

The Effect of Country Branding Toward E-WoM and Re-visit Intention Through Tourist Satisfaction in Bali (Study on Foreign Tourist in Sari Profit Tour, Bali, Indonesia)

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Abstract

One of tourism destinations in Indonesia that is quite attractive to foreign tourists is Bali Island. A tourist, both from Indonesia and abroad is also very influential in tourism promotion. If visitors get a good impression of a tourist destination, it is possible to recommend to friends, relatives, and colleagues to visit the tourist attractions, however if they get a bad impression they might suggest not visiting the place. The increasing of social media users has become an arena to share travel experiences that indirectly have an impact on tourism promotion. This study aimed to understand the effect of country branding toward e-WoM and re-visit intention through tourist satisfaction. The analysis was carried out using Partial Least Square (PLS) with total respondents of 190 foreign tourists. The results of the analysis showed that there was an effect of Country Branding variables against the e-WoM and Re-visit Intention through Tourist Satisfaction.

Keywords: Country Branding, Wonderful Indonesia, e-WoM, Re-visit Intention, Tourist Satisfaction

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1. Introduction

The tourism potential of Indonesia is diverse and very interesting to visit for local and foreign tourists. According to the World Tourism Organization tourism will continue to grow in the period of 2010-2030 whose development direction will be more significant, with the number of foreign tourist arrivals around the world will increase by an average of 3.3% per year. One of the islands in Indonesia that become favorite destination for foreign tourists is Bali Island. The increment of foreign visit to Bali has been showed by table below.

Table 1.1 Number of Foreign Tourists in Bali During 2010-2017

Year	Total Tourist	Growth (%)
2010	2.576.142	8.01
2011	2.826.709	9.73
2012	2.949.332	4.34
2013	3.278.598	11.16
2014	3.766.638	14.89
2015	4.001.835	6.24
2016	4.927.937	23.14
2017	4.697.739	15.62

In order to introduce and develop Indonesia's tourist attraction to the world, the Indonesian government has a slogan titled "Wonderful Indonesia" which in Bahasa interpreted as "Enchantment of Indonesia" which has been used as a tourism country branding since 2011.

Visiting a tourism spot will have its own impression for the visitors. A good impression that obtained by visitor will foster a sense of satisfaction on tourists on the contrary the bad impression will foster a sense of "surrender" to visit. Zeithaml and Bitner (2000) defined the satisfaction was the response of consumers regarding fulfillment of the needs. The main objective of all business people and service providers is to give satisfaction to customers.

A tourist both from Indonesia and abroad is also very influential against tourism promotion. Nowadays, there are many tourists who document the story of their journey by writing on their personal blogs, uploading travel photos and videos on social media. This is called as e-WoM (electronic Words of Mouth). Humaira and Lili (2016) explained that e-WoM was a digitalization of traditional WOM. WOM is delivered directly from one party to another while submitting e-WoM requires an intermediary media, which is electronic media. Extensive social media coverage can disseminate documentation from blog writers and social media actors about Indonesia throughout the world, thus it can be read by the public.

When a visitor gets a good impression on tourist destination, it encourages the desire of tourists to revisit the tourist destination, even recommending to relatives and colleagues to visit these places. In the study of Khun & Teng (2011) explained that the interest in revisiting is repurchase intention and behavior that showed willingness to recommend and disseminated positive information to service providers. The intention to re-visit is the same as

the intention to repurchase.

2. Methodology and Research

This research was quantitative research with explanatory research approach. The data analysis used was Partial Least Square using software of Smart PLS. PLS was a structural equation modeling (SEM) based on variance or component to analyze the correlation between one variable based on the assumption that correlation between the variables specified referred to and considered the clear knowledge base where each variable was assumed to represent a theoretical concept represented in the form of latent variables (Ghozali, 2008).

2.1 Population

The population in this study was all of foreign tourists who came to Bali, using the services of a tour and travel in “Sari Profit Tour”

2.2 Sample

The total of samples was selected using the formula of Daniel & Terrel, as follows:

$$n = \frac{Z^2 pq}{d^2}$$

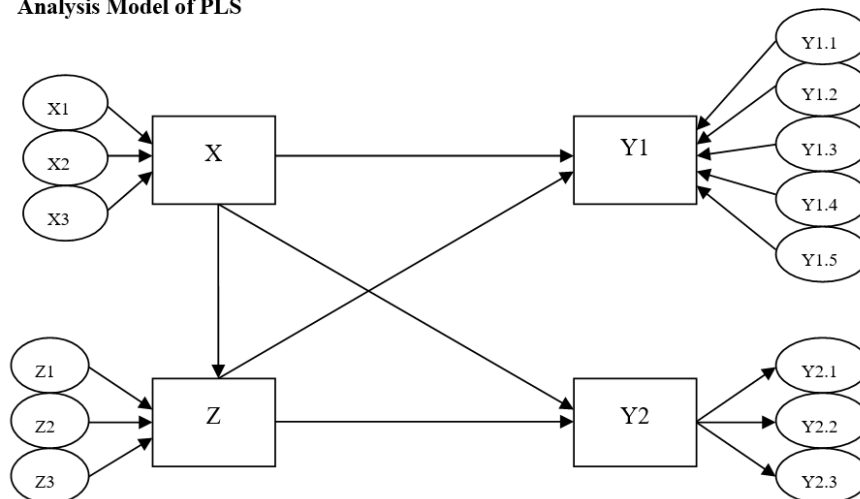
Information:

- n = Total of samples
 - N = Total of population
 - Z = Z value with Alpha 0.05, thus the value of Z = 1.96
 - p = Proportion estimation = 0.06
 - q = 1 – p
 - d = Error Level of Alpha = 0.05
- p value obtained from the following formula:

$$p = \frac{N}{n}$$

According to the calculation of the sample formula above, the total of samples was 173.793984 and rounded up to 174 respondents. Thus, the minimum size of sample was 174, in order to be more representative, the sample was increased by 10% to 192 respondents.

Analysis Model of PLS



Information:

- X : Country Branding
- X1 : Tourism
- X2 : Culture
- X3 : People
- Y1 : e-WoM
- Y1.1 : Tie strength
- Y1.2 : Homophily
- Y1.3 : Trust
- Y1.4 : Normative Influence
- Y1.5 : Informational Influence

- Y2 : Re-visit Intention
- Y2.1 : Destination image
- Y2.2 : Re-visit intention
- Y2.3 : Recommend to others
- Z : Tourist Satisfaction
- Z1 : Feeling happy

4. Result and Discussion

4.1 Result

The research was conducted for 2 months on 190 respondents, obtained analysis results as follows:

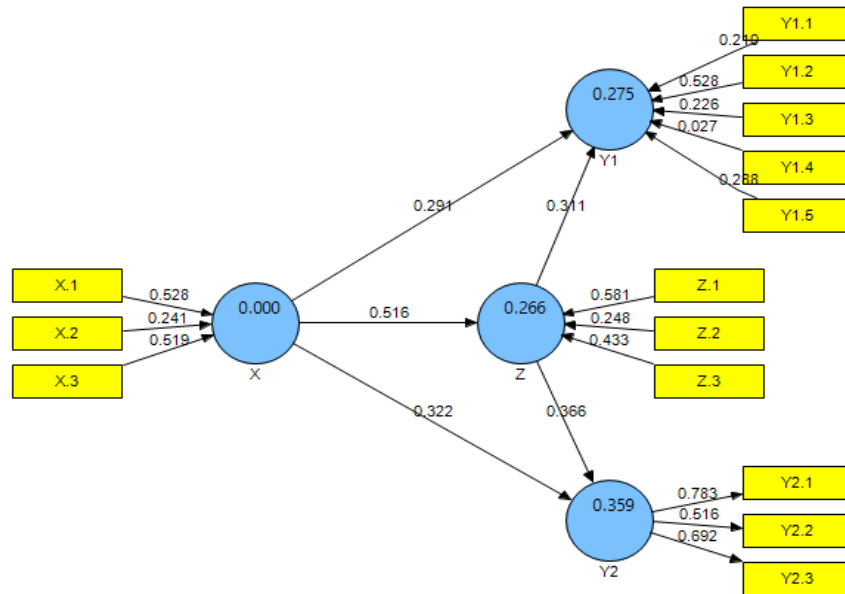


Figure 4.1 Analysis Output of PLS (Step 1)

On step 1 there were invalid indicators on variable of Y1 (e-WoM), which were indicator of Y1.1 (Tie Strength) and Y1.4 (Normative Influence). Thus, step 2 analysis was carried out by eliminating indicators of Y1.1 (Tie Strength) and Y1.4 (Normative Influence) and obtained the following output:

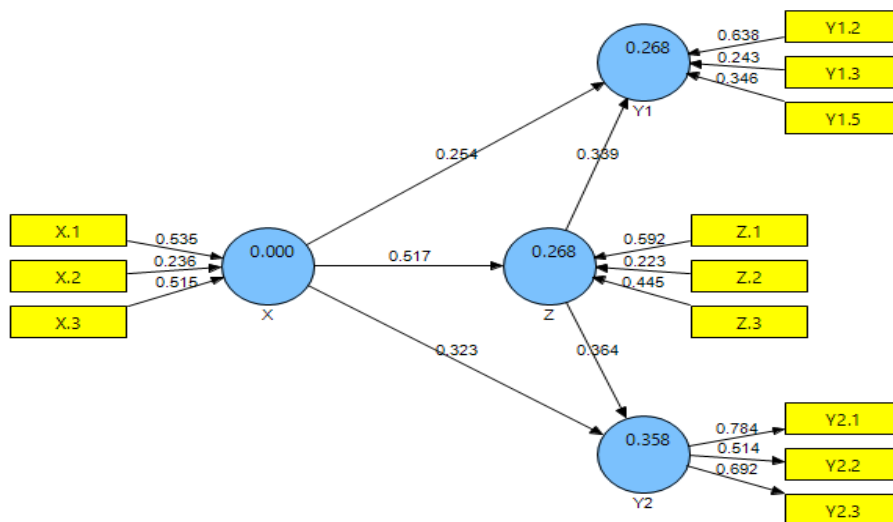


Figure 4.2 Analysis Output of PLS (Step 2)

Table 4.1 Outer Weights (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	P-value
X.1 -> X	0.535	0.539	0.077	0.077	6.956	0.000
X.2 -> X	0.236	0.229	0.083	0.083	2.830	0.005
X.3 -> X	0.515	0.508	0.076	0.076	6.808	0.000
Y1.2 -> Y1	0.638	0.644	0.116	0.116	5.485	0.000
Y1.3 -> Y1	0.243	0.225	0.137	0.137	1.770	0.077
Y1.5 -> Y1	0.346	0.340	0.117	0.117	2.964	0.003
Y2.1 <- Y2	0.633	0.632	0.052	0.052	12.056	0.000
Y2.2 <- Y2	0.292	0.288	0.071	0.071	4.119	0.000
Y2.3 <- Y2	0.512	0.506	0.051	0.051	9.953	0.000
Z.1 -> Z	0.592	0.585	0.092	0.092	6.454	0.000
Z.2 -> Z	0.223	0.225	0.115	0.115	1.932	0.054
Z.3 -> Z	0.445	0.441	0.087	0.087	5.141	0.000

Table 4.2 Direct Effects (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	P-value
X -> Y1	0.254	0.254	0.057	0.057	4.481	0.000
X -> Y2	0.323	0.326	0.060	0.060	5.385	0.000
X -> Z	0.517	0.521	0.042	0.042	12.194	0.000
Z -> Y1	0.339	0.345	0.062	0.062	5.432	0.000
Z -> Y2	0.364	0.367	0.057	0.057	6.330	0.000

Table 4.3 Indirect Effects (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	P-value
X -> Y1	0.175	0.180	0.035	0.035	4.948	0.000
X -> Y2	0.188	0.191	0.034	0.034	5.603	0.000

Table 4.4 Total Effects (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	P-value
X -> Y1	0.429	0.434	0.053	0.053	8.060	0.000
X -> Y2	0.511	0.517	0.047	0.047	10.770	0.000
X -> Z	0.517	0.521	0.042	0.042	12.194	0.000
Z -> Y1	0.339	0.345	0.062	0.062	5.432	0.000
Z -> Y2	0.364	0.367	0.057	0.057	6.330	0.000

4.2 Discussion

Variable of Country Branding against e-WoM showed a t_{count} of 8.060 (>1.96) which meant that t_{count} was greater than t_{table} thus concluded that H_1 was accepted which stated that "Country Branding has an influence on the creation of e-WoM". This hypothesis was supported by the study that conducted by Ching-Fu, et al., which stated that the objective image had a direct and indirect effect on behavioral intentions. In the path of "destination image - tourism - quality - value of satisfaction with behavioral intention" were clearly shown in this study.

Variable of Country Branding against Tourist Satisfaction showed t_{count} of 12.194 (>1.96) which meant that

t_{count} was greater than t_{table} thus concluded that H_2 was accepted. Country Branding influenced Tourist Satisfaction. In the study of Irawan (2017) also mentioned that service quality had an effect on consumer satisfaction and interest in revisiting. Here what was meant by Service Quality was the impression a destination gave to visitors, which meant that customer satisfaction was created because they get a good impression of a product or service.

Variable of Country Branding against Re-visit Intention showed a t_{count} of 10.770 (>1.96) which meant that t_{count} was greater than t_{table} , thus concluded that H_3 was accepted. Country Branding influenced Re-visit Intention. Utami and Gaffar (2014) mentioned that there was influence of nation branding against the visiting decision process of Australian tourists to Indonesia. Thus, could be concluded that the better the tourists' response to Indonesian nation branding, the higher the decision process to visit Indonesia.

Variable of Tourist Satisfaction against Re-visit Intention showed a t_{count} of 6.330 (>1.96) which meant that t_{count} was greater than t_{table} thus concluded that H_4 was accepted. Tourist Satisfaction influenced Re-visit Intention. The study result of Hong-Bumm and Lee (2015) mentioned that there was a positive correlation between the excitement and sophistication of the dynamic personality and city image. Conversely, the correlation between seriousness of personality and negative image was dynamic. The three images of dynamic city: dynamic, specific, and static images showed positive impact on the intention of tourists to revisit the city.

Variable of Tourist Satisfaction against e-WoM showed that t_{count} was 5.432 (>1.96) which meant that t_{count} was greater than t_{table} , thus concluded that H_5 was accepted. Tourist Satisfaction had an influence against e-WoM. The study result of Rodriguez (2016) also said, social media had become a valuable source of tourist experience, where they could explicitly show their qualitative experience and their satisfaction/dissatisfaction with real attributes about a goal

The variables of Country Branding, e-WoM, Re-visit Intention, and Tourist Satisfaction had influence on each other. The hypothesis with the indirect influence of X (Country Branding) against Y1 (e-WoM) through Z (Tourist Satisfaction) had a correlation of 4.948 (>1.96) while in the hypothesis of X (Country Branding) against Y2 (Re-visit Intention) through Z (Tourist Satisfaction) had a correlation of 5.603 (>1.96). It could be concluded that from the two indirect effects on this hypothesis, it was accepted. Country Branding had an influence against e-WoM and Re-visit Intention through Tourist Satisfaction. This hypothesis was also supported by study result of Suzan Coban (2012) that showed the image of a destination influenced positively on satisfaction and satisfaction had a positive influence on loyalty.

5. Conclusion

From application of country branding which was being the hallmark of a country to promote tourism potential, then it shown the impression on tourists. When a visitor got a good impression, they would confidently share their experiences with others, from good experience they would feel satisfied and intend to make re-visit. (1) Country Branding of "Wonderful Indonesia" was rated very well by respondents (2) Tourist Satisfaction was felt to be quite satisfied by respondents (3) The involvement of respondents in conducting e-WoM, was very good (4) Respondents' interest in conducting re-visits (Re-visit Intention), was very good.

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