

WoM Role on The Tourist Attraction Image and Re-visit Intention

Darwin Raja Unggul Saragih¹, Farid Said²

Universitas Asa Indonesia¹, Politeknik Pariwisata Makassar² Indonesia

Email : darwinrajaunggulsaragih@gmail.com, faridwriting07@gmail.com

KEYWORDS

tourist attraction;
destination image;
museum, word-of-mouth
(WoM); re-visit intention;
marketing

ABSTRACT

As an educational tourist attraction, the Zoology Museum can give visitors memorable experiences and help managers evaluate and improve their operations. This study aims to analyze the direct impact of word-of-mouth into tourist attraction image and re-visit intention. This study used the purposive sampling method and quantitative approach to evaluate reflective indicators and the relationship between variables. Google Forms and surveys were used to get data from a sample of 258 respondents and 30 were first tested for validity and reliability to ensure the analysis was continued. Data processing used SEM PLS 3.0 software. The result indicates that word-of-mouth significantly increases re-visit intention. The results show that tourist attraction images significantly increase re-visit intention, including word-of-mouth as a mediator. Word-of-mouth is pivotal in the tourism industry, and this study underscores its merits for visitors and management. By incorporating sustainable practices into the marketing process, the management of the Zoology Museum can distinguish its services and products and cultivate a robust brand identity. The findings of this study indicate a positive and substantial impact of the tourist attraction's image on re-visit intention. At the same time, word-of-mouth also significantly influences re-visit intention.

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



1. Introduction

The perception of a place influences how many visitors return, and a positive perception might inspire more confidence in the area (Pujiastuti, Utomo, & Novamayanti, 2020). Tourist attractions become complex and distinctive due to a region's climate, infrastructure, superstructure, and natural and cultural attributes (Susanti, Hermanto, & Suwito, 2023). Increasing the awareness and interest of various visitors in the tourist attraction of zoological museums presents a challenge. It is essential to comprehend the effect on the tourist attraction's image and the factors involved. Tourist attraction management must establish an excellent overall appearance, which can help the organization strategize to determine if its target tourist attractions are complex and distinctive due to a region's climate, infrastructure, superstructure, and natural and cultural characteristics (Wang, Chen, Tuginay, & Yuan, 2023).

The main focus of this study is how tourist management enhances visitor awareness and inspiration through informative signs. Within the Museum of Zoology, the exhibition of animal fossils is a pivotal element of the visitors' experience, leaving a lasting impression (Baratta, Bonafanti, Cucci, & Simeoni, 2022; Wu, Cheng, & Hong, 2017). Highlighting the advantages of a visit to a zoology museum, such as gaining insights into the animal kingdom and fostering conservation awareness, could prove beneficial. Grasping the significance and benefits of museums might aid visitors in this regard (Brida, Meleddu, & Pulina, 2016). This subject holds importance in determining the optimal level of evaluation for the visitor experience (Ono et al., 2021). A symbiotic connection between tour guides and tourists can benefit both parties. Visitors stand to glean substantial knowledge about the captivating world of wildlife while contributing to the sustainability and growth of the Museum through their visits. Simultaneously, museum guides can provide guests with a profound educational experience while safeguarding crucial displays and fossils for future generations. This arrangement proves advantageous for all parties involved (Wu et al., 2017; Yu, Pickering, Geng, & Yen, 2021).

In tourist management, it is essential to promote a tourist attraction's status and accessibility. Positive word of mouth serves as the primary driver of repeat customers. The Zoological Museum stands out as an excellent venue for both learning and entertainment, housing invaluable exhibits and specimens (Brida et al., 2016; Martínez-Carazo, Santamarina-Campos, & De-Miguel-Molina, 2021; Yu et al., 2021). The most effective museums prioritize their visitors and remain open to new ideas, consistently striving to deliver a memorable experience (Koukoulis, Koukopoulos, & Tzortzi, 2022). When cultivating a tourist attraction's image, it becomes imperative to consider specific factors that can enhance favorable responses and encourage recurring visits. Research has demonstrated that visitors' experiences are crucial in shaping their perceptions of various locations.

As a result, museums housing historical sites enjoy significant advantages when they receive positive feedback. Enhancing accessibility and quality is paramount, as it greatly improves visitors' experiences and encourages positive word-of-mouth. Incorporating historical fossils into the exhibitions can provide visitors with an enriched experience likely to have a lasting impact (Burbano, Valdivieso, Izurieta, Meredith, & Ferri, 2022; Mohd Paiz, Hareeza Ali, Rashid Abdullah, & Dato Mansor, 2020). Popularity and the ability to attract people who visit are indicators of the success of a museum. Prioritizing accessibility and quality is thus crucial for delivering an exceptional visitor experience—with historical fossil exhibits being of primary importance to the museum's value. (Plaza, Aranburu, & Esteban, 2022; Rong, Tu, Duarte, & Ratti, 2020).

Addressing the research gap in understanding word-of-mouth's influence on repeat visits holds crucial significance. According to a recent study, the image of a tourist attraction can significantly impact word-of-mouth (Kislali, Kavaratzis, & Saren, 2020). However, various environmental and individual factors might influence this intricate relationship. Consequently, for a successful marketing strategy, it becomes imperative to thoroughly examine the complex and diverse connections existing between the tourist attraction image and its structural, intrapersonal, and interpersonal aspects (Nazir, Yasin, & Tat, 2021). Strengthening the image of a tourist attraction, recognizing the positive impact of word-of-mouth, attracting more visitors, and establishing enduring relationships with them can lead to long-term benefits.

The tourism industry has dedicated considerable attention to the concept of tourist attraction image concerning marketing strategies that significantly shape visitors' decision-making processes. It is reinforced by the researcher related to the above (Lv, Zhang, & Li, 2024). Crafting a captivating tourist attraction image that resonates with potential visitors has become essential. In today's competitive landscape, distinguishing a tourist attraction from its counterparts is more pivotal than ever, necessitating showcasing its distinctive and alluring attributes. A tourist attraction's image shapes visitor consideration and lays the foundation for a successful tourism campaign and sustainability (Galiano-Coronil, Blanco-Moreno, Tobar-Pesantez, & Gutiérrez-Montoya, 2023; Lv et al., 2024).

Establishing a positive image will influence visitors' intentions to revisit a tourist attraction. Visitors with a favourable impression of the tourist attraction are undoubtedly more inclined to share their experiences through reviews (Nazir et al., 2021; Yagmur & Aksu, 2020). Prioritizing the cultivation of repeat consumers becomes paramount within the tourism industry. People's perceptions and the intention associated with an image substantially influence their decision to return. Consequently, the enhancement and effective promotion of the tourist attraction's image emerges as pivotal strategies (see also: Afshardoost & Eshaghi, 2020; Baloglu & McCleary, 1999; Woo Hyuk Kim, Malek, Kim, & Kim, 2018; Susanti et al., 2023; Zhang, Wu, & Buhalis, 2018).

According to study results (Suliyanto, Setyanto, & Fauzi, 2023), it is evident that the tourist attraction image indirectly shapes the intention to return (Khoo, 2022; Wang et al., 2023) demonstrated that the cognitive dimension of the tourist attraction image holds negligible significance for revisitation purposes. This article examines strategies to foster positive correlations between tourist attraction image and word-of-mouth to bridge this gap, aiming to augment visitor willingness and behavioural intent. A study highlighted within the article underscores that affective and cognitive emotions wield minimal influence on the intention to revisit (Song, Kim, & Yim, 2017).

Word-of-mouth holds a captivating allure for practitioners and academics alike, as it wields the power to shape an individual's level of trust and the choices they make concerning their purchases. It catalyzes enthusiasm towards acquiring goods or services, driven by the allure of distinct and exceptional experiences (Aditi, Silaban, & Edward, 2023; Freundt & Bortoluzzo, 2023; Packard & Berger, 2017). Recommendations originating from trustworthy sources can significantly impact our purchasing decisions. In pursuing a well-informed choice, one should seek out word-of-mouth reviews (Packard & Berger, 2017). To secure positive word-of-mouth, products and services must meticulously craft a favourable cognitive image, thus heightening the likelihood of garnering good recommendations. (Chan, Suryadipura, Kostini, & Miftahuddin, 2021).

As per various studies, the perception of a particular location can sway an individual's desire to revisit or recommend it to others. This factor gains utmost significance in attracting visitors (Phillips, Wolfe, Hodur, & Leistriz, 2013). The dissemination of positive word-of-mouth about a locale significantly bolsters the likelihood of repeat visits, thereby underscoring the pivotal role of cultivating a positive reputation to influence individuals' choices (Trung & Khalifa, 2019). A previous study accentuates the indispensability of personal word-of-mouth in the decision-making process, with its effectiveness contingent upon the source's credibility (Freundt & Bortoluzzo, 2023).

In business, customer loyalty emerges as a critical determinant of success. Therefore, it becomes imperative to foster positive customer relationships and craft exceptional experiences to enhance customer retention (Kutlu & Ayyildiz, 2021; Sthapit, Björk, & Coudounaris, 2023; Zhang et al., 2018). Previous research underscores that the attainment of positive word-of-mouth invariably amplifies the intent to revisit (Foroudi, Palazzo, & Sultana, 2021). Favorable perceptions of the tourist attraction positively influence visitors' intention to review—a phenomenon encapsulated by their intention to return. (Gunawan, Najib, & Setiawati, 2020).

The study centers around the pivotal role of concepts in upholding theories utilized in hypothesis testing and data analysis. To be more precise, it delves into the intricate connections existing between tourist attraction image and the intention to return, along with the correlations between word-of-mouth and the intent to return. Moreover, the study explores the mediating impact of word-of-mouth on these relationships.

The influence of tourist attraction image and word-of-mouth on visitors' intentions to return is logical. Selecting an appropriate concept is perceived as instrumental in accurately delineating the proper solution. The most pragmatic approach entails elucidating how an image has been precisely defined and retaining this definition as a guiding principle when reaching conclusions and

juxtaposing findings with those of other researchers. In this context, the researcher proposes a strategy to enhance the comprehensibility of the study's core ideas.

Tourist attraction Image

Ayoun (2015) argued that The significance of a tourist attraction's image is far from simple; instead, it constitutes a multifaceted phenomenon replete with various components and implications. When selecting a tourist attraction, it becomes imperative to account for its distinctive attributes, encompassing factors like its natural beauty, historical relevance, and other defining characteristics of the region. These elements wield substantial power in shaping our perceptions and sentiments towards a location, underscoring the wisdom of considering them during travel planning (Baloglu & McCleary, 1999). A place's reputation is pivotal in determining individuals' choices of travel tourist attractions. A favourable tourist attraction image is critical in attracting visitors and establishing a stellar initial impression (Chan et al., 2021).

What we hear, see, or personally experience significantly shapes our perception of a location. The Tourist attractions must have a favorable and authentic image to be used as material for good decision-making. Appreciating the impact that their image wields on potential visitors stands as a vital aspect. When individuals select a travel tourist attraction, it becomes imperative to consider how our beliefs and emotions influence our perspective of a specific area (Andrades & Dimanche, 2017; Trung & Khalifa, 2019).

The interplay among the various tiers of evaluations inherent in a tourist attraction's structure, encompassing cognitive, affective, and conative dimensions, holds considerable importance (Baloglu & McCleary, 1999; Steven Pike & Ryan, 2004). Researchers employ the construction of tourist attraction images to unravel how humans perceive objects. Witnessing the concerted efforts to comprehend our cognitive and affective attributes remains intriguing. (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999).

The concept of tourist attraction image is intricate and subject to variation based on the visitor's perspective (Arabadzhyan, Figini, & Vici, 2021). A study has revealed that, particularly concerning educational tourists, the affective tourist attraction image might hold more significance than the cognitive tourist attraction image in influencing travel decisions (Wang et al., 2023). The image of a tourist attraction holds sway over tourists' attitudes and behaviors, and modifications in tourists' cognitive perceptions of a tourist attraction can yield substantial impacts (Chan et al., 2021). Extensive research has demonstrated a correlation between visitors' intentions to return and their cognitive images. Research findings emphasize that the reputation of a place exerts a significantly positive influence on travelers' intentions to revisit. Thus, fostering a favorable reputation encourages return visits. Ultimately, tourists opt for return visits and explore alternative tourist attractions if they positively perceive the tourist attraction. (S. Kim, Holland, & Han, 2013; Pujiastuti et al., 2020; Rodríguez Molina M, D, & Castañeda-García J, 2013)

H1: Tourist attraction image has a positive and significant impact on re-visit intention

H2: Tourist attraction image has a positive and significant impact on word-of-mouth.

Word-of-Mouth.

Word-of-mouth marketing is one of the most effective methods for shaping consumer behavior (Chan et al., 2021). The power of word-of-mouth extends to profoundly influencing how products and services are perceived. When individuals share their experiences, it carries the potential to shape future purchasing choices and even impact a company's reputation. While formal complaints are crucial for addressing specific issues, word-of-mouth provides insight into consumer satisfaction (Jung & Seock, 2017; Khan & Fatma, 2023). Furthermore, word-of-mouth exerts a considerable impact on products and their adaptability, as evidenced by the study indicating its substantial role in shaping changes in consumer behavior. (Aditi et al., 2023; Herr, Kardes, & Kim, 1991).

Recommendations, comments, ideas, and reviews stand out as several avenues through which word-of-mouth significantly influences customer behavior (Freundt & Bortoluzzo, 2023; Packard &

Berger, 2017). When a message is directed toward customers, whether in a one-on-one context or a general setting, and the customer or promoter possesses an extensive social network, the reach of word-of-mouth can rapidly expand (Aditi et al., 2023). Recent research underscores that positive feedback notably enhances the likelihood of repeat patronage, emphasizing the potent impact of favourable word-of-mouth on a customer's decision to return for a service. (Gholipour Soleimani & Einolahzadeh, 2018).

Based on consideration of the results of previous studies, the researcher proposed the following hypothesis:

H3: Word-of-mouth has a positive and significant impact on re-visit intention.

Re-Visit Intention

The visitor experience and the stimulation of return visits can be enhanced by analyzing prior visitor behaviour compared to their attitudes, with re-visit intention primarily classified as conative. In contrast, attitude is dominantly affective (Gregoriades, Pampaka, Herodotou, & Christodoulou, 2023). It may be possible to improve the visitor experience and encourage repeat visits by studying past visitors' behaviour (Richard L. Oliver, 1999). Re-visit intention pertains to an individual's inclination or readiness to return to a previously visited location (Tosun, Dedeoğlu, & Fyall, 2015). A successful vacation entails developing a profound fondness for a tourist attraction, thereby signifying an intention to revisit, and favourable perceptions augment the prospects of future intentions (see also: Abbasi, Kumaravelu, Goh, & Dara Singh, 2021; Gholipour Soleimani & Einolahzadeh, 2018; Talukder, Kumar, Sood, & Grima, 2023). The extent of a visitor's familiarity and interaction with an entity amplifies the significance of their return, where indicators such as the intent, plan, and will to revisit all contribute to gauging re-visit intention (Yung Chuan Huang & Liu, 2017; Rehman et al., 2022).

2. Materials and Methods

In this study, researchers used a quantitative methodology to assess reflective indicators that indicate latent variables by assuming that those variables are the underlying reality and that the measured variables serve as indicators (Garson, 2016). This approach quantifies and measures variables (Joseph F Hair, Black, Babin, & Anderson, 2018). Researchers use quantitative research methods to understand the essence of research subjects, reduce the impact of confounding variables, and build explanatory frameworks (Creswell & Creswell, 2017). Researchers use a scale to evaluate queries with a predefined set of responses. This approach improves decision-making and effectively turns research problems into questions. Utilizing quantitative methods to collect data consistently and reliably through extensive research is paramount (Joe F. Hair, Page, & Brunsveld, 2019). Deductive reasoning using empirical evidence in this study is done to validate or disprove hypotheses and theories (Leavy, 2017).

Researchers employ a methodology to investigate questions and draw population-based conclusions. Although advantageous, it has limitations, so researchers use conceptual frameworks to achieve a deeper understanding. The study aimed to increase the re-visit intention to a particular location by analyzing the word-of-mouth of its tourist attraction image. The researchers examined how word-of-mouth affected this relationship as a mediation (indirect effect). The mediator variable demonstrates the independent constructions' effects on the dependent construct (Joseph. Hair, Hult, Ringle, & Sarstedt., 2022).

The Zoology Museum was studied by visitors in a recent study. The study collected relevant data using Google Forms with explicit instructions to ensure the data represented the research objectives. The survey revealed that many visitors were interested in the Museum's exhibitions and collections. The Museum seeks to give visitors a more immersive and fascinating experience, driving long-term sustainability and functioning as a community educational. Using SEM PLS 3, researchers

methodically analyzed data from 258 respondents to ensure its accuracy. Understanding the research objectives is crucial for assessing relationships and drawing accurate conclusions.

Implementing practicable benchmarks and scenarios can significantly facilitate the accomplishment of this objective. Moreover, it is essential to guarantee the credibility and consistency of the 258 participants' data to produce accurate results.

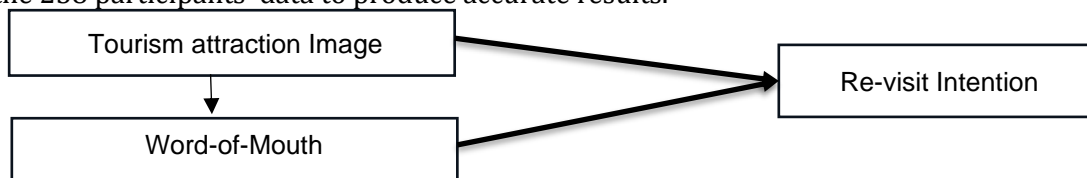


Figure 1. Research Model

This research uses a questionnaire. The questionnaire asks for the respondent's name and contains statements linked to the study variable indicators. The questionnaire must be verified for validity and reliability before utilization.

Table 1 Research Indicators.

Variables-Indicators	Reflective Questions
Tourist attraction Image: cognitive, affective, and conative (Baloglu & McCleary, 1999; Steven Pike & Ryan, 2004)	I obtained vital information about animal fossils. I get along well with the guide. I have a strong impression of this Museum. This Museum has a great deal of personal significance for me. I amazement when visiting the Museum, I became interested in promoting museums.
Word-of-Mouth (WOM): topics and tools (Sernovitz, 2009)	I am willing to share my satisfaction after visiting this museum I feel emotionally attached to this museum I am willing to provide positive clarification regarding the conditions of the Museum. I am willing to give a review of the advantages of the Museum.
Re-visit Intention: intent to revisit, plan to revisit, and will to revisit (Songsan Huang & Hsu, 2009; Yung Chuan Huang & Liu, 2017)	This Museum is my favourite I recommend this Museum as an attraction tourist attraction I would choose this Museum again.

3. Result and Discussion

Demographic profile of participants.

This study used 258 respondents who had made visits to the Zoology Museum. Respondent characteristics can be seen from 3 variables: gender, age, and occupation. The characteristic profile respondent as in Table 2 below:

Table 2 Respondent Profile.

Demographic	Total	%
<u>Gender:</u>		
Male	61	24%
Female	197	76%
<u>Age:</u>		
< 20 year	19	7%
21 - 30 year	211	82%

Demographic	Total	%
31 - 40 year	4	2%
> 40 year	24	9%
Occupations:		
Self Employee	31	12%
Students	198	77%
Government Employee	3	1%
Enterpreneurs	26	10%

Path Coefficient.

The findings of this study indicate that the independent variable exerts a substantial influence on the dependent variable. In addition, the R-squared is 0,44, which indicates that other variables significantly impact endogenous variables. The results firmly imply a positive relationship between exogenous and endogenous variables. Figure 2 demonstrates that coefficient analysis was necessary to comprehend the achievement motivation research framework. A comprehensive understanding of the factors affecting the parameters is needed to achieve the desired results. By doing so, researchers can identify the most critical factors and develop strategies for advancing their work. It is crucial to advance our understanding of these coefficients and our expertise in this discipline.

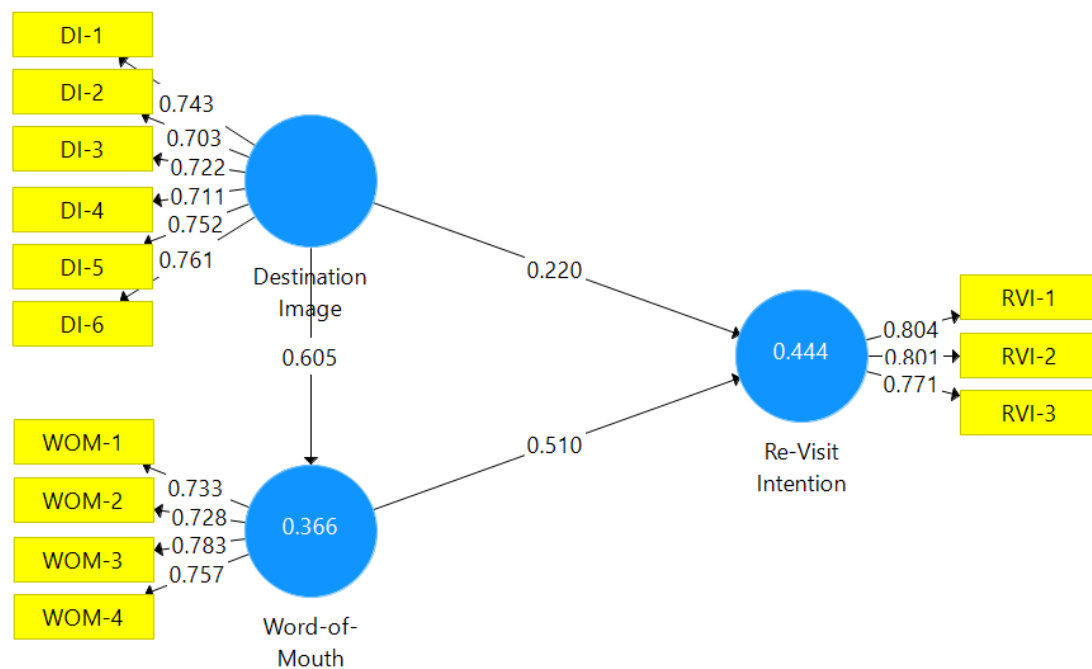


Figure 2. Validity Test

To accurately evaluate reflective measurement models, it is necessary to investigate the indicators' peripheral loadings. High outer loadings for indicators indicate that they are similar to the construct conveys. All indicators must have standard external loadings of at least 0.708 for research purposes (Joseph. Hair et al., 2022)

Reliability and Average Variance Extracted (AVE).

Detailed evaluation of the variables under consideration has revealed reliable and trustworthy results (Table 3). The assessment of Cronbach's Alpha and Composite Reliability scores revealed values above 0.7, indicating high internal consistency and reliability. Examining the Average Variance Extracted (AVE) revealed values greater than 0.5, further validating the dependability of the findings.

Notably, the data support a composite reliability value of over 0.6 and a Cronbach's Alpha value of around 0.7, bolstering the validity of the research. Based on these findings, researchers confidently assert that the variables investigated in this study are highly reliable.

Table 3 Reliability and Validity Testing

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Tourist attraction Image	0,828	0,874	0,536
Re-Visit Intention	0,703	0,835	0,627
Word-of-Mouth	0,741	0,838	0,563

Fornell-Larcker Criterion.

Fornell-Larcker was used to test the validity of the discriminant. For this criterion to be met, a specific condition must be met. Inter-construct correlations in publications show discriminant fact.

Table 4 Fornell-Larcker Criterion.

Variables	Tourist attraction Image	Re-Visit Intention	Word-of-Mouth
Tourist attraction Image	0,732		
Re-Visit Intention	0,528	0,792	
Word-of-Mouth	0,605	0,643	0,751

SEM PLS statistics show that the square root value of each construct is higher than its correlation value. The criterion is valid.

R² (R Square).

The R² value can be used to determine whether or not particular endogenous and exogenous variables have a significant impact. The R² values of 0.67, 0.33, and 0.19 indicate that the model is "substantial," "moderate," and "weak." (Chin & P, 1998).

Table 5 The results of R-Square and adjusted R-Square values

Variable	R Square	R Square Adjusted
Re-Visit Intention	0,444	0,440

Based on Table 5, the R Square value is 0.444, which means that 44.4% of the variation or change in re-visit intention was influenced by tourist attraction image and word-of-mouth, while other causes explain the remaining 55.6%. So, the R-Square on the re-visit intention variable is moderate. According to our empirical assessment, the tourist attraction's image and word-of-mouth influenced a person's decision to return, making up almost half of the variances. Although other factors may have a minor impact on the decision-making process, it was essential to evaluate the significance of these two factors. Understanding this concept makes it possible to accurately predict the probability of a return visit and focus on enhancing the tourist attraction's image and spreading positive word-of-mouth to create an unforgettable experience for visitors.

Based on Table 5, the R-Square value stands at 0.444, signifying that approximately 44.4% of the observed variation or alterations in re-visit intention can be attributed to the influence of tourist attraction image and word-of-mouth. Other factors account for the remaining 55.6% of variability. It establishes a moderate R-Square for the re-visit intention variable. Based on our empirical evaluation, it becomes evident that a person's decision to revisit is significantly shaped by both the perception of the tourist attraction's image and the impact of word-of-mouth recommendations. Collectively, these aspects contribute to almost half of the overall variances. While acknowledging the potential minor contributions of other factors to the decision-making process, the assessment underscores the pivotal significance of these two factors. Understanding this concept facilitates the precise prediction of the

likelihood of return visits, highlighting the importance of enhancing the tourist attraction's image and fostering positive word-of-mouth to curate an unforgettable and captivating visitor experience.

Hypotheses Testing.

The process of hypothesis testing involved careful consideration of various factors, including the original sample value estimates (O), t-statistics (T), and p-values (P). These elements helped determine the direction and significance level of the relationship between the variables under investigation. An original sample value approaching +1 signified a positive relationship, whereas a deal converging towards -1 suggested a negative relationship between the variables. Moreover, the significance assessment relied on the t-statistics value surpassing 1.96 or the p-value falling below the predetermined significance threshold (<0.05). Such outcomes indicated a noteworthy and meaningful relationship between the variables. The comprehensive results of the research hypothesis testing are visually presented in Figure 3, while the detailed numerical values are provided in Table 3.

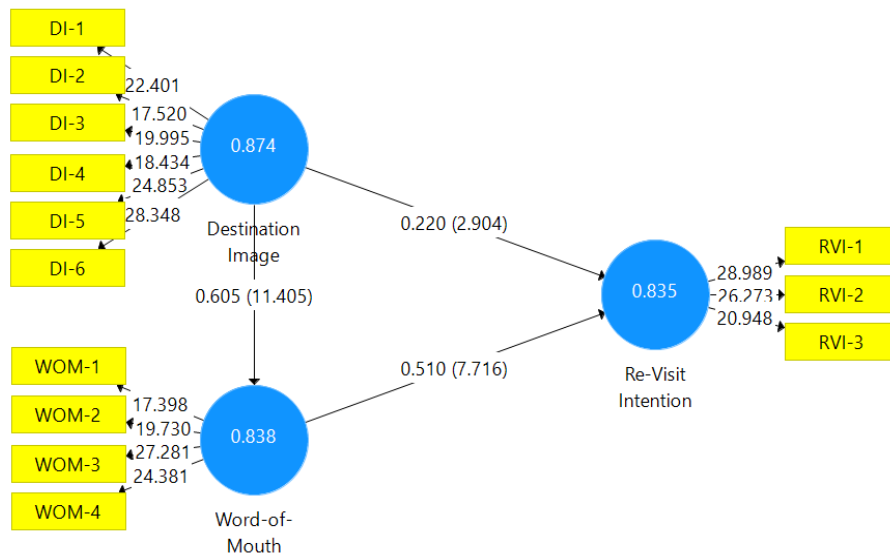


Figure 3. Hipotesis Testing

All variables were comprehensively assessed to measure the research hypotheses and analyze the path coefficients. The methodology ensured the thorough evaluation of each variable, ultimately leading to acceptable and reliable conclusions. The details of this assessment can be found in Table 3, as outlined below.

Table 6 Hypotheses Testing for Direct Effect.

Hypothesis	Path Coefisien	T Statistic	Significant Level	Result
Tourist attraction Image --->Re-visit Intention	0,220	2,867	0,004,p<0,050	Positive and Significant
Tourist attraction Image --->Word-of-Mouth	0,605	12,266	0,000,p<0,050	Positive and Significant
Word-of-Mouth--->Re-Visit Intention	0,510	7,375	0,000,p<0,050	Positive and Significant

The hypothesis test results reveal that the calculated t-value is more significant than 1.96, and the corresponding p-value is less than 0.050. It substantiates the conclusion that all relationships between variables exhibit positive and significant.

Table 7 Results of the mediation analysis

Hypothesis	T Statistic	Significant Level	Result
Tourist attraction Image --->WOM-->Re-visit Intention	6,692	0,000,p<0,050	Positive and Significant

The findings suggest that word-of-mouth significantly mediates the relationship between tourist attraction image and re-visit intention. This indirect effect test was carried out after obtaining significant results from the direct influence test of the research model. The hypothesis test demonstrated that all variables' relationships were positive and significant, with t-value > 1.96 and p-value < 0.050. It is important to note that the indirect effect test can only be executed under specific conditions, which were indeed met in this case.

VAF Testing

Tourist attraction image in relationship to re-visit intention

The studies demonstrated a significant and positive impact of the tourist attraction's image on re-visit intention. This conclusion is supported by the p-value being 0.000, which is less than 0.050. These findings are consistent with the conclusions reached in the studies conducted by S. Kim et al. (S. Kim et al., 2013), Pujiastuti et al. (Pujiastuti et al., 2020), and Rodríguez Molina M. et al. (Rodríguez Molina M et al., 2013).

The effect of word-of-mouth on the re-visit intention

The studies revealed that word-of-mouth significantly and positively impacted re-visit intention. This conclusion is supported by the p-value being 0.000, which is less than 0.050. These findings are consistent with the conclusions drawn in the study conducted by Gholipour Soleimani and Einolahzadeh (Gholipour Soleimani & Einolahzadeh, 2018).

Tourist attraction image in relationship to word-of-mouth

The studies demonstrated that word-of-mouth significantly increased and positively impacted re-visit intention. This finding is grounded in the p-value being 0.000, which is less than 0.050. These conclusions align with Aditi et al.'s (Aditi et al., 2023) and Herr et al. (Herr et al., 1991) results.

Tourist attractions must integrate the word-of-mouth marketing strategy into their marketing plans to enhance their image and foster consumer trust. This practice is no longer merely an option for tourism management professionals; it has become necessary. All stakeholders must participate actively throughout the marketing process to ensure its successful implementation. Moreover, evaluating the effectiveness of the word-of-mouth strategy holds crucial importance, as the triumph of tourist attraction relies on this assessment. By embracing this impactful marketing strategy, we can position ourselves for success within the competitive landscape of the tourism industry.

PRACTICAL IMPLICATIONS

The word-of-mouth concept encourages tourism product design to incorporate values catering to tourists' preferences. When tourism management seeks to adopt the word-of-mouth concept within its marketing strategy, the focus must also extend to stakeholders. Management can assess the extent of understanding among the Zoology Museum's stakeholders and visitors regarding the educational tourism services it provides. In the promotion of tourist attractions and services, the implementation of word-of-mouth marketing strategies is paramount. These strategies entail individuals sharing information or recommendations about products, services, or locations through personal interactions or online platforms.

Word-of-mouth in tourism marketing aims to ensure visitors have positive experiences that lead them to speak favorably about the tourist attraction or service. This objective can be achieved by delivering exceptional customer service, creating unique visitor experiences, and motivating them to share these experiences with others. Employing innovative techniques is vital to enhancing one's

reputation through positive word-of-mouth. It could encompass organizing engaging events and activities, creating memorable experiences, nurturing online communities, collaborating with influencers, and garnering favorable reviews. These steps elevate brand perception, foster customer loyalty, and spur growth.

Recognizing that word-of-mouth significantly influences the information visitors receive, it's crucial to understand that it is integral to tourism marketing. The amalgamation of word-of-mouth and strategic marketing can amplify the popularity and reputation of a tourist attraction or service, a pivotal aspect in the contemporary tourism industry.

4. Conclusion

Word-of-mouth is pivotal in the tourism industry, and this study underscores its merits for visitors and management. By incorporating sustainable practices into the marketing process, the management of the Zoology Museum can distinguish its services and products and cultivate a robust brand identity. The findings of this study indicate a positive and substantial impact of the tourist attraction's image on re-visit intention. At the same time, word-of-mouth also significantly influences re-visit intention. Word-of-mouth is a mediating factor in the relationship between the tourist attraction's image and re-visit intention. The researcher suggests further exploration of additional variables due to the observation that, despite the study's outcomes, other factors still account for 55.6% of the variance in Re-visit intention. Researchers should recommend that management adopt strategic measures, such as devising interactive events and activities, crafting memorable experiences, fostering online communities, collaborating with influential figures, enhancing accessibility, and conducting operational assessments. Furthermore, augmenting the participant pool would aid in discerning more explicit research outcomes.

5. References

- Abbasi, Ghazanfar Ali, Kumaravelu, Janani, Goh, Yen Nee, & Dara Singh, Karpal Singh. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Aditi, Bunga, Silaban, Pasaman, & Edward, Yusuf Ronny. (2023). The effect of social media and word of mouth on buying interest and brand image in creative economic business. *International Journal of Data and Network Science*, 7(1), 225–234. <https://doi.org/10.5267/j.ijdns.2022.11.001>
- Afshardoost, Mona, & Eshaghi, Mohammad Sadegh. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81(May), 1–10. <https://doi.org/10.1016/j.tourman.2020.104154>
- Andrades, Lidia, & Dimanche, Frederic. (2017). Destination competitiveness and tourism development in Russia: Issues and challenges. *Tourism Management*, 62, 360–376. <https://doi.org/10.1016/j.tourman.2017.05.008>
- Arabadzhyan, Anastasia, Figini, Paolo, & Vici, Laura. (2021). Measuring destination image: a novel approach based on visual data mining. A methodological proposal and an application to European islands. *Journal of Destination Marketing & Management*, 20(November 2019), 1–19. <https://doi.org/10.1016/j.jdmm.2021.100611>
- Ayoun, Souheila, Ksouri, Rabii, & Abdellatif, Tarek. (2015). Exploration of the tourism destination image's determinants on the revisit intention: The case of Tunisia. *SSRN Electronic Journal*, (Constantine 2), 1–20. <https://doi.org/10.2139/ssrn.2572018>
- Baloglu, Seyhmus, & Brinberg, David. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11–15. <https://doi.org/10.1177/004728759703500402>
- Baloglu, Seyhmus, & McCleary, Ken W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Baratta, Ros, Bonafanti, Angelo, Cucci, Maria Grazia, & Simeoni, Francesca. (2022). Enhancing cultural tourism through the development of memorable experiences: the “Food Democracy Museum” as a phygital project. *Sinergie Italian Journal of Management*, 40(1), 213–236. <https://doi.org/10.7433/s117.2022.10>
- Brida, Juan Gabriel, Meleddu, Marta, & Pulina, Manuela. (2016). Understanding museum visitors' experience: a comparative study. *Journal of Cultural Heritage Management and Sustainable Development*, 6(1), 47–71. <https://doi.org/10.1108/JCHMSD-07-2015-0025>
- Burbano, Diana V., Valdivieso, Juan Carlos, Izurieta, Juan Carlos, Meredith, Thomas C., & Ferri, Diego Quiroga. (2022). “Rethink and reset” tourism in the Galapagos Islands: Stakeholders' views on the sustainability of tourism development. *Annals of Tourism Research Empirical Insights*, 3(2), 100057. <https://doi.org/10.1016/j.annale.2022.100057>
- Chan, Arianis, Suryadipura, Dadan, Kostini, Nenden, & Miftahuddin, Asep. (2021). An integrative model of cognitive image and city brand equity. *Geojournal of Tourism and Geosites*, 35(2), 364–371. <https://doi.org/10.30892/gtg.35214-660>
- Chin, W., & P, Newsted. (1998). Modern method dor business research. In George A. Marcoulides (Red), *Lawrence Erlbaum Associates*. <https://doi.org/https://www.taylorfrancis.com/books/edit/10.4324/9781410604385/modern-methods-business-research-george-marcoulides>
- Creswell, John W., & Creswell, J. David. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Foroudi, Pantea, Palazzo, Maria, & Sultana, Asfia. (2021). Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. *British Food Journal*, 123(13), 221–240.

- <https://doi.org/10.1108/BFJ-11-2020-1008>
- Freundt, Valeria L. M. A., & Bortoluzzo, Adriana Bruscato. (2023). A Cross-National Study Investigating the Role of Country of Origin and Word of Mouth in Expatriates' Decision Process When Seeking a Healthcare Provider. *Journal of International Consumer Marketing*, 35(1), 47–62. <https://doi.org/10.1080/08961530.2022.2045663>
- Galiano-Coronil, Araceli, Blanco-Moreno, Sofía, Tobar-Pesantez, Luis Bayardo, & Gutiérrez-Montoya, Guillermo Antonio. (2023). Social media impact of tourism managers: a decision tree approach in happiness, social marketing and sustainability. *Journal of Management Development*, 42(6), 436–457. <https://doi.org/10.1108/jmd-04-2023-0131>
- Garson, David G. (2016). Partial least squares. In *Multi-Label Dimensionality Reduction* (bll 43–62). <https://doi.org/10.1201/b16017-6>
- Gholipour Soleimani, Ali, & Einolahzadeh, Hannaneh. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1), 1–14. <https://doi.org/10.1080/23311886.2018.1560651>
- Gregoriades, Andreas, Pampaka, Maria, Herodotou, Herodotos, & Christodoulou, Evripides. (2023). Explaining tourist revisit intention using natural language processing and classification techniques. *Journal of Big Data*, 10(1), 1–35. <https://doi.org/10.1186/s40537-023-00740-5>
- Gunawan, A. I., Najib, M. F., & Setiawati, L. (2020). The effect of Electronic Word of Mouth (e-WoM) on social media networking. *IOP Conference Series: Materials Science and Engineering*, 830(3), 1–8. <https://doi.org/10.1088/1757-899X/830/3/032002>
- Hair, Joe F., Page, Michael, & Brunsveld, Niek. (2019). Business Research for the Twenty-First Century. In *Essentials of Business Research Methods* (Fourth, bll 3–29). <https://doi.org/10.4324/9780429203374-1>
- Hair, Joseph., Hult, G. Tomas M., Ringle, Christian M., & Sarstedt., Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *SAGE Publications, Inc.* (Third edit, Vol 3). Los Angeles: SAGE Publications, Inc.
- Hair, Joseph F, Black, William C., Babin, Barry J., & Anderson, Rolph E. (2018). *Multivariate data analysis* (8th ed). United Kingdom: Annabel Ainscow.
- Herr, Paul M., Kardes, Frank R., & Kim, John. (1991). Effects of word-of-mouth and product-attribute information on persuasion: An accessibility-diagnostics perspective. *Journal of Consumer Research*, 17(4), 454. <https://doi.org/10.1086/208570>
- Huang, Songshan, & Hsu, Cathy H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, 48(1), 29–44.
- Huang, Yung Chuan, & Liu, Chih Hsing Sam. (2017). Moderating and mediating roles of environmental concern and ecotourism experience for revisit intention. *International Journal of Contemporary Hospitality Management*, 29(7), 1854–1872. <https://doi.org/10.1108/IJCHM-12-2015-0677>
- Jung, Na Young, & Seock, Yoo Kyoung. (2017). Effect of service recovery on customers' perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*, 37(January), 23–30. <https://doi.org/10.1016/j.jretconser.2017.01.012>
- Khan, Imran, & Fatma, Mobin. (2023). CSR Influence on brand image and consumer word of mouth: Mediating role of brand trust. *Sustainability (Switzerland)*, 15(4). <https://doi.org/10.3390/su15043409>
- Kim, S., Holland, S., & Han, H. (2013). A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando. *International Journal of Tourism Research*, 15(4), 313–328. <https://doi.org/10.1002/jtr.1877>
- Kim, Woo Hyuk, Malek, Kristin, Kim, Nam Jo, & Kim, Seung Hyun. (2018). Destination personality, destination image, and intent to recommend: The role of gender, age, cultural background, and

- prior experiences. *Sustainability (Switzerland)*, 10(1). <https://doi.org/10.3390/su10010087>
- Kislali, Hidayet, Kavaratzis, Mihalis, & Saren, Michael. (2020). Destination image formation: Towards a holistic approach. *International Journal of Tourism Research*, 22(2), 266–276. <https://doi.org/10.1002/jtr.2335>
- Koukoulis, Konstantinos, Koukopoulos, Dimitrios, & Tzortzi, Kali. (2022). Connecting the museum to the city environment from the visitor's perspective. *Applied Computing and Informatics*, 18(3–4), 221–234. <https://doi.org/10.1016/j.aci.2019.09.001>
- Kutlu, Didem, & Ayyildiz, Hasan. (2021). The role of the destination image in creating memorable tourism experience. *Journal of Tourism and Services*, 12(23), 199–216. <https://doi.org/10.29036/JOTS.V12I23.303>
- Leavy, Patricia. (2017). *RESEARCH DESIGN: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. London: The Guilford Press.
- Lv, Xingyang, Zhang, Chenwei, & Li, Chunxiao. (2024). Beyond image attributes: A new approach to destination positioning based on sensory preference. *Tourism Management*, 100(June 2022), 1–17. <https://doi.org/10.1016/j.tourman.2023.104819>
- Martínez-Carazo, Eva María, Santamarina-Campos, Virginia, & De-Miguel-Molina, María. (2021). Creative mural landscapes, building communities and resilience in uruguayan tourism. *Sustainability (Switzerland)*, 13(11), 1–17. <https://doi.org/10.3390/su13115953>
- Mohd Paiz, Nur Ain, Hareeza Ali, Mass, Rashid Abdullah, Abdul, & Dato Mansor, Zuraina. (2020). The effects of service quality on satisfaction and purchase intention in mobile commerce. *International Journal of Business and Management*, 15(4), 36. <https://doi.org/10.5539/ijbm.v15n4p36>
- Nazir, Muhammad Umair, Yasin, Ida, & Tat, Huam Hon. (2021). Destination image's mediating role between perceived risks, perceived constraints, and behavioral intention. *Heliyon*, 7(7), e07613. <https://doi.org/10.1016/j.heliyon.2021.e07613>
- Ono, Yuichi, Murray, Marlene, Sakamoto, Makoto, Sato, Hiroshi, Thumwimol, Pornthum, Thumwimol, Vipakorn, & Thongthip, Ratchaneekorn. (2021). The role of museums in telling live lessons. *Journal of Disaster Research*, 16(2), 135–140. <https://doi.org/10.20965/jdr.2021.p0135>
- Packard, Grant, & Berger, Jonah. (2017). How language shapes word of mouth's impact. *Journal of Marketing Research*, 54(4), 572–588. <https://doi.org/10.1509/jmr.15.0248>
- Phillips, WooMi Jo, Wolfe, Kara, Hodur, Nancy, & Leistriz, F. Larry. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA. *International Journal of Tourism Research*, 15(1), 93–104. <https://doi.org/10.1002/jtr.879>
- Pike, Steve. (2002). Destination image analysis - A review of 142 papers from 1973 to 2000. *Tourism Management*, 23(5), 541–549. [https://doi.org/10.1016/S0261-5177\(02\)00005-5](https://doi.org/10.1016/S0261-5177(02)00005-5)
- Pike, Steven, & Ryan, Chris. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42(4), 333–342. <https://doi.org/10.1177/0047287504263029>
- Plaza, Beatriz, Aranburu, Ibon, & Esteban, Marisol. (2022). Superstar museums and global media exposure: mapping the positioning of the Guggenheim Museum Bilbao through networks. *European Planning Studies*, 30(1), 50–65. <https://doi.org/10.1080/09654313.2021.1935753>
- Pujiastuti, Eny Endah, Utomo, Hastho Joko Nur, & Novamayanti, Rizka Hermi. (2020). Millennial tourists and revisit intention. *Management Science Letters*, 10(12), 2889–2896. <https://doi.org/10.5267/j.msl.2020.4.018>
- Rehman, Asad Ur, Shoaib, Muhammad, Javed, Mohsin, Abbas, Zuhair, Nawal, Ayesha, & Zámečník, Roman. (2022). Understanding revisit Intention towards religious attraction of kartarpur temple: Moderation analysis of religiosity. *Sustainability (Switzerland)*, 14(14), 1–19. <https://doi.org/10.3390/su14148646>
- Richard L. Oliver. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue 1999),

33–44.

- Rodríguez Molina M, D, Frías Jamilena, & Castañeda-García J. (2013). The moderating role of past experience in the formation of a tourist destination's image and in tourists' behavioural intentions. *Current Issues in Tourism*, 16(2), 107–127. <https://doi.org/10.1080/13683500.2012.665045>
- Rong, Helena Hang, Tu, Wei, Duarte, Fábio, & Ratti, Carlo. (2020). Employing waterborne autonomous vehicles for museum visits: a case study in Amsterdam. *European Transport Research Review*, 12(1), 63. <https://doi.org/10.1186/s12544-020-00459-x>
- Sernovitz, Andy. (2009). *Word of Mouth Marketing : How Smart Companies Get People Talking*.
- Song, Hui Min, Kim, Kyung Sik, & Yim, Brian H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research*, 22(11), 1182–1193. <https://doi.org/10.1080/10941665.2017.1377740>
- Sthapit, Eroze, Björk, Peter, & Coudounaris, Dafnis N. (2023). Towards a better understanding of memorable wellness tourism experience. *International Journal of Spa and Wellness*, 6(1), 1–27. <https://doi.org/10.1080/24721735.2022.2136120>
- Suliyanto, Setyanto, Refius Pradipta, & Fauzi, Daffa Redika. (2023). the Market Competition of Intention To Revisit Nature Tourism Destinations. *Corporate and Business Strategy Review*, 4(2 Special Issue), 260–269. <https://doi.org/10.22495/cbsrv4i2siart5>
- Susanti, Christina Esti, Hermanto, Yustinus Budi, & Suwito, Benny. (2023). The Effect of Tourist Destination Image (TDI) on Intention to Visit through Tourism Risk Perception (TRP) of COVID-19 in the Tourism Industry in the New Normal Era in Indonesia: Case Study in East Java. *Journal of Risk and Financial Management*, 16(2), 76. <https://doi.org/10.3390/jrfm16020076>
- Talukder, Mohammad Badruddoza, Kumar, Sanjeev, Sood, Kiran, & Grima, Simon. (2023). Information technology, food service quality and restaurant revisit intention. *International Journal of Sustainable Development and Planning*, 18(1), 295–303. <https://doi.org/10.18280/ijstdp.180131>
- Tosun, Cevat, Dedeoğlu, Bekir Bora, & Fyall, Alan. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management*, 4(4), 222–234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- Trung, Nguyen Vu Hieu, & Khalifa, Gamal S. A. (2019). Impact of destination Image factors on revisit intentions of Hotel's International Tourists in Ba Ria-Vung Tau (BR-VT) The mediating role of positive word-of-mouth. *International Journal on Recent Trends in Business and Tourism*, 3(2), 98–107.
- Wang, Dimin, Chen, Ying, Tuguinay, Jovanie, & Yuan, Jessica J. (2023). The influence of perceived risks and behavioral intention: The case of Chinese International Students. *SAGE Open*, 13(2), 1–17. <https://doi.org/10.1177/21582440231183435>
- Wu, Hung Che, Cheng, Ching Chan, & Hong, Wien. (2017). An assessment of zoo visitors' revisit intentions. *Tourism Analysis*, 22(3), 361–375. <https://doi.org/10.3727/108354217X14955605216104>
- Yagmur, Yenal, & Aksu, Akin. (2020). Destination image of Antalya from the perspectives of tourists staying in hospitality establishments with the concept of Halal Tourism. *Journal of Tourism and Services*, 11(21), 103–128. <https://doi.org/10.29036/jots.v11i21.168>
- Yu, Qionglei, Pickering, Steve, Geng, Ruoqi, & Yen, Dorothy A. (2021). Thanks for the memories: Exploring city tourism experiences via social media reviews. *Tourism Management Perspectives*, 40, 1–42. <https://doi.org/10.1016/j.tmp.2021.100851>
- Zhang, Hongmei, Wu, Yan, & Buhalis, Dimitrios. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8(June), 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>