many others. Moreover, the Riau Islands is also very famous for its seafood paradise.

The number of tourists visiting the Riau Islands also increased significantly every year. From 2018 to 2019. However, there was a significant decline in 2020 until now due to the Covid-19 pandemic. Central Bureau of Statistics recorded the number of foreign tourists visiting the Riau Islands Province during January 2022 as many as 494 people, a 9.19 percent decrease compared to December 2021, which reached 544 people. Compared to January 2021, the number of foreign tourist visits increased by 89.27 percent due to the better handling of the COVID-19 outbreak, thus impacting the tourism industry in the Riau Islands.

The revisit intention is part of loyalty that needs to be continuously improved. Now, to increase interest in returning to tourist destinations, local tourists are faced with new challenges, namely changes in tourist attitudes and behavior in influencing their tourist destinations. The researchers' initial observations made in several Riau Islands tourist destinations were that they visited several Riau Islands tourist attractions more than twice for many reasons such as affordable prices, easy access, and friendly service to trust tourist destinations in the Riau Islands. As tourism options expand and destinations become more competitive, more and more destinations are adopting the idea of using destination trust, quality service, and the power of word of mouth to increase value and visitor numbers amidst the COVID-19 pandemic. Many factors influence revisit intention including providing good reviews via the internet and destination trust (Abubakar et al., 2017), service quality (Tosun et al., 2015), and cognitive and affective images (Hallmann et al., 2015). This study specifically analyzes the impact of word of mouth and quality service on destination trust and revisits the intention of tourist destinations. The author hopes that this research can contribute to the readers of economics majoring in management who take the concentration on marketing and also the results of this study can be used as a reference and comparison for researchers who will or are conducting the same research as the author.

Literature Review

Revisit Intention

Several previous studies have made the analogy of visit intention with someone's purchase intention. A study (Abubakar et al., 2017) states that WOM and trust in destinations affect the desire of tourists to visit. So, based on the concept of the visit intention of tourists to tourist destinations, it is analogous to Purchase Intention. This can be interpreted as visiting activities carried out by tourists who have revisited intention tourist destinations in certain areas. When service can meet the best expectations of tourists, tourists tend to

trust the destination. Kotler, et al. (2017) state that consumers who are satisfied with the products or services that have been purchased will get highly committed consumers (Tjiptono & Chandra, 2011) so these consumers are committed to being willing to buy again. Dissatisfied consumers will respond in different ways, one of which is to spread information by word of mouth about what they are experiencing. The return of tourists to a tourist destination is influenced by several factors. Research conducted by (J. H. Lee et al., 2011) examined the relationship between service quality and service showing significant results on revisit intention. Furthermore (Abubakar & Ilkan, 2016) states that online WOM and tourist destination trust affect the desire of tourists to revisit intention.

Destination Trust

Another factor that attracts tourists to visit is Through various experiences during a visit to a tourist destination, tourists will gain confidence about the destinations they have visited. Peter & Olson (2013) stated that a prominent belief in an object will have an attachment to that object. This belief includes touch and touch, smell, and visual imagination, and can also represent one's emotions about the product used. According to Mowen & Minor (2002) trust is all knowledge possessed by consumers about objects, attributes, and benefits. Where the object is a product, person, or company, attributes are characteristics or features that the object may or may not have, while benefits are the positive results provided by attributes to consumers. Furthermore, customer trust in certain brands according to (Lau & Lee, 2000) is defined as an individual's willingness to rely on other parties in facing risks. This willingness comes from the other party's understanding and past experiences. So based on the above opinion, it can be concluded that destination trust is all one's knowledge of objects, attributes, and benefits that include touch and touch, visual imagination, and one's emotional representation based on the risks faced. In industrial marketing, researchers have found that trust in sales and suppliers is a source of loyalty. Many factors affect a person's trust whincludedeudes stimuli from the surrounding environment (places of sale, advertisements, information on packaging), currentevents, consumer moods, and emotional conditions (Peter & Oslon, 2013). A study (Ha, 2004) states that the factors that influence consumer perceptions of trust in online product/service brands are security, privacy, brand name, word of mouth, good online shopping experience, and quality of information.

According to (Marinao et al., 2012), the role of residents and institutions such as familiarity and a good reputation will affect the image of the destination and in the end tour, sts will believe in the image of the destination. Furthermore (Lin et al., 2007) stated that service quality, interaction quality, physical environment quality, and income quality affect trust in the services of a hospital. Furthermore, Online WOM has a positive and significant effect on trust in a country's tourists (Mohammed Abubakar & Ilkan, 2016). According to (Ha, 2004), the dimensions of destination trust are familiarity and reputation. According to (Marinao et al., 2012), the dimensions of trust are honesty, generosity, city, and authority/competence cal residents and institutions. Furthermore, according to (Mohammed Abubakar & Ilkan, 2016) the dimensions of measuring tourist destination trust are 1) meet expectations, 2) feel confident, 3) do not disappoint, 4) guarantee satisfaction, 5) be able to overcome desires, 6) reliable, 7) satisfying, and 8) provide compensation in the event of an accident Thus, the researcher suggests that quality service influence brand image and visit intention as formalized into

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H 1 : destination trust has a positive effect on visit intentions.

Word Of Mouth

Along with the increasing number of people using online facilities, the exchange of information on goods and services. WOM is a positive or negative opinion from potential customers, repeat customers, and customers who have purchased a product or company that is distributed through the internet (Hennig-Thurau et al., 2004). A study (Litvin et al., 2008) revealed that WOM is an informal communication aimed at consumers through internet-based technology related to the use and characteristics of certain goods or services. WOM can be done via email, websites, blogs, virtual communities, chatrooms, and so on. Research (Jalilvand & Samiei, 2012) reveals that the dimensions of WOM are 1) reading reviews of other tourists visiting destinations online, 2) reading tourist reviews, to make sure the destination is right, 3) consulting other travelers' online travel reviews, 4) collecting information. from online travel reviews, 5) don't read traveler online travel reviews, worry about decisions, and 6) traveler online travel reviews make confident in traveling to a destination. Several studies have shown that the quantity of WOM information and thetimeliness of WOM information positively affect a product's trustworthiness (Xiaorong et al., 211). Furthermore, WOM can increase tourists' trust in tourist destinations when they see positive comments when ordering tickets online (Ladhari & Michaud, 2015). Another study of WOM has a positive effect on destination trust and the desire to visit (Mohammed Abubakar & Ilkan, 2016). Furthermore, WOM has a positive and significant effect on building trust in the brand (Han & Hyun, 2015). Researchers formulate it down below:

H2 : WOM has a positive effect on destination trust

H3 : WOM has a positive effect on revisit intention.

Quality Service

Service quality is generally viewed as the system-wide outcome of services received by consumers. In principle, service quality efforts forth to meet customer needs and desires, and there is a determination to provide services by customer expectations. As (Kotler et al., 2017) stated that service quality is an overall Quan of the properties and characteristics of a product or service based on its ability to express satisfaction or indirect needs. Service quality is shaped through comparison between ideal conditions and perceptions of the performance quality dimension. In line with that, it is said that the quality of a product or service is a customer's assess the perfection of the performance of the product or service consumed. Furthermore, Tjiptono & Chandra (2018) state that service quality can be realized through fulfilling customer needs and desires and the accuracy of delivery to balance customer expectations. Good service quality is not based on the point of view or perception of the service provider but the consumer's point of view or perception. This is because it is consumers who consume and enjoy services. Consumer perception of service quality is a comprehensive assessment of the superiority of service. From the several definitions of service quality above, it can be concluded that the quality of service for tourist destinations in the provision of services to tourists meets the needs and desires of tourists and the accuracy of their delivery to balance their expectations of the tourist destinations they visit. According to (Cronin & Taylor, 2013), service quality dimensions are tangible, reliable, responsive, assurance, and empathy. Customer perceptions of service quality can be measured and evaluated through service quality dimensions as stated by (Mamoun et al., 2016) as follows: 1) Tangibles, 2) Reliability, 3) Responsiveness 4) Assurance, and 5) Empathy. Therefore, this study shows that quality service will affect consumers' revisit intention as formalized below:

H4 : quality service has a positive effect on destination trust

H5 : quality service has a positive effect on revisit intention.

Methods

The population is all foreign and domestic tourists who have visited the Riau Islands. The sample was determined randomly by considering the number of foreign and domestic tourists. The sample consisted of 200 foreign tourists and 150 domestic tourists with a total sample of 350 tourists. Data was collected using a questionnaire. Before being distributed, the questionnaire was tested by looking at its validity and reliability. This research is classified as explanatory research. The study tested several variables with hypotheses and explained the relationship between variables using the SmartPLS software.

Result and Discussion

R-Square Test

The R-square value can be used to see the influence level of the cause variable on the effect variable. The R-square values are presented in Table 1. below :

Table 1. R-square

Variable	R Square	R Square Adjusted
Destination Trust	0.624	0.620
Revisit Intention	0.823	0.820

Source: Data processed from Research Results (2022)

The value of the R-square for the revisit intention variable is 0.820, which means that the effect of quality service, WOM, and Destination Trust on the Revisit Intention is quite strong, i.e. 82%. Meanwhile, the destination trust variable is 0.620, and the destination image variable is 0.620. Means Quality Service and WOM i.e. 62%, others 38% variable outside in this study.

Hypothesis test

The results of the bootstrapping and path coefficient presented in Table 2 show that the original sample values and p values or t statistics are used as the reference to accept or reject the hypotheses. The hypotheses can be accepted if the value of the t statistic is higher than the t table or the p-value higher than 0.0. The hypotheses testing used two-tailed tests with a significance level of 5%. The scale of the t-value and the significance value can be seen in Table 2 below:

Table 2. Path Coefficient Hypothesis

Variable	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
WOM -> Destination Trust	0.048	3.846	0.000
WOM -> Revisit Intention	0.033	2.249	0.025
Quality Service -> Destination Trust	0.124	2.208	0.027
Quality Service -> Revisit Intention	0.068	4.008	0.000
DestinationTrust -> Revisit Intention	0.066	5.962	0.000

Source: Data processed from Research Results (2022)

The table shows the results of the hypotheses testing is:

1. WOM has a positive and significant effect on the trustworthiness of the Riau Islands tourist destinations. This means that WOM is positive and significantly increases trust in destinations. Based on the results of the analysis, shows that WOM has a positive effect on the trust of tourist destinations in the Riau Islands. This means that communication through the internet, namely websites, Twitter, Facebook, and Instagram, has a positive and significant influence on the trust of tourist destinations. The results of this study are in line with the results of research conducted by (Ladhari & Michaud, 2015) which states that WOM increases trust. Furthermore, the results of other studies state that WOM can increase trust because it provides guarantees to tourists who choose certain tourist destinations, and will assume that the service provider will be transparent, trustworthy, and risk-free (Roodurmun & Juwaheer, 2010). This study is also in line with (Xiaorong et al., 2011) ; (Ladhari & Michaud, 2015); (Abubakar & Ilkan, 2016); (Han & Hyun, 2015) Based on the opinion above, it can be concluded that the intention to visit the influence of the opinions of other visitors is very influential for someone. Therefore, to reduce ambiguity and the risks faced, potential visitors will tend to seek information from previous visitors through social media by looking at reviews from people who have visited. When reviews and comments are good about the tourist destinations they will visit, their trust in these tourist destinations will increase.
2. WOM has a positive and significant effect on the revisit intention tourists to destinations in the Riau Islands. This means that the more often you use WOM as a reference for visiting, the higher the desire to return to tourist destinations. Based on the results of the analysis, shows that WOM has a positive effect on the revisit intention to tourist destinations in Riau Islands. This means that communication through the internet, namely websites, Twitter, Facebook, and Instagram, has a positive and significant influence on the decision to revisit. The results of this study are in line with the results of research conducted by (Matute et al., 2016); (Jalilvand & Samiei, 2012); (Abubakar & Ilkan, 2016). Based on the opinion above, it can be concluded that the effect of WOM on the visit intention because WOM is the easiest way for tourists to find information about their tourist destinations. The visit intention to return to a tourist destination refers to the knowledge and feelings of tourists at a certain time. When tourists make comments and get good reviews about these tourist destinations, then people who will visit will have more confidence about the tourist destination and in the end, can build tourist perceptions to visit again.
3. Quality Service has a positive and significant effect on the trustworthiness of the image of Riau Islands tourist destinations. This means that the better the quality of service provided to tourists, the better the confidence of tourists to revisit the destination. Based on the analysis results show that the quality of service has a positive effect on the trust of tourist destinations in the Riau Islands. This study is in line with research conducted by (Cho & Hu, 2009) who states that all dimensions of Servqual (empathy, reliability, assurance, tangibility, and responsiveness), then (Lien et al., 2014) said the quality of service (quality of interaction and service outcomes) had a positive and significant effect on patient trust in hospitals. Based on the opinion above, it can be concluded that the quality of service provided to tourists will greatly affect tourist satisfaction. Tourists will feel satisfied if the service received is as expected. Therefore, tourists always want the services they receive to have excellent service quality so that tourist expectations can be met. Tourist destinations that provide good quality services will make tourists satisfied and in the end, tourists will have more confidence in the tourist destinations they visit
4. Service quality has a positive and significant effect on revisit intention to the Riau Islands. This means that the better the quality of service provided to tourists, the higher the desire of tourists to revisit the destination. Based on the results of the analysis, shows that service quality has a positive effect on the revisit intention to tourist destinations in Riau Islands. When someone gets quality service to the destinations they visit and they will feel satisfied. And in the end, they will visit again. The results of this study are in line with the results of research conducted by (J. H. Lee et al., 2011); (S. Lee & Kim, 2017); (Mensah & Rebecca, 2018) and (Liu & Lee, 2016). Based on the results of some of the research results above, it was revealed that service quality is part of the satisfaction. When someone gets quality service towards the destinations they visit and they will feel satisfied. Tourist satisfaction with the quality of service they receive will increase their confidence in the tourist destinations they visit because these tourist destinations match what they expect. With increased trust, it will increase their desire to visit back to tourist destinations they have visited.

Conclusion and Recommendation

Based on the results of the analysis, it is concluded that WOM and Quality Service have a significant and positive effect on destination trust and Revisit Intention. The suggestions that the author can give to improve the decision to revisit the intention of tourist destinations in the Riau Islands are as follows:

1. Maintain and increase tourist confidence in Riau Islands tourist destinations by making the Riau islands tourist destination a tourist destination so that their holiday wishes can be overcome, making Riau Islands their favorite tourist destination, making tourists confident with Riau Islands tourist destinations, reducing the level of disappointment of tourists with the tourist destinations they visit, increase tourist satisfaction by providing competent tour companions.

2. Maintain and improve service quality by increasing guarantees for tourists when visiting Riau Islands tourist destinations such as good communication, serving well, improving service quality and providing experienced and competent tour companions, improve service by consumer expectations related to speed, timeliness, no errors, and attitude.
3. WOM by reducing the worries of tourists visiting tourist destinations in the Riau Islands by posting photos and videos and giving good reviews, increasing the frequency of consultations in forums or online social media, and increasing traveler travel reviews by motivating tourists to leave good comments on forums or online social media, increase reviews about tourist destinations in Riau Islands, increase the confidence of tourists to visit tourist destinations in the Riau Islands by posting photos, videos and giving good reviews, and increase the amount of quality information about Riau Islands destinations.
4. Further researchers can develop this research by examining other factors that can influence revisiting intention.

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