



Impact of Marketing Mix and Destination Image on Revisit Intention: Mediation by E-WOM and Tourist Satisfaction through TikTok

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ABSTRACT

This research investigates how the Marketing Mix and Destination Image impact Revisit Intention at Shelter Galunggung, mediated by eWOM (electronic Word of Mouth) and Customer Satisfaction. Data from 385 respondents were gathered via a Google Form questionnaire and analyzed using descriptive statistics such as mean, median, mode, percentile, decile, and quartile. The study employs a combined descriptive and causal analysis approach to elucidate the interrelationships among variables and their effects on research outcomes. Utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS), the research addresses the complex relationships and non-normal data distributions typical in survey-based studies. Shelter Galunggung, situated in the wilderness beneath Indonesia's Mount Galunggung, is renowned for its natural ambiance, depicted in its iconic logo that highlights the unique environment and appeal to visitors. By employing an objective and quantifiable approach, this study aims to provide a precise understanding of the factors influencing Revisit Intention in the tourism industry, specifically at Shelter Galunggung. The anticipated findings are poised to contribute significant insights into the drivers behind customers' decisions to revisit destinations. This research holds potential to offer actionable recommendations for marketers and business owners within the tourism sector, facilitating strategic improvements in customer satisfaction and retention strategies.

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1. INTRODUCTION

The lifestyle of the Indonesian people is certainly supported by the growth of local and even international brand cafes spread across various cities or regions in Indonesia. The development of this community's lifestyle has now undergone a change. The reason is, people do not only consume coffee in cafes to quench their thirst, but lately people like to visit cafes as an activity such as for example to socialize with colleagues, as a form of entertainment (theconversation.com, 2020).

The development of technology and social media also influences people's consumption patterns towards cafes. According to research by Smith et al. (2022), millennials and Z generations tend to seek unique experiences and share them through digital platforms, thus creating opportunities for cafes to develop marketing strategies that focus on visual and social aspects. According to Prasetio, A., et al. (2022) The

business world is now migrating to the digital realm, with social media as the center of marketing activities, with social media, businesses can build a positive brand image and increase sales effectively. Tiktok is one of the most popular social media platforms worldwide. Based on the results of the We Are Social survey in 2023, Tiktok is the fourth most widely used social media platform in Indonesia after Telegram. In the survey, Tiktok in Indonesia reached 70.8% of the population. The high use of Tiktok can also be seen from the many businesses, including Cafes, that use this platform as a means of promotion and interaction with customers. In the ever-growing digital era, Tiktok is one of the effective marketing tools to expand market reach and increase customer loyalty.

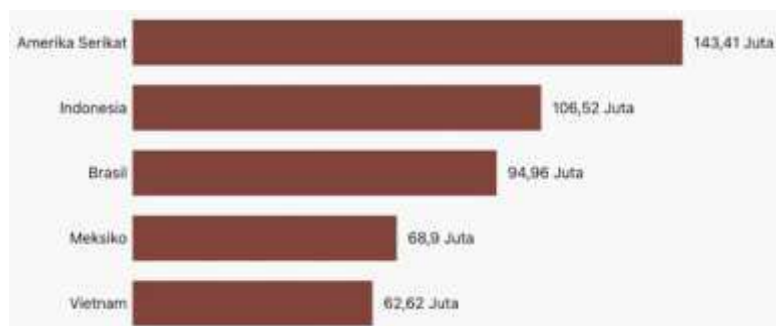


Figure 1 . The largest tiktok users in the world 2023

As of October 2023, there were around 106.52 million TikTok users in Indonesia. This figure shows how popular the short video-based social media platform is among Indonesian people of all ages and backgrounds. This phenomenon reflects a global trend where TikTok has become one of the most popular applications used for entertainment, creativity, and communication. With that number of users, Indonesia is ranked as the country with the second largest number of TikTok users in the world.

Table 1 Growth of Cafés in Tasikmalaya 2019-2022

Year	Amount
2019	66
2020	330
2021	330
2022	355

The number of Cafes in Tasikmalaya continues to increase from year to year. It can be seen that a significant increase occurred especially in the period 2019 to 2020, indicating a high interest in running a business in the Cafe sector, especially in Tasikmalaya City.

There are reviews from visitors who share recommendations through recommendation content on TikTok. Reviews shared by visitors through TikTok can create effective electronic word-of-mouth (eWOM), Various studies have shown a positive relationship between E-WOM and revisit intention. One example is the study by Damayanti et al. (2017) which found that positive E-WOM significantly increases tourists' revisit intention towards tourist destinations. Another study, namely Akroush et al. (2016), found that positive E-WOM from social media influences tourists' revisit intention by mediating their perceptions of destination image. According to (Damayanti et al., 2017), Tourists are more likely to trust information from others, especially those who have direct experience with the product or service. According to (Akroush et al., 2016) online reviews from other tourists are considered more authentic and reliable compared to information from the management of the tourist attraction.

According to (Hsu et al., 2018), online reviews are often more relevant to consumer needs and interests compared to information from companies or tourist attraction managers. In addition, online reviews are usually more detailed and specific, so consumers can find information that matches what they are looking for. According to (Mariani & Borghi, 2016), online reviews are easily accessible and available at any time, so consumers can easily read them before making a decision to visit a place. This makes it easier for tourists to find information and consider options.

Literature Review

Destination Image

According to Fakeye and Crompton (1991), the image of a tourist destination is a psychological view and individual perception of a tourist destination. This destination image is formed from various factors, ranging from security, culture, to the natural environment of the location. Image can be seen from an affective (feeling) and cognitive (knowledge) perspective. The affective perspective refers to the general feelings of tourists, while the cognitive perspective refers to their information and beliefs about the tourist destination (Jamaludin et al., 2012). A study by Hultman et al. (2015) concluded that the character of a tourist destination influences the promotional behavior of tourists. Souiden et al. (2017) further supports the idea that destination image plays a role as a precursor in forming attitudes towards a tourist destination. Based on empirical evidence from these authors, it can be concluded that destination image is a driving factor in tourist behavior after the tour (post-tour behavior).

H1: Destination Image has a positive and significant effect on Happiness Tourist Satisfaction.

Marketing Mix

The key element in designing a social marketing program is the complete marketing mix (4P) (Andreasen, 2002; French & Blair-Stevens, 2006). The implementation of this marketing mix is more effective than a simple promotional campaign (1P) (Lahtinen, Dietrich, & Rundle-Thiele, 2020). Integrated marketing communications (IMC) uses social platforms and e-WOM as powerful tools to interact with users, build new customers, and influence consumer choices (Wolny & Mueller 2013). Based on the above view, e-WOM can be understood as the most powerful media that influences consumer purchasing decisions. Meanwhile, the marketing mix is an input for e-WOM as part of a transformation process involving interested consumers. The emergence of the internet has expanded the concept to the online realm known as the electronic word.

H2. Marketing Mix has a positive and significant effect on E-WOM.

Revisit Intention

Penelitian Ryu et al. (2007) menunjukkan bahwa citra positif dari sebuah penyedia layanan (misalnya: hotel, restoran, objek wisata) meningkatkan keinginan pelanggan untuk menggunakan layanannya kembali. Selain itu, niat untuk berkunjung kembali juga dipengaruhi oleh evaluasi pengalaman sebelumnya, adanya atraksi baru, dan alat promosi yang digunakan (Aziz et al., 2012). Loyalitas wisatawan melibatkan pembelian berulang, sikap positif, komitmen jangka panjang, keinginan untuk tetap terhubung, dan niat untuk menyebarkan informasi positif kepada orang lain (Artuger et al., 2013). Basiya and Rozak in Irawan (2017) define revisit intention as a person's mental state that reflects a plan to take some action within a certain period of time. This definition is not only about plans, but also about readiness to act. Revisit intention is assumed to be a direct response to behavior, in this case, postpurchase behavior.

Revisit intention indicates the tendency or plan of tourists to return to a location they have visited before (Cole & Scott, 2004). Service providers (such as hotels, restaurants, tourist attractions) need to pay attention to tourists' revisit intention because the cost of attracting new customers is higher than retaining existing customers (Um et al., 2006). The implementation of a comprehensive marketing mix has the potential to persuade customers to make repeat purchases (Mannan et al., 2019; Lahtinen et al.,

2020). Previous studies have shown that the determinants of tourists' revisit intention include satisfaction, service behavior, perceived value, and alternative attractions (Petrick et al., 2001; Um et al., 2006). Tourist satisfaction with previous experiences at a tourist location will increase their intention to return. Good service behavior, such as staff friendliness and speed of service, will also increase revisit intention.

H3: Destination Image has a positive and significant effect on Revisit Intention. H4: Marketing Mix has a positive and significant effect on Revisit Intention.

Happiness Tourist Satisfaction

E-WOM (electronic Word-of-Mouth) telah didokumentasikan sebagai salah satu dampak perilaku pasca-kunjungan wisatawan. Mengingat kepentingannya yang semakin meningkat untuk mempertahankan pelanggan, maka niat eWOM perlu dievaluasi secara mendalam. Penelitian sebelumnya lebih banyak berfokus pada niat kunjungan kembali dan loyalitas wisatawan, sementara eWOM positif kurang mendapat perhatian (Jalilvand et al., 2017). Citra destinasi dan kepuasan wisatawan adalah pendahulu bagi beberapa dampak perilaku termasuk niat eWOM positif (Chen dan Law, 2016). Thøgersen et al. (2009) menunjukkan bahwa ketidakpuasan berkorelasi positif dengan niat eWOM negatif. Meskipun eWOM telah mendapat perhatian dalam literatur penelitian, hanya sedikit penelitian yang dipublikasikan tentang faktor-faktor yang memengaruhi niat eWOM (Yang, 2017). **H5: Happiness Tourist Satisfaction has a positive and significant effect on E-WOM.**

e-WOM

Electronic Word-of-Mouth (eWOM) intention has been documented as one of the impacts of tourists' post-visit behavior. Given its increasing importance for customer retention, eWOM intention needs to be evaluated in depth. Previous studies have focused more on revisit intention and tourist loyalty, while positive eWOM has received less attention (Jalilvand et al., 2017). Electronic Word-of-Mouth (eWOM) intention has been documented as one of the impacts of tourists' post-visit behavior. Given its increasing importance for customer retention, eWOM intention needs to be evaluated in depth. Previous studies have focused more on revisit intention and tourist loyalty, while positive eWOM has received less attention (Jalilvand et al., 2017). Analisis eWOM sebagai mediator masih sangat terbatas. Meskipun demikian, beberapa temuan penelitian menunjukkan kesamaan. Penelitian Fachrurazi et al. (2022) menemukan bahwa eWOM menjadi mediator dalam hubungan antara pengaruh merek dan pembelian ulang. Hal ini menunjukkan eWOM berkontribusi terhadap pengaruh merek. Temuan lain menunjukkan bahwa niat eWOM positif dan komitmen merek bertindak sebagai mediator dalam hubungan antara kepuasan dan niat pembelian (Jain, Dixit, & Shukla, 2022).

H6: E-WOM has a positive and significant effect on Revisit Intention.

H7: Happiness Tourist Satisfaction and e-WOM mediate the effect of Destination Image on Revisit Intention.

H8: E-WOM mediates the effect of Marketing Mix on Revisit Intention.

Method

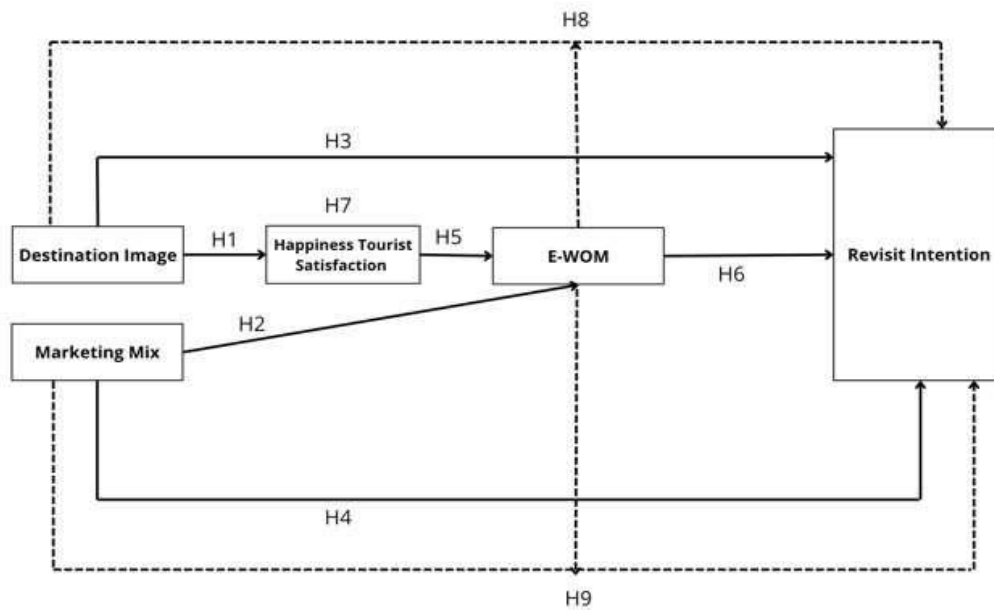


Figure 2 Model Research

This study uses quantitative methods to explore causal relationships. Data were collected from 385 TikTok user respondents aged 16 to 55 years and domiciled in Tasikmalaya. This study uses an ordinal scale with a Likert scale type, consisting of five options: strongly disagree, disagree, neutral, agree, and strongly agree. The formulation of the problem in this study discusses the influence of Marketing Mix,

Destination Image, Customer Satisfaction, and e-WOM on TikTok on the intention to revisit the Galunggung Shelter. This study is motivated by important factors in decision making, such as online recommendations and reviews.

The analysis was conducted to examine the influence of Marketing Mix and Destination Image on the intention to revisit mediated by e-WOM and Customer Satisfaction on TikTok. The researcher formulated variables that are in accordance with references from previous studies. The hypothesis in this study is formulated based on the predetermined research structure and will be tested using the selected measurement instrument, namely the Likert scale. The Likert scale is used to assess responses or responses from participants through questionnaires, which will be distributed to respondents with certain criteria. The collected data will be analyzed to gain insight into the characteristics of respondents, including active TikTok social media users who have visited and consumed products and services at the Galunggung Shelter. This study utilizes a statistical method called Partial Least Squares (PLS) to analyze the survey data. PLS is a type of structural equation modeling known as variance-based SEM (VB-SEM). The data was processed using SmartPLS 4.0 software. The definitions and measurements of the variables used in the study were based on previous research.

Table 2. Latent Variable

Variable & Reference	Item
Marketing Mix (MX) (Lahtinen, Dietrich, & Rundle-Thiele, 2020); (Lim, 2021)	2
Destination Image (DI) (Beerli and Martin, 2004)	2
(e) (Bambauer-Sach & Mangold, 2011)	2
Satisfaction (S)(Tjiptono, 2007); (Hong et al., 2006)	2
Revisit Intention (RI) (Petrick, 2004)	2



Results and Discussion

Table 3. Indicates Based on the respondent characteristics data presented, the majority of respondents in this study were male, namely 201 people or 52.2%, while female respondents numbered 184 people or 47.8%. In terms of age, the 17-30 age group dominates with 229 people (59.5%), followed by the 31-40 age group with 110 people (28.6%). Only 7.5% of respondents were under 17 years old, and the age group over 40 years had a smaller representation, each at 3.4% for ages 41-50 years and 1% for ages over 50 years.

In terms of employment, the majority of respondents were students with 112 people (29.1%), followed by government employees with 104 people (27%) and private employees with 93 people (24.2%). Meanwhile, 19% of respondents are self-employed, and only 0.8% are included in the other job category. In terms of income, the distribution of respondents is quite even, with 29.1% having income below IDR 2,000,000, 24.2% having income between IDR 2,000,000 to IDR 4,000,000, and 27% in the income range of IDR 5,000,000 to IDR 7,000,000. A total of 12.2% of respondents have income between IDR 8,000,000 to IDR 10,000,000, while only 6.8% earn more than IDR 10,000,000.

Table 3 Respondent Characteristics

Respondents' Characteristics			
Gender	Male	201	52,2%
	Female	184	47,8%
Age	<17 years old	74	7,5%
	17-30 years old	229	59,5%
	31-40 years old	110	28,6%
	41-50 years old	13	3,4%
	>50 years old	4	1%
	Student	112	29,1%
Occupation	Employee	93	24,2%
	Government employees	104	27%
Category		Frequency	Percentage
Income	Entrepreneur	73	19%
	Others	3	0,8%
	< Rp 2.000.000	80	29,1%
	Rp 2.000.000- Rp 4.000.000	137	24,2%
	Rp 5.000.000 - Rp 7.000.000	128	27%
	Rp 8.000.000 - Rp 10.000.000	24	12,2%
	>Rp 10.000.000	26	6,8%

Table 4 shows the results of the convergent validity test using factor loadings. All indicators of the latent variables have values above 0.5, indicating a strong relationship between the measured variables and their corresponding factors, thus confirming the validity of the test (Bougie & Sekaran, 2010).

Table 4. Loading Factor

	DI	E	S	MX	RI
DI1	0,919	0,269	0,519	0,305	0,533
DI2	0,910	0,419	0,468	0,315	0,528
E1	0,332	0,929	0,469	0,400	0,527
E2	0,361	0,921	0,437	0,372	0,508
S1	0,469	0,447	0,907	0,363	0,508
S2	0,515	0,447	0,917	0,395	0,581
MX1	0,301	0,400	0,372	0,922	0,503
MX2	0,324	0,372	0,395	0,923	0,528
RI1	0,520	0,492	0,497	0,500	0,914
RI2	0,546	0,535	0,599	0,525	0,924

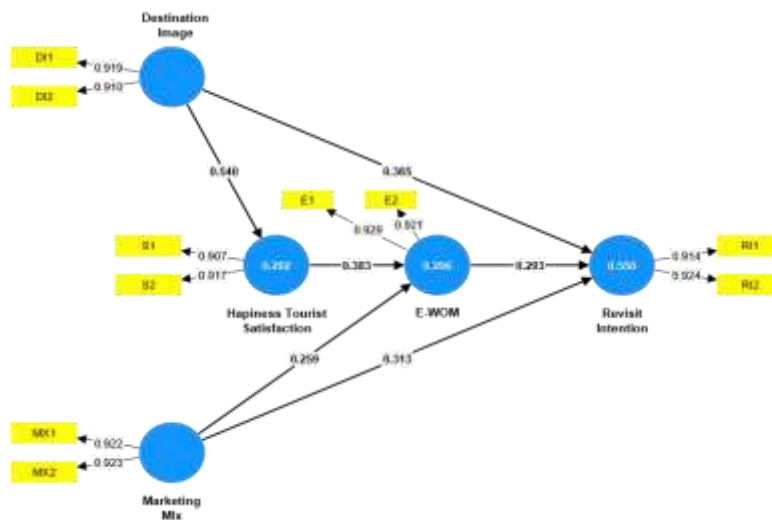


Figure 3 Research Model

The reliability of the measurement instrument is supported by the Cronbach's Alpha and composite reliability values presented in Table 5, both of which are greater than the 0.60 threshold (Ghozali, 2021).

Table 5. Reliability Test

	Cronbach's Alpha	Composite Reliability
Destination Image	0,805	0,806
E-WOM	0,831	0,832
Happiness Tourist Satisfaction	0,797	0,799
Marketing Mix	0,826	0,826
Revisit Intention	0,815	0,817

Table 6 The coefficient of determination (R-Square) is used to measure the proportion of variance of the dependent variable that can be explained by the independent variable in a regression model (Abdillah & Jogiyanto, 2015). Hair et al. (2021) stated that R-Square can also be interpreted as the predictive power of the model. The R-Square value ranges from 0 to 1. The higher the R-Square value, the better the model's ability to predict the value of the dependent variable.



Table 6 R-Square

	R Square	R Square Adj
E-WOM	0,296	0,292
Happiness	Tourist 0,292	0,290
Satisfaction		
Revisit Intention	0,550	0,547

Based on Table 7, it can be seen that the Saturated Model value in SRMR is below 0.08, so the model has a good fit. In addition, based on the NFI value of 0.652 which is included in the marginal fit because it has a value below 0.90. This shows that the outer model and inner model in this study are classified as strong for prediction.

Table 7 Estimated Model

Parameter	Saturated Model	Estimated Model
SRMR	0,056	0,096
Chi-Square	695,101	624,029
NFI	0,652	0,688

Convergent validity, assessed through AVE in Table 8, confirms the reliability of the measurement model. All constructs demonstrate AVE values greater than 0.5, supporting the accurate measurement of the latent variables (Abdillah, Willy, & Jogiyanto, 2015).

Table 8 Average Variance Index

Variable	Average Variance Index (AVE)
DI	0.836
E	0.855
S	0.831
MX	0.852
RI	0.844

All hypotheses were supported by the analysis presented in Table 9. The significance levels for all hypotheses were less than 0.05, indicating strong relationships between the variables as per Sahir (2021).

Table 9 Hypothesis

Hypothesis	Struktur Path	Original Sample (O)	T Statistics	P Values	Result
H1	DI -> S	0,540	10,331	0,000	Supported
H2	MX -> E	0,259	4,713	0,000	Supported
H3	DI -> RI	0,365	7,933	0,000	Supported
H4	MX -> RI	0,313	6,618	0,000	Supported
H5	S -> E	0,383	6,820	0,000	Supported
H6	E -> RI	0,293	6,379	0,000	Supported
H7	DI -> S -> E -> RI	0,060	4,189	0,000	Supported
H8	MX -> E -> RI	0,076	3,697	0,000	Supported

Table 9 The results of the hypothesis test analysis in this study indicate that all hypotheses proposed are supported by the data. The first hypothesis (H1) which tests the effect of the DI variable on S shows a significant effect with an Original Sample (O) value of 0.540, T Statistics

10.331, and P Value 0.000. This indicates that DI has a strong effect on S. The second hypothesis (H2), which tests the effect of MX on E, is also supported with an O value of 0.259, T Statistics 4.713, and P Value 0.000, indicating that MX has a significant effect on E.

Furthermore, the third (H3) and fourth (H4) hypotheses which test the direct effect of DI and MX on RI are supported with O values of 0.365 and 0.313, respectively, and T Statistics of 7.933 and 6.618, respectively, with a P Value of 0.000. This indicates that both DI and MX have a significant effect on RI. The fifth hypothesis (H5) which tests the influence of S on E is also supported by an O value of 0.383, T Statistics 6.820, and P Value 0.000, indicating that S significantly influences E.

In addition, the influence of the E variable on RI is also significant, with an O value of 0.293, T Statistics 6.379, and P Value 0.000. This supports the hypothesis that E influences RI. The test of the mediation effect through the DI \rightarrow S \rightarrow E \rightarrow RI path shows an O value of 0.060, T Statistics 4.189, and P Value 0.000, indicating that this mediation path is significant. Likewise, the mediation path MX \rightarrow E \rightarrow RI is also significant with an O value of 0.076, T Statistics 3.697, and P Value 0.000. Overall, these results indicate that all hypotheses tested in this study are supported by the data, both through direct and mediational influences, providing strong empirical support for the theoretical model used.

The results of the hypothesis test analysis in this study indicate that all hypotheses proposed are supported by the data. The first hypothesis (H1) which tests the effect of the DI variable on S shows a significant effect with an Original Sample (O) value of 0.540, T Statistics 10.331, and P Value 0.000. This indicates that DI has a strong effect on S. The second hypothesis (H2), which tests the effect of MX on E, is also supported with an O value of 0.259, T Statistics 4.713, and P Value 0.000, indicating that MX has a significant effect on E.

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Overall, these results indicate that all hypotheses tested in this study are supported by the data, both through direct and mediational influences, providing strong empirical support for the theoretical model.

Conclusions and Recommendations

Galunggung Tasikmalaya Shelter Management needs to focus on offering competitive prices, maintaining cleanliness and comfort, and conducting regular promotions to improve a positive image and attract more visitors. In addition, it is important to develop an effective marketing strategy, including involving visitors in creating promotional content and using influencers on social media such as TikTok. These efforts, along with proactive monitoring and responding to online reviews, will help build a positive reputation, improve visitor experience, and encourage repeat visits. In addition, the elements of the marketing mix (product, price, place, and promotion) must consistently support positive visitor experiences. An effective e-WOM strategy by motivating satisfied visitors to share their positive experiences on TikTok and other social media platforms needs to be developed. The atmosphere of the place must be continuously maintained and improved by paying attention to small details that can



increase visitor comfort and satisfaction. Conducting regular surveys to get direct feedback from visitors regarding the atmosphere of the place and areas that need improvement is also important.

Further research could examine the specific effects of each marketing mix element on revisit intention. Further research could also explore how destination image elements such as cleanliness, friendliness, and amenities affect satisfaction and e-WOM. Further research could examine the interaction between marketing mix elements on e-WOM and their contribution to revisit intention. Further research could also examine the aspects of place atmosphere that have the most influence on satisfaction and revisit intention, such as interior design, lighting, and cleanliness. Finally, further research could examine the effects of different types of e-WOM content on TikTok, such as video reviews, challenges, or live streaming, on revisit intention.

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