

WORD OF MOUTH (WOM), VISITOR EXPERIENCE, AND DESTINATION ATTRIBUTES ON REVISIT INTENTION THROUGH PERCEIVED VALUE A CASE OF PENANGGUNGAN MOUNTAIN, EAST JAVA, INDONESIA

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ABSTRACT

WOM, VE, and DA are indispensable in a special interest tourism destination or known as special interest tourism, in order to create the desire of visitors to make a return visit in the future. Besides that WOM, VE, and DA can affect the perceived value of visitors or PV, and then PV can affect the desire of visitors to make a return visit or RI. This study examines the model to explore the stretching of the existence of special interest tourism climbing in East Java, namely Mount Penanggungan. Several destinations for special interest in climbing in East Java have developed well and Mount Penanggungan is also in line with this, although there are also many competitors both from East Java and outside East Java. This study used a questionnaire distributed to 233 respondents namely climbers of Mount Penanggungan and the data were processed using SPSS v.24. Hypothesis test results show that WOM, VE, and DA have a significant positive effect on PV, and PV has a significant positive effect on RI, and WOM, VE, and DA have a significant positive effect on RI. While the results of the path analysis showed that WOM, VE, and DA had a significant positive effect on PV in the amount of $0.537 \geq 0.50$ with a regression equation $Z = 0.030X1 + 0.351X2 + 0.407X3 + 0.680e2$. However, WOM, VE, and DA had no significant positive effect on RI through PV in the amount of $0.455 \leq 0.50$ with a regression equation $Y = 0.201X1 + 0.262X2 + 0.059X3 + 0.260 + 0.738e1$. Gunung Penanggungan must increase WOM in order to create significant visitor PVs, and must increase DA in order to create significant RI visitors so that all positive paths are significant in the path analysis model.

Keywords: Word Of Mouth (WOM), Visitor Experience, Destination Attributes, Perceived Value, Revisit Intention

INTRODUCTION

Economic growth through tourist attractions in East Java is currently increasing, as evidenced by an increase in the number of foreign tourists to East Java. Foreign tourist arrivals have continued to increase in the last three years, known in January 2018 to reach 26,700 visits, the visit has increased by 15.05% compared to December 2017 which only reached 23,208 visits (www.republika.co.id). Likewise in the same month in the previous year, namely in December 2016 with January 2017, the number of foreign tourists visiting East Java also increased by 54.52%, from 17,279 visits to 26,700 visits (www.republika.co.id).

In accordance with Law No. 9 of 1990 concerning tourism, objects and attractions of special interest are efforts to utilize natural resources and the potential of the nation's cultural arts to generate special attractions and interests as tourist destinations. Special interest tourism objects are divided into, marine tourism, culinary tourism, cultural tourism, health tourism, nature-based tourism (www.kemenpar.go.id). Meanwhile, according to Weiler and Hall (1992), special interest tourism or known as special interest tourism is a form of tourist trip, where tourists visit a place because they have special interests of objects or activities in the tourist destination. The principle of motivation for conducting special interest tourism is six, namely (1) the search for something unique or novelty seeking, (2) the search for quality experiences or quality seeking, (3) the appreciation of an object or rewarding, (4) the enrichment of knowledge of an activity or enriching, (5) involvement in adventure or adventuring, and (6) learning process towards activities that are followed or learning (Weiler & Hall, 1992).

Therefore researchers intend to make the phenomenon into a study by taking special interest tours as research objects, and the tourism destination used as research object is Mount Penanggungan because the mountain has tourism potential and is not as popular as other mountains and has an impact on increasing the income of surrounding rural communities Mountain. Penanggungan Mountain is a small mountain located in one cluster with Mount Arjuno and Mount Welirang. Mount Penanggungan is included in the Perum Perhutani area of the Pasuruan Forest Management Unit (KPH) in the Mojokerto Regency and Pasuruan Regency. At present, Gunung is managed by the "Sumber Lestari" Forest Village Community (LMDH) Institute in Tamiajeng Village, Trawas District, Mojokerto Regency. This research was conducted in the Tamiajeng village lane because it is a favorite path of visitors or climbers of Mount Penanggungan and according to the topic of this study, of course that is revisit intention.

Petrick et al. (2001) suggested that the determinants of the intention to revisit tourists to a destination are past visits to destination, satisfaction, and perceived value. Then Chang et al. (2014) note that one of the causes of revisit intention is perceived value. Furthermore Santini et al. (2018) it can be seen that the presence of perceived value is divided into 2, namely: (1) Hedonic values, and (2) Utilitarian values greatly affect the occurrence of destination revisit intention or intention to revisit a destination. When associated with the object of this study, revisit intention is defined as the activity of visitors' intention to revisit Mount Penanggungan.

Hallak et al. (2017) states that the perceived value is formed from destination attributes which are included in the construction of perceived quality, it can be interpreted that all attributes in the destination are part of the perceived quality when visiting a destination. Petrick et al. (2001) that one of the causes of perceived value is formed is past visits to destinations or can be interpreted as past experiences in visiting destinations. Lee et al. (2017) argues that experiential festival attributes affect perceived value, or it can be interpreted that the experience attributes of festival visitors can lead to the perceived value of visitors. Ngoc and Thanh (2017) that the one that affects the perceived value of a destination is from positive word of mouth (WOM) communication, because it is considered a general form of loyalty behavior towards the attractiveness of the destination. When associated with the object of this study, perceived value is defined as all values felt by visitors after visiting Mount Penanggungan.

Research related to destination attributes that influence revisit intention through perceived value such as Hallak et al. (2017), Jung et al. (2015), and Eusebio and Vieira (2011). Then research related to visitor experience that influences revisit intention through perceived value such as Jin et al. (2013), Wu and Li (2014), and Lee et al. (2017). Furthermore, research related to word of mouth (WOM) that affects revisit intention through perceived value such as Matute et al. (2016), Konuk (2019), and Abubakar et al. (2017).

From this explanation the researchers concluded that there are five interrelated variables, namely, revisit intention, perceived value, destination attributes, visitor experience, and word of mouth (WOM). Revisit intention is directly affected by perceived value. Perceived value is directly affected by word of mouth (WOM), visitor experience, and destination attributes. Revisit intention is directly affected by word of mouth (WOM), visitor experience, and destination attributes. Then revisit intention is indirectly influenced by word of mouth (WOM) through perceived value. Revisit intention is indirectly influenced by visitor experience through perceived value. And revisit intention is indirectly influenced by destination attributes through perceived value. While the research gap as a research novelty in this study is a gap of previous research, that there has been no previous research that examines word of mouth (WOM), visitor experience, and destination attributes as exogenous variables, which affect revisit intention as an endogenous variable, through perceived value as intervening variables together in a series or path. The 5 variables and 24 sub-variables proposed are interrelated (correlation) and influence (regression), but it has never been found in previous studies that this research has been carried out, support for this research gap has been presented in the literature review of this paper that is 30 previous research journals, which produced 10 problem formulations, and became the basis and support for determining the 10 hypotheses in this study, each hypothesis contained 3 supporting journals in the literature review.

LITERATURE REVIEW

Baker and Crompton (2000) define revisit intention as the possibility of tourists repeating activities or revisiting a facility / destination. With two sub-variables according to Bigne et al. (2001) namely intention to return and willingness to recommend. And according to Parasuraman and Grewal (2000) perceived value is interpreted as an overall assessment of the usefulness and benefits of products or services that have been felt by consumers or visitors. With four sub-variables according to Sweeney and Soutar (2001), namely emotional value, social value, price value, and quality value. G.M.S. Dann (1977) defines destination attributes as pull factors that can make people interested in the specific destinations and attractions provided by the tourism industry. With ten sub-variables according to Crouch and Ritchie (1994,2003), namely physiography and climate, mix of activities, culture and history, tourism superstructure, safety and security, cost / value, accessibility, special events, awareness / image, and location. Next, Pine and Gilmore (1999) define visitor experience as an experience that is personal and memorable, and is a response to the services or products offered. With six sub-variables according to Otto and Ritchie (1996) namely hedonic, interactive / relational, novelty, comfort, safety, and stimulation / educational and informative. Walter Carl (2008) explains word of mouth into two, namely everyday word of mouth (WOM) as informal and evaluative communication that occurs between at least two participants conversations about the characteristics of the organization and or brand, product, or service, and also institutional word of mouth (WOM) as communication where the institutional identity or company affiliation of at least one participant is prominent, and or where the organization, brand, product, or service being discussed is part of a buzz marketing campaign. With two sub-variables according to Babin et al. (2005) according to the concept of consumer complaint behavior from Sing (1988) and the theory of equity satisfaction from Oliver and Swan (1989) namely say positive and encourage friends and relatives.

Word Of Mouth (WOM), Visitor Experience, Destination Attributes on Revisit Intention

As the basis for the first hypothesis, Liu and Lee (2016) in this study word of mouth (WOM) acts as an intervening variable and influences revisit intention. Before affecting revisit intention as an endogenous variable, word of mouth (WOM) is influenced by three exogenous variables, namely service quality, monetary price, and behavior price. Phillips et al. (2011) in this study word of mouth (WOM) is positioned as a result or endogenous variable, the results of the study stated that there is a significant relationship between word of mouth (WOM) on revisit intention even though both of them in this study stand in line because they are part of behavioral Intention. Kim et al. (2009) in this study word of mouth (WOM) is positioned as an endogenous variable, having a significant relationship that is parallel with trust and revisit intention. Word of mouth (WOM) is formed from trust, and trust is built from satisfaction.

As the basis of the second hypothesis, Huang and Hsu (2009) the results of the study stated that there is a positive influence between "past experience" on "revisit intention". In addition to past experience revisit intention is also formed from attitude toward revisit. Kim et al. (2012) there is a relationship between travel experience with intention to revisit. Travel experience plays the role of an intervening variable between destination image and intention to revisit. Barnes et al. (2016) in this study there is a relationship between remembered experiences and revisit intentions. The causes of revisit intention are predicted positive affect (t1), remembered positive affect (t2), remembered positive affect (t3).

As the basis for the third hypothesis, Marin and Taberner (2008) the results of the study stated that there are positive and negative influences between "destination attributes" on "intention to return" and overall satisfaction as a determinant. Visitors have different assessments of attributes, if they are not satisfied they are less likely to do intention to return, in research the dimension of dissatisfaction is significant even though not as many as satisfied. Ozturk and Gogtas (2015) this study shows that there is a positive effect of satisfaction with attributes of destination on intent to revisit mediated by satisfaction of destination. And there are those that influence intent to revisit besides destination satisfaction, namely distance and number of previous visits. Bonn et al. (2016) in this study wine destination attributes affect revisit intention despite travel constraints such as structural, intrapersonal, and interpersonal that affect the intention to revisit. From these nine studies, it can be interpreted that word of mouth (WOM) influences revisit intention, visitor experience influences revisit intention, and destination attributes affect revisit intention so that the proposed hypothesis is as follows:

H1: Word of mouth (WOM) has a positive and significant direct effect on the revisit intention to penanggungan mountain visitors

H2: Visitor experience has a positive and significant direct effect on the revisit intention to penanggungan mountain visitors

H3: Destination attributes has a positive and significant direct effect on the revisit intention to penanggungan mountain visitors

Word Of Mouth (WOM), Visitor Experience, Destination Attributes on Perceived Value

For the fourth hypothesis, Yang et al. (2016) the results of the study stated that there is a positive influence between word of mouth (WOM) on perceived value. From this it can be concluded that word of mouth (WOM) praise plays an important role in the satisfaction and formation of tourist loyalty. In addition, perceived value plays a mediating role between word of mouth (WOM), tourist satisfaction, and loyalty. Abdolvand and Norouzi (2012) the results of this study indicate there is a relationship between customer perceived value and word of mouth (WOM). Word of mouth (WOM) communication is believed to be the result of service performance and product performance. Customers who receive a higher level of value than a product or service tend to recommend it to their partners or friends. Yun Lu et al. (2016) in this study word-of-mouth affects the perceived value of medical travel, and word-of-mouth also plays a role in mediating the relationship of service quality, corporate credibility, and corporate image to the perceived value of medical travel.

For the fifth hypothesis, Chen and Chen (2010) the results of the study stated that there is a positive influence between experience quality "on perceived value. Experience becomes a key concept of marketing cultural heritage, visitor satisfaction is determined by the total experience gained, and satisfaction arises from experiences that have more perceived value. Yu and Fang (2009) in this study found a significant relationship between experience quality or contextual experience with customer perceived value. Helkkula and Kelleher (2010) in this study there is a significant relationship between customer service experience and customer perceived value, customer service experience and perceived value process not as a linear value chain but as a complex phenomenon.

For the sixth hypothesis, Moon and Han (2018) the results of the study stated that there is a positive influence between destination attributes on perceived value. It can be concluded that various destination attributes affect the quality of the experience of Chinese tourists both positively and negatively. The quality of experience plays a role as a significant antecedent of tourist travel satisfaction as well as an intermediary between destination attributes and satisfaction. The quality of positive experiences with destination attributes can be said to be the perceived value of visitors, meaning that it can be said that there is an influence of destination attributes on perceived value. Gao et al. (2016) in this study there is a relationship between perceived destination attributes and perceived value. perceived attributes include atmosphere, interaction, service, and memorabilia. Customer value includes functional value, experiential value, symbolic value, and cost value. Bajaj (2011) in this study proved that tourist destination attributes affect the perceived value of tourists, with the role of perceived quality mediating between attributes of tourist destinations and tourist perceived value. The quality perceived by tourists to all destination attributes will increase the value perceived by tourists. From these nine studies, it can be interpreted that word of mouth (WOM) influences perceived value, visitor experience influences perceived value, and destination attributes affect perceived value so that the hypothesis proposed is as follows:

H4: Word of mouth (WOM) has a positive and significant direct effect on the perceived value to penanggungan mountain visitors

H5: Visitor experience has a positive and significant direct effect on the perceived value to penanggungan mountain visitors

H6: Destination attributes has a positive and significant direct effect on the perceived value to penanggungan mountain visitors

Perceived Value on Revisit Intention

While for the seventh hypothesis, Cheng and Lu (2013) the results of the study stated that there is a positive influence between "perceived value" on "revisit intention", the perceived value of tourists related to island tourism has a direct influence on their behavioral intentions to review. Perceived value provides the most emotionally powerful effect after that only quality. In this research, perceived value can be endogenous variables, namely destination image, novelty, hedonics and exogenous variables, namely revisiting behavioral intention. The perceived value in tourism can be raised through pleasure, hedonics, and overall quality. So that a pleasant travel experience is formed and the perceived quality increases, then the value perceived by tourists increases, this can be used as a marketing tool to encourage tourists to revisit or increase recommendation intentions. Kim et al. (2015) in the research there is a correlation between perceived value and revisit intention. In this research, the dominant predictor of revisit intention is satisfaction, but satisfaction will not be formed without perceived value. Maximizing the perceived value is important to increase satisfaction. If event organizers increase the perceived value of neutral novice visitors and not neighbors or relations, it has the potential to be more often present at festivals and increase satisfaction and revisit intention. Raza et al. (2012) in this study perceived value has a positive influence on revisit intention, both as an exogenous variable, an endogenous variable,

and as an intervening variable. As an exogenous variable that is when it affects satisfaction and revisit intention. As an endogenous variable when influenced by service quality. As an intervening variable when between service quality and revisit intention, also between service quality and satisfaction. Also perceived value has an indirect effect on revisit intention through satisfaction. From these three studies, it can be interpreted that perceived value influences revisit intention so that the proposed hypothesis is as follows:

H7: Perceived value has a positive and significant direct effect on the revisit intention to penanggungan mountain visitors

Word Of Mouth (WOM), Visitor Experience, Destination Attributes on Revisit Intention through Perceived Value

Next to the eighth hypothesis namely Matute et al. (2016) in this study, it can be seen that there is a significant influence between EWOM characteristics, namely EWOM quantity (EQUAN), EWOM credibility (ECRED), and EWOM quality (EQUAL), on online repurchase intention (Online RI) mediated by trust and perceived usefulness (PU). Because the principle is the same between EWOM and WOM, perceived usefulness with perceived value, and online repurchase intention with revisit intention, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value. Konuk (2019) in this study can be seen that there is a relationship between word of mouth (WOM), perceived value, satisfaction, and revisit intention, even though in this study word of mouth (WOM) is equal or parallel to revisit intention, it can be interpreted that word of mouth (WOM) influences revisit intention through perceived value. Abubakar et al. (2017) in this study it can be seen that there is an influence between eWOM or online WOM with revisit intention, then eWOM or online WOM affects destination trust, and destination trust influences revisit intention. In accordance with the theory of Rousseau et al (1998) about trust, and referring to the results of research from Ribbink et al (2004), Sahadev and Purani (2008), Kassim and Abdullah (2010), and Sadeh et al (2011) which prove that the path after satisfaction is trust or trust, and according to the theory that the stage before the creation of satisfaction is the creation of value (Kotler, 2000) so that someone who has perceived value is certain to have satisfaction, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value.

For the ninth hypothesis, Jin et al. (2013) in this study the quality of experience affects the perceived value, satisfaction, and image of the water park, and all three affect the intention to behave, assuming that revisit intention is part of the intention to behave, it can be interpreted that visitor experience influences revisit intention through perceived value. Wu and Li (2014) in this study the quality of experience influences perceived value, then perceived value influences experience satisfaction, and experience satisfaction influences behavioral intentions, assuming that revisit intention is part of behavioral intention, it can be interpreted that visitor experience influences revisit intention through perceived value. Lee et al. (2017) in this study the festival experience attributes affect perceived value, and then perceived value influences satisfaction, and satisfaction itself influences behavioral intentions, assuming that revisit intention is part of behavioral intention, it can be interpreted that visitor experience influences revisit intention through perceived value.

For the tenth hypothesis, Hallak et al. (2017) the results of this study present new empirical evidence about the complex relationship between quality, value, satisfaction, and loyalty. So it can be interpreted that destination attributes affect revisit intention through perceived value, assuming that the stage before the creation of satisfaction is the creation of value (Kotler, 2000), and loyalty occurs if the customer intends to continue buying in the future (Mowen and Minor, 1998). Jung et al. (2015) the results of this study indicate that all the attributes proposed in the final model have a significant impact on the quality of visitor experience, satisfaction, and intention to re-visit the mold slow food festival. So it can be interpreted that destination attributes affect revisit intention through perceived value, assuming that the stage before the creation of satisfaction is the creation of value (Kotler, 2000). Eusebio and Vieira (2011) the results of the evaluation of destination attributes affect the intention to recommend and intention to visit in the future through satisfaction, assuming that recommending and intention to visit in the future is one indicator of revisit intention. So it can be interpreted that destination attributes affect revisit intention through perceived value, assuming that the stage before the creation of satisfaction is the creation of customer value or in tourist destinations the value perceived by visitors (Kotler, 2000). From these nine studies, it can be interpreted that word of mouth (WOM) influences revisit intention through perceived value, visitor experience influences revisit intention through perceived value, and destination attributes affect revisit intention through perceived value so that the hypothesis proposed is as follows:

H8: Word of mouth (WOM) has a positive and significant indirect effect on the revisit intention through perceived value to penanggungan mountain visitors

H9: Visitor experience has a positive and significant indirect effect on the revisit intention through perceived value to penanggungan mountain visitors

H10: Destination attributes has a positive and significant indirect effect on the revisit intention through perceived value to penanggungan mountain visitors

METHODOLOGY

Research Approach

Quantitative approaches to the types of descriptive and explanative research are used. Said to be quantitative because it involves the process of gathering, analyzing, interpreting, and writing research results (Creswell, 2009), also called explanative because it explains the causal relationship between variables through testing its hypotheses (Neuman, 2007), explanative here to explain the magnitude of the influence of the word of mouth (WOM) (X1), visitor experience (X2), destination attributes (X3), to revisit intention (Y), through perceived value (Z). The research was carried out in January to March 2020. The design of this study is as follows:

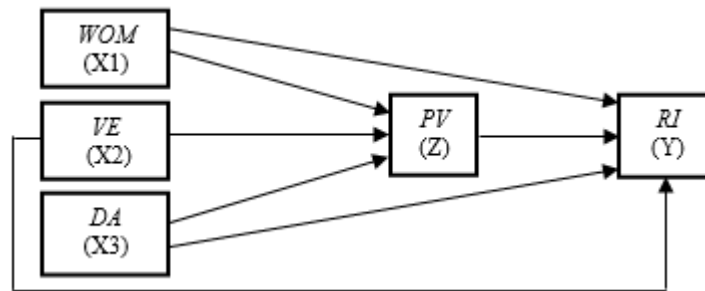


Figure 1: Research Design

From Figure 1, Based on the literature review, it can be explained there are 4 parts. Part 1, that WOM influences RI, VE influences RI, and DA influences RI. Then part 2, that WOM affects PV, VE influences PV, and DA influences PV. And part 3, namely PV affects RI. Then in section 4, namely WOM affects RI through PV, VE influences RI through PV, and DA influences RI through PV. As an endogenous variable or the dependent variable is RI, as an exogenous variable or an independent variable is WOM, VE, and DA, as an intervening variable or an intermediate variable is PV.

Population and Sample

The population is all visitors / hikers of Mount Penanggungan who have visited or climbed Mount Penanggungan at least once with an unlimited number (infinite). So the population in this study includes infinite population types (infinite population). The sample was taken using accidental sampling / convenience sampling technique which is part of the non probability sampling sample design. Using accidental sampling because the sample is taken based on coincidence or anyone who accidentally meets the researcher can be used as a sample, if the person who happened to meet is appropriate and suitable as a data source (Sugiyono, 2015), this method is suitable for testing ideas or looking for new ideas that are exploratory (Suliyanto, 2018: 226). Determination of sample size as suggested by Hair et al. (2006), which is 5 to 10 times the number of parameters (indicator + path coefficient). Given the number of indicators there are 24, the number of path coefficients is 7, while from 5 to 10 researchers take the middle number which is 7.5. Then the calculation of the number of sample sizes is $7.5 \times (24 + 7) = 232.5$ or 233 respondents.

Data Collection

Data collection is done by determining the research subjects, namely all visitors / hikers of Mount Penanggungan. Questionnaire was given to respondents in the amount of sample. Presentation of data is done in tabular form using Ms. Excel as raw data. Scoring uses a Likert scale with 7 alternative answers, namely: Strongly Agree: 7, Agree: 6, Agree: 5, Agree and Disagree: 4, Disagree: 3, Strongly Disagree: 2, Strongly Disagree Once: 1 Likert scale produces interval data (Cooper & Schindler, 2014). Furthermore, the data were analyzed using the Statistical Package For The Social Science application or now better known as Statistical Product And Service Solutions (SPSS), and here SPSS version 24 is used.

Subjects in this study were visitors or could be said to be all mountaineering climbers, 233 questionnaires were distributed to all respondents without less or more, before the data was processed raw data from the questionnaire answers were tabulated to Ms. Excel first in order to facilitate the input of data into SPSS, Likert scale used is 1-7 in order to facilitate the classification of respondents' answers and to be more valid because many alternative answers, use the SPSS application because it is a proven software that is reliable for marketing management research and uses a version 24 because this is still classified as the latest version of SPSS.

Data Analysis

Before data analysis is performed, it is necessary to test the data first, namely using validity and reliability tests. After that analyzed using descriptive analysis. Then tested using classic assumptions include: normality test, multicollinearity test, heterokedastisitas test, and autocorrelation test. After that the hypothesis test is t test, F test, and R^2 test. After everything is finished the last one is analyzed using path analysis.

The purpose is to test the validity and reliability test so that the questionnaire to be distributed to respondents has a high level of validity and a high level of reliability. The purpose of a descriptive analysis is to know the description / respondent's demographic profile. The aim is to test the classical assumptions so that the primary data resulting from data retrieval will be correct if entered into the regression model, and therefore must meet the classical assumption test. The purpose is to do t test, F test, and R^2 test so that the effect of each variable is known either partially (t test) or simultaneously (F test), also knowing how much influence (R^2). The purpose of a path analysis is to make it known that each of the proposed paths is supported with regression or not supported, and the magnitude of the correlation between the independent variables.

RESULTS

Validity Test

The results of the validity test of each variable in this study were declared valid, because of the 26 sub-variables obtained Pearson Correlation <0.05.

Table 1: Validity Test Results

Variable	Pearson Correlation	Results
Word of Mouth (WOM)	0,716-0,850-0,695-0,851	Valid
Visitor Experience	0,850-0,766-0,903-0,787-0,739-0,831	Valid
Destination Attributes	0,796-0,919-0,654-0,824-0,810-0,878-0,803-0,836-0,750-0,752	Valid
Perceived Value	0,903-0,829-0,886-0,817	Valid
Revisit Intention	0,960-0,936	Valid

Source: SPSS data processing results v.24 (2020)

Reliability Test

The reliability test results for each variable in this study were stated to be reliable, because Cronbach's Alpha numbers > 0.60, word of mouth (WOM) = 0.786, visitor experience = 0.890, destination attributes = 0.935, perceived value = 0.878, and revisit intention = 0.876.

Table 2: Reliability Test Results

Variable	Cronbach's Alpha	Results
Word of Mouth (WOM)	0,786	Reliable
Visitor Experience	0,890	Reliable
Destination Attributes	0,935	Reliable
Perceived Value	0,878	Reliable
Revisit Intention	0,876	Reliable

Source: SPSS data processing results v.24 (2020)

Descriptive Analysis

Profile of respondents shows for gender, male number 176 and female number 57. For age, majority 16-25 years number 181 and lowest > 55 years number 2. For occupation, majority of students / students number 136 and smallest or other a total of 4. For the number of visits in three years the majority is 1 times a total of 104 and the smallest or other number is 9. For the origin of the city, the majority from East Java is 199, outside East Java is 18, and outside of Java is 16.

Normality Test

The results of the normality test show that the Normal PP Plot variables X to Y, variables X to Z, as well as variables X, Z, to Y, many points spread around the diagonal line, this is in accordance with what Santoso (2001) said when distribution the data is located around a diagonal straight line, it means that the research data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test showed that the regression model contained no symptoms of multicollinearity because it had a tolerance value ≥ 0.1 and also had a VIF value ≤ 10 .

Table 3: Value of Tolerance and VIF Multicollinearity Test Results

Regression	Variable	Collinearity Statistic		Results
		Tolerance	VIF	
X \longrightarrow Y	WOM	0,531	1,882	Not Multicollinearity
	VE	0,384	2,606	Not Multicollinearity
	DA	0,38	2,632	Not Multicollinearity
X \longrightarrow Z	WOM	0,531	1,882	Not Multicollinearity
	VE	0,384	2,606	Not Multicollinearity
	DA	0,38	2,632	Not Multicollinearity
X,Z, \longrightarrow Y	WOM	0,531	1,884	Not Multicollinearity
	VE	0,348	2,872	Not Multicollinearity
	DA	0,334	2,99	Not Multicollinearity
	PV	0,463	2,16	Not Multicollinearity

Source: SPSS data processing results v.24 (2020)

Heteroscedasticity Test

Performed by the glejser heteroscedasticity method, that is if the significance value (Sig.) Between the independent variable and absolute residual (Abs_Res) ≥ 0.05 , it can be concluded heteroscedasticity.

Table 4: Heteroscedasticity Testing Results of the Glejser Method

Regression	Variable	Coefficients		Results
		t	Sig.	
X → Y	WOM	-2,214	0,028	Not Heteroscedasticity Symptom Heteroscedasticity Heteroscedasticity
	VE	-1,096	0,274	
	DA	-1,606	0,11	
X → Z	WOM	-0,36	0,719	Heteroscedasticity Not Heteroscedasticity Symptom Heteroscedasticity
	VE	-3,225	0,001	
	DA	-1,611	0,108	
X,Z, → Y	WOM	-2,496	0,013	Not Heteroscedasticity Symptom Heteroscedasticity Heteroscedasticity Heteroscedasticity
	VE	-1,321	0,188	
	DA	-1,743	0,083	
	PV	1,424	0,156	

Source: SPSS data processing results v.24 (2020)

Autocorrelation Test

Autocorrelation test results show the regression model does not have autocorrelation symptoms because the value of d (Durbin-Watson) lies between dU and (4-dU).

Table 5: Autocorrelation Test Results

Regression	dL	dU	(4-dU)	Model Summary		Results
				Std. Error of the Estimate	Durbin-Watson	
X → Y	1,718	1,799	2,201	2,207	2,080	Not Autocorrelation
X → Z	1,718	1,799	2,201	3,177	1,926	Not Autocorrelation
X,Z, → Y	1,718	1,799	2,201	2,150	2,125	Not Autocorrelation

Source: SPSS data processing results v.24 (2020)

t Test and F Test

Criteria for testing the t test according to Suliyanto (2018: 299) as follows:

- Ho is accepted if the value of sig > 0.05 and vice versa if the value of sig ≤ 0.05 then Ho is rejected, or t arithmetic ≤ t table.
- Ha is accepted if the value of sig ≤ 0.05 and vice versa if the value of sig > 0.05 then Ha is rejected, or t arithmetic > t table.

To determine the F Test with a significant level of 5% (α = 0.05). If the sig value > 0.05 then Ho is accepted or Ha is rejected, and if sig value ≤ 0.05 then Ho is rejected or Ha is accepted (Suliyanto, 2018: 300). The results of the hypothesis test in this study are as follows:

Table 6: t Test, F Test Results, and R²

Regression	Coefficients		Model Summary	ANOVA		Results
	t	Sig.	R ²	F	Sig.	
WOM → RI	9,795	0,000	0,293			Accepted
VE → RI	11,786	0,000	0,376			Accepted
DA → RI	10,500	0,000	0,323			Accepted
WOM → PV	9,196	0,000	0,268			Accepted
VE → PV	14,100	0,000	0,463			Accepted
DA → PV	14,643	0,000	0,481			Accepted
PV → RI	10,924	0,000	0,341			Accepted
WOM, VE, DA → PV			0,537	88,582	0,000	Accepted
WOM, VE, DA, PV → RI			0,455	47,600	0,000	Accepted

Source: SPSS data processing results v.24 (2020)

ANALYSIS & DISCUSSION

Path analysis is a quantitative approach that uses multiple regression, used to test the magnitude of the contribution of independent variables to the dependent variable, both to determine the contribution or direct influence or indirect influence through other variables. The path analysis results in this study are as follows:

Table 7: Model 1 Endogenous Variables: PV

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,733 ^a	0,537	0,531	3,177

a. Predictors: (Constant), DA, WOM, VE

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,136	1,217		2,576	0,011
	WOM	0,030	0,061	0,030	0,494	0,622
	VE	0,244	0,051	0,351	4,835	0,000
	DA	0,192	0,034	0,407	5,587	0,000

a. Dependent Variable: PV
Source: SPSS data processing results v.24 (2020)

Based on Table 7, in the output coefficients it can be seen that the value of standardized coefficients or word of mouth (WOM) path coefficients to the perceived value is 0.030, the visitor experience path coefficient towards the perceived value is 0.351, the destination attribute path coefficient for the perceived value is 0.407. At the output also obtained values from the significance of word of mouth (WOM) of 0.622 more than 0.05, visitor experience of 0.000 less than 0.05, and destination attributes of 0.000 less than 0.05, it gives results that can be drawn the conclusion that the analysis of model 1 path for word of mouth (WOM) variable has a significant positive effect on perceived value, whereas for visitor experience and destination attributes variables have a significant positive effect on perceived value. Furthermore, the value of R² or R square in the output model summary is 0.537, this means that the contribution of the influence of word of mouth (WOM), visitor experience, and destination attributes to perceived value is 53.7% while 0.463 or 46.3% others are contributions other variables that did not exist in this study. While the e₂ value can be found using the formula:

$$e_2 = \sqrt{(1 - 0,537)}$$

$$e_2 = \sqrt{0,463}$$

$$e_2 = 0,680$$

Based on these discussions, the regression equation is formulated as follows:

$$Z = \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + e_2$$

$$Z = 0,030X_1 + 0,351X_2 + 0,407X_3 + 0,680e_2$$

Table 8: Model 2 Endogenous Variables: RI

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,675 ^a	0,455	0,446	2,150

a. Predictors: (Constant), PV, WOM, VE, DA

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,113	0,836		0,136	0,892
	WOM	0,124	0,041	0,201	2,998	0,003
	VE	0,114	0,036	0,262	3,167	0,002
	DA	0,017	0,025	0,059	0,694	0,489
	PV	0,162	0,045	0,260	3,623	0,000

a. Dependent Variable: RI
Source: SPSS data processing results v.24 (2020)

Based on Table 8, in the output coefficients it can be seen that the value of standardized coefficients or word of mouth (WOM) path coefficient for revisit intention is 0.201, visitor experience path coefficient for revisit intention is 0.262, destination attribute path coefficient for 0.059, path coefficient for 0.059, path coefficient the perceived value of revisit intention is 0.260. At the output also obtained significance value from word of mouth (WOM) of 0.003 less than 0.05, visitor experience of 0.002 less than 0.05, destination attributes of 0.489 more than 0.05, and perceived value of 0.000 less than 0, 05, it gives the results that can be concluded that the analysis of this model 2 path for word of mouth (WOM), visitor experience, and perceived value has a significant positive effect on revisit intention, while destination attributes have a positive not significant effect on revisit intention. Furthermore, the value of R² or R square in the output model summary is 0.455, this means that the contribution of the influence of word of mouth (WOM), visitor experience, destination attributes and perceived value to revisit intention is 45.5% while 0.545 or 54.5% the other is the contribution of other variables that are not present in this study. While the value of e₁ can be found using the formula:

$$e_1 = \sqrt{(1 - 0,455)}$$

$$e_1 = \sqrt{0,545}$$

$$e_1 = 0,738$$

Based on the discussion above, a regression equation can be formulated as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_7 Z + e_1$$

$$Y = 0,201X_1 + 0,262X_2 + 0,059X_3 + 0,260 + 0,738e_1$$

The path analysis model results in this study are as follows:

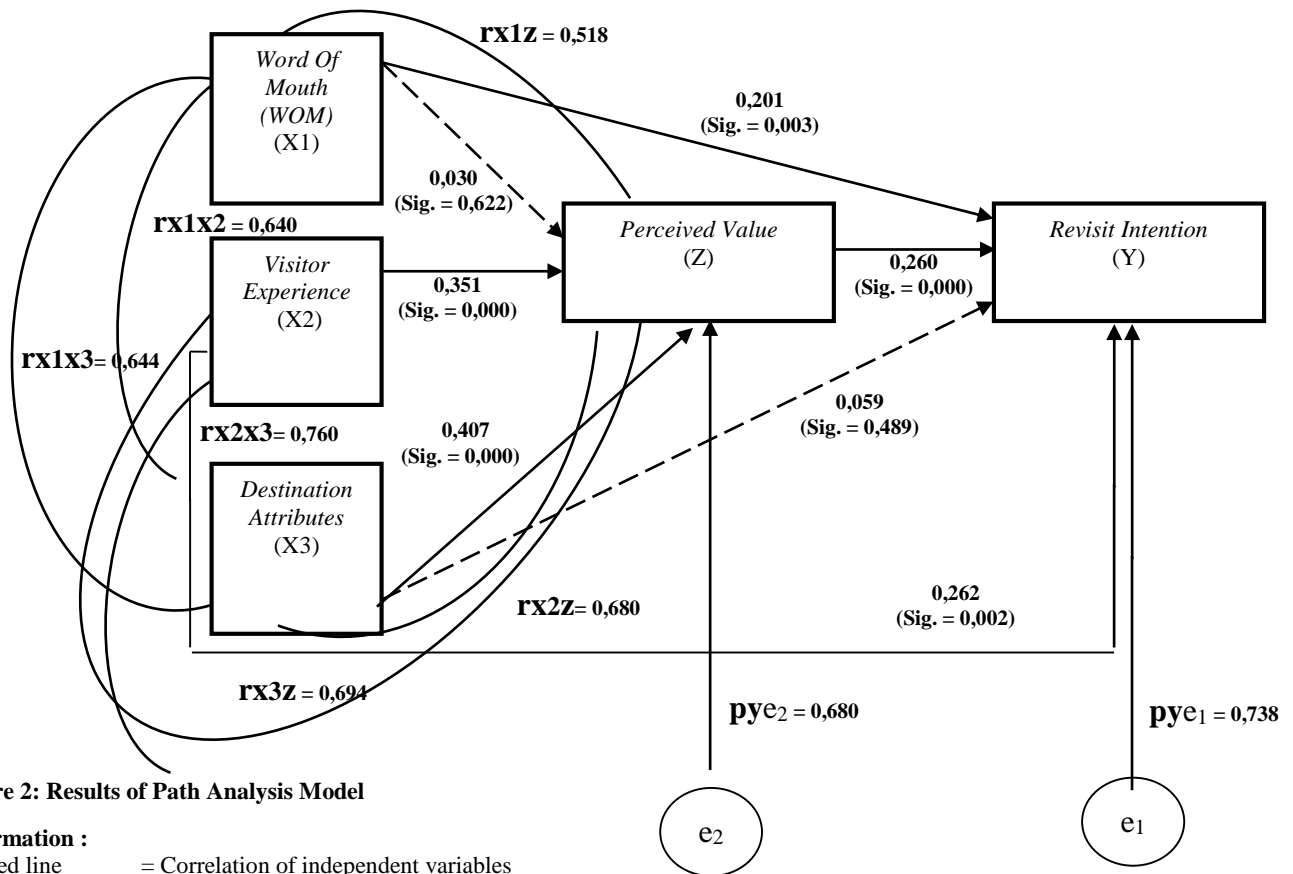


Figure 2: Results of Path Analysis Model

Information :

- Curved line = Correlation of independent variables
- Straight line = Regression supported
- Dotted line = Regression not supported

CONCLUSIONS

The conclusions in this study are in accordance with the formulation of the problem or the purpose of this study, which starts from a number of research gaps found from previous studies, then support from the literature review, after which 10 problem formulations appear or are used in the purpose of this study, then from 10 the formulation of the problem was born the following conclusions:

Word of mouth (WOM) of Mount Penanggungan can be said to be good by visitors, and the sub variable that has the most dominant influence is the sub variable telling positive things about Mount Penanggungan. Visitor experience of Mount Penanggungan can be said to be good by visitors, and the sub-variable that has the most dominant influence is the happy sub-variable after hiking Mount Penanggungan. The destination attributes of Mount Penanggungan can be said to be good by visitors, and the sub-variables that have the most dominant influence are the scenery and climate sub-variables of Mount Penanggungan.

Word of mouth (WOM) has a positive and significant direct effect on revisit intention. Improving the quality of word of mouth (WOM) will increase the desire of visitors or hikers to make a repeat visit to Mount Penanggungan. Visitor experience has a positive and significant direct effect on revisit intention. Improving the quality of visitor experience will increase the desire of visitors or hikers to make a repeat visit to Mount Penanggungan. Destination attributes have a positive and significant direct effect on revisit intention. Improving the quality of destination attributes will increase the desire of visitors or hikers to make a repeat visit to Mount Penanggungan.

Word of mouth (WOM) has positive and significant direct effect on perceived value. Improving the quality of word of mouth (WOM) will increase the perceived value of visitors or climbers visiting Mount Penanggungan. Visitor experience has a positive and significant direct effect on perceived value. Improving the quality of visitor experience will increase the perceived value of visitors or climbers visiting Mount Penanggungan. Destination attributes have a positive and significant direct effect on perceived value. Improving the quality of destination attributes will increase the perceived value of visitors or climbers visiting Mount Penanggungan.

Perceived value has a positive and significant direct effect on revisit intention. Improved quality of perceived value will affect the desire of visitors or hikers to make a repeat visit to Mount Penanggungan. Word of mouth (WOM), visitor experience, and destination attributes have a positive and significant direct effect on perceived value of 53.7%. Word of mouth (WOM), visitor experience, and destination attributes have a positive and significant indirect effect on revisit intention through perceived value of 45.5%.

Mount Penanggungan must increase word of mouth (WOM) to create a significant perceived value because the value is $0.622 \geq 0.05$, and must increase destination attributes to create a significant revisit intention because the value is $0.489 \geq 0.05$, so that all paths will be significantly positive later on path analysis model.

Theoretical Contributions

This research is expected to be able to broaden scientific knowledge of marketing management in general, and in particular in the field of marketing management of special interest tourism, both through exposure to theories and concepts as well as path analysis as in this study, namely theories and concepts about word of mouth (WOM), visitor experience, destination attributes, perceived value, and revisit intention in special interest tourist destinations.

Managerial Implications

For managers, it is suggested to be able to increase the word of mouth (WOM) communication activities circulating about Mount Penanggungan, especially those that get the lowest rating from visitors, namely to hear positive things about Mount Penanggungan. Increase visitor experience after climbing Mount Penanggungan, especially those that get the lowest rating from visitors, which is guaranteed safety after climbing. Increasing destination attributes as the attraction of Mount Penanggungan, especially those that get the lowest rating from visitors, there are special events held by certain institutions and managers. Managers are also advised to be able to maintain the consistency of word of mouth (WOM), especially those considered the most positive by visitors, which is about telling positive things about Mount Penanggungan. Maintaining the consistency of the visitor experience, especially those considered the most positive by visitors, namely about Mount Penanggungan still provides a pleasant experience for the climbers. Maintaining the consistency of destination attributes, especially those considered most positive by visitors, namely the natural landscape and climate landscape as the attraction of Mount Penanggungan. Managers are advised to improve and enhance the variables that have the lowest and not significant value in this study, namely the word of mouth (WOM) variable on the perceived value variable with a Sig value = $0.622 \geq 0.05$, and the destination attributes variable on the revisit intention variable with a sig value = $0.489 \geq 0.05$, so it can create a significant influence and increase the number of repeat visits to Mount Penanggungan. For visitors, it is recommended to be able to become a smart visitor by considering every aspect before visiting a destination. So that visitors will get the perceived value after carrying out activities to a destination, the positive impact that visitors will feel next is that visitors will have the desire to re-visit the destination.

Limitations and Future Research

The next researcher is suggested to be able to expand the population, be able to multiply the research sample, also be able to examine other variables that are both parallel and not parallel that can affect the perceived value and revisit intention that have not been studied. Further researchers are also advised to be able to focus intensely stay at the object and not moving. Further researchers are advised to try to use other sampling techniques in addition to accidental sampling, also suggested to try to develop a research analysis model in addition to using a path analysis model, so that research results are more accurate and knowledge about marketing management of special interest tourist destinations can be more extensive and growing.

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