

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan dari hasil analisis data yang diperoleh dalam penelitian ini dan telah dijelaskan pada bab IV, maka kesimpulan yang dapat diperoleh yaitu semua hipotesis pada penelitian ini diterima dan berpengaruh secara signifikan, hampir sebagian besar responden pada penelitian ini merupakan wanita yang berdomisili di Yogyakarta, sehingga menunjukkan bahwa Taman Sari Yogyakarta lebih banyak dikunjungi oleh wanita. Kepuasan wisatawan merupakan variabel yang mempunyai pengaruh besar terhadap *e-WOM* yang dituliskan wisatawan di media sosial. Sehingga sangat penting bagi pengelola Taman Sari Yogyakarta membuat wisatawan yang berkunjung ke Taman Sari mencapai perasaan puas. Wisatawan yang mempunyai pengalaman berkesan berkunjung ke Taman Sari Yogyakarta cenderung akan merekomendasikan Taman Sari Yogyakarta menjadi tempat wisata bersejarah oleh keluarga, teman, maupun pengikut di media sosialnya.

Penilaian kepuasan wisatawan diperoleh dari nilai yang dirasakan wisatawan dengan mempertimbangkan beberapa faktor seperti waktu yang diperlukan untuk menikmati kunjungan ke tempat wisata bersejarah, biaya yang dikeluarkan untuk mengunjungi tempat wisata, serta jarak tempuh yang diperlukan untuk mendatangi tempat wisata bersejarah. Sehingga kepuasan wisatawan tidak hanya terbentuk dari satu faktor saja. Berfoto merupakan salah satu motivasi wisatawan untuk mengunjungi Taman Sari Yogyakarta. Arsitektur dari bangunan bersejarah Taman Sari Yogyakarta yang klasik ini membuat banyak wisatawan yang berdatangan untuk mengabadikan momennya di Taman Sari Yogyakarta. Adanya festival kebudayaan yang rutin diadakan di lingkungan sekitar Taman Sari Yogyakarta juga membuat wisatawan ikut memeriahkan acaranya. Sehingga banyak wisatawan yang datang kembali untuk mengunjungi Taman Sari Yogyakarta.

5.2 Implikasi Manajerial

Berdasarkan dari hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat diberikan yaitu motivasi wisatawan memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta secara signifikan. Maka untuk meningkatkan motivasi wisatawan datang kembali ke Taman Sari pihak pengelola dapat melakukan kerja sama dengan *influencer* dengan cara membuat konten yang diunggah ke *platform* media sosial seperti Instagram dan TikTok. Supaya masyarakat yang melihat konten tertarik dan muncul motivasi untuk berwisata di Taman Sari Yogyakarta.

Kepuasan wisatawan memengaruhi *e-WOM* secara signifikan. Cara yang dapat dilakukan Dinas Pariwisata Kota Yogyakarta untuk membuat wisatawan yang datang berkunjung di Taman Sari merasa puas seperti memberikan beberapa aktivitas berupa menyediakan penyewaan busana daerah Yogyakarta mulai dari kebaya, jarik, beskap, hingga membuatkan sanggul pada wisatawan yang tertarik menikmati suasana Taman Sari Yogyakarta dengan menggunakan pakaian adat yang telah disediakan serta tidak ketinggalan untuk tersedianya jasa mengabadikan momen wisatawan dengan menggunakan kebaya Yogyakarta. Jadi meningkatkan kepuasan wisatawan sekaligus menambah pemasukan bagi Taman Sari Yogyakarta.

Loyalitas wisatawan memengaruhi penulisan *e-WOM* secara signifikan. Wisatawan yang loyal akan berkunjung kembali ke Taman Sari Yogyakarta dan merekomendasikan tempat wisata tersebut kepada keluarga, teman, maupun pengikut media sosialnya. Pihak pengelola Taman Sari dapat berupaya untuk tetap mempertahankan keaslian bangunan, menjaga lingkungan sekitar Taman Sari. Wisatawan yang mencapai kepuasan akan dengan suka rela membagikan keseruannya di Taman Sari Yogyakarta. Melalui unggahan yang dilakukan wisatawan baik Instagram maupun TikTok tentang keseruan kegiatan di Taman Sari Yogyakarta.

Sehingga mampu secara efektif meningkatkan jumlah kunjungan kembali wisatawan untuk mengeksplorasi lebih dalam seputar Taman Sari Yogyakarta. Banyaknya wisatawan yang melakukan unggahan tentang Taman Sari Yogyakarta membuat efek *viral* sehingga wisatawan lainnya tertarik berdatangan untuk melakukan kunjungan kembali ke Taman Sari Yogyakarta.

Kepuasan wisatawan memengaruhi *e-WOM* yang dituliskan wisatawan tentang Taman Sari Yogyakarta secara signifikan. Wisatawan yang berkunjung ke Taman Sari memiliki pengalaman yang berbeda karena, wisatawan mengeksplorasi bagian bawah Taman Sari yang unik berupa Sumur Gemuling. Atmosfer di area bawah tanah, dengan penerangan yang minim dan arsitektur kuno, memberikan sensasi seperti kembali ke masa lalu. Wisatawan dapat merasakan nuansa sejarah dan budaya yang kental, sehingga wisatawan yang berkunjung ke Taman Sari mampu merasakan sensasi petualangan bawah tanah. Kepuasan wisatawan yang tinggi dapat meningkatkan loyalitas wisatawan serta mendorong wisatawan melakukan kunjungan kembali ke Taman Sari Yogyakarta.

5.3 Keterbatasan Penelitian

Berdasarkan hasil dari penelitian yang telah dilakukan, keterbatasan dari penelitian ini yaitu hasil penelitian ini tidak dapat digeneralisasi karena objek yang digunakan dalam penelitian terbatas pada tempat wisata bersejarah saja. Kondisi bangunan Taman Sari Yogyakarta yang cenderung bergantung dengan cuaca dan fisik dari wisatawan. Karena bila cuaca hujan secara otomatis wisatawan tidak dapat melakukan penelusuran Taman Sari Yogyakarta secara menyeluruh. Keindahan dari bangunan bersejarah Taman Sari Yogyakarta tidak dapat diabadikan oleh wisatawan sehingga dapat menyebabkan wisatawan tidak memperoleh kepuasan pada saat melakukan kunjungannya. Fisik wisatawan juga mempengaruhi, apabila wisatawan tidak di kondisi badan yang prima dapat memicu wisatawan tidak memperoleh kepuasan setelah berkunjung di Taman Sari Yogyakarta serta merubah nilai yang dipersepsikan wisatawan. Pengalaman yang diperoleh setiap wisatawan berbeda-beda atau beraneka ragam.

Karena ada dan tidaknya acara yang diselenggarakan di Taman Sari Yogyakarta juga mempengaruhi kepuasan dari wisatawan. Keseruan wisatawan dalam mengeksplor Taman Sari Yogyakarta pun juga berbeda karena dengan siapa wisatawan datang melakukan kunjungan dan dalam rangka acara apa wisatawan datang melakukan kunjungan kembali ke Taman Sari juga mampu mempengaruhi penilaian kepuasan di setiap masing-masing wisatawan.

Pada bagian indikator kuesioner penelitian ini khususnya variabel nilai yang dipersepsikan, terdapat pernyataan yang tidak dapat memperlihatkan pengukuran nilai yang dipersepsikan oleh wisatawan yang sudah mengunjungi Taman Sari Yogyakarta. Pernyataan wisatawan mempunyai kesempatan untuk membeli kerajinan tangan di Yogyakarta, tidak dapat dipergunakan untuk mengukur variabel nilai yang dipersepsikan wisatawan setelah melakukan kunjungannya di Taman Sari Yogyakarta.

5.4 Saran Penelitian

Berdasarkan kesimpulan yang telah dijelaskan, terdapat beberapa saran yang diberikan yaitu penelitian selanjutnya tidak hanya pada tempat wisata bersejarah saja melainkan wisata alam, wisata kuliner, atau taman hiburan.

Untuk meningkatkan akurasi dan relevansi hasil penelitian, sebaiknya penelitian di masa mendatang mempertimbangkan pengelompokan usia atau pembatasan usia responden sesuai dengan tujuan penelitian, pihak pengelola Taman Sari Yogyakarta serta dapat mengajak warga sekitarnya untuk meningkatkan minat wisatawan datang kembali ke Taman Sari Yogyakarta dengan mengadakan acara yang bertemakan pengenalan budaya yang ada di Yogyakarta bersamaan dengan jajanan tradisional Kota Yogyakarta yang dijual oleh warga sekitar lingkungan Taman Sari. Sehingga selain terjadi peningkatan kunjungan kembali wisatawan ke Taman Sari Yogyakarta juga memberi pemasukan bagi warga sekitarnya.

Untuk mengukur variabel nilai yang dipersepsikan oleh wisatawan, peneliti dapat menambahkan indikator kuesioner. Wisatawan yang datang mengunjungi Taman Sari Yogyakarta merasa bahwa harga tiket masuk terjangkau. Sehingga indikator kuesioner pada variabel nilai yang dipersepsikan dapat dilakukan pengukuran. Hal tersebut membuktikan bahwa harga tiket yang dikenakan untuk masuk ke Taman Sari sesuai dengan atau lebih rendah dari yang wisatawan harapkan, mengingat pengalaman berwisata serta fasilitas yang dapat dirasakan oleh wisatawan. Persepsi tentang harga tiket masuk yang terjangkau dapat mempengaruhi kepuasan wisatawan dan mendorong wisatawan untuk merekomendasikan Taman Sari kepada keluarga, teman, maupun pengikut media sosialnya orang lain atau melakukan kunjungan kembali.

Untuk penelitian selanjutnya dapat memasukkan *travel influencer* dan harga tiket masuk sebagai variabel yang dapat mempengaruhi motivasi wisatawan untuk melakukan kunjungan ke tempat wisata bersejarah, serta penelitian yang masa mendatang dapat mempergunakan tempat wisata bersejarah lainnya yang berada di Kota Yogyakarta yang sudah dilakukan perbaikan lebih baik, misalnya seperti Museum Sonobudoyo yang baru saja dibuka kembali di awal bulan Juni 2024.

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Lampiran 1.1 Kuesioner

Pengaruh Determinan Faktor Motivasi, Nilai yang dipersepsikan, dan e-Wom pada Loyalitas Pengunjung dengan Kepuasan Konsumen Sebagai Variabel Mediasi

Halo teman-temanku semua ! Perkenalkan saya Efa Ariyanti dari Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta Program Studi Magister Manajemen. Saat ini saya sedang melakukan penelitian yang dipergunakan untuk menyelesaikan Tesis. Oleh karena itu, saya memohon bantuan teman-teman untuk bersedia mengisi kuesioner saya yang berjudul "**Pengaruh Determinan Faktor Motivasi, Nilai yang dipersepsikan, dan Loyalitas pada e-WOM dengan Kepuasan Konsumen Sebagai Variabel Mediasi**". Penelitian ini dilakukan dengan menggunakan *skala likert* 5 yang memiliki keterangan sebagai berikut:

Sangat Tidak Setuju	(STS) = 1
Tidak Setuju	(TS) = 2
Netral	(N) = 3
Setuju	(S) = 4
Sangat Setuju	(SS) = 5

Apabila teman-teman ada pertanyaan bisa menghubungi email: sayaefani@gmail.com

* Indicates required question

KARAKTERISTIK RESPONDEN

1. Dimanakah kota asal anda? *

2. Kota domisili anda saat ini: *

3. Gender: *

Mark only one oval.

Pria

Wanita

PERTANYAAN FILTER

4. Apakah anda pernah mengunjungi Taman Sari? *



Mark only one oval.

Ya

Tidak

5. Berapa kali anda pernah mengunjungi Taman Sari? *

Mark only one oval.

- 2 kali
- 2 - 3 kali
- > 3 kali
- Belum pernah

6. Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi? *

Mark only one oval.

- Ya
- Tidak

Skip to question 7

MOTIVASI

7. Saya mengetahui sejarah Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

8. Saya mendalami sejarah Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

9. Saya menghadiri acara budaya, pameran, festival di Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

10. Saya memanfaatkan waktu luang untuk mengunjungi Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

11. Taman Sari merupakan termasuk tempat wisata terkenal di kota Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

12. Taman Sari merupakan kunjungan lain dari rencana perjalanan wisata saya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

13. Saya merasa Taman Sari menjadi destinasi wisata yang terjangkau *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

Skip to question 14

NILAI YANG DIPERSEPSIKAN

14. Taman sari merupakan pelestarian warisan monumental Kota Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

15. Saya merasa aksesibilitas ke bangunan Taman Sari mudah dijangkau *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

16. Taman Sari menyediakan informasi untuk pengunjung *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

17. Saya merasa terjamin dengan pelayanan dan kualitas yang ada di wisata Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

18. Saya menikmati pelayanan dan kualitas restoran dan bar yang ada di Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

19. Saya puas dengan pelayanan dan kualitas pemandu wisata Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

20. Kota Yogyakarta mempunyai keanekaragaman masakan yang berkualitas *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

21. Saya memiliki kesempatan untuk membeli kerajinan tangan di Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

22. Selain berekreasi pengetahuan saya juga bertambah tentang sejarah Taman Sari *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

23. Saya merasa aman ketika bersama penduduk sekitar Taman Sari *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

24. Menurut saya Kota Yogyakarta termasuk kota yang menjaga kebersihannya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

25. Menurut saya layanan transportasi umum menuju Taman Sari mudah didapatkan *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

26. Menurut saya Taman Sari mempunyai nilai jual destinasi yang tinggi bagi wisatawan *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

Skip to question 27

KEPUASAN

27. Menurut saya mengunjungi Taman Sari merupakan keputusan tepat bagi saya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

28.

*

Saya memiliki tingkat kepuasan yang tinggi setelah mengunjungi Taman Sari

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

29. Saat mengunjungi Taman Sari merupakan hari yang menyenangkan bagi saya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

30. Saya menikmati perjalanan menuju Taman Sari *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

31. Menurut saya mengunjungi Taman Sari merupakan keputusan yang bijak bagi saya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

Skip to question 32

LOYALITAS

32. Jika seseorang meminta rekomendasi destinasi wisata di Yogyakarta, saya akan merekomendasikan Taman Sari *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

33. Saya akan mengajak keluarga dan teman saya untuk mengunjungi kota Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

34. Saya akan kembali mengunjungi Taman Sari Yogyakarta *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

Skip to question 35

E-WOM

35. Saya menceritakan pengalaman pada saat mengunjungi Taman Sari ke media sosial (TikTok, Instagram, dan X) *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

36. Saya menggunakan media sosial (TikTok, Instagram, dan X) untuk merekomendasikan mengunjungi Taman Sari kepada teman, keluarga, penggemar, kolega atau pengikut saya yang meminta saran saya *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

37. Saya akan merekomendasi Taman Sari di media sosial (TikTok, Instagram, dan X), serta memberikan ulasan positif tentang Taman Sari *

Mark only one oval.

1 2 3 4 5

Sangat Sangat Setuju

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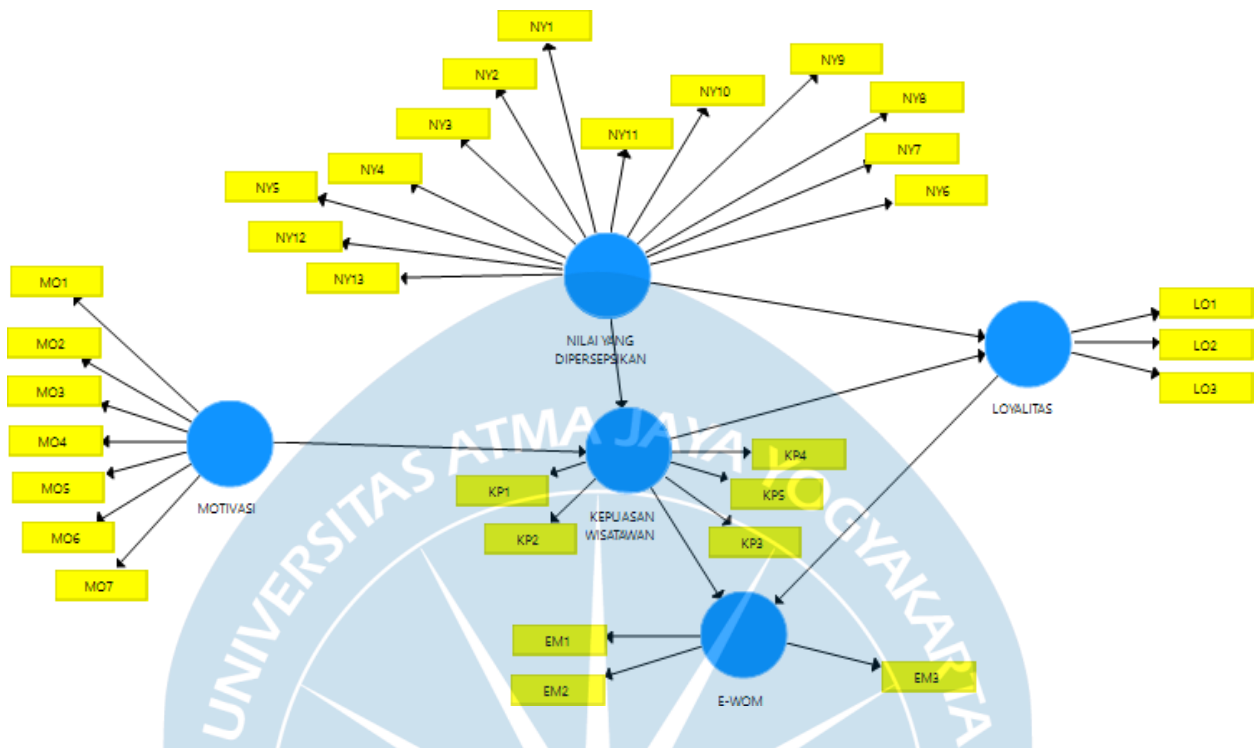


Lampiran 1.2 *SMART PLS 3*

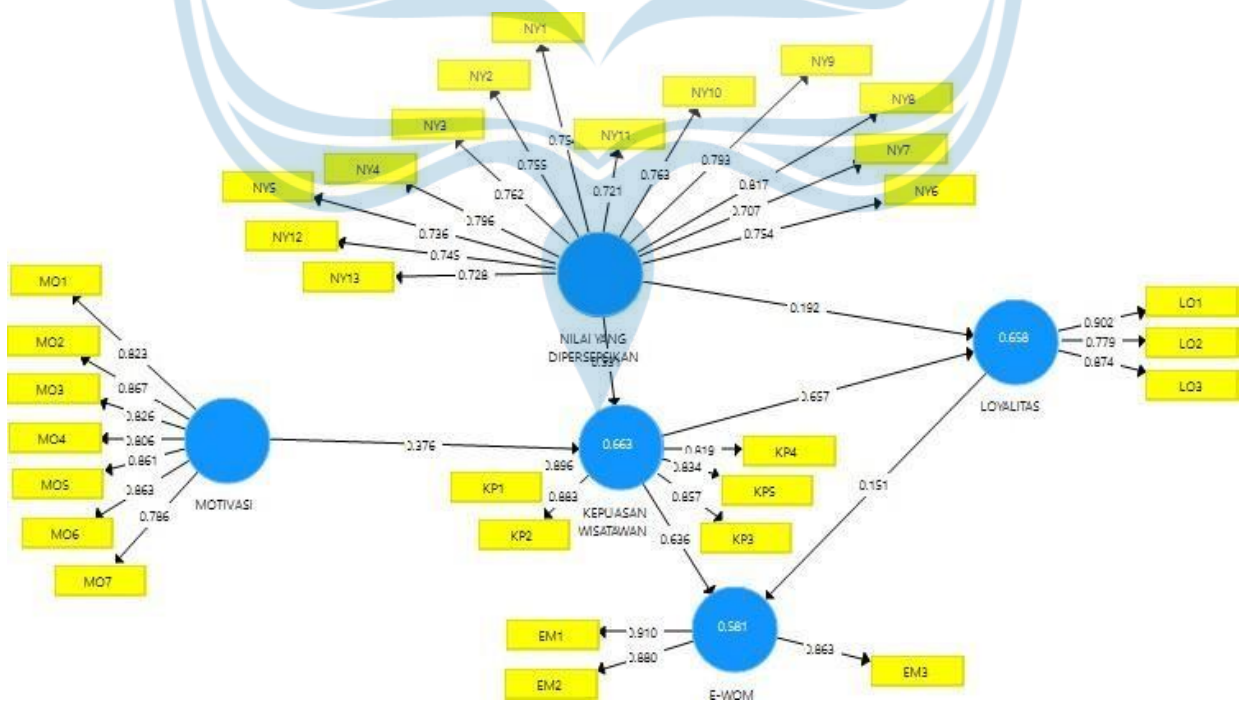
MV Descriptives

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
MO1	1	0	4.337	5.000	1.000	5.000	0.866	1.055	-1.256
MO2	2	0	4.166	4.000	1.000	5.000	0.922	0.896	-1.126
MO3	3	0	4.054	4.000	1.000	5.000	1.027	1.252	-1.277
MO4	4	0	4.215	4.000	1.000	5.000	0.857	1.633	-1.226
MO5	5	0	3.995	4.000	1.000	5.000	1.084	1.060	-1.263
MO6	6	0	3.980	4.000	1.000	5.000	1.095	0.684	-1.150
MO7	7	0	4.190	4.000	1.000	5.000	0.848	1.820	-1.244
NY1	8	0	4.556	5.000	1.000	5.000	0.619	4.384	-1.581
NY2	9	0	4.405	4.000	2.000	5.000	0.668	1.034	-0.984
NY3	10	0	4.405	4.000	2.000	5.000	0.645	0.658	-0.847
NY4	11	0	4.380	4.000	1.000	5.000	0.685	2.243	-1.117
NY5	12	0	4.302	4.000	1.000	5.000	0.717	2.090	-1.084
NY6	13	0	4.376	4.000	2.000	5.000	0.663	-0.124	-0.698
NY7	14	0	4.376	4.000	1.000	5.000	0.677	4.440	-1.389
NY8	15	0	4.449	5.000	1.000	5.000	0.672	2.911	-1.314
NY9	16	0	4.385	4.000	1.000	5.000	0.707	2.726	-1.296
NY10	17	0	4.366	4.000	2.000	5.000	0.638	-0.031	-0.618
NY11	18	0	4.283	4.000	2.000	5.000	0.704	0.625	-0.801
NY12	19	0	4.234	4.000	1.000	5.000	0.728	1.886	-1.005
NY13	20	0	4.380	4.000	1.000	5.000	0.656	2.272	-1.010
KP1	21	0	4.473	5.000	2.000	5.000	0.702	2.029	-1.394
KP2	22	0	4.371	4.000	2.000	5.000	0.732	1.360	-1.160
KP3	23	0	4.332	4.000	1.000	5.000	0.710	2.359	-1.157
KP4	24	0	4.376	4.000	2.000	5.000	0.670	0.884	-0.908
KP5	25	0	4.322	4.000	2.000	5.000	0.708	1.097	-0.971
LO1	26	0	4.424	5.000	1.000	5.000	0.733	4.415	-1.684
LO2	27	0	4.400	4.000	1.000	5.000	0.637	2.747	-1.045
LO3	28	0	4.293	4.000	1.000	5.000	0.766	2.002	-1.210
EM1	29	0	4.307	4.000	1.000	5.000	0.837	2.357	-1.436
EM2	30	0	4.229	4.000	1.000	5.000	0.821	2.874	-1.407
EM3	31	0	4.273	4.000	1.000	5.000	0.823	2.248	-1.341

Model Struktural



Model Konstruk



Hasil Outer Loadings

Outer Loadings

Matrix					
	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
EM1	0.910				
EM2	0.880				
EM3	0.863				
KP1		0.896			
KP2		0.883			
KP3		0.857			
KP4		0.819			
KP5		0.834			
LO1			0.902		
LO2			0.779		
LO3			0.874		

Outer Loadings

Matrix					
	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
MO2				0.867	
MO3				0.826	
MO4				0.806	
MO5				0.861	
MO6				0.863	
MO7				0.786	
NY1					0.754
NY10					0.763
NY11					0.721
NY12					0.745
NY13					0.728

Outer Loadings

Matrix	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
NY12					0.745
NY13					0.728
NY2					0.755
NY3					0.762
NY4					0.796
NY5					0.736
NY6					0.754
NY7					0.707
NY8					0.817
NY9					0.793
MO1				0.823	

Hasil Composite Reliability

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliab...	Average Variance Extracted (AVE)
E-WOM	0.861	0.862	0.915	0.783
KEPUASAN KONSUMEN	0.910	0.913	0.933	0.737
LOYALITAS	0.814	0.844	0.889	0.728
MOTIVASI	0.927	0.927	0.941	0.695
NILAI YANG DIPERSEPSIKAN	0.938	0.939	0.946	0.573

Hasil Cross Loadings

Discriminant Validity

	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
EM1	0.910	0.692	0.603	0.663	0.574
EM2	0.880	0.673	0.555	0.645	0.586
EM3	0.863	0.644	0.597	0.565	0.580
KP1	0.660	0.896	0.744	0.667	0.726
KP2	0.685	0.883	0.684	0.639	0.669
KP3	0.660	0.857	0.672	0.594	0.639
KP4	0.665	0.819	0.644	0.549	0.612
KP5	0.577	0.834	0.695	0.522	0.595
LO1	0.633	0.777	0.902	0.629	0.623
LO2	0.371	0.548	0.779	0.317	0.559
LO3	0.641	0.698	0.874	0.548	0.584

Discriminant Validity

	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
MO3	0.628	0.586	0.504	0.826	0.488
MO4	0.600	0.533	0.485	0.806	0.514
MO5	0.642	0.587	0.509	0.861	0.499
MO6	0.615	0.585	0.460	0.863	0.447
MO7	0.554	0.585	0.514	0.786	0.475
NY1	0.480	0.586	0.555	0.426	0.754
NY10	0.439	0.528	0.449	0.461	0.763
NY11	0.515	0.568	0.475	0.486	0.721
NY12	0.504	0.564	0.468	0.534	0.745
NY13	0.504	0.590	0.569	0.364	0.728
NY2	0.429	0.560	0.462	0.426	0.755

Discriminant Validity

	E-WOM	KEPUASAN WISATAWAN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
NY12	0.504	0.564	0.468	0.534	0.745
NY13	0.504	0.590	0.569	0.364	0.728
NY2	0.429	0.560	0.462	0.426	0.755
NY3	0.511	0.617	0.557	0.425	0.762
NY4	0.514	0.551	0.508	0.430	0.796
NY5	0.517	0.494	0.452	0.467	0.736
NY6	0.555	0.639	0.572	0.528	0.754
NY7	0.455	0.541	0.529	0.352	0.707
NY8	0.491	0.550	0.513	0.470	0.817
NY9	0.516	0.619	0.616	0.527	0.793
MO1	0.486	0.571	0.506	0.823	0.559

Hasil Fornell-Larcker Criterion

Discriminant Validity

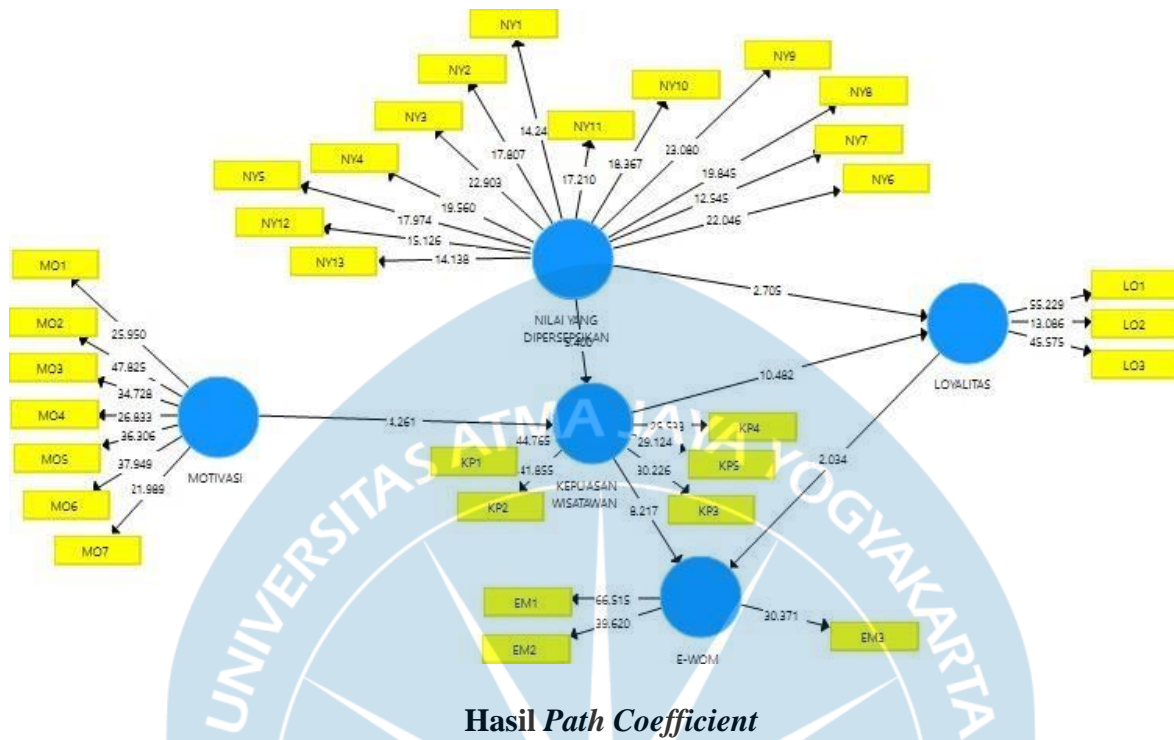
	E-WOM	KEPUASAN KONSUMEN	LOYALITAS	MOTIVASI	NILAI YANG DIPERSEPSIKAN
E-WOM	0.885				
KEPUASAN KONSUMEN	0.757	0.858			
LOYALITAS	0.661	0.802	0.853		
MOTIVASI	0.706	0.695	0.604	0.834	
NILAI YANG DIPERSEPSIKAN	0.655	0.757	0.689	0.600	0.757

Hasil R-Square Adjusted

R Square

	R Square	R Square Adjusted
E-WOM	0.581	0.577
KEPUASAN KO...	0.663	0.660
LOYALITAS	0.658	0.655

Model Konstruk *Boostrapping*



Hasil *Path Coefficient*

Path Coefficients

	E-WOM	KEPUASAN KO...	LOYALITAS	MOTIVASI	NILAI YANG DI...
E-WOM					
KEPUASAN KO...	0.636		0.657		
LOYALITAS	0.151				
MOTIVASI		0.376			
NILAI YANG DI...		0.531	0.192		

Hasil *Specific Indirect Effects*

Indirect Effects

Total Indirect Effects	Specific Indirect Effects	Copy to Clipboard:
		Specific Indirect Effects
MOTIVASI -> KEPUASAN KONSUMEN -> E-WOM		0.239
NILAI YANG DIPERSEPSIKAN -> KEPUASAN KONSUMEN -> E-WOM		0.338
MOTIVASI -> KEPUASAN KONSUMEN -> LOYALITAS -> E-WOM		0.037
KEPUASAN KONSUMEN -> LOYALITAS -> E-WOM		0.099
NILAI YANG DIPERSEPSIKAN -> KEPUASAN KONSUMEN -> LOYALITAS -> E-WOM		0.053
NILAI YANG DIPERSEPSIKAN -> LOYALITAS -> E-WOM		0.029
MOTIVASI -> KEPUASAN KONSUMEN -> LOYALITAS		0.247
NILAI YANG DIPERSEPSIKAN -> KEPUASAN KONSUMEN -> LOYALITAS		0.349



Lampiran 1.3 *Filter* Responden

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Pangkalan Bun	Yogyakarta	Wanita	Ya	2 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 kali	Ya
Pangkalan Bun	Yogyakarta	Wanita	Ya	2 kali	Ya
Manado	Yogyakarta	Pria	Ya	> 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Pangkalan Bun	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Palembang	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Pangkalan Bun	Jakarta	Wanita	Ya	> 3 kali	Ya
Batam	Yogyakarta	Pria	Ya	2 kali	Ya
Palembang	Yogyakarta	Pria	Ya	2 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pangkalan Bun	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Denpasar	Yogyakarta	Pria	Ya	> 3 kali	Ya
Batam	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pangkalan Bun	Solo	Wanita	Ya	> 3 kali	Ya
Palembang	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Pangkalan Bun	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Palembang	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Pria	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pangkalan Bun	Yogyakarta	Pria	Ya	2 kali	Ya
Palembang	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Pria	Ya	2 kali	Ya
Pangkalan Bun	Jakarta	Wanita	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Palembang	Yogyakarta	Pria	Ya	> 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Palembang	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pangkalan Bun	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pangkalan Bun	Yogyakarta	Pria	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	2 kali	Ya
Pangkal Pinang	Jakarta	Wanita	Ya	2 kali	Ya
Pangkalan Bun	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	2 kali	Ya
Pangkal Pinang	Yogyakarta	Wanita	Ya	2 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	2 kali	Ya

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Makassar	Yogyakarta	Wanita	Ya	2 kali	Ya
Batam	Solo	Pria	Ya	2 kali	Ya
Pangkal Pinang	Yogyakarta	Wanita	Ya	2 kali	Ya
Pangkal Pinang	Yogyakarta	Pria	Ya	2 kali	Ya
Batam	Jakarta	Pria	Ya	2 - 3 kali	Ya
Makassar	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	2 kali	Ya
Pangkal Pinang	Jakarta	Wanita	Ya	2 - 3 kali	Ya
Makassar	Yogyakarta	Pria	Ya	2 kali	Ya
Pangkal Pinang	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Manado	Yogyakarta	Pria	Ya	2 kali	Ya
Denpasar	Solo	Wanita	Ya	> 3 kali	Ya
Makassar	Yogyakarta	Wanita	Ya	2 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Batam	Solo	Pria	Ya	2 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 kali	Ya
Manado	Yogyakarta	Pria	Ya	2 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 kali	Ya
Makassar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Makassar	Yogyakarta	Pria	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 kali	Ya
Sorong	Solo	Pria	Ya	2 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 kali	Ya
Sorong	Yogyakarta	Pria	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	2 kali	Ya
Batam	Yogyakarta	Pria	Ya	2 kali	Ya
Sorong	Surabaya	Wanita	Ya	2 kali	Ya
Makassar	Yogyakarta	Wanita	Ya	2 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 kali	Ya
Medan	Yogyakarta	Wanita	Ya	2 kali	Ya
Manado	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Sorong	Solo	Pria	Ya	2 - 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Batam	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Pria	Ya	> 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Manado	Yogyakarta	Pria	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Sorong	Solo	Wanita	Ya	> 3 kali	Ya
Manado	Yogyakarta	Pria	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 kali	Ya
Batam	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Denpasar	Yogyakarta	Pria	Ya	2 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 kali	Ya
Palangkaraya	Yogyakarta	Pria	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Palangkaraya	Yogyakarta	Pria	Ya	> 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Palangkaraya	Yogyakarta	Pria	Ya	> 3 kali	Ya
Banjarmasin	Solo	Pria	Ya	> 3 kali	Ya
Palangkaraya	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Kupang	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Lampung	Yogyakarta	Pria	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Lampung	Yogyakarta	Pria	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Lampung	Yogyakarta	Pria	Ya	> 3 kali	Ya
Kupang	Yogyakarta	Pria	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	2 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Kupang	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Lampung	Sanggau	Wanita	Ya	2 - 3 kali	Ya
Denpasar	Yogyakarta	Pria	Ya	2 kali	Ya
Palangkaraya	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Palangkaraya	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	2 kali	Ya
Lampung	Yogyakarta	Wanita	Ya	2 kali	Ya
Jayapura	Yogyakarta	Wanita	Ya	2 kali	Ya
Kupang	Surabaya	Pria	Ya	2 kali	Ya

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Denpasar	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Medan	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Lampung	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Manado	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Lampung	Yogyakarta	Pria	Ya	> 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Kupang	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Sanggau	Pria	Ya	2 - 3 kali	Ya
Sanggau	Yogyakarta	Pria	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Wanita	Ya	2 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Lampung	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Sanggau	Surabaya	Pria	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	2 kali	Ya
Sanggau	Yogyakarta	Pria	Ya	> 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Alor	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Sanggau	Yogyakarta	Pria	Ya	> 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	> 3 kali	Ya
Sanggau	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Denpasar	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Pria	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Samarinda	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Alor	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Pria	Ya	> 3 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Samarinda	Yogyakarta	Pria	Ya	2 kali	Ya
Alor	Yogyakarta	Pria	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	2 kali	Ya
Alor	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Wanita	Ya	2 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 kali	Ya
Sorong	Yogyakarta	Wanita	Ya	2 kali	Ya
Alor	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 kali	Ya
Sorong	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Banjarmasin	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Pontianak	Yogyakarta	Pria	Ya	> 3 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	2 kali	Ya
Alor	Surabaya	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	2 kali	Ya
Pontianak	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Pria	Ya	2 kali	Ya
Alor	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Samarinda	Yogyakarta	Pria	Ya	2 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 - 3 kali	Ya
Alor	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	2 kali	Ya
Samarinda	Yogyakarta	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	2 - 3 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	> 3 kali	Ya
Banjarmasin	Yogyakarta	Pria	Ya	2 kali	Ya
Samarinda	Yogyakarta	Wanita	Ya	2 kali	Ya
Jayapura	Yogyakarta	Pria	Ya	2 - 3 kali	Ya

Kota Asal	Kota Domisili	Gender	Apakah anda pernah mengunjungi Taman Sari?	Berapa kali anda pernah mengunjungi Taman Sari?	Menurut anda, apakah destinasi taman sari menarik untuk dikunjungi?
Jayapura	Yogyakarta	Pria	Ya	2 kali	Ya





Lampiran 1.4 Data Responden

M O 1	M O 2	M O 3	M O 4	M O 5	M O 6	M O 7	N Y 1	N Y 2	N Y 3	N Y 4	N Y 5	N Y 6	N Y 7	N Y 8	N Y 9	N Y 0	N Y 1	N Y 2	N Y 3	K P 1	K P 2	K P 3	K P 4	K P 5	L O 1	L O 2	L O 3	E M 1	E M 2	E M 3		
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M O 1	M O 2	M O 3	M O 4	M O 5	M O 6	M O 7	N Y 1	N Y 2	N Y 3	N Y 4	N Y 5	N Y 6	N Y 7	N Y 8	N Y 9	N Y 0	N Y 1	N Y 2	N Y 3	K P 1	K P 2	K P 3	K P 4	K P 5	L O 1	L O 2	L O 3	E M 1	E M 2	E M 3	
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M O 1	M O 2	M O 3	M O 4	M O 5	M O 6	M O 7	N Y 1	N Y 2	N Y 3	N Y 4	N Y 5	N Y 6	N Y 7	N Y 8	N Y 9	N Y 0	N Y 1	N Y 2	N Y 3	K P 1	K P 2	K P 3	K P 4	K P 5	L O 1	L O 2	L O 3	E M 1	E M 2	E M 3								
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M O 1	M O 2	M O 3	M O 4	M O 5	M O 6	M O 7	N Y 1	N Y 2	N Y 3	N Y 4	N Y 5	N Y 6	N Y 7	N Y 8	N Y 9	N Y 0	N Y 1	N Y 2	N Y 3	K P 1	K P 2	K P 3	K P 4	K P 5	L O 1	L O 2	L O 3	E M 1	E M 2	E M 3
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Lampiran 1.5 LOA



FBE UAJY Student Conference 2024

17 Mei 2024

“Mencari Peluang di Tengah Ketidakpastian Ekonomi”

Dear EFA ARIYANTI

*We inform you that after evaluation by our referees, your abstract submitted for the Student Conference 2024 organized by Faculty of Business and Economics Universitas Atma Jaya Yogyakarta, 17 Mei 2024, entitled **PENGARUH DETERMINAN FAKTOR MOTIVASI, NILAI YANG DIPERSEPSIKAN, DAN LOYALITAS PADA E-WOM DENGAN KEPUASAN WISATAWAN SEBAGAI VARIABEL MEDIASI** has been **ACCEPTED**.*

Presentation Procedures:

1. The Conference will be conducted Online
2. Prepare your presentation using Microsoft PowerPoint or PDF format
3. Please arrive at the Zoom room at least 10 minutes before your session.
4. Introduce yourself to the session moderator and provide them with information about your background.
5. Your presentation should be in Bahasa Indonesia or English and not exceed 15 minutes.
6. There will be a 5-minute Q&A session after your presentation. We advise providing concise answers to the audience's questions.

If you require additional information, please contact Mario Rosario WA via Email; mario.wisnu@uajy.ac.id or via our Whatsapp Group

*Thank you for your attention Sincerely,
Mario Rosario Wisnu Aji, S.E., M.Ec.Dev.
Organizing Committee*



Lampiran 1.6 Jurnal Acuan I

Perceived value, satisfaction and loyalty in a World Heritage Site Alhambra and Generalife (Granada, Spain)

José Valverde-Roda, Salvador Moral-Cuadra, Minerva Aguilar-Rivero and Miguel Ángel Solano-Sánchez

Abstract

Purpose – *This paper aims to replicate a model already proven in previous research in this field. This will make it possible to explain the possible relationships that may occur among the motivations, perceived value, satisfaction and loyalty of the tourist towards the Alhambra and Generalife inscribed as World Heritage Site (WHS) in 1984.*

Design/methodology/approach – *From a dataset containing 1,612 surveys, a model a model based on structural equations has been carried out through SmartPLS software, focus the analysis on the model dependent variables' predictive power, as well as the size of the effect and the statistical inference of the structural relationships.*

Findings – *The main conclusions include the influence of perceived value on satisfaction as well as the influence of the latter on loyalty. It is remarkable the effect that the perceived value has on satisfaction, and satisfaction on loyalty. This implies that a positive assessment of world heritage destinations leads a subsequent loyalty to them.*

Practical implications – *The results obtained in this research can be used as a starting point for the establishment of new strategies for the promotion of the destination in terms of tourism and heritage.*

Originality/value – *The inclusion in the list of WHS is recognition in terms of material and historical quality, as well as a stimulus for tourism because it increases the number of visits to the destination. Several studies carried out in these types of destinations have shown the existence of a relationship between motivations, perceived value, satisfaction and loyalty. However, there are no previous studies carried out in the Alhambra and the Generalife that sustain this relationship. This work makes a contribution that completes the academic literature on the study of the emotional bonds between the historical and monumental heritage and the tourist who visits it and its behaviour.*

Keywords *World Heritage Sites, Alhambra, Generalife, Satisfaction, Loyalty, Perceived value*

Paper type *Research paper*

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Introduction

Any inscription in UNESCO as a World Heritage Site (WHS) is associated with an increase in added value, recognition and a duty to raise awareness on the part of local authorities and local conservation population for future generations (UNESCO, 1972). This inclusion is an incentive from the tourist perspective (Adie, 2017), as it supposes a recognition and a new attraction for all types of tourists and more specifically, for tourists notably interested in culture and heritage (Lin *et al.*, 2014). The motivations of tourists influence their satisfaction with the destination visited. Likewise, the perceived value also influences the satisfaction and loyalty of tourists to the destination. So, satisfaction also ends up influencing loyalty (Almeida-Santana and Moreno-Gil, 2018; Prados-Peña *et al.*, 2019; González-Rodríguez *et al.*, 2020). Therefore, it is necessary the analysis of the motivations of tourists when visiting a certain place, additionally to the WHS title because this knowledge will provide

information for the construction of a solid heritage tourist offer that satisfies the needs of tourists and visitors, taking into account that motivations are shaped as an eminently dynamic process (Pearce, 1982). The latter is reinforced by the fact that the city of Granada has two WHS places: The Alhambra and Generalife, in 1984; and the Albaicín, in 1994.

This research aims to replicate a model already proven in previous research in this field. This will make it possible to explain the possible relationships that may occur among the motivations, perceived value, satisfaction and loyalty of the tourist towards the Alhambra and the Generalife. Therefore, a section is approached with a review of the literature of the different compounds that make up the model and give theoretical support to the different hypotheses raised; after this, the methodology used in this study is based on the use of a quantitative tool through structural equations. Next, the analysis of data and results, where a preliminary analysis will be addressed, as well as the sociodemographic profile of the sample and the analysis of reliability and validity of both the measurement model and the structural model, to continue with the discussion of the results and conclusions, limitations and future lines of research.

Literature review

Motivations and perceived value

Motivations can be defined as those forces that drive the actions of individuals (Schiffman and Kanuk, 2009), that is, an analysis of the motivations that tourists have when deciding on a trip seems essential to face the planning of the destination. More and more motivations exist in tourists that make them travel to a certain place. Moreover, culture continues to be one of these (Correia *et al.*, 2013). Currently, there is growing competition among destinations where there is an important and extensive heritage of a patrimonial nature, which implies that knowledge of the motivations of tourists (whether national or foreign) is essential for the conformation of products and tourism offers focused on heritage and culture (Remoaldo *et al.*, 2014).

Following Yolal *et al.* (2012), three referential frameworks are established around motivational analysis: firstly, the escaping seekind dichotomy (Iso-Ahola, 1982); secondly, the Travel Creer Ladder (Pearce and Lee, 2005); and thirdly, the pull-push model (Dann, 1977; Crompton, 1979), being the latter the most widely used and known in the scientific literature (Antón *et al.*, 2014), where the push factors are those that can affect and influence the decision to go on a trip (e.g. relaxation, entertainment and/or escape), whereas the pull factors are those that make up the final decision on the choice of a destination (e.g. landscapes, culture, history and/or climate). Consequently, push factors are considered precedents of pull factors (Sato *et al.*, 2018).

On the other hand, the perceived value can be defined as the general assessment of the service, basing this evaluation on what the client receives (benefits) and what it gives (costs) (Hellier *et al.*, 2003). The attributes of a destination become essential for the attraction of tourists (Heung and Quf, 2000), which means that the identification of these attributes is fundamental for the conformation of the destination as a tourist destination and, therefore, for the attraction of tourists (Qu *et al.*, 2011). The perceived value can be divided into two groups: firstly, a functional value where aspects such as quality, the services received or the value for money of the destination are taken into account and, secondly, a symbolic value where they have a place aesthetic, emotional and social elements (Chen and Hu, 2010). From a long-term perspective, the perceived value is formed as an angular element to understand the satisfaction of the tourists (Lai *et al.*, 2009) and contribute to their final loyalty (Chi and Qu, 2008; Özdemir *et al.*, 2012). That is, the perceived value of the destination by tourists influences their satisfaction, so it may contribute to the tourist's loyalty to the destination. Prados-Peña *et al.* (2019) determine as two antecedents of loyalty the attachment to the place and the perceived value. González-Rodríguez *et al.* (2020) highlight

the importance of the quality of the experience and emotions in visitor satisfaction because heritage tourism has the potential to elicit emotional and experiential responses from visitors.

Satisfaction

Satisfaction is established as an important reference variable for the management of a destination (Prayag *et al.*, 2017). Satisfaction refers to an emotional state of mind after a certain experience (Williams and Soutar, 2009). Satisfaction is closely related to perceived quality or value, so this value could be considered as an antecedent of satisfaction (Del Bosque and Martín, 2008). Similarly, satisfaction can be considered as an antecedent of future behaviours or loyalty towards a certain destination or service (Chi and Qu, 2008; Yuksel *et al.*, 2010; López-Guzmán *et al.*, 2018; Kencana *et al.*, 2019). Authors such as Lee *et al.* (2007) establish that this satisfaction is conformed as a psychological result derived from a certain experience, consequently appearing the phenomenon of dissatisfaction when the expectations created do not match with those lived. From a tourist perspective, satisfaction is formed as a construct, a relevant variable for the survival of a company, because of subsequent patterns of repetition of consumption (Oviedo-García *et al.*, 2016), because a satisfied customer will be more likely to consume said service (Chi and Qu, 2008).

In a context focused on heritage and culture, numerous studies have concluded a positive influence of the motivation in satisfaction both directly (Schofield and Thompson; 2007; Correia *et al.*, 2008; Battour *et al.*, 2012; Lee and Hsu, 2013) and indirectly through variables such as visitor experience, the commitment of the visitor or the image of the destination (Su *et al.*, 2020).

In the results obtained in their study, Prayag *et al.* (2017) point out the emotions experienced by tourists as antecedents of the general image perceived, as well as the assessment of satisfaction and how the general image perceived by them may have a positive effect on tourist satisfaction. On the other hand, other studies (López-Guzmán *et al.*, 2019; González-Rodríguez *et al.*, 2020; Menor-Campos *et al.*, 2020; Pérez-Gálvez *et al.*, 2021; Mahadevan and Zhang, 2021) highlight that both emotional experience and cultural motivation are factors that influence and condition tourist satisfaction at WHS. In addition, they conclude that this is accentuated among those foreign tourists who have greater emotional perception and cultural motivation before visiting the historical heritage. Thus, the positive influence between perceived value and satisfaction has been validated (Oh, 1999; Petrick and Backman, 2002a; Gallarza and Gil-Saura, 2006; Lee *et al.*, 2007; Bajs, 2015; Rasoolimanesh *et al.*, 2016).

Following the previous literature, hypotheses are proposed as follows:

- H1.* Motivations positively influence tourist satisfaction in a WHS.
- H2.* Perceived value positively influences tourist satisfaction in a WHS.

Loyalty

The concept of loyalty can be defined from a double perspective: an attitudinal through the maintenance of the relationship in the future and a behavioural one, through repetition patterns (Bowen and Chen, 2001; Chen and Chen, 2010; Sato *et al.*, 2018). Various studies have addressed the different predecessor variables of loyalty, identifying satisfaction (Luarn and Lin, 2003; Antón *et al.*, 2014) and perceived value (Ravald and Grönroos, 1996; Lee *et al.*, 2010) as predecessor variables. Even Kencana *et al.* (2019) take into consideration external and internal motivations as antecedents to loyalty and satisfaction as a mediating construct. Using a partial least squares (PLS) model, they point out that both internal and external motivations affect tourist satisfaction, with external motivations significantly affecting visitor loyalty.

The intensity of loyalty concerning a certain place is identified around behavioural intentions, defined as the intentions to visit that place again or through the willingness to recommend the place or word of mouth (Chen and Tsai, 2007). In this sense, Bergel and Brock (2019) focus their study on the analysis of this behaviour, confirming its positive influence on generating greater future loyalty.

Various studies establish a direct relationship between satisfaction and loyalty in the field of tourism (Chen and Tsai, 2007; Yuksel and Yuksel, 2007; Grappi and Montanari, 2011; Prayag *et al.*, 2013; Wan and Chan, 2013; Akhoondnejad, 2016; Rasoolimanesh *et al.*, 2019) or with perceived value (Gallarza and Gil-Saura, 2006; Chen and Chen, 2010; Bajs, 2015). More focused on studies related to WHS, the positive influence of satisfaction on the loyalty of tourists towards these destinations has also been proved (Prayag, *et al.*, 2013; Rasoolimanesh *et al.*, 2019 Xu *et al.*, 2021).

On the other hand, perceived value has a direct effect on satisfaction, consequently influences loyalty, so an indirect influence of perceived value on loyalty could be assumed (Lee *et al.*, 2007; Mai *et al.*, 2019). Satisfaction, along with other variables, such as quality of service and perceived value, have become the three most important antecedents that affect the behavioural intentions of tourists (Baker and Crompton, 2000; Petrick and Backman, 2002b; Petrick, 2004).

Following the previous literature, hypotheses are proposed as follows:

H3. Perceived value positively influences tourist loyalty in a WHS.

H4. Tourist satisfaction influences tourist loyalty in a WHS.

The theoretical structural model is presented in Figure 1.

Methodology

Sample and sample design

A quantitative methodology was applied through a structured questionnaire based on previous research. That is, all the questions and items raised in the questionnaire were taken from previous studies, adapting them to the needs of the fieldwork carried out, to guarantee the validity of the survey (McKercher, 2002; Poria *et al.*, 2003; Correia *et al.*, 2013; Remoaldo *et al.*, 2014; López-Guzmán *et al.*, 2018). This research has used convenience sampling of data collection and sample selection with a very low rejection rate. The questionnaire was addressed to a representative sample of visitors to the Alhambra and Generalife, both tourists and excursionists. In this sense, the Alhambra and the Generalife complex in Granada have been increasing the number of visitors every year (except for 2020 and 2021 because of the COVID-19 pandemic that still affects the entire world population). The evolution of visitors to the Alhambra and the Generalife complex is presented in Table 1. The period presented ranges from 2010 to 2021, being the last year provisional figure. It is observed that the number of visitors rose year by year, with a total increase of 33.65% from 2010 to 2019.

During the data collection period, which ranged from April to August 2019, a total of 1,683 questionnaires were obtained from which after a debugging process, only a total of 1,612 were found valid. These 71 questionnaires left were eliminated because they had a high number of unanswered questions and items, which prevented their incorporation into the database and statistical analysis. The total number of surveys collected was much higher than the initial estimates calculated for a solid sample size. Therefore, considering the 1,612 valid surveys were obtained and based on the 2,766,887 visitors to the Alhambra and the Generalife registered in 2019, as a guideline (being a convenience sampling), the sampling error for a confidence level of 95% would be about 62.44%, in the case of having used a simple random sampling. Before starting the survey process, a pre-test of 50 surveys was carried out to verify that the questionnaire had no misinterpretations and that it was properly

Figure 1 Theoretical structural model

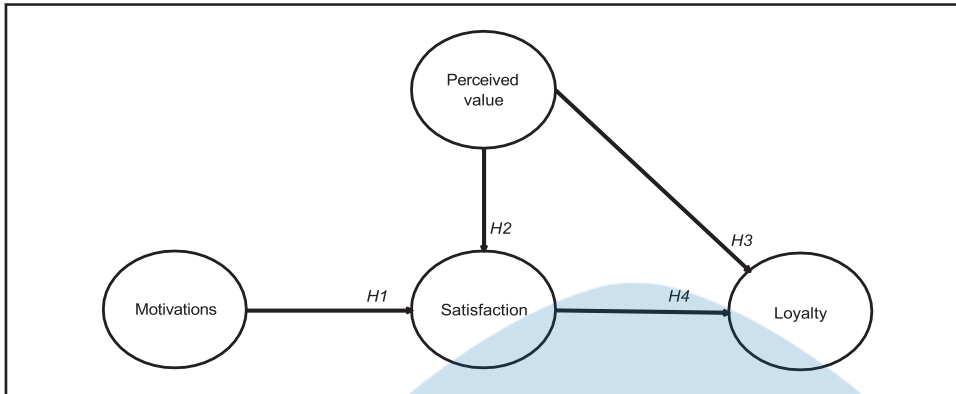


Table 1 Visitors to the Alhambra and Generalife complex in Granada (2010–2021)

Year	Visitors	Variation (%)
2021 ^ω	1,178,226	51.85
2020	775,885	−71.95
2019	2,766,887	0.12
2018	2,763,500	2.11
2017	2,706,289	4.47
2016	2,590,260	4.68
2015	2,474,231	2.98
2014	2,402,473	3.77
2013	2,315,017	0.18
2012	2,310,764	6.46
2011	2,170,437	4.84
2010	2,070,098	–

Note: ^ωProvisional data

Source: Authors following [Patronato de la Alhambra \(2021\)](#) and [Statista \(2021\)](#)

translated. The questionnaire was offered both in English and in Spanish, to try to cover as many answers as possible. Additionally, the questionnaire was distributed in different places of the Alhambra and Generalife, times and days, to cover the greatest possible diversity of visitors.

The questionnaire was structured in three differentiated parts: firstly, polytomous questions were addressed concerning issues related to frequency, type of accommodation and the estimated budget per person during the stay. Secondly, a section where questions formulated on a five-point Likert scale were addressed (where 1 referred to “little/very little/strongly disagree” and 5 referred to “a lot/very high/strongly agree”) on aspects related to motivations, perceived value, satisfaction and loyalty towards the WHS; finally, the third section refers to polytomous questions related to the sociodemographic profile, where questions related to gender, age, educational level, professional activity or income were addressed.

Statistical analysis

For a preliminary data analysis, the reliability analysis of the scale and the tabulation of the questionnaires obtained, SPSS 24.0 software was used, whereas for the development of the

model software for the development of structural equations based on variance was used, as SmartPLS version 3.3.3. This method is thoroughly used in the field of social sciences (Martín-Ruiz *et al.*, 2010; do Valle and Assaker, 2015; Ali *et al.*, 2018). Because of the explanatory nature of the model (Henseler, 2018), the focus of the analysis of the structural model is on the predictive power of the dependent variables, as well as the size of the effect and the statistical inference of the structural relationships.

Data analysis and results

Preliminary data analysis

The different indicators that make up the model variables are presented in Table 2 together with the mean, standard deviation and associated Kolmogorov–Smirnov test (K–S test) of normality.

As has been displayed in Table 2, the averages of the indicators related to the variables' satisfaction and loyalty present values above 4.2 points out of 5, which indicates a high degree of satisfaction and loyalty of the tourist who visits this heritage place. On the other hand, concerning the motivations and perceived value, indicators such as “know its historical and monumental wealth” and “the desire to know new places” stand out as the most valued motivations (with 4.33 and 4.26 points out of 5, respectively). Regarding the perceived value, “the beauty of the city” and “the conservation of the monumental and artistic heritage” have been the best-valued indicators or items, with average scores of 4.54 and 4.33 points out of 5, respectively. Finally, the K–S normality test has shown that the distribution of the indicators does not follow a normal distribution. The research presented has an explanatory character (Henseler, 2018), where the focus of attention is placed on the contrast of hypotheses previously validated in the literature and on the predictive power based on the coefficient of determination, supported by the effect size on the endogenous variables that comprise the model.

As stated in the literature review, the motivations of tourists influence their satisfaction with the destination visited. Likewise, the perceived value also influences the satisfaction of tourists to the destination. In this sense, tourists are attracted to destinations by the attributes of their goods or services, so that when their perceived value exceeds their expectations, they will be satisfied and otherwise dissatisfied. To achieve the general satisfaction of tourists with the destination, an appropriate combination of the attributes of the destination will be necessary. Thus, a tourist may have high general satisfaction towards the destination, but at the same time, he/she may have registered a low satisfaction regarding some of the attributes of the goods or services of the same. In no case, that fact will be a decisive condition for this tourist to be dissatisfied because the general satisfaction will depend on the combination of several attributes (Chi and Qu, 2008; Özdemir *et al.*, 2012; Bajs, 2015; Rasoolimanesh *et al.*, 2016).

Sociodemographic profile of the sample

The sociodemographic profile of the sample is presented in Table 3. It is worth highlighting the predominance of women (59.5% of the total). The most representative age group is the one under 30 years of age, which, added to the age range between 30 and 39 years, represents more than 70% of the total sample. Regarding the educational level, a majority (around three-quarters of the total sample) declares that have university or higher education, with the most represented profession being full-time wage employee (38.5%), student (23.4%) and public employee (9.7%). Concerning the level of income, most of the sample corresponds to a type of tourist with a medium–high income level because 22.4% of the total respondents have declared a monthly income of more than e1,501, whereas 27.6% declare income over e3,500. Finally, of the total respondents, 47.8% were Spanish, followed by the US citizens (6.7%), Germans (6.0%) and French (5.2%), among other nationalities.

Table 2 Preliminary data analysis

Variable/indicators	Mean	SD	Normality (K-S test)
<i>Motivations</i>			
MO1 – Know its historical and monumental wealth	4.33	0.963	0.000 C
MO2 – Deepen knowledge about Heritage	3.36	1.249	0.000 C
MO3 – Attend cultural events: exhibition, festival and/or concerts	2.27	1.315	0.000 C
MO4 – Disconnect from the everyday life	3.61	1.280	0.000 C
MO5 – The fame and tourist reputation of the city	1.80	1.468	0.000 C
MO6 – Another visit of my tourist itinerary	3.90	1.305	0.000 C
MO7 – Being an affordable tourist destination	4.26	1.147	0.000 C
<i>Perceived value</i>			
VP1 – The conservation of the monumental and artistic heritage	4.33	0.856	0.000 C
VP2 – Accessibility to emblematic buildings and monuments	4.54	0.693	0.000 C
VP3 – Tourist information	3.79	1.082	0.000 C
VP4 – Service and quality of tourist accommodation	3.47	1.141	0.000 C
VP5 – Service and quality of restaurants and taverns	3.65	1.136	0.000 C
VP6 – Service and quality of the tour guides	3.83	1.047	0.000 C
VP7 – Diversity and quality of local gastronomy	3.09	1.409	0.000 C
VP8 – Opportunity to buy handicrafts	3.87	1.085	0.000 C
VP9 – Complementary leisure offer	3.58	1.242	0.000 C
VP10 – Citizen security	3.08	1.279	0.000 C
VP11 – Cleaning of the city	3.79	1.094	0.000 C
VP12 – Public transport services	3.91	1.024	0.000 C
VP13 – Value for money of this tourist destination	3.87	1.086	0.000 C
<i>Satisfaction</i>			
SA1 – I made the right decision visiting Granada	4.63	0.698	0.000 C
SA2 – I have a great level of satisfaction with Granada	4.43	0.771	0.000 C
<i>Loyalty</i>			
LD1 – I recommend its visit if someone asked me for advice	4.59	0.710	0.000 C
LD2 – I will encourage my family and/or friends to visit the city	4.50	0.819	0.000 C
LD3 – After my experience, I think I will come back again	4.23	1.066	0.000 C
Note: ^c Lilliefors' significance correction			

Reliability and validity analysis of the measurement model

This analysis is supported both by the individual analysis of the composites, whether Mode A or Mode B, as well as at the composite level. In the first case, the indicators of Mode A composites must present loads greater than 0.707 (Ali *et al.*, 2018), although in the initial stages of research, lower loads may be accepted, never less than 0.4 (Hair *et al.*, 2011). In the present study, several indicators were discarded because of their loads being lower than 0.707 and their elimination improved reliability at the construct or composite level. Regarding the indicators of the Mode B composites, they are evaluated through their weights (Chin, 2010) without discarding any because as indicated by Roberts and Thatcher (2009, p. 30), “even if an item contributes little to the explained variance in a formative construct, it should be included in the measurement model.” At the level of Mode B composites, their indicators are not assumed to be correlated (as is the case with Mode A composites), so the variance inflation factor test (VIF) is applied (Diamantopoulos and Siguaw, 2006), where values higher than 3.3 suppose the existence of multicollinearity (Roberts and Thatcher, 2009). The results of the reliability and validity of the individual

Table 3 Sociodemographic profile of the sample

Variable	(%)	Variable	(%)
<i>Gender</i>		<i>Age</i>	
Men	40.5	Less than 30 years old	48.5
Women	59.5	30–39 years old	24.1
		41–49 years old	12.7
		50–59 years old	10.1
		More than 60 years old	4.6
<i>Monthly income</i>		<i>Educational level</i>	
Less than e700	5.4	Primary education	4.9
e700–1,000	8.7	Secondary education	19.0
e1,001–1,500	18.8	University graduate	36.3
e1,501–2,500	22.4	Masters/PhD	39.8
e2,501–3,500	17.1		
More than e3,500	27.6		
<i>Country</i>		<i>Professional activity</i>	
Spain	47.8	Full-time wage employee	38.5
the USA	6.7	Student	23.4
Germany	6.0	Public employee	9.7
France	5.2	Liberal professional/managerial	7.3
Italy	4.6	Part-time wage employee	5.3
the UK	4.1	Company owner	4.7
Other	25.6	Self-employed	4.6
		Unemployed	3.3
		Retired	2.6
		Housework	0.8

measurement model both at the level of Mode A composites and Mode B composites are presented in [Table 4](#).

At the construct level, Mode A composites are evaluated through the Dijkstra–Henseler composite reliability (ρ_A) and the Dillon–Goldstein composite reliability (ρ_C), where values greater than 0.7 ([Henseler et al., 2016](#)) point that the accepted lower limit for the existence of such reliability at the construct level. Authors such as [Dijkstra and Henseler \(2015\)](#) state that ρ_A is the only consistently reliable measure. On the other hand, convergent validity is tested through the average variance extracted (AVE), with validity at values greater than or equal to 0.5 ([Fornell and Larcker, 1981](#)).

To check the difference of a composite from the rest of that make up the model, discriminant validity is used. In this sense, the heterotrait–monotrait (HT–MT) ratio is the measure that best detects the lack of discriminant validity ([Henseler et al., 2016](#)). For values higher than 0.90 of this ratio, there would be no discriminant validity ([Gold et al., 2001](#)). Through bootstrapping, it has also been verified that the HT–MT ratio values are significantly different from 1, therefore existing discriminant validity in the model presented. The reliability and validity analysis at the construct level are presented in [Tables 5 and 6](#).

After the analysis of reliability and validity both at the individual level and at the composite level, it has been observed that the results obtained have been optimal, not finding multicollinearity problems associated with the indicators that made up the Mode B composite.

Reliability and validity analysis of the structural model

The predictive power of the model based on the coefficient of determination of endogenous variables is significant. Thus, the predictive power associated with the endogenous variable satisfaction has been $R^2_{\text{SATISFACTION}} = 0.240$ ([Table 7](#)) and that of the endogenous variable loyalty $R^2_{\text{LOYALTY}} = 0.512$ ([Table 7](#)), which implies a moderate predictive power of the

Table 4 Reliability and validity of the measurement model

Variable/indicators	Loads (Sig.)	Weights (Sig.)	VIF
<i>Motivations</i>			
MO1 – Know its historical and monumental wealth		0.412 (0.000)	1.37
MO2 – Deepen knowledge about Heritage		0.263 (0.000)	1.348
MO3 – Attend cultural events: exhibition, festival and/or concerts		0.033 (0.319)	1.180
MO4 – Disconnect from the everyday life		0.216 (0.000)	1.139
MO5 – The fame and tourist reputation of the city		0.233 (0.000)	1.194
MO6 – Another visit of my tourist itinerary		0.218 (0.001)	1.201
MO7 – Being an affordable tourist destination		0.328 (0.000)	1.210
<i>Perceived value</i>			
VP5 – Service and quality of tourist accommodation	0.661 (0.000)		
VP6 – Service and quality of restaurants and taverns	0.793 (0.000)		
VP8 – Diversity and quality of local gastronomy	0.705 (0.000)		
VP12 – Public transport services	0.665 (0.000)		
VP13 – Value for money of this tourist destination	0.706 (0.000)		
<i>Satisfaction</i>			
SA1 – I made the right decision visiting Granada	0.909 (0.000)		
SA2 – I have a great level of satisfaction with Granada	0.916 (0.000)		
<i>Loyalty</i>			
LD1 – I recommend its visit if someone asked me for advice	0.903 (0.000)		
LD2 – I will encourage my family and/or friends to visit the city	0.900 (0.000)		
LD3 – After my experience, I think I will come back again	0.754 (0.000)		

satisfaction variable and substantial the loyalty variable (Chin, 1998). To confirm and support what has already been stated by the coefficient of determination, the predictive relevance of the model has been verified through PLS_Predict, where Q^2 values above 0 have been obtained, which implies a high predictive relevance (Shmueli et al., 2019) at the construct level ($Q^2_{LOYALTY} = 0.368$; $Q^2_{SATISFACTION} = 0.194$).

Thus, it is worth highlighting how the variable perceived value contributes to explain 15.68% of the variability of satisfaction or how the latter contributes to explain 46.096% of the variance of the endogenous variable loyalty (Table 7). The effect size (f^2 ; Table 7) is closely related to the predictive power, assessing the degree to which a certain exogenous variable contributes to explaining an endogenous variable in terms of R^2 (Cohen, 1988).

The statistical significance of the structural relationships has been tested through the bootstrapping technique, being carried out through 10,000 samples (Streukens and Leroi-Werelds, 2016), obtaining the t statistics and the associated significance, as well as the intervals of each one of the hypotheses raised. The results of the hypothesis testing are shown in Table 8. The final structural model is presented in Figure 2.

Discussion

The results obtained show a substantial predictive power of the model, where satisfaction and perceived value are formed as strategic variables for tourist loyalty towards WHS. The hypothesis testing carried out has revealed the positive influence among variables. Thus, in the first of the proposed hypotheses, the one that hypothesised about the positive influence

Table 5 Reliability and validity of the measurement model at the construct level

Composites	ρ_C	ρ_A	AVE
Loyalty	0.890	0.848	0.731
Motivations	–	1.000	–
Satisfaction	0.909	0.801	0.833
Perceived value	0.833	0.757	0.501

Table 6 Discriminant validity: Heterotrait–Monotrait ratio

	Loyalty	Satisfaction	Perceived value
Loyalty	–	–	–
Satisfaction	0.862 (0.824; 0.898)	–	–
Perceived value	0.516 (0.461; 0.568)	0.558 (0.503; 0.310)	–

Notes: Bootstrapping for the HT–MT ratio (via confidence intervals) is presented in parentheses

Table 7 Explained variance (R^2) and effect size (f^2)

Endogenous variable	R^2	Path coefficient	Correlation	Explained variance (%)	Effect size (f^2) ^ω
Loyalty	0.512				
H4: Satisfaction		0.652	0.707	46.096	0.706 (0.000); L. and Sig.
H3: Perceived value		0.124	0.410	5.084	0.026 (0.005); S. and Sig.
Satisfaction	0.240				
H1: Motivations		0.223	0.355	7.916	0.063 (0.000); S. and Sig.
H2: Perceived value		0.358	0.438	15.68	0.152 (0.000); M. and Sig.

Notes: ^ωS. = Small; M. = Medium; L. = Large; Sig. = Significant; Nsig. = Non-significant

of motivations on tourist satisfaction in WHS has been supported according to previous studies (Schofield and Thompson, 2007; Correia et al., 2008; Battour et al., 2012; Lee and Hsu, 2013). The motivations are shown as the main element for the subsequent satisfaction of the tourist, where the attributes of the destination play a fundamental role in generating a high perceived value in the tourist (Rasoolimanesh et al., 2016).

In the same line, the second of the hypotheses has been supported, as the model indicating a positive influence of the perceived value on tourist satisfaction in WHS, reinforcing the approaches of previous studies (Oh, 1999; Petrick and Backman, 2002; Gallarza and Gil-Saura, 2006; Lee et al., 2007; Bajs, 2015; Rasoolimanesh et al., 2016).

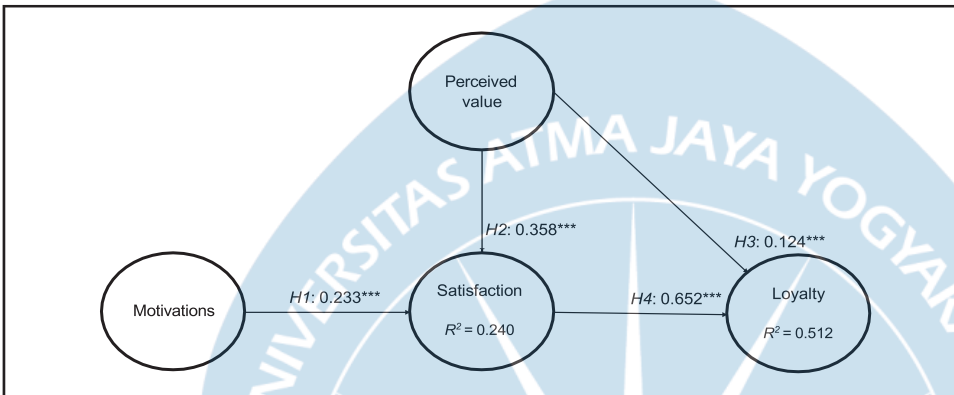
The H3 and H4 has also been supported ($b_3 = 0.124^{\omega\omega\omega}$; 0.000), implying that the perceived value and satisfaction positively influence tourist loyalty towards a WHS. In line with the previous one, variables such as the perceived value, the quality of the service or satisfaction are formed according to the existing literature as antecedents of loyalty (Petrick and Backman, 2002a; Petrick, 2004). Satisfaction plays a key role as a unifying element of perceived value and attributes and loyalty, whether viewed from an attitudinal perspective, through revisit intentions or from a recommendation-based point of view either through family or friends (Xu et al., 2021; Rasoolimanesh, 2019).

Conclusions, limitations and future lines of research

The certification of a city or place as a WHS gives it a worldwide recognition that is difficult to match. This registration generates a huge credit of the destination that implies an increase in tourist arrivals. That is why this appointment is not exempt from responsibilities

Table 8 Statistical significance of structural relationships

Hypothesis	b	t (Sig.)	Confidence interval (95%)	
			5%	95%
H1: Motivations ! Satisfaction	0.233 ^{ωωω}	7.812 (0.000)	0.176	0.272
H2: Perceived value ! Satisfaction	0.358 ^{ωωωω}	13.486 (0.000)	0.317	0.404
H3: Perceived value ! Loyalty	0.124 ^{ωωω}	5.064 (0.000)	0.086	0.166
H4: Satisfaction ! Loyalty	0.652 ^{ωωω}	22.994 (0.000)	0.604	0.697

Figure 2 Final structural model

such as the proper management and conservation of the property and the environment in which it is inserted. The different motivations of tourists must be taken into account and recognised, as these are dynamic, and constantly changing, searching for new experiences, emotions and perceptions.

The correct identification of these motivations and a correct planning and management strategy of the destination and property, are key to a satisfactory experience for tourists, reporting an increase in the value perceived by them concerning the place and resulting in an increase in the satisfaction of tourists in the heritage site. This has been corroborated through the *H1* and *H2* of the model. The increases in tourist satisfaction in the heritage site are in turn associated with an increase in final loyalty to the place because both perceived value and satisfaction are formed as predecessor variables of loyalty to a place (in this case, patrimonial), either this loyalty from the perspective of return to this place, as through recommendations to family and/or friends. This has also been demonstrated and endorsed through the *H3* and *H4* that were raised in the structural model.

The conclusions obtained in this study allow to identify some of the characteristics of the tourist demand of the analysed place. This information will be crucial, both for public and private entities, when addressing the design of tourist and cultural products that can more efficiently meet the needs of tourists. In the analysis carried out, the indicators “know its historical and monumental wealth” and “the desire to know new places” stand out as the most valued motivations. Regarding the perceived value, “the beauty of the city” followed by “the conservation of the monumental and artistic heritage” have been the best-valued attributes. On the other hand, “service and quality of the tour guides” and “complementary leisure offer” are the attributes that receive the worst evaluation (lower than 3.10 out of 5).

Therefore, once confirmed, the positive influence of motivations and perceived value on tourist satisfaction, some of the practical implications and recommendations that this study raises for the tourist managers of the city of Granada are the following. On the one hand, given the importance of the cultural motivation of tourists to visit the city, it is recommended

to focus their efforts on the continuous improvement of the promotion, communication and dissemination of the heritage of the city, increasing their understanding and connection to the visitor. In addition, given the low evaluations collected, it is recommended to improve the offer and the quality of the tourist guide services, as well as the expansion of the complementary leisure offer in the city. This will have a positive impact on economic development, which will lead to an increase in employment and urban development in the city of Granada.

Finally, this research presents limitations such as the period of the survey collection, carried out during April to August 2019, and only from the point of view of demand. It would be interesting as a future line of research to extend the range of survey months to a non-summer season, checking whether or not significant differences are observed or the extension to other interest groups or stakeholders such as the supply of local public/private entities. This would generate immediate feedback that would allow these local entities, whether public or private, to agree on the preparation and adaptation of strategies in terms of tourism promotion in the city, without forgetting the difficult situation that exists today with the COVID-19 pandemic that will undoubtedly represent a before and after, a new paradigm in terms of tourism and heritage.

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Further reading

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Lampiran 1.7 Jurnal Acuan II

Understanding electronic and face-to-face word-of-mouth influencers: an emerging market perspective

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Abstract

Purpose – This paper aims to advance knowledge on the influencers of positive electronic and face-to-face word-of-mouth (WOM) behaviour by examining an interrelationship model of relationship quality (RQ) components and antecedents in the telecommunication service setting.

Design/methodology/approach – A survey design was used to generate data from informants and was analysed using the partial least square structural equation modelling technique.

Findings – Findings indicate that service quality and relationship value have positive effect on trust and satisfaction, while service communication is positively related to trust but not satisfaction. Both trust and satisfaction have positive effect on face-to-face word-of-mouth (fWOM) and electronic word-of-mouth (eWOM). Additionally, relationship value directly influences fWOM but not eWOM, while service quality did not directly influence either mode of WOM behaviour.

Research limitations/implications – The study was conducted in a single service setting, and thus, outcomes cannot be generalised. Further, the authors limited the study of electronic WOM to only Facebook, WhatsApp and Twitter media. As such, caution should be applied in generalising the research findings across contexts.

Practical implications – This paper provides a guide on how telecom service managers can develop and manage their relationship network. Specifically, it demonstrates how business referrals can be generated and harnessed to build customer retention from different relationship building strategies. The study suggests that service providers that deliver quality services, engineer superior value and provide reliable information are better placed to develop resounding relationships with customers and consequently get them to engage in positive referrals.

Originality/value – This study is unique because it investigates the antecedents of WOM from an inter-relational perspective. By simultaneously examining the direct effects of RQ, and its antecedents on both



fWOM and eWOM in a single model, the authors illustrate the antecedents and outcomes of RQ in a distinctive way.

Keywords Face-to-face WOM, eWOM, Relationship quality, Emerging market, Trust, Satisfaction, Nigeria

Paper type Research paper

Introduction

The internet especially its social media arm enables consumers to interact, connect with each other and share information on products- or services-related experiences (Hudson *et al.*, 2015). Thus, in addition to the traditional word-of-mouth (WOM) communication referred to as face-to-face WOM (fWOM) in this paper, computer-mediated platforms also facilitate electronic word-of-mouth (eWOM) communication. Just like the traditional WOM, eWOM media offers customers a reliable source of information. It has been argued within literature that customers rely on online reviews, product ratings, micro-blogs (like Twitter) and experiences recounted on Facebook, WhatsApp and other social media platforms to make purchase decisions (Hodeghatta and Sahney, 2016). Compared to fWOM which has limited reach, eWOM has the capacity to reach millions of people within a short time (Hodeghatta and Sahney, 2016) and can be archived for ages. Additionally, eWOM offers an anonymous means of communication, thereby encouraging openness in sharing experiences without fear or worry of public exposure (Hodeghatta and Sahney, 2016). But contrary to the foregoing, previous research (Harris and Khatami, 2017) argue that fWOM is more prevalent than eWOM. Eisingerich *et al.* (2015) argued that eWOM will differ from fWOM because of the reach of the two WOM modes where the former is one-to-many in nature, while the latter is a one-to-one oral communication. Thus, despite claims that both facets of communication are powerful and credible sources of information that influence customer behaviour, it has become timely to undertake a context-specific scrutiny of both fWOM and eWOM as well as their influencers. This is so because it has been argued that our understanding of how eWOM differs from fWOM is imprecise, even though such distinction is necessary because decision-making and choices are influenced by consumer-to-consumer relationships (Eisingerich *et al.*, 2015).

Although extant research noted the importance of WOM (fWOM and eWOM) as powerful and credible sources of information for consumers' purchase decision-making, current research is limited in several respects. Most established studies focused on value of eWOM to organisations (Hodeghatta and Sahney, 2016); how customers engage with eWOM media (Rossmann *et al.*, 2016); eWOM attitude (Gvili and Levy, 2016); ability to persuade customers and WOM as an antecedent and consequence of certain behaviours (Jalilvand and Heidari, 2017; Jalilvand and Samiei, 2012). Most of the foregoing studies modelled only direct relationships. However, Karjaluoto *et al.* (2016) and Teo and Soutar (2012) argued against constraining the formation of WOM to only direct relationships, because it would pose a challenge in gaining a comprehensive understanding of WOM. Even more problematic is that within the service sector, the antecedents of WOM vary based on market peculiarities (Oraedu *et al.*, 2018). Therefore, WOM behaviour deserves further research especially in developing market context like Nigeria. Although Izogo (2016) and Teo and Soutar (2012) explored the direct and indirect formation of WOM, they limited their study to an aspect of WOM (i. e. fWOM), and even those that modelled only direct relationships either focused on fWOM (Jalilvand and Heidari, 2017; Teo and Soutar, 2012) or eWOM (Gvili and Levy, 2016; Tsao and Hsieh, 2012). Thus, previous research paid inadequate attention to what

drives different aspects of WOM behaviour in a single research model. While Eisingerich *et al.* (2015) examined the difference between eWOM and fWOM, their study was limited to an investigation of how WOM modes (that is, eWOM versus fWOM) affect consumers' willingness to engage in positive WOM. In an extension of this stream of literature, this paper examines how established RQ and some set of other antecedent factors simultaneously influence eWOM and fWOM. We counteractively expect that under situation of high RQ, social risk will be mitigated. Thus, consumers will find it more desirable to engage in eWOM than fWOM.

Moreover, previous research studied eWOM and fWOM behaviours in developed economies. Such scholarly accounts failed to take the contextual differences that exist between developed and emerging economies into consideration. Heeding the call for more context-specific research and better understanding of WOM (Karjaluoto *et al.*, 2016), this study extends previous studies by examining what drives different aspects of WOM behaviour within the Nigerian telecom market. Our choice of this context is instructive. This is because the competitive nature and regulatory interference within the Nigerian telecom market has made it difficult for firms to successfully run customer retention programmes (Oraedu, 2020). One notable change is the Mobile Number Portability policy and price regulation which has made it possible for customers to port to any mobile network that can enrich their service experiences (Deloitte, 2015), thereby dismantling switching barriers. With an estimated turnover rate of over 40% (Oghojafor *et al.*, 2012), telecom operators are expected to remain competitive by implementing strategic means for customer retention and ensuring that whatever information customers share across their social networks will lead to business growth. Relationship quality (RQ) has been cited as a key strategy for customer retention (Izogo *et al.*, 2017). Previous studies noted that by contriving valuable RQ network, firms stand a better chance of remaining successful strategically (Oraedu, 2020). However, one of the challenges associated with this marketing effort is conceiving suitable RQ network. As no unified model exist and there are disparities in market responses to RQ strategies of firms, calls have been made for context-specific investigation of RQ drivers. Therefore, in addition to the agenda mentioned above, part of the contribution of this study was to empirically test a RQ model suitable for the Nigerian telecom market.

Specifically, this paper deepens extant understanding of WOM by distinguishing and simultaneously examining the effect of RQ and its antecedents on both fWOM and eWOM in a single model; an approach that is rarely found in previous research. Three specific aims of the paper are as follows:

- (1) to examine how a set of some antecedent variables of WOM simultaneously affect both fWOM and eWOM; and
- (2) to investigate the effect of both dimensions of RQ on the two facets of WOM.

The rest of this paper is organised as follows. Next, the review of conceptual and theoretical literatures is conducted. This review provided the basis for the formulation of testable hypotheses. Thereafter, the methodology used to achieve the research objectives is discussed, and the results of data analysis presented. The paper concludes with a discussion of the research findings and the implications.

Literature review

Conceptual background

Word-of-mouth and its modes of communication. WOM communication is generally perceived as any informal communication about a product or service consumption related

experience, which is shared between consumers of a product or service and potential consumers of the same product or service (Jaililvand and Heidari, 2017). Compared to marketer-generated communication, WOM is touted to be truthful and sincere, because they are generated by consumers who do not have vested interests. WOM can be positive or negative. Positive WOM relates to customers engaging in favourable recommendations with the intention to promote, while negative WOM relates to action that can tarnish the image of a firm, brand or product. Both kinds of WOM are mostly carried out using two distinct modes of communication: face-to-face and electronic media. Van Tonder *et al.* (2018) contend that both positive and negative WOM can be spread through online or offline channels.

Traditional fWOM is described as oral, person-to-person or face-to-face communication between a receiver and a communicator of information which the receiver perceives as non-commercial regarding a brand, product or service (Teo and Soutar, 2012). Thus, fWOM is usually between an actual and a potential consumer that are connected by their physical presence. It can also come in the form of solicited or unsolicited sharing of attitudes, opinions or reactions [. . .] and usually done on a face-to-face level (Tsao and Hsieh, 2012). In this case, instant questions and replies in an informal setting can be categorised as fWOM. In furtherance of the fWOM concept, eWOM has emerged as internet and technology facilitated means of communication. eWOM transpire in electronic or computer-mediated platforms and is accessible through the internet. Thus, a customer is said to engage in eWOM when they rely on any of the online media platforms to recount their experiences or give advice to fellow consumers about companies and their products or services.

Social media platforms have become a convenient tool that customers can rely on to share experiences and source information. To date, it remains a dominant channel for digital communication including eWOM with over 67% of internet users using social media platforms (Hudson *et al.*, 2015). For example, content communities such as YouTube, Flickr and SlideShare which allow users to upload and disseminate multimedia materials, social networking sites and/or virtual enabling communities' platforms like Facebook, WhatsApp, Instagram, WeChat and micro blogs like Twitter and so on, are possible vehicles for eWOM communications. Of interest in this study are Facebook, WhatsApp and Twitter media. Virtually, all the telecom brands maintain presence on these platforms and greater percentages of telecom subscriber-base communities use either of these media to tell their daily experiences, including purchase and consumption-related experiences. Telecom subscribers exhibit different preferences and motivation for using any of these media in fulfilling their information sourcing and processing requirements (Rossmann *et al.*, 2016). The Facebook "like" and "comment" tools act as information-sharing and information-building tool (Rossmann *et al.*, 2016). The tweet and re-tweet tool offered by the Twitter is useful in engaging customers and building online traffic (Hodeghatta and Sahney, 2016), while the WhatsApp status update and comment, and video upload offer customers a unique medium for sharing their experiences across their contact base.

Furthermore, these platforms enable telecom companies to interact with customers, business partners and suppliers (Hodeghatta and Sahney, 2016). The Facebook fan page and Twitter account provide opportunities for telecom companies to connect and establish rewarding relationship with customers. Also, eWOM serve as a valuable information source for companies to design better service experiences (Hodeghatta and Sahney, 2016). While most fWOM occurs among individuals who know and trust each other, its reach is quite limited. Information on Facebook, Twitter and other social media networks can reach millions of people very quickly (Lee *et al.*, 2008; Hennig-Thurau *et al.*, 2010). This ability to reach a wide audience instantaneously, and the anonymity and openness it offers have made it the best choice for customers. Nonetheless, both facets of communication are instrumental

in influencing customers' behaviour. For instance, [Ng et al. \(2011\)](#) posit that the traditional WOM communication is quite influential on consumers' decisions to buy a product or service. [Lee et al. \(2008\)](#) argued that eWOM communication affects consumers' behaviour towards purchasing decisions. As fWOM and eWOM play significant roles for those services that are high credence in nature as suggested by [Jalilvand and Heidari \(2017\)](#), it seems reasonable to explore factors that can motivate fWOM and eWOM in a telecommunication service setting.

Theoretical review and development of hypotheses

Relationship quality and its dimensions

This study is anchored on the RQ theoretical perspective. RQ is founded on how firms can strengthen already established relationships with customers and turn unresponsive customers into loyal ones and "gospel singers". RQ highlights the strength of a relationship, and how appropriate a relationship is from the customers' perspective ([Hennig-Thurau et al., 2002](#)). As exchange parties continue to interact with one another, mutual bond can evolve especially if they are both satisfied. Such mutual bond can improve the value they both attach to each other and could consequently trigger future behaviours ([Zhang et al., 2011](#); [Crosby et al., 1990](#)). Firms can, therefore, improve customers' perception of their services by creating a relationship that offers superior value, structuring and sustaining effective communication systems, and offering the quality of services that meet customers' need.

RQ is a high-order construct consisting of several dimensions ([Moliner et al., 2007](#)). But this study focuses on the two-dimensional component of trust and satisfaction because they appear to be the most cited within literature ([Oraedu, 2019](#); [Izogo et al., 2017](#)). *Trust* is a belief that parties to an exchange will act in a manner that accommodates the interest of each other ([Ulaga and Eggert, 2006](#)). Trust depicts confidence in an exchange partner's future performance, based on what the partner has done in the past ([Zhang et al., 2011](#)). Thus, trust means that partners will consistently behave the way they promised to do. It requires open-mindedness and the belief that no party will act dishonestly ([Crosby et al., 1990](#)). Hence, [Gronroos \(1990\)](#) argued that customers first need to feel safe and secured in their dealings with a service provider and also be assured that their interactions are confidential and honest to exhibit trust. High perception of RQ is only feasible when trust exist between exchange parties ([Sun, 2010](#)). *Satisfaction* is the customers' overall assessment of their interactions with a service provider and its services over a given period ([Crosby et al., 1990](#)). It shows a feeling of fulfilment or contentment with the performance of services received overtime ([Sun, 2010](#)). Therefore, a customer is satisfied if the accumulated experience is perceived to have equalled the customer's expectations and is also better-off than its competitors ([Izogo, 2016](#)). It is the totality of this assessment that will influence customers' disposition towards the service provider. High RQ points to the fact that customers trust and have confidence in the service provider's future performance because of the consistent satisfaction derived from past services ([Zhang et al., 2011](#); [Sun, 2010](#)).

Antecedents of relationship quality

Service quality is widely conceptualised as customers' overall assessment of services received from a given provider ([Zeithaml, 1988](#); [Parasuraman et al., 1988](#)). It is seen as the customers' assessment of how excellent or otherwise the service received from a service provider is ([Zeithaml, 1988](#)) or a comparison between the actual services received against the customers' expectation ([Zeithaml et al., 1996](#)). A one-off trade analysis between the two shows the performance of the services received by the customer which can be used to predict customers' future behaviours. [Kondasani and Panda \(2015\)](#) posit that service quality

improvement is a key factor that can help providers survive especially in an intense competitive market like the Nigerian telecom market. [Izogo and Ogba \(2015\)](#) noted that poor service quality could cost telecom companies higher in acquiring customers to replace those who have left due to lack of quality services. Therefore, maintaining service quality becomes more crucial if the service organisation wants to ward off competition and maintain a healthy RQ network with its customers.

Notable studies that linked service quality to RQ argued that the former is positively related to the latter. For instance, [Caceres and Paparoidamis \(2007\)](#) found that the customers' perception of service quality is related to the two main concepts of RQ: trust and satisfaction. [Chiu \(2009\)](#) found that service quality is an important variable in shaping RQ of e-tourism. Similarly, [Sun \(2010\)](#) found that sellers' perception of service quality positively affects sellers' perception of RQ in online auction sales. [Park and Lee \(2012\)](#) demonstrated that functional and technical components of service quality contribute to customers' trust. [Izogo and Ogba \(2015\)](#) in the automobile repair services found service quality to be positively related to customer satisfaction. [Kondasani and Panda \(2015\)](#) generated similar results in the Indian private healthcare sector. Therefore, perception of stable service quality boosts customers' satisfaction and trust in the telecom provider, hence resulting to high RQ. We therefore propose the following replication hypotheses:

H1. Service quality is positively related to (a) trust and (b) satisfaction.

Service communication is the extent to which exchange parties openly, sincerely and substantively share information with each other ([Anderson and Weitz, 1992](#)). Communication is not just the exchange of information, the quality in terms of timeliness, accuracy and reliability is paramount ([Ndubisi, 2006](#)). In view of this, communication in recent times has been redefined as a form of interactive dialogue that occurs between exchange partners throughout the exchange and post-exchange episodes ([Anderson and Narus, 1990](#)). One of the objectives of communication is to create brand awareness. Additionally, communication could be used to resolve problems that may arise during service encounter, "and if used effectively, it educates and/or informs customers about changes that will occur or have occurred along the service continuum" ([Oraedu et al., 2018](#), p. 123). Therefore, through communication, a service provider can convince the customer that the relationship will last ([Chen et al., 2008](#); [Anderson and Weitz, 1992](#)), especially if interest is on fostering a long-term relationship.

Previous research indicates that communication nurtures RQ. Within the Turkish automotive industry for instance, [Zehir et al. \(2011\)](#) found that brand communication is directly related to customers' trust. [Ndubisi \(2006\)](#) studied different relationship marketing underpinnings and found that communication is among the indicators of overall customer satisfaction that can be linked to customer-bank RQ in the Malaysian retail bank sector. [Chen et al. \(2008\)](#) found that effective communication lead to RQ in health-care services sector in Hong Kong. Additionally, [Izogo et al. \(2017\)](#) found that information sharing has a strong influence on RQ in the Nigerian retail banking sector. Thus, the following replication hypotheses are proposed:

H2. Service communication is positively related to (a) trust and (b) satisfaction.

Relationship value – The value inherent in a relationship has been a subject of debate. Previous studies ([Rajaobelina and Bergeron, 2009](#); [Ulaga and Eggert, 2006](#)) argued that future research should map out relationship value as an antecedent of the RQ in the relationship between RQ and market bottom-line. [Senić and Marinković's \(2014\)](#) view that

trust and satisfaction are individually related to value and behavioural outcomes resonates with the view that value should be assessed from the RQ lens. The value of a brand not only reflects what it offers but also includes what the brand stands for in the marketplace (Oraedu, 2020). Additionally, it is not only assessed by the performance of the product during consumption but also reflects the overall assessment of the benefits received and sacrifices made during the purchase-consumption cycle (Aurier and Lanauze, 2011). Thus, it is generally understood as a measure of the “get and give component” (Hutchinson *et al.*, 2009). In this study, we conceptualised relationship value as a trade-off between benefits received and economic/non-economic sacrifices made to sustain a relationship.

Within the mainstream service marketing literature, value has been explored mostly from an organisational perspective (Ulaga and Eggert, 2006). Scholars suggest that future studies should direct attention to dyadic relationship networks (Senić and Marinković, 2014; Ulaga and Eggert, 2006) because customers’ intention to continue in a contractual relationship with a service provider is dependent on how the customer perceives the value embedded in the relationship (Moliner *et al.*, 2007). Consequently, studies have examined value from the end-users’ perspective (Senić and Marinković, 2014; Hutchinson *et al.*, 2009; Moliner *et al.*, 2007). Moreover, as the assessment of value is subjective, it is better determined by the customer than the organisation (Oraedu, 2020; Moliner *et al.*, 2007).

The link between relationship value and RQ has been examined. Gummesson (1987) argued that RQ could be interpreted in terms of accumulated values. Several studies have also argued that relationship value is an antecedent of RQ (Van Tonder *et al.*, 2018; Moliner, 2009). Ulaga and Eggert (2006) in a study of purchasing professionals and US manufacturing firms found that relationship value highly influenced RQ in terms of trust and satisfaction. Moliner *et al.* (2007), on their own part, conceptualised a multi-dimensional level of value and found that the functional value of a tourism package and the personnel of the travel agency have a strong direct effect on customers’ trust, satisfaction with the traveller agency and the tourism package. They found that the functional value did not have a generalised influence on trust but mediates trust through social value. Emotional value moderately influences satisfaction and trust. Moliner (2009) in a study of health-care users in Spain found that satisfaction stands out as the most influenced component of RQ. Therefore, it seems that offering superior value in a relationship setting is precursory for high RQ. Thus, we propose as follows (Figure 1):

H3. Relationship value is positively related to (a) trust and (b) satisfaction.

Relationship quality and word-of-mouth behaviour

According to Van Tonder *et al.* (2018, p. 1352), “customers experiencing quality relationships may want to tell other customers about their good experience”. Previous studies found that sound relationship network can lead to desired outcomes, but none of these studies categorically examined how RQ elements simultaneously leads to both fWOM and eWOM in a single model. Rajaobelina and Bergeron (2009) found that trust and satisfaction to influence customers’ WOM recommendation. Izogo (2016) found that willingness to recommendation proceeds from a level of satisfaction to trust. Chung and Shin (2010) found that trust and satisfaction components of RQ influences customers’ positive online WOM communication. Also, Hudson *et al.* (2015) respectively found that social media based RQ leads to positive eWOM communication. Thus, we expect that customers would use social media platforms to express their thoughts about the provider

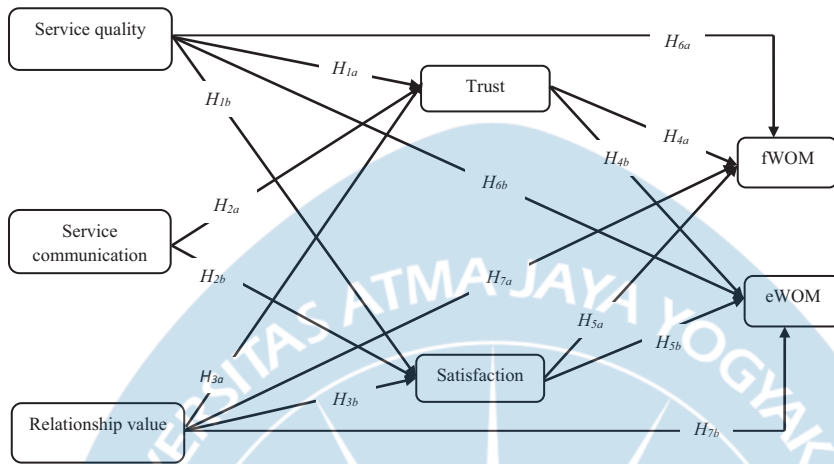


Figure 1.
Conceptual framework

and their services. A telecom provider that has proven to be trustworthy and performed as the customer expects overtime, would certainly get positive reviews and recommendations from the customer both in the online and offline mediums.

Eisingerich *et al.* (2015) conceptually distinguished fWOM from eWOM while also examining the condition under which consumers choose the former as the preferred mode for product recommendation than the latter on the foundation of the perceived risk perspective and customers' self-enhancement needs. Their findings affirm the reasoning that consumers are more likely to engage in fWOM than eWOM under situation of amplified social risk, but such gap is reduced when consumers perceived self-enhancement needs. Notionally, the convenience associated with eWOM implies that consumers are more likely to use this mode to recount their experiences and opinions (Eisingerich *et al.*, 2015; Sun *et al.*, 2006). This is because the social risk associated with different modes of WOM is touted as a strong determinant of eWOM such that when social risk is high as is the case with providing eWOM, consumers are less likely to engage in product recommendations. However, Eisingerich *et al.* (2015) argued that consumers are less likely to provide eWOM than fWOM because eWOM happen in the mix of close friends and associates where greater social risk to the propagator's-built reputation is evident. They further argued that social risk is greater when a communicator is aiming at a larger audience which is characteristic of eWOM. In contrast however, we counteractively expect that under situation of high RQ, social risk is mitigated. Eisingerich *et al.* (2015) even demonstrated that consumers' need for self-enhancement mitigate the difference between eWOM and fWOM. Consumers that have cultivated high RQ with the firm will more actively experience self-enhancement needs. Same can be said of consumers that have perceived high service quality and relationship value. Thus, consumers will find it more desirable to engage in eWOM than fWOM. The foregoing theoretical developments lead us to propose the following original hypotheses:

- H4. The trust component of RQ is positively related to (a) fWOM and (b) eWOM.
- H5. The satisfaction component of RQ is positively related to (a) fWOM and (b) eWOM.
- H6. Service quality is directly related to (a) positive fWOM and (b) positive eWOM.
- H7. Relationship value is directly related to (a) positive fWOM and (b) positive eWOM.

Research methodology

Measures

Measures of the seven latent constructs – service communication, service quality, relationship value, trust, satisfaction, eWOM and fWOM – were adapted from previous studies. The four items measuring service communication were adapted from [Ndubisi et al. \(2011\)](#). The five measures service quality were adapted from [Izogo and Ogba \(2015\)](#). Five value scale items were adapted from [Aurier and Lanauze \(2011\)](#) and [Lin and Wang \(2006\)](#). Three items which reflect the three levels of trust-abstraction, namely, the behaviour, attributes and overall trustworthiness, were adapted from [Crosby et al. \(1990\)](#). Satisfaction measures were adapted from [Izogo et al. \(2017\)](#). Finally, [Chung and Shin's \(2010\)](#) study provided the basis for all measures on eWOM and fWOM, which were anchored on positive sides. Items on both constructs were worded to reflect the act of “making positive comments” and “recounting experiences” on a face-to-face level and on online platforms using Facebook, Twitter and WhatsApp media. All the scale-items were in a seven-point Likert rating scale with 1 representing “very strongly disagree” and 7 representing “very strongly agree” at both extremes. Two pre-tests were carried out to ensure that the scale is suitable for our purpose in this study. First, the scale was face-validated by two senior marketing academics. Second, the instrument was pre-tested on a handful of telecommunication services users to validate the extent to which the worded items were easily understood by the respondents. Outcomes from the pre-tests were used to improve the scales.

Data collection and sample distribution

Overall, 405 users of telecommunication services were recruited from two densely populated states in the south-East Nigeria: Enugu and Ebonyi. The questionnaires were divided between both states (200 for Ebonyi and 205 for Enugu). In both states, the survey administration focused mainly on strategically located airtime retail and Global System for Mobile Communications (GSM) accessories outlets that have intensive customer traffic. The respondents were recruited via mall-intercept. The sample selection was purposive because care was taken to ensure that the respondents contacted are those capable of providing the required information. All the informants were active subscribers of the major telecom service providers in Nigeria. The survey restricted participants to the telecom provider they used the most because respondents are promiscuously loyal due to the Number portability policy ([Oraedu, 2019](#)).

Out of the 405 questionnaires distributed, 78% were valid for final analysis. [Table 1](#) summarises the demographics of the respondents. The respondents were reasonably educated to give account of their telecom service experiences because over 90% have a minimum of NCE/Diploma qualification. Over 70% of the respondents were identified to be either self-employed, working with a private or a public (government) agency. Only 26.6% were students. Most of the respondents (84 %) were 35 years old or less. While 8.5% were within the 36 to 45 years bracket, over 7% were well above 45 years of age. In total, 28% were identified to be married, while the remaining 2.5% were respondents who were either separated, divorced or in one form of pre-marital engagement. Gender distribution skewed a little bit towards the female respondents with (over 59%), while (over 40%) were males. Finally, in terms of experience or duration of relationship with a telecom provider, over 91% had a minimum of three years' experience with their telecom provider.

Analyses and results

Data examination and scale's psychometrics

Prior to examining the scale's psychometrics, we submitted the 26 measurement items to a normality test through the skewness and kurtosis statistics. Results ([Table 2](#)) indicate that

Indicator	Category	Count	(%)
Gender	Male	127	40.2
	Female	189	59.8
Age bracket	≤ 25	89	28.2
	26–35	176	55.7
	36–45	27	8.5
	46–55	21	6.6
	56+	3	0.9
Marital status	Single	218	69.0
	Married	90	28.5
	Other	8	2.5
Educational qualification	Secondary sch. Leavers (WAEC/SSCE)	28	8.9
	NCE/Diploma	51	16.1
	HND/BSc	207	65.5
	Postgraduate	30	9.5
Occupation	Self employed	80	25.3
	Employed by government	88	27.8
	Employed by private	64	20.3
	Student	84	26.6
Monthly income	≤N50,000	188	59.5
	N50,001- N100,000	103	32.6
	N100,000-N150,000	18	5.7
	N150,001-N200,000	2	0.6
	N200,001+	5	1.6

Note: $n = 316$

Table 1.
Demographic
anatomy

the skewness values of all the measurement items ranged from 0.132 to 1.503, while the positive and negative values of kurtosis were in the range of 0.051 to 2.363 and -0.018 to -1.181 , respectively. Following the criteria laid out by Curran *et al.* (1996) which stipulated that skewness and kurtosis values that are lower than ± 2 and ± 7 , respectively, exhibit normal distribution, we conclude that our data is normally distributed. Furthermore, Hair *et al.*'s. (2014) two-step approach for assessing measurement models was adopted. Construct validity was assessed with focus on convergent and discriminant validity. For convergent to be established, the AVEs of each construct must be up to 0.5 and the indicators must load significantly on their theoretical constructs (Fornell and Larcker, 1981), while discriminant validity is established if each construct shares variance with its assigned indicators more than other constructs (Fornell and Larcker, 1981) and when the AVE is greater than both the maximum shared variance (MSV) and the average shared variance (ASV) (Hair *et al.*, 2010). Table 2 shows that the AVEs of the seven constructs ranged from 0.537 to 0.796 with significant factor loadings at $p < 0.001$ level. Thus, convergent validity is established. Also, Table 3 shows that there is strong evidence of discriminant validity as the criterion for establishing discriminant validity was not violated in all cases. As shown in Table 3, the square root of the AVEs (0.752 to 0.892) was far above the highest correlation pair. Additionally, the AVE were higher than their corresponding MSV and ASV (Table 3). Therefore, the measurement model also demonstrates discriminant validity.

Reliability was assessed through Cronbach's (α) and composite reliability (p_c) tests. A measurement model is reliable if α and p_c are equal to or greater than 0.6 and 0.7,

Table 2.
Items' descriptives,
factor loadings,
reliability and
normality outputs

Latent variable	Measurement item	Mean/SD	Factor loading	t-value	Skewness/kurtosis
<i>Service communication: Cronbach's alpha (α) = 0.742; Composite reliability (CR) = 0.838; Average variance extracted (AVE) = 0.566</i>					
COM1	The information provided by my network provider is trustworthy	2.760/1.458	0.728	17.684 ^{***}	1.438/2.363
COM2	My network provider informs me whenever there is a new service plan	2.595/1.656	0.648	14.153 ^{***}	1.503/1.833
COM3	My network provider fulfils promises	3.446/1.709	0.805	27.701 ^{***}	0.778/-0.045
COM4	My network provider gives accurate information always	3.177/1.677	0.816	34.964 ^{***}	0.969/0.456
<i>Service quality: Cronbach's alpha (α) = 0.751; Composite reliability (CR) = 0.842; Average variance extracted (AVE) = 0.574</i>					
SQ1	Overall, my network provider provides reliable services	3.209/1.666	0.823	32.497 ^{***}	0.971/0.440
SQ2	Overall, my network provider provides prompt services	3.497/1.640	0.784	26.706 ^{***}	0.893/0.080
SQ3	Overall, I feel safe doing business with my network provider	3.272/1.455	0.791	29.525 ^{***}	0.869/0.784
SQ4	Overall, the staff of my network provider deals with me in a caring manner	2.883/1.431	0.614	11.556 ^{***}	1.019/1.403
SQ5	Overall, the office atmosphere of my network provider is always conducive each time I pay them a visit	3.054/1.506	0.489 [*]	7.809 ^{***}	0.778/0.467
<i>Relationship value: Cronbach's alpha (α) = 0.781; Composite reliability (CR) = 0.852; Average variance extracted (AVE) = 0.537</i>					
RV1	The services of my network provider so far, are good gain for money	3.206/1.665	0.622	12.531 ^{***}	0.894/0.261
RV2	Overall, I consider my network provider to be worth the time I spent in patronising them	3.282/1.557	0.775	21.706 ^{***}	1.107/0.856
RV3	Generally, I feel that my network provider is worth the sacrifice I made towards subscribing with them	3.345/1.734	0.821	37.466 ^{***}	0.814/-0.018
RV4	So far, the services of my network provider are considered to be a good deal	3.294/1.480	0.759	21.994 ^{***}	1.063/0.981
RV5	The price of my network provider is acceptable	3.335/1.709	0.669	16.055 ^{***}	0.700/-0.145
<i>Satisfaction: Cronbach's alpha (α) = 0.848; Composite reliability (CR) = 0.908; Average variance extracted (AVE) = 0.767</i>					
SAT1	I am satisfied with my network provider	3.155/1.581	0.877	50.563 ^{***}	1.081/0.859
SAT2	Generally, the services of my network provider meet my expectations	3.661/1.668	0.878	49.215 ^{***}	0.770/-0.173
SAT3	My network provider is a good company to do business with	3.317/1.523	0.873	48.251 ^{***}	0.779/0.654
<i>Trust: Cronbach's alpha (α) = 0.807; Composite reliability (CR) = 0.886; Average variance extracted (AVE) = 0.723</i>					
TRU1	My network provider can be relied upon to keep to promises	3.481/1.550	0.786	23.225 ^{***}	0.764/0.363
TRU2	I have great confidence in my network provider	3.652/1.684	0.893	50.754 ^{***}	0.744/-0.162
TRU3	Overall, my network provider is trustworthy	3.570/1.648	0.868	47.387 ^{***}	0.876/0.052

(continued)

Latent variable	Measurement item	Mean/SD	Factor loading	t-value	Skewness/ kurtosis
<i>Face-to-face word-of-mouth: Cronbach's alpha (α) = 0.802; Composite reliability (CR) = 0.882; Average variance extracted (AVE) = 0.716</i>					
fWOM1	I say positive things about my network provider to other people	3.203/1.661	0.886	59.169***	0.942/0.488
fWOM2	I tell stories of my experiences with my network provider during face-to-face discussion with friends	3.054/1.480	0.750	19.006***	1.143/1.411
fWOM3	I recommend people to subscribe to my network provider	3.399/1.765	0.894	57.917***	0.773/−0.086
<i>Electronic word-of-mouth: Cronbach's alpha (α) = 0.874; Composite reliability (CR) = 0.921; Average variance extracted (AVE) = 0.796</i>					
eWOM1	I tell stories of my experiences with my network provider using Facebook, WhatsApp and Twitter media	4.301/1.906	0.873	39.240***	0.178/−1.137
eWOM2	I use Facebook, WhatsApp and Twitter media to recommend my network provider to my friends, family, fans, colleagues or followers who seek my advice	4.218/1.984	0.907	47.368***	0.132/−1.181
eWOM3	Whenever the topic of my network provider comes up social media (Facebook, WhatsApp and Twitter), I say positive things about them	3.930/1.898	0.896	58.267***	0.384/−0.892

Notes: SD, standard deviation; significant levels are denoted as *** $p < 0.001$; * not part of subsequent analyses because factor loading is below 0.5. R^2 for the four endogenous constructs are 0.599, 0.550, 0.473 and 0.239 for trust, satisfaction, fWOM and eWOM, respectively

Table 2.

respectively (Hair *et al.*, 2014). As shown in Table 2, the reliability test outputs provided acceptable indices of internal consistency with α ranging from 0.751 to 0.874, while the p_c coefficients ranged from 0.838 to 0.921. These scores are far above the cut-off limit of acceptability. Hence, we conclude that the measurement indicators are internally consistent.

Finally, we assessed our model for Goodness-of-fit (GoF) through EspositoVinzi *et al.*'s (2008) formula (that is, $GoF = \sqrt{(Average\ communalities) \times (Average\ R^2)}$) which is touted to be suitable for validating PLS models globally. Based on the above stated formula, $GoF = \sqrt{(0.668) \times (0.465)} = 0.557$. Consistent with Wetzels *et al.*'s (2009) criteria which set 0.10, 0.25 and 0.36 as the thresholds for small, medium and large effect sizes, respectively, we conclude that our model demonstrates excellent GoF because the resultant GoF index (that is, 0.557) far exceeded the threshold for large effect size (that is, 0.36).

Structural model and test of hypotheses

We tested the hypothesised relationships using the partial least squares structural equation modelling (PLS-SEM) procedure through the SmartPLS software. The PLS technique was favoured in this study because of its robustness for testing predictive models using a non-normal data, and small and medium sample sizes, when compared with other SEM analytical tools (Hair *et al.*, 2014). It also evaluates the measurement of latent constructs while simultaneously testing the relationships between predicting variables on more than one outcome variable. So, as the data employed in this study falls within the minimum threshold, and our model focuses on prediction rather than co-variation, PLS-SEM was considered the most appropriate analytical tool.

The structural results are shown in Table 4. The result indicate that service quality is positively related to trust ($\beta = 0.390, t = 7.609, p < 0.01$) and satisfaction ($\beta = 0.373, t = 5.745, p < 0.01$). Service communication was found to have a positive effect on trust ($\beta = 0.221, t = 3.994, p < 0.01$), but its impact on satisfaction was not significant ($\beta = 0.085, t = 1.366, p < 0.01$). Additionally, robust relationships were found to exist between relationship value, trust ($\beta = 0.306, t = 7.336, p < 0.01$) and satisfaction ($\beta = 0.405, t = 5.903, p < 0.01$). The total variance (i.e. R^2) extracted from each of the endogenous component of RQ shows that trust accounted for approximately 60%, while satisfaction shows a total variance of 55%. Furthermore, the trust component of RQ showed a sturdier outlook in terms of predicting fWOM ($\beta = 0.289, t = 3.894, p < 0.01$) and eWOM ($\beta = 0.301, t = 3.196, p < 0.01$), while the satisfaction component indicated a strong effect on eWOM ($\beta = 0.267, t = 3.423, p < 0.01$) than it did on fWOM ($\beta = 0.153, t = 2.203, p < 0.01$). The direct link between relationship value and fWOM was found to be positive and significant

Latent construct	AVE	MSV	ASV	1	2	3	4	5	6	7
1. Service communication	0.566	0.331	0.112	<i>0.752</i>						
2. Relationship value	0.537	0.375	0.184	0.557	<i>0.733</i>					
3. Satisfaction	0.767	0.441	0.214	0.525	0.656	<i>0.876</i>				
4. Service quality	0.574	0.426	0.130	0.573	0.547	0.643	<i>0.758</i>			
5. Trust	0.723	0.493	0.177	0.615	0.642	0.746	0.684	<i>0.850</i>		
6. eWOM	0.796	0.573	0.116	0.369	0.302	0.450	0.344	0.460	<i>0.892</i>	
7. fWOM	0.716	0.468	0.178	0.492	0.584	0.598	0.538	0.633	0.602	<i>0.846</i>

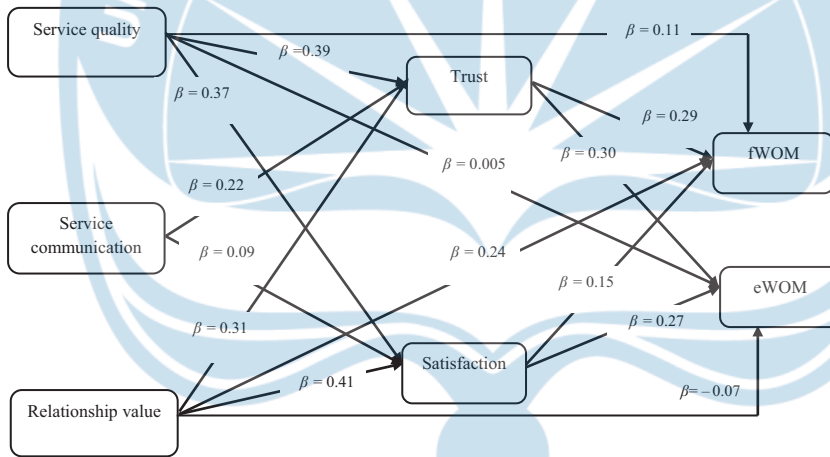
Table 3.
Discriminant validity outputs

Notes: AVE, average variance extracted; MSV, maximum shared variance; ASV, average shared variance; square roots of the AVEs are in italic print in the diagonal

Hypotheses	Path coefficient	Standard error	t-value	Result
H1a: Service quality → Trust	0.390	0.05	7.609**	Supported
H1b: Service quality → Satisfaction	0.373	0.07	5.745**	Supported
H2a: Service communication → Trust	0.221	0.06	3.994**	Supported
H2b: Service communication → Satisfaction	0.085	0.06	1.366ns	Not supported
H3a: Relationship value → Trust	0.306	0.04	7.336**	Supported
H3b: Relationship value → Satisfaction	0.405	0.07	5.903**	Supported
H4a: Trust → fWOM	0.289	0.07	3.894**	Supported
H4b: Trust → eWOM	0.301	0.09	3.196**	Supported
H5a: Satisfaction → fWOM	0.153	0.07	2.203*	Supported
H5b: Satisfaction → eWOM	0.267	0.08	3.423**	Supported
H6a: Service quality → fWOM	0.113	0.07	1.725ns	Not supported
H6b: Service quality → eWOM	0.005	0.06	0.071ns	Not supported
H7a: Relationship value → fWOM	0.236	0.06	3.560**	Supported
H7b: Relationship value → eWOM	-0.069	0.07	0.974ns	Not supported

Notes: * $p < 0.05$; ** $p < 0.01$; ns Not significant at 0.05 level of significance

Table 4. Estimated results of the structural model and hypotheses test output



Note: ** $p < 0.01$

Figure 2. Structural test results and hypotheses output

($\beta = 0.236, t = 3.560, p < 0.01$), while a negative relationship was observed with eWOM ($\beta = -0.07, t = 0.974, p < 0.01$). Similarly, the direct link between service quality and fWOM was found to be relatively weak and insignificant ($\beta = 0.113, t = 1.725, p < 0.01$), while its relationship with eWOM was also not significant ($\beta = 0.005, t = 0.071, p < 0.01$). The entire model showed a reasonable output in terms of the amount of variance extracted. A total of 47% of variance was observed for fWOM and 24% for eWOM. These outcomes were contributed by the combined effects of trust and satisfaction components of RQ and its antecedents. Therefore, H1, H2b, H3, H4, H5 and H7a were supported at $p < 0.01$. Conversely, H2a, H6 and H7b were not supported at $p < 0.05$.

Discussions and implications

This article initially set out to examine the effect of the antecedents of RQ and its components on both fWOM and eWOM behaviour. Consistent with expectations, the results show that service quality and relationship value influence the two components of RQ and by implication are the determinants of RQ. Service communication was found to impact trust but has no effect on customer satisfaction. Additionally, the argument that relationship value is one of the antecedents of RQ (Ulaga and Eggert, 2006) was also confirmed in this study because relationship value was indicated as a strong predictor of trust and satisfaction. In contrast, the fact that service communication does not account for RQ seems surprising because previous research identified communication as a necessary input for relationship building (Oraedu *et al.*, 2018; Ndubisi *et al.*, 2011).

As stated earlier, we decomposed the measure of RQ. This enabled us to understand the component of RQ that impacts more on fWOM and eWOM behaviour. That way, telecom managers would know how to tailor their RQ and WOM referral strategies more aptly. Our findings indicate that service quality and relationship value have the most effect on trust and satisfaction than service communication with the overall variance explained by these antecedents on trust higher than that explained on satisfaction. The context under study may offer clear explanations for this result; being a service sector that is characterised by less human interactions and high degree of uncertainties are logical reasons trust emerged as the most influential construct. Thus, customers would rely more on a telecom provider that has proven to be reliable and trustworthy overtime. It also confirms that in a service setting, trust remains an important attribute in building a successful and lasting relationship (Morgan and Hunt, 1994). However, this does not preclude the need to develop and implement strategies that are targeted towards improving satisfaction because satisfaction is also required to continuously spur customers to engage in favourable behaviour (Ulaga and Eggert, 2006). Again, building trust would help strengthen the relationship and consequently discourage switching behaviour. In general, to build a strong relationship network, telecom providers need to enhance service quality. These include devising effective means of providing reliable services, demonstrating professionalism by responding promptly and handling issues that may arise during service delivery, offering superior value through added services and finally, providing and updating customers with information regarding the service delivery processes.

Direct effects were established in the link between trust, fWOM and eWOM, and in the link between satisfaction, fWOM and eWOM, thus confirming that positive WOM behaviour is an outcome of strong relational factors (Hudson *et al.*, 2015). Thus, our findings are consistent with previous research (Rajaobelina and Bergeron, 2009; Chung and Shin, 2010). Again, the most influential component of RQ in the relationship between the RQ and WOM behaviour is trust. Consequently, we conclude that trust has the strongest effect on eWOM and fWOM. In terms of the direct relationship between the RQ antecedents and both facets of WOM communication, it was somewhat surprising that service quality does not influence positive eWOM and fWOM. Although a weak, but acceptable standardised path coefficient was obtained in the relationship between service quality and fWOM, the *t-values* was not significant enough because it loaded below the cut-off limit. However, Hutchinson *et al.* (2009) reported similar findings. Furthermore, relationship value was found to strongly predict fWOM, but was not a significant predictor of eWOM. The entire model explained a moderate variance of 47% on fWOM and a weak variance of 24% on eWOM. This means that trust and satisfaction, together with other antecedents, explained the variances in both fWOM and eWOM.

Theoretical implications

Theoretically, the paper contributes to the RQ theory and the service literature in two unique directions. First, although previous studies have identified factors that affect positive WOM behaviour, most of these studies (Jalilvand and Heidari, 2017; Jalilvand and Samiei, 2012) are constrained to only direct relationships. In addition, we know nothing about how a set of some antecedent variables of WOM simultaneously affect both fWOM and eWOM in a single research model. Although Eisingerich *et al.* (2015) examined the difference between fWOM and eWOM, their study was limited to the examination of how eWOM and fWOM modes of communication affect consumers' willingness to engage in positive WOM under situations of social risk and consumers' self-enhancement needs. Our paper provides insights on how both facets of WOM behaviour will behave when integrated in a single model. We extend the findings reported by Eisingerich *et al.* (2015) by examining how established RQ and some set of other antecedent factors simultaneously influence eWOM and fWOM. While our research is similar to Eisingerich *et al.* (2015) in noting that fWOM and eWOM differ, we extend this line of inquiry by presenting a counteractive evidence that RQ components influence eWOM better than fWOM. This might be because Hennig-Thurau *et al.* (2010) averred that eWOM is fast supplanting traditional fWOM as the driver of customer behaviour, while internet platforms seem to be increasingly used to foster customer relationship management.

Furthermore, the paper contributes to the debate surrounding the context-specificity of RQ strategies of firms. Despite calls for more context-specific research that deepen our understanding of WOM by Karjaluoto *et al.* (2016), little is known about the WOM behaviours of Nigerian consumers. This is so despite the perceived differences between developed and emerging markets. Our study demonstrates the mechanisms through which eWOM and fWOM simultaneously occur in a telecommunication service setting with some unique feature rarely found in other markets. We show that not all marketing efforts will yield the needed result when it comes to building quality relationship network. Specifically, we provide insights on how telecommunication providers can leverage their relationship network to generate business referrals. Our findings demonstrate that while both facets of WOM behaviour are influential in stimulating purchase decision, RQ components and antecedents are better at stimulating eWOM than fWOM. The uniqueness of this study also lies in the fact that we undertook a comprehensive study of both facets of WOM behaviour in an emerging service market setting with peculiar market realities.

Practical implications

In terms of developing a quality relationship network, all the three relational factors have different effects on RQ. Specifically, high service quality and relationship value are determinants of RQ. The practical thing to do is for telecom providers to provide reliable services, respond promptly to service failures and demonstrate professionalism and friendliness while engaging customers. Further, value should not be taken for granted, given that customers juxtapose the cost and efforts they put into the relationship and the benefits or value inherent in that relationship. To offer superior value, added value can become quite useful. To be differentiated from a host of other providers in the market, a provider must offer benefits that other competitors do not offer. It is important to note that more attention should be paid to strategies that stimulate trust such as service quality and relationship value. Considering the intense competition in the Nigerian telecom market, a provider that improves on their trust dispositions stands a better chance of getting business referrals from customers. It is important to note that merely communicating service plans will not result in better ratings for the provider. Rather, providers need to move beyond that and "do their

talking". Customers would trust a provider who "live up to their talking" and from there satisfaction will ensue.

Once customers are satisfied and trust established, a provider stands a better chance of getting business referrals. As evident from our findings, RQ in the form of trust and satisfaction are more likely to stimulate eWOM than fWOM. We admonish service providers especially those operating in emerging telecommunication industry to note the role of RQ in stimulating eWOM compared to fWOM. Given that online communities are open to everyone, telecom providers are advised to constantly monitor the information exchanged in their Facebook pages and Twitter handles. This can be a great source of feedback. They can act upon the information – leverage on them to redesign their services. On another hand, they can use such feedbacks whether positive or negative as avenue to neutralise fears, correct misconceptions and re-educate consumers.

Research limitations and further research

The result of this study must be viewed in the light of its limitations. One of the limitations is that the conceptual model was tested in a single service sector; hence, its results cannot be generalised. There is need to gain a holistic view of how this model might behave in other service sectors; hence, future studies show aim to replicate this model. A comparative study that explores high versus low involvement services may be an interesting agenda for further research. The bearing influences of social media platforms such as Facebook, WhatsApp and Twitter on eWOM can also be a tenable research area. In addition to this, we feel that future studies should uncover how the relational factors examined in this study interact at different stages of a relationship. Thus, we suggest that a longitudinal design be used in future studies to help uncover this trend.

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Impact of the antecedents of eWOM on CBBE

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Abstract

Purpose – The purpose of this paper is to consolidate the antecedents of electronic word of mouth (eWOM). Thereafter, it examines the impact of eWOM and its antecedents on consumer-based brand equity (CBBE). **Design/methodology/approach** – A total of 93 research articles on eWOM and CBBE were critically reviewed using the systematic literature review method.

Findings – This study has consolidated the antecedents of eWOM from the extant literature. It has identified eight antecedents of eWOM including information or argument quality, loyalty, social relationship, source quality, satisfaction, subjective norms, and information quantity. This study has come out with a conceptual framework, followed by 16 hypotheses addressing the possible relationships between eWOM, its antecedents, and CBBE.

Originality/value – This study pioneers to examine the impact of the antecedents of eWOM on CBBE through an exhaustive review of contemporary literature. It has also explored the possibility of eWOM acting as a mediator between the antecedents of eWOM and CBBE. Therefore, this study unravels a wide array of directions for researchers to examine the relationships between the constructs mentioned above and CBBE.

Keywords Brand equity, World Wide Web, E-commerce, Literature

Paper type Literature review

1. Introduction

In the modern era, the advent of information technology has provided a powerful edge to word of mouth (WOM) communication by allowing the consumers to gather information from other consumers and share their brand experience with other potential consumers within a few seconds (Resnick *et al.*, 2000).

One of the crucial characteristics of electronic word of mouth (eWOM) is possibly its valence, which determines the consumers' evaluation of the brands (Kim and Gupta, 2012). The extant literature on eWOM has widely examined the aspect of eWOM valence. The extant literature is in consensus that the positive, negative, neutral, or mixed valence of eWOM determines the eWOM effect (De Matos and Rossi, 2008; Park *et al.*, 2007). However, there exists a controversy on the impact of positive and negative valence in spreading eWOM and determining its effects. While one school of thought is of the view that negatively framed eWOM is more influential than positively framed eWOM (e.g. Park *et al.*, 2007); the other school has strongly expressed an opposite opinion (Doh and Hwang, 2009). Given such mixed findings, as our first attempt, we have focused only on the antecedents of positive WOM in the online platform as the positive eWOM helps the marketers to build a positive image about their brand (Ha, 2004).

Extant literature has indicated that a number of factors drive internet-savvy people to spread positive eWOM about the brands in the social networking sites (SNS) (Chu and Choi, 2011; Liang *et al.*, 2013) and among the brand community members (Chu and Choi, 2011). However, so far no concrete model consolidating the antecedents of positive eWOM has been developed. In this context, the present study aims to consolidate the antecedents that spread positive eWOM.

Of late, the consumer-based brand equity (CBBE) has received considerable attention in the marketing domain. CBBE has been defined as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993, p. 2). According to earlier studies, CBBE is tantamount to the consumer's willingness to pay a premium price for a brand over its competing brands (Anselmsson *et al.*, 2007, de Chernatony and McDonald, 2003).



However, there is scant literature that analyses the effects of the antecedents of positive eWOM on CBBE. To address this gap, this study aims to examine the impact of the antecedents of eWOM on CBBE.

The extant literature in the relevant domain has been reviewed to assimilate the concepts and devise a conceptual framework. Our study has identified 16 research hypotheses that the future studies can empirically test.

Since marketers need to build their brand using a specific and limited budget for brand promotion, and eWOM is a low-budget promotional tool (Dixit, 2016), it is essential that marketers be aware of the antecedents of eWOM. It is also necessary to examine the relative importance of those antecedents for generating eWOM and their subsequent impact on CBBE. Such understanding will help them focus on the most important antecedents of eWOM to augment the CBBE of their brands.

2. eWOM

eWOM refers to the communication among the consumers via the internet or by using information technology (Cheung and Thadani, 2012). Hennig-Thurau *et al.* (2004) defined eWOM as “[...] any positive or negative statement made by potential, actual, or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet” (p. 39). Hence, the ease of using the internet and SNS has proven eWOM to be an essential marketing tool and a central platform for interactive marketing communication (Alhidari *et al.*, 2015).

Previous studies have measured brand-related eWOM as a function of sharing the post-purchase experience with others, posting online comments or reviews about the used brands, and the habit of sharing brand-related videos, clippings, or pictures on the social media and company websites (Alhidari *et al.*, 2015).

3. Literature identification and analysis

In this study, we have conducted a systematic review of the extant literature in the domain of eWOM and CBBE. As mentioned by Briner and Walshe (2014), the systematic literature review (SLR) is a unique and structured method of reviewing literature as it focuses on the “specific and practice-relevant questions”. The reason for undertaking SLR was to provide a framework or background to appropriately position new research activities (Kitchenham, 2004) by summarising the existing literature in the field of eWOM and CBBE. This study has specific goals to consolidate the literature on the antecedents of eWOM and identifying whether CBBE is a consequence of eWOM and its antecedents. With this particular and practical agenda, the study lays the foundation for advancing this field of study by pointing out the possible directions for future studies.

SLR calls for adopting a structured approach with a set or sets of broad principles for selection of themes and journals. We have collected academic and peer-reviewed journal articles that addressed the antecedents of positive eWOM and their impact on CBBE.

First, we have carried out a methodical electronic search using a number of databases including Academic Search Premier (EBSCO), ABI/INFORM Global (ProQuest), Social Science Citation Index, Science Citation Index, Science Direct, and Emerald. We have also searched literature based on relevant keywords like, “electronic word of mouth”, “online communication”, “online reviews”, “social networking sites”, and “antecedents of eWOM”.

Second, we have manually reviewed some journals dealing with management information systems (e.g. *Decision Support Systems*, *Information System Research*, *Management Information System Quarterly*, *Journal of Management Information System*, etc.) and marketing management (e.g. *Marketing Intelligence and Planning*, *Journal of Consumer Behavior*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *European Journal of Marketing*, *Journal of the Academy of Marketing Science*, etc.).

We have reviewed some other journals (e.g. *Internet Research*, *Journal of Advertising Research*, and *Journal of Business Research*, etc.) to ensure that we did not miss any significant articles on eWOM.

Following the rules of SLR, we have applied inclusion and exclusion criteria to the set of studies that we have considered for analysis. The inclusion criteria ensured that the publications were academic and peer-reviewed. Second, the prime focus of the research was on eWOM and its key antecedents. Third, we have considered the studies that addressed the impact of eWOM on CBBE. However, we have excluded the studies without proper theoretical background and structure, and the market-level analysis of eWOM.

We have identified 93 eWOM articles published in the last 15 years between 2003 and 2017 for this study. Following Islam (2013), all the steps of SLR have been rigorously followed while identifying, examining, and analysing the literature or the research papers relevant to the current study.

4. Results of SLR and formulation of the hypotheses

4.1 Forms of eWOM

The use of web technologies has provided various kinds of platforms for the users to post and share their experience with a brand. These platforms include SNS, blogs, and online discussion forums. eWOM can be of two types including the user-generated eWOM and the firm-generated eWOM. However, most of the eWOM studies identified so far through SLR focused on the user/consumer-generated reviews (Cheung and Thadani, 2012).

4.2 Antecedents of eWOM

The extant literature revealed that eWOM communication is the function of several antecedents. The following paragraphs discuss those antecedents in detail.

4.2.1 Information quality. Information quality or argument quality refers to “the persuasive strength of arguments embedded in an informational message” (Teng *et al.*, 2014). It is the extent to which the recipients are convinced about the information shared or received from the message (Teng *et al.*, 2014). Previous studies have measured the argument quality as a function of completeness of information, value added by the information, understandability (Filiari and McLeay, 2013; Wang and Strong, 1996), relevance (Filiari and McLeay, 2013), and timeliness and accuracy (Filiari and McLeay, 2013; Nelson *et al.*, 2005) of the online reviews. Information completeness is the extent to which any information can influence the perception of the consumers. On the other hand, value added by any information is understood by the benefits and advantages that a consumer derives from any information (Filiari and McLeay, 2013; Wang and Strong, 1996). Information relevance is the degree to which information is appropriate and helpful for the recipients. Information accuracy is defined as the correctness of the shared information (Nelson *et al.*, 2005). Furthermore, the extant literature on eWOM indicates that if the information about a brand is accurate, correct, and believable, it becomes easier for the consumer to interpret the same (Filiari and McLeay, 2013). Timeliness and understandability of the information also determine its quality and enhances eWOM intention (Filiari and McLeay, 2013). Hence, the following hypothesis can be framed:

H1. Information quality of the online reviews enhances positive eWOM about a brand.

4.2.2 Trust. Trust on the eWOM is developed when the consumer has confidence (De Matos and Rossi, 2008) on the online message and finds it reliable (De Matos and Rossi, 2008) or credible (Chu and Choi, 2011). Lien and Cao (2014) established that trust on online messages positively influences the consumers’ intention to write or share eWOM. Therefore, we frame the following hypothesis:

H2. Trust on the online messages enhances positive eWOM about a brand.

4.2.3 Loyalty. Brand loyalty can be of two types including behavioural loyalty and attitudinal loyalty (Bandyopadhyay and Martell, 2007). Behavioural loyalty refers to the repeat purchase behaviour while attitudinal loyalty refers to the psychological commitment that a consumer makes in the purchase act, such as intentions to recommend without necessarily engaging in the actual repeat purchase behaviour (Jacoby, 1971). The earlier researchers have criticised the behavioural approach, as a consumer can be loyal to the brand even without purchasing it (Chen and Gursoy, 2001). For example, a tourist can be loyal to a destination even when they do not visit the place because he has read positive information about that destination. Therefore, this study considers only attitudinal loyalty and defines brand loyalty as the willingness to recommend any brand. Sotiriadis and Van Zyl (2013) measured loyalty by the positive attitude and the quality of being loyal. The extant literature has revealed that more the consumers' loyalty towards any brand, the more would be the probability of the consumer to write or share positive eWOM (Sotiriadis and Van Zyl, 2013; De Matos and Rossi, 2008). Hence, we frame the following hypothesis:

H3. Loyalty towards a brand enhances positive eWOM about it.

4.2.4 Satisfaction. Satisfaction is the positive experience (De Matos and Rossi, 2008) derived from the usage of the brand which in turn develops repurchase intentions (De Matos and Rossi, 2008). According to expectancy-disconfirmation theory, consumers always try to match the expected and perceived performance of a brand (Oliver, 1980). If the two dimensions mentioned above match, the consumer becomes satisfied with the brand (De Matos and Rossi, 2008). The satisfactory performance of the product/brand motivates the consumers to write on the internet about the same (De Matos and Rossi, 2008). Therefore, we frame the following hypothesis:

H4. Satisfaction derived from a brand enhances positive eWOM about it.

4.2.5 Social relationship. Social relationship refers to the association among people. The extant literature indicates that eWOM is often influenced by interpersonal and social relations (Hsu and Tran, 2013) as people can easily believe and rely on the information that their peers share in the social media. The previous studies measured the extent of the social relationship by social capital, tie-strength, and interpersonal influence (Chu and Choi, 2011). The eWOM transmitters use social capital to fulfil various needs like attention seeking, strengthening existing relationships, and building new relationships (Stephen and Lehmann, 2008). Tie-strength strongly influences the online readers' acceptance of user-generated contents, which in turn motivates them to forward online reviews to others (Mahapatra and Mishra, 2017). The different aspects that explain the tie-strength include the consumers' social relations, the frequency of communication, perceived importance, and perceived closeness attached to social relations (Chu and Choi, 2011).

Earlier, researchers have suggested that the influence of their peers, society, and others significantly affect the consumers during their opinion formation about any brand. Individuals with a high level of interpersonal influence and susceptibility tend to follow the expectations of others and seek information from others (Hsu and Tran, 2013). Such dependence on interpersonal influence leads to actively sharing brand-related information and also gathering information from the peers over the internet (Chu and Choi, 2011). Hence, we frame the following hypothesis:

H5. Social relationship among the online reviewers enhances positive eWOM about a brand.

4.2.6 Source quality. Source quality is the function of source credibility (Sotiriadis and Van Zyl, 2013; Teng *et al.*, 2014), source attractiveness, source perception, source style (Teng *et al.*, 2014), and source reliability (Sotiriadis and Van Zyl, 2013). The reputation, experience, and the expertise of the person or company sharing the information develop

source credibility of the online review (Teng *et al.*, 2014; Sotiriadis and Van Zyl, 2013). Source attractiveness is the appeal, familiarity, and likeability of the brand-related information shared over the internet (Teng *et al.*, 2014). The usefulness of the source, consumers' social ties, and homophily associated with the source shapes the source perception (Teng *et al.*, 2014). Source style is the visual representation of the information (Teng *et al.*, 2014). All the dimensions of source quality described above act as antecedents of positive or negative online reviews by the consumers (Teng *et al.*, 2014). Therefore, we frame the following hypothesis:

H6. Source quality of online messages enhances positive eWOM about a brand.

4.2.7 Information quantity. Information quantity is the extent or volume of online information about a brand (Park *et al.*, 2007). The amount of online reviews per brand is considered to be an indicator of brand popularity (Chevalier and Mayzlin, 2006). Although the research in eWOM has found contrasting results regarding the influence of a number of reviews on consumers' purchase intentions, in general, the consumers tend to believe that the brands with a large number of online reviews are more popular than those with few ones. The extant literature has indicated that as the volume of online reviews increases, the positive eWOM also increases (Melián-González *et al.*, 2013). Therefore, we frame the following hypothesis:

H7. Information quantity of online reviews enhances positive eWOM about a brand.

4.2.8 Subjective norms. Subjective norm is defined as "[...] the perceived social pressure to perform or not to perform the behavior" (Fishbein and Ajzen, 1975, p. 302). Previous studies show that two forms of the subjective norms, including the injunctive norm and the descriptive norm, can influence an individual's behaviour (Park and Smith, 2007). The injunctive norm suggests that individuals are persuaded by their peers to perform a specific behaviour like posting or reading online comments. The descriptive norm says that the individuals would be rewarded for their specific behaviour when his/her peer groups accept or admire the same (Park and Smith, 2007). Subjective norms influence eWOM by internalisation, compliance, and identification (Kelman, 1958). Internalisation is the process by which individual members of a group are affected by the attitudes, beliefs, and values held by other members, and accordingly, shape their own beliefs. Compliance means the strength of consumer's conformance to their group norms. Identification calls for maintaining an active relationship with others and the need to be liked and respected by the community members (Liang *et al.*, 2013). Hence, we form the following hypothesis:

H8. Subjective norms of the reviewer enhances positive eWOM about a brand.

We have presented a brief overview of eWOM and its antecedents in Table I.

4.3 CBBE

Keller (1993) defined CBBE as a process whereby CBBE occurs "[...] when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory" (Keller, 1993, p. 1). Aaker (1996) proposed that brand awareness, brand associations, other proprietary assets, perceived quality, and loyalty are the different antecedents of brand equity. Leuthesser *et al.* (1995, p. 57) consolidated the definitions of CBBE as follows: "Brand equity represents the value (to a consumer) of a product, above that which would result for an otherwise identical product without the brand's name".

The extant literature claims that the price premium is one of the most robust indicators of brand loyalty and the most reasonable summary measure of the overall brand equity

Definition	Measured by	Explanation	Studies
<i>eWOM</i>			
Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet	Sharing product-related information on the social media Sharing product-related videos, clippings, or pictures on the social media	Sharing the post-purchase experience with others, posting comments or reviews about the used product online	Hennig-Thurau <i>et al.</i> (2004), Alhidari <i>et al.</i> (2015)
<i>Antecedents of eWOM</i>			
<i>Argument quality</i>			
The extent to which the recipients are convinced about the information shared or received from the online message	Information completeness and comprehensiveness Accuracy Value-added information Information relevance Information timeliness Information understandability	Extent to which any information can influence the perception of the customers The correctness of the shared information The benefits and advantages that a customer derives from any information The degree to which information is appropriate and helpful to the recipients The degree to which the information is current and up to date The information shared about a product is logical, meaningful and clear	Teng <i>et al.</i> (2014), Filieri and McLeay (2013), Wang and Strong (1996), Nelson <i>et al.</i> (2005)
<i>Trust</i>			
Trust is developed when the customer has confidence in the message and finds it reliable or credible	Confidence Reliability Credibility	The degree to which one can rely on the shared information The degree to which shared information is consistent The degree to which shared information is dependable	De Matos and Rossi (2008), Chu and Choi (2011)
<i>Loyalty</i>			
The willingness of customers to continuously buy a certain brand	Attitude Loyal	A positive opinion about the information/product The degree of dedication towards the brand	Sotiriadis and Van Zyl (2013), De Matos and Rossi (2008)
<i>Satisfaction</i>			
Satisfaction is the positive experience derived from the usage of the product which in turn develops repurchase intentions	Experience from the product Repurchase intention	The degree of familiarity with the product The tendency to buy the product again	De Matos and Rossi (2008)
<i>Social relationship</i>			
The association among the people	Social capital	The mutual value of all social networks to the potential and existing customers	Chu and Choi (2011), Stephen and Lehmann (2008), Hsu and Tran (2013), Chen <i>et al.</i> (2016)

Table I.
Overview of antecedents of eWOM
(continued)

Definition	Measured by	Explanation	Studies
	Tie-strength	The level of intensity of the social relationship between consumers or degree of overlap of two individuals' friendship that varies greatly across a consumer's social network	
	Interpersonal influence	The degree of influence of peers, society, and others on an individual	
<i>Information quantity</i> The extent or volume of online information about a product	Number of reviews	The amount of information about a brand	Davis and Khazanchi (2008), Filieri and McLeay (2013)
<i>Source quality</i> Characteristics or standard of the source where information is shared	Source credibility	Formed by the reputation, experience, competition and the expertise of the person/company sharing the information	Teng <i>et al.</i> (2014), Sotiriadis and Van Zyl (2013)
	Source attractiveness	The appeal, familiarity, likeability of the brand-related information shared through the internet	
	Source perception	How the people perceive about the online source of information	
	Source style	The visual representation of the information	
<i>Subjective norms</i> The perceived social pressure to perform or not to perform the behaviour	Internalisation	A process by which the individual members of a group are influenced by the attitudes, beliefs, and values held by the other members and accordingly shape their own beliefs	Liang <i>et al.</i> (2013), Fishbein and Ajzen (1975)
	Compliance	The degree of strongly conforming to the group norms	
	Identification	The act of maintaining an active relationship with others and need to be liked and respected by the community members	

Table I.

(Aaker, 1996; Netemeyer *et al.*, 2004). Aaker (1996) defined willingness to pay a price premium as the additional amount a consumer is willing to pay for his/her preferred brand over comparable or lesser brands of the same package size or quantity.

4.4 Impact of eWOM communication in building CBBE

Kim and Ko (2012) described social media and online marketing efforts as a function of entertainment, interaction, trendiness, customisation, and spreading the eWOM. The extant literature has indicated that eWOM can influence the image of any brand (Abubakar *et al.*, 2016).

Moving a step ahead, Godey *et al.* (2016) claimed that the interactions amongst the consumers and prospects in the online platform have a significant positive effect on brand equity. Marketers often initiate the online interactive forum for the consumers in the social media (like Facebook, Twitter, or LinkedIn) to enhance CBBE. (Bruhn *et al.*, 2012; Kim and Ko, 2012). Hence, we form the following hypothesis:

H9. Positive eWOM enhances CBBE.

4.5 eWOM as a mediator between the antecedents of eWOM and CBBE

In the previous section, we have consolidated the antecedents of positive eWOM. In this section, we have hypothesised the mediating role of eWOM between the antecedents of eWOM and CBBE.

4.5.1 The concept of mediation. Let us assume, M is the mediating variable between the independent variable X and dependent variable Y . Earlier models of mediation (e.g. Baron and Kenny, 1986) demonstrated the causal step method to test the mediation effects. However, later on, researchers like MacKinnon and Dwyer (1993) examined the statistical mediation based on coefficients from two or more of the following regression equations:

$$Y = i_1 + cX + e_1 \quad (1)$$

$$Y = i_2 + c'X + bM + e_2 \quad (2)$$

$$M = i_3 + aX + e_3 \quad (3)$$

where c is the overall effect of the independent variable on Y ; c' the effect of the independent variable on Y controlling for M ; b the effect of the mediating variable on Y ; a the effect of the independent variable on the mediator; i_1, i_2, i_3 the intercepts for each equation; and e_1, e_2, e_3 the corresponding residuals in each equation.

The recent studies (Fairchild and MacKinnon, 2009) have mentioned that a mediation model will be valid if Equations (1)-(3) are valid. In case of full mediation, in the presence of the mediating variable, c equals 0. On the other hand, for partial mediation, in the presence of the mediating variable, the value of c reduces from that of the uncontrolled path.

4.5.2 Impact of information quality on CBBE considering eWOM as a mediator. The previous studies have claimed that if online reviews/contents are valid, the message recipients will develop a positive attitude towards the brands related to these reviews (Teng *et al.*, 2014). The consumers develop a positive brand attitude while reading authentic online reviews. Therefore, exposure to relevant and authentic online reviews results in higher brand equity (Kim and Ko, 2012). Hence, information quality has a direct impact on CBBE. However, information quality may augment the CBBE when a consumer only reads the online reviews and not necessarily write eWOM. Therefore, from the extant literature, it cannot be concluded that there exists an indirect relationship (through eWOM) between information quality and CBBE.

H10. Information quality of online reviews enhances CBBE.

4.5.3 Impact of trust on CBBE considering eWOM as a mediator. The extant literature has indicated that if the consumers find the online information trustworthy, they feel motivated to share it or acquire more information (Chu and Choi, 2011). However, whether trust in the online messages has a direct relationship with CBBE has not been examined in the extant literature.

4.5.4 Impact of the satisfaction level on CBBE considering eWOM as a mediator. The enhanced satisfaction with a brand increases the consumers' intention to write eWOM about it (Lin *et al.*, 2012). On the other hand, the extant literature has indicated that satisfaction is a positive antecedent of CBBE (Nella and Christou, 2014). Therefore, satisfaction has a positive impact on both eWOM and CBBE. As mentioned in the previous section, positive eWOM has a positive impact on CBBE (Abubakar *et al.*, 2016). The positive eWOM written by the satisfied consumers increases the awareness about the said brand and form a positive image about it (Schivinski and Dabrowski, 2015). The positive brand image formed through eWOM results in higher CBBE in the minds of the prospective consumers (France *et al.*, 2015). Hence, the satisfaction of customers towards the brand/object pushes them to resort to positive eWOM which enhances CBBE too. Therefore, satisfaction has both direct and indirect (through eWOM) impact on CBBE. Consequently, we frame the following hypotheses:

H11. Satisfaction of the consumer enhances CBBE.

H12. eWOM mediates the relationship between satisfaction and CBBE.

4.5.5 Impact of loyalty on CBBE considering eWOM as a mediator. Brand loyalty is a significant dimension of CBBE in the extant literature (Aaker, 1996; Raguseo and Vitari, 2017). Furthermore, the brand loyal consumers share their positive brand experience with others and spread kind words for the brand in the online platform (Yeh and Choi, 2011). Hence, consumers' brand loyalty also has a direct and positive impact on eWOM. In the previous section, we have already elaborated how positive eWOM enhances CBBE by enhancing the image of the brand (Jalilvand and Samiei, 2012). Since attitudinal loyalty is the willingness to recommend any brand, the loyal consumers need a platform to express their loyalty to the brand. With the emergence of online communications, online purchasing sites and social networks serve as a platform for them (Yeh and Choi, 2011). Consequently, the loyal consumers can improve the CBBE of a brand by sharing/writing positive eWOM about it (Jalilvand and Samiei, 2012). Therefore, we find that brand loyalty has both direct and indirect impact (through eWOM) on CBBE. Hence, we frame the following hypotheses:

H13. Loyalty towards a brand enhances CBBE.

H14. eWOM mediates the relationship between loyalty and CBBE.

4.5.6 Impact of social relationship on CBBE considering eWOM as a mediator. The more the social relationship among the consumers in the SNS, the more they write about their brand experiences. Therefore, social relationship on the online platform increases eWOM about any brand (Schivinski and Dabrowski, 2016). Hence, the social relationship has direct positive impact on eWOM (Schivinski and Dabrowski, 2016) which again has a positive impact on CBBE (Jalilvand and Samiei, 2012). Furthermore, the consumers' interactions in the SNS about any brand increase the visibility and awareness of brands. Sometimes, healthy social relationships generate online brand communities who keep on discussing a particular brand (Laroche *et al.*, 2012). Consequently, social relationships augment brand trust, brand attitude, and image (Tsimonis and Dimitriadis, 2014). Therefore, the social relations on the online platform have a positive influence on brand equity when it results in more user-generated social media communication or eWOM (Schivinski and Dabrowski, 2016). Thus, social relationships can augment the CBBE of a brand when eWOM mediates the path between social relationship and CBBE. Hence, we form the following hypotheses:

H15. The social relationship between consumers enhances CBBE.

H16. eWOM mediates the relationship between social relationship and CBBE.

4.5.7 *Impact of source quality on CBBE considering eWOM as a mediator.* Any information enhances the possibility of the online reviewers to accept the same and opine on if it is generated through a credible and attractive source (Teng *et al.*, 2014). This chain of online opinions will subsequently augment brand awareness, perceived quality, brand image, and brand loyalty (Chakraborty and Bhat, 2018) and finally increase CBBE (Aaker, 1996). Hence, source quality has an indirect impact (through eWOM) on CBBE. However, whether it has any direct impact on CBBE is yet to be examined in both eWOM and CBBE literature.

4.5.8 *Impact of information quantity on CBBE considering eWOM as a mediator.* The more the consumers read the online information about the brand, the more they engage in disseminating the said information through eWOM (Smith *et al.*, 2012), which subsequently enhances the brand awareness of the prospects (Smith *et al.*, 2012). Hence, information quality may indirectly influence CBBE through eWOM; however, from the existing literature, we cannot hypothesise whether the high volume of user-generated contents has a direct effect on CBBE.

4.5.9 *Impact of subjective norms on CBBE considering eWOM as a mediator.* Subjective norms have the potential for developing brand communities that engage in online conversations about the brands. These conversations enable them to get information about the brand from various sources (Kietzmann *et al.*, 2011). However, the extant literature on eWOM and CBBE is yet to examine whether subjective norm can directly impact the CBBE of a brand.

5. A conceptual model of eWOM antecedents and the impact of eWOM communication on CBBE

Based on the above review of extant literature, we propose a conceptual model (refer Figure 1). The model portrays that the social relationship, loyalty, satisfaction, information quality, information quantity, trust, source quality, and subjective norms are the antecedents of

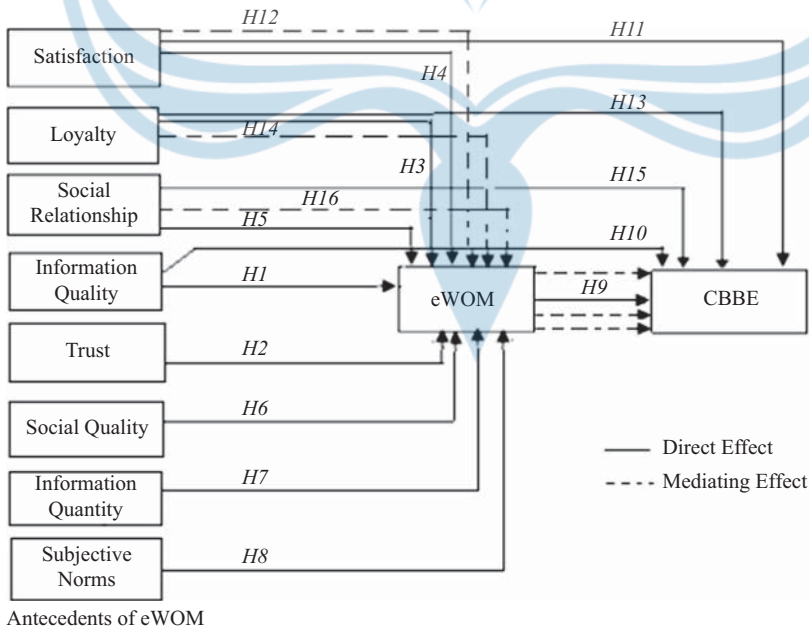


Figure 1. Conceptual model

positive eWOM. The model also shows that positive eWOM has a positive influence on CBBE. The information quality, social relationship, loyalty, and satisfaction have a direct effect on CBBE (refer Section 4.5) which is measured by the willingness to pay a price premium. However, social relationship, loyalty, and satisfaction also have an indirect effect on CBBE through eWOM (refer Section 4.5). Therefore, eWOM acts as a mediator between social relationship, and CBBE, loyalty and CBBE, and satisfaction and CBBE.

6. Theoretical contributions

This paper enhances our understanding of eWOM in the following ways. First, previous studies (Chu and Choi, 2011) have measured the factors affecting the positive eWOM discretely. This paper has theoretically consolidated the key antecedents that spread positive eWOM through SLR.

Second, though the “[...] existing studies on eWOM’s influence are abundant; research especially on how social media eWOM affect the CBBE is still in its novel stage” (Xu, 2015). Our literature review indicated how the positive eWOM and its antecedents influence CBBE.

Finally, as a pioneering effort, this study, through an exhaustive review of contemporary literature, indicated that eWOM acts as a mediating variable between satisfaction and CBBE, loyalty and CBBE, and social relationship and CBBE. Therefore, the satisfied customers can augment the CBBE by patronising the brand in the web fora (both social media and purchasing sites). The extant literature (Keller, 1993) has indicated that brand loyalty augments CBBE. However, our study reveals that loyalty can increase CBBE if the loyal customers write positive reviews about it. Our research also indicates that social relationship can augment CBBE if the former can entice the members of the social network or brand community to discuss the brand. Therefore, we can say that if the eWOM intention is controlled, then it can change the impact of the antecedents of eWOM on CBBE. The above finding is the unique contribution and silver lining of our study. Hence, this study unravels a wide array of directions for researchers to examine the relationship between the antecedents mentioned above and CBBE.

7. Practical and managerial implications

This study has focused on online user-generated content and confirms the following impact on managers. In this study, we have observed that the social relationship in the online platform act as a catalyst for augmenting CBBE. Therefore, the managers, who have not yet created brand communities, can do so to facilitate the consumers to discuss their brand. Such initiative from the marketer will increase the visibility of the brand in the online platform and act as a low-cost advertising technique. Particularly, the consumers who are susceptible to interpersonal influence will form a better image of a brand about which their friends in their online social network are discussing quite often. Moreover, this will give immediate feedback to the manufactures and other members of the supply chain for improving their product or service.

This study has also identified that loyalty augments CBBE through eWOM. Therefore, the managers need to identify the loyal consumers and request and facilitate them to share their consumption experiences on the SNS. The previous studies have indicated that such recognition from the marketers act as emotional rewards for the loyalists and entice them to write positive reviews about the brand (France *et al.*, 2015). The marketers can also incentivise the loyalists to write their experience about a brand. In such a scenario, the loyalists act as opinion leaders and promote the brand, and the marketers get the advantage of customer-brand co-creation (France *et al.*, 2015). In this way, the brand becomes more visible and familiar to the loyal consumers, and they become more and more engaged with the brand. Such close association between a brand and its consumers allows the marketers to leverage their brand’s equity.

8. Limitations and directions for future research

This study has examined the extant literature in detail to develop a conceptual model which can pave a pathway for future eWOM and CBBE researchers. However, our study has adopted the SLR approach which is a qualitative technique. Hence, the proposed model needs empirical testing for assessing its generalisability. Future studies can test all the hypotheses postulated in this study using empirical data. The future research can also enrich the literature of both eWOM and CBBE by examining the relationships between the information quality/quantity and CBBE, source quality of eWOM and CBBE, trust on eWOM and CBBE, and subjective norms and CBBE. We are in the process of examining these relationships in our subsequent study.

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Crowded and popular: The two sides of the coin affecting theme-park experience, satisfaction, and loyalty

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ABSTRACT

Crowding has become popular in academic research. Empirical studies have not, however, addressed the role of crowding on increasingly popular theme-park settings. This study explores the relative influences of perceived crowding and perceived popularity on theme-park product perceptions, which then influence satisfaction and behavioral intentions. Survey data (N=477) indicates that perceived crowding has a negative effect on internal access (or navigation) of the theme-park experience, while perceived popularity has positive effects on internal access, outdoor entertainment, and retail practices aspects of the theme-park overall experiences. These aspects of theme-park experiences have significant influences on visitors' satisfaction, which then affect behavioral intentions of word-of-mouth, willingness to pay price premiums, and revisit. The external access aspect of theme-park experiences is not influenced by either crowding or popularity, and this aspect does not influence satisfaction either. The theoretical and managerial implications of the study are critical, especially for recovery efforts post COVID-19.

1. Introduction

Crowding and over-tourism have become popular topics in academic research in the past few years, and some scholars argue that they were largely nonexistent before 2017 (Koens, Postma, & Papp, 2018). The term may, however, be considered 'fuzzy', in that "it is ill-defined, lacks clarity, and is highly difficult to operationalize" (Koens et al., 2018, p. 1). While there is not yet a major conceptual framework to understand the term, the academic literature has contributed several theoretical models to better understand the impact of crowding in specific physically defined locations like hospitals and psychiatric hospitals (Teitelbaum et al., 2016; Wang et al., 2017), educational institutions (Graves, 2010), or prisons (Horne & Newman, 2015). While these studies have addressed the impact of crowding on participants, they took place in confined involuntary environments that lack consumer choice of participation, like travel or shopping, or hedonistic consumption experiences, as in theme parks.

Theme parks are a relatively new form of leisure attractions that create a fantasy atmosphere of another place and time (Milman, Li, Wang, & Yu, 2012). These entertainment attractions are pioneers of the emerging experience economy (Geissler & Rucks, 2011) and "remain at the forefront of the innovative design, marketing, and delivery of

memorable experiences" (Geissler & Rucks, 2011, p. 129). In 2018, attendance at the top ten global themed attraction companies exceeded half a billion visits for the first time in history, representing 7% of the world population (Rubin, 2019). The themed entertainment industry has matured and been recognized not only as a significant driver of domestic and international economic development and tourism arrivals but also as a shared global experience. Despite the North American theme-park industry's maturity, the top 20 North American theme parks hosted over 157 million visitors in 2018, an increase of 4% compared to the previous year. The increase was led by visitor attendance growth among the top operators like Disney, Universal, and SeaWorld. Nevertheless, the increasing demand for North America's theme parks has resulted in congestion, and overcrowding that could potentially influence the visitors' overall experience, in particular their satisfaction and likelihood to revisit. Notwithstanding this trend, consumer reactions to theme-park crowding have not been studied empirically.

Right after the completion of the current study, the world was hit by the coronavirus COVID-19 pandemic. The historical increase in demand for theme parks has been paralyzed by the pandemic-management measures during this health crisis. A wave of reactions from governments, public organizations, and private businesses resulted in a total global halt in travel and tourism, and thus created the new issue of

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under-crowding. As the world rids itself of the pandemic and slowly re-opens to travel and tourism, a new outlook on, or preference towards, crowding will emerge, especially for those destinations with a high level of dependence on tourism. While it may take some time to gain consumer confidence to visit crowded places like popular theme parks, the industry needs to have a clear understanding of the role of crowding on consumer behavior to design effective pandemic recovery strategies. This proposed research set out to examine the effects of theme-park crowding on visitors' theme park-experience, satisfaction, and loyalty, as reflected in Fig. 1. The results of this study will inform the theme park and attraction industry of the potentials and pitfalls of crowding.

2. Literature review

2.1. Crowding and crowding at theme parks

Crowding has been defined as the negative evaluation of, or disturbance due to, the density of participants and involves a value judgment of the encounters with other participants like patients, consumers, recreationists, visitors, or tourists in a geographically defined area (Klanjšček, Geček, Marn, Legović, & Klanjšček, 2018; Shelby & Vaske, 2007). Perceived human crowding has also been defined as the maximum amount of people who can use a site without an unacceptable alteration in the physical environment or an acceptable quality of the visitor experience (Sanz-Blas, Buzova, & Schlesinger, 2019; Wall & Mathieson, 2006; Zehrer & Raich, 2016). Previous research has confirmed that subjective psychological factors (such as consumer expectations and preferences, perception of other customers, or social inclusions), or objective factors (such as actual visitor encounters) can influence the perception of crowding (Aguar & de Farias, 2020; Budruk, Schneider, Andreck, & Virden, 2002; Sivey, McAllister, Vally, Burgess, & Kelly, 2019). Perceived severity of crowding also correlates significantly with the level of satisfaction derived from an activity (Huang, Huang, & Wyer, 2018; Moharana & Pradhan, 2019; Shelby & Heberlein, 1986; Sim, Koo, Koo, & Lee, 2018; Thomas & Saenger, 2018). Recent studies have addressed the social-relational changes within a crowd and their impact on the collective experience (Hopkins et al., 2019) and people's collective motion and pedestrian dynamics (Feliciani, Murakami, & Nishinari, 2018).

Most studies in the context of tourism, leisure, and recreation, have addressed various aspects of perceived crowding (Arnberger & Haider, 2007; Gonson, Pelletier, & Alban, 2018; Jacobsen, Iversen, & Hem, 2019; Neuts & Nijkamp, 2012; Pietilä & Fagerholm, 2016), the impact of crowding on consumer behavior and satisfaction (Budruk et al., 2002; Ezzine-de-Blas, Corbera, & Lapeyre, 2019; Gigliotti & Chase, 2014; Line & Hanks, 2020; Liu & Ma, 2019; Luque-Gil, Gómez-Moreno, & Peláez-Fernández, 2018; Rasoolimanesh, Jaafar, Marzuki, & Mohamed, 2016; Santiago, Gonzalez-Caban, & Loomis, 2008; Ryan, Shih Shuo, & Huan, 2010)), or calculated carrying capacity in geographically defined destinations or settings (Gonson et al., 2018; Santana-Jiménez & Hernández, 2011).

Table 1 summarizes a sample of empirical studies addressing the impact of perceived crowding. Notably, with a few exceptions (e.g., Jin & Pearce, 2011; Manning, Wang, Valliere, Lawson, & Newman, 2002),

the majority of the studies did not offer any empirical evidence on the phenomenon of crowding, especially in increasingly popular visitor attractions like theme parks. Theme-park crowding is unique, as parks are conglomerate products involving attractions and rides, shows, restaurants, retail stores, and more. Theme-park crowding may not only be present in open-space areas but also in shows, food services, retail establishments, restrooms, and other guest services. Guests make decisions regarding their visiting path and the time they allocate for each experience according to their personal preferences (Bullinger, 2018).

2.2. Impacts of perceived crowding versus perceived popularity on theme park product perception

In the context of tourism, overcrowding can impact stakeholders, including employees. In May 2019, the Louvre Museum closed when the museum's workers walked out, arguing that overcrowding had made the place dangerous and unmanageable, citing the inadequacy of the museum's facilities to manage the high volume of visitors (Lowrey, 2019). While crowding has been commonly associated with negative connotations and negative impacts on consumer experiences, it may not always have a negative impact on consumers. Crowds can sometimes enhance the overall consumer experience, whether it is a concert, a restaurant, a guided tour, or any other tourism and hospitality experience (Thomas & Saenger, 2019).

The positive influence of crowding may be explained through the perceived popularity of the experience. Past research suggests a positive relationship between perceived crowding and perceived popularity. Even though a clear definition and measure of popularity does not exist in the literature (Li, Lee, & Yang, 2019; Peng & Huang, 2017; Sæþorsdóttir, 2013), different measures are proposed as indicators of popularity. Gordon (2011) suggests statistics to understand historical and present tourism patterns, while social media has gained traction in the generation and dissemination of tourist information in recent years. The popular image of tourist attractions is now highly influenced by social media, and the speed of information dissemination has become an essential factor in enabling distinct tourist attractions to potentially gain high popularity in a relatively short time.

Scholars have thus proposed various approaches to discover popular attractions from geotagged data. For example, Wibowo, Bustomi, and Sukamdi (2019) showed that geotagged Twitter data can be used to determine the popularity of a tourist attraction, although it achieved only a medium level of accuracy. Peng and Huang (2017) extracted hotspots by integrating spatial clustering and text-mining approaches, also using Flickr geotagged images to discover popular tourist attractions. These indicators of popularity are also indicators of crowding. The present study therefore considers popularity to be other side of the crowding medallion.

As a consequence of this positive side, crowding may yield positive experiences. Researchers have reported that visitors experience increased enjoyment by sharing experiences with others, watching people, or engaging in like-minded group activities (Arnberger, Aikoh, Eder, Shoji, & Mieno, 2010). Consequently, the study proposes a positive influence of crowding on popularity, which then together influence theme-park product perception. Thus, the following hypotheses are

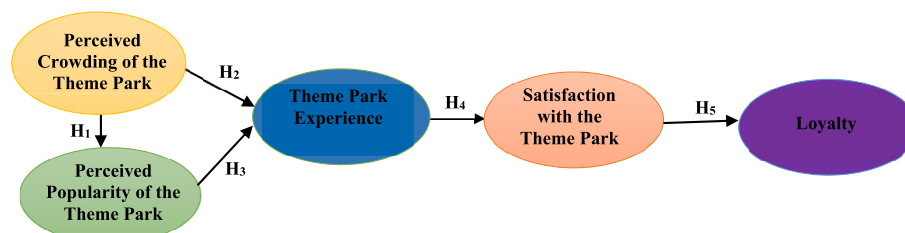


Fig. 1. The conceptual model and hypotheses of the study.

Table 1
Measurement of perceived crowding.

Authors	Study setting	Measurement scales	Dependent variable(s)
Heberlein and Vaske (1977); Vaske and Shelby (2008)	Outdoor recreation (river)	A nine-point scale; 1=not at all crowded; 9=extremely crowded	Overall satisfaction
Harrell, Hutt, and Anderson (1980). Machleit et al. (1994);	Retail industry	A videotape and written scenario were used to simulate a shopping episode, as well as field data collection. 7-point semantic differential scale: Too many visitors-Few visitors; Restricts movement-Allows free movement; Can move at my own pace-Must move at the pace set by others; Crowded-Undercrowded; Gives an open feeling-Gives a close feeling; Confined-Spacious	Level of satisfaction
Doorne (2000)	Waitomo Caves, New Zealand	Nine-point crowding scale: 1-2=Not at all crowded, 3-5=Slightly crowded, 6-7=Moderately crowded, 8-9=Extremely crowded	Overall satisfaction
Morgan and Lok (2000)	Hanging Rock, Victoria, Australia	Nine-point crowding scale: 1-2=Not at all crowded, 3-5=Slightly crowded, 6-7=Moderately crowded, 8-9=Extremely crowded Use-levels (low, medium, high) determined by the number of vehicles arriving at the attraction	N/A
Manning et al. (2002)	Alcatraz Island	Acceptability of photographs by using a 9-point scale across the range very acceptable (+4) to very unacceptable (-4) Computer simulation of visitor use	
Arnberger and Haider (2007)	Municipal forest	Seven-point scale; 1=Severely under crowded, 2=Under crowded, 3=Slightly under crowded, 4=Appropriate use levels, 5=Slightly crowded, 6=Crowded, 7=Overcrowded Counts by video monitoring	N/A
Ryan et al. (2010)	Janfusan Fancyworld	Seven-point scale on motives and attributes of the theme park	Levels of importance and satisfaction

Table 1 (continued)

Authors	Study setting	Measurement scales	Dependent variable(s)
Jin and Pearce (2011)	Theme Park, Taiwan Xi'an, China	Acceptability of visitor photographs on a five-point scale: 1=Half as many as the number of people, 2=Same as shown, 3=Twice as shown, 4=Four times as shown, 5= Eight times as shown	N/A
Neuts and Nijkamp (2012)	City of Bruges, Belgium	Nine-point crowding scale: 1-2=Not at all crowded, 3-5=Slightly crowded, 6-7=Moderately crowded, 8-9=Extremely crowded Seven other variables like interaction with other, evaluation of crowding perception, preference for use levels	Crowding perception
Burduk et al. (2002)	The Arizona-Sonora Desert Museum	Actual, expected and preferred density Expected, preferred, and perceived crowding	Level of satisfaction
Mohd Mahudin, Cox, and Griffiths (2012)	Rail commuters in Kula Lumpur, Malaysia	Scales made with up to four pictorial passenger destiny: Evaluation of psychological aspects of crowded situations, Affective reaction to crowded situations, and evaluation of ambient environment of crowded situations	Stress, Feeling of exhaustion
Gigliotti and Chase (2014)	Outdoor recreation (deer hunting)	A five-point scale; 1=Not enough (hunters); 2= Just Right - Not Crowded, 3= Slightly Crowded, 4=Moderately Crowded, 5= Very Crowded	Overall satisfaction
Zehrer and Raich (2016)	Zell Arena Ski resort, Tyrol, Austria	Five-point scale; 1=Too many; 2=Many; 3= Neutral; 4=Not many; 5=few visitors	Level of satisfaction, coping behavior
Shi et al. (2017)	Urban Shanghai, China	An original geotagged data associated with various kinds of contextual information A sentiment analysis technique on social media text containing sentiments, and determining the polarity and strength of that sentiment	Popularity measured by Photographic attractiveness and the number of visitors
Luque-Gil et al. (2018)	Sierra de las Nieves Natural park, Spanish Mediterranean mountains	Number of persons that visitors met during the visit Degree of perceived crowding 1=scarce;	Level of satisfaction, motivation to visit the attraction

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Table 1 (continued)

Authors	Study setting	Measurement scales	Dependent variable(s)
Jacobsen et al. (2019)	Destinations	2=acceptable; 3=excessive Five-point Likert scale with the endpoints 'very crowded' (1) and 'not at all crowded' (5)	Destination appraisal
Line and Hanks (2020)	Restaurant industry	Seven-point Likert Scale: "the restaurant was too crowded; the restaurant was busier than I would have liked; there were too many people in the restaurant"	A moderator between customer servicescape and satisfaction

formulated to test these relationships:

H₁ Perceived crowding has a positive influence on the perceived popularity of a theme park.

H₂ Perceived crowding has a positive influence on the theme-park experience.

H₃ Perceived popularity has a positive influence on the theme-park experience.

2.3. Theme park experience's influence on satisfaction

The linkages between experience/perception and satisfaction, and between satisfaction and loyalty, have been widely examined in the tourism literature. Specifically, in a theme-park setting, empirical evidence supports a positive relationship between theme-park experience/perception and visitor satisfaction. For instance, Ryan et al.'s (2010) study concluded that in addition to the degrees of crowding experienced, the theme park's atmosphere, the existence of thrill rides, having places to rest, and a perceived reasonable entry price, were also strong drivers of satisfaction. Ali, Kim, Li, and Jeon (2018) researched Malaysian theme parks and concluded that physical setting was a significant predictor of theme-park visitors' satisfaction. Other studies concluded that perceived, expected, and preferred crowding and density, coupled with actual density and visitors' previous experience, may influence theme-park visitors' levels of satisfaction (Budruk et al., 2002). In the retail industry, increased feelings of crowding impacted levels of satisfaction when respondents expected the store to be less crowded than it actually was (Machleit, Kellaris, & Eroglu, 1994).

The literature also confirms differential influence of crowding on satisfaction in outdoor recreational settings as compared to manmade tourist attractions. Shi, Zhao, and Chen's (2017) study of Shanghai's most popular attractions concluded that "perceptions of the numbers and intensity of social encounters is closely related to a fall in satisfaction with the recreational experience due to crowding" (p. 1204). Similar conclusions were made about outdoor recreation like ski resorts (Zehrer & Raich, 2016). Other studies have confirmed that when crowding increases in built-attractions, consumers' overall satisfaction is negatively affected, although in some cases only mildly (Budruk et al., 2002). Anderson and Gerbing (1988) concluded that festival patrons reported that the presence of other people, even in a crowded setting, contributed to their overall level of satisfaction. Art-festival-goers reported that being part of a crowd was a factor that contributed substantially to their festival enjoyment. Conversely, a lack of crowds can also impact recreational experiences. In their study of deer hunters, Gigliotti and Chase (2014) concluded that while hunter satisfaction decreased with feelings of being crowded, lack of crowding also harmed the hunter's overall satisfaction. Thus, the following hypothesis is formulated to test the impact of theme-park experience on satisfaction with a theme park.

H₄ Theme-park experience has a positive influence on visitor satisfaction with a theme park.

2.4. Influence of satisfaction on loyalty for theme parks

Past research has pinpointed the positive association between satisfaction with and loyalty for theme parks. For example, in a study on Hualien Ocean Park in Taiwan, Kao, Huang, and Wu (2008) found that experiential satisfaction was positively related to loyalty intentions. Cheng, Fang, and Chen (2016) studied the Hangzhou (China) Songcheng historical and cultural theme park and their findings confirmed a positive relationship between theme-park satisfaction and loyalty. Milman and Tasci (2018) also identified a positive influence of satisfaction on loyalty (likelihood to revisit) in the North American theme-park visitor segment. The current study thus hypothesizes that satisfaction with a theme park has positive influences on loyalty in terms of behavioral intentions of word-of-mouth, willingness to pay price premiums, and willingness to revisit.

H₅ Satisfaction with a theme park has a positive influence on visitor loyalty in the forms of word-of-mouth intentions, willingness to pay price premiums, and intention to revisit.

3. Methods

A cross-sectional survey design was used to investigate the influence of crowding versus popularity on visitors' theme-park experience, which was then expected to influence their satisfaction and ultimately loyalty. A survey was designed to measure the core concepts of the study, as well as theme-park visitor behavior and sociodemographic characteristics. Visitors' relatively fresh memories were necessary to measure their perception of crowding in the last theme park visited and its likely influences on the theme-park experience and subsequent satisfaction and loyalty. Respondents were therefore screened for a theme-park visit in the past six months and those who did not make a visit were excluded from the study.

First, an assessment of the general crowding perception was conducted to see the similarity or divergence in crowding perception. For this reason, a picture of a theme park that the researchers of this study considered to be reflecting a medium level crowd was used, and respondents were asked to rate the theme-park crowding level in this picture (1=not enough visitors, 7=too many visitors).

Second, respondents were asked how many different theme parks they visited in the past six months, to report the name of the last theme park they visited, how many times they visited this last theme park within the past six months, the number of adults and children in their travel party, whether their visit was a day trip or an overnight trip, the season of their visit, and the number of hours they spent at the park during their last visit.

Third, to assess the perceived crowding level of the last theme park the subjects visited, a perception calibration was applied to assure that when respondents rate their perceived crowding level, their ratings were on a similar scale rather than on a variety of scales being based on personal differences. Respondents were therefore shown two pictures of theme parks: one with only a few visitors and another one with many visitors. Then, they were asked, "if the first picture below displays a theme park with not enough visitors (1 on the 7-point scale), and the second picture displays a park with too many visitors (7 on the 7-point scale), how would you rate the theme park you last visited on the 7-point scale below?" This overall rating was followed by an eight-item crowding/popularity scale with statements reflecting theme-park crowding and popularity (1=strongly disagree, 7=strongly agree).

Fourth, a 24-item theme-park-experience scale was developed to assess visitor experiences in a different product, service, and experience dimensions ranging from the peripheral attributes, such as the highway traffic to the theme park, to the core attributes, such as rides and entertainments, as well as auxiliary attributes, such as power outlets to

charge their mobile devices and toilets. These attributes were listed without any descriptors, and respondents were asked to rate the last theme park visited on these items using the scale of 1=terrible and 7=excellent. Since a comprehensive theme-park experience scale does not exist, the literature was combed to gather diverse attributes related to theme-park products, services, and experiences (Ali et al., 2018; Cheng, Guo, & Ling, S, 2016; Dong & Siu, 2013; Jin, Lee, & Lee, 2015; Kao et al., 2008; Milman, 2009, 2012; Tasci & Milman, 2017).

Fifth, existing scales that had been validated in past research were utilized to measure respondents' satisfaction and loyalty. For satisfaction, Wei, Qi, and Zhang's (2019) four-item scale was utilized with a seven-point agreement scale (1=strongly disagree, 7=strongly agree) (Cronbach's alpha=.804). Three components of attitudinal loyalty were assessed, namely, word-of-mouth, willingness to pay, and intention to revisit. Wei, Qi, and Zhang's (2019) three-item word-of-mouth scale (Cronbach's alpha=.825) and three-item intention to revisit scale (Cronbach's alpha=.768) were utilized with a seven-point agreement scale (1=strongly disagree, 7=strongly agree). Willingness to pay a price premium was measured using Kiatkawin and Han's (2019) three-item scale with a seven-point agreement scale (1=strongly disagree, 7=strongly agree). Finally, respondents were prompted to answer a few sociodemographic questions about themselves including gender, age, level of education, marital status, the number of children under 18 in the household, state of residence, annual household income, and race/ethnicity.

The survey was designed on Qualtrics and conducted on Amazon's Mechanical Turk, where thousands of registered online survey respondents have access to participate in consumer studies. Respondents were offered one US dollar to encourage a better response rate, and to ensure complete surveys without missing items, a forced response option was used. Also, only those participants with 80% or more reliability rate in completing surveys were allowed to take the survey, and finally, several attention check questions were placed in the survey to ensure reliable data.

A total of 595 participants attempted to take the survey, while 494 participants passed the screening of a theme-park visit within the past six months. Another 17 respondents were deleted from the data for failing to conform to the attention checks. Thus, 477 cases were included in the final analyses. SPSS 24 was used to analyze the data using several procedures. First, descriptives and frequencies were used to see the distributions in sociodemographics, theme-park visiting behavior, crowding perception, theme-park experience, satisfaction, and loyalty. Exploratory factor analysis (EFA) was then used to assess the reliability and structure of the newly developed scales. Anderson and Gerbing's suggestion was followed and the sample was split into two, the first "to develop a model" and the second "to validate the solution obtained from the first" (1988, p. 421). For this purpose, a randomly selected 100 cases of the sample were subjected to EFA using the Maximum Likelihood method of extraction and Varimax rotation on the major constructs of the study. Factor structures were determined using criteria of loadings equal to or higher than 0.5, eigenvalues greater than one, at least three items to load onto a factor, and Cronbach's alpha score of 0.70 or higher (Hair, Black, Babin, & Anderson, 2010).

On the remaining 377 cases of the sample, partial least squares structural equation modeling (PLS-SEM) was used to test the reliability and validity of measures and associated relationships among the variables. Despite being a recent technique of path modeling, PLS is acknowledged for its ability to estimate under conditions of small samples and data non-normality (Wong, 2010). Considering the recent literature on crowding, and the lack of any existing models measuring crowding relationships especially in the theme-park context, this study endeavored to identify the predictive power of a network of concepts, instead of confirming well-accepted theoretical structures (Sarstedt, Ringle, & Hair, 2014). Therefore, using PLS-SEM was an appropriate analysis technique. Smart PLS 3.0 was used in a two-step process to assess the outer model reflecting the measurement model, followed by

the inner model reflecting the structure of the relationships in the model (Hair, Hult, Ringle, & Sarstedt, 2013).

4. Results

4.1. Sample characteristics

As can be seen in Table 2, respondents were about 35 years old on average, 41% female and 59% male, residing in several states across the US, and more than half of the respondents had a college/university degree (55.8%). Half (50.7%) the respondents were married, while 35% of them were single. Their income range was skewed to the middle-income group where 50% of the respondents had a household income between US\$35–75,000 while 30% earned over US\$75,000. About 69% of respondents had a white/Caucasian background, and on average, the sample's respondents visited two theme parks in the past six months, mostly different parks. Table 2 also displays respondents' average rating on the picture that the researchers of this study considered to be a medium level crowded theme-park landscape. Parallel to the researchers' assessment, the average rating was 4.6 on the seven-point scale, where 4 is the neutral space reflecting neither too few nor too many visitors and thus, medium level crowding was also the overall assessment of this group of respondents.

4.2. Theme-park visit characteristics

Table 3 displays the sample's theme-park visit characteristics. Disneyland at Disneyland Resort, Anaheim, California is the most popular theme park followed by the Magic Kingdom at Walt Disney World

Table 2
Sociodemographic profile and general theme park experience of the sample (N=477).

Variables	% or Mean
Age (years, mean)	34.78
Gender (%)	
Male	58.9
Female	41.1
Level of Education (%)	
High school degree	13.2
Vocational school/Associate's degree	11.5
College/University degree	55.8
Master's or PhD	19.5
Marital Status (%)	
Single	35.2
Married	50.7
Divorced/Separated	4.2
Living with a partner	9.2
Other	0.6
Having children under 18 in the household (Yes %)	46.8
# of children under 18 in the household (mean)	2
Family's annual income (%)	
Under US\$15,000	2.5
US\$15,000–24,999	6.5
US\$25,000–34,999	9.6
US\$35,000–49,999	20.3
US\$50,000–74,999	30.2
US\$75,000–99,999	15.7
US\$100,000 or above	15.1
Race/Ethnicity (%)	
White/Caucasian	68.8
African American	13.2
Hispanic	8.2
Asian/Pacific Islander	6.5
Others	3.4
# of theme park visits in the past 6 months (mean)	2
# of different theme parks visited in the past 6 months (mean)	1.8
The perception of the picture displaying average level of crowd in a theme park (1= not enough visitors, 7=too many visitors) (mean)	4.64

Table 3
The last theme park visit characteristics of the sample (N=477).

Variables	% or Mean
Last park visited (%)	
Disneyland at Disneyland Resort, Anaheim, California	11.5
Magic Kingdom at Walt Disney World Resort, Florida	8.6
Cedar Point, Sandusky, Ohio	6.9
Universal Studios Florida at Universal Orlando Resort, Orlando, Florida	6.5
Disney's Animal Kingdom at Walt Disney World Resort, Florida	5.0
Six Flags Great Adventure, Jackson, New Jersey	4.4
SeaWorld Orlando, Florida	4.0
Disney's Hollywood Studios at Walt Disney World Resort, Florida	3.8
Hershey Park, Hershey, Pennsylvania	3.6
Busch Gardens Williamsburg, Virginia	3.6
Disney California Adventure Park at Disneyland Resort, Anaheim, California	3.4
Epcot at Walt Disney World Resort, Florida	3.1
Universal Studios Hollywood, Universal City, California	2.9
Six Flags Magic Mountain, Valencia, California	2.9
Kings Island, Ohio	2.7
Islands of Adventure at Universal Orlando Resort, Orlando, Florida	1.5
Busch Gardens Tampa Bay, Florida	1.5
SeaWorld San Diego, California	1.0
Canada's Wonderland, Ontario, Canada	.8
Knott's Berry Farm, Buena Park, California	.6
Other	21.6
# of prior visits to this theme park (mean)	1.9
Type of visit (%)	
Day trip	65.0
Overnight stay	35.0
Season of the visit (%)	
Summer	61.0
Fall	21.8
Winter	10.5
Spring	6.7
# of adults in the party during the last visit (mean)	3.4
# of children under 18 in the party during the last visit (mean)	2.0
# of hours spent at the park	12.0
Crowd perception of the park (1= not enough visitors, 7=too many visitors)	5.16

Resort, Florida, Cedar Point, Sandusky, Ohio, and Universal Studios Florida at Universal Orlando Resort, Orlando, Florida. Respondents had visited their last theme park about twice before. Their last visit was mostly a day trip (65%), typically during summer (61%), with about three adults and two children under 18 in their travel party, and spending about 12 h at the theme park. After being calibrated with the too-few-visitor and too-many-visitor pictures, respondents rated their last theme park 5.2, on average on the seven-point scale, reflecting that their last visited theme park was a little more crowded than the neutral point (4) or the medium-level, compared to the first picture used in the study.

4.3. Descriptive analysis of major constructs

As can be seen in Table 4, the crowding-related items were rated between 4 and 5.3 on average, while the popularity-related items were rated between 5.9 and 6, on average. The highest-rated perceived theme-park product items were related to the core product, namely, rides and activities (5.6), followed by the main walkway throughout the park (5.4), and outdoor entertainment and shows (5.3). The lowest-rated perceived theme-park product attributes were related to peripheral and auxiliary products, namely access to power outlets to charge their mobile devices (4.3), followed by highway/road traffic to and from the theme park (4.4), and baby-care facilities (4.7). Overall, the theme-park image was on the positive end of the scale. Parallel to this positive perception, average ratings of satisfaction items ranged between 4.8 and 5.6, where word-of-mouth items centered around 5.6, willingness to pay price premiums ranged between 4.3 and 4.4, while the intention to revisit items ranged between 5 and 5.6.

Table 4
Descriptive statistics of the scales (N=477).

Variables	Min.	Max.	Mean	Std. Dev.
Perceived Crowding at the theme park (1=Strongly Disagree, 7=Strongly Agree)				
The theme park seemed very crowded to me	1	7	4.96	1.509
The theme park was a little too busy	1	7	4.87	1.601
There were a lot of visitors in the theme park (deleted in EFA)	1	7	5.30	1.390
I could hardly move in the theme park	1	7	4.04	1.847
I felt cramped visiting this theme park	1	7	4.26	1.776
Perceived Popularity of the theme park (1=Strongly Disagree, 7=Strongly Agree)				
This park is very popular	1	7	5.88	1.162
This park is highly visited	1	7	5.97	1.147
This park attracts many visitors	1	7	5.99	1.171
Theme Park Product Experience (1=Terrible, 7=Excellent)				
Highway/road traffic to and from the theme park	1	7	4.44	1.576
Ease of parking	1	7	4.72	1.562
Walking areas to and from the park (deleted in EFA)	1	7	5.06	1.348
The ticket office at the theme park's gate (deleted in EFA)	1	7	5.15	1.338
Security screening	1	7	5.21	1.346
Ease of navigation through the entrance and exit gates	1	7	5.19	1.399
Main walkway throughout the park	1	7	5.35	1.210
Rides and activities (deleted in EFA)	1	7	5.61	1.309
Indoor entertainment and shows (deleted in EFA)	1	7	5.09	1.445
Outdoor entertainment and shows	1	7	5.33	1.322
Nighttime spectacle (Fireworks, Laser shows)	1	7	5.09	1.524
Access to management and staff members (deleted in EFA)	1	7	4.95	1.415
Access to power outlets to charge cell phones (deleted in EFA)	1	7	4.32	1.619
Access to information boards available at the park (deleted in EFA)	1	7	5.18	1.276
Food and beverage services	1	7	5.31	1.379
Seating areas to consume food and beverage	1	7	5.10	1.412
Indoor shopping facilities	1	7	5.18	1.327
Outdoor shopping facilities	1	7	5.15	1.289
Bathrooms/toilets (deleted in EFA)	1	7	5.14	1.392
Baby care facilities (deleted in EFA)	1	7	4.65	1.338
Security measures in the park (deleted in EFA)	1	7	5.18	1.271
Comfortable places to rest (deleted in EFA)	1	7	5.06	1.416
Souvenir shops located outside the park's gate (Deleted in PLS due to low factor loading)	1	7	4.95	1.595
General behavior of other visitors (deleted in EFA)	1	7	5.22	1.253
Satisfaction with the theme park visit (1=Strongly Disagree, 7=Strongly Agree)				
This theme park was beyond my expectations. (Deleted in PLS due to low factor loading)	1	7	4.83	1.267
The day that I visited this theme park was a really nice day.	1	7	5.59	1.153
I really like the trip to this theme park.	1	7	5.61	1.210
It was a wise choice to visit this theme park.	1	7	5.60	1.234
Word-of-Mouth intentions for the theme park (1=Strongly Disagree, 7=Strongly Agree)				
I will say positive things about this theme park to other people.	1	7	5.61	1.309
I will share with my friends and relatives my experience of this theme park.	1	7	5.60	1.244
I will recommend this theme park to others.	1	7	5.60	1.297
Willingness to pay price premiums for the theme park (1=Strongly Disagree, 7=Strongly Agree)				
I am willing to pay a higher price for this theme park than for other theme parks.	1	7	4.44	1.684
I am willing to pay premium to visit this theme park again.	1	7	4.41	1.684
	1	7	4.34	1.756

(continued on next page)

Table 4 (continued)

Variables	Min.	Max.	Mean	Std. Dev.
I am willing to pay a lot more to be able to visit this theme park than other theme parks.				
Intention to revisit the theme park (1=Strongly Disagree, 7=Strongly Agree)				
I will visit this theme park again.	1	7	5.62	1.305
I would like to visit this theme park frequently.	1	7	5.05	1.419
I will continue to visit this theme park in the future.	1	7	5.57	1.260

4.4. Exploratory factor analysis

As displayed in Table 5, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity were assessed to ensure the appropriateness of the data for EFA. The KMO coefficient for all constructs was above 0.72 and Bartlett's test was significant at the 0.01 level, indicating the adequacy of the items. Perceived crowding revealed two factors explaining 71% of the total variance. After deleting some items with low cross-loadings, the theme-park experience items revealed four factors, namely Retail Experiences, Internal Access (reflecting navigation within the park to various attractions and services), Outdoor Entertainment Experiences, and External Access to the park, explaining 59% of the total variance. The scales adapted from the literature, namely word-of-mouth intentions, willingness to pay price premiums, and intention to revisit, revealed one factor each. All factors had acceptable reliability with Cronbach's Alphas ranging between 0.68 and 0.93, reflecting high reliability of the measurement model.

4.5. Results of PLS-SEM

Before the PLS-SEM was undertaken, G*POWER 3.1.9.3 software (Faul, Erdfelder, Buchner, & Lang, 2009) was used to check post-hoc if the sample size ($n=377$) was enough for statistical power to the model, by following Lu, Heslop, Thomas, and Kwan's (2016) recommendations. For a two-tailed test with a moderate effect size (0.3) and an error probability of 0.05, the power (1-B err prob) is 0.999, which is well above the recommended threshold of 0.8.

4.5.1. Measurement model (outer model)

PLS-SEM tests on the 10-factor reflective model revealed acceptable levels of reliability and validity. Table 6 shows factor loadings and cross-loadings of all indicator items to their respective constructs. Construct reliability and convergent validity were evaluated by several measures (Hair et al., 2013), including factor loadings, Cronbach's alphas, composite reliability (CR), and AVE (average variance extracted) scores. Following Hair et al.'s (2013) suggestion, the cutoff score of 0.7 was used and some items were deleted due to low factor loadings as indicated in the table. Next, all items loaded on their respective factor with coefficients between 0.74 and 0.96, and with larger loadings on their respective factors than on any other.

The Cronbach's alphas of all factors were above the threshold of 0.70, except for those of outdoor entertainment experiences and external access, which were slightly lower than the acceptable level. Bootstrap validation to test the item loadings' significance using 5000 samples revealed confidence intervals of the loadings at a 95% level, both lower and upper percentiles being positive. These values confirmed the scale's convergent validity for measuring the 10-Factor model. Furthermore, all AVEs were above 0.5, indicating the convergent validity of the constructs in the model. Discriminant validity of the reflective PLS model was checked by comparing the square root of the AVE of the factors to the inter-correlations. As displayed in Table 7, the square roots of the AVE, shown on the diagonals, were greater than the correlations between the factors, shown as the off-diagonal elements, confirming the constructs' discriminant validity.

4.5.2. Structural model (inner model)

The proposed structural model (inner model) was assessed using 5000 bootstrap resamples and the confidence intervals at 95%. Table 8 displays the structural estimations and Fig. 2 shows the path coefficients and R^2 values. The significance of the path coefficients, between the exogenous and endogenous variables and R^2 values, were examined to evaluate the model's fit.

Of all paths tested, 12 were supported at $p < .05$ (Table 8). The relationship was significant ($\beta=.475$, $t=11.339$, $p<.01$) regarding the expected influence of perceived crowding on perceived popularity, thus H_1 was supported. However, for the expected influence of perceived crowding on the theme-park experience, the influence was negative and significant only for internal access or navigation within the park ($\beta=-.160$, $t=3.212$, $p<.01$, thus H_2 had minimal support in the data. Perceived popularity, in contrast, showed significant influences on three theme-park product perception factors, namely Retail Experiences ($\beta=.419$, $t=8.422$, $p<.01$), Internal Access ($\beta=.386$, $t=6.630$, $p<.01$), and Outdoor Entertainment Experiences ($\beta=.366$, $t=6.805$, $p<.01$), thus H_3 had more support but was still only partially supported by the data. In terms of the theme-park experiences' influence on satisfaction, except for that of external access, all other factors showed significant influences, specifically Retail Experiences ($\beta=.294$, $t=5.012$, $p<.01$), Internal Access ($\beta=.332$, $t=5.528$, $p<.01$), and Outdoor Entertainment Experiences ($\beta=.194$, $t=3.387$, $p<.01$), thus H_4 was also partially supported. As for the influences of satisfaction, they were significant on all three outcome variables included in the study, namely, word-of-mouth intentions ($\beta=.779$, $t=30.140$, $p<.01$), willingness to pay price premiums ($\beta=.364$, $t=7.598$, $p<.01$), and intention to revisit ($\beta=.692$, $t=19.931$, $p<.01$), thus H_5 was fully supported. As can be seen in Table 8, the beta values of perceived popularity were higher than those of perceived crowding.

An examination of the R^2 values for all endogenous variables revealed that perceived crowding and perceived popularity predicted more of Outdoor Entertainment Experiences ($R^2=.182$), compared to the other three theme-park experience factors. In turn, the three theme-park experience factors explained almost half of satisfaction ($R^2=.421$), which then explained over half of the word-of-mouth intentions ($R^2=.607$), which is higher than the willingness to pay for price premiums ($R^2=.132$), as well as intention to revisit ($R^2=.479$).

5. Discussion and implications

This study attempted to uncover the relative influences of perceived crowding and perceived popularity on theme-park experiences, which then influence satisfaction and behavioral intentions. Although the study sampled a general population of the US through an online survey platform, respondents had a high level of theme-park visiting experiences. Also, contrary to expectations of a rather younger and single profile of respondents in online survey platforms, the study reflects a sample that is more of a representative of the general population, with over 50% being married and 47% having children younger than 18 years of age in the household, which is consistent with the typical theme-park consumer segment in the US. Additionally, past theme-park visiting characteristics in terms of the most popular park (i.e. Disneyland, Anaheim, California, the Magic Kingdom, Florida, Cedar Point, Sandusky, Ohio, and Universal Studios Florida), day trip visits (65%), visits mostly during the summer (61%), a visiting party of about three adults and two children under 18, and spending about 12 h at the theme park, reflect typical theme-park visitor characteristics in the US theme-park segment. Furthermore, the sample evaluated the theme-park picture as reflecting a medium level crowd, which was parallel to the assessment of the researchers of the study. Thus, the sample acquired can be considered a representative sample with reliable and valid responses to the measured concepts.

Table 5
Results of exploratory factor analysis (n=100).

Items & Factors	Factor Loadings	% of Variance Explained	Cumulative % of Variance Explained	Factor Mean	Cronbach's Alpha	Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy	Bartlett's test of sphericity
Perceived Crowding/Popularity			71.244	4.18	.91	.721	.000
Crowding		42.960					
I felt cramped visiting this theme park	.951						
I could hardly move in the theme park	.871						
The theme park was a little too busy	.806						
The theme park seemed very crowded to me	.708						
Perceived Popularity		28.283		5.87	.86		
This park is very popular	.935						
This park is highly visited	.896						
This park attracts many visitors	.630						
Theme Park Experiences			59.366			.783	.000
F1: Retail Experiences		12.756		5.23	.81		
Indoor shopping facilities	.777						
Outdoor shopping facilities	.754						
Food and beverage services	.642						
Seating areas to consume food and beverage	.508						
F2: Internal Access		30.985		5.21	.87		
Ease of navigation through the entrance and exit gates	.853						
Security screening	.756						
Main walkway throughout the park	.678						
F3: Outdoor Entertainment Experience		9.824		5.27	.70		
Nighttime spectacle (Fireworks, Laser shows)	.717						
Outdoor entertainment and shows	.575						
Souvenir shops located outside the park's gate	.568						
F4: External Access		5.800		4.74	.68		
Ease of parking	.989						
Highway/road traffic to and from the theme park	.495						
Satisfaction with the theme park visit			59.290	5.44	.85	.811	.000
I really like the trip to this theme park.	.878						
It was a wise choice to visit this theme park.	.772						
This theme park was beyond my expectations.	.710						
The day that I visited this theme park was a really nice day.	.708						
Word-of-Mouth Intentions			74.011	5.64	.89	.744	.000
I will say positive things about this theme park to other people.	.893						
I will recommend this theme park to others.	.885						
I will share with my friends and relatives my experience of this theme park.	.800						
Willingness to pay price premiums			81.518	4.27	.93	.762	.000
I am willing to pay premium to visit this theme park again.	.925						
I am willing to pay a higher price for this theme park than for other theme parks.	.910						
I am willing to pay a lot more to be able to visit this theme park than other theme parks.	.872						
Intention to revisit			70.311	5.42	.86	.674	.000
I will visit this theme park again.	.959						
I will continue to visit this theme park in the future.	.877						
I would like to visit this theme park frequently.	.649						

Extraction Method: Maximum Likelihood.
Rotation Method: Varimax with Kaiser Normalization.

5.1. Theoretical implications

The results revealed that respondents rated the theme parks that they last visited as a little more crowded (5.2) than the neutral point (4) or the medium-level on the seven-point scale used in the study. This finding

is in line with the recent concerns about overcrowding in tourism research. Neuts and Nijkamp (2012) suggest that there is a broad academic consensus on the factors that influence a person's perception of crowding in a specific situation. These include the situational variables, characteristics of other tourists encountered, and the individual's

Table 6
PLS Factor loadings (bolded) and cross loadings (n=377).

Items & Factors	Perceived Crowding	Perceived Popularity	Retail Experiences	Internal Access	Outdoor Entertainment Experiences	External Access	Satisfaction	Word-of-Mouth	Willingness to Pay Price Premiums	Intention to Visit
Perceived Crowding/Popularity										
Perceived Crowding										
Cronbach's Alpha =.91; CR=.93; AVE=.780										
The theme park seemed very crowded to me	0.892	0.511	0.184	0.061	0.273	0.023	0.126	0.127	0.227	0.107
The theme park was a little too busy	0.905	0.483	0.188	0.079	0.286	0.025	0.161	0.111	0.212	0.106
I could hardly move in the theme park	0.853	0.256	0.109	-0.086	0.204	0.042	-0.093	-0.139	0.284	-0.047
I felt cramped visiting this theme park	0.883	0.333	0.109	-0.036	0.192	0.032	-0.038	-0.09	0.223	-0.01
Perceived Popularity										
Cronbach's Alpha =.90; CR=.94; AVE=.831										
This park is very popular	0.423	0.917	0.378	0.293	0.379	0.022	0.457	0.425	0.195	0.367
This park is highly visited	0.449	0.906	0.359	0.27	0.412	-0.005	0.391	0.392	0.229	0.32
This park attracts many visitors	0.411	0.912	0.381	0.286	0.345	0.069	0.379	0.382	0.211	0.359
Theme Park Experience										
Retail Experiences										
Cronbach's Alpha =.77; CR=.85; AVE=.59										
Food and beverage services	0.109	0.35	0.748	0.421	0.338	0.258	0.411	0.429	0.252	0.369
Seating areas to consume food and beverage	0.069	0.276	0.747	0.462	0.318	0.316	0.434	0.426	0.329	0.412
Indoor shopping facilities	0.156	0.327	0.804	0.326	0.498	0.219	0.428	0.392	0.366	0.333
Outdoor shopping facilities	0.206	0.297	0.766	0.28	0.493	0.203	0.413	0.378	0.421	0.389
Internal Access										
Cronbach's Alpha =.74; CR=.85; AVE=.656										
Security screening	0.075	0.252	0.437	0.776	0.299	0.372	0.382	0.404	0.172	0.349
Ease of navigation through the entrance and exit gates	0.009	0.273	0.358	0.843	0.222	0.334	0.442	0.471	0.095	0.405
Main walkway throughout the park	-0.027	0.229	0.396	0.809	0.334	0.268	0.461	0.486	0.192	0.383
Outdoor Entertainment Experiences										
Cronbach's Alpha =.68; CR=.86; AVE=.754										
Outdoor entertainment and shows	0.196	0.37	0.512	0.373	0.895	0.137	0.473	0.447	0.283	0.411
Nighttime spectacle (Fireworks, Laser shows)	0.3	0.353	0.413	0.222	0.84	0.163	0.318	0.353	0.433	0.316
External Access										
Cronbach's Alpha =.65; CR=.85; AVE=.737										
Highway/road traffic to and from the theme park	0.049	0.012	0.216	0.284	0.182	0.817	0.167	0.156	0.252	0.225
Ease of parking	0.013	0.039	0.33	0.387	0.121	0.898	0.222	0.219	0.19	0.259
Satisfaction										
Cronbach's Alpha =.80; CR=.88; AVE=.714										
The day that I visited this theme park was a really nice day.	0.07	0.423	0.409	0.442	0.355	0.135	0.775	0.557	0.182	0.51
I really like the trip to this theme park.	0.08	0.369	0.484	0.42	0.417	0.244	0.863	0.694	0.361	0.597

(continued on next page)

Table 6 (continued)

Items & Factors	Perceived Crowding	Perceived Popularity	Retail Experiences	Internal Access	Outdoor Entertainment Experiences	External Access	Satisfaction	Word-of-Mouth	Willingness to Pay Price Premiums	Intention to Visit
It was a wise choice to visit this theme park.	0.027	0.361	0.495	0.487	0.399	0.195	0.893	0.712	0.358	0.64
Word-of-Mouth (WOM) Intentions										
Cronbach's Alpha =.86; CR=.92; AVE=.785										
I will say positive things about this theme park to other people.	0.022	0.417	0.476	0.547	0.392	0.236	0.749	0.912	0.327	0.636
I will share with my friends and relatives my experience of this theme park.	0.026	0.391	0.448	0.479	0.43	0.149	0.653	0.869	0.3	0.586
I will recommend this theme park to others.	0.031	0.356	0.487	0.465	0.418	0.201	0.664	0.877	0.372	0.625
Willingness to Pay Price Premiums										
Cronbach's Alpha =.93; CR=.96; AVE=.880										
I am willing to pay a higher price for this theme park than for other theme parks.	0.235	0.233	0.447	0.203	0.376	0.207	0.346	0.391	0.927	0.432
I am willing to pay premium to visit this theme park again.	0.231	0.229	0.431	0.193	0.393	0.274	0.372	0.376	0.955	0.465
I am willing to pay a lot more to be able to visit this theme park than other theme parks.	0.28	0.187	0.365	0.123	0.361	0.222	0.299	0.278	0.932	0.426
Intention to Revisit										
Cronbach's Alpha =.79; CR=.88; AVE=.706										
I will visit this theme park again.	0.018	0.393	0.394	0.45	0.362	0.215	0.613	0.641	0.291	0.849
I would like to visit this theme park frequently.	0.091	0.188	0.427	0.307	0.323	0.238	0.494	0.52	0.54	0.791
I will continue to visit this theme park in the future.	0.049	0.359	0.42	0.413	0.377	0.262	0.626	0.584	0.389	0.878

Table 7 Discriminant validity (intercorrelations) of constructs (n=377).

	External Access	Intention to Visit	Internal Access	Outdoor Entertainment Experiences	Perceived Crowding	Perceived Popularity	Retail Experiences	Satisfaction	Willingness to Pay Price Premiums	Word-of-Mouth
External Access	0.858									
Intention to Revisit	0.283	0.840								
Internal Access	0.397	0.469	0.810							
Outdoor Entertainment Experiences	0.171	0.423	0.350	0.868						
Perceived Crowding	0.033	0.059	0.020	0.279	0.883					
Perceived Popularity	0.031	0.382	0.310	0.416	0.469	0.912				
Retail Experiences	0.325	0.489	0.487	0.537	0.176	0.409	0.766			
Satisfaction	0.230	0.692	0.531	0.463	0.068	0.449	0.550	0.845		
Willingness to Pay Price Premiums	0.251	0.471	0.187	0.403	0.263	0.232	0.444	0.364	0.938	
Word-of-Mouth	0.222	0.695	0.563	0.465	0.029	0.439	0.530	0.779	0.376	0.886

Bolded figures are square root of average variance extracted (AVE). Figures below the AVE line are the correlations between the constructs.

Table 8
Structural estimations (hypotheses testing) (n=377).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Crowding - > Perceived Popularity	0.475	0.475	0.042	11.339	0.000
Perceived Crowding - > Retail Experiences	-0.022	-0.020	0.059	0.374	0.709
Perceived Crowding - > Internal Access	-0.160	-0.160	0.050	3.212	0.001
Perceived Crowding - > Outdoor Entertainment Experiences	0.106	0.107	0.056	1.906	0.057
Perceived Crowding - > External Access	0.023	0.025	0.063	0.363	0.716
Perceived Popularity - > Retail Experiences	0.419	0.421	0.050	8.422	0.000
Perceived Popularity - > Internal Access	0.386	0.388	0.058	6.630	0.000
Perceived Popularity - > Outdoor Entertainment Experiences	0.366	0.367	0.054	6.805	0.000
Perceived Popularity - > External Access	0.020	0.020	0.065	0.307	0.759
Retail Experiences - > Satisfaction	0.294	0.292	0.059	5.012	0.000
Internal Access - > Satisfaction	0.332	0.334	0.060	5.528	0.000
Outdoor Entertainment Experiences - > Satisfaction	0.194	0.193	0.057	3.387	0.001
External Access - > Satisfaction	-0.031	-0.030	0.044	0.696	0.486
Satisfaction - > Word-of-Mouth	0.779	0.780	0.026	30.140	0.000
Satisfaction - > Willingness to Pay Price Premiums	0.364	0.364	0.048	7.598	0.000
Satisfaction - > Intention to Revisit	0.692	0.693	0.035	19.931	0.000

unique characteristics that may as well impact theme-parks' visitors' perception of crowding. This study's population may have experienced specific situations of crowds in open-space areas, dining, shopping outlets, or outdoor entertainment. Since theme parks attract a diverse demographic and cultural populations, their behavior may impact other patrons' perceptions of crowding, coupled with their distinct characteristics.

Nonetheless, even though the multi-item crowding items were rated between 4 and 5.3 on average, the popularity items were rated between 5.9 and 6, on average. These findings reflect that crowding is also associated with the theme park's popularity. Previous research confirmed that popular tourist establishments like theme parks may attract large numbers of visitors while giving rise to crowding (Canesrelli & Costa, 1991; Riganti & Nijkamp, 2008). The popularity of tourist

attractions can be defined as the flagship of expectation, which draws a relatively large number of visitors to a destination (Shi, Zhao, & Chen, 2017).

Despite the theme parks' crowds, respondents rated their theme-park experience attributes relatively high on the positive end of the scale. The highest being the core product, namely rides and activities (5.6), followed by the main walkway throughout the park (5.4), and outdoor entertainment and shows (5.3). The lowest-rated theme park attributes were related to peripheral and auxiliary services, namely access to power outlets to charge mobile devices (4.3), followed by highway/road traffic conditions to and from the theme park (4.4), and baby care facilities (4.7). These findings are not surprising as theme-park guests may use these services and experiences, but may not even be aware of their availability or have limited information about them.

Parallel to the positive product perception, the average ratings of satisfaction items ranged between 4.8 and 5.6, word-of-mouth items centered around 5.6, willingness to pay price premiums ranged between 4.3 and 4.4, while the intention to revisit items ranged between 5 and 5.6. These findings show that theme-park crowding, associated with the perceived popularity, results in a positive theme-park experience, satisfaction, and behavioral intentions. The findings are also consistent with previous research that indicated that the selection of a particular US theme park was not primarily influenced by crowding perceptions. Factors like climate, preference for the type of park, children's desire to visit the park, and admission price are considered to be more significant factors (McClung, 1991). More recently, Pan, Bahja, and Cobanoglu (2018) concluded that despite increasing level of crowds in popular theme parks, online reviews appeared to be the most influential factor to visit a theme park, followed narrowly by admission price, the type of theme park, distance from accommodation facilities, and appeal for children.

The EFA uncovered the structure of the relatively large set of attributes of the theme-park experience that may provide implications concerning crowd management. The first factor, labeled Retail Experiences, reflected consumers' perceptions about retail facilities like indoor and outdoor shopping outlets, food and beverage services, as well as seating areas to consume food and beverage. Crowded retail stores may limit the visitors' access to the merchandise or shop assistants, while crowded food service areas and lack of seating to consume the food due to crowding may impact visitors' experience, in particular when spending additional money for those items that are typically pricy.

The second factor, labeled Internal Access, revealed visitors' perceptions associated with navigation through the entrance and exit gates, security screening, and the main walkways through the park. Popular theme-park operators are faced with the challenge of offering their guests convenient navigation and course-plotting to attractions and entertainment facilities in the park's public areas. Some popular and crowded theme parks have already addressed the crowding issues associated with internal navigation and mobility. For example, Disneyland's Project Stardust was recently launched to tackle pedestrian traffic by introducing tweaks such as shrinking or eliminating tree and flower planters, moving queue lines, and designating areas as stroller-parking (Martin, 2019).

The third factor, Outdoor Entertainment Experiences, reflects consumer perceptions of night-time spectacles, outdoor entertainment and shows, or souvenir shops located outside the park's gate. Whereas the physical location of rides and indoor entertainment may not be perceived crowded due to the individual seating requirement, outdoor entertainment venues featuring fireworks, concerts, parades, and accessibility to outdoor shopping facilities may generate a negative perception of crowds. This issue is a major concern to consumers who look for outdoor events that may result in injuries and sometimes death (Raineri, 2004; Raineri & Earl, 2005). Nevertheless, social identification cues may help ease consumer worries in such outdoor events since social identification with the crowds was found to predict the feeling of safety directly and indirectly through expectations of help and trust in others

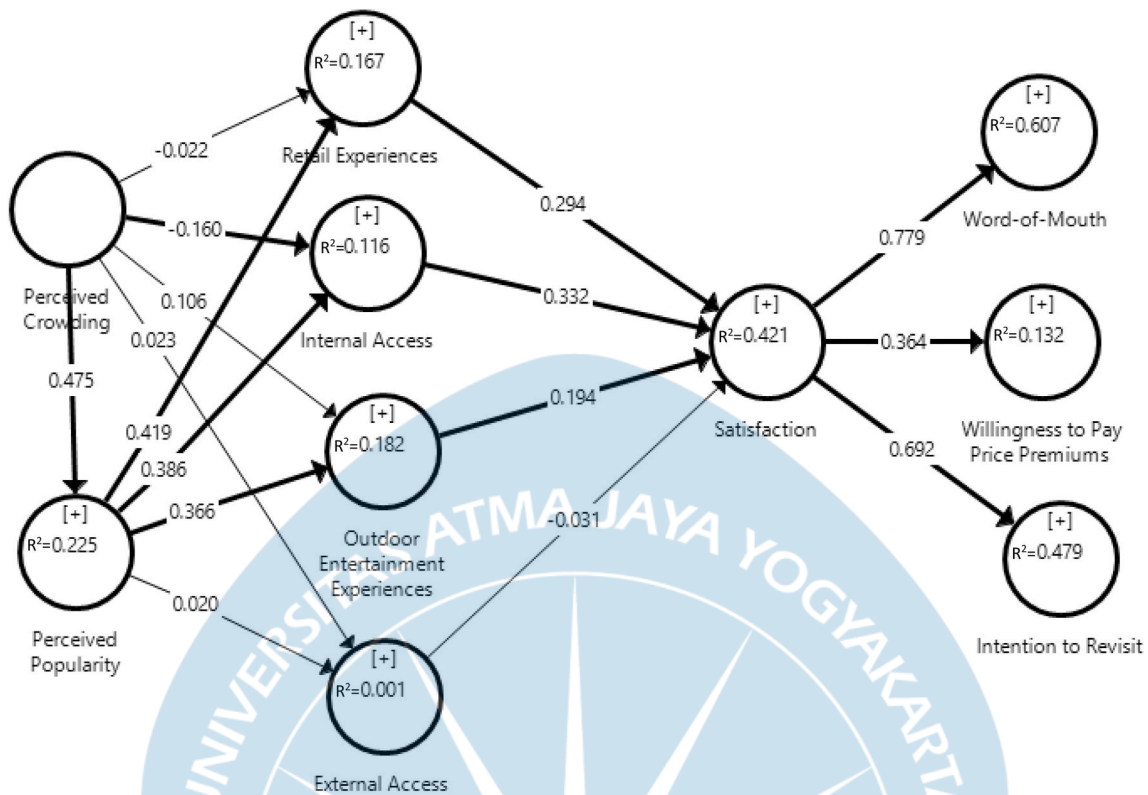


Fig. 2. PLS regression paths and R² values (bold paths are statistically significant).

when dealing with an emergency (Drury, Novelli, & Stott, 2015).

Finally, the fourth factor, External Access, echoed visitors' perceptions regarding the ease of parking and highway and road traffic to and from the theme park. This experience before and after entering the park is an important component of the overall visit experience.

The PLS results indicated that perceived crowding has a negative influence on internal access while perceived popularity has a positive influence on three theme-park experience factors, namely, internal access, outdoor entertainment experiences, and retail experiences. Perceived popularity not only influences more of the theme-park experience factors but also exhibited higher beta values. These effects of perceived crowding and perceived popularity are in line with the literature (Budruk et al., 2002; Ryan et al., 2010; Santiago et al., 2008).

In terms of the influence of theme-park experience factors on satisfaction, the three factors mentioned above showed significant influences, specifically Internal Access, Outdoor Entertainment Experiences, and Retail Experiences. These findings are consistent with previous studies that established these relationships in similar settings. For example, Pratiwi, Zhao, and Mi (2015) confirmed the importance of pedestrian mobility during special events such as festivals on visitor satisfaction. Additionally, theme-parks' retail experiences often incorporate educational (e.g. glass blowing) or entertaining experiences (e.g. character appearances), and Sands, Oppewal, and Beverland (2015) concluded that the staging of education and entertainment-focused in-store events impacts consumers' value perceptions, arousal levels, and satisfaction.

Furthermore, the results revealed significant positive influences of satisfaction on the three loyalty dimensions included in the study, word-of-mouth intentions, willingness to pay price premiums, and intention to revisit. These are in line with past research that showed that satisfaction affected visitors' likelihood to return to a destination or an attraction (Fotiadis, 2016; Jarvis, Stoeckl, & Liu, 2016; Jensen, 2007; Milman & Tasci, 2018).

5.2. Managerial implications

Theme parks have evolved as leisure and recreation grounds and attracted different types of visitors. Theme-park crowding is often more complex than other attractions, as patrons distribute themselves unevenly throughout the park's spaces (Bullinger, 2018; Milman, 2019). The increasing annual industry reports do not address the actual drivers for the parks' image, satisfaction, or loyalty (Rubin, 2019). This study has evaluated the important relationships between theme park consumer perceptions of crowding, popularity, and experience that subsequently impact satisfaction and loyalty exhibited by word-of-mouth intentions, willingness to pay premium prices, and intention to revisit.

The data revealed that crowding is associated with popularity, yet, it should be controlled by various strategies already adopted by the major global theme park groups like Disney, Universal, or Sea World (Rubin, 2019). Some of these strategies include capacity-control policies based on guests' characteristics, ticket-price structure based on anticipated demand, preferential theme park access for on-property resort guests, skip-the-line tickets or passes for additional fees, virtual queuing to eliminate visitors' concentration in certain areas of the park, interactive queuing experiences, delay the lines by harmonizing related experiences, or off-peak visiting incentives (Baker, 2016; Disney World, 2020a; Milman, 2019; Walt).

Crowding levels can also motivate theme-park operation executives to consider adopting revenue-enhancement strategies to alleviate crowds. One such approach is differential pricing based on anticipated crowds during peak and off-peak times. For example, in 2019, Disney theme parks changed their single-day admission prices by introducing a three-tiered system that charged different amounts according to the date when people visit (Walt Disney World, 2020b). The policy was designed to entice consumers to visit during less-crowded times and at the same time enhance revenue by selling more expensive tickets on higher-traffic days. Another revenue-enhancement strategy in crowded theme parks is to offer an exclusive reduced-wait queue line for higher-paying

customers. For example, Universal Express Pass, currently ranging between US\$40 and US\$150, allows customers to skip the lines at most of the parks' attractions and access priority seating at shows (Universal Orlando, 2020).

Marketing executives in the theme-park industry should develop creative marketing campaigns to enhance their brand image and carefully examine the impact of perceived crowding on their guests' behavior. In addition, operation managers should examine carefully their guests' perceptions regarding particular experiences identified in the study like retail and shopping activities that typically generate extra income to the park, internal access and navigation within the park, outdoor entertainment experiences, as well the pre- and post-experience of external access to and from the park. New creative experiences should be developed to cater to their patrons' needs and consequently increase satisfaction and loyalty.

After the study and the paper were completed, COVID-19 transpired and changed the focus of academia and industry from crowding and over-tourism to tourism in crises due to catastrophic events. While the UNWTO and WHO have been working to assist countries and destinations to ensure that health measures are implemented to minimize unnecessary interference with international traffic and trade, it is too early to estimate the impacts that this outbreak will have. Preparation efforts to alleviate fears, reduce adverse impacts, and plan for recovery are therefore crucial, especially for densely populated and highly visited tourist attractions, typically impacted by crowding and over-tourism. At this time, when the COVID-19 pandemic is spreading exponentially globally, it is an ideal period for overcrowded destinations and attractions to consider and develop new strategies to manage the masses of tourists when they return. As consumers try to control the spread of the virus by canceling their travel plans, many still have the travel bug. This is the time to effectively study, monitor and manage crowds for optimum results; Research on technology like virtual reality (VR), augmented reality (AR), or 360-degree content can be used to manage crowding while preserving optimal guest experiences during pandemic times (Haugen, 2020).

For example, when the popular Ha'ena State Park in Kauai closed due to catastrophic flooding in 2018, Hawaii state officials took the opportunity to integrate technology into its future visitation management plans. When the park reopened in 2019, it introduced visitor limits supported by a web-based advanced reservation system and corresponding shuttle system. Technology also helped the traditionally crowded park to conduct surveys that collected user-enabled location data via smartphones and smartphone apps within the park's geo-fenced boundary. Additional visitor profile data entered by smartphones also provided detailed visitor demographic information within the park. The data were analyzed and plotted on a map so park authorities could learn about the more- and less-frequented areas in the park, better serve park users based on their needs and habits, and deploy staff to different locations at the tourist attraction (Haugen, 2020). Additional strategies should include human resource training to deal with the pandemic crisis. The tourism industry is prosperous and resilient, yet vulnerable to this type of external shocks. For it to become resilient, a spectrum of situations and outcomes need to be foreseen and planned for to keep it sustainable.

In light of the COVID-19 pandemic's social-distancing necessity, many theme parks and attractions around the world have adopted several policies upon re-opening. For example, a reservation system was introduced to limit the number of guests admitted each day. When Disneyland Shanghai reopened in May 2020, the park allowed a maximum of 24,000 guests, 30% of its 80,000-person capacity (Antonio, 2020). Social-distancing decals were also placed on the ground at attractions and in high-traffic areas indicating where visitors should stand to maintain a safe distance from others. In the US, guidelines were determined at the federal, state, and county levels, and theme parks have followed government requirements, along with recommendations from the Center for Disease Control and Prevention (CDC) (Antonio,

2020).

As theme parks have been historically regarded as hedonistic consumption destinations (Milman & Tasci, 2018), theme parks should seek innovative entertaining operation policies while adhering to social-distancing guidelines. Creative ideas from other hospitality operations transformed the social-distancing necessity into entertaining and interactive experiences. For example, a cafe in Germany distributed straw hats with two colorful swimming noodles attached to the top to keep customers apart in a fun way (Schmidt & Guy, 2020). Using the same idea, Burger King Restaurants in Germany have introduced large-sized crowns that diners can wear and will keep them safely apart (Gibson, 2020; Schmidt & Guy, 2020). Other European restaurants placed mannequins, characters, or stuffed toy animals to space out customers in their indoor and outdoor facilities (Gibson, 2020; Schmidt & Guy, 2020).

Additionally, innovative technology emerged to monitor social distancing in the workplace, retail establishments, and other public areas (Crowd, 2020; Google, 2020; Right). For example, Google has released a new free tool called Sodar ('social-distancing radar'), an augmented reality application that lets people view social-distancing guidelines superimposed over real geographical space around the user (Google, 2020). Another example is the *Crowdless* application that uses anonymized existing data sources like Google Maps to track the movements of mobile devices. It combines this information with crowd-sourced data by asking the user to confirm whether or not the location is busy (European Space Agency, 2020). Many theme parks have already started adopting variations of these technologies. For example, Attractions.io has created a new social-distancing package that allows visitors to use their application to purchase admission tickets or order food to reduce contact with employees. The technology also allows crowding control through virtual queuing and enables distance alerts and follow-up of infected people (attractions.io, 2020). To ensure that guests comply with the applicable distance rules, Europa Park has developed an application called Distance Radar to motivate their visitors in a playful way to comply with the social-distance guidelines while visiting the park. The application will be able to inform users after possible contact with an infected person (Europa Park, 2020). From an operator point of view, these technological innovations allow managers to view maps of crowded hotspots and send messages to visitors while on-site, as well as helping them to collect feedback from guests.

5.3. Methodological implications

The study has some limitations that need attention in future research. First, only experiences from the last six months were collected for ensuring fresh memories. Future research should be conducted onsite, as visitors experience the theme-park crowding and product experiences may reveal different findings. Additionally, experimental research design can be used where different levels of crowding can be manipulated to make inferences of the relationships between crowding and potential outcomes in a more controlled environment. Furthermore, the current study performed a recent technique of path modeling, PLS-SEM, to test the reliability and validity of measures and relationships among study variables. PLS was recognized for its capability to estimate under conditions of small samples and data non-normality (Wong, 2010). Given the emerging stage of crowding literature accompanied by the scant number of any existing models measuring crowding relationships especially at theme parks, this study strived to empirically determine the predictive power of a network of concepts, rather than confirming well-established theoretical structures (Sarstedt et al., 2014). PLS-SEM was thus selected as an appropriate analysis technique. Future research can compare findings through maximum likelihood-based SEM modeling.

Furthermore, the study was conducted before the coronavirus COVID-19 pandemic. With global level stay-at-home orders, the profile of destinations and attractions changed from overcrowded places to

ghost towns within less than two months. Therefore, the study findings would be completely different if repeated post-pandemic era. Nonetheless, the study shows the positive side, popularity, of the crowding coin, and thus signals the necessity of some level of crowds for positive tourist experiences in certain experience contexts such as theme parks.

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Lampiran 1.10 Hasil Turnitin



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PENGARUH VARIABEL PENENTU *E-WOM* DENGAN KEPUASAN WISATAWAN DAN LOYALITAS SEBAGAI VARIABEL MEDIASI

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INTISARI

Penelitian ini menganalisis pengaruh variabel penentu *e-WOM* dengan kepuasan wisatawan dan loyalitas sebagai variabel mediasi. Jenis penelitian ini yaitu penelitian kuantitatif, metode pengambilan sampel dalam penelitian ini mempergunakan metode *purposive sampling*, metodologi penelitian ini yaitu SEM dengan pendekatan pengolahan data menggunakan *Smart PLS 3*. Data didapatkan melalui kuesioner daring yang disebar menggunakan *Google Form*. Penelitian ini memperoleh responden sebanyak 205. Penelitian ini menemukan bahwa motivasi wisatawan berpengaruh positif dan signifikan terhadap kepuasan wisatawan, nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap loyalitas wisatawan, nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap loyalitas wisatawan, kepuasan wisatawan berpengaruh positif dan signifikan terhadap loyalitas wisatawan, kepuasan wisatawan berpengaruh positif dan signifikan terhadap *e-WOM* wisatawan, loyalitas wisatawan berpengaruh positif dan signifikan terhadap *e-WOM* wisatawan. Uji mediasi menemukan bahwa kepuasan wisatawan terhadap nilai yang dipersepsikan dan loyalitas serta menguji loyalitas wisatawan terhadap kepuasan wisatawan dan *e-WOM* signifikan. Dimana kedua mediasi tersebut signifikan dan bersifat *complementary mediation*. Meskipun kepuasan wisatawan memengaruhi loyalitas wisatawan, tingkat kepuasan yang dirasakan setiap wisatawan berbeda-beda. Karena kondisi cuaca pada saat berkunjung, daya tahan tubuh wisatawan saat berkunjung juga menentukan seberapa besar kepuasan yang diperoleh wisatawan. Ada acara maupun tidak juga memengaruhi nilai yang dipersepsikan oleh wisatawan terhadap kunjungan yang dilakukan di Taman Sari Yogyakarta. Supaya meningkatkan motivasi wisatawan datang kembali ke Taman Sari pihak pengelola dapat melakukan kerja sama dengan *influencer* dengan cara membuat konten yang diunggah ke *platform* media sosial seperti Instagram dan TikTok. Pada penelitian sebelumnya berfokus pada objek situs warisan dunia yaitu Alhambra dan Generalife di Granada, Spanyol. Sedangkan pada penelitian ini meneliti objek tempat wisata bersejarah di Kota Yogyakarta yaitu Taman Sari Yogyakarta serta menambahkan variabel baru yaitu *e-WOM*.

Kata Kunci: Kepuasan Wisatawan, Motivasi, Nilai yang dipersepsikan, *e-WOM*, Loyalitas.

**THE INFLUENCE OF E-WOM AS THE DETERMINANT VARIABLE ON
TOURIST SATISFACTION AND LOYALTY AS THE MEDIATING
VARIABLES**

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ABSTRACT

This research analyzes the influence of e-WOM determinant variables on tourist satisfaction and loyalty as the mediating variables. This type of research is quantitative research, the sampling method in this research uses a purposive sampling method, the research methodology is SEM with a data processing approach using Smart PLS 3. The data was obtained through an online questionnaire that was distributed using Google Form. This research obtained respondents as many as 205 tourists. This research found that tourist motivation has a positive and significant effect on tourist satisfaction, perceived value has a positive and significant effect on tourist loyalty, tourist satisfaction has a positive and significant effect on tourist loyalty, tourist satisfaction has a positive and significant effect on tourist e-WOM, tourist loyalty has a positive and significant effect on tourist e-WOM. The mediation test found that tourist satisfaction with perceived value and loyalty as well as test of tourist loyalty with tourist satisfaction and e-WOM are significant. Both mediations are significant and are complementary mediations. Although tourist satisfaction influences tourist loyalty, the level of satisfaction felt by each tourist is different. Due to the weather conditions at the time of visit, the tourists' immune system during the visit also determines how much satisfaction that the tourists get. Whether there is an event or not also influences the value perceived by tourists regarding the visit made to Taman Sari Yogyakarta. In order to increase the motivation of tourists to come back to Taman Sari, the management can collaborate with influencers by creating contents that are uploaded to social media platforms such as Instagram and TikTok. The previous research focused on world heritage sites, namely the Alhambra and Generalife in Granada, Spain. Meanwhile, this research examines historical tourist attractions in the city of Yogyakarta, namely Taman Sari Yogyakarta, and adds a new variable, namely e-WOM.

Keywords: *Tourist Satisfaction, Motivation, Perceived Value, e-WOM, Loyalty.*

BAB I PENDAHULUAN

1.1 Latar Belakang

Kota Yogyakarta selain menjadi salah satu pilihan favorit masyarakat untuk menempuh pendidikan. Beraneka ragam budaya yang dimiliki oleh Kota Yogyakarta pun selalu membuat para wisatawan tiada henti untuk berusaha mengeksplorasi berbagai macam budaya yang terdapat di setiap sudut kota ini. Banyaknya destinasi wisata yang tersedia di Kota Yogyakarta inilah yang membuat wisatawan datang berkunjung memenuhi tempat hiburan, warung makan rekomendasi *influencer*, hingga tempat bersejarah. Berdasarkan data yang telah diperoleh dari Dinas Pariwisata Kota Yogyakarta di Tahun 2023 kurang lebih sebanyak 7.589.582 orang datang untuk melakukan kunjungan berwisata (Fajarwati, 2024).



Gambar 1. 1 Pergerakan Wisatawan Kota Yogyakarta
Sumber: Dinas Pariwisata Kota Yogyakarta Tahun 2024

Pada umumnya mahasiswa baru yang berdatangan dari berbagai penjuru pelosok negeri, yang memilih menetap pada kota dengan julukan Kota Pelajar ini selalu rajin untuk menyusuri setiap sudut kota ini. Taman Sari Yogyakarta merupakan salah satu dari sekian tempat yang menjadi destinasi wisatawan pada saat berkunjung di Kota Yogyakarta.

Lokasi Taman Sari Yogyakarta berada di Patehan, Kecamatan Kraton, Kota Yogyakarta, Daerah Istimewa Yogyakarta (55133). Jadi Taman Sari berada di lokasi yang strategis untuk wisatawan melakukan kunjungan. Taman Sari Yogyakarta merupakan tempat yang cocok untuk dikunjungi bagi wisatawan yang tertarik dengan sejarah, budaya, dan keindahan alam Indonesia. Selain kunjungan wisatawan dari dalam negeri, Kota Yogyakarta juga terkenal di kalangan wisatawan luar negeri. Mulai dari wisatawan kebangsaan Malaysia, Singapura, Tiongkok, Amerika Serikat, Jepang, dan masih banyak lagi.

Wisatawan mancanegara tersebut mempunyai minat akan tempat tempat sejarah yang banyak terdapat di Tengah Kota Yogyakarta. Berdasarkan data yang diperoleh dari Dinas Pariwisata Kota Yogyakarta dihitung mulai awal bulan Januari 2023 sampai dengan awal bulan Januari 2024 tercatat telah terjadi peningkatan sebesar 77,39% pada kunjungan wisatawan mancanegara. Semula, tercatat sebanyak 3.878 wisatawan mancanegara datang mengunjungi di awal bulan Januari kemudian meningkat tajam hingga sebanyak 6.879 wisatawan mancanegara datang berkunjung di berbagai wisata yang ada di Kota Yogyakarta (Fajarwati, 2024).



Gambar 1.2 Perkembangan Kunjungan Wisatawan Mancanegara
Sumber: Dinas Pariwisata Kota Yogyakarta Tahun 2024 (Mancanegara)

Keberadaan dari Taman Sari Yogyakarta menjadi salah satu aset berharga dalam menjaga warisan budaya dan sejarah Indonesia. Taman Sari Yogyakarta berupa sebuah kompleks keraton yang terletak di Yogyakarta, Indonesia. Dahulu, Taman Sari merupakan kompleks keagungan istana yang dibangun pada abad ke-18 oleh Sultan Hamengkubuwono I. Fungsinya sebagai taman istana yang indah dan kompleks kolam renang pribadi untuk keluarga kerajaan. Seiring berjalannya waktu, Taman Sari telah berubah menjadi salah satu objek wisata terkenal di Yogyakarta.

Saat ini, Taman Sari tidak hanya menjadi tempat wisata sejarah dan budaya, tetapi juga menjadi tempat rekreasi yang menarik bagi wisatawan (Soekiman et al., 2020). Beberapa fitur yang menarik di Taman Sari Yogyakarta yaitu Kompleks kolam renang ini terdapat serangkaian kolam renang dengan arsitektur yang unik, yang dulunya digunakan oleh keluarga kerajaan. Kolam tersebut menjadi daya tarik utama bagi wisatawan yang ingin menikmati suasana sejarah. Keindahan arsitektur tradisional Jawa, gua Taman Sari ada di kompleks Taman Sari juga mencakup gua-gua alam yang menarik untuk dieksplorasi.

Gua tersebut menyimpan nilai sejarah dan memiliki keindahan alam yang menawan, arsitektur tradisional Jawa adanya bangunan-bangunan di kompleks Taman Sari menampilkan arsitektur tradisional Jawa yang khas, dengan ornamen-ornamen yang indah dan detail-detail artistik yang mengesankan, pentas wayang kulit di beberapa kesempatan, Taman Sari juga menjadi lokasi untuk pertunjukan wayang kulit, sebuah seni tradisional jawa yang populer. Sehingga memberi pengunjung kesempatan untuk merasakan kebudayaan dan kesenian tradisional Jawa, serta pasar seni yang berada di sekitar kompleks Taman Sari Yogyakarta.

Terdapat juga pasar seni yang menjual berbagai barang kerajinan tangan lokal, seperti batik, ukiran kayu, dan souvenir lainnya. Loyalitas pengunjung Taman Sari Yogyakarta merupakan aspek penting dalam memahami keberhasilan dan keberlanjutan tempat wisata tersebut. Berkembangnya media sosial seiringnya waktu membuat cara pandangan wisatawan terhadap suatu tempat wisata juga ikut menyesuaikan perubahan yang ada.

Adanya fenomena di mana orang-orang berbagi pengalaman, memberikan rekomendasi, dan ulasan tentang sebuah tempat maupun layanan secara *online* berupa melalui media sosial Instagram, TikTok dan X. *E-WOM* menjadi penting pada tempat wisata Taman Sari Yogyakarta karena, tempat wisata tersebut merupakan salah satu dari sekian banyak tempat wisata yang terkenal di Kota Yogyakarta. Sehingga banyak perhatian wisatawan lokal maupun wisatawan mancanegara yang tertuju pada ulasan mengenai tempat wisata Taman Sari Yogyakarta.

Beberapa faktor yang melatar belakangi menariknya *e-WOM* wisatawan di Taman Sari Yogyakarta yaitu Taman Sari Yogyakarta memiliki sejarah yang kaya sebagai bekas istana kerajaan dan kompleks taman yang indah. Ini menarik minat wisatawan yang ingin belajar tentang budaya dan sejarah Indonesia. Kompleks Taman Sari Yogyakarta menawarkan berbagai fasilitas dan aktivitas bagi pengunjung, termasuk tur sejarah, pameran seni, pertunjukan budaya, dan peluang untuk mengeksplorasi bangunan bersejarah dan taman yang indah.

Pengalaman positif dalam menggunakan fasilitas ini sering kali menjadi subjek ulasan positif di *platform online* seperti unggahan *reels* di Instagram, video pendek yang di unggah di TikTok, hingga *Thread* yang diunggah di X. Kemudahan aksesibilitas dan kenyamanan bagi pengunjung juga memengaruhi *e-WOM*. Informasi tentang harga tiket, jam buka, fasilitas ramah disabilitas, dan kemudahan transportasi umum atau parkir sering kali menjadi perhatian pengunjung yang kemudian dibagikan secara *online*.

Keindahan visual Taman Sari, termasuk arsitektur yang megah, kolam-kolam, dan taman yang dirawat dengan baik, sering kali menjadi objek foto dan video yang dibagikan di media sosial. Hal ini dapat memicu minat orang lain untuk mengunjungi tempat tersebut. Pengalaman pengunjung yang positif atau negatif memiliki dampak besar pada *e-WOM*. Ulasan tentang kualitas layanan, keramahan staf, kebersihan, dan keamanan di kompleks Taman Sari dapat memengaruhi persepsi calon pengunjung.

Pihak yang mengelola Taman Sari Yogyakarta juga berperan dalam mempromosikan destinasi tersebut melalui pemasaran digital, termasuk konten di media sosial, situs web resmi, dan kampanye iklan *online*. Upaya ini dapat meningkatkan eksposur dan memengaruhi *e-WOM*. *E-WOM* Taman Sari Yogyakarta dapat menjadi pengaruh yang kuat dalam menarik minat wisatawan untuk mengunjungi kompleks tersebut dan memberikan kontribusi positif pada industri pariwisata di Kota Yogyakarta.

Loyalitas pengunjung mengacu pada tingkat kesetiaan atau keterikatan pengunjung terhadap Taman Sari sebagai destinasi wisata. Beberapa faktor yang dapat memengaruhi loyalitas pengunjung Taman Sari Yogyakarta pengalaman pengunjung dengan pengalaman yang positif saat mengunjungi Taman Sari, termasuk kenyamanan, pelayanan yang baik, kebersihan, dan kesan yang memuaskan, dapat meningkatkan loyalitas pengunjung. Pengalaman yang memuaskan akan mendorong pengunjung untuk kembali berkunjung di masa mendatang dan merekomendasikan tempat tersebut kepada orang lain (Schindler et al., 2021).

Kualitas layanan yang konsisten, ramah, dan responsif dari pihak manajemen Taman Sari dapat meningkatkan loyalitas pengunjung. Layanan yang baik dapat menciptakan hubungan emosional antara pengunjung dan tempat wisata, sehingga wisatawan merasa dihargai dan diinginkan untuk kembali (Lacobucci et al., 2023). Keberagaman aktivitas dengan menyediakan beragam aktivitas dan acara di Taman Sari, seperti tur budaya, pertunjukan seni, dan kegiatan interaktif, dapat mempertahankan minat pengunjung dan meningkatkan tingkat loyalitas wisatawan.

Keberagaman aktivitas juga memungkinkan pengunjung untuk memiliki pengalaman yang berbeda setiap kali wisatawan berkunjung (Gates et al., 2020). Komunikasi dan Interaksi dengan memelihara komunikasi yang baik dengan pengunjung melalui media sosial, surat elektronik, atau saluran komunikasi lainnya dapat membantu mempertahankan hubungan dengan wisatawan dan memperkuat rasa keterikatan terhadap Taman Sari Yogyakarta.

Respon yang cepat terhadap pertanyaan atau masukan dari pengunjung juga merupakan faktor penting dalam membangun loyalitas (Geringer et al., 2022). Perkembangan berkelanjutan dengan cara terus melakukan pembaharuan dan pengembangan fasilitas, layanan, dan program di Taman Sari akan menunjukkan komitmen terhadap peningkatan pengalaman pengunjung. Inovasi tersebut dapat meningkatkan daya tarik dan relevansi Taman Sari dalam jangka panjang, yang pada gilirannya dapat meningkatkan loyalitas pengunjung.

Berdasarkan dengan memperhatikan faktor-faktor di atas dan berkomitmen untuk memenuhi kebutuhan dan harapan pengunjung secara konsisten, Taman Sari Yogyakarta dapat membangun dan mempertahankan loyalitas pengunjung yang kuat, yang merupakan kunci untuk kesuksesan jangka panjangnya sebagai destinasi wisata favorit Kota Yogyakarta. Sikap pengunjung dalam mengambil keputusan pemilihan objek wisata dipengaruhi oleh sikap orang lain pada saat melakukan pengambilan keputusan memilih objek wisata yang akan dituju, motivasi untuk mengikuti keinginan orang lain, serta situasi yang tidak terduga juga bisa memengaruhi seseorang melakukan kunjungan ke suatu tempat wisata (Yasuda et al., 2023).

Electronic word of mouth yang biasa disingkat menjadi *e-WOM* ada karena perubahan globalisasi yang dialami oleh dunia. Semula ulasan hanya dilakukan berupa kalimat yang disampaikan langsung dari mulut ke mulut, maupun ulasan dengan cara penulisan yang dilakukan di selembar kertas yang telah disediakan pada kotak suara tempat umum dan destinasi wisata (Bateman et al., 2021). Berkembangnya media sosial membuat perilaku wisatawan dalam memberikan ulasan juga ikut berubah.

Saat ini media sosial seperti X, Instagram, serta TikTok banyak dipergunakan pengunjung wisatawan melakukan ulasan. Baik berupa video yang dibuat sedemikian menarik maupun foto-foto yang diunggah pada saat mengunjungi tempat wisata tersebut. Taman Sari sering dikunjungi oleh banyak wisatawan yang datang dari berbagai penjuru belahan dunia. Wisatawan dalam negeri juga tidak ketinggalan melakukan kunjungan pada Taman Sari Yogyakarta.

Taman Sari Yogyakarta merupakan tempat wisata bersejarah yang banyak dikunjungi oleh berbagai wisatawan yang datang dari luar kota Yogyakarta hingga luar negeri. Peningkatan nilai tambah, pengakuan dan kewajiban untuk meningkatkan kesadaran otoritas lokal dan populasi konservasi lokal untuk generasi yang akan mendatang (Jeans et al., 2021). Motivasi wisatawan untuk mengunjungi Taman Sari Yogyakarta dipengaruhi oleh banyak faktor seperti, lokasi wisata berdiri, sejarah yang terkandung ada di dalam Taman Sari dan masih banyak lagi.

Nilai yang dipersepsikan juga memengaruhi kepuasan dan loyalitas wisatawan terhadap wisata Taman Sari Yogyakarta. Sehingga, kepuasan wisatawan dalam mengunjungi destinasi pada akhirnya memengaruhi loyalitas. Pada penelitian terdahulu yang dilakukan oleh Valverde-Roda et al (2022), penelitian tersebut menguji pengaruh dari variabel motivasi, nilai yang dipersepsikan, kepuasan terhadap loyalitas wisatawan yang melakukan kunjungan ke situs warisan dunia yaitu Alhambra dan Generalife di Granada, Spanyol.

Tujuan dilakukannya penelitian ini yaitu melakukan pengujian sejauh mana faktor dari motivasi, nilai yang dipersepsikan, kepuasan, *e-WOM* terhadap loyalitas wisatawan yang berkunjung ke Taman Sari Yogyakarta. Jadi, pembaharuan penelitian ini dilakukan dengan menambahkan *e-WOM* sebagai variabel dependen. Dari penambahan variabel *e-WOM* ini digunakan untuk mengukur sejauh mana kepuasan wisatawan, motivasi wisatawan, loyalitas wisatawan untuk datang dan berkunjung kembali di Taman Sari Yogyakarta. Media sosial yang berupa Instagram, TikTok, dan X perantara bagi wisatawan yang sudah melakukan kunjungan ke Taman Sari untuk mengajak teman, keluarga maupun pengikut media sosialnya untuk datang di Taman Sari. Berdasarkan dengan dilakukannya penelitian ini diharapkan mampu menganalisis, memberikan wawasan dan pemahaman lebih untuk mengetahui motivasi dari wisatawan, kepuasan wisatawan, nilai yang dipersepsikan wisatawan, serta *e-WOM*, wisatawan setelah berkunjung ke Taman Sari Yogyakarta.

1.2 Rumusan Masalah

Faktor-faktor yang memengaruhi kepuasan dan loyalitas wisatawan, pengelola Taman Sari dapat meningkatkan pengalaman pengunjung. Pengalaman yang memuaskan dan bernilai bagi wisatawan akan meningkatkan daya saing Taman Sari dalam industri pariwisata. Dapat memahami persepsi nilai dan faktor-faktor yang memotivasi wisatawan untuk mengunjungi Taman Sari, pengelola dapat mengembangkan layanan yang lebih sesuai dengan kebutuhan dan harapan pengunjung. Hal ini dapat membantu meningkatkan kualitas layanan dan memastikan pengalaman yang lebih positif bagi pengunjung (Sijoria et al., 2018).

Informasi tentang motivasi wisatawan dalam mengunjungi Taman Sari juga dapat membantu dalam pengelolaan sumber daya, seperti pengalokasian dana untuk pemeliharaan dan peningkatan fasilitas yang paling diminati oleh pengunjung (Oraedu et al., 2021). E-WOM atau testimoni elektronik dari wisatawan merupakan salah satu faktor yang dapat memengaruhi minat orang lain untuk mengunjungi Taman Sari. Dengan memahami faktor-faktor yang memengaruhi *e-WOM*, pengelola dapat merancang strategi pemasaran yang lebih efektif untuk meningkatkan popularitas dan citra Taman Sari di kalangan wisatawan.

Peningkatan jumlah wisatawan dan kepuasan wisatawan dapat berkontribusi pada pertumbuhan ekonomi lokal, melalui peningkatan pendapatan dari pariwisata dan dampak positifnya terhadap industri terkait, seperti perdagangan, kuliner, dan kerajinan lokal (Valverde-Roda et al., 2022). Taman Sari Yogyakarta adalah bagian penting dari warisan budaya Indonesia. Sehingga memahami preferensi dan kepuasan wisatawan, pengelola dapat mengambil langkah-langkah untuk memelihara dan menjaga keaslian serta nilai budaya dari destinasi tersebut, sambil tetap memenuhi kebutuhan dan harapan wisatawan di era milenial saat ini.

Berdasarkan dari penjelasan yang telah disampaikan, maka rumusan masalah yang dapat diajukan adalah sebagai berikut:

1. Apakah motivasi wisatawan memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta?

2. Apakah nilai yang dipersepsikan memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta?
3. Apakah nilai yang dipersepsikan memengaruhi loyalitas wisatawan di Taman Sari Yogyakarta?
4. Apakah kepuasan wisatawan memengaruhi loyalitas wisatawan di Taman Sari Yogyakarta?
5. Apakah kepuasan wisatawan memengaruhi *e-WOM* wisatawan di Taman Sari Yogyakarta?
6. Apakah loyalitas wisatawan memengaruhi *e-WOM* wisatawan di Taman Sari Yogyakarta?
7. Apakah kepuasan wisatawan memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas wisatawan di Taman Sari Yogyakarta?
8. Apakah loyalitas wisatawan memediasi pengaruh kepuasan wisatawan terhadap *e-WOM* di Taman Sari Yogyakarta?

1.3 Tujuan Penelitian

Tujuan dari penelitian ini:

1. Untuk menganalisis pengaruh motivasi wisatawan terhadap kepuasan wisatawan di Taman Sari Yogyakarta.
2. Untuk menganalisis pengaruh nilai yang dipersepsikan wisatawan terhadap kepuasan wisatawan di Taman Sari Yogyakarta.
3. Untuk menganalisis pengaruh nilai yang dipersepsikan wisatawan terhadap loyalitas wisatawan di Taman Sari Yogyakarta.
4. Untuk menganalisis pengaruh kepuasan wisatawan terhadap loyalitas wisatawan di Taman Sari Yogyakarta.
5. Untuk menganalisis pengaruh kepuasan wisatawan terhadap *e-WOM* wisatawan di Taman Sari Yogyakarta.
6. Untuk menganalisis pengaruh loyalitas wisatawan terhadap *e-WOM* wisatawan di Taman Sari Yogyakarta.
7. Untuk menganalisis kepuasan wisatawan dalam memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas wisatawan di Taman Sari Yogyakarta.

8. Untuk menganalisis loyalitas wisatawan dalam memediasi pengaruh kepuasan wisatawan terhadap *e-WOM* di Taman Sari Yogyakarta.

1.4 Manfaat Penelitian

Berdasarkan tujuan penelitian yang telah disampaikan sebelumnya, penelitian ini dapat memberikan manfaat bagi berbagai pihak, yaitu:

1.4.1 Secara Teoritis

1. Penelitian ini dapat memberikan kontribusi yang berharga terhadap pengetahuan akademis dalam bidang pariwisata, pemasaran, dan manajemen. Hasil penelitian dapat memperkaya literatur akademis dengan informasi baru tentang faktor-faktor yang memengaruhi perilaku wisatawan dan strategi untuk meningkatkan loyalitas wisatawan.
2. Penelitian ini dapat membantu dalam pengembangan teori dan kerangka konseptual yang lebih kuat dalam bidang pariwisata dan pemasaran. Temuan dari penelitian ini dapat digunakan untuk memperbaiki pemahaman tentang motivasi, nilai yang dipersepsikan, kepuasan, dan *e-WOM* dalam konteks pariwisata.
3. Penelitian ini memungkinkan pengujian hipotesis-hipotesis yang diajukan terkait dengan hubungan antara variabel-variabel yang diteliti. Dengan demikian, penelitian ini dapat membantu dalam menguji kebenaran atau validitas dari asumsi-asumsi yang mendasari teori-teori yang ada.
4. Penelitian tentang pengaruh motivasi, nilai yang dipersepsikan, kepuasan, dan *e-WOM* terhadap loyalitas wisatawan juga dapat membantu dalam pengembangan metode penelitian yang lebih baik dan lebih efektif. Penelitian ini mungkin melibatkan penggunaan teknik-teknik penelitian kuantitatif dan kualitatif yang inovatif, yang dapat menjadi referensi bagi peneliti di masa depan.
5. Temuan dari penelitian ini dapat membuka peluang untuk penelitian lanjutan yang lebih mendalam atau penelitian lintas-disiplin. Misalnya, penelitian lanjutan dapat memperluas cakupan untuk

mempertimbangkan faktor-faktor tambahan yang memengaruhi perilaku wisatawan atau untuk membandingkan hasil dengan destinasi wisata lainnya.

6. Temuan dari penelitian ini juga dapat digunakan untuk memperkaya kurikulum pendidikan di bidang pariwisata, pemasaran, manajemen, atau bidang terkait lainnya. Informasi tentang faktor-faktor yang memengaruhi perilaku wisatawan dapat menjadi bagian penting dari pembelajaran akademis bagi mahasiswa yang tertarik pada industri pariwisata.

1.4.2 Secara Praktis

A. Bagi Pemerintah Daerah

1. Mampu memberikan wawasan yang berharga kepada pemerintah dalam merencanakan strategi pariwisata yang lebih efektif. Dengan memahami faktor-faktor yang memengaruhi loyalitas wisatawan, pemerintah dapat mengalokasikan sumber daya secara lebih efisien untuk memperbaiki atau meningkatkan aspek-aspek tertentu dari Taman Sari, sehingga dapat meningkatkan daya tarik dan kepuasan pengunjung.
2. Informasi tentang faktor-faktor yang memengaruhi kepuasan dan loyalitas wisatawan dapat membantu pemerintah dalam merencanakan pengembangan infrastruktur wisata yang lebih baik. Misalnya, jika hasil penelitian menunjukkan bahwa fasilitas yang kurang memadai menjadi faktor utama ketidakpuasan wisatawan, pemerintah dapat mengalokasikan anggaran untuk meningkatkan fasilitas tersebut.
3. Mampu meningkatkan loyalitas wisatawan melalui peningkatan kepuasan dan nilai yang dipersepsikan, pemerintah dapat berpotensi meningkatkan pendapatan dari sektor pariwisata. Pengunjung yang puas cenderung menghabiskan lebih banyak uang selama kunjungan wisatawan, serta mungkin kembali lagi di

- masa depan atau merekomendasikan destinasi kepada orang lain, yang berkontribusi pada pendapatan pariwisata jangka panjang.
4. Taman Sari Yogyakarta adalah bagian dari warisan budaya yang perlu dijaga dan dilestarikan. Dengan memahami faktor-faktor yang memengaruhi pengalaman dan kepuasan wisatawan, pemerintah dapat mengambil langkah-langkah untuk memelihara keaslian dan keberlanjutan Taman Sari sebagai destinasi wisata budaya yang berharga.
 5. Informasi tentang *e-WOM* dan faktor-faktor lain yang memengaruhi perilaku wisatawan dapat membantu pemerintah dalam merancang strategi promosi pariwisata yang lebih efektif. Wisatawan dapat menggunakan testimonial positif dari wisatawan yang puas sebagai bagian dari kampanye promosi pemerintah, atau fokus pada aspek-aspek yang paling dihargai oleh pengunjung potensial.

B. Bagi Wisatawan

1. Adanya penelitian ini diharapkan wisatawan yang datang ke Taman Sari Yogyakarta dapat menambah wawasan serta pengalaman dalam berwisata sekaligus menumbuhkan minat cinta terhadap peninggalan budaya dalam negeri.
2. Wisatawan akan memperoleh pemahaman yang lebih baik tentang faktor-faktor yang memengaruhi pengalaman wisatawan di Taman Sari. Wisatawan akan mendapatkan wawasan yang lebih dalam tentang apa yang dapat meningkatkan kepuasan wisatawan selama kunjungan, serta faktor-faktor apa yang dapat memengaruhi keputusan wisatawan untuk kembali atau merekomendasikan destinasi kepada orang lain.
3. Mampu memahami nilai yang dipersepsikan dari Taman Sari, wisatawan dapat membuat keputusan yang lebih tepat dalam memilih destinasi wisata. Wisatawan dapat menilai apakah Taman

- Sari sesuai dengan preferensi dan ekspektasi wisatawan, sehingga dapat menghindari kekecewaan selama kunjungan.
4. Mampu mengetahui motivasi wisatawan lain dan faktor-faktor yang memengaruhi kepuasan, wisatawan dapat menggunakan informasi tersebut untuk merencanakan kunjungan yang lebih memuaskan. Misalnya, wisatawan dapat fokus pada aktivitas atau fasilitas yang paling dihargai oleh pengunjung sebelumnya, atau menghindari waktu kunjungan yang ramai jika itu dapat mengganggu pengalaman wisatawan.
 5. Mampu memahami peran *e-WOM* dalam membentuk persepsi dan keputusan wisatawan, pengunjung dapat lebih aktif dalam berinteraksi dengan destinasi wisata, seperti memberikan ulasan atau rekomendasi kepada orang lain. Hal ini dapat membantu memperkuat komunitas pengunjung dan mempromosikan pengalaman positif di Taman Sari.
 6. Informasi yang diperoleh dari penelitian ini dapat menjadi panduan yang berguna bagi wisatawan untuk perjalanan berikutnya. Wisatawan dapat menggunakan pengetahuan tentang motivasi, nilai yang dipersepsikan, dan faktor-faktor lain yang memengaruhi loyalitas untuk merencanakan kunjungan ke destinasi lainnya yang berada di Kota Yogyakarta dengan lebih efektif.

1.5 Sistematika Penulisan

Dalam penelitian ini, sistematika penulisan dibagi menjadi lima bab dengan beberapa sub bab di setiap bab, yang membantu penulis dan pembaca memahami isi. Sistematika penulisan ini dapat digambarkan sebagai berikut:

1.5.1 BAB I (PENDAHULUAN)

Bab satu berfungsi sebagai pendahuluan untuk membantu pembaca memahami tujuan dan alasan penelitian ini. Ini mencakup latar belakang masalah, rumusan masalah, lingkup penelitian, tujuan, dan keuntungan dari penelitian, serta sistematika penulisan.

1.5.2 BAB II (TINJAUAN PUSTAKA)

Bab ini membahas teori-teori yang menjadi dasar penelitian ini, seperti motivasi, nilai yang dipersepsikan, kepuasan, loyalitas, dan *e-WOM*. Selain itu, bab ini membahas temuan penelitian sebelumnya yang relevan untuk membangun hipotesis. Akhir dari bab ini adalah pembuatan kerangka penelitian.

1.5.3 BAB III (METODOLOGI PENELITIAN)

Bab ini membahas teknik dan prosedur pengumpulan data serta sampel dan metode pengambilan sampel. Selanjutnya, dalam bab ini disampaikan definisi operasional variabel dan metode pengujian instrumen.

1.5.4 BAB IV (HASIL PENELITIAN DAN PEMBAHASAN)

Pada bab empat, hasil penelitian dan pembahasan bertujuan untuk menjelaskan analisis dari data yang berhasil diperoleh serta pembahasan dari hasil tersebut terhadap hipotesis yang diusulkan sebelumnya.

1.5.5 BAB V (KESIMPULAN DAN SARAN)

Pada bab lima, kesimpulan dan saran merupakan bagian terakhir dari penelitian ini. Bab ini bertujuan untuk menjelaskan kesimpulan penelitian, implikasi manajerial, keterbatasan penelitian, serta saran yang dapat digunakan bahan pertimbangan bagi penelitian selanjutnya juga pihak lain yang ingin meneliti hal sejenis.

BAB II

TINJAUAN PUSTAKA

2.1 Tinjauan Konseptual

2.1.1 Motivasi

Motivasi dapat didefinisikan sebagai kekuatan yang mendorong tindakan individu, yaitu analisis motivasi yang dimiliki wisatawan ketika memutuskan suatu perjalanan tampaknya penting untuk menghadapi perencanaan destinasi. Motivasi membantu menjelaskan proses pengambilan keputusan ketika mempersiapkan perjalanan, dan merupakan faktor terkait di balik perilaku wisatawan, dan motivasi serta segmentasi wisatawan telah diteliti di berbagai bidang pariwisata. Pemasaran destinasi perlu memahami apa yang memotivasi masyarakat untuk memilih pariwisata, serta segmen apa yang tertarik pada jenis pariwisata tertentu.

Motivasi wisatawan adalah karakteristik individu yang memengaruhi pilihan destinasi, dan efek dari pengaruh motivasi semacam ini pada individu juga disebut sebagai faktor pendorong. Disarankan bahwa faktor pendorong menentukan apakah wisatawan akan pergi berlibur atau tidak, sedangkan faktor penarik menentukan kemana wisatawan memilih untuk pergi. Faktor pendorong dan penarik motivasi dalam konteks yang berbeda, seperti motivasi berdasarkan kebangsaan, destinasi, kepuasan dan loyalitas destinasi, warga asal daerah tersebut, dan acara.

Semakin banyak motivasi yang ada pada diri wisatawan yang membuat wisatawan melakukan perjalanan ke suatu tempat tertentu. Selain itu, budaya tetap menjadi salah satunya. Adanya pola motivasi yang berbeda untuk destinasi tertentu memengaruhi ekspektasi wisatawan dan kepuasan wisatawan secara keseluruhan. Terdapat enam motivasi umum motivasi berwisata: relaksasi, refleksi diri, pelarian, pencarian hal baru, keterlibatan, dan penemuan. Relaksasi mengacu pada keadaan terbebas dari tekanan, stres, ketegangan, kecemasan dan kegembiraan (gugup), memberikan perasaan ringan, nyaman, tenang dan lega.

Refleksi diri didefinisikan sebagai kebutuhan umum untuk merasa terhubung dengan diri sendiri, memelihara diri dan mengidentifikasi diri. Melarikan diri adalah motivasi perjalanan yang dominan. Motivasi ialah kekuatan yang mendorong tindakan individu, yaitu analisis motivasi yang dimiliki wisatawan ketika memutuskan suatu perjalanan tampaknya penting untuk menghadapi perencanaan destinasi (Valverde-Roda et al., 2022). Orang-orang termotivasi untuk melakukan perjalanan lambat untuk mencari pengalaman baru melalui temporalitas baru, tempat-tempat baru, dan orang-orang baru yang menawarkan sensasi, petualangan, dan rangsangan.

Motivasi keterlibatan seringkali diberi label sebagai pembelajaran, pendidikan, atau perolehan pengetahuan (Tsegaw et al., 2023). Saat ini, terdapat peningkatan persaingan antar destinasi yang memiliki warisan budaya patrimonial yang penting dan luas, yang menyiratkan bahwa pengetahuan tentang motivasi wisatawan (baik nasional maupun asing) sangat penting untuk penyesuaian produk dan penawaran pariwisata yang berfokus pada warisan dan budaya. Pemahaman motivasi ialah keinginan yang dimbangi dengan dorongan dari perasaan seseorang untuk mengambil keputusan mendatangi suatu tempat wisata (Valverde-Roda et al., 2022).

Banyak orang memiliki minat yang kuat dalam sejarah, baik secara umum maupun tentang tempat tertentu. Wisatawan ingin memahami dan menghargai warisan budaya yang telah ada sejak lama, dan mengunjungi tempat-tempat bersejarah memberikan kesempatan untuk belajar lebih banyak tentang masa lalu. Beragam kriteria untuk mengklasifikasikan kelompok wisatawan, namun motivasi berwisata dianggap sebagai elemen paling dasar dalam menentukan pariwisata. Sehingga, motivasi pariwisata menjadi variabel yang sering disebutkan dalam segmentasi pasar di bidang ilmu pariwisata, dan pentingnya segmentasi pasar melalui motivasi pariwisata untuk strategi pemasaran yang efisien dan sesuai (Lee et al., 2023). Motivasi secara umum didefinisikan sebagai keinginan dan kebutuhan biologis dan psikologis, serta faktor penting yang menghasilkan, membimbing dan menggabungkan perilaku dan aktivitas individu.

Dalam konteks berwisata Laparojkit et al (2022), mendefinisikan motivasi wisatawan untuk melakukan perjalanan sebagai jaringan terpadu kekuatan budaya dan biologis secara global yang meningkatkan nilai dan memberikan arah pada pilihan, pengalaman, dan perilaku perjalanan wisatawan. Motivasi wisatawan dapat dijelaskan dalam bentuk kekuatan dorong dan tarikan. Faktor pendorong berkaitan dengan proses kognitif dan motivasi sosiopsikologis yang mendorong seseorang untuk melakukan perjalanan, sedangkan faktor penarik mengacu pada motivasi eksternal dan situasional seperti atribut destinasi dan infrastruktur rekreasi.

Faktor pendorong dapat dianggap sebagai kebutuhan sosiopsikologis yang membentuk keinginan individu untuk melakukan perjalanan, sedangkan faktor penarik bersifat eksternal pada individu yang menarik individu ke suatu tujuan tertentu karena daya tarik tujuan tersebut. Wisatawan sering mencari pengalaman yang memberikan wawasan baru dan pengetahuan yang mendalam. Kunjungan ke tempat bersejarah dapat memberikan pelajaran langsung tentang peristiwa-peristiwa penting, budaya, dan peradaban yang telah memengaruhi dunia saat ini. Beberapa orang tertarik untuk merasakan atmosfer dan kehidupan budaya dari masa lalu. Wisatawan ingin memahami cara hidup, seni, dan kepercayaan dari zaman yang berbeda, yang sering kali tercermin dalam situs-situs sejarah.

Motivasi yang dimiliki wisatawan sebelum mengunjungi suatu destinasi dan konfirmasi motivasi tersebut setelah berkunjung dapat memengaruhi perubahan citra sebelum dan sesudah berkunjung ke destinasi tersebut (Beerli et al., 2017). Perilaku wisatawan mengakui bahwa motivasi dan kebutuhan perjalanan saling berkaitan, dan ini berarti bahwa wisatawan dapat memutuskan untuk berlibur untuk memenuhi kebutuhan fisiologis wisatawan seperti makanan, kesehatan dan pembelajaran. Namun, keputusan memilih destinasi tertentu untuk dikunjungi sangat erat kaitannya dengan karakteristik sosio-demografis. Peran faktor demografi terhadap pilihan destinasi wisatawan dengan temuan yang menunjukkan hubungan antara faktor demografi dan partisipasi pengunjung dalam kegiatan pariwisata (Kara et al., 2020).

2.1.2 Nilai yang dipersepsikan

Nilai yang dipersepsikan dapat didefinisikan sebagai penilaian umum terhadap layanan, berdasarkan evaluasi ini pada apa yang diterima wisatawan (manfaat) dan apa yang diberikan (biaya). Atribut suatu destinasi menjadi penting untuk daya tarik wisatawan, yang berarti bahwa identifikasi atribut-atribut tersebut merupakan hal yang mendasar untuk penyesuaian destinasi tersebut sebagai destinasi wisata dan oleh karena itu, untuk daya tarik wisatawan. Nilai yang dipersepsikan dapat dibagi menjadi dua kelompok: pertama, nilai fungsional yang memperhitungkan aspek-aspek seperti kualitas, layanan yang diterima, atau nilai uang dari destinasi, dan kedua, nilai simbolis yang mendapat tempat estetis serta elemen emosional dan sosial. Sifat nilai yang dipersepsikan sangat subyektif dan tidak hanya menyangkut persoalan biaya dan manfaat, namun juga pada respon sosial dan emosional (Cici Ijan & Ellyawati, 2023).

Nilai yang dipersepsikan merupakan semacam evaluasi komprehensif yang terbentuk dalam proses pengalaman wisatawan, yaitu perasaan nyata wisatawan mengenai lokasinya saat ini. Karena kompleksitas dan keragaman objek penelitian, penelitian akademis tentang kategorisasi dimensi nilai yang dipersepsikan terus berkembang dan berkembang, dan muncul dua pandangan utama, dimensi tunggal dan multidimensi. Nilai yang dipersepsikan multidimensi utama adalah semacam evaluasi komprehensif yang terbentuk dalam proses pengalaman wisatawan, yaitu perasaan nyata wisatawan tentang lokasi yang sedang dikunjungi saat ini.

Nilai yang dipersepsikan berupa persepsi subjektif dari pengunjung terhadap manfaat atau kepuasan yang wisatawan dapatkan dari kunjungan wisatawan ke destinasi tersebut, dibandingkan dengan biaya atau upaya yang dikeluarkan untuk mendapatkan pengalaman tersebut. Nilai yang dipersepsikan ialah perasaan yang dirasakan oleh wisatawan setelah melakukan kunjungan di tempat wisata dengan melihat biaya maupun usaha yang dikeluarkan wisatawan untuk menikmati kunjungan di tempat wisata tersebut (Moreno et al., 2024).

Dalam pariwisata, nilai yang dipersepsikan pertama kali diterapkan dalam penelitian layanan hotel dan kemudian dalam bidang liburan, wisata alam, dan masih banyak lagi. Hal ini sering digunakan untuk mengukur perasaan wisatawan terhadap suatu bentuk pariwisata atau tujuan wisata tertentu (Qian et al., 2024). Nilai yang dipersepsikan wisatawan mengacu pada hasil perbandingan antara biaya yang dikeluarkan wisatawan dalam proses perjalanan dan apa yang wisatawan peroleh setelah melakukan tur. Nilai yang dipersepsikan wisatawan merupakan faktor penentu dalam pilihan, evaluasi, dan kepuasan wisatawan terhadap atraksi tertentu. Secara umum, nilai yang dipersepsikan dapat dibagi lagi menjadi beberapa dimensi termasuk persepsi fungsional, emosional, dan sosial, serta pengorbanan yang dirasakan. Nilai yang dirasakan oleh emosi, dan nilai yang dirasakan dari biaya.

Nilai yang dipersepsikan wisatawan telah ditetapkan sebagai prediktor kuat niat perilaku dalam banyak perilaku wisatawan dan niat mengunjungi kembali wisatawan dalam pariwisata. Nilai yang dipersepsikan memiliki pengaruh yang kuat terhadap niat berkunjung kembali wisatawan ke destinasi wisata. Hal ini berarti ketika wisatawan merasakan nilai yang dipersepsikan yang lebih tinggi terhadap suatu destinasi yang dikunjungi, kemungkinan besar wisatawan akan mengembangkan niat untuk berkunjung lagi. Selain itu nilai yang dipersepsikan dapat menjadi faktor yang berkontribusi terhadap kepuasan pelanggan.

Nilai yang dipersepsikan memiliki dampak yang kuat terhadap kepuasan wisatawan. Persepsi nilai wisatawan berpengaruh signifikan terhadap kepuasan wisatawan (Abbasi et al., 2021). Ketika wisatawan merasakan kualitas produk atau layanan yang tinggi, wisatawan mungkin menunjukkan niat berperilaku yang lebih tinggi dalam jenis pariwisata tersebut (Gan et al., 2023). Dari perspektif jangka panjang, nilai yang dipersepsikan dibentuk sebagai elemen sudut untuk memahami kepuasan wisatawan dan berkontribusi pada loyalitas akhir wisatawan. Nilai yang dipersepsikan wisatawan terhadap suatu destinasi memengaruhi kepuasan pribadi wisatawan itu sendiri, sehingga dapat berkontribusi terhadap loyalitas wisatawan terhadap destinasi tersebut (Valverde-Roda et al., 2022).

Nilai yang dipersepsikan dihasilkan dari penilaian biaya dan manfaat terkait suatu penawaran. Konstruksi nilai yang dipersepsikan membantu perusahaan pariwisata mengetahui bagaimana pengunjung menilai layanan yang telah disediakan. Kualitas layanan, nilai sosial, permainan dan estetika sebagai dimensi yang berkontribusi terhadap nilai yang dipersepsikan. Enam dimensi yaitu kualitas layanan wisata, penampilan destinasi, pengalaman emosional, reputasi dan biaya moneter dan nonmoneter. Selain itu, untuk perilaku umum wisatawan, dalam penelitian Moreno et al. (2024), tentang nilai yang dipersepsikan menemukan bahwa hal tersebut mencakup terkait dengan keindahan, aksesibilitas terhadap bangunan dan monumen, informasi wisata, layanan dan kualitas, nilai uang, keragaman, kebersihan, peluang untuk membeli kerajinan tangan, penawaran pelengkap, keamanan, layanan transportasi, dan konservasi warisan.

Meskipun nilai yang dipersepsikan sangat penting untuk memperoleh keunggulan kompetitif, hal ini bervariasi antar orang dan situasi. Nilai yang dipersepsikan dipertimbangkan dari perspektif utilitarian, sebagai utilitas yang diperoleh dari suatu produk atau layanan. Konsep nilai yang dipersepsikan dari perspektif pengalaman telah banyak digunakan dalam konteks jasa misalnya ritel, hotel, acara, dan kapal pesiar, tempat wisata bersejarah, yang mana faktor-faktor tak berwujud sangat relevan. Nilai yang dipersepsikan pada setiap tahap perjalanan wisatawan, kepuasan diukur pada tahap akhir, setelah pengalaman konsumsi tertentu, sebagai kesenjangan antara harapan pribadi dan pengalaman aktual (Calza et al., 2020).

2.1.3 Kepuasan Wisatawan

Kepuasan ditetapkan sebagai variabel acuan penting bagi pengelolaan suatu destinasi. Kepuasan mengacu pada keadaan pikiran emosional setelah pengalaman tertentu. Kepuasan berkaitan erat dengan kualitas atau nilai yang dirasakan, sehingga nilai ini dapat dianggap sebagai pendahulu dari kepuasan. Definisi kepuasan wisatawan, yang telah menjadi subjek berbagai penelitian pemasaran, bervariasi dari satu penulis ke penulis lainnya dan bergantung pada tujuan penelitian yang dilakukan.

Kepuasan wisatawan dapat diartikan sebagai respon emosional secara umum terhadap pengalaman wisatawan. Secara umum, hal ini dapat dilihat sebagai penilaian evaluatif dari respons emosional terhadap pengalaman konsumsi baru-baru ini atau yang sudah lama terjadi. Konsep ini telah menerima banyak definisi selama bertahun-tahun, yang dapat diklasifikasikan menjadi dua kategori utama. Kategori pendekatan pertama menggambarkan kepuasan sebagai hasil dari suatu proses (pengalaman konsumsi). Kategori kedua, dalam konseptualisasinya, menganggap kepuasan sebagai keseluruhan atau bagian dari proses ini dan pada dasarnya mencerminkan karakter komparatifnya, dari satu keadaan (wisatawan) ke keadaan lainnya.

Dalam pengertian ini, El Moussaoui et al (2023) mengumumkan bahwa kepuasan wisatawan dapat digambarkan dalam empat poin yaitu keadaan kognitif, respon emosional, evaluasi dan penilaian terhadap kepuasan yang menggabungkan penilaian kognitif dan emosional. tanggapan. Demikian pula, kepuasan dapat dianggap sebagai anteseden perilaku atau loyalitas di masa depan terhadap destinasi atau layanan tertentu. Kepuasan ini konformitas sebagai hasil psikologis yang diperoleh dari pengalaman tertentu, akibatnya muncul fenomena ketidakpuasan ketika harapan yang diciptakan tidak sesuai dengan yang dijalani. Kepuasan wisatawan berupa tingkat kepuasan subjektif yang dirasakan oleh pengunjung setelah mengalami destinasi atau pengalaman wisata tertentu.

Hal tersebut berkaitan dengan sejauh mana pengunjung merasa bahwa harapan dan ekspektasi wisatawan terpenuhi atau bahkan melebihi selama kunjungan wisatawan. Kepuasan wisatawan yang dimaksud ialah tingkat rasa puas pada wisatawan yang timbul setelah melakukan kunjungan atau aktivitas wisata ke suatu tempat wisata (Preko et al., 2020). Dari sudut pandang wisatawan, kepuasan terbentuk sebagai sebuah konstruk, variabel yang relevan bagi kelangsungan hidup suatu perusahaan, karena adanya pola pengulangan konsumsi selanjutnya, karena pelanggan yang puas akan lebih puas. cenderung mengkonsumsi layanan tersebut.

Dalam nomenklatur pemasaran, kepuasan wisatawan adalah evaluasi bahwa layanan yang dialami wisatawan setidaknya sebaik yang diharapkan yang sudah mapan perilaku wisatawan dipengaruhi oleh ketidaknyamanan layanan, sebaliknya ketika layanan yang ditawarkan melebihi harapannya maka wisatawan merasa puas. Pada *platform online* memiliki pengaruh yang signifikan terhadap kepuasan wisatawan.

Diskonfirmasi positif (yaitu pengalaman > ekspektasi) mengarah pada kepuasan, sedangkan diskonfirmasi negatif (yaitu pengalaman < ekspektasi) mengarah pada ketidakpuasan. Kepuasan pelanggan sering digambarkan sebagai perbandingan antara ekspektasi sebelum pembelian dan kinerja produk sebenarnya. Hubungan signifikan yang pasti terkait dengan kenyamanan layanan; misalnya, kepuasan pelanggan dipengaruhi oleh kenyamanan layanan dan pada gilirannya kepuasan menjadikan pelanggan setia (Shamsi et al., 2023). Meskipun kepuasan diakui sebagai indikator utama keberhasilan perusahaan industri, faktor-faktor yang memengaruhinya masih belum jelas.

Kemungkinan besar, kepuasan pelanggan adalah produk dari pengalaman pelanggan dalam menggunakan atau mengonsumsi layanan. Selain itu, konsekuensi kepuasan pelanggan terhadap hubungan pelanggan dengan perusahaan dan konsumsi layanan atau produk di masa depan masih belum jelas. Tingkat kepuasan yang tinggi biasanya dikaitkan dengan kepercayaan yang lebih besar terhadap pemasok dan, pada saat yang sama, dengan peningkatan biaya perubahan, yang, bersama-sama, akan menyebabkan peningkatan niat pembelian kembali dan rekomendasi (Cepeda et al., 2023). Gagasan kepuasan mengacu pada penilaian evaluatif pasca-pilihan atas keputusan yang spesifik dan mempunyai tujuan.

Kepuasan adalah sebagai tujuan akhir pemasaran. Hubungan loyalitas kepuasan dalam lingkungan *mobile commerce* mengidentifikasi kekuatan hubungan yang berbeda-beda di berbagai negara dan berbagai tahap lanjutan adopsi perangkat. Karena biaya dan upaya perubahan secara keseluruhan rendah bagi pelanggan di lingkungan digital, penting untuk memahami apakah variabel lain juga memengaruhi hubungan loyalitas kepuasan.

Selain itu, nuansa lingkungan media sosial yang baru dan baru muncul memerlukan penyelidikan lebih dalam. Dalam konteks yang berfokus pada warisan dan budaya, banyak penelitian telah menyimpulkan pengaruh positif motivasi terhadap kepuasan baik secara langsung dan secara tidak langsung melalui variabel seperti pengalaman pengunjung, komitmen pengunjung atau citra dari tempat wisata (Thakur, 2019). Kepuasan wisatawan sering dianggap sebagai langkah pertama dan utama dalam menciptakan loyalitas pelanggan.

Ketika layanan suatu tempat memenuhi atau melebihi harapan wisatawan, wisatawan merasa puas. Kepuasan tersebut biasanya diukur dari seberapa baik kebutuhan dan harapan fungsional konsumen terpenuhi. Pengalaman yang memuaskan membuat merek maupun layanan menjadi lebih baik di mata pelanggan dan mengurangi keinginan mereka untuk mencari opsi lain. Pengalaman yang menyenangkan lebih mungkin diingat oleh wisatawan dan membuat mereka lebih cenderung untuk kembali membeli barang atau jasa yang sama. Pengalaman yang memuaskan dan menyenangkan juga membuat pelanggan lebih cenderung untuk kembali membeli barang atau jasa yang sama.

Selain itu, pengelola lebih cenderung mengikuti promosi, berpartisipasi dalam program loyalitas, dan terus mendukung merek dalam jangka panjang (Harianto & Ellyawati, 2023). Kepuasan ini konformitas sebagai hasil psikologis yang diperoleh dari pengalaman tertentu, akibatnya muncul fenomena ketidakpuasan ketika harapan yang diciptakan tidak sesuai dengan yang dialami. Dari sudut pandang wisatawan, kepuasan terbentuk sebagai sebuah konstruk, variabel yang relevan bagi kelangsungan hidup suatu perusahaan, karena adanya pola pengulangan konsumsi selanjutnya, karena pelanggan yang puas akan lebih puas sehingga cenderung mempergunakan layanan maupun kembali mengunjungi tempat wisata tersebut (Yang et al., 2022).

2.1.4 Loyalitas

Konsep loyalitas dapat didefinisikan dari dua perspektif: sikap melalui pemeliharaan hubungan di masa depan dan perilaku, melalui pola pengulangan. Motivasi eksternal dan internal sebagai anteseden loyalitas dan kepuasan sebagai konstruk mediasi.

Motivasi internal dan eksternal memengaruhi kepuasan wisatawan, dan motivasi eksternal secara signifikan memengaruhi loyalitas pengunjung. Faktor-faktor seperti kepercayaan, kepuasan dan citra suatu tempat secara signifikan meningkatkan loyalitas pelanggan. Selain kepercayaan dan kepuasan, faktor-faktor seperti biaya, persepsi, filosofi dan komitmen juga memengaruhi loyalitas pelanggan. Upaya mengukur pengaruh kualitas layanan terhadap faktor-faktor seperti kepuasan, kepercayaan, dan loyalitas pengunjung yang mengunjungi tempat wisata. Kepuasan pengunjung dan loyalitas pengunjung meningkat jika tempat wisata mempunyai ulasan serta dapat diandalkan dan layak dipercaya.

Komitmen dan keintiman pengunjung wisata memiliki efek mediasi antara kepercayaan dan loyalitas (Moosa et al., 2023). Loyalitas pelanggan penting bagi organisasi karena meningkatkan keuntungan, meningkatkan keberhasilan penjualan, dan memungkinkan pertumbuhan berkelanjutan. Retensi pelanggan akhir-akhir ini menarik banyak perhatian karena menunjukkan keunggulan kompetitif. Wisatawan yang loyal akan berkunjung kembali ke tempat dan merekomendasikan tempat wisata tersebut kepada orang lain.

Loyalitas merupakan aset berharga dan prioritas strategis. Loyalitas berupa tingkat kesetiaan atau preferensi yang kuat dari seorang wisatawan untuk terus memilih dan kembali mengunjungi destinasi wisata tertentu secara berulang. Loyalitas ialah kecenderungan wisatawan untuk melakukan kunjungan kembali ke suatu tempat wisata secara berulang (Esparza et al., 2023). Loyalitas sebagaimana didefinisikan sebagai komitmen yang dipegang secara mendalam untuk membeli kembali atau berlangganan kembali suatu produk/jasa yang disukai secara konsisten di masa depan, sehingga menyebabkan pembelian merek yang sama atau rangkaian merek yang sama secara berulang-ulang, meskipun pengaruh situasi dan upaya pemasaran memiliki efek yang sama berpotensi menyebabkan perubahan perilaku. Tiga pendekatan untuk memahami loyalitas meliputi, perilaku, sikap dan terintegrasi. Yang pertama mengkaji kecenderungan wisatawan untuk mengunjungi kembali dan melakukan pembelian berulang, yang kedua berfokus pada keterlibatan psikologis pelanggan termasuk niat baik dan favorit.

Sedangkan yang terintegrasi menggabungkan pendekatan-pendekatan ini, untuk menciptakan gagasan baru tentang loyalitas Ashiq et al (2023). Oleh karena itu, memahami loyalitas pelanggan menjadi sangat penting. Pembagian loyalitas yang berbeda; memiliki dua dimensi: sikap dan perilaku. Dimensi sikap dari loyalitas menentukan keinginan pelanggan dalam memilih jenis layanan untuk menjalin hubungan dengan penyedia layanan. Dimensi perilaku dari loyalitas menunjukkan kunjungan wisatawan dan ketertarikan terhadap sebuah tempat wisata (Mansouri et al., 2022).

Peran kualitas hubungan dalam peningkatan loyalitas destinasi pariwisata, menggunakan pendekatan inovatif yang didasarkan pada kepercayaan, keterikatan, dan kepuasan dengan hubungan, dalam konteks spesifik pariwisata pedesaan, suatu jenis pariwisata di mana hubungan dapat dibangun dan dibina. Untuk menentukan kapasitas variabel hubungan untuk menghasilkan loyalitas, yang membantu membina hubungan antara wisatawan dan destinasi. Pengembangan kualitas hubungan dalam kerangka ini dapat dipahami sebagai alat untuk meningkatkan profitabilitas manfaat yang ditawarkan oleh pariwisata pedesaan kepada destinasi tertentu dan organisasi kecil tempat wisata (Alves et al., 2019). Loyalitas terhadap suatu destinasi berhubungan langsung dengan tingkat kepuasan yang dialami wisatawan; oleh karena itu, strategi pemasaran harus fokus pada faktor-faktor relevan yang dinilai, seperti kualitas perjalanan, nilai yang dirasakan, dan kepuasan wisatawan.

Oleh karena itu, citra destinasi dianggap sebagai aspek penting yang berdampak pada niat perilaku wisatawan, serta keputusan wisatawan selanjutnya. Dengan demikian, citra destinasi dan nilai yang dirasakan merupakan kepuasan wisatawan dan dapat memengaruhi pilihan destinasi tempat wisata. Dalam konteks ini, penting untuk mengingat dimensi-dimensi yang terkait erat dengan loyalitas destinasi, seperti persepsi kesejahteraan, layanan yang diterima, dan citra destinasi. Variabel tersebut berhubungan langsung dengan loyalitas yang diperoleh, apa yang relevan ketika memutuskan untuk kembali ke tempat tersebut atau berbagi pengalaman positif tentang hal tersebut (Esparza et al., 2023).

Secara khusus, *sense of belonging* dapat mengarahkan wisatawan untuk bertindak demi merek destinasi dan komunitas itu sendiri dengan juga memengaruhi tanggung jawab wisatawan tersebut terhadap lingkungan dan perilaku loyalitas terhadap destinasi, seperti sebagai promosi dari mulut ke mulut atau niat rekomendasi. Dalam hal ini, menjadi sangat penting untuk menganalisis *sense of belonging*, terutama dalam kaitannya dengan destinasi budaya karena ketika kegiatan wisata difokuskan pada warisan dan budaya, hubungan destinasi wisata akan semakin ditekankan. Loyalitas wisatawan secara pribadi yang menunjukkan minat untuk mengembangkan *sense of belonging* ke situs budaya (Dini et al., 2023).

2.1.5 Electronic word-of-mouth (e-WOM)

Sebelum adanya *e-WOM* seperti saat ini, lebih dahulu munculnya *WOM*. *Word of mouth* (*WOM*) adalah salah satu cara tertua orang menyebarkan informasi. Komunikasi interpersonal adalah konsep yang sudah lama ada di bidang perhotelan dan pariwisata. *WOM* menggambarkan sebagai barter atau pertukaran informasi antar wisatawan. *WOM* tradisional sebagai komunikasi tatap muka pribadi antara dua pihak atau lebih dalam lingkungan informal di mana wisatawan berbagi pengalaman terkait dengan konsumsi suatu produk atau layanan. Berkembangnya teknologi juga membuat *WOM* tergantikan dengan *e-WOM*.

Pada dasarnya, diyakini bahwa *e-WOM* tersedia secara luas bagi siapa saja, kapan saja, dan tidak dibatasi oleh waktu atau lokasi. *WOM* tetap tersedia untuk jangka waktu yang lebih lama sehingga tertanam dalam memori yang lebih dalam dan memberikan pengaruh yang lebih besar dibandingkan *WOM* tradisional pada proses pengambilan keputusan wisatawan potensial (Goyal et al., 2023). *Electronic word of mouth* (*e-WOM*) didefinisikan sebagai semua komunikasi informal pelanggan melalui teknologi berbasis internet mengenai penerapan atau karakteristik barang, jasa, atau pengecer tertentu. Dalam industri jasa, pelanggan sangat bergantung pada tip dan rekomendasi dari seseorang yang telah merasakan layanan tersebut.

Kualitas hubungan dan dimensinya (kepercayaan, komitmen, dan kepuasan) berpengaruh positif terhadap *e-WOM* (Kousheshi et al., 2020). Munculnya media sosial *online* memunculkan bentuk komunikasi baru, *e-WOM*. Meskipun terdapat beragam didefinisikan *e-WOM* sebagai setiap pernyataan positif atau negatif yang dibuat oleh calon pelanggan, pelanggan aktual, atau mantan pelanggan mengenai suatu produk atau perusahaan, yang tersedia bagi banyak orang dan institusi melalui internet. Meskipun banyak yang menganggap *e-WOM* sebagai versi elektronik dari *WOM* tradisional, terdapat perbedaan tertentu antara kedua konsep tersebut.

Pertama, komunikasi *e-WOM* dapat menjangkau lebih banyak wisatawan dalam jangka waktu yang lebih singkat dibandingkan komunikasi *WOM*. Kedua, *e-WOM* bersifat persisten dan tetap berada di repositori publik, artinya *e-WOM* selalu tersedia bagi calon konsumen atau wisatawan yang secara aktif mencari informasi tentang produk atau layanan. Ketiga, *e-WOM* lebih seimbang dan tidak memihak dibandingkan *WOM* tradisional karena berbagai opini ditampilkan dalam waktu bersamaan di *platform* yang sama.

Terakhir, penerima *WOM* tradisional umumnya mengetahui identitas pengirimnya. Oleh karena itu, kredibilitas komunikator dan pesannya diketahui oleh penerimanya (Kusawat et al., 2022). Diakui secara luas bahwa budaya merupakan faktor penting yang memengaruhi pikiran dan tindakan wisatawan. Tidak mengherankan, sejumlah penelitian yang diterbitkan baru-baru ini muncul untuk menyelidiki pengaruh perbedaan budaya terhadap *e-WOM*. Penelitian *e-WOM* lintas budaya yang dirintis dilakukan oleh Ardyan et al (2021) dengan mengumpulkan data dari forum diskusi produk Amerika dan Tiongkok, berusaha memahami perilaku pencarian informasi lintas budaya.

Sejak itu, berbagai teori budaya telah diadopsi dalam penelitian, misalnya teori dimensi budaya Hofstede, kerangka budaya kepemimpinan global dan efektivitas perilaku organisasi, nilai-nilai budaya *Schwartz*, dimensi individualisme dan kolektivisme horizontal dan vertikal, konteks budaya tinggi/rendah dan gaya berpikir analitis/holistik.

E-WOM berupa bentuk dari interaksi pengguna *online* yang memengaruhi persepsi dan keputusan wisatawan terkait destinasi atau pengalaman wisata tertentu. Ulasan melalui media sosial tanpa disadari termasuk ke dalam kategori promosi *online*. Promosi *online* secara signifikan mempengaruhi loyalitas destinasi. Promosi *online* yang memberikan informasi detail dan relevan akan sangat memudahkan dan membantu wisatawan dalam memilih destinasi wisata yang tepat. Sehingga promosi *online* yang handal akan mampu mendorong calon wisatawan untuk melakukan pembelian ulang secara terus menerus (Fitriany & Abidin, 2018).

E-WOM ialah ulasan dalam bentuk *online* melalui media sosial yang dibuat oleh wisatawan tentang pesan dan kesan pengalaman yang dirasakan wisatawan setelah mengunjungi tempat wisata (Chinelato et al., 2023). Definisi dari *e-WOM* yaitu sebagai semua informasi tentang produk, layanan, perusahaan, bisnis, dan masih banyak lagi, yang dapat dibagikan antar wisatawan. Komunitas online di berbagai *platforms* seperti Instagram dan TikTok menjadi semakin penting dalam beberapa tahun terakhir berkat informasi yang dihasilkan di dalamnya, yang berdampak pada keadaan dan perilaku wisatawan (Anaya-Sánchez et al., 2020).

Pentingnya hal ini dimulai pada bidang perangkat lunak bebas, dan kemudian meluas ke sektor aktivitas yang paling beragam. *e-WOM* memengaruhi isu-isu utama bagi merek, seperti kepuasan wisatawan, pengambilan keputusan pembelian dan kesadaran merek. *E-WOM* berperan penting dalam mengekspresikan sentimen konsumen terhadap merek maupun layanan dan berfungsi sebagai media komunikasi pemasaran yang sangat efektif dan efisien, memerlukan biaya rendah, memiliki jangkauan luas, dan memungkinkan penyebaran informasi secara cepat (Cici Ijan & Ellyawati, 2023). *Google Maps* adalah saluran yang tepat untuk mendorong wisatawan menyebarkan *e-WOM* positif tentang sebuah tempat wisata. Loyalitas juga berpengaruh positif terhadap penyebaran komentar positif tentang suatu tempat wisata.

Ketika pengunjung setia pada suatu tempat wisata, wisatawan cenderung memberikan komentar positif tentang tempat wisata tersebut. Pengunjung wisata cenderung menampilkan perilaku ramah, yang sebagian menjelaskan partisipasi wisatawan dalam komunitas ini dan meningkatkan kemungkinan wisatawan terlibat dalam *e-WOM* yang positif. Hubungan pengunjung wisata yang kuat meningkatkan niat wisatawan untuk menyebarkan *e-WOM* positif (Geringer et al., 2022). Loyalitas terhadap suatu tempat wisata di sekitar komunitas berpengaruh positif terhadap niat untuk menghasilkan *e-WOM* positif. Pengunjung setia yang datang kembali pada sebuah tempat wisata lebih mungkin untuk berbagi pengalaman konsumsinya dengan orang lain.

2.2 Penelitian Terdahulu

Penelitian relevan sebagai rujukan bagi penelitian ini dilihat pada Tabel 2.1

Tabel 2.1 Penelitian Terdahulu

NO	Judul Penelitian	Variabel	Metode Penelitian	Hasil Penelitian
1.	<i>Perceived value, satisfaction and loyalty in a World Heritage Site Alhambra and Generalife (Granada, Spain)</i> (Valverde-Roda et al., 2022)	<i>Motivations, Perceived value, Site Satisfaction, and Loyalty</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 1.612.	Penelitian ini menunjukkan bahwa motivasi tiap wisatawan untuk mendatangi tempat berbeda-beda harus diperhitungkan dan dikenali, karena motivasi ini bersifat dinamis dan terus berubah, mencari pengalaman, emosi, dan persepsi baru
2.	<i>Understanding electronic and face to face word of mouth influencers: an emerging market perspective</i>	<i>Service quality, Service communication, Relationship value, Trust, Satisfaction, fWOM, eWOM</i>	Menggunakan <i>SmartPLS</i> dengan Teknik <i>partial least square</i> (PLS) dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 405.	Kualitas layanan dan nilai hubungan memengaruhi kedua komponen <i>relationship quality</i> dan implikasinya merupakan determinan <i>relationship quality</i> . Komunikasi layanan ditemukan berdampak pada kepercayaan tetapi tidak berpengaruh pada kepuasan pelanggan. Nilai hubungan diindikasikan sebagai prediktor kuat kepercayaan dan kepuasan. Komunikasi layanan tidak

NO	Judul Penelitian	Variabel	Metode Penelitian	Hasil Penelitian
	(Oraedu et al., 2021)			memperhitungkan <i>relationship quality</i> . Kualitas layanan dan nilai hubungan memiliki pengaruh paling besar terhadap kepercayaan dan kepuasan dibandingkan komunikasi layanan dengan varian keseluruhan yang dijelaskan oleh anteseden kepercayaan lebih tinggi daripada yang dijelaskan pada kepuasan.
3.	<i>Impact of the antecedents of Ewom on CBBE</i> (Sijoria et al., 2018)	<i>Information Quality, Trust, Social Quality, Information Quantity, Subjective Norms, Satisfaction, Loyalty, Social Relationship, EWOM, Consumer based brand equity</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 103	Penelitian ini menunjukkan bahwa pelanggan yang puas dapat meningkatkan <i>Consumer based brand equity</i> dengan berlangganan merek tersebut di forum web (baik media sosial maupun situs pembelian). Loyalitas dapat meningkatkan <i>Consumer based brand equity</i> jika pelanggan setia menulis ulasan positif tentangnya.
4.	<i>Do satisfied customers recommend restaurants? The moderating effect of engagement on the relationship between satisfaction and e-WOM</i> (Chinelato et al., 2023)	<i>Global perceived quality, Positive emotions, Negative emotions, Satisfaction, E-WOM, Propensity to loyalty</i>	Menggunakan SPSS untuk menguji frekuensi dan <i>exploratory factor analysis</i> (EFA) dan menggunakan AMOS 20 untuk menguji CFA serta menguji hipotesis dengan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 416.	Penelitian ini menunjukkan bahwa dampak langsung dari kualitas yang dirasakan oleh konsumen restoran a la carte (stimulus) terhadap emosi positif, emosi negatif, dan kepuasan (organisme) dan terdapat pengaruh kepuasan terhadap kecenderungan loyalitas dan <i>e-WOM</i> atau tanggapan.
5.	<i>The effect of perceived quality and customer engagement on the loyalty of users of Spanish fitness</i>	<i>Perceived quality, Customer engagement, Perceived value,</i>	Menggunakan SPSS untuk menguji frekuensi dan <i>exploratory factor analysis</i>	Penelitian ini menunjukkan bahwa faktor-faktor yang memengaruhi loyalitas klien pusat kebugaran berbiaya rendah sangatlah penting karena ini adalah model

NO	Judul Penelitian	Variabel	Metode Penelitian	Hasil Penelitian
	<i>centres</i> (Gálvez et al., 2023)	<i>Satisfaction, Future intentions</i> 34	(EFA) dan menggunakan AMOS 20 untuk menguji CFA serta menguji hipotesis dengan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 6.584.	bisnis yang sedang menjadi trending di industri olahraga. Meskipun promosi kualitas dapat dirasakan oleh pengguna pusat kebugaran (<i>Gym</i>).
6.	<i>Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York</i> (Palazzo et al., 2021)	<i>Customer relationship management, Convenience, Trust, Perceived value, Perceived service quality, Satisfaction, Image, Loyalty, Purchase Intention</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 723.	Penelitian ini menunjukkan bahwa kualitas layanan yang dirasakan berdampak pada kepuasan, loyalitas, citra, dan niat membeli dalam konteks pariwisata, setidaknya dalam konteks pariwisata, hotel di London dan New York. Kualitas layanan dapat dikapitalisasi melalui pemanfaatan kenyamanan dan <i>Customer relationship management</i> .
7.	<i>The impact of positive emotional experiences on eWOM generation and loyalty</i> (Serra et al., 2018)	<i>Emotional experience, Customer satisfaction, Ewom, Loyalty</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 878.	Penelitian ini menunjukkan bahwa persaingan yang semakin ketat mengharuskan pemasar untuk menghargai nilai pengalaman emosional yang berpotensi diperoleh dari penawaran pariwisata. Wisatawan mencari pengalaman yang menyenangkan dan berkesan melalui konsumsinya.
8.	<i>Examining the structural relationships between perceived value, satisfaction and loyalty among</i>	<i>Monetary and non-monetary costs, Staff service quality, Destination attractiveness,</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan menggunakan	Penelitian ini menunjukkan bahwa faktor-faktor yang membentuk persepsi nilai penyandang disabilitas di situs warisan budaya. Faktor nilai yang dipersepsikan

NO	Judul Penelitian	Variabel	Metode Penelitian	Hasil Penelitian
1	<i>disabled tourists in two world heritage sites</i> (Moreno et al., 2024)	<i>Tourist offer accessibility, Information accessibility, Satisfaction, Loyalty</i>	SPSS untuk menguji CFA serta menguji hipotesis dengan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 184.	memengaruhi kepuasan dan loyalitas penyandang disabilitas. Penelitian ini juga untuk menguji perbedaan perilaku penyandang disabilitas di berbagai <i>World Heritage Sites</i> di Ekuador yaitu Quito dan Cuenca.
13	9. <i>Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context</i> (Rasoolimanesh et al., 2022)	<i>Hedonism, Novelty, Local culture, Refreshment, Meaningfulness, Knowledge, Involvement, Satisfaction, EWOM, Revisit intention</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 409.	Penelitian ini menunjukkan bahwa pengaruh <i>Hedonism</i> dan <i>Refreshment</i> terhadap kepuasan, niat berkunjung kembali dan <i>e-WOM</i> serta pengaruh novelty terhadap kepuasan dan niat berkunjung kembali. Pengelolaan destinasi yang tidak memuaskan atau aksesibilitas destinasi yang buruk juga memengaruhi terciptanya pengalaman berkesan yang bersifat negatif.
10.	<i>Museum experience and satisfaction: moderating role of visiting frequency</i> (Preko et al., 2020)	<i>Satisfaction, Loyalti, Experience, Willingness to pay more</i>	Menggunakan <i>SmartPLS</i> dengan analisis statistik deskriptif dan <i>Structural Equation Modeling</i> (SEM). Jumlah responden dalam penelitian ini adalah 385.	Penelitian ini menunjukkan bahwa semua hipotesis dinyatakan diterima. Pengalaman museum, kepuasan, <i>willingness to pay</i> merupakan faktor signifikan yang berdampak pada loyalitas wisatawan di wilayah yang diteliti. Wisatawan domestik dan asing merasa puas dengan pilihan mereka terhadap Museum Nasional dan hal ini akan mengembangkan tingkat loyalitas destinasi yang tinggi.

2.3 Pengembangan Hipotesis

Hipotesis-hipotesis yang diajukan pada penelitian ini dikembangkan berdasarkan penelitian-penelitian terdahulu yang tercantum dalam Tabel 2.1.

Tabel tersebut secara jelas menunjukkan adanya keterkaitan antar-variabel, terutama motivasi, nilai yang dipersepsikan, kepuasan wisatawan, *e-WOM*, serta loyalitas wisatawan di Taman Sari Yogyakarta. Adapun penjelasan mengenai pengembangan hipotesis selanjutnya akan dijelaskan satu per satu sebagai berikut:

Kepuasan wisatawan ditetapkan sebagai variabel acuan penting bagi pengelolaan suatu destinasi. Kepuasan mengacu pada keadaan pikiran emosional setelah pengalaman tertentu (Chaffey et al., 2022). Motivasi merupakan faktor penting yang dapat memengaruhi tingkat kepuasan wisatawan saat mengunjungi Taman Sari Yogyakarta. Motivasi awal wisatawan untuk mengunjungi Taman Sari dapat memengaruhi tingkat kepuasan wisatawan. Jika tujuan wisatawan untuk mengunjungi situs sejarah dan budaya, dan Taman Sari memenuhi atau bahkan melebihi harapan wisatawan dalam hal pengalaman sejarah dan budaya, wisatawan cenderung merasa puas dengan kunjungannya.

Kepuasan wisatawan dapat dipengaruhi oleh sejauh mana wisatawan mencapai tujuan-tujuan tertentu yang telah ditetapkan untuk kunjungannya. Misalnya, jika wisatawan datang ke Taman Sari dengan tujuan untuk memahami sejarah Kerajaan Mataram Islam dan wisatawan mendapatkan pengalaman yang mendalam dan informatif di situs tersebut, wisatawan kemungkinan akan merasa puas. Motivasi wisatawan untuk mencari pengalaman emosional juga dapat memengaruhi tingkat kepuasannya.

Jika Taman Sari mampu menyediakan pengalaman yang membangkitkan emosi, seperti kekaguman akan arsitektur dan keindahan, atau rasa terhubung dengan warisan budaya, maka wisatawan mungkin akan merasa lebih puas dengan kunjungannya. Bagi beberapa wisatawan, motivasi untuk berinteraksi dengan orang lokal atau wisatawan lain dapat memengaruhi tingkat kepuasannya (Kotabe et al., 2019). Jika Taman Sari menyediakan kesempatan untuk berinteraksi dengan pemandu wisata atau penduduk lokal yang ramah dan informatif, hal ini dapat meningkatkan kepuasan wisatawan dengan kunjungan tersebut. Menurut Robbins et al (2019), motivasi wisatawan juga terkait dengan pencapaian kebutuhannya selama perjalanan.

Jika Taman Sari mampu memenuhi kebutuhan wisatawan, seperti kebutuhan akan hiburan, pengetahuan, atau ketenangan, wisatawan cenderung merasa lebih puas dengan pengalamannya. Sehingga motivasi wisatawan dan memastikan bahwa Taman Sari Yogyakarta dapat memenuhi atau bahkan melampaui harapan wisatawan sesuai dengan motivasi masing-masing, destinasi tersebut dapat meningkatkan tingkat kepuasan pengunjungnya. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H1: Motivasi memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta.

Nilai yang dipersepsikan atau nilai yang dirasakan oleh wisatawan dapat memiliki dampak yang signifikan terhadap tingkat kepuasan wisatawan saat mengunjungi Taman Sari Yogyakarta. Nilai yang dipersepsikan mencakup persepsi wisatawan tentang manfaat relatif terhadap biaya atau usaha yang telah dikeluarkan untuk mengunjungi suatu tempat. Jika wisatawan merasa bahwa manfaat yang wisatawan terima dari kunjungan ke Taman Sari sepadan dengan biaya dan usaha yang telah dikeluarkan, wisatawan akan lebih cenderung merasa puas. Hal ini terjadi terutama berlaku jika pengalaman di Taman Sari memenuhi atau bahkan melebihi harapan wisatawan. Nilai yang dipersepsikan juga mencakup evaluasi wisatawan terhadap kualitas layanan dan fasilitas yang disediakan oleh Taman Sari.

Jika wisatawan merasa bahwa fasilitas dan layanan yang wisatawan nikmati sebanding dengan harga yang telah dibayarkan atau dengan usaha yang wisatawan lakukan, akan cenderung merasa puas. Menurut pendapat Kotabe et al (2022) faktor-faktor seperti kebersihan, keramahan staf, kenyamanan, dan kualitas interpretasi tur atau pengalaman wisata juga berperan penting dalam membentuk nilai yang dipersepsikan. Nilai yang dipersepsikan juga terkait dengan sejauh mana pengalaman di Taman Sari sesuai dengan preferensi dan kebutuhan wisatawan. Menurut Cateora et al (2023) jika wisatawan merasa bahwa destinasi tersebut memberikan pengalaman yang sesuai dengan minat, keinginan, dan ekspektasi wisatawan. Sehingga wisatawan lebih cenderung merasa bahwa kunjungan wisatawan memiliki nilai yang tinggi dan akhirnya merasa puas.

¹² Jika wisatawan mempersepsikan nilai yang dipersepsikan yang lebih tinggi terhadap suatu destinasi, hal ini diharapkan akan memengaruhi tingkat kepuasan wisatawan. Di sisi lain, jika wisatawan merasa bahwa suatu destinasi memiliki nilai yang lebih rendah, hal ini dapat menyebabkan berkurangnya tingkat kepuasan wisatawan terkait dengan destinasi tersebut. Nilai yang dipersepsikan juga dipengaruhi oleh persepsi wisatawan tentang nilai relatif dari Taman Sari dibandingkan dengan alternatif lainnya.

Jika wisatawan merasa bahwa Taman Sari menawarkan nilai yang lebih baik daripada destinasi lain yang serupa, wisatawan kemungkinan akan merasa puas dengan pengalamannya berkunjung ke Taman Sari. Nilai yang dipersepsikan memainkan peran penting dalam membentuk tingkat kepuasan wisatawan di Taman Sari Yogyakarta. Upaya untuk meningkatkan nilai yang dipersepsikan, baik melalui peningkatan kualitas layanan, fasilitas, atau pengalaman wisata, dapat membantu meningkatkan kepuasan wisatawan secara keseluruhan. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H2: Nilai yang dipersepsikan memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta.

Nilai yang dipersepsikan atau nilai yang dirasakan oleh wisatawan memiliki dampak yang signifikan terhadap loyalitas wisatawan terhadap Taman Sari Yogyakarta. Wisatawan akan mempertimbangkan apakah manfaat yang wisatawan terima dari kunjungan ke Taman Sari sebanding dengan harga yang telah dibayarkan. Jika wisatawan merasa bahwa manfaat yang wisatawan terima seperti pengalaman, fasilitas, dan pelayanan melebihi harga yang dibayarkan, wisatawan akan merasa nilai yang dirasakan dari kunjungan tersebut tinggi (Preko et al., 2020).

Sehingga hal tersebut dapat meningkatkan loyalitas wisatawan terhadap Taman Sari karena akan merasa mendapatkan nilai yang baik untuk uang yang telah dikeluarkan. Nilai yang dipersepsikan juga terkait erat dengan kualitas pengalaman wisata yang diberikan oleh Taman Sari.

Jika wisatawan merasa bahwa pengalaman yang diperoleh di Taman Sari unik, memuaskan, dan berharga, wisatawan cenderung merasa bahwa nilai yang diperoleh dari kunjungan tersebut tinggi. Pengalaman yang positif ini dapat memperkuat loyalitas wisatawan karena wisatawan ingin kembali untuk mendapatkan pengalaman yang sama atau bahkan lebih baik di masa depan (Palazzo et al., 2021). Taman Sari dapat meningkatkan nilai yang dipersepsikan dengan menyediakan faktor tambahan atau bonus kepada wisatawan, seperti diskon untuk kunjungan berikutnya, akses ke acara khusus, atau layanan tambahan yang memperkaya pengalaman wisata.

Faktor tambahan ini dapat membuat wisatawan merasa bahwa wisatawan mendapatkan lebih dari yang diharapkan dari kunjungan yang telah dilakukan, sehingga meningkatkan nilai yang dirasakan dan kemungkinan loyalitas wisatawan terhadap destinasi tersebut (Wirtz et al., 2021). Nilai yang dipersepsikan juga terkait dengan sejauh mana Taman Sari memenuhi kebutuhan dan keinginan wisatawan. Jika Taman Sari berhasil memahami dan memenuhi ekspektasi, keinginan, dan preferensi wisatawan dengan baik, wisatawan akan cenderung merasa nilai yang dirasakan dari kunjungan tersebut tinggi.

Hal ini dapat meningkatkan loyalitas wisatawan karena merasakan bahwa Taman Sari adalah destinasi yang memenuhi kebutuhan dan keinginan wisatawan dengan baik. Nilai yang dipersepsikan yang tinggi dapat menjadi faktor penting dalam memengaruhi loyalitas wisatawan terhadap Taman Sari Yogyakarta, karena hal itu menciptakan pengalaman yang memuaskan dan memberikan nilai yang baik bagi wisatawan. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H3: Nilai yang dipersepsikan memengaruhi loyalitas di Taman Sari Yogyakarta.

Loyalitas terhadap suatu tempat diidentifikasi di sekitar niat perilaku, yang didefinisikan sebagai niat untuk mengunjungi tempat itu lagi atau melalui kesediaan untuk merekomendasikan tempat tersebut atau dari mulut ke mulut (Kerin et al., 2022). Memastikan pengaruh positifnya dalam menghasilkan loyalitas yang lebih besar di masa depan.

Pengaruh positif kepuasan terhadap loyalitas wisatawan terhadap destinasi wisata sejarah. Di sisi lain, nilai yang dirasakan berpengaruh langsung terhadap kepuasan, akibatnya memengaruhi loyalitas, sehingga dapat diasumsikan ada pengaruh tidak langsung dari nilai yang dirasakan terhadap loyalitas. Kepuasan, bersama dengan variabel lain, seperti kualitas layanan dan nilai yang dirasakan, telah menjadi tiga faktor terpenting yang memengaruhi niat perilaku wisatawan yang berkunjung (Serra et al., 2018).

Ketika wisatawan merasa puas dengan kunjungannya ke Taman Sari, wisatawan cenderung memiliki pandangan positif terhadap tempat tersebut. Pengalaman yang menyenangkan dan memuaskan dapat membangun hubungan emosional antara wisatawan dan destinasi tersebut, meningkatkan kemungkinan wisatawan untuk kembali di masa depan. Wisatawan yang merasa puas dengan kunjungannya cenderung memberikan rekomendasi positif kepada orang lain dan meninggalkan ulasan yang baik di media sosial seperti Instagram, X, maupun TikTok.

Ulasan dan rekomendasi seperti ini dapat memengaruhi keputusan orang lain untuk mengunjungi Taman Sari, yang pada gilirannya dapat membantu mempertahankan dan meningkatkan jumlah pengunjung. Kepuasan adalah faktor kunci dalam membentuk loyalitas merek. Jika wisatawan merasa puas dengan pengalaman berkunjung ke Taman Sari, wisatawan mungkin lebih cenderung untuk memilih kembali Taman Sari sebagai destinasi utama wisatawan di masa depan daripada destinasi lain yang serupa. Wisatawan yang merasa puas mungkin lebih cenderung untuk mengulangi kunjungannya ke Taman Sari di masa depan. Sehingga dapat membantu meningkatkan jumlah kunjungan yang berulang, yang merupakan indikator penting dari loyalitas wisatawan.

Menurut Veal et al (2017), kepuasan terjadi ketika harapan wisatawan terpenuhi atau bahkan melebihi. Jadi Taman Sari mampu konsisten dalam memenuhi harapan wisatawan, wisatawan lebih mungkin untuk kembali dan tetap setia terhadap destinasi tersebut. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H4: Kepuasan wisatawan memengaruhi loyalitas di Taman Sari Yogyakarta.

Kepuasan yang biasa dikenal, ialah perasaan yang timbul pada wisatawan ataupun pengunjung yang telah merasakan layanan yang terdapat di suatu tempat. Tingkat kepuasan dari satu pengunjung dengan pengunjung lainnya pun berbeda beda (Schermerhorn et al., 2020). Karena pengalaman yang diperoleh setiap pengunjung meskipun di destinasi wisata yang sama belum tentu menciptakan kepuasan yang sama pula bagi setiap pengunjungnya. Faktor-faktor yang dapat memengaruhi tingkat kepuasan wisatawan termasuk kualitas layanan, kenyamanan, harga, kebersihan, dan kepuasan dengan atraksi atau fasilitas yang ditawarkan di Taman Sari Yogyakarta.

Adanya kepuasan yang tercipta membuat pengunjung yang merasakannya timbul keinginan untuk membagikan pengalamannya di media sosial seperti Instagram, TikTok, maupun X. Ulasan yang dibagikan pengunjung tersebut dikategorikan menjadi *e-WOM*. Pengunjung yang mempunyai hobi memberikan ulasan biasanya mempergunakan media sosial yang dimilikinya untuk membagikan moment hingga pengalaman yang dirasakan pada saat berkunjung di destinasi wisata (Chinelato et al., 2023).

Kepuasan wisatawan yang mengunjungi destinasi Taman Sari Yogyakarta dipengaruhi oleh banyak faktor salah satunya *e-WOM*. Ulasan yang dituliskan oleh orang-orang yang telah mengunjungi Taman Sari Yogyakarta. Berbagai ulasan dituliskan melalui Instagram, X, TikTok yang dikemas dengan menarik dan singkat padat membuat orang yang membaca dan melihat ulasan tersebut tumbuh minat untuk melakukan kunjungan pada Taman Sari Yogyakarta.

Ulasan yang dibagikan oleh wisatawan secara elektronik, seperti melalui platform media sosial, situs web ulasan perjalanan, *blog* perjalanan, atau aplikasi perjalanan (Kotler, P., 2023). Ulasan ini bisa berupa ulasan positif, negatif, atau netral tentang pengalaman pengunjung di Taman Sari Yogyakarta. Tingkat kepuasan wisatawan dapat memengaruhi jenis dan kualitas *e-WOM* yang dihasilkan atau disampaikan. Secara umum, wisatawan yang puas cenderung lebih condong untuk memberikan ulasan positif tentang pengalamannya. Sementara wisatawan yang tidak puas cenderung memberikan ulasan negatif atau tidak puas.

Tingkat kepuasan yang dirasakan oleh wisatawan saat mengunjungi Taman Sari Yogyakarta memiliki pengaruh terhadap *e-WOM* yang wisatawan sampaikan melalui akun media sosialnya seperti Instagram, TikTok, dan X. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H5: Kepuasan wisatawan memengaruhi *e-WOM* di Taman Sari Yogyakarta.

Loyalitas merek dapat terdiri dari dua jenis termasuk loyalitas perilaku dan loyalitas sikap. Menurut Fletcher et al (2017), loyalitas perilaku mengacu pada perilaku pembelian berulang, sedangkan loyalitas sikap mengacu pada komitmen psikologis yang dibuat wisatawan dalam tindakan pembelian, seperti niat untuk merekomendasikan tanpa harus terlibat dalam perilaku pembelian ulang yang sebenarnya. Menurut Kotler et al (2021), kritik pendekatan perilaku dilakukan, karena wisatawan dapat setia pada merek bahkan tanpa membelinya.

Loyalitas sikap dan mendefinisikan loyalitas merek sebagai kesediaan untuk merekomendasikan merek apa pun. Tingkat loyalitas atau kesetiaan wisatawan terhadap Taman Sari Yogyakarta memiliki pengaruh terhadap *e-WOM* yang dituliskan oleh wisatawan. Loyalitas wisatawan dapat dilihat dari sejauh mana wisatawan memiliki keterikatan emosional atau afektif terhadap destinasi wisata Taman Sari Yogyakarta. Jadi mencakup kecenderungan untuk kembali mengunjungi tempat tersebut di masa depan, merekomendasikannya kepada orang lain, dan memilihnya kembali di antara berbagai pilihan tujuan wisata (Ferrell et al., 2022).

Tingkat loyalitas wisatawan terhadap Taman Sari Yogyakarta dapat memengaruhi jenis dan kualitas *e-WOM* yang disampaikan. Wisatawan yang loyal cenderung memiliki pengalaman positif yang kuat dengan destinasi tersebut, dan wisatawan lebih mungkin memberikan ulasan positif serta merekomendasikan tempat tersebut kepada orang lain seperti keluarga, kerabat, maupun orang lain yang ingin diberikan rekomendasi (Cateora et al., 2023). Loyalitas dengan sikap positif dan kualitas kesetiaan (Chaffey et al., 2019). Semakin besar loyalitas pengunjung terhadap sebuah destinasi, maka semakin besar pula kemungkinan pengunjung untuk menuliskan ulasan pribadi ke media sosial yang dimilikinya atau berbagi *e-WOM* positif (Moreno et al., 2024).

Semakin tinggi tingkat loyalitas atau kesetiaan wisatawan terhadap Taman Sari Yogyakarta, semakin mungkin wisatawan akan menghasilkan atau menyebarkan *e-WOM* yang positif tentang tempat wisata tersebut. Wisatawan yang loyal akan berkunjung kembali ke tempat dan merekomendasikan tempat wisata tersebut kepada orang lain. Hal tersebut menekankan pentingnya membangun hubungan jangka panjang dengan wisatawan dan memberikan pengalaman yang memuaskan bagi pengunjung wisata Taman Sari Yogyakarta, karena dapat memengaruhi citra dan reputasi Taman Sari Yogyakarta dalam komunitas wisatawan yang lebih luas melalui media sosial Instagram, TikTok, maupun X. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H6: Loyalitas memengaruhi *e-WOM* di Taman Sari Yogyakarta.

2.4 Efek Mediasi

Dalam industri yang bergerak di bidang jasa, tempat wisata sangat memfokuskan kepuasan wisatawan sebagai tolak ukur yang mana mampu membuat wisatawan untuk datang dan berkunjung kembali ke tempat wisata. Taman Sari yang mempunyai letak strategis di tengah kota Yogyakarta sehingga memungkinkan untuk wisatawan melakukan kunjungan kembali tempat wisata tersebut dengan keluarga maupun kerabat lainnya. Tercapainya kepuasan wisatawan mendorong loyalitas wisatawan di Taman Sari Yogyakarta untuk melakukan kunjungan kembali dengan membawa kerabat lainnya.

Kepuasan wisatawan mampu menambah motivasi wisatawan untuk kembali melakukan kunjungan ke Taman Sari Yogyakarta. Meningkatnya loyalitas wisatawan tercipta dari perasaan wisatawan yang mencapai kepuasan kunjungannya di Taman Sari Yogyakarta. Hubungan antara pengalaman persepsi, kepuasan wisatawan, serta antara kepuasan dan loyalitas, telah banyak diteliti dalam literatur pariwisata. Khususnya, dalam setting tempat wisata, bukti empiris mendukung hubungan positif antara pengalaman, nilai yang dipersepsikan tempat wisata dan kepuasan wisatawan.

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Nilai yang dipersepsikan dan loyalitas wisatawan memiliki pengaruh terhadap kepuasan wisatawan pada saat wisatawan melakukan kunjungan ke tempat wisata. Nilai yang dipersepsikan wisatawan akan muncul ketika wisatawan merasa kunjungan yang dilakukan di tempat wisata memperoleh pengalaman maupun pelayanan yang baik. Selain tingkat kepadatan yang dialami, atmosfer tempat wisata, keberadaan tempat wisata, ketersediaan tempat untuk bersantai maupun istirahat sejenak, dan harga masuk yang dianggap masih terjangkau, juga berpengaruh kuat terhadap hal pendorong kepuasan wisatawan. Milman et al (2020), meneliti taman hiburan di Malaysia dan menyimpulkan bahwa lingkungan fisik merupakan prediktor signifikan terhadap kepuasan pengunjung taman hiburan.

Penelitian Preko et al (2020), menyimpulkan bahwa kepadatan yang dirasakan, diharapkan, dan disukai, ditambah dengan kepadatan sebenarnya dan pengalaman pengunjung sebelumnya, dapat mempengaruhi tingkat kepuasan pengunjung tempat wisata. Nilai yang dipersepsikan oleh wisatawan dapat memberikan pandangan baik oleh wisatawan-wisatawan lainnya mau seseorang yang akan melakukan kunjungan ke Taman Sari Yogyakarta, karena penilaian atau ulasan sangat penting untuk menggambarkan situasi, suasana yang sedang terjadi di Taman Sari Yogyakarta. Oleh kepuasan wisatawan berperan memediasi pengaruh nilai yang dipersepsikan loyalitas wisatawan di Taman Sari Yogyakarta. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H7: Kepuasan wisatawan memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas di Taman Sari Yogyakarta.

Kepuasan wisatawan dan *e-WOM* memiliki pengaruh terhadap loyalitas wisatawan. Wisatawan yang memperoleh kepuasan kunjungan di suatu tempat wisata akan mengaggap bahwa membagikan pengalaman berwisata merupakan hal yang penting dilakukan. Karena wisatawan cenderung akan memberikan rekomendasi tempat wisata yang menarik untuk dikunjungi oleh keluarga, teman, maupun pengikutnya pada wisatawan sudah merasakan kunjungan pada tempat wisata tersebut (McClave et al., 2017).

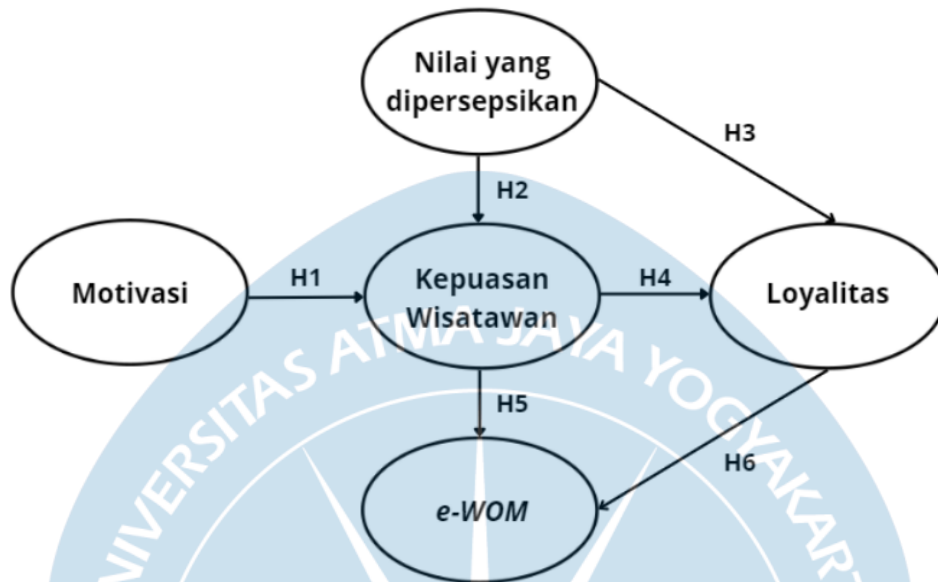
Seseorang wisatawan di tempat wisata dapat disebut loyal apabila sudah melakukan kunjungan kedua kali atau lebih pada suatu tempat wisata. Loyalitas wisatawan muncul apabila wisatawan sudah mencapai titik kepuasan. *E-WOM* ditulis oleh wisatawan yang merasa suatu tempat wisata tersebut menarik untuk dikunjungi. Keinginan wisatawan dalam memberikan ulasan terjadi apabila wisatawan merasakan puas pada saat melakukan kunjungan di tempat wisata tersebut. Sejalan dengan penelitian Milman et al (2020), kepuasan terhadap sebuah taman hiburan memiliki pengaruh positif terhadap loyalitas, *e-WOM* yang dituliskan pada *platform* media sosial, serta kesediaan untuk melakukan kunjung kembali ke tempat wisata tersebut (Ashiq et al., 2023).

Wisatawan yang memperoleh kepuasan biasanya cenderung akan memberikan rekomendasi tempat wisata tersebut kepada keluarga, teman, maupun pengikutnya (Valverde-Roda et al., 2022). Oleh karena itu loyalitas yang dirasakan oleh wisatawan Taman Sari Yogyakarta mempengaruhi pengunjung dalam menuliskan *e-WOM* pada *platform* media sosial pengunjung seperti Instagram, TikTok, dan X. Loyalitas wisatawan berperan memediasi pengaruh antara kepuasan wisatawan dengan *e-WOM* wisatawan di Taman Sari Yogyakarta. Berdasarkan penjelasan tersebut maka penelitian ini mengajukan hipotesis berikut:

H8: Loyalitas memediasi pengaruh kepuasan wisatawan terhadap *e-WOM* di Taman Sari Yogyakarta.

2.5 Model Penelitian

Model penelitian berfungsi sebagai landasan bagi peneliti untuk menerapkan metodologi penelitiannya. Peneliti diharapkan dapat menerapkan metode yang tepat untuk mengukur indikator penelitian. Model penelitian juga dapat dianggap sebagai peta yang membantu peneliti menemukan jalan yang tepat untuk melakukan penelitian. Model penelitian yang digunakan dalam penelitian ini dimodifikasi dan diadaptasi dari gabungan beberapa penelitian yaitu sebagai berikut:



Gambar 2.1 Modifikasi Model Penelitian

Sumber: (Sijoria et al., 2018; Oraedu et al., 2021; Valverde-Roda et al., 2022)

BAB III METODOLOGI PENELITIAN

3.1 Lingkup Penelitian

Penelitian ini menggunakan desain penelitian survei, dengan sampel populasi diambil melalui kuesioner. Studi kuantitatif yang digunakan untuk mengamati perilaku atau gejala kelompok dikenal sebagai survei (Bachrach, et al., 2020). Data primer digunakan dalam penelitian ini. Ini dapat diperoleh secara langsung dari pertanyaan kuesioner yang diberikan peneliti. Tujuan penelitian ini untuk mengetahui pengaruh motivasi, kepuasan wisatawan, nilai yang dipersepsikan, *e-WOM*, terhadap loyalitas pengunjung wisatawan Taman Sari Yogyakarta.

3.2 Definisi Operasional

Pengukuran variabel dalam penelitian ini menggunakan skala *likert* 5 poin. Skala *likert* adalah skala yang dirancang untuk menguji seberapa kuat responden setuju dengan suatu pernyataan. Setiap tanggapan diberi skor numerik untuk mencerminkan tingkat setuju, netral dan tidak setuju. Skala *likert* 5 poin yang digunakan memiliki rincian sebagai berikut:

- a. Sangat Tidak Setuju (STS) : Skor 1
- b. Tidak Setuju (T) : Skor 2
- c. Netral (N) : Skor 3
- d. Setuju (S) : Skor 4
- e. Sangat Setuju (SS) : Skor 5

Adapun definisi operasional tiap variabel yang ada di penelitian dilihat pada tabel berikut:

Tabel 3. 1 Definisi Operasional Variabel

No.	Variabel	Definisi	Indikator
1.	Motivasi	Keinginan yang dimbangi dengan dorongan dari perasaan seseorang untuk mengambil keputusan mendatangi suatu tempat wisata (Valverde-Roda et al., 2022).	<ol style="list-style-type: none"> 1. Saya mengetahui sejarah Taman Sari Yogyakarta. 2. Saya mendalami sejarah Taman Sari Yogyakarta. 3. Saya menghadiri acara budaya, pameran, festival di Taman Sari. 4. Saya memanfaatkan waktu luang untuk mengunjungi Taman Sari. 5. Taman Sari merupakan termasuk tempat wisata terkenal di kota Yogyakarta. 6. Taman Sari merupakan kunjungan lain dari rencana perjalanan wisata saya. 7. Saya merasa Taman Sari menjadi destinasi wisata yang terjangkau. <p>Sumber: (Valverde-Roda et al., 2022)</p>
2.	Nilai yang dipersepsikan	Perasaan yang dirasakan oleh wisatawan setelah melakukan kunjungan di	<ol style="list-style-type: none"> 1. Taman sari merupakan pelestarian warisan monumental Kota Yogyakarta. 2. Saya merasa aksesibilitas ke bangunan Taman Sari

No.	Variabel	Definisi	Indikator
		tempat wisata dengan melihat biaya maupun usaha yang dikeluarkan wisatawan untuk menikmati kunjungan di tempat wisata tersebut (Moreno et al., 2024).	<p>mudah dijangkau.</p> <ol style="list-style-type: none"> 3. Taman Sari menyediakan informasi untuk pengunjung. 4. Saya merasa terjamin dengan pelayanan dan kualitas yang ada di wisata Taman Sari Yogyakarta. 5. Saya menikmati pelayanan dan kualitas restoran dan bar yang ada di Yogyakarta. 6. Saya puas dengan pelayanan dan kualitas pemandu wisata Taman Sari Yogyakarta. 7. Kota Yogyakarta mempunyai keanekaragaman masakan yang berkualitas. 8. Saya memiliki kesempatan untuk membeli kerajinan tangan di Yogyakarta. 9. Selain berekreasi pengetahuan saya juga bertambah tentang sejarah Taman Sari. 10. Saya merasa aman ketika bersama penduduk sekitar Kota Yogyakarta. 11. Menurut saya Kota Yogyakarta termasuk kota yang menjaga kebersihannya. 12. Menurut saya layanan transportasi umum menuju Taman Sari mudah didapatkan. 13. Menurut saya Taman Sari mempunyai nilai jual destinasi yang tinggi bagi wisatawan. <p>Sumber: (Valverde-Roda et al., 2022)</p>
3.	Kepuasan Wisatawan	Tingkat rasa puas pada wisatawan yang timbul setelah melakukan kunjungan atau aktivitas wisata ke suatu tempat wisata (Preko et al., 2020).	<ol style="list-style-type: none"> 1. Menurut saya mengunjungi Taman Sari merupakan keputusan tepat bagi saya. 2. Saya memiliki tingkat kepuasan yang tinggi setelah mengunjungi Taman Sari. 3. Saat mengunjungi Taman Sari merupakan hari yang menyenangkan bagi saya 4. Saya menikmati perjalanan menuju Taman Sari 5. Menurut saya mengunjungi Taman Sari merupakan keputusan yang bijak bagi saya <p>Sumber: (Valverde-Roda et al., 2022); (Milman et al., 2020)</p>
4.	Loyalitas	Kecenderungan wisatawan untuk melakukan kunjungan kembali ke suatu tempat wisata secara berulang (Esparza et al., 2023).	<ol style="list-style-type: none"> 1. Jika seseorang meminta rekomendasi destinasi wisata di Yogyakarta, saya akan merekomendasikan Taman Sari. 2. Saya akan mengajak keluarga dan teman saya untuk mengunjungi kota Yogyakarta. 3. Saya akan kembali mengunjungi Taman Sari Yogyakarta. <p>Sumber: (Valverde-Roda et al., 2022)</p>
5.	<i>E-WOM</i>	Ulasan dalam bentuk <i>online</i> melalui media sosial yang dibuat oleh wisatawan tentang pesan dan kesan pengalaman yang dirasakan wisatawan setelah mengunjungi tempat wisata (Chinelato et al., 2023).	<ol style="list-style-type: none"> 1. Saya menceritakan pengalaman pada saat mengunjungi Taman Sari ke media sosial (TikTok, Instagram, dan X). 2. Saya menggunakan media sosial (TikTok, Instagram, dan X) untuk merekomendasikan mengunjungi Taman Sari kepada teman, keluarga, penggemar, kolega atau pengikut saya yang meminta saran saya. 3. Saya akan merekomendasi Taman Sari di media sosial (TikTok, Instagram, dan X), serta memberikan ulasan positif tentang Taman Sari. <p>Sumber: (Oraedu et al., 2021)</p>

3.3 Jenis dan Sumber Data

Pada penelitian ini akan menggunakan data primer. Data primer merupakan data yang didapatkan dari penelitian secara langsung di lapangan. Data primer adalah data yang langsung didapatkan dari sumber dan akan langsung diberi kepada pengolah data atau peneliti (Bachrach et al., 2017). Data primer diperoleh melalui kuesioner daring yang dibagikan kepada responden. Kuesioner terdiri atas instrumen-instrumen dalam pengumpulan data sebuah penelitian bisnis. Sumber dari mana informasi dikumpulkan atau diperoleh.

Dalam buku Robbins et al (2020) sumber data dapat berasal dari berbagai jenis dan dapat digunakan untuk berbagai tujuan, termasuk penelitian, analisis, pengambilan keputusan, dan lainnya. Data primer adalah jenis data yang dikumpulkan langsung dari sumber aslinya untuk tujuan tertentu. Ini berarti informasi tersebut belum pernah dikumpulkan atau dipublikasikan sebelumnya oleh pihak lain dan dikumpulkan secara khusus untuk keperluan penelitian atau analisis yang sedang dilakukan. Data primer yang dipergunakan dalam penelitian ini diperoleh langsung dari responden penelitian, yaitu pengunjung wisatawan Taman Sari Yogyakarta.

3.4 Metode Pengumpulan Data

Jenis data yang digunakan adalah data metode kuantitatif. Dalam penelitian ini, kuesioner, atau angket, digunakan untuk mengumpulkan data. Kuesioner adalah metode pengumpulan data yang melibatkan beberapa pertanyaan dan pernyataan yang diberikan kepada responden untuk dijawab secara langsung tanpa perantara (Rasch et al., 2019).

3.5 Populasi, Sampel, dan Teknik Pengambilan Sampel

3.5.1 Populasi

Menurut Schindler (2021) populasi adalah suatu kelompok yang terdiri dari objek atau subjek yang memiliki karakteristik tertentu yang ditetapkan oleh peneliti untuk dipelajari dan kemudian ditarik kesimpulannya. Populasi adalah wilayah generalisasi yang terdiri dari objek atau subjek dengan kuantitas dan karakteristik tertentu yang ditetapkan oleh peneliti untuk dipelajari dan kemudian ditarik kesimpulan. Populasi yang digunakan dalam penelitian ini adalah semua orang yang pernah mengunjungi Taman Sari Yogyakarta.

3.5.2 Sampel

Sampel merupakan anggota-anggota yang mencerminkan sifat dan ciri-ciri yang terdapat pada sebuah populasi. Sampel adalah bagian populasi yang memiliki ciri-ciri dan fitur yang dapat dianggap sebagai representasi dari populasi secara keseluruhan. Wisatawan Taman Sari Yogyakarta adalah subjek penelitian ini. Menurut Edeh et al (2023), jumlah sampel dari penelitian harus lima kali dari jumlah item pertanyaan.

Banyaknya ukuran sampel berkisar antara 100 hingga 200 responden. Berdasarkan dari pernyataan tersebut, maka jumlah sampel yang dipergunakan dalam penelitian ini yaitu:

$$\begin{aligned} \text{Sampel} &= \text{Jumlah item pertanyaan} \quad \times \quad 5 \\ &= \quad 31 \quad \times \quad 5 \\ &= \quad 155 \end{aligned}$$

Dari hasil perhitungan yang telah dilakukan maka dalam penelitian ini jumlah sampel yang diperlukan adalah sebanyak 155 responden. Akan tetapi, peneliti menganggap 155 responden masih belum cukup sehingga menggunakan sampel responden sebanyak 200 responden. Responden yang dapat dipergunakan dalam penelitian ini ialah responden yang sudah pernah berkunjung atau menjadi wisatawan di Taman Sari Yogyakarta.

3.5.3 Teknik Pengambilan Sampel

Sampel merupakan sebagian kecil dari total populasi dan diambil dari populasi dengan cara yang memungkinkannya dianggap mewakili seluruh populasi. Metode pengambilan sampel yang dipergunakan dalam penelitian ini yaitu *purposive sampling* (Sekaran, 2016). Metode ini berfokus pada sampel wisatawan Taman Sari Yogyakarta. Adapun kriteria responden dalam penelitian ini adalah wisatawan yang sudah pernah berkunjung ke Taman Sari Yogyakarta. Kuesioner pada penelitian ini dibuat menggunakan *Google Form* dan link kuesioner disebarluaskan secara *online* melalui media sosial seperti WhatsApp, Instagram, Line, hingga X.

3.6 Teknik Analisis Data

Dalam pengujian hipotesis penelitian secara keseluruhan menggunakan metode *Partial Least Square (PLS)*. SEM-PLS merupakan merupakan sebuah teknik analisis multivariat gabungan dari analisis faktor dan analisis regresi yang bertujuan untuk menguji atau melihat hubungan antar variabel dalam model penelitian. Penelitian ini menguji sebanyak 155 responden.

Terdapat 5 variabel laten dalam penelitian ini, yaitu motivasi, nilai yang dipersepsikan, loyalitas, kepuasan wisatawan, dan *e-WOM*. Setiap variabel laten dilakukan pengukuran menggunakan indikator, dimana indikator tersebut diadopsi dari beberapa literatur sebelumnya. Beberapa alasan menggunakan SEM-PLS dibandingkan dengan menggunakan pemodelan persamaan struktural berbasis kovarian. Sehingga penggunaan SEM-PLS merupakan salah satu langkah terbaik untuk menganalisis data penelitian ini.

Penggunaan dari PLS bertujuan supaya data memprediksi hubungan antara motivasi, nilai yang dipersepsikan, kepuasan wisatawan, loyalitas dan *e-WOM*. SEM-PLS menguji dengan uji validitas, uji reliabilitas (*outer model*) untuk instrumen berupa validitas diskriminan maupun validitas konvergen, uji hipotesis (*inner model*), serta melakukan uji mediasi.

3.6.1 Uji Reliabilitas dan Uji Validitas

3.6.1.1 Uji Reliabilitas

Uji reliabilitas didefinisikan sebagai rangkaian uji untuk menilai keandalan dari item-item pernyataan. Uji reliabilitas bertujuan untuk melihat apakah setiap parameter yang telah ditentukan memiliki konsistensi hasil atau tidak. Nilai yang lebih tinggi biasanya menunjukkan tingkat keakuratan yang lebih tinggi.

Cronbach alpha merupakan ukuran lain dari keakuratan konsistensi internal yang mengasumsikan ambang batas yang sama, tetapi menghasilkan nilai yang lebih rendah daripada keakuratan komposit (Hair et al., 2022). Dalam mengukur reliabilitas suatu konstruk dengan indikator reflektif dapat dilakukan dengan dua cara yaitu dengan *cronbach's alpha* dan reliabilitas komposit.

a. Reliabilitas Komposit

Reliabilitas komposit merupakan bagian yang digunakan untuk menguji nilai reliabilitas indikator-indikator pada suatu variabel. Suatu variabel dapat dinyatakan memenuhi reliabilitas komposit apabila memiliki nilai reliabilitas komposit $> 0,7$. Nilai reliabilitas komposit sebaiknya diatas 0,7 namun nilai reliabilitas komposit dalam penelitian sebesar 0,6 sampai dengan 0,7 masih dapat diterima.

b. Cronbach Alpha

Uji reliabilitas dengan reliabilitas komposit diatas dapat diperkuat dengan menggunakan nilai *cronbach alpha*. Suatu variabel dapat dinyatakan reliabel atau memenuhi *cronbach alpha* apabila memiliki nilai *cronbach alpha* $> 0,7$.

3.6.1.2 Uji Validitas

Validitas merupakan berapa banyak prosedur yang berbeda untuk mengevaluasi suatu variabel memberikan hasil yang serupa, yaitu mengukur apakah item yang ada dalam suatu konstruk terkait atau tidak (Hair et al., 2022). Berikut ini terdapat dua syarat yang dilakukan untuk menguji validitas dalam model pengukuran (*outer model*) berupa validitas konvergen dan validitas diskriminan:

a. Validitas Konvergen

Validitas konvergen terbentuk ketika skor yang diperoleh dengan dua instrumen berbeda yang mengukur konsep yang sama sangat berkorelasi. Validitas konvergen adalah sejauh mana konstruk konvergen untuk menjelaskan varians item-itemnya. Untuk menguji validitas konvergen digunakan nilai *outer loadings* atau *loadings factors* dan AVE. Nilai *loadings factor* yang disarankan yaitu lebih dari 0,70 ($> 0,70$).

Nilai *outer loadings* yang berada pada rentang (0,4 – 0,7) masih dapat diterima, sedangkan untuk nilai *outer loadings* dibawah 0,4 ($< 0,4$) perlu dilakukan penghapusan indikator item. Selain mengamati nilai *outer loading*, validitas konvergen juga dapat diketahui melalui metode lainnya yaitu dengan melihat nilai *average variant extracted* (AVE). Nilai *average variance extracted* (AVE) harus lebih besar dari 0,5 ($> 0,5$) (Hair et al., 2022).

b. Validitas Diskriminan

Validitas diskriminan adalah sejauh mana suatu konstruk secara empiris berbeda dari konstruk lain dalam model struktural. Konstruksi AVE harus dibandingkan dengan korelasi antar-konstruksi kuadrat ini sebagai ukuran varian bersama dari konstruksi yang diukur secara reflektif lainnya dalam model struktural. Validitas diskriminan terkait dengan prinsip bahwa manifes konstruk yang berbeda tidak boleh berkorelasi tinggi.

Dalam validitas diskriminan, manifes variabel dari konstruk yang berbeda seharusnya tidak berkorelasi tinggi. Nilai diskriminan dilihat melalui nilai *cross loading* dimana setiap variabel harus $> 0,7$. Membandingkan akar kuadrat dari AVE untuk setiap konstruk juga bisa menjadi alternatif pengujian validitas diskriminan.

Cara untuk menguji validitas diskriminan adalah dengan cara melihat nilai *cross loading*, Suatu indikator dinyatakan valid jika setiap nilai *loading* masing-masing indikator variabel laten memiliki nilai *loading* paling besar dibandingkan dengan nilai *loading* variabel laten lainnya (Abadi et al., 2020). Mengevaluasi parameter *fornell larcker* dapat menjadi alternatif pengujian validitas diskriminan.

3.6.2 Model Struktural (*Inner Model*)

Model struktural yang menunjukkan tingkat signifikansi dalam pengujian hipotesis. Analisis model struktural bertujuan untuk memprediksi hubungan antar variabel laten. Adapun evaluasi yang dilakukan dalam model struktural melalui *SmartPLS* yaitu:

3.6.2.1 *R-Square* (R^2)

Menurut Hair et al (2022) perubahan nilai *R-Square* dapat digunakan untuk menjelaskan pengaruh variabel laten eksogen tertentu terhadap apakah variabel laten endogen memiliki efek substantif. Digunakan untuk mengetahui seberapa besar pengaruh variabel eksogen terhadap variabel endogen. Nilai R^2 sebesar 0,75 dikatakan baik, 0,50 dikatakan sedang, dan 0,25 dikatakan lemah. Hasil PLS *R-Square* menyajikan jumlah varians dari konstruk yang dijelaskan oleh model.

3.6.3 Uji Hipotesis

Pengujian hipotesis dapat memprediksi apa yang akan ditemukan dalam data empiris suatu penelitian. Pada pengujian *Partial Least Square* (PLS) secara statistik, setiap hubungan yang dihipotesiskan dilakukan dengan menggunakan estimasi.

Pengujian hipotesis dilakukan menggunakan nilai *alpha* sebesar 5%. Sedangkan untuk melihat apakah hipotesis diterima atau ditolak dari sisi probabilitas yang menggunakan acuan 0,05 (Hair et al., 2022).

3.6.4 Uji Mediasi

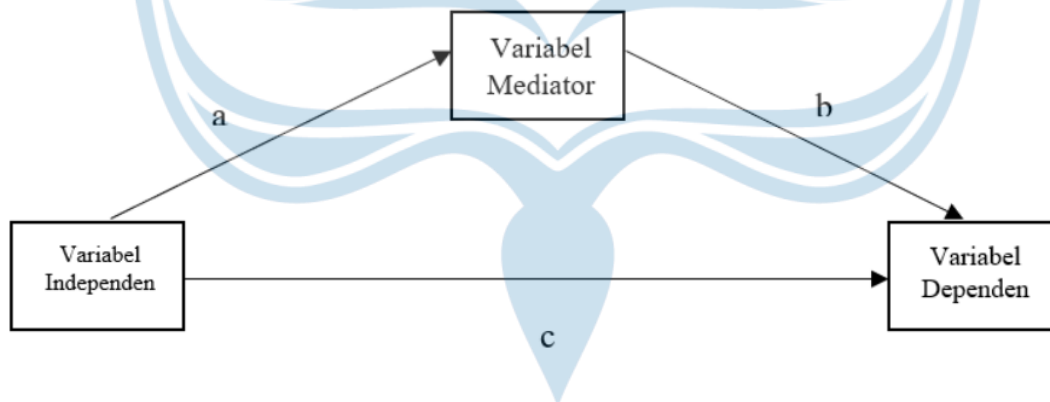
Uji mediasi adalah suatu analisis statistik yang digunakan untuk mengevaluasi apakah suatu variabel perantara (*mediator*) menjelaskan hubungan antara variabel independen (pengaruh) dan variabel dependen (hasil). Uji mediasi membantu untuk memahami mekanisme atau proses bagaimana variabel independen memengaruhi variabel dependen melalui variabel perantara. Variabel mediasi adalah variabel yang muncul diantara variabel independen dan variabel dependen serta membantu menjelaskan pengaruh antara variabel independen terhadap variabel dependen. Mediasi terjadi ketika satu variabel memengaruhi hubungan antara variabel independen terhadap variabel dependen (Zhao et al., 2010). Variabel mediasi tidak menambah varian yang telah dijelaskan oleh variabel independen.

Variabel mediasi merupakan variabel yang secara teori memengaruhi fenomena yang di observasi (variabel dependen), yang efeknya harus diinferensi melalui efek hubungan antara variabel independen dengan fenomenanya (variabel dependen).

Terdapat tiga tahapan model yang dapat dilakukan untuk menguji efek mediasi yaitu:

- Model pertama, untuk menguji pengaruh variabel independen (X) terhadap variabel dependen (Y) serta harus signifikan terhadap $t\text{-statistics} > 1,98$.
- Model kedua, untuk menguji pengaruh variabel independen (X) terhadap variabel mediasi (M) dan harus signifikan terhadap $t\text{-statistics} > 1,98$.
- Model ketiga, pengujian dilakukan secara simultan pengaruh variabel independen (X) dan mediasi (M) terhadap variabel dependen (Y). Dalam model ketiga ini diharapkan pengaruh dari variabel X terhadap variabel Y tidak signifikan sedangkan pengaruh variabel mediasi (M) terhadap variabel dependen (Y) harus signifikan pada $t\text{-statistics} > 1,98$.

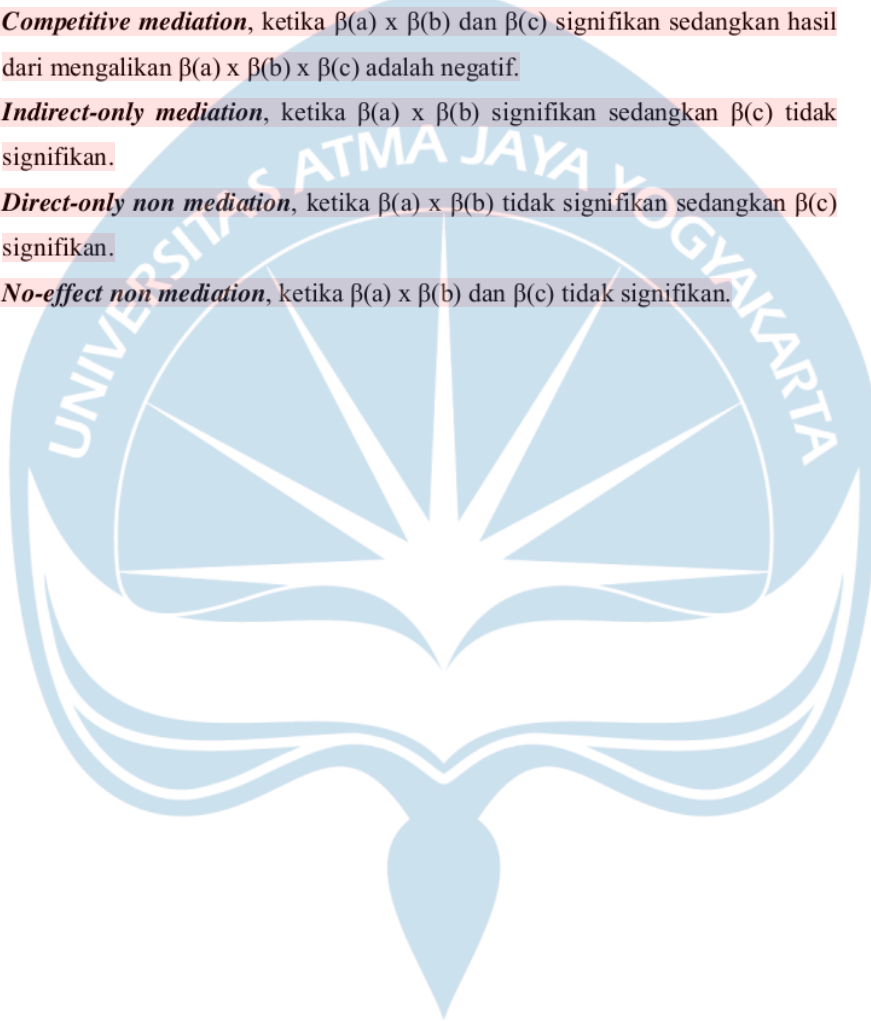
Dalam penelitian ini, variabel yang memiliki peran sebagai mediasi adalah kepuasan wisatawan dan loyalitas. Pengembangan teori mediasi yang dikembangkan oleh Zhao et al., (2010) memaparkan bahwa terdapat tiga pola yang konsisten dengan variabel mediasi dan dua pola konsisten dengan variabel non mediasi, yaitu:



Gambar 3. 1 Model Mediasi
Sumber: Diadaptasi dari Zhao et al., (2010).

Menurut Zhao et al (2010), terdapat lima kategori dari hasil efek mediasi, yaitu:

1. **Complementary mediation**, ketika $\beta(a) \times \beta(b)$ dan $\beta(c)$ signifikan dan juga hasil dari mengalikan $\beta(a) \times \beta(b) \times \beta(c)$ adalah positif.
2. **Competitive mediation**, ketika $\beta(a) \times \beta(b)$ dan $\beta(c)$ signifikan sedangkan hasil dari mengalikan $\beta(a) \times \beta(b) \times \beta(c)$ adalah negatif.
3. **Indirect-only mediation**, ketika $\beta(a) \times \beta(b)$ signifikan sedangkan $\beta(c)$ tidak signifikan.
4. **Direct-only non mediation**, ketika $\beta(a) \times \beta(b)$ tidak signifikan sedangkan $\beta(c)$ signifikan.
5. **No-effect non mediation**, ketika $\beta(a) \times \beta(b)$ dan $\beta(c)$ tidak signifikan.



BAB IV

HASIL PENELITIAN DAN PEMBAHASAN

4.1 Pendahuluan

Dalam bab ini dijelaskan hasil data berdasarkan kuesioner yang telah dibagikan secara daring melalui *Google Forms* dan link kuesioner dibagikan melalui media sosial WhatsApp, Line, Instagram, dan X. Pembagian kuesioner ini dilakukan pada tanggal 21 Mei 2024 – 11 Juni 2024. Adapun kriteria responden yang digunakan yaitu responden yang pernah berkunjung ke Taman Sari Yogyakarta. Total responden yang berhasil diperoleh sebanyak 224 orang. Responden penelitian ini dikelompokkan berdasarkan kota asal, kota domisili saat ini, dan gender. Kuesioner ini dibagi menjadi tiga bagian yang terdiri dari bagian pertama adalah karakteristik responden mengenai kota asal responden, kota domisili responden saat ini, dan gender responden.

Selanjutnya pada bagian kedua berisi pertanyaan filter responden mengenai apakah responden sudah pernah mengunjungi Taman Sari Yogyakarta, seberapa banyak kunjungan responden ke Taman Sari Yogyakarta, apakah destinasi Taman Sari Yogyakarta menarik untuk dikunjungi. Pada bagian terakhir atau bagian ketiga berisi pernyataan- pernyataan yang berkaitan dengan variabel-variabel pada penelitian ini yaitu motivasi, nilai yang dirasakan, kepuasan wisatawan, loyalitas, dan *e-WOM*.

Pada bab ini juga, hasil yang telah diperoleh melalui penyebaran kuesioner akan dilakukan pengujian melalui analisis *Structural Equation Model* (SEM) dengan menggunakan *software SmartPLS 3* dengan beberapa langkah yang dilakukan. Pertama peneliti membuat ringkasan mengenai karakteristik responden yang terbagi menjadi tiga bagian seperti kota asal responden, kota domisili responden, gender responden, dan pertanyaan-pertanyaan sebagai *filter* dari responden apakah memenuhi kriteria untuk mengisi kuesioner ini atau tidak. Pada tahap selanjutnya peneliti melakukan beberapa pengujian menggunakan *Partial Least Square* (PLS) seperti uji *outer* model dan uji *inner* model.

4.2 Analisis Profil Responden

Dalam bagian ini, akan dijelaskan secara menyeluruh profil responden. Hasil data berdasarkan kuesioner yang telah dibagikan, jumlah responden yang berhasil diperoleh sebanyak 224 orang, akan tetapi hanya 205 orang yang memenuhi kriteria dan dapat dilanjutkan untuk dilakukan olah data. Berdasarkan data kuesioner yang ada diketahui sebanyak 205 responden memenuhi syarat dan sesuai dengan kriteria yaitu responden yang pernah berkunjung ke Taman Sari Yogyakarta, responden yang berkunjung ke Taman Sari Yogyakarta setidaknya dua kali kunjungan, responden yang tertarik mengunjungi Taman Sari Yogyakarta. Responden dikelompokkan berdasarkan kota asal, kota domisili responden, dan gender responden. Dengan demikian hasil analisis profil responden yang digunakan dapat diperinci sebagai berikut:

4.2.1 Profil Responden Berdasarkan Kota Asal

Berikut ini karakteristik responden dalam penelitian berdasarkan kota asal:

Tabel 4. 1 Kota Asal Responden

Kota Asal	Frekuensi (Orang)	Persentase (%)
Alor	15	7,32%
Banjarmasin	14	6,83%
Batam	16	7,80%
Denpasar	18	8,78%
Jayapura	20	9,76%
Kupang	5	2,44%
Lampung	8	3,90%
Makassar	7	3,41%
Manado	16	7,80%
Medan	9	4,39%
Palangkaraya	6	2,93%
Palembang	7	3,41%
Pangkalan Bun	12	5,85%
Pangkalpinang	6	2,93%
Pontianak	9	4,39%
Samarinda	12	5,85%
Sanggau	5	2,44%
Sorong	20	9,76%
Total	205	100%

Sumber: Data Primer Peneliti (2024)

Berdasarkan kota asal responden pada tabel 4.1, asal kota para responden kuesioner tersebar di 18 kota. Responden yang berasal dari Kota Alor sebanyak 15 orang dengan persentase 7,32%, responden yang berasal dari Kota Banjarmasin sebanyak 14 orang dengan persentase 6,83%, responden yang berasal dari Kota Batam sebanyak 16 orang dengan persentase 7,80%, responden yang berasal dari Kota Denpasar sebanyak 18 orang dengan persentase 8,78%, responden yang berasal dari Kota Jayapura sebanyak 20 orang dengan persentase 9,76%, responden yang berasal dari Kota Kupang sebanyak 5 orang dengan persentase 2,44%, responden yang berasal dari Kota Lampung sebanyak 8 orang dengan persentase 3,90%, responden yang berasal dari Kota Makassar sebanyak 7 orang dengan persentase 3,41%, responden yang berasal dari Kota Manado sebanyak 16 orang dengan persentase 7,80%, responden yang berasal dari Kota Medan sebanyak 9 orang dengan persentase 4,39%, responden yang berasal dari Kota Palangkaraya sebanyak 6 orang dengan persentase 2,93%, responden yang berasal dari Kota Palembang sebanyak 7 orang dengan persentase 3,41%, responden yang berasal dari Kota Pangkalan Bun sebanyak 12 orang dengan persentase 5,85%, responden yang berasal dari Kota Pangkalpinang sebanyak 6 orang dengan persentase 2,93%, responden yang berasal dari Kota Pontianak sebanyak 9 orang dengan persentase 4,39%, responden yang berasal dari Kota Samarinda sebanyak 12 orang dengan persentase 5,85%, responden yang berasal dari Kota Sanggau sebanyak 5 orang dengan persentase 2,44%, dan responden yang berasal dari Kota Sorong sebanyak 20 orang dengan persentase 9,76%.

4.2.2 Profil Responden Berdasarkan Kota Domisili

Berikut ini karakteristik responden berdasarkan kota domisili:

Tabel 4. 2 Kota Domisili Responden

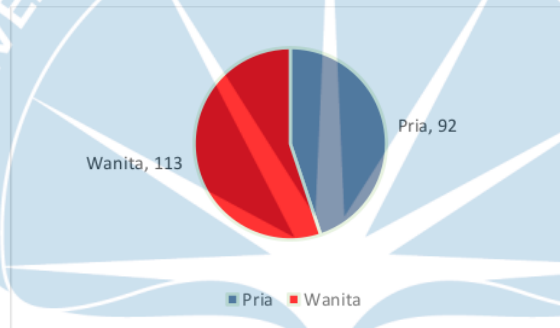
Kota Domisili	Frekuensi (Orang)	Persentase (%)
Jakarta	5	2%
Sanggau	2	1%
Solo	8	4%
Surabaya	4	2%
Yogyakarta	186	91%
Total	205	100%

Sumber: Data Primer Peneliti (2024)

Berdasarkan kota domisili responden pada tabel 4.2, mayoritas responden kuesioner berada di Kota Yogyakarta berjumlah sebesar 186 orang dengan persentase 91%, responden yang berdomisili Kota Jakarta berjumlah 5 orang dengan persentase 2%, responden yang berdomisili Kota Sanggau berjumlah 2 orang dengan persentase 1%, responden yang berdomisili Kota Solo berjumlah 8 orang dengan persentase 4%, dan responden yang berdomisili Kota Surabaya berjumlah 4 orang dengan persentase 2%.

4.2.3 Profil Responden Berdasarkan Gender

Karakteristik responden yang digunakan dalam penelitian ini berdasarkan gender dapat diperinci sebagai berikut:



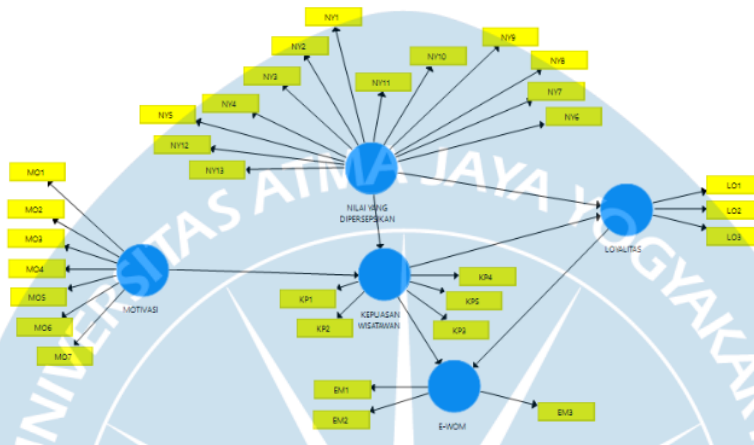
Gambar 4.1 Gender
Sumber: Data Primer Peneliti (2024)

Berdasarkan gambar 4.1 menerangkan gender responden yaitu responden dengan *gender* pria sebanyak 92 orang dengan persentase 45% dan responden dengan *gender* wanita sebanyak 113 orang dengan persentase 55%. Hal tersebut menunjukkan bahwa hasil kuesioner ini baik gender pria maupun gender wanita mempunyai ketertarikan yang besar dalam mengunjungi Taman Sari Yogyakarta.

4.3 Analisis SEM-PLS

Dalam bagian ini, akan diterangkan tahapan analisis SEM-PLS, dimana terdapat empat tahapan analisa yang dilakukan yaitu model pengukuran (*outer model*), model struktural (*inner model*), uji hipotesis, dan uji mediasi.

Sebelum analisis dilakukan, model struktural pada PLS harus terlebih dahulu dibuat guna mengetahui hasil validitas atau ketepatan model. Model struktural yang digunakan dalam penelitian ini dapat digambarkan sebagai berikut:

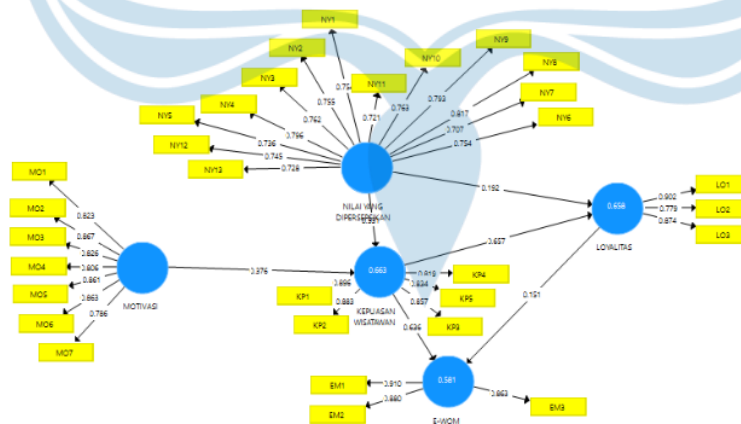


Gambar 4.2 Model Struktural
Sumber: Data Primer Peneliti (2024)

42
4.4 Evaluasi Model Pengukuran (Outer Model)

Evaluasi model pengukuran (*outer mode*) memiliki tiga tahapan analisis yaitu validitas konvergen, validitas diskriminan, dan reliabilitas komposit.

4.4.1 Uji Validitas Konvergen



Gambar 4.3 Model Konstruk
Sumber: Data Primer Peneliti (2024)

Tabel 4.3 *Outer Loadings*

Indikator	<i>E-WOM</i>	Kepuasan Wisatawan	Loyalitas	Motivasi	Nilai yang dipersepsikan
EM1	0,910				
EM2	0,880				
EM3	0,863				
KP1		0,896			
KP2		0,883			
KP3		0,857			
KP4		0,819			
KP5		0,834			
LO1			0,902		
LO2			0,779		
LO3			0,874		
MO2				0,867	
MO3				0,826	
MO4				0,806	
MO5				0,861	
MO6				0,863	
MO7				0,786	
NY1					0,754
NY10					0,763
NY11					0,721
NY12					0,745
NY13					0,728
NY2					0,755
NY3					0,762
NY4					0,796
NY5					0,736
NY6					0,754
NY7					0,707
NY8					0,817
NY9					0,793
MO1				0,823	

Sumber: *Output SmartPLS 3 (2024)*

Berdasarkan gambar 4.2 dan tabel 4.3 dijelaskan nilai dari setiap item pertanyaan kuesioner terhadap masing-masing variabel. Pada penelitian ini, nilai *outer loadings* memiliki acuan 0,4 – 0,7 dan disarankan memiliki nilai *outer loadings* sebesar $> 0,7$. Dapat dilihat dari hasil data 205 responden, semua item kuesioner pada masing-masing variabel memiliki nilai *outer loadings* $> 0,7$.

Hasil ini menunjukkan bahwa semua item kuesioner pada masing-masing variabel dapat dinyatakan valid. Pada uji *convergent validity* juga menganalisis nilai dari AVE (*Average Variance Extracted*) dimana nilai AVE harus $> 0,5$ untuk masing-masing variabel. Hasil dari masing-masing AVE dapat diperinci sebagai berikut:

Tabel 4. 4 *Average Variance Extracted*

Variabel	AVE
<i>E-WOM</i>	0,783
Kepuasan Wisatawan	0,737
Loyalitas	0,728
Motivasi	0,695
Nilai yang dipersepsikan	0,573

Sumber: *Output SmartPLS 3 (2024)*

Berdasarkan tabel 4.4 menunjukkan bahwa nilai AVE pada masing-masing variabel adalah $> 0,5$. Variabel *e-WOM* sebesar 0,783 ($0,783 > 0,5$); variabel kepuasan wisatawan sebesar 0,737 ($0,737 > 0,5$); variabel loyalitas sebesar 0,728 ($0,728 > 0,5$); variabel motivasi sebesar 0,695 ($0,695 > 0,5$); serta variabel nilai yang dipersepsikan sebesar 0,573 ($0,573 > 0,5$). Dengan demikian, hasil uji validitas konvergen (nilai *loading factors* dan nilai AVE) dalam penelitian ini tidak terdapat permasalahan terhadap model yang diuji.

4.4.2 Uji Validitas Diskriminan

Tabel 4. 5 *Cross Loadings*

Indikator	<i>E-WOM</i>	Kepuasan Wisatawan	Loyalitas	Motivasi	Nilai yang dipersepsikan
EM1	0,910	0,692	0,603	0,663	0,574
EM2	0,880	0,673	0,555	0,645	0,586
EM3	0,863	0,644	0,597	0,565	0,580
KP1	0,660	0,896	0,744	0,667	0,726
KP2	0,685	0,883	0,684	0,639	0,669
KP3	0,660	0,857	0,672	0,594	0,639
KP4	0,665	0,819	0,644	0,549	0,612
KP5	0,577	0,834	0,695	0,522	0,595
LO1	0,633	0,777	0,902	0,629	0,623
LO2	0,371	0,548	0,779	0,317	0,559
LO3	0,641	0,698	0,874	0,548	0,584
MO2	0,595	0,602	0,542	0,867	0,520

Indikator	E-WOM	Kepuasan Wisatawan	Loyalitas	Motivasi	¹¹ Nilai yang dipersepsikan
MO3	0,628	0,586	0,504	0,826	0,488
MO4	0,600	0,533	0,485	0,806	0,514
MO5	0,642	0,587	0,509	0,861	0,499
MO6	0,615	0,585	0,460	0,863	0,447
MO7	0,554	0,585	0,514	0,786	0,475
NY1	0,480	0,586	0,555	0,426	0,754
NY10	0,439	0,528	0,449	0,461	0,763
NY11	0,515	0,568	0,475	0,486	0,721
NY12	0,504	0,564	0,468	0,534	0,745
NY13	0,504	0,590	0,569	0,364	0,728
NY2	0,429	0,560	0,462	0,426	0,755
NY3	0,511	0,617	0,557	0,425	0,762
NY4	0,514	0,551	0,508	0,430	0,796
NY5	0,517	0,494	0,452	0,467	0,736
NY6	0,555	0,639	0,572	0,528	0,754
NY7	0,455	0,541	0,529	0,352	0,707
NY8	0,491	0,550	0,513	0,470	0,817
NY9	0,516	0,619	0,616	0,527	0,793
MO1	0,486	0,571	0,506	0,823	0,559

Sumber: Output SmartPLS 3 (2024)

Uji validitas diskriminan dapat dilihat melalui nilai *cross loadings* pada tabel 4.5 dan *fornell-larcker criterion* pada tabel 4.6. Nilai *cross loadings* dinyatakan valid apabila nilai *factor loadings* pada item kuesioner dengan variabel terkait lebih besar apabila dibandingkan dengan nilai *factor loadings* variabel lain.

1. Nilai *factor loadings* dari variabel E-WOM sebesar 0,910; 0,880; dan 0,863. Dapat dikatakan bahwa berdasarkan nilai *factor loadings*; EM1, EM2, dan EM3 yang dihasilkan memiliki nilai yang lebih besar dibandingkan dengan nilai *factor loadings* variabel lain. Oleh karena itu item kuesioner tersebut dapat dinyatakan valid untuk mewakili variabel E-WOM.
2. Nilai *factor loadings* dari variabel kepuasan wisatawan sebesar 0,896; 0,883; 0,857; 0,819; dan 0,834. Dapat dikatakan bahwa berdasarkan nilai *factor loadings*; KP1, KP2, KP3, KP4, dan KP5 yang dihasilkan memiliki nilai yang lebih besar dibandingkan dengan nilai *factor loadings* variabel lain. Oleh

karena itu item kuesioner tersebut dapat dinyatakan valid untuk mewakili variabel kepuasan wisatawan.

3. Nilai *factor loadings* dari variabel loyalitas sebesar 0,902; 0,779; dan 0,874. Dapat dikatakan bahwa berdasarkan nilai *factor loadings*; LO1, LO2, dan LO3 yang dihasilkan memiliki nilai yang lebih besar dibandingkan dengan nilai *factor loadings* variabel lain. Oleh karena itu item kuesioner tersebut dapat dinyatakan valid untuk mewakili variabel loyalitas.
4. Nilai *factor loadings* dari variabel motivasi sebesar 0,867; 0,826; 0,806; 0,861; 0,863; 0,786; dan 0,823. Dapat dikatakan bahwa berdasarkan nilai *factor loadings*; MO2, MO3, MO4, MO5, MO6, MO7, dan MO1 yang dihasilkan memiliki nilai yang lebih besar dibandingkan dengan nilai *factor loadings* variabel lain. Oleh karena itu item kuesioner tersebut dapat dinyatakan valid untuk mewakili variabel motivasi.
5. Nilai *factor loadings* dari variabel nilai yang dipersepsikan sebesar 0,754; 0,763; 0,721; 0,745; 0,728; 0,755; 0,762; 0,796; 0,736; 0,754; 0,707; 0,817; dan 0,793. Dapat dikatakan bahwa berdasarkan nilai *factor loadings*; NY1, NY10, NY11, NY12, NY13, NY2, NY3, NY4, NY5, NY6, NY7, NY8, dan NY9 yang dihasilkan memiliki nilai yang lebih besar dibandingkan dengan nilai *factor loadings* variabel lain. Oleh karena itu item kuesioner tersebut dapat dinyatakan valid untuk mewakili variabel nilai yang dipersepsikan.

Tabel 4. 6 Fornell-Larcker Criterion

Konstruk	<i>E-WOM</i>	Kepuasan Wisatawan	Loyalitas	Motivasi	Nilai yang dipersepsikan
<i>E-WOM</i>	0,885				
Kepuasan Wisatawan	0,757	0,858			
Loyalitas	0,661	0,802	0,853		
Motivasi	0,706	0,695	0,604	0,834	
Nilai yang dipersepsikan	0,655	0,757	0,689	0,600	0,757

Sumber: Output SmartPLS 3 (2024)

Berdasarkan tabel 4.6 menunjukkan hasil *fornell-larcker criterion* yang menunjukkan hasil nilai *factor loadings* pada konstruk terkait lebih besar dibandingkan dengan nilai *factor loadings* konstruk lain. Dengan demikian, hasil

uji validitas diskriminan dalam penelitian ini tidak terdapat permasalahan atau memenuhi validitas diskriminan.

4.4.3 Uji Reliabilitas Komposit

Tabel 4.7 *Composite Reliability*

Konstruk	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
E-WOM	0,861	0,915
Kepuasan Wisatawan	0,910	0,933
Loyalitas	0,814	0,889
Motivasi	0,927	0,941
Nilai yang dipersepsikan	0,938	0,946

Sumber: Output SmartPLS 3 (2024)

Berdasarkan tabel 4.7 menunjukkan hasil *cronbach's alpha* dan reliabilitas komposit dari setiap variabel. Didapatkan hasil berupa nilai *cronbach's alpha* dan nilai reliabilitas komposit adalah sebesar $> 0,7$. Dengan demikian dapat dikatakan bahwa semua indikator konstruk adalah reliabel atau memenuhi uji reliabilitas.

4.5 Evaluasi Model Struktural (*Inner Model*)

Evaluasi model struktural (*inner model*) dapat dilihat berdasarkan nilai *R-Square Adjusted*. Hasil dari masing-masing *R-Square Adjusted* dapat diperinci sebagai berikut:

Tabel 4.8 *R-Square Adjusted*

Konstruk	<i>R-Square Adjusted</i>
E-WOM	0,577
Kepuasan Wisatawan	0,660
Loyalitas	0,655

Sumber: Output SmartPLS 3 (2024)

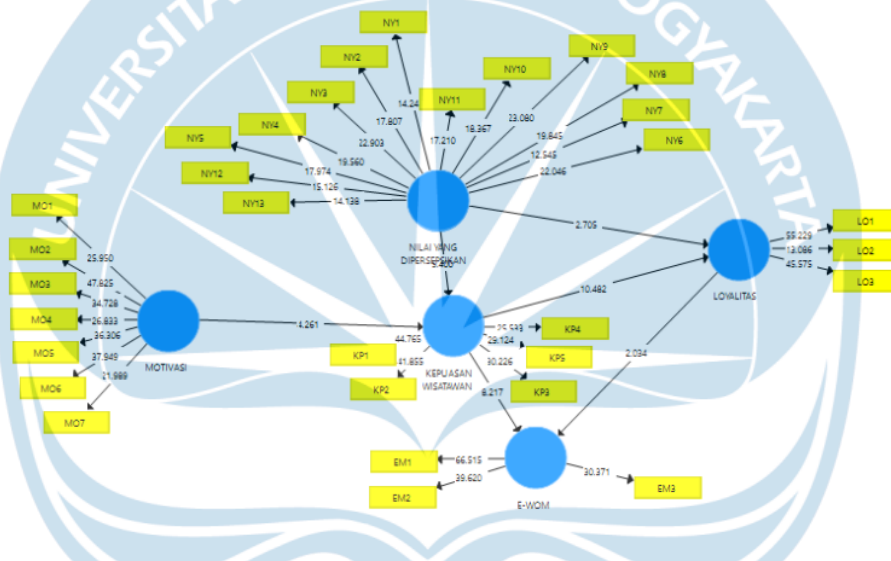
Berdasarkan tabel 4.8 menunjukkan bahwa hasil nilai *R-Square Adjusted* pada konstruk *E-WOM* adalah sebesar 0,577 (model sedang). Nilai ini menunjukkan bahwa persentase besarnya motivasi dan nilai yang dipersepsikan terhadap *e-WOM* sebesar 57,7% dimana 42,3% sisanya dipengaruhi oleh faktor lain.

Hasil nilai *R-Square Adjusted* pada konstruk kepuasan wisatawan adalah sebesar 0,660 (model sedang). Nilai ini menunjukkan bahwa persentase besarnya motivasi dan nilai yang dipersepsikan sebesar 66% dimana 34% sisanya dipengaruhi oleh faktor lain. Kemudian hasil nilai *R-Square Adjusted* pada

konstruk loyalitas adalah sebesar 0,655 (model sedang). Nilai ini menunjukkan bahwa persentase besarnya motivasi dan nilai yang dipersepsikan sebesar 65,5% dimana 34,5% sisanya dipengaruhi oleh faktor lain.

4.6 Pengujian Hipotesis

Pada gambar 4.4 dan tabel 4.9 dijelaskan hasil dari *path coefficients* yang dilakukan melalui perhitungan *bootstrapping*. Nilai yang digunakan sebagai acuan dalam *significance level* yaitu 5% dengan *p-values* < 0,05 untuk semua variabel penelitian.



Gambar 4. 4 Model Konstruk *Bootstrapping*
Sumber: Data Primer Peneliti (2024)

Tabel 4. 9 Path Coefficients

Hipotesis	Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	MO ⇒ KP	0,376	0,380	0,082	4,571	0,000
H2	NY ⇒ KP	0,531	0,527	0,094	5,652	0,000
H3	NY ⇒ LO	0,192	0,191	0,066	2,917	0,002
H4	KP ⇒ LO	0,657	0,655	0,062	10,660	0,000
H5	KP ⇒ EM	0,636	0,637	0,080	7,909	0,000
H6	LO ⇒ EM	0,151	0,150	0,075	2,022	0,022

Sumber: Output SmartPLS 3 (2024)

¹ Berdasarkan hasil analisis *path coefficients* yang dijelaskan pada tabel 4.9, maka diperoleh hasil dari uji hipotesis dengan perincian sebagai berikut:

4.6.1 Pengaruh motivasi terhadap kepuasan wisatawan

H1 menyatakan bahwa motivasi wisatawan berpengaruh positif dan signifikan terhadap kepuasan wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel motivasi wisatawan dan kepuasan wisatawan dengan nilai *original sample* sebesar 0,376 dan *p-values* sebesar 0,000 ($0,000 < 0,05$). Hasil dari penelitian ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.6.2 Pengaruh nilai yang dipersepsikan terhadap kepuasan wisatawan

H2 menyatakan bahwa nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap kepuasan wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel nilai yang dipersepsikan dan kepuasan wisatawan dengan nilai *original sample* sebesar 0,531 dan *p-values* 0,000 ($0,000 < 0,05$). Hasil dari penelitian ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.6.3 Pengaruh nilai yang dipersepsikan terhadap loyalitas

H3 menyatakan bahwa nilai yang dipersepsikan berpengaruh positif dan signifikan terhadap loyalitas wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel nilai yang dipersepsikan dan loyalitas wisatawan dengan nilai *original sample* sebesar 0,192 dan *p-values* 0,002 ($0,002 < 0,05$). Hasil penelitian ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.6.4 Pengaruh kepuasan wisatawan terhadap loyalitas

H4 menyatakan bahwa kepuasan wisatawan berpengaruh positif dan signifikan terhadap loyalitas wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel kepuasan wisatawan dan loyalitas wisatawan dengan nilai *original sample* sebesar

0,657 dan p -values 0,000 ($0,000 < 0,05$). Hasil dari penelitian ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.6.5 Pengaruh kepuasan wisatawan terhadap *e-WOM*

H5 menyatakan bahwa kepuasan wisatawan berpengaruh positif dan signifikan terhadap *e-WOM* wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel kepuasan wisatawan dan *e-WOM* wisatawan dengan nilai *original sample* sebesar 0,636 dan p -values 0,000 ($0,000 < 0,05$). Hasil penelitian ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.6.6 Pengaruh loyalitas terhadap *e-WOM*

H6 menyatakan bahwa loyalitas wisatawan berpengaruh positif dan signifikan terhadap *e-WOM* wisatawan. Berdasarkan hasil analisis *path coefficients* menunjukkan bahwa terdapat hubungan positif antara variabel loyalitas wisatawan dan *e-WOM* wisatawan dengan nilai *original sample* sebesar 0,151 dan p -values 0,022 ($0,022 < 0,05$). Hasil ini menandakan bahwa terdapat hubungan positif dan signifikan sehingga hipotesisnya diterima.

4.7 Uji Mediasi

Penelitian ini mempunyai dua model mediasi seperti yang dijelaskan dari hasil *specific indirect effects* pada tabel 4.10, Model tersebut yaitu hubungan motivasi wisatawan terhadap loyalitas wisatawan melalui kepuasan wisatawan dan nilai yang dipersepsikan terhadap loyalitas wisatawan melalui kepuasan wisatawan.

Tabel 4.10 *Specific Indirect Effects*

Hipotesis	Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
H7	NY \Rightarrow KP \Rightarrow LO	0,349	0,343	0,059	5,893	0,000
H8	KP \Rightarrow LO \Rightarrow EM	0,099	0,098	0,049	2,025	0,022

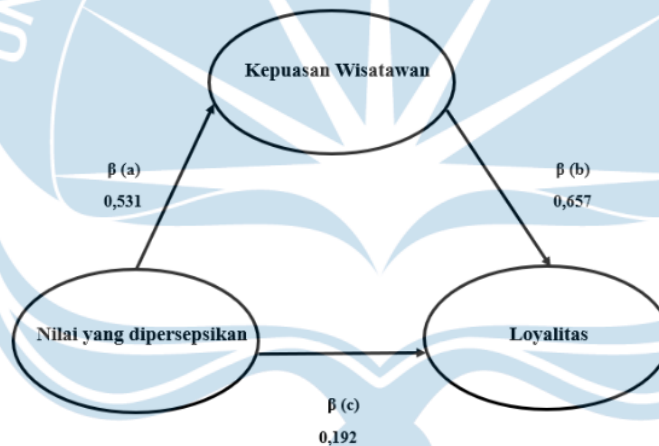
Sumber: Output SmartPLS 3 (2024)

Tabel 4.10 menunjukkan bahwa nilai dari *original sample* dari hubungan tidak langsung nilai yang dipersepsikan terhadap loyalitas wisatawan melalui

kepuasan wisatawan adalah sebesar 0,349 dan sifat hubungannya adalah positif. Hubungan tidak langsung ini signifikan, dapat dilihat dari nilai *t-statistics* 5,893 ($5,893 > 1,98$) dan nilai *p-values* 0,000 ($0,000 < 0,05$).

Nilai dari *original sample* dari hubungan tidak langsung kepuasan wisatawan terhadap *e-WOM* melalui loyalitas wisatawan adalah sebesar 0,099 dan sifat hubungannya adalah positif. Hubungan tidak langsung ini signifikan, dapat dilihat dari nilai *t-statistics* 2,025 ($2,025 > 1,98$) dan nilai *p-values* 0,022 ($0,022 < 0,05$). Sifat mediasi yang digunakan dalam penelitian mengacu pada teori pada jurnal yang ditulis oleh Zhao et al., (2010). Berdasarkan hasil uji mediasi, sifat mediasi dapat diperinci sebagai berikut:

4.7.1 Kepuasan wisatawan memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas

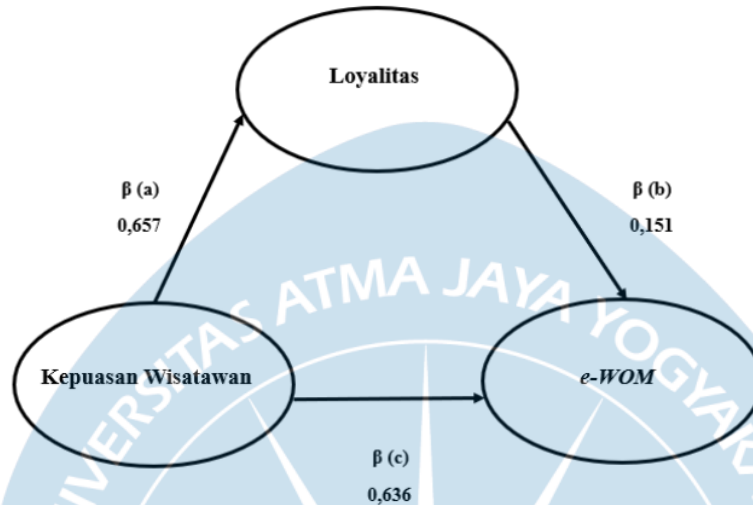


Gambar 4. 5 Model Mediasi Pertama

Sumber: Data Primer Peneliti (2024)

Gambar 4.5 menunjukkan model mediasi pertama. H7 menyatakan bahwa kepuasan wisatawan memediasi pengaruh nilai yang dipersepsikan dan loyalitas wisatawan. Berdasarkan hasil analisis *specific indirect effects* menunjukkan bahwa hasil dari $\beta(a) \times \beta(b)$ signifikan (*t-statistics* 5,893 $> 1,98$ dan nilai *p-values* $0,000 < 0,05$). Hasil dari $\beta(c)$ signifikan (*t-statistics* 2,917 $> 1,98$ dan nilai *p-values* $0,002 < 0,05$). Hasil dari penelitian ini menandakan bahwa H7 termasuk dalam sifat mediasi *complementary mediation*.

4.7.2 Loyalitas memediasi pengaruh kepuasan wisatawan terhadap *e-WOM*



Gambar 4.6 Model Mediasi Kedua

Sumber: Data Primer Peneliti (2024)

Gambar 4.6 menunjukkan model mediasi kedua. H8 menyatakan bahwa loyalitas wisatawan memediasi pengaruh kepuasan wisatawan dan *e-WOM*. Berdasarkan hasil analisis *specific indirect effects* menunjukkan bahwa hasil dari $\beta(a) \times \beta(b)$ signifikan (t -statistics $2,025 > 1,98$ dan p -values $0,022 < 0,05$). Hasil dari $\beta(c)$ signifikan (t -statistics $7,909 > 1,98$ dan p -values $0,000 < 0,05$). Hasil dari penelitian ini menandakan bahwa H8 termasuk dalam sifat *complementary mediation*.

4.8 Pembahasan Hipotesis

Tabel 4.11 Hasil Uji Hipotesis

Hipotesis	Pernyataan	<i>P-values</i>	Hasil
H1	Motivasi berpengaruh terhadap kepuasan wisatawan di Taman Sari Yogyakarta	0,000	H1 Diterima
H2	Nilai yang dipersepsikan berpengaruh terhadap kepuasan wisatawan di Taman Sari Yogyakarta	0,000	H2 Diterima
H3	Nilai yang dipersepsikan berpengaruh terhadap loyalitas di Taman Sari Yogyakarta	0,002	H3 Diterima
H4	Kepuasan wisatawan berpengaruh terhadap loyalitas di Taman Sari Yogyakarta	0,000	H4 Diterima

Hipotesis	Pernyataan	<i>P-values</i>	Hasil
H5	Kepuasan wisatawan berpengaruh terhadap <i>e-WOM</i> di Taman Sari Yogyakarta	0,000	H5 Diterima
H6	Loyalitas berpengaruh terhadap <i>e-WOM</i> di Taman Sari Yogyakarta	0,022	H6 Diterima

Sumber: *Output SmartPLS 3 (2024)*

4.8.1 Pengaruh motivasi terhadap kepuasan wisatawan

Berdasarkan hasil dari pengujian H1, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel motivasi wisatawan terhadap kepuasan wisatawan di Taman Sari Yogyakarta. Hal ini menunjukkan bahwa semakin tinggi minat motivasi wisatawan dalam mengunjungi Taman Sari Yogyakarta maka akan semakin tinggi juga kepuasan wisatawan saat mengunjungi Taman Sari Yogyakarta.

Motivasi wisatawan yang tinggi ini dapat tercipta ketika wisatawan mampu mengakses Taman Sari Yogyakarta dengan mudah, harga tiket masuk yang terjangkau, lokasi keberadaan Taman Sari yang berada di Tengah pusat Kota Yogyakarta. Motivasi wisatawan adalah faktor penting yang mempengaruhi kepuasan wisatawan di Taman Sari Yogyakarta. Motivasi ini mencakup berbagai alasan dan dorongan yang membuat seseorang memutuskan untuk mengunjungi destinasi wisata tertentu. Beberapa aspek bagaimana motivasi wisatawan memengaruhi kepuasan mereka saat berkunjung ke Taman Sari Yogyakarta yaitu Taman Sari Yogyakarta terkenal sebagai situs bersejarah dengan arsitektur yang unik dan nilai budaya yang tinggi.

Wisatawan yang termotivasi untuk belajar tentang sejarah dan budaya lokal biasanya memiliki harapan tinggi terhadap informasi dan pengalaman yang mereka peroleh. Jika pengalaman wisatawan sesuai atau melebihi ekspektasi tersebut, kepuasan wisatawan akan meningkat. Sebaliknya, jika informasi dan fasilitas tidak memadai, wisatawan mungkin merasa kecewa. Penelitian Kara et al. (2020), faktor sosiodemografi memiliki peran dalam mempengaruhi motivasi

berwisata wisatawan. Wisatawan mengunjungi karena mudah dijangkau lokasinya.

Beberapa wisatawan mengunjungi Taman Sari untuk mencari ketenangan dan keindahan lingkungan yang damai. Wisatawan mungkin berharap menemukan tempat yang sejuk, tenang, dan menyegarkan. Kepuasan wisatawan akan meningkat jika wisatawan menemukan tempat yang sesuai untuk beristirahat dan menikmati suasana. Kebersihan, fasilitas yang memadai, dan suasana yang terjaga dengan baik sangat penting untuk memenuhi motivasi. Penelitian Tsegaw et al (2023), wisatawan termotivasi untuk berwisata ke taman nasional karena kebutuhan akan alam, aktivitas, pelarian, atraksi, fotografi, keluarga dan sosialisasi. Beberapa wisatawan mengunjungi destinasi wisata dengan tujuan untuk bersosialisasi dan berinteraksi dengan orang lain, baik itu dengan sesama wisatawan atau penduduk lokal.

Banyak wisatawan tertarik untuk mengunjungi Taman Sari karena keindahan arsitektur yang *instagramable*. Wisatawan termotivasi untuk mengambil foto-foto yang indah dan unik. Hasil ini sesuai dengan hasil penelitian sebelumnya yang dilakukan oleh Valverde-Roda et al (2022), yang menyatakan bahwa motivasi wisatawan berpengaruh signifikan terhadap kepuasan wisatawan.

4.8.2 Pengaruh nilai yang dipersepsikan terhadap kepuasan wisatawan

Berdasarkan hasil dari pengujian H2, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel nilai yang dipersepsikan terhadap kepuasan wisatawan di Taman Sari Yogyakarta. Hal ini menunjukkan bahwa nilai yang dipersepsikan wisatawan adalah penilaian subjektif wisatawan tentang manfaat yang wisatawan terima dibandingkan dengan biaya atau usaha yang wisatawan keluarkan untuk mendapatkan manfaat tersebut. Di Taman Sari Yogyakarta, nilai yang dipersepsikan wisatawan dapat memengaruhi kepuasan wisatawan dengan berbagai cara yaitu wisatawan akan merasa puas jika wisatawan menemukan bahwa kondisi fisik dan estetika Taman Sari sesuai dengan harapan wisatawan. Misalnya, bangunan bersejarah yang terawat baik,

taman yang bersih, dan suasana yang menyenangkan akan meningkatkan persepsi positif terhadap nilai tempat tersebut.

Penelitian Preko et al (2020), menemukan bahwa tingkat rasa puas pada wisatawan yang timbul setelah melakukan kunjungan atau aktivitas wisata ke suatu tempat wisata. Wisatawan cenderung membandingkan biaya yang wisatawan keluarkan dengan apa yang wisatawan dapatkan. Penelitian Moreno et al (2024), konstruk nilai yang dirasakan dihasilkan dari penilaian biaya dan manfaat terkait suatu penawaran. Konstruksi ini membantu perusahaan pariwisata mengetahui bagaimana pengunjung menilai layanan tempat wisata. Jika harga tiket masuk dan biaya layanan tambahan dianggap sebanding atau lebih rendah dari nilai pengalaman yang wisatawan rasakan, maka kepuasan wisatawan akan meningkat. Kemudahan akses menuju dan di sekitar Taman Sari, termasuk infrastruktur jalan, petunjuk arah, dan ketersediaan transportasi umum, mempengaruhi nilai yang dipersepsikan.

Tempat yang mudah dijangkau dan navigasi yang mudah di dalam kompleks akan meningkatkan kepuasan wisatawan. Ketersediaan fasilitas seperti toilet yang bersih, tempat istirahat, dan tempat makan akan meningkatkan nilai yang dipersepsikan wisatawan. Rasa aman selama berkunjung, baik dari segi keamanan fisik maupun kenyamanan sosial, sangat mempengaruhi kepuasan wisatawan. Keamanan yang baik, seperti kehadiran petugas keamanan, akan meningkatkan persepsi nilai.

Taman Sari menawarkan pengalaman yang unik dan autentik yang tidak dapat ditemukan di tempat lain. Nilai unik ini, seperti arsitektur khas dan sejarah yang mendalam, memberikan kesan mendalam bagi wisatawan. Adanya acara khusus, pameran budaya, atau pertunjukan seni tradisional dapat menambah nilai yang dipersepsikan wisatawan terhadap kunjungan wisatawan. Hasil penelitian Sijoria et al (2018), memaparkan bahwa kepuasan wisatawan dapat tercapai apabila wisatawan sudah merasa cukup sesuai dengan nilai yang dipersepsikan olehnya.

4.8.3 Pengaruh nilai yang dipersepsikan terhadap loyalitas

Berdasarkan hasil dari pengujian H3, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel nilai yang dipersepsikan terhadap loyalitas wisatawan di Taman Sari Yogyakarta. Hal ini menunjukkan bahwa nilai yang dipersepsikan wisatawan adalah faktor penting yang memengaruhi loyalitas wisatawan terhadap destinasi wisata seperti Taman Sari Yogyakarta. Loyalitas wisatawan mencerminkan keinginan wisatawan untuk kembali berkunjung dan merekomendasikan tempat tersebut kepada orang lain. Ada banyak faktor yang memengaruhi loyalitas wisatawan berdasarkan nilai yang dipersepsikan wisatawan yaitu pengalaman yang menciptakan kenangan mendalam dan emosional, seperti momen indah berfoto di spot menarik atau interaksi hangat dengan penduduk lokal, meningkatkan keterikatan emosional dengan destinasi, mendorong loyalitas.

Wisatawan yang memiliki pengalaman yang mengesankan atau positif cenderung merekomendasikan Taman Sari Yogyakarta kepada teman dan keluarga, yang pada gilirannya meningkatkan reputasi destinasi dan menarik lebih banyak kunjungan ulang. Penelitian Esparza et al (2023), menemukan kecenderungan wisatawan untuk melakukan kunjungan kembali ke suatu tempat wisata secara berulang. Adanya acara atau kegiatan khusus yang unik, seperti pameran budaya atau pertunjukan seni tradisional, dapat menjadi alasan wisatawan untuk kembali dan menikmati pengalaman baru.

Penelitian Palazzo et al (2021), memaparkan pengalaman yang positif dapat memperkuat loyalitas wisatawan karena wisatawan ingin kembali untuk mendapatkan pengalaman yang sama atau bahkan lebih baik di masa depan. Wisatawan yang merasa aman selama kunjungan wisatawan akan memiliki pengalaman yang lebih positif dan akan lebih cenderung kembali. Keamanan yang baik meningkatkan kepercayaan wisatawan terhadap destinasi tersebut; Interaksi positif dengan staf yang ramah dan membantu meningkatkan kesan keseluruhan wisatawan terhadap Taman Sari Yogyakarta.

Pelayanan yang baik menciptakan hubungan emosional yang kuat dengan destinasi, meningkatkan kemungkinan kunjungan ulang ke Taman Sari Yogyakarta. Sejalan dengan penelitian Milman et al (2020) kepuasan terhadap sebuah taman hiburan memiliki pengaruh positif terhadap loyalitas dalam hal niat perilaku dari mulut ke mulut, kesediaan untuk membayar lebih, dan kesediaan untuk berkunjung kembali.

4.8.4 Pengaruh kepuasan wisatawan terhadap loyalitas

Berdasarkan hasil dari pengujian H4, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel kepuasan wisatawan terhadap loyalitas wisatawan di Taman Sari Yogyakarta. Hal ini menunjukkan bahwa kepuasan wisatawan memainkan peran krusial dalam mempengaruhi loyalitas wisatawan terhadap destinasi wisata seperti Taman Sari Yogyakarta. Banyak faktor yang menjelaskan kepuasan wisatawan memengaruhi loyalitas wisatawan yaitu kepuasan wisatawan meningkatkan peluang kunjungan ulang.

Wisatawan yang puas dengan kunjungan wisatawan cenderung memiliki kenangan positif dan perasaan puas yang mendorong wisatawan untuk kembali ke Taman Sari. Pengalaman yang memuaskan menciptakan keinginan untuk mengulang pengalaman tersebut di masa mendatang. Kenangan indah yang dihasilkan dari kunjungan yang memuaskan membuat wisatawan ingin kembali untuk mengalami lagi momen-momen tersebut, sehingga meningkatkan loyalitas wisatawan; Wisatawan yang merasa mendapatkan nilai yang baik dari kunjungan wisatawan, baik dari segi biaya, waktu, maupun pengalaman keseluruhan, cenderung lebih puas.

Nilai yang tinggi ini membuat wisatawan lebih mungkin untuk kembali dan menganggap Taman Sari sebagai destinasi yang layak untuk dikunjungi ulang; Kepuasan wisatawan memiliki pengaruh langsung terhadap loyalitas wisatawan. Wisatawan yang merasa puas dengan pengalaman wisatawan di Taman Sari Yogyakarta lebih cenderung untuk kembali dan merekomendasikan destinasi tersebut kepada orang lain.

Penelitian Mansouri et al (2022), juga menemukan perilaku dari loyalitas menunjukkan kunjungan wisatawan dan ketertarikan terhadap sebuah tempat wisata. Pengelola Taman Sari dapat meningkatkan loyalitas wisatawan dengan fokus pada peningkatan kualitas pengalaman, layanan, fasilitas, dan pengelolaan destinasi, serta dengan menawarkan nilai yang baik dan memastikan bahwa setiap kunjungan memberikan pengalaman yang positif dan berkesan. Penelitian yang dilakukan oleh Oraedu et al (2021) menyatakan bahwa analisis loyalitas destinasi adalah mengukur lamanya waktu untuk setiap periode pembelian dan menentukan lamanya waktu yang menunjukkan seorang wisatawan loyal.

Sehingga, alasan mengapa loyalitas diukur tidak hanya dengan kunjungan berulang tetapi juga dengan rekomendasi kepada orang lain. Hasil penelitian Serra et al (2018) menyatakan bahwa loyalitas merupakan faktor penting dalam menciptakan kinerja dan keuntungan destinasi dari perspektif jangka panjang dan diakui sebagai konsep pemasaran destinasi yang paling penting.

Loyalitas wisatawan secara umum mencakup kesediaan untuk berkunjung kembali, komunikasi *e-WOM* yang positif, dan kesediaan untuk merekomendasikan wujud sikap dan perilaku wisatawan. Faktor destinasi dapat berkontribusi terhadap kualitas pengalaman wisatawan, nilai yang dirasakan atau kepercayaan merek, dan pada akhirnya menjadikan wisatawan mempunyai rasa loyalitas terhadap destinasi.

4.8.5 Pengaruh kepuasan wisatawan terhadap *e-WOM*

Berdasarkan hasil dari pengujian H5, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel kepuasan wisatawan terhadap *e-WOM* wisatawan di Taman Sari Yogyakarta. Hal ini menunjukkan bahwa kepuasan wisatawan memiliki pengaruh yang signifikan terhadap *e-WOM*, yaitu penyebaran informasi dan pengalaman melalui *platform* media sosial seperti Instagram, TikTok, dan X. Terdapat banyak faktor yang mendukung kepuasan wisatawan dalam menulis *e-WOM* yaitu wisatawan yang puas dengan kunjungan wisatawan cenderung meninggalkan ulasan positif di *platform* seperti *TripAdvisor*, *Google Reviews*, atau media sosial (Instagram, TikTok, dan X).

Ulasan positif ini tidak hanya memperkuat citra dari Taman Sari, tetapi juga menarik lebih banyak wisatawan untuk berkunjung. Wisatawan yang puas cenderung memberikan ulasan yang lebih rinci, membagikan pengalaman spesifik yang wisatawan nikmati. Informasi ini membantu calon wisatawan membuat keputusan dan meningkatkan minat wisatawan untuk mengunjungi Taman Sari. Wisatawan yang puas seringkali membagikan foto dan cerita tentang kunjungan mereka di media sosial seperti Instagram, TikTok, dan X. Wisatawan mungkin menandai lokasi Taman Sari dan menggunakan tagar tertentu, yang memperluas jangkauan informasi positif tentang destinasi tersebut. Konten visual seperti cerita Instagram atau video YouTube yang menunjukkan pengalaman positif di Taman Sari dapat menarik perhatian audiens luas dan berpotensi viral, meningkatkan eksposur dan ketertarikan publik. Calon wisatawan cenderung mempercayai ulasan dan rekomendasi dari wisatawan lain yang telah mengunjungi Taman Sari.

Ulasan positif yang konsisten meningkatkan kepercayaan calon wisatawan dan meyakinkan Wisatawan bahwa Taman Sari adalah destinasi yang layak dikunjungi. Pada penelitian Chinelato et al (2023), ulasan yang terdapat di media sosial yang dibuat oleh wisatawan tentang pesan dan kesan pengalaman yang dirasakan wisatawan setelah mengunjungi tempat wisata. Menurut Schermerhorn et al (2020), tingkat kepuasan dari satu pengunjung dengan pengunjung lainnya pun berbeda beda. Meskipun demikian, beragam ulasan dari wisatawan yang sudah mengunjungi Taman Sari tetap membuat teman ataupun pengikut media sosial tertarik untuk datang dan mendapatkan kepuasan wisatawannya.

E-WOM yang positif memiliki dampak langsung pada keputusan kunjungan. Calon wisatawan yang membaca ulasan dan testimoni positif lebih mungkin untuk memilih Taman Sari sebagai destinasi wisata wisatawan. Wisatawan yang puas cenderung lebih terlibat dengan konten online yang berkaitan dengan Taman Sari, seperti berkomentar pada postingan media sosial atau berpartisipasi dalam diskusi *online* yang biasanya dilakukan oleh pengguna media sosial di X. Keterlibatan ini memperkuat komunitas *online* di sekitar Taman Sari dan memperluas dampak *e-WOM*.

Hasil penelitian Palazzo et al (2021) memaparkan bahwa nilai yang dirasakan dipengaruhi oleh kualitas layanan yang dirasakan dan secara langsung mempengaruhi tingkat kepuasan wisatawan. Hal kepuasan mencakup ekspresi seperti kesenangan, relaksasi dan kegembiraan yang dirasakan pengunjung setelah melakukan kunjungan kembali baik untuk menikmati suasana maupun mengikuti suatu acara di lokasi tempat bersejarah. Oleh karena itu, pengelola tempat wisata bersejarah sangat perlu untuk memahami minat maupun keinginan wisatawan untuk menciptakan layanannya dalam rangka mengembangkan kepuasan wisatawan yang berkunjung.

4.8.6 Pengaruh loyalitas terhadap *e-WOM*

Berdasarkan hasil dari pengujian H6, dijelaskan bahwa terdapat arah hubungan positif dan signifikan pada variabel loyalitas wisatawan terhadap *e-WOM* wisatawan di Taman Sari Yogyakarta.

Hal ini menunjukkan bahwa kepuasan wisatawan memiliki pengaruh yang signifikan terhadap wisatawan yang loyal cenderung membuat konten yang lebih mendalam seperti blog dan vlog tentang pengalaman wisatawan di Taman Sari. Konten ini sering kali dioptimalkan untuk mesin pencari dan dapat menarik *audiens* yang lebih luas, memberikan eksposur tambahan yang berkelanjutan. Konten visual seperti foto dan video yang diunggah oleh wisatawan yang loyal dapat menyampaikan pengalaman yang autentik dan menarik.

Konten tersebut lebih mudah dibagikan dan sering kali mendapatkan lebih banyak perhatian daripada ulasan teks biasa. Ulasan dan cerita positif dari wisatawan yang puas dapat menginspirasi wisatawan lain untuk mencoba aktivitas atau atraksi tertentu di Taman Sari yang mungkin belum wisatawan pertimbangkan sebelumnya, seperti tur khusus atau pameran budaya. *E-WOM* yang positif membantu calon wisatawan membangun harapan yang realistis tentang apa yang bisa wisatawan harapkan dari kunjungan ke Taman Sari ini berkontribusi pada peningkatan kepuasan ketika harapan wisatawan terpenuhi atau terlampaui.

Penelitian Moreno et al (2024), memaparkan bahwa semakin besar loyalitas pengunjung terhadap sebuah destinasi, maka semakin besar pula kemungkinan pengunjung untuk menuliskan ulasan pribadi ke media sosial yang dimilikinya atau berbagi *e-WOM* positif. Semakin tinggi tingkat loyalitas atau kesetiaan wisatawan terhadap Taman Sari Yogyakarta, semakin mungkin wisatawan akan menghasilkan atau menyebarkan *e-WOM* yang positif tentang tempat wisata tersebut. ²² Wisatawan yang loyal akan berkunjung kembali ke tempat dan merekomendasikan tempat wisata tersebut kepada orang lain.

Pengalaman positif yang dibagikan oleh wisatawan yang puas memiliki potensi untuk dibagikan ulang oleh orang lain, baik melalui *retweet*, *re-share*, atau fitur berbagi lainnya di *platform* media sosial. Efek viral ini dapat meningkatkan eksposur Taman Sari secara eksponensial. Video testimonial atau *vlog* perjalanan dari wisatawan yang puas dapat menjadi konten yang sangat efektif dalam menyampaikan pengalaman positif.

Video ini sering kali dibagikan lebih luas dan memiliki dampak yang kuat dalam membangun citra positif Taman Sari Yogyakarta. Hasil penelitian dari Preko et al (2020), loyalitas tempat bersejarah penting untuk menawarkan pengalaman berkualitas yang akan meningkatkan kepuasan pengunjung untuk melestarikan dan mempertahankan pertumbuhan museum yang telah berlangsung lama. Tingkat kepuasan wisatawan merupakan faktor utama pengambilan keputusan konsumen, dan dikaitkan dengan loyalitas terhadap suatu layanan.

Layanan pariwisata berkualitas tinggi cenderung meningkatkan loyalitas dan berdampak langsung pada profitabilitas. Tempat bersejarah dianggap sangat penting sehingga kepuasan dan loyalitas wisatawan merupakan faktor penting yang perlu dipahami oleh manajemen pengelola tempat bersejarah untuk menawarkan layanan wisata yang menarik kepada pengunjung.

4.9 Pembahasan Mediasi

4.9.1 Kepuasan wisatawan memediasi pengaruh nilai yang dipersepsikan terhadap loyalitas

Berdasarkan hasil dari pengujian mediasi dengan melihat *specific indirect effects* pada tabel 4.10 dijelaskan bahwa pengaruh mediasi kepuasan wisatawan terhadap nilai yang dipersepsikan dan loyalitas yaitu signifikan. Hal ini menunjukkan bahwa kepuasan wisatawan mampu memberikan efek mediasi pada nilai yang dipersepsikan yang diberikan oleh wisatawan yang sudah mengunjungi Taman Sari Yogyakarta dan loyalitas wisatawan yang telah mengunjungi Taman Sari Yogyakarta dan terdapat efek langsung (*direct effect*) antara variabel nilai yang dipersepsikan terhadap loyalitas wisatawan.

Hal ini menunjukkan bahwa kepuasan wisatawan ikut serta dalam hubungan pengaruh nilai yang dipersepsikan terhadap loyalitas. Dengan demikian mediasi pada model ini dikategorikan sebagai *complementary mediation*. Nilai yang dipersepsikan oleh wisatawan dapat memberikan pandangan baik oleh wisatawan-wisatawan lainnya mau seseorang yang akan melakukan kunjungan ke Taman Sari Yogyakarta, karena penilaian atau ulasan sangat penting untuk menggambarkan situasi, suasana yang sedang terjadi di Taman Sari Yogyakarta.

Penelitian Preko et al (2020), menyimpulkan bahwa kepadatan yang dirasakan, diharapkan, dan disukai, ditambah dengan kepadatan sebenarnya dan pengalaman pengunjung sebelumnya, dapat mempengaruhi tingkat kepuasan pengunjung tempat wisata. Hasil ini sesuai dengan penelitian sebelumnya yang dilakukan oleh Sijoria et al (2018), yang menyatakan bahwa nilai yang dipersepsikan berpengaruh positif terhadap loyalitas setelah dimediasi oleh kepuasan wisatawan.

4.9.2 Loyalitas memediasi pengaruh kepuasan wisatawan terhadap *e-WOM*

Berdasarkan hasil dari pengujian mediasi dengan melihat *specific indirect effects* pada tabel 4.10 dijelaskan bahwa pengaruh mediasi loyalitas wisatawan terhadap kepuasan wisatawan dan *e-WOM* yaitu signifikan.

Hal ini menunjukkan bahwa loyalitas wisatawan mampu memberikan efek mediasi pada kepuasan wisatawan dan *e-WOM* di Taman Sari Yogyakarta dan terdapat efek langsung (*direct effect*) antara variabel kepuasan wisatawan terhadap *e-WOM*. Sehingga mediasi pada model ini dikategorikan sebagai *complementary mediation*. Wisatawan yang memperoleh kepuasan biasanya cenderung akan memberikan rekomendasi tempat wisata tersebut kepada keluarga, teman, maupun pengikutnya (Valverde-Roda et al., 2022). Oleh karena itu loyalitas yang dirasakan oleh wisatawan Taman Sari Yogyakarta mempengaruhi pengunjung dalam menuliskan *e-WOM* pada *platform* media sosial pengunjung seperti Instagram, TikTok, dan X. Loyalitas wisatawan berperan memediasi pengaruh antara kepuasan wisatawan dengan *e-WOM* wisatawan di Taman Sari Yogyakarta.

Hasil ini sesuai dengan penelitian sebelumnya Milman et al (2020), yang menyatakan bahwa loyalitas wisatawan berperan memediasi pengaruh antara kepuasan wisatawan dengan *e-WOM*. Penelitian dari Ashiq et al (2023), kepuasan terhadap sebuah taman hiburan memiliki pengaruh positif terhadap loyalitas, *e-WOM* yang dituliskan pada *platform* media sosial, serta kesediaan untuk melakukan kunjung kembali ke tempat wisata tersebut.

BAB V KESIMPULAN DAN SARAN

1 5.1 Kesimpulan

Berdasarkan dari hasil analisis data yang diperoleh dalam penelitian ini dan telah dijelaskan pada bab IV, maka kesimpulan yang dapat diperoleh yaitu semua hipotesis pada penelitian ini diterima dan berpengaruh secara signifikan, hampir sebagian besar responden pada penelitian ini merupakan wanita yang berdomisili di Yogyakarta, sehingga menunjukkan bahwa Taman Sari Yogyakarta lebih banyak dikunjungi oleh wanita. Kepuasan wisatawan merupakan variabel yang mempunyai pengaruh besar terhadap *e-WOM* yang dituliskan wisatawan di media sosial. Sehingga sangat penting bagi pengelola Taman Sari Yogyakarta membuat wisatawan yang berkunjung ke Taman Sari mencapai perasaan puas. Wisatawan yang mempunyai pengalaman berkesan berkunjung ke Taman Sari Yogyakarta cenderung akan merekomendasikan Taman Sari Yogyakarta menjadi tempat wisata bersejarah oleh keluarga, teman, maupun pengikut di media sosialnya.

Penilaian kepuasan wisatawan diperoleh dari nilai yang dirasakan wisatawan dengan mempertimbangkan beberapa faktor seperti waktu yang diperlukan untuk menikmati kunjungan ke tempat wisata bersejarah, biaya yang dikeluarkan untuk mengunjungi tempat wisata, serta jarak tempuh yang diperlukan untuk mendatangi tempat wisata bersejarah. Sehingga kepuasan wisatawan tidak hanya terbentuk dari satu faktor saja. Berfoto merupakan salah satu motivasi wisatawan untuk mengunjungi Taman Sari Yogyakarta. Arsitektur dari bangunan bersejarah Taman Sari Yogyakarta yang klasik ini membuat banyak wisatawan yang berdatangan untuk mengabadikan momennya di Taman Sari Yogyakarta. Adanya festival kebudayaan yang rutin diadakan di lingkungan sekitar Taman Sari Yogyakarta juga membuat wisatawan ikut memeriahkan acaranya. Sehingga banyak wisatawan yang datang kembali untuk mengunjungi Taman Sari Yogyakarta.

5.2 Implikasi Manajerial

Berdasarkan dari hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat diberikan yaitu motivasi wisatawan memengaruhi kepuasan wisatawan di Taman Sari Yogyakarta secara signifikan. Maka untuk meningkatkan motivasi wisatawan datang kembali ke Taman Sari pihak pengelola dapat melakukan kerja sama dengan *influencer* dengan cara membuat konten yang diunggah ke *platform* media sosial seperti Instagram dan TikTok. Supaya masyarakat yang melihat konten tertarik dan muncul motivasi untuk berwisata di Taman Sari Yogyakarta.

Kepuasan wisatawan memengaruhi *e-WOM* secara signifikan. Cara yang dapat dilakukan Dinas Pariwisata Kota Yogyakarta untuk membuat wisatawan yang datang berkunjung di Taman Sari merasa puas seperti memberikan beberapa aktivitas berupa menyediakan penyewaan busana daerah Yogyakarta mulai dari kebaya, jarik, beskap, hingga membuatkan sanggul pada wisatawan yang tertarik menikmati suasana Taman Sari Yogyakarta dengan menggunakan pakaian adat yang telah disediakan serta tidak ketinggalan untuk tersedianya jasa mengabadikan momen wisatawan dengan menggunakan kebaya Yogyakarta. Jadi meningkatkan kepuasan wisatawan sekaligus menambah pemasukan bagi Taman Sari Yogyakarta.

Loyalitas wisatawan memengaruhi penulisan *e-WOM* secara signifikan. Wisatawan yang loyal akan berkunjung kembali ke Taman Sari Yogyakarta dan merekomendasikan tempat wisata tersebut kepada keluarga, teman, maupun pengikut media sosialnya. Pihak pengelola Taman Sari dapat berupaya untuk tetap mempertahankan keaslian bangunan, menjaga lingkungan sekitar Taman Sari. Wisatawan yang mencapai kepuasan akan dengan suka rela membagikan keseruannya di Taman Sari Yogyakarta. Melalui unggahan yang dilakukan wisatawan baik Instagram maupun TikTok tentang keseruan kegiatan di Taman Sari Yogyakarta.

Sehingga mampu secara efektif meningkatkan jumlah kunjungan kembali wisatawan untuk mengeksplorasi lebih dalam seputar Taman Sari Yogyakarta. Banyaknya wisatawan yang melakukan unggahan tentang Taman Sari Yogyakarta membuat efek *viral* sehingga wisatawan lainnya tertarik berdatangan untuk melakukan kunjungan kembali ke Taman Sari Yogyakarta.

Kepuasan wisatawan memengaruhi *e-WOM* yang dituliskan wisatawan tentang Taman Sari Yogyakarta secara signifikan. Wisatawan yang berkunjung ke Taman Sari memiliki pengalaman yang berbeda karena, wisatawan mengeksplorasi bagian bawah Taman Sari yang unik berupa Sumur Gemuling. Atmosfer di area bawah tanah, dengan penerangan yang minim dan arsitektur kuno, memberikan sensasi seperti kembali ke masa lalu. Wisatawan dapat merasakan nuansa sejarah dan budaya yang kental, sehingga wisatawan yang berkunjung ke Taman Sari mampu merasakan sensasi petualangan bawah tanah. Kepuasan wisatawan yang tinggi dapat meningkatkan loyalitas wisatawan serta mendorong wisatawan melakukan kunjungan kembali ke Taman Sari Yogyakarta.

5.3 Keterbatasan Penelitian

Berdasarkan hasil dari penelitian yang telah dilakukan, keterbatasan dari penelitian ini yaitu hasil penelitian ini tidak dapat digeneralisasi karena objek yang digunakan dalam penelitian terbatas pada tempat wisata bersejarah saja. Kondisi bangunan Taman Sari Yogyakarta yang cenderung bergantung dengan cuaca dan fisik dari wisatawan. Karena bila cuaca hujan secara otomatis wisatawan tidak dapat melakukan penelusuran Taman Sari Yogyakarta secara menyeluruh. Keindahan dari bangunan bersejarah Taman Sari Yogyakarta tidak dapat diabadikan oleh wisatawan sehingga dapat menyebabkan wisatawan tidak memperoleh kepuasan pada saat melakukan kunjungannya. Fisik wisatawan juga mempengaruhi, apabila wisatawan tidak di kondisi badan yang prima dapat memicu wisatawan tidak memperoleh kepuasan setelah berkunjung di Taman Sari Yogyakarta serta merubah nilai yang dipersepsikan wisatawan. Pengalaman yang diperoleh setiap wisatawan berbeda-beda atau beraneka ragam.

Karena ada dan tidaknya acara yang diselenggarakan di Taman Sari Yogyakarta juga mempengaruhi kepuasan dari wisatawan. Keseruan wisatawan dalam mengeksplor Taman Sari Yogyakarta pun juga berbeda karena dengan siapa wisatawan datang melakukan kunjungan dan dalam rangka acara apa wisatawan datang melakukan kunjungan kembali ke Taman Sari juga mampu mempengaruhi penilaian kepuasan di setiap masing-masing wisatawan.

Pada bagian indikator kuesioner penelitian ini khususnya variabel nilai yang dipersepsikan, terdapat pernyataan yang tidak dapat memperlihatkan pengukuran nilai yang dipersepsikan oleh wisatawan yang sudah mengunjungi Taman Sari Yogyakarta. Pernyataan wisatawan mempunyai kesempatan untuk membeli kerajinan tangan di Yogyakarta, tidak dapat dipergunakan untuk mengukur variabel nilai yang dipersepsikan wisatawan setelah melakukan kunjungannya di Taman Sari Yogyakarta.

5.4 Saran Penelitian

Berdasarkan kesimpulan yang telah dijelaskan, terdapat beberapa saran yang diberikan yaitu penelitian selanjutnya tidak hanya pada tempat wisata bersejarah saja melainkan wisata alam, wisata kuliner, atau taman hiburan.

Untuk meningkatkan akurasi dan relevansi hasil penelitian, sebaiknya penelitian di masa mendatang mempertimbangkan pengelompokan usia atau pembatasan usia responden sesuai dengan tujuan penelitian, pihak pengelola Taman Sari Yogyakarta serta dapat mengajak warga sekitarnya untuk meningkatkan minat wisatawan datang kembali ke Taman Sari Yogyakarta dengan mengadakan acara yang bertemakan pengenalan budaya yang ada di Yogyakarta bersamaan dengan jajanan tradisional Kota Yogyakarta yang dijual oleh warga sekitar lingkungan Taman Sari. Sehingga selain terjadi peningkatan kunjungan kembali wisatawan ke Taman Sari Yogyakarta juga memberi pemasukan bagi warga sekitarnya.

Untuk mengukur variabel nilai yang dipersepsikan oleh wisatawan, peneliti dapat menambahkan indikator kuesioner. Wisatawan yang datang mengunjungi Taman Sari Yogyakarta merasa bahwa harga tiket masuk terjangkau. Sehingga indikator kuesioner pada variabel nilai yang dipersepsikan dapat dilakukan pengukuran. Hal tersebut membuktikan bahwa harga tiket yang dikenakan untuk masuk ke Taman Sari sesuai dengan atau lebih rendah dari yang wisatawan harapkan, mengingat pengalaman berwisata serta fasilitas yang dapat dirasakan oleh wisatawan. Persepsi tentang harga tiket masuk yang terjangkau dapat mempengaruhi kepuasan wisatawan dan mendorong wisatawan untuk merekomendasikan Taman Sari kepada keluarga, teman, maupun pengikut media sosialnya orang lain atau melakukan kunjungan kembali.

Untuk penelitian selanjutnya dapat memasukkan *travel influencer* dan harga tiket masuk sebagai variabel yang dapat mempengaruhi motivasi wisatawan untuk melakukan kunjungan ke tempat wisata bersejarah, serta penelitian yang masa mendatang dapat mempergunakan tempat wisata bersejarah lainnya yang berada di Kota Yogyakarta yang sudah dilakukan perbaikan lebih baik, misalnya seperti Museum Sonobudoyo yang baru saja dibuka kembali di awal bulan Juni 2024.

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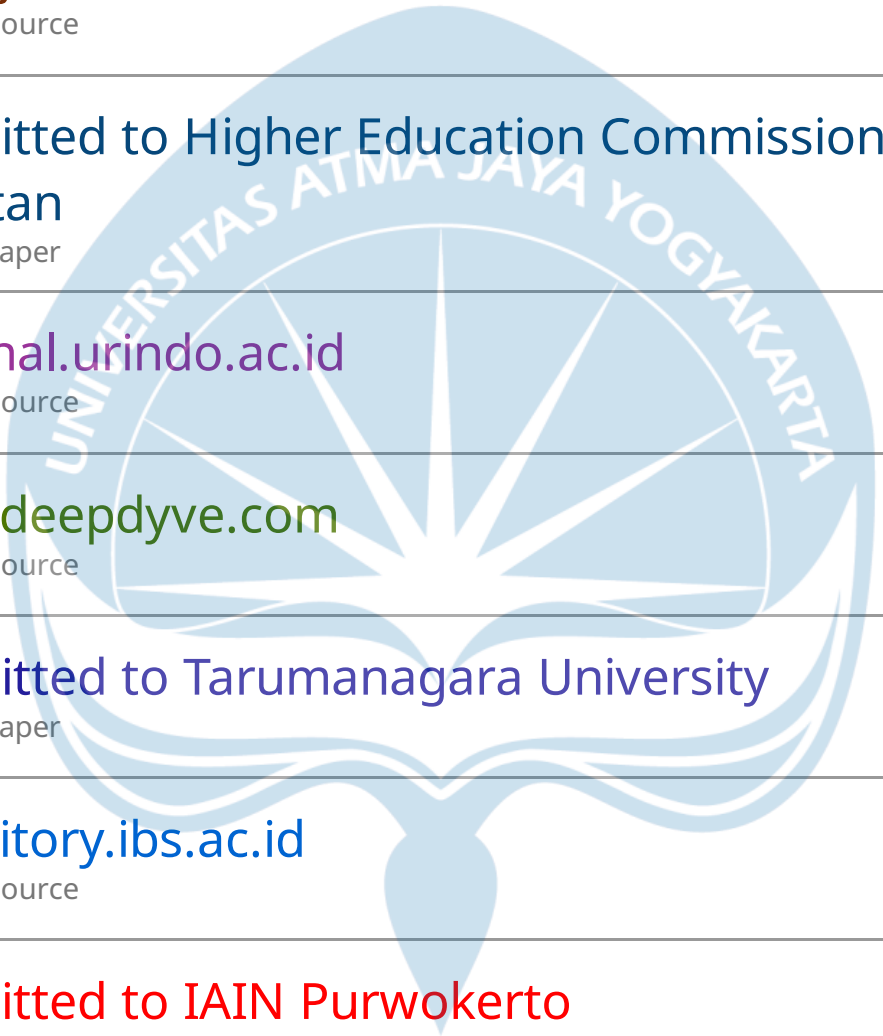
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