

Research Article

The mediating role of electronic word-of-mouth on the relationship between tourism product quality, service quality and tourist revisit intention: A case study

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ABSTRACT

The development of the tourism industry in a number of areas is increasing, especially in the city of Semarang. Kreo Cave Tourism Object in Semarang City is a natural tourism object that has tourism potential with the beauty of its natural scenery, Kreo Cave is located in the middle of the Jatibarang reservoir, as well as wild monkeys that thrive which are icons in the Kreo Cave tourism objects in Semarang City. This research is motivated by the decline in the number of visitors to the Kreo Cave tourist attraction in recent years. The purpose of this study was to explain the influence of the quality of tourism products and service quality on the revisit intention through electronic word-of-mouth. The type of research used is explanatory research. Data collection technique used a questionnaire, with the sampling technique using purposive sampling. The number of samples was 100 respondents who have visited the Kreo Cave tourism object, Semarang City. Quantitative analysis technique used Partial Last Square (PLS) which is estimated using the WarpPLS 7.0 program. The research found that Electronic Word-of-mouth significantly mediates the effect of Quality of Tourism Products and Quality of Services on Revisit Intention.

Keywords: Tourism Product Quality; Service Quality; Electronic Word-of-Mouth; Revisit Intention

1. INTRODUCTION

Today's tourism is a fast-growing service industry. This can be seen from several tourism object managers who are competing to become the people's top choice tourist destination for traveling, besides that traveling today is a necessity that must be met. According to Law no. 10 of 2009, tourism is a travel activity carried out by a person or group of people by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period. One of the tourism industries in the city of Semarang is the Kreo Cave tourist attraction. The Kreo Cave tourist attraction is a natural tourist attraction located in Kandri Village, Gunung Pati District, 13 km from the center of Semarang City. The Kreo Cave tourism object is still a tourist destination that is quite attractive to tourists, when compared to other tourist objects. Even many tourists from outside the city visit this tourist attraction, this cannot be separated because the Kreo Cave tourist attraction has an attraction for tourists who will come there. These attractions include the richness of flora and fauna with lots of natural plants that stretch along Goa, a thriving population of wild monkeys, a long bridge that stretches to Kreo Cave in the middle of the Jatibarang reservoir, Eskimo houses, interesting photo spots, Speedboats to go around the Jatibarang reservoir. The facilities available include pavilion, prayer room, toilets, souvenir shop.

However, in recent years, these tourist destinations have experienced a decline in the level of visits by tourists. Based on the Table 1 of the level of tourist visitors who come to the Kreo Cave tourism object, it can be seen that the interest of a tourist to visit is very low. Thus, the local government and the managers of these tourism objects must be able to rise again to attract tourists to visit by meeting the needs and desires of visitors to create experiences or values felt by tourists that result in satisfaction. With the emergence of experience and satisfaction by a visitor, it will be able to maintain interest in visiting tourists and increase interest in making repeat visits.

Table 1. Number of Visitors to Kreo Cave Tourism Object in Semarang City, 2015 – 2020

Year	Number of visitors	Percentage (%)	Growth (%)
2015	144,040	17	-
2016	110,855	15	-23.03
2017	175,670	21	-
2018	169,538	20	58,46
2019	163,266	19	-3.49
2020	64,473	8	-
Total	827,842	100%	-3.69

Source: (Kreo Cave Tourism, Semarang City, 2021)

The high interest in visiting tourists can be seen from the activity of a visitor who has previously visited a tourist object and then made a revisit within a certain period of time. The intention to revisit is the result of perceived past behavior based on the visitor's assessment of the tourist object visited. The benefits derived from the high interest in visiting tourists for tourist object managers can be seen if the tourist makes a revisit more than twice and the tourist invites and recommends relatives, relatives or friends to share the positive experiences they have previously experienced.

Kotler (2007) there are several factors that influence repurchase intention including social factors, personal factors, and psychological factors which this time discusses psychological factors related to the perceptions of tourist visitors regarding changes in behavior caused by previous experience as a form of evaluating product quality. Tourism that is felt bad, the perception of service quality which is considered by tourists to be inadequate and the information facilities in internet media that are managed are not accurate enough for the decision to make a revisit to the Kreo Cave tourist attraction in Semarang City. Tourists will actually look for information on the development of the quality of tourism products in a destination they have visited before.

According to Middleton and Clarke (2012) provides a deeper understanding of tourism products, namely "The tourist products to be considered as an amalgam of three main components of attraction, facilities at the destination and accessibility of the destination". From this understanding, the quality of tourism products in general is formed due to three main components, namely tourist attractions, amenities in tourist destinations and accessibility. Apart from tourism products, the quality of service from a tourist attraction is also an important role for someone. The low quality of service provided by tourism managers will affect tourists' intention to revisit. The development of the service quality of a tourism object is very crucial for a manager to increase the attractiveness of a tourist to visit a tourist destination. Some of these efforts include paying attention to aspects of service quality such as taking over direct management of tourist objects, building relationships with other parties for joint ventures in the hope of developing marketing quality, improving service quality, security, and supporting facilities in the tourist attraction environment (Tjiptono, 2012). Apart from the terms of tourism products and service quality, specifically in the marketing of the tourism industry Electronic Word-of-mouth is an informal marketing communication addressed to customers via internet technology related to certain characteristics of the goods and services offered by sellers (Litvin, et al., 2008).

Marketing from one person to another certainly has its own competitive advantage, because in electronic word-of-mouth marketing appears naturally to be posted on internet media from the opinions of a tourist's social environment, such as family, neighbors and friends. Seeing the power of influence of electronic word-of-mouth in marketing, a destination needs to focus more on running electronic word-of-mouth to increase the number of visitors that will come. Electronic word-of-mouth itself can appear through two sources. First, sources from tourists or commonly called organic word-of-mouth, which means word-of-mouth that occurs naturally when someone is happy and satisfied with a product, hence they have a natural desire to share their support and enthusiasm with others. While the second is amplified word-of-mouth, which means word-of-mouth that occurs by design by the company. Electronic word-of-mouth like this occurs when marketers carry out campaigns designed to encourage electronic word-of-mouth among consumers. Therefore, electronic word-of-mouth today is one of the alternatives that many are expected to provide solutions and strategic steps to attract visitors to a tourist destination in the digital era as it is now. Based on this research background, it is necessary to conduct further research to prove the effect of the quality of tourism products and service quality on tourists' Revisit Intention through electronic word-of-mouth as an intervening variable.

2. LITERATURE REVIEW

Consumer Behavior

Schiffman and Kanuk (2009) suggests that the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumer behavior is the ongoing actions involved in obtaining, consuming, and disposing of products and services, including in the decision processes that precede and follow these actions (James, et. Al., 1994). It can be interpreted that consumer behavior is a picture of all activities, actions and psychological processes that encourage someone to take these actions both before buying, when they want to buy, use and spend products and services after doing the things above or evaluating activities both in the long term, long or short term.

Service Marketing

Hurriyati (2010) stated that service marketing is a process of perceiving, understanding, stimulating, and fulfilling the needs of specially selected target markets by channeling the resources of an organization to meet those needs. That is, service marketing is the process of aligning an organization's resources with market needs. Marketing pays attention to the dynamic interrelationships between a company's products and services, the wants and needs of customers and the activities of competitors. Every company uses several tools to get responses from consumers to marketing activities carried out by the

company. One of the tools used by companies in developing marketing strategies is by using a service marketing mix. The service marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers (Tjiptono, 2011). The marketing mix is a set of marketing tools that companies use to pursue their marketing objectives. According to Gulid (2013) the traditional marketing mix is defined by the four Ps (product, price, place, promotion). In the service marketing mix, there are three additional P's (people, processes, and physical evidence). From some of the theoretical definitions, it can be understood that the marketing mix (marketing mix) is a series of marketing tools that are interrelated with each other, properly organized and used by companies to achieve marketing objectives in target markets while meeting consumer needs and wants.

Revisit Intention

Interest is an encouragement to motivate someone to act. Meanwhile, according to Asdi (Nugraha and Soleha, 2021) interest in visiting is someone's desire to visit a tourist attraction. Interest in revisiting is a behavior that arises as a response to an object that shows the customer's desire to make a repeat visit (Bachtiar, 2016). Meanwhile, according to Baker and Crompton (in Lin, 2014) defines that the intention to revisit tourists is also called revisit intention or Revisit Intention to visit a destination, defined as the possibility of a tourist repeating an activity or revisiting a tourist destination.

Quality of Tourism Products

Kotler (2007) states that the quality of tourism products is the perception of the function that is felt by consumers or tourists. The quality of tourism products is of course a major concern for tourism managers. The existence of good quality tourism products in a tourist destination will certainly make visitors interested and will recommend these products to other prospective visitors. This is good for businesses in the tourism sector because it can increase revenue and have an advantage in competing with its competitors. Products according to Muljadi (2012) state that there are three important aspects of tourism products so that potential tourists make visits, namely the attractiveness of tourist objects (tourist attractions), the ease of reaching tourist destinations (accessibility), and the facilities available at tourist destinations (amenities). There are 7 dimensions of the quality of tourism products, all of which form a single unit that cannot be separated from one quality dimension to another and is related to the level of tourist satisfaction. The seven dimensions of the quality of the tourism product, namely Attraction (object attraction), Information (promotion), Public Facilities, Human Resources (HR), Service, Cleanliness, and Accessibility.

Service quality

According to Tjiptono (2012) service quality is the level of excellence expected and control over the level of excellence to fulfill tourist desires. The advantage of having good service quality is that with tourism managers providing good service, a tourist visitor will be loyal to stay at the tourist object, attracting more visitors or tourists so that the tourism object will excel in competition, a tourist visitor will be comfortable with fulfilling their needs. and desire with good service then the name of the tourist attraction will be good. Service quality has several dimensions or attributes that need attention, namely Tangibles, Reliability, Responsiveness, Assurance, Empathy (Tjiptono, 2012).

Electronic Word-of-mouth

According to Kevin and Gremler (in Hadi and Herawati, 2014) e-WOM itself is a form of positive and negative statements by potential consumers and former consumers through the internet. In relation to the world of tourism, e-WOM is currently a marketing tool for a tourist attraction to attract the attention of visitors past visitors who previously came to these attractions and then share their positive experiences through the internet media where this can help or influence the behavior of other prospective visitors to come to these tourist destinations. According to Schiffman and Kanuk (2009) e-WOM is marketing communication carried out online through internet social media. Electronic Word-of-mouth (e-WOM) is marketing that does not need to pay more for its application. In managing e-WOM at a tourism object, clear and honest information is needed regarding the facilities, services, and products offered by a tourist attraction to attract potential tourists to come to a tourist attraction. In addition, the better the review given by a visitor related to the tourism object through the internet media, the higher the interest in visiting it will be.

Research Hypothesis

- H1** : The Quality of Tourism Products has significant influence on Revisit Intention
- H2** : The Quality of Tourism Products has significant influence on the Electronic Word-of-mouth
- H3** : Service Quality has significant influence on Electronic Word-of-mouth
- H4** : Service Quality has significant influence on Revisit Intention
- H5** : Electronic Word-of-mouth has significant influence on the Revisit Intention
- H6** : The Quality of Tourism Products has significant influence on revisit intention through the Electronic Word-of-mouth
- H7** : Service Quality has significant influence on Revisit Intention through the Electronic Word-of-mouth

3. METHOD

This study aims to determine the effect of Tourism Product Quality and Service Quality on Revisit Intention through Electronic Word-of-mouth as an intervening variable in a study of visitors to the Kreo Cave Tourism Object in Semarang City, with the type of research used, namely explanatory research. Sampling was carried out using purposive sampling technique. In this study, the sample used was 100 respondents. Sample criteria include: respondents aged at least 17 years, permanent or temporary domicile in Semarang City, visited or are currently visiting because they get information through

social media or the internet (a process that occurs due to electronic word-of-mouth), people who have enjoyed the rides in Kreo Cave.

4. RESULTS AND DISCUSSION

Based on the results of data collection that has been carried out, the following are the results of several analyzes including evaluating the outer model & testing the structural model (inner model), hypothesis testing, mediation testing with the VAF method to determine the effect of each variable.

Table 2. Output Combined Loading and Cross Loading

	KPW	KP	eWOM	MBK	SE	P-value
KPW_1	(0.795)	-0.020	0.115	0.064	0.079	<0.001
KPW_2	(0.795)	0.279	0.176	-0.450	0.079	<0.001
KPW_3	(0.800)	-0.227	-0.161	0.488	0.080	<0.001
KPW_4	(0.796)	-0.140	0.057	-0.228	0.080	<0.001
KPW_5	(0.815)	0.087	-0.187	0.134	0.079	<0.001
KP_1	0.049	(0.799)	-0.156	0.229	0.079	<0.001
KP_2	0.124	(0.812)	-0.012	-0.098	0.078	<0.001
KP_3	0.093	(0.749)	0.085	-0.549	0.078	<0.001
KP_4	-0.048	(0.737)	-0.018	-0.094	0.078	<0.001
KP_5	0.040	(0.788)	-0.061	0.098	0.078	<0.001
KP_6	-0.168	(0.761)	0.225	-0.075	0.079	<0.001
KP_7	0.154	(0.801)	0.153	-0.409	0.078	<0.001
KP_8	-0.238	(0.756)	-0.115	0.566	0.081	<0.001
KP_9	-0.046	(0.786)	-0.123	0.439	0.079	<0.001
eWOM_1	-0.061	0.231	(0.729)	0.020	0.079	<0.001
eWOM_2	0.147	0.141	(0.820)	-0.080	0.079	<0.001
eWOM_3	-0.201	-0.137	(0.853)	0.001	0.079	<0.001
eWOM_4	0.093	-0.232	(0.788)	0.117	0.077	<0.001
eWOM_5	0.014	0.012	(0.819)	-0.060	0.077	<0.001
MBK_1	0.259	0.120	0.019	(0.825)	0.080	<0.001
MBK_2	-0.018	-0.182	0.063	(0.893)	0.077	<0.001
MBK_3	-0.121	0.199	0.092	(0.872)	0.077	<0.001
MBK_4	-0.079	-0.118	-0.174	(0.763)	0.077	<0.001

Source: Processed primary data (2022)

Based on the **Table 2**, most of the variable indicators have a loading value of > 0.7 and are declared valid and there is no loading value that is higher than Cross Loading. Next, a reliability test will be carried out. The parameters used to indicate the reliable variable are Composite Reliability and Cronbach's Alpha must be more than 0.7. The following is data regarding Composite Reliability and Cronbach's Alpha values:

Table 3. Composite Reliability and Cronbach's Alpha

	KPW	KP	eWOM	MBK
Composite Reliability	0.932	0.968	0.957	0.955
Cronbach's Alpha	0.895	0.962	0.944	0.936

Source: Processed primary data (2022)

Based on the **Table 3**, it can be seen that Composite Reliability and Cronbach's Alpha for each variable are greater than 0.7. The data shows that all variables are reliable.

Table 4. Coefficient of Determination (R-squared)

	KPW	KP	eWOM	MBK
R-squared			0.466	0.742
Adj. R-squared			0.455	0.734

Source: Processed primary data (2022)

Based on the **Table 4**, the R-squared value of the Electronic Word-of-mouth (eWOM) variable is 0.466. It can be interpreted that the variable Quality of Tourism Products (KPW) and Service Quality (KP) have a simultaneous effect of 46.6% as independent variables on Electronic Word-of-mouth (eWOM), while the remaining 53.4% can be obtained from other variables outside the model. Meanwhile, the R-squared value for the variable Revisit Intention (MBK) is 0.742. This can be interpreted that the independent variable has a simultaneous (together) influence of 74.2% on the dependent variable Interest to Return, while the remaining 25.8% can be obtained from other variables that the researcher did not use in this study.

Table 5. Q-Squared

	KPW	KP	eWOM	MBK
Q-squared			0.468	0.735

Source: Processed primary data (2022)

Based on the **Table 5**, the Q-squared value is greater than zero, namely Electronic Word-of-mouth(eWOM) of 0.361 and Revisit Intention of 0.518. The criterion for a good model is value Q-squared must be greater than zero because it indicates the model has predictive relevance.

Table 6. Effect Size (F-Squared Effect Size)

	KPW	KP	eWOM	MBK
KPW				
KP				
eWOM	0.177	0.289		
MBK	0.158	0.175	0.409	

Source: Processed primary data (2022)

Based on the effect size results in the **Table 6**, there are no variables included in the weak category. Output Effect Size for paths Coefficient shows that all variables fall into the medium category because of the influence between the Quality of Tourism Products on Electronic Word-of-mouth, namely 0.177, the influence between Quality of Tourism Products and Revisit Intention, namely 0.158, the influence between Service Quality and Electronic Word-of-mouth namely 0.289, the effect between Service Quality and Revisit Intention is 0.175 and the effect between Electronic Word-of-mouth and Revisit Intention is 0.409.

Table 7. Direct Effect on Output Path Coefficient

	KPW	KP	eWOM	MBK
KPW				
KP				
eWOM	0.287	0.441		
MBK	0.215	0.236	0.504	
P-Values				
	KPW	KP	eWOM	MBK
KPW				
KP				
eWOM	0.001	<0.001		
MBK	0.012	0.007	<0.001	

Source: Processed primary data (2022)

Based on the **Table 7**, the variable Tourism Product Quality (KPW) has a direct and significant effect on Electronic Word-of-mouth (eWOM) of 0.287 with a significance value of $p=0.001$. The Tourism Product Quality Variable (KPW) has a significant direct effect on Revisit Interest (MBK) of 0.215 with a significance value of $p=0.012$. The Variable Quality of Service (KP) has a direct and significant effect on the Electronic Word-of-mouth (eWOM) of 0.441 with a significance value of $p<0.001$. The Variable Quality of Service (KP) has a direct and significant effect on Revisit Intention (MBK) of 0.236 with a significance value of $p=0.007$. The Electronic Word-of-mouth (eWOM) variable has a direct and significant effect on Revisit Intention (MBK) of 0.

Table 8. Indirect Effect for Paths with 2 Segments and P-values

	KPW	KP	eWOM	MBK
KPW				
KP				
eWOM				
MBK	0.145	0.225		
	P=0.018	P<0.001		

Source: Processed primary data (2022)

Based on the results of the **Table 8**, the results of the estimation of the path of indirect influence between the variable Quality of Tourism Products (KPW) on Revisit Intention (MBK) have decreased to 0.145 with a significance value of $p = 0.018$. The estimated results of the path coefficient value of the direct influence of the Quality of Service (KP) variable on Revisit Intention also decreased to 0.225 with a significance value of $p < 0.001$. The estimated results of changes in the value of the direct influence path coefficient in this model will then be continued with analysis using the Variance Accounted For (VAF) method.

Table 9. Effect of the VAF Method

Indirect Influence		
1	Quality of Tourism Products → Electronic Word-of-mouth → Revisit Intention	0.145
2	Quality of Service → Electronic Word-of-mouth → Interest in Visiting Again	0.225
Direct Influence		
1	Quality of Tourism Products → Revisit Intention	0.215
2	Quality of Tourism Products → Electronic Word-of-mouth	0.287
3	Service Quality → Electronic Word-of-mouth	0.441
4	Quality of Service → Interest in Visiting Again	0.236
5	Electronic Word-of-mouth → Revisit Intention	0.504

Total Impact		
1	Quality of Tourism Products, Electronic Word-of-mouth, Revisit Intention (0.145+ 0.215)	0.360
2	Quality of Service, Electronic Word-of-mouth, Revisit Intention (0.225 + 0.236)	0.491
VAF = Indirect Effect / Total Impact		
1	VAF= Quality of Tourism Products (0.145/0.360)	0.402
2	VAF= Service Quality (0.225/0.491)	0.458

Source: Processed primary data (2022)

Based on the VAF calculations above to test the effect of the Electronic Word-of-mouth variable as a mediator between the Quality of Tourism Products and Revisit Intention, it is 0.402 or 40.2%. While the VAF value on the variable Quality of Service on Interest to Return is 0.458 or 45.8%, so it can be concluded that the Electronic Word-of-mouth variable has a partial mediating effect, namely VAF between 20% - 80%. There is an influence of the Quality of Tourism Products on the Revisit Intention. The results of this study indicate that there is a significant influence between the quality of tourism products on the intention to revisit tourist visitors to Kreo Cave attractions with the path coefficient having a positive value of 0.22 with a significance value of $p = 0.01$ less than 0.05. Based on the results of this study, the first hypothesis, which is suspected of having a positive effect on the quality of tourism products on Revisit Intention, is proven to be influential and significant.

The results of this study are in line with Pahlevi research (2019) with the title: "Analysis of the Influence of Tourism Products & Promotion on Interest in Visiting Tourists in Dairi Regency" which states that products have a positive and significant effect on tourist interest in repeat visits in Dairi Regency. When a customer is satisfied by a product, the customer will show a desire to rely on that product. The customer will probably form a positive purchase intention on the product. Satisfying products will bring customers to try or reuse and continue to recommend the product to others, therefore the product is the most important element. There is a positive influence of the Quality of Tourism Products on Electronic Word-of-mouth. The results of this study indicate that the quality of tourism products has significant influence on electronic word-of-mouth with the path coefficient value having a positive value of 0.29 with a significance value of $p < 0.01$ which is less than 0.05. Based on the results of this study, the influence of Quality of Tourism Products on Electronic Word-of-mouth is proven to be influential and significant.

The results of this study are in line with Putranegara and Pradhanawati's research (2016) with the title: "The Influence of Tourism Products and Service Quality on Visiting Decisions through Electronic Word-of-mouth as Intervening Variables in Goa Pindul Yogyakarta Tourism Objects" which reveals that Tourism Products have a significant influence on electronic word-of-mouth visitors to the tourist attraction of Pindul Cave, Yogyakarta. This research shows that the better the Pindul Cave tourism product, the better the electronic word-of-mouth for visitors to the Pindul Cave tourist attraction in Yogyakarta. The third hypothesis is that there is a positive influence of Service Quality on Electronic Word-of-mouth. The results of this study indicate that there is a significant influence between the quality of service on electronic word-of-mouth with the path coefficient value having a positive value of 0.44 with a significance value of $p < 0.01$ which is less than 0.05. Based on the results of this study, the third hypothesis, namely that there is a positive influence of Service Quality on Electronic Word-of-mouth, is proven to be influential and significant.

The results of this study are in line with the research conducted by Sotiriadis and Zyl (2011), that there is a link between the dimensions of service quality to eWOM, and the reciprocal relationship of these variables. So that the higher the quality of service, the more consumers will increase in doing electronic word-of-mouth. There is a positive influence of Service Quality on Revisit Intention. The results of this study indicate that there is a significant influence between the quality of service on the intention to revisit visitors to the Kreo Cave tourism object with the path coefficient having a positive value of 0.24 with a significance value of $p < 0.01$ which is less than 0.05. Based on the results of this study, the fourth hypothesis about positive influence of Service Quality on Revisit Intention is proven to be influential and significant.

The results of this study are in line with Widjianto's research (2019) with the title: "The Influence of Attractiveness, Tourism Image, & Service Quality on Tourists' Revisit Intention at the Ketep Pass Tourism Object" service quality has a significant effect on tourists' Revisit Intention. The better the service quality of the Ketep Pass tourism object, the higher the interest in visiting again by tourists. There is a positive effect of Electronic Word-of-mouth on Revisit Intention. The results of this study indicate that there is a significant influence between electronic word-of-mouth on Revisit Intention with the path coefficient value having a positive value of 0.21 with a significance value of $p = 0.02$ which is less than 0.05. Based on the results of this study, the fifth hypothesis, namely that there is a positive influence of Electronic Word-of-mouth on Revisit Intention, is proven to be influential and significant.

The results of this study are in line with the research of Sari and Pangestuti (2018) with the title: "Effect of Electronic Word-of-mouth (e-WOM) on Visiting Interests and Visiting Decisions on Coban Rais Tourism BKPJ Pujon" which states that e-WOM has an influence on interest in visiting tourists positively and significantly, which means that information search is the first thing tourists do before make a visit and as a reference for tourists. There is a positive influence between the Quality of Tourism Products and Revisit Intention through Electronic Word-of-mouth. The results of this study indicate that there is a significant influence between the quality of tourism products on the Revisit Intention through electronic word-of-mouth with the path coefficient having a positive value of 0.145 with a significance value of $P = 0.018$. Based on the results of this study, the sixth hypothesis, namely that there is a positive influence of the quality of tourism products on the Revisit Intention through the Electronic Word-of-mouth, is proven to be influential and significant.

The variable contribution to the indirect effect has a partial mediating effect if the VAF value is between 20% -80%. The contribution of Electronic Word-of-mouth to the indirect effect between the variable Quality of Tourism Products on Revisit Intention according to the VAF calculation results shows that Electronic Word-of-mouth is included in the category of partial mediating variables. This can be seen in the VAF value of 0.402 or 40.2%. The conclusion is that the Electronic Word – of -

mouth variable is not the only mediating variable that influences the relationship between Quality of Tourism Products and Revisit Intention. Thus, the quality of tourism products & Electronic Word-of-mouth influences the intention of visiting tourists again. This is supported the research by Yuti, et al (2020) which found that attractiveness as an element of the quality of tourism products and e-WOM has a significant positive effect on tourists' intention to revisit Carocok Painan Beach. Attraction to tourist destinations is very important because it can provide a positive experience for tourist visitors so that it can make an impression or subconsciously these visitors will give good reviews on internet media. On the other hand, with good experience and some positive reviews related to the tourist destination, it will indirectly affect the intention of visiting a tourist again. Satisfying products will bring customers to try or reuse and continue by recommending the product to others, therefore the product or the appeal and the e-WOM that occurs is the most important element.

There is a positive influence of Service Quality on Revisit Intention through Electronic Word-of-mouth. The results of this study indicate that there is a significant influence between service quality and Revisit Intention through electronic word-of-mouth with the path coefficient having a positive value of 0.225 with a significance value of $P < 0.001$. Based on the results of this study, the seventh hypothesis, namely that there is a positive influence of Service Quality on Revisit Intention through Electronic Word-of-mouth, is proven to be influential and significant. The variable contribution to the indirect effect has a partial mediating effect if the VAF value is between 20% -80%. The contribution of Electronic Word-of-mouth to the indirect effect between the variables of Service Quality on Revisit Intention according to the VAF calculation results shows that Electronic Word-of-mouth is included in the category of partial mediating variables. This can be seen in the VAF value of 0.458 or 45.8%. The conclusion is that the Electronic Word-of-mouth variable is not the only mediating variable that influences the relationship between Service Quality and Revisit Intention. This is also supported by the results of Putranegara and Pradhanawati's research (2016) with the title "The Influence of Tourism Products and Service Quality on Visiting Decisions" for visitors to the Goa Pindul Yogyakarta tourist attraction. The results of this study indicate that the electronic word-of-mouth variable is a mediating (intervening) variable in the influence of service quality on visiting decisions. The electronic word-of-mouth variable is proven to be a mediating (intervening) variable with a Z value of 1.9884 greater than the t table of 1.9845, and a p value of 0.0468 which is smaller than 0.05 with partial mediation.

5. CONCLUSION

There is a positive and significant influence between the quality of tourism products on the Revisit Intention. These results indicate that the better the level of quality of tourism products owned by the Kreo Cave tourism object, the more it will encourage visitor interest to visit again. There is a positive and significant influence between the quality of tourism products on electronic word-of-mouth. The better the level of quality of tourism products owned by the Kreo Cave tourism object, the better the reviews that will be written by tourist visitors after visiting the Kreo Cave tourism object. There is a positive and significant influence between service quality and electronic word-of-mouth. The better the level of service quality provided by the manager of the Kreo Cave tourism object to tourist visitors, the better the tourist visitor reviews will be on social media. There is a positive and significant effect of service quality on revisit intention. The better the level of service quality provided by the manager of the Kreo Cave tourism object to tourist visitors, the more it will increase the interest in visiting tourist visitors to the Kreo Cave object. There is a positive and significant effect of electronic word-of-mouth on revisit intention. The better and more updated information related to the Kreo Cave tourism object on social media, the more it will increase the interest in revisiting tourist visitors to the Kreo Cave object. There is a positive and significant indirect effect of the quality of tourism products on revisit intention, through electronic word-of-mouth as an intervening variable, meaning that electronic word-of-mouth can influence the relationship between the two. So that if the level of quality of tourism products provided by the Kreo Cave tourist attraction is getting better, it will further encourage the interest of these visitors to visit again. There is a positive and significant indirect effect between service quality on Revisit Intention, through electronic word-of-mouth as an intervening variable, meaning that electronic word-of-mouth can have an influence on the relationship between the two. So that if the level of service quality provided by the manager of the Kreo Cave tourist attraction is getting better, it will further encourage the interest of tourist visitors to visit again.

RECOMMENDATIONS

Based on the recapitulation of respondents' perceptions, the indicator for the number of Tourism Products available at the Kreo Cave Tourism Object has the lowest average value. In this case, what needs to be improved is the addition of various types of tourism vehicles and the care and maintenance of existing tourism products. The officer's attention to tourist visitors has the lowest average value. In this case, the researcher can suggest to the manager of the Kreo Cave tourism object in Semarang City that the attention of officers still needs to be increased again because there are still many who lack attention to their tourist visitors, an example of what officers can pay attention to is the supervision of tourist visitors when interacting with monkeys where you have to be more careful, especially for visitors who bring lots of personal onions which are very prone to being stolen by wild monkeys at the Kreo Cave tourist attraction. There are many Comments/reviews about the Kreo Cave tourism object in Semarang City through social media have the lowest average value. Therefore, the advice is by activating the social media account for Kreo Cave tourism objects for information facilities as well as a forum for tourist visitors to discuss or just write suggestions from a tourist perspective regarding the management of Kreo Cave tourism objects to improve so that it is better. The intention to revisit if there is an invitation from an institution or organization has the lowest average value, considering that the Kreo Cave tourist attraction has a location that is quite wide enough so that researchers can suggest to the management of Kreo Cave to hold events that attract visitors more often, such as facilitating outbound arenas for institutional events, school activities, office gatherings, and other events.

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AUTHOR'S CONTRIBUTIONS

The author discussed the results and contributed to from the start to final manuscript.

CONFLICT OF INTEREST

The author declare that he has no competing interests.

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