

## **The Impact of E-WOM, Accessibility, and Attractiveness on Revisit Intention to Wediombo Beach Yogyakarta: The Mediating Role of Tourist Experience**

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### **Abstract**

The aim of this research is to examine the influence of electronic word-of-mouth, accessibility, and attractiveness on the intention to revisit Wediombo Beach, as influenced by the tourist experience. This research uses an explanatory quantitative approach with data collected from a survey of 120 respondents who have visited Wediombo Beach. Path analysis, utilizing the SmartPLS program and the Sobel test to measure mediation variables, serves as the analysis technique. Hypothesis testing reveals that electronic word of mouth and attractiveness have a positive and significant influence on revisit intention, with the tourist experience acting as a mediator. The tourist experience also mediates the significant impact of accessibility, despite its negative value, on revisit intention. In regulating the impact of electronic word of mouth, accessibility, and attractiveness on revisit intention, the tourist experience serves as a partial mediating factor. Furthermore, researchers can suggest managerial implications for the Special Region of Yogyakarta Tourism Office and related tourism managers to improve the accessibility factor, which can start with making clear directions and improving the road quality to Wediombo Beach.

**Keywords:** Accessibility; Attractiveness; E-WOM; Revisit Intention; Tourist Experience

### **A. INTRODUCTION**

Tourism is one of the leading economic sectors because of its significant impact on foreign exchange (Rahma, 2020). The tourism sector also has a major contribution to the social field, tourism activities have a big role in absorbing job vacancies through various kinds of business opportunities that are directly or indirectly related to tourism (Meuraxa et al., 2023). Well-developed tourism activities can also reduce unemployment and increase the level of the production sectors that contribute to regional income (Aji et al., 2018). The Special Region of Yogyakarta is one of the provinces rich in various potential tourist destinations and has unique offerings to tourists, ranging from natural tourism and cultural tourism to tourist villages (Suhartapa & Sulistyo, 2021). These various forms of tourist destinations are considered capable of bringing growth in the number of tourist visits to the Special Region of Yogyakarta, especially after the COVID-19 pandemic. The Special Region of Yogyakarta Tourism Office noted that in 2021, there was an increase in tourist visits by 132%, whereas in 2019, the Special Region of Yogyakarta experienced a 72% decrease in the number of tourist visits. However, the number of tourist visits in 2021 still could not exceed those in 2017-2019 (Dinas Pariwisata DI Yogyakarta, 2021).

One of the most popular tourist destinations in Yogyakarta is marine tourism. The south coast of the Special Region of Yogyakarta region has its charm for tourists even though its location is quite far from the city center. Tourist destinations must have a solid uniqueness to attract tourists to visit (Nurchomariyah & Liliyan, 2023). One of the beaches that has unique and high tourist attraction value is Wediombo Beach in Gunung Kidul Regency. Unfortunately, this beach is relatively unknown to tourists compared to other beaches on the south coast of Yogyakarta (Nugraha et al., 2023). Wediombo Beach offers various tourist attractions, ranging from white sand, unique coral clusters, and exotic waves to the beach's shape resembling a bay (Dimiyati, 2020). In addition, the beach also supports various activities such as fishing, snorkeling, and surfing.

Furthermore, Wediombo Beach is also listed as Gunung Sewu UNESCO World Nature Reserve, which is part of the Global Geoparks Networks (Arifin, 2017).

Tourist destinations with high attractiveness and uniqueness will be visited by more tourists (Zaenuri, 2012), where the charm of tourist destinations is the foremost driving force that can attract visitors (Basiya & Rozak, 2012). The choice of tourist destination attraction is a tourism product attribute often used as a reference by tourists in determining the quality of tourism. The attributes obtained are used to measure tourist attractions based on the principle of tourism activities, which are something to see, something to do, and something to buy (Silvandi & Mandalia, 2021). Furthermore, previous research found that tourist attractions have a positive and significant impact on tourist revisit interest (Kawatu et al., 2020; Murdani & Martha, 2023), but previous research also found that tourist attractions do not affect visiting decisions (Nurchomariyah & Liliyan, 2023) or even tourist revisit interest (Nursoliah & Sigit, 2023).

Apart from attractiveness, accessibility is also one of the dominant factors in tourism management that encourages tourists to visit, including making revisit intentions (Hidayat et al., 2017). Accessibility is essential to supporting tourism development because it relates to cross-sectoral development (Silvandi & Mandalia, 2021). The accessibility of tourist destinations can be measured from several elements, such as distance, travel time, travel costs, land use intensity, and tourist income (Sefaji et al., 2018). Furthermore, previous research shows that tourist destinations with good accessibility tend to be more attractive to tourists and can ultimately lead to increased visitation and satisfaction (Guiver & Stanford, 2014; Ramyar & Halim, 2020). However, some previous studies have also found that accessibility does not affect visit intention or revisit intention (Al Gazzally et al., 2023; Ramadhani et al., 2021).

Both the attractiveness and accessibility of each tourist destination can be popularized through the role of Electronic Word of Mouth (E-WOM). All forms of information related to the beach can be communicated widely with the help of the Internet. E-WOM is a form of informal contact between consumers who discuss a specific product or service (Paisri et al., 2022). In this era of the internet and social media, E-WOM plays an important role because of its ability to increase exposure and reduce marketing costs (Andriputra et al., 2021). The correct measurement to see the success of E-WOM is by looking at the quality, quantity, and senders' expertise elements of various forms of E-WOM circulating on the internet (Lin et al., 2013). Furthermore, previous studies have found that E-WOM has a significant impact on tourist revisit intention (Salah et al., 2023), but previous research has also found that E-WOM does not affect revisit intention (Delvi & Saroyini, 2023).

Revisit intention can be understood as the desire a person has to revisit the same destination a second time (Atmari & Putri, 2021). One of the determinants of revisit intention is the tourist experience, where an experience is a form of consumer experience, a complex interaction between consumers' subjective responses and product features (Mittal et al., 2022). In contrast, in the principle of revisit intention, the plan to visit again and the desire to return exist in tourists (Prayag & Ryan, 2012). Furthermore, in looking at revisit interest, the concept of interest in general can be used, where this can be measured through four dimensions of interest: transactional, preferential, referential, and exploratory (Ferdinand, 2014). Previous research found that revisit intention can be influenced by tourist experience (Chang et al., 2014). On the other hand, previous research also found that experience does not influence interest in revisiting (Djuang et al., 2023).

The tourist experience is essentially relative because each person will feel it differently and cannot be completely the same. A memorable tourist experience is a complex thing that consists of various dimensions but has characteristics that can generally be associated with unique,

memorable, and personal experiences (Bigne et al., 2020). Even so, differences in tourist experience can be a midpoint or mediation for tourists to determine whether they intend to visit again or not. Furthermore, tourist experience can be measured through four dimensions of quality of travel experience: hedonics, peace of mind, involvement, and recognition (Chen & Chen, 2010). The tourist experience is something that tourist destination managers must appropriately manage to realize a quality tourist experience, where creating a tourist experience is not only a matter of providing many product features but also an excellent delivery (Lim et al., 2021)

This research aims to analyze the factors that may impact tourists' revisit intention to Wediombo Beach Yogyakarta. The variables to be tested and analyzed in this research are E-WOM, accessibility, attractiveness, tourist experience, and revisit intention. The novelty in this research arises from the research model that uses tourist experience as a mediating variable. Based on the above description, the three main hypotheses built in this research are: (1) there is an impact of E-WOM on revisit intention mediated by tourist experience (2) there is an impact of accessibility on revisit intention mediated by tourist experience, and (3) there is an impact of attractiveness revisit intention mediated by tourist experience.

## **B. RESEARCH METHOD**

This research uses an explanatory quantitative method that aims to find the causal relationship between variables and provide a basic analysis based on statistical calculations (Kriyantono, 2009). The analysis technique used in this research is path analysis using the SmartPLS program. PLS, or Partial Least Squares, is an adaptable approach for data analysis, which can be enhanced further through different adaptations or adjustments aimed at specific data types. This approach pertains to a particular category of models fundamentally distinct from traditional regression models commonly used in data analysis (Wold et al., 2001). Primary data in this research was collected through a survey with random sampling techniques from 120 respondents who have visited Wediombo Beach. The determination of this sample size was carried out with the assumption that the exact number of visitors to Wediombo Beach was not known, and in multivariate PLS-SEM research such as this, the sample size was considered sufficient because it was more than ten times the number of informative indicators in a variable construct in the model (Hair et al., 2017). Respondents were also categorized by sex, age, occupation, and income to get a much more straightforward explanation of the phenomena. Furthermore, the researchers used a Likert scale, namely: (1) strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, and (5) strongly agree for the variable measurement scale.

## **C. RESULTS AND DISCUSSIONS**

### **Respondent Data**

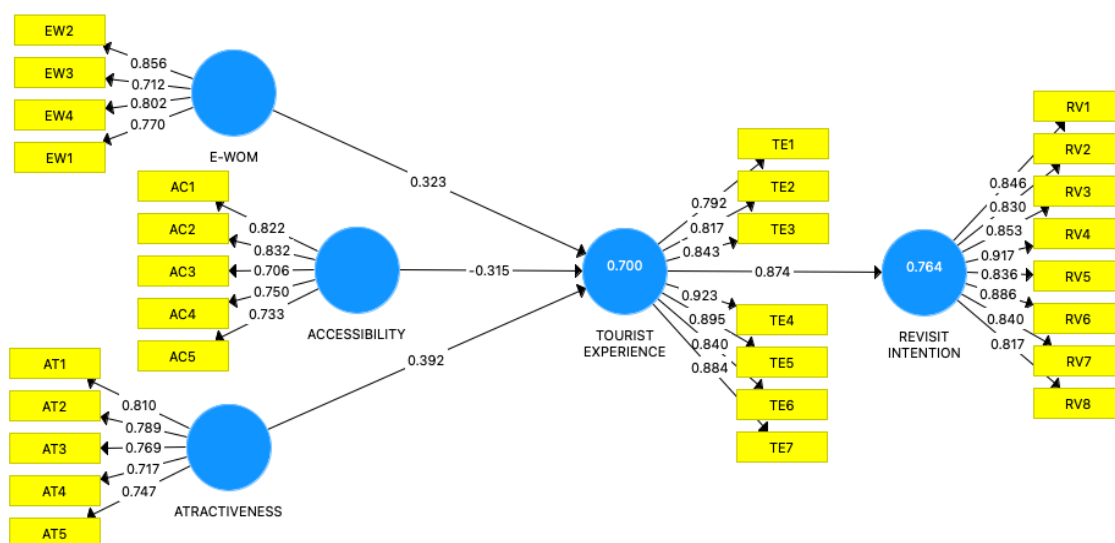
Based on descriptive statistics in table 1, it can be concluded that most respondents are male, and most are aged 17-22 years or fall into the middle and late adolescence category (Khamidah & Sofiyanti, 2023). Meanwhile, based on their occupation, most respondents are students, and it happens mainly because most of the visitors to tourist attractions in Yogyakarta are students who are in the middle of their studies and education in the city of Yogyakarta itself, given that the city of Yogyakarta has the nickname student city (Yu & Setiyaningrum, 2019). Furthermore, if we look at the number of respondents' visits to Wediombo Beach, most respondents have visited at least once, even though some claimed to have visited more than three times.

**Table 1. Respondent Data**

| Attribute                          | Category                      | Percentage |
|------------------------------------|-------------------------------|------------|
| Sex                                | Male                          | 61.7%      |
|                                    | Female                        | 38.3%      |
| Age                                | < 17                          | 13.3%      |
|                                    | 17-22                         | 36.7%      |
|                                    | 23-28                         | 26.7%      |
|                                    | 29-34                         | 15.0%      |
|                                    | 35-40                         | 5.0%       |
|                                    | > 40                          | 3.3%       |
| Occupation                         | Students                      | 33.3%      |
|                                    | Private sector employee       | 21.7%      |
|                                    | Government sector employee    | 15.0%      |
|                                    | Self-employed                 | 8.3%       |
|                                    | Freelancer                    | 10.0%      |
|                                    | Other                         | 11.7%      |
| Income per month                   | < Rp. 1.500.000               | 21.7%      |
|                                    | Rp. 1.500.001 - Rp. 2.500.000 | 35.0%      |
|                                    | Rp. 2.500.001 - Rp. 3.500.000 | 23.3%      |
|                                    | Rp. 3.500.001 - Rp. 4.500.000 | 8.3%       |
|                                    | > Rp. 4.500.000               | 11.7%      |
| Number of Visits to Wediombo Beach | 1 Time                        | 48.3%      |
|                                    | 2 Times                       | 34.2%      |
|                                    | 3 Times                       | 12.5%      |
|                                    | > 3 Times                     | 5.0%       |

Source: Data analyzed by the researcher, 2023

### Outer Model: Validity and Reliability Test



**Figure 1. Outer Model PLS Algorithm**

Source: PLS processing, 2023

The validity test in data analysis techniques using the SmartPLS 3.0 program can be done by looking at the loading factor value and Average Variance Extract (AVE) on the outer model that has been tested using the PLS Algorithm. Data is considered valid if the loading factor value exceeds 0.70 and the AVE value exceeds 0.50 (Ghozali, 2008). The loading factor value of each indicator in this research has exceeded 0.70 after 2 invalid informative indicators were removed (figure 1), while the AVE value on the variables in this research has also exceeded 0.50 (table 2). Meanwhile, the reliability test can be done by looking at the Cronbach's Alpha value, which must be higher than 0.60 (Ghozali, 2008), where in this research, the Cronbach's Alpha value of each variable has exceeded 0.60 (table 2).

**Table 2. Validity and Reliability Test**

| Variable                | AVE   | Cronbach's Alpha |
|-------------------------|-------|------------------|
| E-WOM (EW)              | 0.619 | 0.794            |
| Accessibility (AC)      | 0.594 | 0.827            |
| Attractiveness (AT)     | 0.588 | 0.825            |
| Tourist Experience (TE) | 0.735 | 0.939            |
| Revisit Intention (RI)  | 0.729 | 0.947            |

Suouce: PLS Algorithm Output, 2023

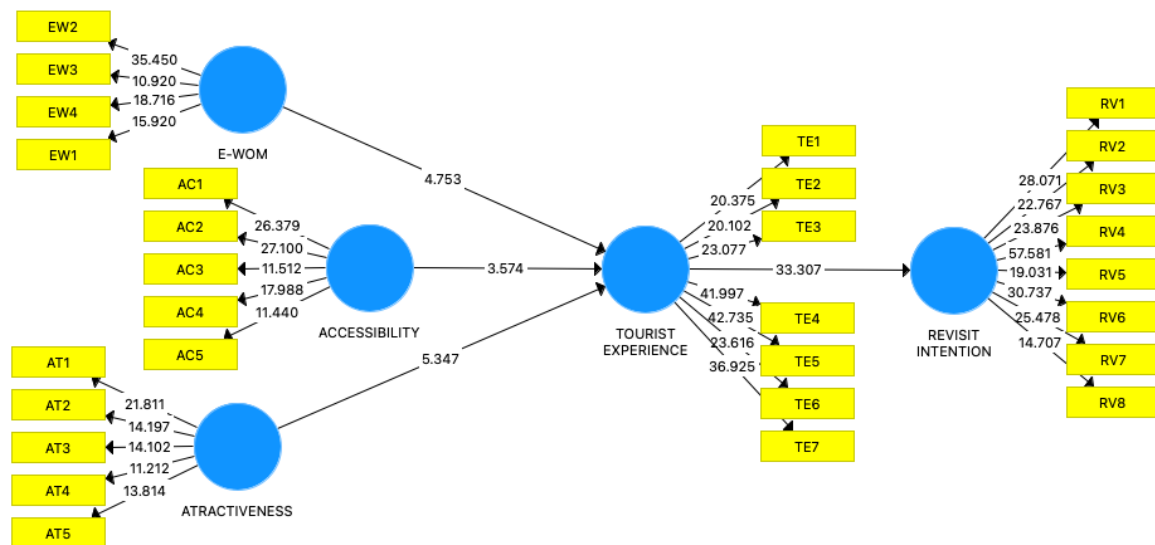
#### **Outer Model: Structural Model Test**

To evaluate the existing structural model, the R-square value is used to see the influence or predictability of the model. The rule of thumb used is 0.75, 0.50, and 0.25, indicating that the existing model is strong, medium, and weak (Hair et al., 2017). Based on the outer model test (Figure 1), the R-square value of revisit intention is 0.764 in other words, the model in this research is classified as strong, and together, the three independent variables and the existing mediation variables have a strong impact on tourists' revisit intention to Wediombo Beach by 76.4%. The results of the R-square calculation also show that the request to revisit Wediombo Beach is also influenced by other variables outside this research model, with the remaining percentage of 25.6%.

Meanwhile, if calculated separately by looking at the path coefficients, E-WOM has a positive relationship value of 0.323 or 32.3% to the tourist experience. Accessibility has a negative relationship value of -0.315 or 31.5% to the tourist experience. Attractiveness has a positive relationship value of 0.392 or 39.2% to the tourist experience. Furthermore, tourist experience as a mediating variable has a positive relationship value of 0.874 or 87.4% to the tourist revisit intention to Wediombo Beach. The existing path coefficient shows that most variables in the model have a positive relationship, except accessibility.

Based on the findings of the Structural Model Test mentioned above, it's evident that attractiveness exerts a more decisive influence than E-WOM and accessibility. The attractiveness factor of tourist destinations plays a significant role in shaping a positive tourist experience, fostering visitors' revisit intention to Wediombo Beach. However, tourist destinations with high attractiveness and uniqueness will be visited by more tourists (Zaenuri, 2012). An attractive destination offers unique and memorable experiences that leave a lasting impression on visitors. These experiences create positive memories and enhance their satisfaction with the trip, increasing their likelihood of revisiting. As with previous research which found that tourist attractions can generate revisit intention (Kawatu et al., 2020; Murdani & Martha, 2023).

## Inner Model: Hypothesis Testing



**Figure 2. Inner Model PLS Bootstrapping**  
Source: PLS processing, 2023

Hypothesis testing or inner model through SmartPLS can be done using calculations through the bootstrapping method (figure 2). This test is intended to minimize problems due to distributed data. In the PLS model, the sampling method allows data to be freely distributed and does not require normal distribution assumptions (Ghozali, 2008). The statistical test used is the t-statistic parameter significance test, where the t-statistic value must exceed the t-table value of 120 samples, which is 1.658.

**Table 3. Path Coefficients**

|                        | O      | M      | Std. Error | T-Statistic | P-Value |             |
|------------------------|--------|--------|------------|-------------|---------|-------------|
| <b>Direct Effect</b>   |        |        |            |             |         |             |
| EW → TE                | 0.323  | 0.335  | 0.068      | 4.753       | 0.000   | Significant |
| AC → TE                | -0.315 | -0.305 | 0.088      | 3.574       | 0.000   | Significant |
| AT → TE                | 0.392  | 0.390  | 0.073      | 5.347       | 0.000   | Significant |
| <b>Indirect Effect</b> |        |        |            |             |         |             |
| EW → TE → RI           | 0.283  | 0.294  | 0.059      | 4.759       | 0.000   | H1 Accepted |
| AC → TE → RI           | -0.275 | -0.268 | 0.081      | 3.415       | 0.001   | H2 Accepted |
| AT → TE → RI           | 0.342  | 0.342  | 0.063      | 5.419       | 0.000   | H3 Accepted |

Source: PLS Bootstrapping Output, 2023

Based on Table 3, all existing variables have a significant effect, where when viewed from the resulting t-statistic, it exceeds the t-table amount of more than 1.658 with a P-value or significance level of less than 5% or 0.050. The PLS bootstrapping results show that all hypotheses are accepted, including the mediation function (indirect effect) of the tourist experience variable in the model. These results also show that the model described is a good fit with the accepted hypothesis based on the t-statistic significance value test. Meanwhile, when looking at the nature

of the effect, almost all variables in this model have a positive effect except accessibility. This can be seen from the negative original sample (O) value of accessibility in Table 5.

Differences like this impact can occur because, in some cases, tourists consider that accessibility to some tourist attractions is still poor, but this does not discourage them from visiting these tourist destinations (Fitriani et al., 2021), including accessibility to Wediombo Beach. Most respondents considered that the tourist destination was too far from the city and the access was not easy, but this still made them intend to revisit Wediombo Beach. The interpretation of these hypothesis test results shows that E-WOM and attractiveness positively impact tourists' revisit interest through tourism experience. The more positive E-WOM and attractiveness, the more positive the tourism experience, and the greater the tourists' revisit interest. However, accessibility negatively impacts revisit interest mediated by tourism experience. Even though accessibility is negative, the tourist experience is still positive due to the impact of E-WOM and attractiveness variables in the model, which also affect revisit intention.

Furthermore, to determine the nature of existing mediating variables, the Sobel formula must be calculated. A full mediating variable occurs if the effect of the independent variable on the dependent variable becomes insignificant when controlled or controlled by the mediating variable, while the mediating variable is partial if the effect of the independent variable on the dependent variable is still significantly controlled or controlled by the mediating variable (Ghozali, 2019). The Sobel test calculation is done by entering the original sample and Std. The error between direct effect and indirect effect on the path coefficient of E-WOM variables, accessibility, and attractiveness controlled by tourist experience variables is entered into the Online Sobel Test Calculator at the address <http://quantpsy.org/sobel/sobel.html> (Preacher & Leonardelli, 2001).

**Table 4. Sobel Test Calculation**

| TE Control | Std. Error | T-Statistic | P-Value | Mediation Role    |
|------------|------------|-------------|---------|-------------------|
| EW → RI    | 0.027      | 3.375       | 0.000   | Partial Mediation |
| AC → RI    | 0.035      | 2.463       | 0.014   | Partial Mediation |
| AT → RI    | 0.035      | 3.818       | 0.000   | Partial Mediation |

Source: Sobel test calculator, 2023

When comparing the t-table value of 1.658 with the t-statistic in Table 4 and looking at the significance value of the existing Sobel test, it can be concluded that tourist experience acts as a partial mediation when controlling the relationship between E-WOM, accessibility, and attractiveness to tourist revisit interest. Although it was rated negatively by respondents based on accessibility factor, tourist experience exists as a variable that can mediate the emergence of revisit interest. Tourist experience is the experience of tourists during travel related to visiting, seeing, learning, and enjoying different lifestyles during travel (Chang et al., 2014). A memorable and enjoyable experience while traveling makes tourists ignore the existing accessibility factor, so they still intend to make a repeat visit.

Revisit intention is the intention of tourists to make repeat visits to certain tourist destinations (Sari & Najmudin, 2021). The concept of repeat visit interest is the same as the concept of repurchase in marketing communication, where when consumers feel suitable for a product, they will likely buy the product in the future (Schiffman & Kanuk, 2004). Understanding tourists' intentions is crucial for the tourism industry, as it helps businesses, destinations, and policymakers design effective marketing strategies, improve services, and create experiences that cater to tourists' needs and preferences. Tourist destination managers must appropriately manage the

tourist experience to realize a quality tourist experience so that tourists are willing to visit again in the future (Lim et al., 2021). Revisit intention can be understood as a form of tourist desire to visit a destination (Lin, 2014), wherein the principle of revisit intention, the plan to visit again and the desire to return really exists from their point of view (Prayag & Ryan, 2012).

#### D. CONCLUSION

The results and discussion of the research concluded that (1) there is an impact of E-WOM on revisit intention that is partially mediated by tourist experience, (2) there is an impact of accessibility on revisit intention that is partially mediated by tourist experience, and (3) there is an impact of attractiveness on revisit interest partially mediated by tourist experience. Based on the results of this research, the managerial implication that researchers can suggest for the Special Region of Yogyakarta Tourism Office and related tourism managers (BUMDES & POKDARWIS) is to improve accessibility to Wediombo Beach, considering this variable has a negative value based on respondents' perceptions. This accessibility improvement can start with making clear directions and improving the road quality to Wediombo Beach. Meanwhile, for further research, several things can be considered, including exploring other variables such as facilities, marketing mix, tourist satisfaction, or even individual character and identifying the function of these variables, whether as moderating variables, mediation, antecedents, or others.

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