The Effect of Tourism Service Quality, Tourist Destination Image and Experience of Tourist towards Tourists Satisfaction, Tourism Word of Mount, Tourist Destination Preferences, and Tourist Destination Loyalty
(A Study on Foreign Tourists in Tourist Destinations Area in Indonesia)

Riduan*[1]   Suharyono[2]   Achmad, Fauzi[2]   Darminto[2]
1.SekolahTinggi Ilmu Ekonomi Muhammadiyah Kalianda, Lampung, Indonesia
2.Department of Business Administration,Faculty of Administrative Science,University of Brawijaya Malang, East Java
*E-mail of the corresponding author: riduanmob@yahoo.co.id

Abstract
This study aims to examine the concept of Tourism marketing in the perspective of foreign tourists in three Tourist Destination Area in Indonesia, namelyKepulauan Riau, North Sumatra, and East Nusa Tenggara. The study also seeks to develop concepts and models of Tourism Word of Mouth. The results of this study showthat there are Tourism marketing strategies in the context of improving Tourism service quality, formation oftravel destinations image, creation and fulfillment of touristexperience and satisfaction; all of those are antecedent forming word of mouth which finally will directly or indirectly affect tourist behavior related to destination preferenceand decision to show loyalty to touristdestinations in Indonesia.
Keywords: tourism service quality, travel destinations image, tourist experience, tourist satisfaction, tourism word of mouth, tourist destination preferences, tourist destination loyalty

1. Introduction
The development of Tourist Destination Area (TDAs) in Indonesia is carried out expansively, but tends to ignore the needs of the market, making the TDAs offered seems to be of much product-based oriented, homogeneous, less competitive in the international market. TDA development problems and their logical consequence have been responded by market participants through the changing orientation of tourism development from a product-based orientation to a market-based orientation. TDA are now more market-based in their orientation and tend to follow changes in the travelling preferences of tourists, which now are likely to be in the forms of individual and small group organized tourism (Brohman, 1996), supported by the development of alternative tourism models (Gee and Sola, 1999), making tourists as consumers of tourism products an important factor in choosing the marketing strategy. These phenomena have led to a new paradigm in tourism marketing, in which the direct marketing in tourism marketing is thought to be necessary to work together with the form of marketing under the tourism word of mouth (Tourism WOM).

Tourism word of mouth is a non-commercial communication made by actual travelers to potential travelers about their experiences on the activities they have done in their travel and praise for a product, service, tourist destination, or organization. Tourisn WOM is an alternative strategy of marketing and development of TDA to consider, because word of mouth is a powerful tool to market the product at no charge or very small cost. That is because WOM can occur naturally when a customer is satisfied after consuming a product and relates their experience to others, which causes their listeners to try and make a purchase and become the new consumer of the products and so on. Because the potential customers are getting references from people they already know, WOM tends to be more trustworthy than the recommendation derived from advertisement, sales people, and other formal marketing tools. The ultimate goal of Tourism WOM is not only to make the customers able to discuss and promote TDA they have visited, but also to make them able to sell TDA indirectly to other travelers.

This study aims to determine the effect of the quality of tourism services, tourism destination image and tourist experience on tourist satisfaction, tourism word of mouth, destination preference, and loyalty tourist destinations. There are various basic arguments for the background for this study. First, the stimulus from the influence of the environment (environment influence), such as tourism service quality and destination image, may indicate an effect on tourist satisfaction (Sabioteet al., 2012; Ladhari 2012 and Mohamadet al., 2012; Coban, 2012). Second, service quality and destination image have been indicated as being able to generate a response in the form of consumer behavior consisting of tourism word of mouth (Jiewantoet al., 2012; Sweeney et al., 2012 and Byon, 2010; Hanzaee and Saeedi 2011), destination preferences (Chaipakdee and Wetprasit, 2011; Assodillahiet al., 2011 and Sparks, 2007; Phauet al., 2010) and tourist destinations loyalty (Liao, 2012; Mokhtar

and Maiyaki 2011 and Qaemi, 2012). This study is to test various stimuli of tourism marketing variables in shaping Tourism WOM and other forms of tourist behavior. Third, the stimulus of individual influences such as tourist experience may have an effect on tourist satisfaction (Lu and Stepchenkova, 2012). Furthermore, tourist experience has been indicated to be able to generate a response in the form of traveler behavior consisting of tourism word of mouth (Jeong and Jang, 2011); destination preferences (Jeng and Bailey, 2012) and travel destination loyalty (Sahinet al., 2011). Tourist satisfaction has been indicated to be able to affect tourist behavior such as tourism word of mouth (Chorban, 2012); destination preferences (Hong and Lee, 2012) and travel destination loyalty (Supitchayangkool, 2012). Ultimately, in this study Tourism WOM is indicated to be able to affect destination preferences (Wang, 2012) and travel destination Lloyalty (Naiddoet al., 2010).

Furthermore, in the model of tourist behavior developed by Schmoll (1997) in Cooper et al. (1998), Moscadoet al. (1996) in Cooper et al. (1998) and Pearce (2005), it has not been found the direct role of word of mouth in stimulating decision or selection of tourist destinations. This is contradictory to the theoretical arguments presented by Engel et al. (1969) and Oliver (1997) stating that the word of mouth has an influence in the formation of consumer behavior in the form of a purchase decision, or loyalty to a product or service. The theoretical gap leaving a room for this study to develop a model of tourist behavior that focuses on word of mouth in tourism or in this study is referred as tourism word of mouth (Tourism WOM).

The first originality of this study is that it tries to provide concepts and models of tourism word of mouth (Tourism WOM) which has not been found in previous studies. Stimuli of tourism marketing variables in this study are indicated as the antecedents of the tourism word of mouth namely tourism service quality, destinations image and tourist experience. The effect resulted from the antecedents is in the form of tourist satisfaction which is later indicated on tourism word of mouth so as to produce a response from the tourism word of mouth i.e. travel destinations preferences and loyalty.

In addition, research on WOM is mostly done on a small scale enterprise customers, such as restaurants (Jeong and Jang, 2010), beauty salon (Moore, 2005), cell phones (Diaz et al., 2011), hotels (Berezina et al., 2012) and universities (Jiewantoet al., 2012). Although WOM research has been conducted on larger scale of enterprises, such as on the tourism sector in several countries around the world such as Hutchinson et al. (2009) in the United States, Naidooet al. (2012) in Europe, as well as Guthrie and Anderson (2010) in the UK, but in Indonesia, WOM research in tourism tends to be done partially on a smaller scale enterprises and in the perspective of domestic tourists such as by Wirawan and Wibawa 2012) in the province of Bali and Bursan (2006) in Lampung; and this becomes the second originality of this present study.

So far, we have not found a more comprehensive study examining WOM on a variety of Tourist Destination Area (TDA) in Indonesia from the perspective of foreign tourists. It became the third originality of this present study. Given the strategic position of the tourism sector in the Indonesian economy, this study is important in identifying assessment, expectations, and needs of foreign tourists to TDA in Indonesia to make a recommendation to increase performance Tourism marketing and development of TDA in Indonesia.

The development of Tourist Destination Area (TDAs) in Indonesia is carried out expansively, but tends to ignore the needs of the market, making the TDAs offered seems to be of much product-based oriented, homogeneous, less competitive in the international market. TDA development problems and their logical consequence have been responded by market participants through the changing orientation of tourism development from a product-based orientation to a market-based orientation. TDA are now more market-based in their orientation and tend to follow changes in the travelling preferences of tourists, which now are likely to be in the forms of individual and small group organized tourism (Brohman, 1996), supported by the development of alternative tourism models (Gee and Sola, 1999), making tourists as consumers of tourism products an important factor in choosing the marketing strategy. These phenomena have led to a new paradigm in tourism marketing, in which the direct marketing in tourism marketing is thought to be necessary to work together with the form of marketing under the tourism word of mouth (Tourism WOM).

Tourism word of mouth is a non-commercial communication made by actual travelers to potential travelers about their experiences on the activities they have done in their travel and praise for a product, service, tourist destination, or organization. Tourisn WOM is an alternative strategy of marketing and development of TDA to consider, because word of mouth is a powerful tool to market the product at no charge or very small cost. That is because WOM can occur naturally when a customer is satisfied after consuming a product and relates their experience to others, which causes their listeners to try and make a purchase and become the new consumer of the products and so on. Because the potential customers are getting references from people they already know, WOM tends to be more trustworthy than the recommendation derived from advertisement, sales people, and other formal marketing tools. The ultimate goal of Tourism WOM is not only to make the customers able to discuss and promote TDA they have visited, but also to make them able to sell TDA indirectly to other travelers.

This study aims to determine the effect of the quality of tourism services, tourism destination image and tourist experience on tourist satisfaction, tourism word of mouth, destination preference, and loyalty tourist destinations. There are various basic arguments for the background for this study. First, the stimulus from the

influence of the environment (environment influence), such as tourism service quality and destination image, may indicate an effect on tourist satisfaction (Sabioteet al., 2012; Ladhari 2012 and Mohamadet al., 2012; Coban, 2012). Second, service quality and destination image have been indicated as being able to generate a response in the form of consumer behavior consisting of tourism word of mouth (Jiewantoet al., 2012; Sweeney et al., 2012 and Byon, 2010; Hanzaee and Saeedi 2011), destination preferences (Chaipakdee and Wetprasit, 2011; Assodillahiet al., 2011 and Sparks, 2007; Phauet al., 2010) and tourist destinations loyalty (Liao, 2012; Mokhtar and Maiyaki 2011 and Qaemi, 2012). This study is to test various stimuli of tourism marketing variables in shaping Tourism WOM and other forms of tourist behavior. Third, the stimulus of individual influences such as tourist experience may have an effect on tourist satisfaction (Lu and Stepchenkova, 2012). Furthermore, tourist experience has been indicated to be able to generate a response in the form of traveler behavior consisting of tourism word of mouth (Jeong and Jang, 2011); destination preferences (Jeng and Bailey, 2012) and travel destination loyalty (Sahinet al., 2011). Tourist satisfaction has been indicated to be able to affect tourist behavior such as tourism word of mouth (Chorban, 2012); destination preferences (Hong and Lee, 2012) and travel destination loyalty (Supitchayangkool, 2012). Ultimately, in this study Tourism WOM is indicated to be able to affect destination preferences (Wang, 2012) and travel destination Lloyalty (Naiddoet al., 2010).

Furthermore, in the model of tourist behavior developed by Schmoll (1997) in Cooper et al. (1998), Moscadoet al. (1996) in Cooper et al. (1998) and Pearce (2005), it has not been found the direct role of word of mouth in stimulating decision or selection of tourist destinations. This is contradictory to the theoretical arguments presented by Engel et al. (1969) and Oliver (1997) stating that the word of mouth has an influence in the formation of consumer behavior in the form of a purchase decision, or loyalty to a product or service. The theoretical gap leaving a room for this study to develop a model of tourist behavior that focuses on word of mouth in tourism or in this study is referred as tourism word of mouth (Tourism WOM).

The first originality of this study is that it tries to provide concepts and models of tourism word of mouth (Tourism WOM) which has not been found in previous studies. Stimuli of tourism marketing variables in this study are indicated as the antecedents of the tourism word of mouth namely tourism service quality, destinations image and tourist experience. The effect resulted from the antecedents is in the form of tourist satisfaction which is later indicated on tourism word of mouth so as to produce a response from the tourism word of mouth i.e. travel destinations preferences and loyalty.

In addition, research on WOM is mostly done on a small scale enterprise customers, such as restaurants (Jeong and Jang, 2010), beauty salon (Moore, 2005), cell phones (Diaz et al., 2011), hotels (Berezina et al., 2012) and universities (Jiewantoet al., 2012). Although WOM research has been conducted on larger scale of enterprises, such as on the tourism sector in several countries around the world such as Hutchinson et al. (2009) in the United States, Naidooet al. (2012) in Europe, as well as Guthrie and Anderson (2010) in the UK, but in Indonesia, WOM research in tourism tends to be done partially on a smaller scale enterprises and in the perspective of domestic tourists such as by Wirawan and Wibawa 2012) in the province of Bali and Bursan (2006) in Lampung; and this becomes the second originality of this present study.

So far, we have not found a more comprehensive study examining WOM on a variety of Tourist Destination Area (TDA) in Indonesia from the perspective of foreign tourists. It became the third originality of this present study. Given the strategic position of the tourism sector in the Indonesian economy, this study is important in identifying assessment, expectations, and needs of foreign tourists to TDA in Indonesia to make a recommendation to increase performance Tourism marketing and development of TDA in Indonesia.

2. Literature Review

2.1 The Effect of Tourism Service Quality, Destination Image, Tourist Experience toward Tourist Satisfaction

Arguments and empirical evidence that can explain the relationship between the quality of tourism services, destination image, tourist experience, and tourist satisfaction can be explained in the following. First, the relationship between service quality andtourist satisfaction is described by Oliver (1993), which reveals that "service quality is a more specific judgment, which can lead to evaluations of satisfaction by the consumer". Empirically, the argument of Oliver (1993) is strengthened through a study conducted by Sabioteet al. (2012) on foreign tourists in purchasing tourism products online, which is an indication of a significant difference between the dimensions of e-service quality and e-satisfaction mediated by cultural dimensions. Based on the previous explanation, then the hypothesis of the study is that the quality of tourism services significantly influence tourist satisfaction.

Second, the relationship between tourist destination image and tourist satisfaction is described by Aaker (1991) stating that "with the construction of good brand image, customers were likely to increase of the satisfaction of usage, and would like to recommend to others". Good brand image of a product will affect the satisfaction of brand users. The argument is reinforced by Mohammad et al. (2012) conducting research on 842 foreign tourists in Malaysia, which reveals that destination image significantly and positively affectstourist

satisfaction. Based on the previous explanation, the research hypothesis is thatdestination image has a significant effect on tourist satisfaction.

Third, the relationship between the tourist experience and tourist satisfaction is described by Oliver (1981) that states "satisfaction is an evaluation of the surprise inherent in a product acquisition and/or consumption experience". The argument by Oliver (1981) is strengthened by the research of Lu and Stepchenkova (2012) on American travelers visiting natural attractions in Costa Rica, revealing that eco-tourism experience has a significant effect on tourist satisfaction. Based on the previous explanation, then the hypothesis of the study is that tourist experience has a significant effect on tourist satisfaction.

2.2 The Effect ofTourism Service Quality, Destination Image, Tourist Experience, and Tourist Satisfaction toward Destination Preference

Arguments and empirical evidence that can explain the relationship between the quality of tourism services, destination image, tourist experience, and tourist satisfaction toward destination preference can be explained in the following. First, the relationship between service quality and destination preference is described by Gronross in Bateson (1992), which explains the pattern of the relationship between service quality and purchase propensity that "if the firm fail to render an acceptable serviceoffering, the perceived service quality may not be good enough and the customerdoes not return". Empirically, the argument by Gronross has been strengthened by the research of Chaipakdee and Wetprasit (2011) on tourists doing sea-kayaking in Phuket-Thailand—the quality of services and value the tourists received has a significant effect on tourist satisfaction that leads to the interest of tourists in choosing service providers of sea-kayaking. Based on the previous explanation, then the hypothesis of the study is that the quality of tourist services significantly influences destination preferences.

Second, the relationship between destination image and destination preferences is explained by a model of consumer behavior developed by Moscadoet al. in Cooper et al. (1998), suggested that the selection of a tourist destination (destination choose) is influenced by the variable of destination image that includes an assessment of the attributes of the activities that can be done in the destination. Empirically, the argument of Moscadoet al. is strengthened by the research of Sparks (2007) on wineries in Australia, which reveals that destination image is one of the factors that influence the decision of tourists to travel. Based on the previous explanation, the research hypothesis is that the image of a tourist destination significantly influences destination preferences.

Third, the relationship between tourist experience and destination preferences is described by Schmoll in Cooper et al. (1998) which revealed the final decision tourists make are influenced by many variables, one of which is external variables, namely trust to tour organizers, destination image, previous experience, and time and expense limit. The study strengthens the argument is the one by Jeng and Bailey (2012) who conducted research on the mobile phone industry in Canada. They have found evidence that customer experience has a significant effect on their decision to purchases. Based on the previous explanation, then the hypothesis of the study is that tourist experience has a significant effect on destination preference.

Fourth, the relationship between tourist satisfaction and destination preferences is described through the argument of Day (1984) which expresses "satisfaction is a postchoice evaluative judgment concerning a specific purchase selection". Empirical support toward this argument is in the research by Luchini and Mason (2011) on food and wine tourism sector in Italy, revealing that tourist satisfaction significantly influences the interest in re-visiting tourists. Based on the previous explanation, the research hypothesis is that tourist satisfaction significantly influences destination preferences.

2.3 The Effect of Tourism Service Quality, Destination Image, Tourist Experience, and Tourist Satisfaction toward TourismWord of Mouth

Arguments and empirical evidence that can explain the relationship between the quality of Tourism services, destination image, tourist experience, and tourist satisfaction toward tourism word of mouth can be explained in the following. First, the relationship between service quality and tourism word of mouth can be explained by a model of service quality and consumer behavior by Zeithamlet al. (1996) which reveals "perceived service quality was related with positive behavioral intentions included elements such as a saying positive things and recommending the service to other, paying a price premium to company and expressing cognitive loyalty to the organization". This argument implies the quality of service will affect the consumer WOM behavior such as "say good things" and "recommend to others". Empirically, this argument has been strengthened by the research of Jiewantoet al. (2012) on 140 students of Pelita Harapan University of Surabaya, finding that SERVQUAL significantly influences student satisfaction, image of the university and the interests of students to do word of mouth. Based on the previous explanation, the research hypothesis is that tourism service quality has a significant effect on tourism word of mouth.

Second, the relationship between the image of a tourist destination and Tourism WOM is explained through the study by Byon (2010) on 199 tourists in various attractions in States of America, finding evidence

that destination image will influence the interests of tourists, one of which is their interest in doing positive WOM against particular tourist attractions. Furthermore, the research by Hanzaee and Saeedi (2011) on 190 domestic tourists in Isfahan-Iran also finds evidence that destination image affects the interest to perform recommendation (WOM) and interest in re-visiting. Based on the previous explanation, the hypothesis in this study is that the image of a tourist destination has a significant effect on Tourism WOM.

Third, the relationship between tourist experiences has a significant effect on tourism word of mouth as explained by the argument of Lovelock (2001) which revealed "WOM as opinions and recommendations made by consumers about the service experience, which have a strong influence on consumer decision or purchase behavior". Empirically, the study strengthens the argument is a study of Guthrie and Anderson (2010) on the visitors of Greenwitch and Edenburg, confirming that experience is an important thing to affect WOM by visitors. Based on the previous explanation, the hypothesis in this study is that tourist experience has a significant effect on tourism word of mouth.

Fourth, the relationship between tourist satisfaction and Tourism WOM can be explained through the argument by Kotler (2009) which states "satisfied customers are more likely to repeat buying products or services; they will also tend to say good things and to recommend the product or service to others. On the other hand dissatisfied customers respond differently". This argument is empirically strengthened by the research of Diaz et al. (2011) 257 consumer of mobile phone in Spain, finding no evidence of a significant and positive relationship between customer satisfaction with loyalty and WOM. Based on the previous explanation, the hypothesis in this study is that tourist satisfaction significantly influences Tourism WOM.

2.4 The Effect ofTourism Service Quality, Destination Image, Tourist Experience, and Tourist Satisfaction toward Tourist Destination Loyalty

There are several arguments that can explain the relationship tourism service quality, destination image, tourist experience, and tourist satisfaction toward tourist destination loyalty. First, the relationship between service quality and tourist destination loyalty can be explained by the SERVQUAL model of Parasuraman, Zeithaml, and Berry (1996) which reveals the service quality will affect behavioral intentions consisting of loyalty to the company, propensity to switch, willingness to pay more, external response to the problem, and the internal response to the problem. These ideas by Parasuraman, Zeithaml, and Berry (1996) strengthen the research results by Liao (2012) on the effect of service quality on satisfaction and company loyalty. Based on the previous explanation, the hypothesis in this study is that quality of tourist services significantly influences tourist destination loyalty.

Second, the relationship between the image of tourism destination and tourist destination loyalty is explained through the argument of Engel, Blackwell, and Minard (1995) stating that loyalty is determined both by evaluation criteria of the consumer to the product as well as by consumer perception of product attributes, in which all are referred to as the overall perception of the image of the products. Therefore, image represents a reality upon which consumers rely when they make a choice; then image measurement is an essential tool for consumers' analysts. This argument is empirically amplified by the research of Qaemi (2012) on Qheshm Island attractions in Iran, that shows there is a significant and positive relationship between destination brand image, brand awareness and brand equity destination and between destination brand image, destination brand equity, and brand loyalty of tourists. Based on the previous explanation, the hypothesis in this study is that tourist destination image has a significant effect on tourist destinationloyalty.

Third, the relationship between tourist experience tourist destination and loyalty is explained by the argument of Oliver (1997) that "brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty. Consumers should be more likely to buy a brand again and recommend it to others and less likely to buy an alternative brand". Empirically, this argument is strengthened by the study of Sahinet al. (2011) that brand experience has a significant effect on satisfaction, brand trust, and brand loyalty. Based on the previous explanation, the hypothesis in this study is that tourist experience has a significant effect on destination loyalty.

Fourth, the relationship between tourist satisfaction and destination loyalty can be explained by the argument of Fornell (1992) that "the predicted effect of satisfaction on loyalty is strongly supported across a variety of product and service industries". Empirically, this view is proven by the research of Supitchayangkool (2012) on 400 foreign tourists visiting Pattaya in Thailand, revealing that core-tourism experience, information, hospitality, fairness of price, hygiene, value for money, and logistics as a dimension of service quality that significantly influence tourist satisfaction. Tourist satisfaction then affects tourist loyalty shown by the high return visit. Based on the previous explanation, the hypothesis in this study is that tourist satisfaction significantly influences tourist destination loyalty.

Fifth, the relationship between the Tourism WOM to the loyalty of tourist destinations can be explained by Olive's Four-Stage Loyalty Model developed by Oliver (1997) confirming that on stage conative loyalty, consumers will decide to make recommendations to others about the products and re-purchase before

doing the loyalty action. Empirically, this argument is strengthened by the research of Naidooet al. (2012) on 400 travelers from France, England, Germany, Belgium, Italy and Switzerland visiting Mauritius. The results of the study show that the perception of tourists and perceived value is influential in encouraging tourists to do WOM which in turn influences tourist destination loyalty. Based on the previous explanation, the hypothesis in this study is that Tourism WOM significantly influences tourist destination loyalty.

Based on the theoretical and empirical foundations from the previous studies, then a hypothesis model of this study is prepared, as shown in Figure 1.
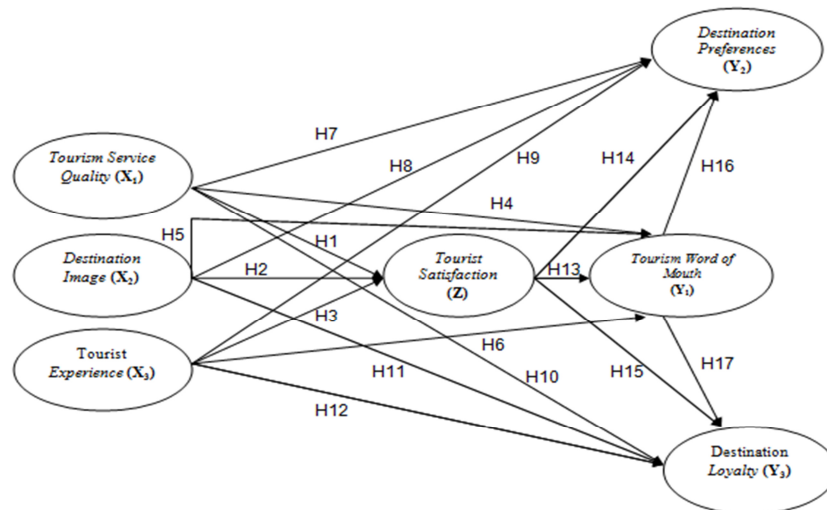

Figure 1.Hypothesis Model

3. Research Method

The study sites include three (3) Tourist Destination Area (TDA) in Indonesia, located in Riau Islands Province, North Sumatra and East Nusa Tenggara. The population in the study is foreign tourists who have visited one of the Area more than once. The population size in this study belongs to infinite population since the number of individuals in the group is not fixed or not infinite (Nazir, 2005). Therefore, the total population in this study is unknown. The selection of tourists to be a sample of this study is done using the criterion that the samples are foreign tourists who have visited one of the selected TDA more than once. Furthermore, because the number of population in this study is not known, then the determination of sample size is done by using the formula of Machin and Campbell (1994) and based on the results of the calculations, the sample size consists of 138 tourists. The proportion of the sample size of the three TDA as population groups in this study is defined using a proportional sample of random sampling area.

The method of data collection in this quantitative study is a survey using questionnaires. In this study, the researchers use the help of enumerators to conduct a survey on foreign tourists as respondents in each TDA. To measure respondents' answers, respondents are given a score value using a Likert scale. Methods of data analysis in this study consist of a descriptive analysis and inferential analysis, where the inferential analysis is conducted using the software of Generalized Structured Component Analysis (GSCA). Hypothesis testing is done using resampling bootstrapping (bootstrap iteration) with GSCA software. Statistical tests are performed by comparing the value of t-statistics (CR) with the value of t-table.

4. Results and Discussion
4.1 Descriptive Analysis
The results of descriptive analysis based on the data collected on the perspectives of foreign tourists as research respondents show that tourist destinations in Indonesia has established a well-quality services, destination image, and tourist experience. However, managers of tourist destinations have not been able to implement to its maximum the tourism quality services as to affect destination preference. Managers of tourist destinations have implemented professionalism, providing complementary advantages and main advantages and adequate services, but have not been supported with the physical condition of tourist destinations managed.

In addition, it is known that the image formed by the managers of tourist destinations through a variety of media is still not able to directly affect destination preference of the potential tourists and destination loyalty of the actual tourists. managers of tourist destinations are less able to form images in the context of cognitive image displayed to foreign tourists although managers of tourist destinations have managed the image well in the context of affective image and uniqueness image of tourist destinations in Indonesia.

Tourist experience possessed by actual tourists presented by a tourist destination through various

events and attractions of nature and culture cannot directly affect the destination preferences of potential tourists. Tourist experience that has been formed is in the experience of beauty and of action, but in the opinion of foreign tourists, tourist destinations are less able to provide emotional experience to tourists visiting the destinations. Additionally, tourist satisfaction is still not optimally formed so it is not able to affect destination preferences. Managers of touristdestinations have implemented professionalism, providing overall satisfaction and achievement of expectations that are in line with pre-trip and post-trip expectations of tourist visiting tourist destinations in Indonesia, but it has not been supported by the satisfaction attributes attached to the tourist destinations.

4.2 Inferential Analysis

Inferential analysis carried out refers to the steps of testing the model using GSCA. Assumption testing in this study uses the first order analysis model that includes measurement evaluation on the model (outer model), structural evaluation on the model (inner model), and overall evaluation on the model (overall model). Based on the results of the outer model, it is known that the throughout criteria used in each of the constructs of this study have convergent validity and discriminant validity value and good composite reliability, so they are qualified to be used in further testing. Furthermore, the results of inner model indicate that the constructs that form the structural model in this study has a FIT value of 0.658. That is, as much as 65% of the proportion of construct variance can be explained by the model and 65% of the model can explain the phenomenon investigated. The remaining 35% is explained by other constructs beyond this study. Furthermore, the results of the overall model indicate that the constructs making up the model in this study has an SRMR value of 0.190, where the value is close to the value of 0 included in the indication of a good fit. In addition, the value of GFI equal to 0.965 in which it is above 0.9 so it can be said that the GFI value is a very good value.

4.3 Hypothesis Testing

Table 1 shows the results of hypothesis testing using bootstrap Iteration employing GSCA software. Hypothesis testing in this study is done using α at the level of 5% with a t-table value equal to 1.97838. Based on the results of hypothesis testing, of the 17 (seventeen) hypotheses, a total of 12 (twelve) hypotheses are accepted and as many as five (5) hypotheses are rejected.

In general, tourist satisfaction is formed by tourismquality services, destination image and tourist experiences. Tourist satisfaction also affects tourism word of mouth, destination preference, and destination loyalty. This indicates that tourismword of mouth, destination preference, and destination loyalty also depend on tourismquality services, destination image and tourist experiences offered and provided by a tourist destination.

In addition, tourism word of mouth is also shaped by quality tourism services, destination image, tourist experiences, and tourist satisfaction. Tourism word of mouth also affects destination preference and destination loyalty. This indicates that destination preference and destination loyalty also depend on tourism quality services, destination image, tourist experiences, and tourist satisfaction provided by a tourist destination.

Table 1 The Results of Hypothesis Testing

Hypothesis	Effect			Path Coeff.	CR (t-statistic)	Note	Decision
H1	X_1	→	Z	0.386	5.83	Significant (+)	Accepted
H2	X_2	→	Z	0.282	2.98	Significant (+)	Accepted
H3	X_3	→	Z	0.225	2.87	Significant (+)	Accepted
H4	X_1	→	Y_1	0.402	4.89	Significant (+)	Accepted
H5	X_2	→	Y_1	0.351	4.22	Significant (+)	Accepted
H6	X_3	→	Y_1	0.181	2.02	Significant (+)	Accepted
H7	X_1	→	Y_2	-0.147	1.85	Non-Significant (-)	Rejected
H8	X_2	→	Y_2	0.007	0.11	Non-Significant (+)	Rejected
H9	X_3	→	Y_2	0.017	0.28	Non-Significant (+)	Rejected
H10	X_1	→	Y_3	0.255	3.26	Significant (+)	Accepted
H11	X_2	→	Y_3	0.048	0.6	Non-Significant (+)	Rejected
H12	X_3	→	Y_3	0.182	2.78	Significant (+)	Accepted
H13	Z	→	Y_1	0.011	2.11	Significant (+)	Accepted
H14	Z	→	Y_2	0.206	1.86	Non-Significant (+)	Rejected
H15	Z	→	Y_3	0.331	4.56	Significant (+)	Accepted
H16	Y_1	→	Y_2	0.783	10.62	Significant (+)	Accepted
H17	Y_1	→	Y_3	0.150	1.98	Significant (+)	Accepted

Source: The Results of the Analysis

IISTE

In this study, tourist satisfaction is strongly encouraged by tourism quality services, destination image, and tourist experiences. In addition, tourism quality services, destination image, and tourist experiences also highly support the formation of tourism word of mouth. However, destination preferences are not directly affected by tourism quality services, destination image, and tourist experiences. Meanwhile, destination loyalty is strongly influenced by tourism service quality, tourist experience, and tourist satisfaction while destination image cannot fully support the creation of destination loyalty. Furthermore, tourist satisfaction highly supports the formation of tourism word of mouth and destination loyalty, but it does not necessarily affect destination preferences. Furthermore, tourism word of mouth strongly encourages the formation of destination preferences and destination loyalty.

5. Conclusion

Based on the existing theoretical and empirical foundations, this study has established the concept and model of word of mouth in a more specific industry, namely the tourism industry which has not been found in previous studies, and which is referred to astourism word of mouth (Tourism WOM) in this study. These results have initiated the development of the theoretical and empirical basis on the concept of tourismword of mouth (Tourism WOM). The results of this study have established the concept definitions, indicators, and items that can be specifically used to describe and measure tourism word of mouth (Tourism WOM).

In addition, it was found that the tourism quality services, tourist destination image, tourist experience, and tourist satisfaction as antecedents shapingtourism word of mouth (Tourism WOM),in which tourism word of mouth (Tourism WOM) in turn affectsdestination preference and destination loyalty, and the mediating role of tourism word of mouth (Tourism WOM) in the formed track that also forms the conceptual model of tourismword of mouth (Tourism WOM). Future studies may also apply our model to tourist destinations in other countries so that the concept of tourismword of mouth can continuously be developed, get support, be expanded and reinforced and even can be challenged by contradictory research results.

References

Aaker, David. A. (1991). Managing Brand Equity. New York: Free Press.

Bateson, John E.G (1992). Managing Services Marketing: Text and Readings, Texas: The Dryden Press.

Brohman, John (1996), "New Directions In Tourism ForThird World Development", Annals Of Tourism Research, Vol. 23, No. I, pp. 48-70

Byon, Kevin and James J. Zhang, (2010), "Development of a scale measuring destination image", Marketing Intelligence & Planning, Vol. 28, Issue: 4, pp. 508 - 532

Chaipakdee, SuratchadaandPrateepWetprasit(2011), "The relationships among service quality, customer satisfaction, perceived value, and behavioral intentions in Sea-Kayaking Operations: A case study of Phuket and Phang-Nga Province, Thailand", Tourism Management Vol. 14, No. 2, pp.1-21

Coban, Suzan, (2012), "The Effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia", European Journal of Social Sciences, Vol.29, No.2, pp. 222-232

Cooper, C., Fletcher, J., Gilbert, D., and Wanhill, S., (1998) Tourism Principles andPractice. 2nd Ed. Harlow, United Kingdom: Longman.

Cooper, C., Fletcher, J., Gilbert, D., and Wanhill, S., (1998) Tourism Principles andPractice. 2nd Ed. Harlow, United Kingdom: Longman.

Day, Ralph L. (1984). "Modeling Choices Among Alternative Responses to Dissueatisfaction." Advances in Consumer Research 11.Ed. William D. Perreault. Atlanta, GA: Association for Consumer Research, Vol, 4, pp. 496-499.

Engel, J. F., Blackwell, R. D. and Miniard, P. W. (1995), Consumer Behavior, 8th ed., U.S.A: Dryden Press.

Engel, J.F., Kegerris, R.J., Blackwell, R.D. (1969), "Word of Mouth Communication by TheInnovator", Journal of Marketing, Vol. 33, pp.15–19.

Fornell, Claes. (1992). A National Customer Satisfaction Barometer: The SwedishExperience. Journal of Marketing, Vol.56, No. 1, pp. 6-21.

Gee, C. andFayos-Sola, E. (1997), InternationalTourism: A Global Perspective. Madrid: World TourismOrganisation

Guthrie, Cathy and Alistair Anderson, (2010), "Visitor narratives: researching and illuminating actual destination experience", Qualitative Market Research: An International Journal, Vol. 13, Issue: 2, pp. 110 – 129

Hanzaee, Kambiz and Hamid Saeedi (2011), "A Model of Destination Branding For Isfahan City: Integrating the Concepts of the Branding and Destination Image", Interdisciplinary Journal of Research in Business, Vol. 1, Issue. 4, pp.12-28.

Jeng, Jyh-Fu and Thomas Bailey, (2012),"Assessing Customer Retention Strategies in Mobile Telecommunications: A Hybrid MCDM Approach", Management Decision, Vol. 50, Issue: 9, pp.1-37.

Jeong, EunHa and SooCheong Jang, (2011), "Restaurant experiences triggering positive electronic word-of-

mouth (eWOM) motivations", International Journal of Hospitality Management, Vol. 30, No.2, 356–366

Jiewanto, Angela, Caroline Laurens and Liza Nelloh (2012), "Influence of Service Quality, University Image, and Student Satisfaction toward WOM Intention: A Case Study on Universitas Pelita Harapan Surabaya", Procedia - Social and Behavioral Sciences, Vol. 40, No.1, pp. 16 – 23

Kotler, Philip (2009). ManajemenPemasaran. AlihBahasa: JakaWasana. Jakarta: PenerbitAirlangga

Ladhari, Riadh, (2012), "The lodging quality index: an independent assessment of validity and dimensions", International Journal of Contemporary Hospitality Management, Vol. 24, Issue: 4, pp. 628 – 652

Liao, Kun-Hsi, (2012), "Service Quality, and Customer Satisfaction: Direct and Indirect Effects in a B2B Customer Loyalty Framework", The Journal of Global BusinessManagement Volume 86, No.3, pp. 86-93

Lovelock, Christopher and Jochen Wirtz. (2004). Services Marketing: People, Technology, Strategy (5th ed.).Upper Saddle River, NJ: Pearson Prentice Hall

Lu, Weilin and Svetlana Stepchenkova, (2012), "EcoTourism experiences reported online: Classification of satisfaction attributes", Tourism Management, Vol. 33 pp. 702 – 712

Machin, Davidand Campbell MJ (2005), Design of Studies for Medical Research.Chichester: John Wiley and Sons Ltd.
http://books.google.co.id/books?id=rrUIRz1Y9nEC&pg=PA37&hl=id&source=gbs_toc_r&cad=4, accessed on 12 Desember 2012.

Mohammad, Mahadzirah, Ahmad Rusdi Abdullah, Abdul Manan Ali andNurIzzati Ab. Ghani, (2012), "Tourist Perceptions of Malaysia as a travel and their satisfaction", International Conference on Business and Economic Research Proceeding, Vol. 17, pp. 2391-2401

Mokhtar, SanySanuri, Ahmed AuduMaiyaki, NorzainibtMohd Noor, (2011), "The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry", School of Doctoral Studies (European Union) Journal,Vol. 5, pp. 33-38

Oliver, Richard, L., (1981). "Measurement and Evaluation of Satisfaction Process in Retail Setting."Journal of RetailingVol.57, No.7, pp. 25-48.

Oliver, Richard, L., (1993). "A Conceptual Model of Service Quality and ServiceSatisfaction Compatible Goals, Different Concepts," Advances ServiceMarketing Management, Vol. 2, pp. 68-85

Oliver, Richard. L. (1997).Satisfaction: A Behavioral Perspective on the Consumer. New York: McGraw Hill.

Oliver, Richard. L. (1997).Satisfaction: A Behavioral Perspective on the Consumer. New York: McGraw Hill.

Parasuraman, A.; Zeithaml, Valarie A.and Berry, Leonard L. (1988) SERVQUAL: a multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, Journal of Retailing, Vol. 64 Issue 1, pp. 1-37.

Pearce, Philip L., (2005), "Tourist Behaviour: Themes and Conceptual Schemes", London: Channel View Publications.

Phau, Ian, TekleShankaandNeemaDhayan, (2010),"Destination image and choice intention of university student travellers to Mauritius", International Journal of Contemporary Hospitality Management, Vol. 22, Issue: 5, pp. 758 - 764

Qaemi, Vahid, (2012), "An empirical survey on perceived value from Tourism destination based on brand equity model: A case study of Qeshm Island", Management Science Letters Vol. 2, No.2, pp. 2347–2354

Sabiote, Carmen, Dolores M Fríasand J. Alberto Castañeda, (2012),"E-service quality as antecedent to e-satisfaction: The moderating effect of culture", Online Information Review, Vol. 36, Issue: 2, pp. 157 - 174

Sahina, Azize, CemalZehirbandHakanKitapçıb (2011), "The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands", Procedia Social and Behavioral Sciences, Vol. 24, No.3, pp. 1288–1301

Sparks, Beverley, (2007), "Planning a wine Tourism vacation? Factors that help to predict tourist behavioral intentions", Tourism Management Vol. 28, No.3, pp. 1180–1192

Supitchayangkool, Surat, (2012), "The Differences between Satisfied/Dissatisfied Tourists towards Service Quality and Revisiting Pattaya, Thailand", International Journal of Business and Management Vol. 7, No.4, pp. 30-39

Sweeney, Jillian, Geoffrey N. Soutarand Tim Mazzarol(2012),"Word of mouth: measuring the power of individual messages", European Journal of Marketing, Vol. 46, Issue: 1, pp. 237 – 257

Wang, Wanfei, Joseph S. Chen, Lingling Fan and Jiaying Lu (2012), "Tourist Experience And Wetland Parks: A Case Of Zhejiang, China", Annals of Tourism Research, Vol. 9, No.6, pp. 1763–1778.

Zeithaml, Valarie. A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality'', Journal of Marketing, Vol. 60, No.2, April, pp. 31-46.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
http://www.iiste.org

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: http://www.iiste.org/journals/   All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: http://www.iiste.org/book/

Academic conference: http://www.iiste.org/conference/upcoming-conferences-call-for-paper/

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digtial Library , NewJour, Google Scholar