



Interest in Revisiting Yogyakarta City Among Generation Z

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ABSTRACT

This research aims to examine the influence of E-WoM, quality of experience, and destination image on revisit intention through tourist satisfaction in the city of Yogyakarta. The data used in this research is primary data. This research is included in quantitative research with a purposive sampling technique. The population of this study was 203 tourists who had visited the city of Yogyakarta in Indonesia. This research uses SEM-PLS version 4.0. The results of this research show that the experience quality and destination image have a significant positive effect on tourist satisfaction and revisit intention. Then the experience quality and destination image also have a significant positive effect on revisit intention through tourist satisfaction. Meanwhile, E-WoM has an insignificant positive effect on tourist satisfaction and an insignificant negative effect on revisit intention. E-WoM also has a positive and insignificant effect on intention to revisit through tourist satisfaction.

INTRODUCTION

The tourism sector is one of the pillars of the Indonesian economy and a major contributor to foreign exchange in supporting a country's economic growth. The recovery of the tourism sector after the COVID-19 pandemic is a crucial step in reviving a sector that is vital to the Indonesian economy. In 2020 the number of foreign tourists entering Indonesia was only around 4.052 million people and this total was only around 25% of the number of tourists entering Indonesia in 2019 (Kemenparekraf, 2021). In March 2023, foreign tourist visits amounted to 809,959 visits, growing 470.37 percent compared to the same month last year amounted to 142,007 visits (Kemenparekraf, 2023). Even though there will be sharp growth in March 2023, it is necessary to carry out in-depth research into the existence of the tourism sector so as to increase tourist visits which can support the recovery of regional and national economic growth.

Tourism is one of the fastest growing economic sectors in Indonesia, including in the tourist city of Yogyakarta. GoodStats survey results show that Yogyakarta ranks first as the best tourist destination city in Indonesia (GoodStats, 2022). Yogyakarta has great tourism potential with its unique culture, art, history, and natural beauty for domestic and foreign tourists.

IDN Research Institute in collaboration with Populix in its report entitled "Indonesia Gen Z Report 2022" states that the majority of Gen Z accesses social media for more than three hours a day (IDN Media, 2022). Generation Z currently plays an important role in the tourism industry because they are a generation that actively uses technology and social media as a means to obtain information on tourist destinations. The Gen Z population dominates with around 74.93 million people, or 27.94% of the population (BPS, 2020). Therefore, it is important to understand the factors that will increase Generation Z's tourism visits in Yogyakarta and their intention to visit again in order to design marketing programs and tourism experiences that are more attractive to them.

E-WoM and destination image are said to be a factor that can influence visiting intentions (Harahap & Dwita, 2020). According to Mulyati & Gesitera (2020), E-WoM or online customer reviews are reviews given by customers who have made purchases or in this context have visited and this is related to information on evaluations about various aspects. Meanwhile, image is one of the factors that influence tourists' decisions when visiting a tourism destination and is a reflection of their expectations of the tourism destination (Mohamed et al., 2021).

According to research Libre et al., (2022), experience and satisfaction have a positive effect on return visit intentions. The quality of experience refers to a person's form of satisfaction when buying something that is tangible as an experience, whether an experience is good or bad can influence a person in making repurchase / revisit intention (Bintarti & Kurniawan, 2017). According to Kotler & Keller (2016) satisfaction refers to an assessment of the perceived performance of a product and its relation to expectations. Although eWOM, experience quality and destination image have been widely studied in the context of tourism, the role of tourist satisfaction as a mediator between these three factors on revisit intention still needs to be studied further.

LITERATURE REVIEW

Electronic Word of Mouth (E-WoM)

The rapid advancement of technology on the internet network allows for communication through online media called Electronic Word of Mouth / EWOM (Zufaldi et al., 2019). E-WoM is a positive or negative statement made by potential customers, actual customers and former customers in the digital realm and in which there is a process of exchanging information about a particular

product or service. According to (Goyette et al., 2010) E-WoM indicators consist of intensity, content, positive valence, and negative valence.

Quality of Experience

Quality of experience is a consumer's assessment of the overall experience of consuming a particular product or service, and experience is not just getting what tourists want, but also includes all tourism activities and actions that are part of the business process (Helmyzan & Roostika, 2022). The indicators that will be used by researchers are peace of mind, involvement, recognition, quality of the physical environment, quality of results, and quality of access (Otto & Brent Ritchie, 1996; Wu, Cheng, et al., 2018).

Destination Image

The image will be formed within a certain period of time, because the image is an accumulation of perceptions of objects, what is thought, known, and experienced goes into a person's memory (Harahap & Dwita, 2020). Destination image is an individual's perception of a destination that will determine tourist behavior. According to (Widayati et al., 2020) destination image indicators consist of affective images, cognitive images, unique images, and price images.

Tourist Satisfaction

According to Kotler and Keller (2018), satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the performance of a product against their expectations or expectations. Tourist satisfaction is a measure of how tourism products and services can meet or exceed tourist expectations. According to Han et al. (2011), indicators of tourist satisfaction are feelings of pleasure, feelings of doing the right thing, and feelings of satisfaction.

Revisit Intention

Revisit intention can be explained by the Theory of Planned Behaviour (TPB), as a person's intention to return to a place or do an activity again (Ajzen & Fishbein, 1980). Based on this theory, revisit intention is a consumer attitude that comes from the overall experience of consuming or using a product or service that triggers the customer's desire to come back. According to Nursyamsiah & Setiawan (2023), the indicator of intention to revisit consists of the intention to return.

Generation Z

Generation Z, often called digital natives, is the first generation to grow up surrounded by digital communication (Reinikainen et al., 2020). Generation Z is the latest generation born between 1995 and the early 2010s (Priporas et al., 2017). Generation Z is the largest generation, making up approximately 32% of

the global population (Miller & Lu, 2018). Generation Z plays an important role in focusing marketing strategies because they represent a sizable percentage of the population and are expected to have a significant impact on the economy, one of which is through the tourism sector.

Effect of E-WoM on Tourist Satisfaction

Information from E-WoM can help visitors to be satisfied in making decisions based on real views from other users. The results of research by Arasli et al., (2021), Nugraha & Dharmawan Wiguna (2021), Ahlunnazak & Abror (2019) show that eWOM has a significant positive effect on tourist satisfaction.

H1: E-WoM has a significant positive effect on tourist satisfaction

The effect of experience quality on tourist satisfaction

The quality of the experience has a major impact on the level of consumer satisfaction. Wu, Li, et al. (2018) argue that satisfaction results from the value of experience (emotional value and functional value). Previous research conducted by Martalia (2022), Rajput & Gahfoor (2020), and Kusumawati & Rahayu (2020) shows a significant positive influence between experience quality and tourist satisfaction.

H2: Experience quality has a significant positive effect on tourist satisfaction

Effect of destination image on traveler satisfaction

Travelers' positive image of their destination before, during, and after the visit will provide a satisfying experience during the visit. Previous research conducted by Nguyen Phuc & Bui Thanh (2022), Abbasi et al., (2021), Li et al., (2021) shows that destination image has a significant positive effect on tourist satisfaction.

H3: Destination image has a significant positive effect on tourist satisfaction

The effect of eWOM on revisit intention

E-WOM displays reviews and ratings on tourist attractions so that it has an impact on purchasing decisions or visiting decisions at tourist attractions. The results of research by Sharipudin et al., (2023), Cahyaningrum & Hartini (2023), Azhar et al., (2022) show that E-WoM has a significant positive and significant effect on revisit intentions.

H4: E-WoM has a significant positive effect on revisit intention

The effect of experience quality on return visit intention

Consumers form attitudes towards service providers based on the quality of the experience they get (Rajput & Gahfoor, 2020). This attitude can be in the form of likes or dislikes towards services including easy access to visiting, transportation at the destination, entertainment, hospitality, and service

satisfaction which can affect the intention to visit again. The results of research by Kaunang et al., (2022), Atmari & Putri (2021), and Ugwuanyi et al., (2021) show that the quality of experience has an influence on the intention to visit again.

H5: Quality of experience affects return visit intention

The effect of destination image on return visit intention

A positive destination image will be a competitive advantage for tourist attractions in distinguishing them from others so that it can influence the intention to visit again. The results of research by Kaunang et al., (2022), Azhar et al., (2022), (Lu et al., 2020) state that destination image has a significant positive effect relationship with revisit intentions.

H6: Destination image has a significant positive effect on revisit intention

The effect of tourist satisfaction on return visit intention

According to Kotler, et al. (2017), consumers who are satisfied with the product or service or place that has been provided will make consumers have a high commitment so that they are willing to repurchase or revisit. The results of research by Nursyamsiah and Setiawan (2023), Abbasi et al., (2021), and Lee et al., (2020), state that tourist satisfaction has a significant positive relationship with revisit intentions.

H:7 Tourist satisfaction has a significant positive effect on revisit intention

Tourist satisfaction mediates the effect of eWOM on revisit intentions

Travelers who have visited a destination still see E-WoM to get information updates. Revisiting a tourist destination can only be achieved through satisfied tourists. The experience of satisfying tourists results in the intention to revisit a particular destination (Sharma & Nayak, 2018). The results of research by Cahyaningrum & Hartini, (2023), Ginting et al., (2023), and Kalam et al., (2022) state that EWOM has a significant positive effect on revisit intention through tourist satisfaction as a mediating variable.

H8: E-WoM has a significant positive effect on revisit intention through tourist satisfaction

Tourist satisfaction mediates the effect of experience quality on return visit intentions

The positive experience gained will increase tourist satisfaction, thus providing encouragement for tourists to visit again. This is reinforced by research by Martalia (2022), Libre et al., (2022), and Rajput & Gahfoor (2020) showing that experience quality has a significant positive effect on revisit intention through tourist satisfaction as a mediating variable.

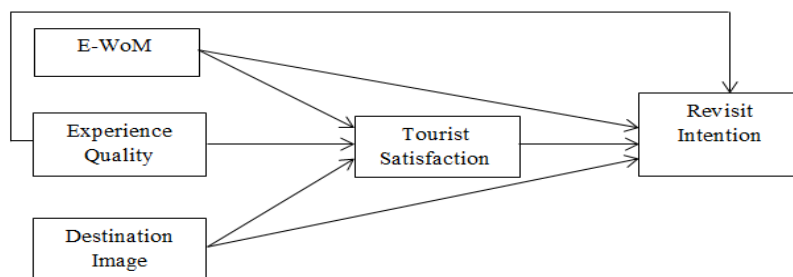
H9: Experience quality has a significant positive effect on revisit intention through tourist satisfaction.

Tourist satisfaction mediates the effect of destination image on revisit intention

A good destination image will increase tourist satisfaction so that it provides encouragement for tourists to visit again. Previous research by Abbasi et al. (2021), Kanwel et al. (2019), and Mujihestia et al. (2018) shows that destination image has a significant positive effect on revisit intention through tourist satisfaction.

H10: Destination image has a significant positive effect on revisit intention through tourist satisfaction

Figure 1. Conceptual Framework

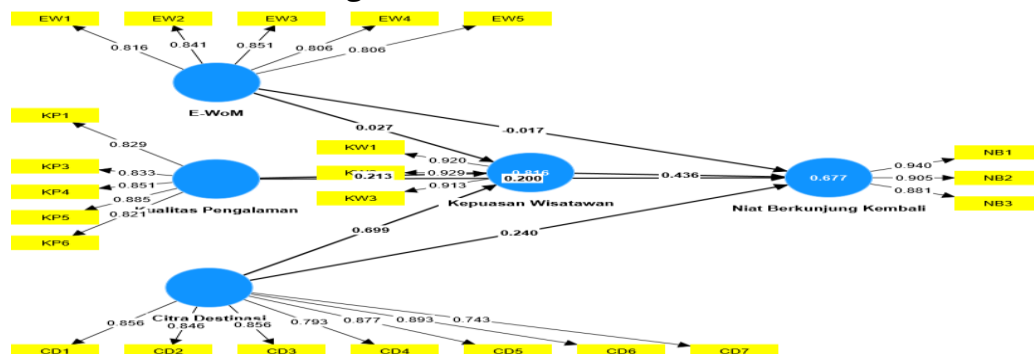


METHODS

This research is a descriptive study analyzed with a quantitative approach. This research was conducted on tourists who have visited Yogyakarta City and was conducted in July - September 2023. The method of determining the sample in this study using purposive sampling technique with the following criteria: a) Respondents have visited Yogyakarta City. b) Respondents are generation Z with an age range of 13 to 28 years. c) Respondents reside in the territory of Indonesia. This study used a sample of 203 samples. Data collection method through online questionnaire with google form using 'Likert Scale'. The data analysis method uses Structural Equation Model-Partial Least Square (SEM-PLS) version 4.0.

RESULTS

Figure 2. Structural Model



Source: Primary Data, Processed in 2023

Validity Test

Table 1. Validity Test Results

Item Indikator	Validitas Konvergen		Validitas Diskriminan	Status
	Loading Factor	AVE	Cross Loading	
EW1	0.816	0.679	0.816	Valid
EW2	0.841		0.841	Valid
EW3	0.851		0.851	Valid
EW4	0.806		0.806	Valid
EW5	0.806		0.806	Valid
EQ1	0.829	0.712	0.831	Valid
EQ3	0.833		0.838	Valid
EQ4	0.851		0.851	Valid
EQ5	0.885		0.884	Valid
EQ6	0.821		0.815	Valid
DI1	0.856	0.704	0.856	Valid
DI2	0.846		0.846	Valid
DI3	0.856		0.856	Valid
DI4	0.793		0.793	Valid
DI5	0.877		0.877	Valid
DI6	0.893		0.893	Valid
DI7	0.743		0.743	Valid
TS1	0.920	0.848	0.920	Valid
TS2	0.929		0.929	Valid
TS3	0.913		0.913	Valid
RI1	0.940	0.827	0.940	Valid
RI2	0.906		0.905	Valid
RI3	0.881		0.881	Valid

Source: Primary Data, Processed 2023

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability (rho_a)	Status
E-WoM	0.882	0.885	<i>Reliable</i>
Quality of Experience	0.899	0.904	<i>Reliable</i>
Destination Image	0.929	0.932	<i>Reliable</i>
Traveler Satisfaction	0.910	0.911	<i>Reliable</i>
Intention to Revisit	0.895	0.898	<i>Reliable</i>

Source: Primary Data, Processed 2023

Goodness Of Fit

Table 3. R Square Test Results

Variabel	R Square
Traveler Satisfaction	0.816
Return Visit Intention	0.677

Source: Primary Data, Processed 2023

According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. Based on table 3 above, it can be seen that the R-Square of the tourist satisfaction variable is 0.816. This means that tourist satisfaction has a strong influence, that tourist satisfaction can be explained by E-WoM, quality of experience, and destination image by 81.6%. The R-Square of revisit intention variable is 0.677. This means that the intention to visit again has an influence in the strong category, that the revisit intention can be explained by E-WoM, quality of experience and destination image by 67.7%.

Direct Effect

Table 4. Direct Effect Hypothesis Test Results

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (O/STDEV)	P values	Keterangan
E-WoM -> Tourist Satisfaction	0.027	0.030	0.049	0.546	0.293	Not Significant
E-WoM -> Revisit Intention	-0.017	-0.020	0.068	0.249	0.402	Not Significant
Quality of Experience ->Tourist Satisfaction	0.213	0.214	0.078	2.746	0.003	Significant
Quality of Experience->Revisit Intention	0.200	0.198	0.091	2.199	0.014	Significant
Destination Image -> Tourist Satisfaction	0.699	0.694	0.070	9.965	0.000	Significant
Destination Image -> Revisit Intention	0.240	0.239	0.097	2.478	0.007	Significant
Tourist Satisfaction -> Revisit Intention	0.436	0.445	0.119	3.668	0.000	Significant

Source: Primary Data, Processed 2023

The path or inner model coefficient value shows the level of significance in hypothesis testing. The path coefficient score or inner model, indicated by the T-statistic value, must be above 1.96 for a two-tailed hypothesis and above 1.64 for a one-tailed hypothesis for hypothesis testing at an alpha of 5 percent (Hair et al., 2011). So it is known that the t-table value with a significance level of 5% or 0.05 in this study is 1.64. Hypothesis testing for each variable relationship is explained as follows:

The Effect of E-WoM, Experience Quality, and Destination Image on Tourist Satisfaction

Based on the results of the output table, the direct effect t statistics for the E-WoM variable on the tourist satisfaction variable is $0.546 < 1.64$ and the p value

is $0.293 > 0,050$. Based on these test results, H1 in the study is rejected. The results of the direct effect t statistics hypothesis test for the experience quality variable on the tourist satisfaction variable are $2.746 > 1.64$ and at a p value of $0.003 < 0.050$. Based on these test results, H2 in the study is accepted. The results of the direct effect t statistics hypothesis test for the destination image variable on the tourist satisfaction variable are $9.965 > 1.64$ and at a p value of $0.000 < 0.050$. Based on the test results, H3 in the study is accepted.

The Effect of E-WoM, Experience Quality, Destination Image, and Tourist Satisfaction on Revisit Intention

Based on the results of the output table, the direct effect t statistics for the E-WoM variable on the revisit intention variable is $0.249 < 1.64$ and the p value is $0.402 > 0.050$. Based on the test results, H4 in the study is rejected. The results of the direct effect t statistics hypothesis test for the experience quality variable on the revisit intention variable are $2.199 > 1.64$ and at a p value of $0.014 < 0.050$. Based on these test results, H5 in the study is accepted. The results of the direct effect t statistics hypothesis test for the destination image variable on the revisit intention variable are $2.478 > 1.64$ and at a p value of $0.007 < 0.050$. Based on the test results, H6 in the study is accepted. The results of the direct effect t statistics hypothesis test for the tourist satisfaction variable on the revisit intention variable are $3.668 > 1.64$ and at a p value of $0.000 < 0.050$. Based on the test results, H7 in the study is accepted.

Indirect Effect

Table 5. Indirect Effect Hypothesis Test Results

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (O/STDEV)	P values	Keterangan
E-WoM -> Tourist Satisfaction -> Revisit Intention	0.012	0.014	0.023	0.503	0.308	Not Significant
Quality of Experience -> Tourist Satisfaction -> Revisit Intention	0.093	0.096	0.045	2.076	0.019	Significant
Destination Image -> Tourist Satisfaction -> Revisit Intention	0.305	0.308	0.085	3.604	0.000	Significant

Source: Primary Data, Processed 2023

The effect of E-WoM, experience quality, and destination image on Repeat Intention through Tourist Satisfaction Variables

Based on the results of the indirect effect t statistics output table for the E-WoM variable on the revisit intention variable through the tourist satisfaction

variable of $0.503 < 1.64$ and a p value of $0.308 > 0.050$. Based on these test results, H8 in the study is rejected. Then the output table results of the indirect effect t statistics hypothesis test results for the experience quality variable on the revisit intention variable through the tourist satisfaction variable amounted to $2.076 > 1.64$ and a p value of $0.019 < 0.050$. Based on the test results, H9 in the study is accepted. Furthermore, the results of the indirect effect t statistics output table for the destination image variable on the revisit intention variable through the tourist satisfaction variable amounted to $3.604 > 1.64$ and a p value of $0.000 < 0.050$. Based on the test results, H10 in the study is accepted.

DISCUSSION

E-WoM has a positive effect but not significant on tourist satisfaction, this happens because tourists do not rely on E-WoM to get satisfaction in traveling. A positive review from the previous year may not be relevant or accurate so tourists tend not to rely on E-WoM. Travel experience is also very subjective and personal. If one traveler considers the city of Yogyakarta to be a satisfying experience, it may not necessarily be the same for other travelers. E-WoM is not always able to accurately describe individual tendencies. The results of this study are supported by Valentina et al., (2023) and Lyu & Choi (2020), that E-WoM has not played a good role in consumer satisfaction.

Experience quality has a significant positive effect on tourist satisfaction, this is because Yogyakarta is an attractive destination among other tourist destinations in Indonesia, ranging from culture, nature, culinary, hospitality of local residents, service quality, safety, and cleanliness, all of which play an important role in shaping the overall tourist experience in Yogyakarta. Kim (2014) states that positive and negative experiences will be remembered and will provide both positive and negative memories. These memories will affect tourist satisfaction. The results of this study are also supported by the research of Martalia (2022), Rajput & Gahfoor (2020), Kusumawati & Rahayu (2020).

Destination image has a significant positive effect on tourist satisfaction. Destination image is a person's assessment of how a tourist attraction looks based on visiting experiences stored in memory (Abdul Ghofur & Supriyono, 2021). A positive image of Yogyakarta can create high expectations in the minds of tourists before they actually arrive at the destination. The positive image is in accordance with the experience they feel so that this can increase satisfaction because their expectations are met. The results of this study are supported by Nguyen Phuc & Bui Thanh (2022), Abbasi et al., (2021), Li et al., (2021).

E-WoM has an insignificant negative effect on revisit intention. This is because tourists prefer to rely on their own personal experience to visit a place again. In addition, the success of e-WoM also depends heavily on the credibility of the source. Too much information will also cause confusion, discomfort, or

even hinder them in processing information, giving a negative impression when making decisions (Matute et al., 2016). The results of this study are supported by research conducted by Batoteng et al., (2023) and Dölek & Aydin (2020) that E-WoM does not have a positive effect on revisit intention.

Experience quality has a significant positive effect on revisit intention to Yogyakarta City. This is in line with the opinion of Khayru (2021) which states that the element of pleasure and the existence of a positive experience will cause them to repeat similar behavior. Visiting Yogyakarta provides a positive experience quality so that it can meet or even exceed tourist expectations during the first visit. This creates an intention to revisit and explore the destination. The results of this study are supported by research conducted by Kaunang et al., (2022), Atmari & Putri (2021), and Ugwuanyi et al., (2021).

Destination image has a significant positive effect on revisit intention to Yogyakarta. A good destination image of Jogja as a tourist destination with various cultural, natural and historical attractions can increase the attractiveness of the destination. Tourists who have a positive perception will be more likely to want to return to explore more attractions that they have not visited before. This is in line with the opinion of Cham et al. (2020) that destinations have a good image that will help attract tourists, increase visits and spending. The results of this study are supported by research conducted by Kaunang et al., (2022), Azhar et al., (2022), (Lu et al., 2020).

Tourist satisfaction has a significant positive effect on revisit intention to Yogyakarta. When tourists are satisfied, it will create an urge to want to repeat the same experience or even try more and return to the destination. This is in line with the opinion of Abbasi et al., (2021) that revisit intention is an evaluation made of the travel experience or perceived value and overall satisfaction that influences future behavior in considering the desire to return to the same destination. The results of the study are supported by research conducted by Nursyamsiah and Setiawan (2023), Abbasi et al., (2021), and Lee et al., (2020). E-WoM has a positive effect but not significant on revisit intention through tourist satisfaction. This can happen even though there are positive reviews on social media or websites, if a tourist has a bad personal experience during his first visit to Jogja, then E-WoM does not have a big influence on his intention to return. Even if the traveler had a positive experience in Jogja before, it is possible that they want to explore a new destination that interests them more than returning to the same place.

Experience quality has a significant positive effect on revisit intention through tourist satisfaction. Yogyakarta has unique attractions that cannot be found elsewhere, such as cultural wealth, historical sites, delicious culinary delights, or natural beauty that make tourists satisfied and want to repeat the experience. The experience felt by a person will be used as learning material to form a new perception of a brand and encourage return visit intentions (Wardani et al.,

2023). The results of this study are supported by research conducted by Martalia (2022), Libre et al., (2022), and Rajput & Gahfoor (2020). Destination image has a significant positive effect on revisit intention through tourist satisfaction. A positive image of Jogja as an attractive and attractive tourism destination will provide an initial impetus for tourists to visit the city. Destination image serves as a means for tourist satisfaction, increasing the number of visitors, and minimizing uncertainty. The results of this study are supported by research conducted by Abbasi et al. (2021), Kanwel et al. (2019), and Mujihestia et al. (2018).

CONCLUSION

1. E-WoM has a positive and insignificant effect on tourist satisfaction
2. Experience quality has a significant positive effect on tourist satisfaction
3. Destination image has a significant positive effect on tourist satisfaction
4. E-WoM has an insignificant negative effect on revisit intention
5. Experience quality has a significant positive effect on revisit intention
6. Destination image has a significant positive effect on revisit intention
7. Tourist satisfaction has a significant positive effect on revisit intention
8. E-WoM has a positive but not significant effect on intention to revisit through tourist satisfaction
9. Experience quality has a significant positive effect on revisit intention through tourist satisfaction
10. Destination image has a significant positive effect on revisit intention through tourist satisfaction

LIMITATION

Experience quality variables, destination image, and tourist satisfaction have a significant influence on the variable intention to visit Yogyakarta again so that business people, especially in the tourism sector, need to pay attention to this variable. Suggestions for further researchers need further research not only in one tourist destination, but in several tourist destinations in order to compare the results between one destination and another.

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