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The Effect of Service Quality on Revisit Intention With sWord Of Mouth Mediation Variables and Tourist Satisfaction

Edna Raisa Naibaho¹ Oda Ignatius Besar Hariyanto²,

Email Of Correspondence : 1846021.edna@uib.edu, oda@uib.ac.id

^{1,2}Faculty of Business and Management, Universitas Internasional Batam, Batam, Indonesia

Abstract

Service quality plays an important role in influencing travel decisions and tourist intentions to visit the same destination, in the future. This study was conducted with the aim of analyzing and knowing how the influence of the service quality variable on the intention to revisit with the mediating variable word of mouth and visitor satisfaction. The dependent variable of this study is the intention to visit again. The independent variable of this research is service quality, the mediating variable of this research is word of mouth and visitor satisfaction. The research method used is quantitative in nature, on the grounds that research on the effect of quality on satisfaction, return intention and service requires data in numerical form to build hypotheses that are related to the phenomenon to be studied and exploration. The sample at the research site is one of the travel agents. in Jambi City, using 200 respondents, and testing data using SPSS. The results showed that the service quality variable had a significant positive relationship on visitor satisfaction. The service quality variable has a positive significant relationship on word of mouth, the visitor satisfaction variable has a positive significant relationship on word of mouth, the service quality variable has a positive significant relationship on the intention to return, the visitor satisfaction variable has a positive significant relationship on the intention to return, the word variable of mouth has a significant positive relationship on the revisit intention, the variable of visitor satisfaction is able to mediate the relationship between service quality and revisit intention.

Keywords: Revisit Intention, Word of Mouth, Quality of Service.

Introduction

The tourism industry sector plays an important role in the Indonesian economy, providing foreign exchange earnings, as well as increasing local revenue (PAD). The program launched by the government, namely Wonderful Indonesia, is expected to be able to attract tourist visits to Indonesia. The diversity of biological and non-biological natural resources that add to the uniqueness of Jambi City tourism is one of the destinations that not many tourists know about. Jambi City has a complete tourism industry sector. Development of infrastructure and supporting facilities such as restaurants, restaurants to tourist attractions. The development of the tourism industry is able to attract tourists, here are the data on the number of guests staying at the hotel The growth of tourist arrivals in Jambi City increases every year, however, the increase in overnight visits is not stable. It is proven that in 2018 the number of tourist visits was far below the average with 44,641 from local and foreign tourists. In 2019 the level of tourist visits who stayed back increased by 451,672, which was more than in previous years, but in 2020 there was a drastic decline due to the covid-19 pandemic. This is influenced by the

of tourist visits through the level of customer satisfaction, word of mouth and service quality. In this regard, the level of visits is very important in the tourism industry (Ayuningtiyas et al., 2014) and the intention to revisit is considered as one of the most important issues in contemporary marketing (H.-C. Wu et al., 2015). The problem from this encourages researchers to research about motivating visitors to revisit the destination (Ayuningtiyas et al., 2014). It is a common marketing point of view that it is more effective to attract repeat customers than to acquire new ones. However, there is little research on the relationship between the two, between travel satisfaction and post-trip intention to visit (Guntoro & Hui, 2013). Customer satisfaction is also influenced by perceptions of service quality (Y. H. Kim et al., 2015). In general, service quality is central to the broader concept of tourist satisfaction (Cantalops & Salvi, 2014). Based on this, the quality of service has a relative effect on tourist satisfaction with tourist destinations. Customer satisfaction is an interesting issue because word of mouth (WOM) retention is more important than attracting new customers (J. S. Lee et al., 2010). Furthermore, tourists will recommend friends, relatives, and everyone they know to come visit the destination (Ayuningtiyas et al., 2014). One of the factors evaluated is the tourist decision-making process based on WOM (Cantalops & Salvi, 2014). This is related to the informal communication of tourists who come to visit and then tell their experiences, either positive or negative, about the characteristics of a business or product obtained to other tourists who plan to buy it (Suki, 2013). Tourist destinations that are able to compete and provide good service quality are better able to increase word of mouth, positive satisfaction and re-stimulate customer intentions. Therefore, to examine the role of word of mouth and customer satisfaction in mediating the relationship between service quality and revisit intention

Literature Review

Revisit Intention

Intention to revisit is described as tourists visiting a destination repeatedly and tend to take word of mouth (WOM) actions and share positive recommendations with others (Som et al., 2012; Chin et al., 2018). Previous research (Qu et al., 2011; Stylidis et al., 2014; Sadat & Chang, 2016) suggested that the intention to revisit as a tourist satisfaction with the destination and plans to return to the same destination. In addition, service quality also plays an important role in influencing travel decisions and tourist intentions to visit the same destination in the future (Cohen et al., 2014; Isaac & Eid, 2018). On the other hand, recent research (Cui et al., 2019) also stated that the intention to revisit is a key element of tourist destination loyalty in shaping tourist satisfaction and attitudes, which means that tourists have a direct effect on tourist destination engagement.

Relationship Between Variables

The relationship between variables is a test of the related variables having a significant relationship or not, and knowing the resulting relationship is positive or negative. The relationship between these variables is formulated into a hypothesis. The following is a description of the effect of the relationship between variables related to this research:

Relationship between service quality and visitor satisfaction

Satisfaction is a direct response to consumption (Culiberg & Rojsek, 2010). Companies realize that retaining existing customers is more profitable than acquiring new customers to replace those they have lost (Boulter, 2013). As long as service quality is recognized as the basis for customer satisfaction, in order to obtain a high level of customer satisfaction, high service quality must be provided by service providers (Hussain et al., 2015). As research shows, only the customer can determine the quality and this happens when the goods or services are supplied by an organization and they exceed customer satisfaction (Mbise & Tuninga, 2013). Perceived service quality involves customers' perceptions of service quality based on a comparison of their desires or expectations and the actual service received (Ratanavaraha et al., 2016), and it is defined as the customer's evaluation of the overall superiority or service excellence (Liu & Lee, 2016). Service quality in the tourism industry is related to the ability of service

providers to meet the travel needs of tourists while providing excellent service standards (Suki, 2013). Given the intense competition in the tourism industry, simply satisfying customers is not enough.

Relationship between service quality and WOM

(Lai, 2014) assumes that the impact of service quality on behavioral intentions is indirectly influenced by perceived value. (Sun & Qu, 2011) stated that in the service marketing sector, the power of WOM is considered more important to seduce customers than in other industrial sectors. It is generally accepted that the customer's perception of service quality plays an important role in spreading positive words among other customers. (Awa et al., 2016) defines word-of-mouth as "a cost-free experience-based message about credibility and trustworthiness. Developers in terms of product delivery attributes are frequently communicated and shared informally among people/colleagues". Word of mouth usually refers to informal communication between private parties about the valuation of goods and services (Yang et al., 2012). Studies have identified several attributes of perceived value in monetary terms, the quality of service received, and what customers get for the price they pay (Liu & Lee, 2016). Research shows that dissatisfied customers will communicate to nine other people their bad experience (Hoffman, K. D., & Bateson, 2010). This negative word of mouth can be very detrimental and can affect the reputation and profitability of the company (Hussain et al., 2015).

Relationship between visitor satisfaction and WOM

If customers are satisfied with the products, employees, and comfort provided by a company, the WOM they convey to others will also be more positive. Pleasure and passion are two important dimensions of the customer movement, so it is likely that these emotions lead to satisfaction. Recent studies have also found that customer satisfaction leads to their sharing experiences with others (Zeqiri, 2011). Tourist satisfaction is the result of a comparison between the experience of tourists at the destinations visited and expectations about those destinations (Guntoro & Hui, 2013). Satisfaction is closely related to customer attitudes and intentions which are part of customer behavior (Jung & Seock, 2017) and directly influence positive customer behavioral intentions, such as repurchase and loyalty, as well as positive WOM interactions. In service encounters, customer emotions have been shown to influence customer satisfaction, loyalty, and future behavioral intentions (Mishra et al., 2016). customers are more likely to talk about their experiences than their possessions and get more value from doing so. Conversation like that will facilitate the reliving of the experience (Gilovich et al., 2015). Research on satisfaction has emphasized that emotional responses and cognitive judgments are needed to create satisfaction (Ha & Im, 2012). The researcher confirmed that customer emotions namely pleasure and arousal and cognition namely perception of the retail environment are strong antecedents of satisfaction. Customers who find the right service tend to engage in positive WOM communication, and positive WOM has been considered as a result of customer satisfaction in service recovery. Customer satisfaction has been studied as an adverse factor in customer WOM intentions (Jung & Seock, 2017). Therefore, it is important to understand whether customer emotions such as pleasure and arousal lead to the possibility of WOM (Mishra et al., 2016).

The effect of service quality on return visit intentions

Previous research stated that service quality variables at tourist destinations have a positive influence on revisit intentions. Service quality at tourist destinations is a dynamic condition that has a relationship with a product, service, human resources, process, and environment (Jansri et al., 2020; Timur, 2018). The quality of service is assessed in tandem with the provision of these public services (Hardiyansyah, 2011). The influence of service quality on the customer's intention to revisit and recommend tourist destinations to others, which in turn contributes to the company's success. Contrary to research results (Jansri et al., 2020), research results from (Oktariani & Syafriddin, 2019) ie negative is not significant. According to (Tjiptono & Chandra, 2015) This is because the quality of service is the main factor for the company, which involves the human resources involved, the level of service quality is assessed based on meeting the needs and desires of visitors and the accuracy of delivery of guarantees to be in line with visitor expectations.

Relationship of visitor satisfaction with revisit intention

One of the most important factors that influence the intention to revisit customers is satisfaction (S. I. Wu & Wu, 2014). Satisfaction is a determining factor in determining whether a customer intends to revisit a destination or repeat a purchase (Y. H. Kim et al., 2011). It is a central variable in customer behavior research, because of its strong impact on customer loyalty and intention to revisit a location (Y. H. Kim et al., 2015). Customer satisfaction represents a function of perceived product or service expectations and attributes. It is actually an emotional reaction that arises when the perceived performance of a product or service exceeds expectations (Marinkovic et al., 2014). Customer satisfaction and revisit intention are closely and positively related (Adekunle & Jones, 2018). Customers feel satisfied when their expectations are met, which leads to an increased likelihood of repurchasing the same product in the future (Adekunle & Jones, 2018). This means that with a higher level of satisfaction, the intention to revisit customers will also be greater. Satisfaction is a determining factor in determining whether a customer intends to revisit a destination or repeat a purchase. Satisfaction is a central variable in customer behavior studies because of its strong impact on customer loyalty and revisit intentions (Y. H. Kim et al., 2015)

WOM relationship with revisit intention

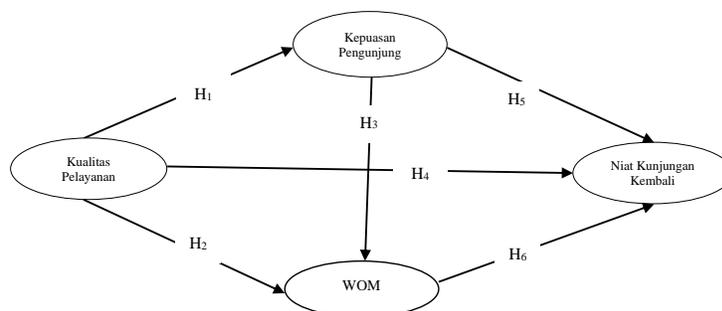
When customers share their positive experiences and impressions, WOM has a positive effect on revisit intentions (W. G. Kim et al., 2009). Travelers who are highly satisfied with the service will be more willing to recommend specific features of a destination to others revisiting this destination in the future. WOM in the form of praise is positively related to the intention to revisit tourist attractions in the future (Liu & Lee, 2016). Positive WOM from colleagues, friends and family will also increase the intention to revisit (Nikookar et al., 2014). Intention to engage in positive WOM, which can be powerful in generating new tourists, stems from an overall positive evaluation of a destination (Papadimitriou et al., 2015). Word of mouth promotion has been suggested to have a direct effect on revisit intentions, therefore, when customers are satisfied with the service experience (Cantallops & Salvi, 2014). A tourist who is very satisfied with the service will be willing to recommend specific features of the destination to others. WOM praise must be positively related to the intention to revisit the tourist site (Liu & Lee, 2016).

The role of WOM in mediating the effect of service quality on revisit intentions

Several studies have shown different results regarding the role of WOM in mediating the effect of service quality on revisit intentions. There are still research gaps that must be investigated further in order to determine the role of WOM in mediating the effect of service quality on revisit intentions. This study also recommends improving service quality in order to increase the positive influence of word of mouth on tourists' revisit intentions (Gholipour Soleimani & Einolahzadeh, 2018).

The role of visitor satisfaction in mediating the effect of service quality on revisit intention

Satisfaction with a visitor is able to mediate the influence between service quality and intention to revisit (Fernandes & Solimun, 2018). Based on a study that examines customer satisfaction in the tourism industry in Malaysia. Satisfaction was found to be a significant and positive mediator in the relationship between service quality and revisit intention (Osman & Ilham, 2013). Other studies have shown that satisfaction is significantly and positively able to mediate this relationship (Santouridis & Trivellas, 2010).



Framework

Based on the relationship between variables, the hypothesis is formulated as follows:

- H₁: Service quality has a significant positive effect on visitor satisfaction.
- H₂: Service quality has a significant positive effect on WOM.
- H₃: Visitor satisfaction has a significant positive effect on WOM.
- H₄: Service quality has a significant positive effect on return visit intentions.
- H₅: Visitor satisfaction has a significant positive effect on return visit intentions.
- H₆: WOM has a significant positive effect on return visit intentions.
- H₇: The effect of visitor satisfaction as a mediator of service quality and return visit intentions.
- H₈: Effect of visitor satisfaction as a mediator of service quality and return visit intentions

Research Methods

The design used is a comparative casual research design. Comparative casual design is a quantitative research using data in the form of numbers. This design is used for testing variables that have been tested and retested, to determine the effect of the two variables influencing each other or not (Sugiyono, 2012). It aims as a tool in analyzing the interrelated relationships between variables. The variables involved in this study are service quality variables, visitor satisfaction and WOM which are variables that will affect the variable level of revisit intention. This study plays a role in providing data on the level of intention to revisit a hotel or travel with an assessment through service quality, visitor satisfaction and WOM. Solving problems encountered during lectures with academic goals and can be useful for researchers who will research the same thing. Quantitative data obtained from distributing questionnaires using a Likert scale with five points or weights 1,2,3,4,5. The measured variable is used as a starting point in the form of a question or statement that needs to be answered by the respondent (Putra, 2016). The population in the study is the target in filling out the questionnaire data obtained from the research object. The population is tourists who reuse the services of Mariee Holiday Travel Agents in Jambi City which are distributed randomly, totaling 500 questionnaires.

Definition of Operational Variables and Their Measurement

Research conducted by Gede et al. (2020) there are 3 independent variables, and 1 dependent variable to be studied. As for service quality, visitor satisfaction, and WOM as independent variables which means variables that affect other variables, the intention to revisit when visiting travel agents as the dependent variable which means the variables are influenced by the independent variables. Definition of each variable used in this study (Gede et al., 2020), as follows:

1. Service quality is related to the value of perceptions of tourists, the value of tourist perceptions is an assessment of the advantages or disadvantages of tourists in offering a product or service.
2. Visitor satisfaction is defined as the extent to which users feel that the quality or performance of a product or service has met or exceeded their expectations. Satisfaction refers to the cognitive or affective evaluation of the product or service purchased and used.
3. Word of mouth (WOM) is a phenomenon of conversation from one individual to another or a chain of communication that spreads so quickly by word of mouth in a marketing context.
4. The intention of return visits is the possibility of tourists to repeat activities or revisit a destination in increasing the interest of tourists to return to visit tourist destinations.

The study used 29 questions with 4 questions being demographic questions and 25 questions being questions for each variable. The service quality variable is 13 questions, WOM is 4 questions, customer satisfaction is 4 questions and the intention of revisiting is 4 questions. Questions posed to service users were answered using a Likert scale calculation with a 5-point scale, ranging from 1 (very bad), 2 (bad), 3 (neutral), 4 (good) and 5 (very good).

Results and Discussion

Descriptive statistics

In a study to produce primary data that is being studied, the subject in this study is one of the travel agents in Jambi City. Researchers distributed questionnaires to a tour and travel visitor in Jambi City. The data is processed using statistical software. The distribution of data is 200 respondents. Data processing using 200 respondents. Demographics of respondents from the study can be seen in Table 4.2 below: A total of 101 respondents out of 200 respondents who came from the male gender, a total of 99 respondents out of 200 respondents who came from the female gender. The number of respondents 200 (100%), then 20% of respondents aged <20 years, 19% of respondents aged 21-40 years, and 53% of respondents aged 41-60 years, while 8% of respondents aged over 60 years. In conclusion, it can be seen that the age of the majority of the respondents is 41-60 years old due to the large number of tourists / tourists who tend to travel more, compared to those aged < 20 years, 21-40 years, and > 60 years. The number of respondents is 200 (100%), then 46% of respondents have high school education, 12% of respondents have junior high school education, and 12% of respondents have undergraduate education, while 30% of respondents have doctoral education. In conclusion, it can be seen that the majority of respondents' last education was high school education due to the large number of tourists / tourists who tend to travel more, compared to junior high school education. Bachelor, Doctoral The number of respondents is 200 (100%), then 58% of respondents with income <4,000,000, 12% of respondents with an income of Rp. 4,000,000-Rp. 10,000,000, while 30% of respondents who have an income >Rp. 10,000,000. In conclusion, it can be seen that the income of the majority of respondents with income <Rp 4,000,000 is due to the large number of tourists / tourists who tend to travel more, compared to incomes of Rp 4,000,000-Rp 10,000,000 and > Rp 10,000,000. There are 13 service quality data or statements with 200 respondents. Descriptive statistical analysis of service quality data has a minimum value of 2.31, a maximum of 4.92, an average of 3.6708, and a standard deviation of 0.38582 (30% less than the average value). This indicates that the average respondent's answer to service quality does not show a large variation, meaning that the combined results of filling in the respondent's data tend not to make the standard deviation larger. Word of mouth data as many as 4 statements with respondents as many as 200 respondents. Descriptive statistical analysis of word of mouth data has a minimum value of 1.25, a maximum of 5, an average of 2.9450, and a standard deviation of 0.91476 (30% less than the average value). This indicates that the average respondent's answer to word of mouth does not show a large variation, meaning that the combined results of filling in the respondent's data tend to be absent which makes the standard deviation larger. Customer satisfaction data are 4 statements with 200 respondents. Descriptive statistical analysis of customer satisfaction data has a minimum value of 2.25, a maximum of 5, an average of 3.8863, and a standard deviation of 0.59983 (30% less than the average value). This indicates that the average respondent's answer to customer satisfaction does not show a large variation, meaning that the combined results of filling in the respondent's data tend to be absent which makes the standard deviation larger. Data on revisit intentions were 5 statements with 200 respondents. Descriptive statistical analysis of revisit intention data had a minimum value of 1.75, a maximum of 5, an average of 3.7550, and a standard deviation of 0.64043 (30% less than the average value). This indicates that the average respondent's answer to the intention to revisit does not show a large variation, meaning that the combined results of filling in the respondent's data tend to not have a larger standard deviation. So it can be concluded that the quality of service, Word of Mouth, Customer Satisfaction and Intention to Return Visits do not cause large data variations based on the respondent's data filling.

Data Quality Test Results

The next research stage can be used based on testing the data whether it is feasible or not according to the quality of the primary data seen when doing the test.

Common Method Biases Test Results

The CMB test needs to be tested first, before the PLS test. IBM SPSS is the software used for CMB testing. The percentage of variance is 14.749% or less than 50% meaning that there is no bias. Based on the results of the Edna Raisa Naibaho¹, Oda Ignatius Besar

Harman factor test, the variance of the baseline eigenvalues referred to in this study which has a % of variance of less than 50%, which proves that there is no overall methodological bias, so the conclusion is that the data does not include general bias and can use methods that are general in nature. least squares to be able to proceed by using analysis on a partial.

Model Evaluation Results

Outer Model (Measurement Model Evaluation)

Validity Test Results

Validity testing serves to measure the accuracy of the data contained in an instrument used in the questionnaire (Ghozali, 2016). Test data obtained from 200 samples of respondents who were collected and then tested the primary data on 25 question indicators which are representatives of the satisfaction variable. visitors, service quality, return visit intentions, WOM. There are no indicators that the question is categorized as invalid due to the value of the loading factor that does not reach 0.5, so the question item must be deleted (Hair *et al.*, 2016). The results of each variable that have been tested obtain an AVE value that has met the convergent validity standard. Hair (2016) suggested that the convergent validity scale can be utilized through the AVE, the expected AVE limit value is at least not less than 0.5. So it can be concluded that visitor satisfaction, service quality, return visit intentions, and WOM all indicate that all statements in the Average Variances Extracted (AVE) test are valid, because $AVE > 0.5$

Reliability Test Results

Obtaining the reliability test shows the Composite Reliability value for the visitor satisfaction variable is 0.796, service quality is 0.747, WOM is 0.783, and the dependent variable is re-visit intention of 0.797. All questionnaire variables that have been tested in the study have met the minimum standard of Composite Reliability of 0.7 so that the data is considered reliable (Ghozali, 2016). So it can be concluded that based on data testing evaluating visitor satisfaction, service quality, return visit intentions, and WOM all signify reliable.

Inner Model (Structural Model Evaluation)

Structural Model Test Results

Presentation of test results between service quality variables, and the dependent variable, namely the intention of returning visits using the visitor satisfaction intervening, WOM.

Hypothesis 1:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the Service Quality variable shows a value of 7.847 with a significance value of 0.038, which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 1 (one) is declared acceptable. It is concluded that Service

Quality has a positive significant effect on the dependent variable of Visitor Satisfaction. These results are considered in accordance with research conducted by (Liu & Lee, 2016).

Hypothesis 2:

Judging from the acquisition of test data on the t-test, it is known that the value of T-Statistics (> 1.96) in the Service Quality variable shows a value of 8.679 with a significance value of 0.047 which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 2 (two) is declared acceptable. It is concluded that Service Quality has a positive significant effect on the dependent variable of WOM. These results are considered in accordance with research conducted by (Hussain *et al.*, 2015).

Hypothesis 3:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the Visitor Satisfaction variable shows a value of 7.688 with a significance value of 0.042 which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 3 (three) is declared acceptable. It is concluded that

visitor satisfaction has a positive significant effect on the dependent variable of WOM. These results are considered in accordance with research conducted by (Mishra et al., 2016).

Hypothesis 4:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the Service Quality variable shows a value of 7.028 with a significance value of 0.004 which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 4 (four) is declared acceptable. It is concluded that Service Quality has a positive significant effect on the dependent variable of Return Visit Intention. These results are considered in accordance with research conducted by (Tjijptono & Chandra, 2015).

Hypothesis 5:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the Visitor Satisfaction variable shows a value of 8.387 with a significance value of 0.000 which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 5 (five) is declared acceptable. It is concluded that Visitor Satisfaction has a positive significant effect on the dependent variable of Return Visit Intention. These results are considered in accordance with research conducted by (Y. H. Kim et al., 2015).

Hypothesis 6:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the WOM variable shows a value of 3.135 with a significance value of 0.002, which means that the value does not exceed the standard p-value < 0.5 . So that hypothesis 6 (six) is declared acceptable. It is concluded that WOM has a positive significant effect on the dependent variable of Return Visit Intention. These results are considered in accordance with research conducted by (Liu & Lee, 2016).

Hypothesis 7:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the variable Quality of Service -> Visitor Satisfaction -> Intention to Return Visits shows a value of 3.834 with a significance value of 0.005 which means that the value does not exceed the standard p -value < 0.5 . So that hypothesis 7 (seven) is declared acceptable. It is concluded that Service Quality has a positive significant effect on the dependent variable of Return Visit Intention which is mediated by Visitor Satisfaction. These results are considered in accordance with research conducted by (Gholipour Soleimani & Einolahzadeh, 2018).

Hypothesis 8:

Judging from the acquisition of test data on the t test, it is known that the value of T-Statistics (> 1.96) in the variable Quality of Service -> Visitor Satisfaction -> Intention to Return Visits shows a value of 3.699 with a significance value of 0.045 which means that the value does not exceed the standard p -value < 0.5 . So that hypothesis 8 (eight) is declared acceptable. It is concluded that Service Quality has a positive significant effect on the dependent variable of Return Visit Intention which is mediated by WOM. These results are considered in accordance with research conducted by (Santouridis & Trivellas, 2010).

Coefficient of Determination Test Results

The results of the adjusted R square data processing in table 4.15 show that the visitor satisfaction variable is influenced by the R square value of 0.650 (65.0%) by service quality and 35.0% is another factor not described in the model studied. Then the WOM variable is influenced by the R square value of 0.725 (72.5%) by service quality and 27.5% is another factor that is not described in the model studied. Meanwhile, the dependent variable of Return Visit Intention is influenced by visitor satisfaction, WOM, and service quality by 0.876 (87.6%) and the remaining 12.4% the influence of other factors is not explored in this research model.

Conclusions

The results obtained in a study in order to find out the relationship of each service quality variable to the dependent variable, namely the intention of returning visits by using the visitor satisfaction intervening, WOM. The Edna Raisa Naibaho¹, Oda Ignatius Besar Hariyanto²

independent variable studied in a study is the service quality variable on the dependent variable, namely the intention to visit again. The results of this study can conclude that:

1. The service quality variable has a significant positive effect on visitor satisfaction.
2. Service Quality variable has a significant positive effect on WOM.
3. Variable visitor satisfaction has a significant positive effect on WOM.
4. Service quality variable has a significant positive effect on revisit intentions.
5. The visitor satisfaction variable has a significant positive effect on revisit intentions.
6. The WOM variable has a significant positive effect on revisit intentions.
7. Effect of visitor satisfaction as a mediator of service quality and revisit intentions.
8. The influence of visitor satisfaction as a mediator of service quality and revisit intentions.

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