

Tourist satisfaction model: Structural relationship of destination image, electronic word of mouth, and service quality in Bali destination

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ABSTRACT

Purpose: This research aims to investigate the interplay between destination image, Electronic Word of Mouth (e-WoM), service quality, and tourist satisfaction during their stay in Bali.

Design/Methodology/Approach: The research design uses quantitative causality. The data collection technique employed in this study involves a questionnaire distributed to 600 respondents, determined through incidental sampling.

Findings: Service quality, while the services provided by the Monkey Forest staff are well-received by tourists; destination image, while the attractiveness of Monkey Forest tourist attractions is unique and appealing; and the beauty of the natural landscape. Tourist satisfaction exerts a positive and significant influence on e-WoM, while a satisfied traveler with the image and service quality of the monkey forest destination is willing to engage in marketing through electronic word of mouth. Additionally, two moderation relationships are discovered: the relationship between service quality and e-WoM, which is positively and significantly influenced by the variable of tourist satisfaction, and the clause relationship, wherein destination image positively and significantly influences e-WoM, with tourist satisfaction as a moderating variable.

Conclusions: So, it can be concluded that there are five clause relationships between variables as hypotheses, including three direct effects and two moderating relationships (indirect effects).

Research Limitations: The limitations of this research lie in the limited coverage of the research object, focusing on either a specific area or solely on one destination.

Practical Implications: The implication of this study on the e-WoM variable, which serves as an endogenous variable, significantly impacts the Normated Fit Index, albeit within reasonable limits.

Keywords: Bali, Destination image, Electronic word of mouth, Service quality, Tourist satisfaction.

1. INTRODUCTION

The tourism sector makes a significant contribution to a country's economic growth. Today, tourism has become part of a lifestyle to explore new interests and hobbies, face challenges, develop a deeper understanding of themselves, broaden their horizons about the world, or simply get away from everyday routines and relieve stress. Various kinds of destinations must have their own uniqueness to be competitive and provide satisfaction to tourists. When tourists are satisfied with their experience at a destination, they are more likely to return to that destination in the future. High satisfaction can also encourage tourist loyal encouraging them to choose these destinations as their main destinations. Travelers who return repeatedly and become loyal customers contribute to the stability and sustainability of tourism.

Satisfied tourists tend to give positive reviews about the destinations or tourist attractions they visit. These positive reviews can enhance the destination's reputation and image in the eyes of other potential tourists. The image of a tourist destination is the perception and impression that tourists have about a tourist destination. The image of a tourist destination refers to the image or image that a tourist spot has in the minds of the public or

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potential tourists. The image of a tourist destination can be formed through various factors, including tourism promotion, the experiences of people who have visited the place, tourist reviews, and social media. A positive tourist destination image can increase the attractiveness and popularity of a tourist spot, attract potential tourists, and have a positive impact on the local economy. Conversely, a negative image can inhibit tourists' interest in visiting a destination. To build a good tourist destination image, it is important to pay attention to natural beauty, cultural uniqueness, quality of service, safety, cleanliness, and availability of adequate facilities (Ayumi, Riptanti, & Khomah, 2022). Effective marketing and promotion efforts can also help strengthen the positive image of a tourist destination. In addition, involving local communities and protecting the environment and cultural heritage is also important in forming a positive image of a tourist destination. A good reputation will attract more tourist visits and make them come back one day, thereby supporting tourism growth (Safitasari & Maftukhah, 2017).

Satisfied tourists will often recommend destinations or attractions they visit to their friends, family, or colleagues (Bansal & Voyer, 2000; Fakharyan, Jalilvand, Elyasi, & Mohammadi, 2012). Positive recommendations through e-WoM have a strong impact on influencing potential tourists' decisions. E-WoM is very important in the tourism sector because it gives potential tourists access to information, reviews, and recommendations from other users easily and quickly (Jalilvand, Ebrahimi, & Samiei, 2013; Zamroni, 2017). Reviews and recommendations from other users have a big influence on travelers' decisions. Positive reviews can give potential travelers confidence, so they feel more confident that the experience they expect will be fulfilled. This helps build trust and can influence their decision to visit the place. This can help them choose destinations, organize trips, and plan a better travel experience. When tourist destinations or tourism companies gain a good reputation through e-WoM, they can attract more tourists, increase booking or sales rates, and gain a competitive advantage in the market (Reid & Reid, 1993).

Tourists who are satisfied with the quality of service have the opportunity to go to the same place in the future and may recommend the destination or service provider to others. Therefore, service quality at tourist destinations has a very important role in creating a positive experience for tourists because it refers to the extent to which an organization or service provider can meet or exceed the expectations and needs of its customers (Dewa, 2018). The following are several factors that affect the quality of service at tourist destinations: (1) Friendliness and Politeness. Staff who welcome with a smile, greet, and give personal attention to tourists can improve the quality of service and create a positive atmosphere for tourists. (2) knowledge and information. Staff who are trained and knowledgeable about tourist destinations, attractions, history, culture, and the services provided can give accurate information and assist tourists in understanding and enjoying their experiences. (3) Responsiveness. Punctuality and responsiveness in responding to tourist requests, questions, or complaints are very important. Staff who can quickly respond to needs and address concerns will give travelers a sense of value. (4) Safety and reliability. Services that prioritize tourist safety and the availability of reliable facilities and services are important factors in improving service quality. Tourists need to feel safe and trust that tourist destinations provide well-functioning facilities. (5) Flexibility and personalization. The ability to provide personalized services to meet the individual needs of tourists can provide a more satisfying experience. The ability to provide specific recommendations, provide a variety of options, or accommodate special requests can improve service quality. (6) Effective communication. Clear, open, and effective communication between staff and tourists is essential. Staff who can properly explain information, provide directions, and address tourists' questions or concerns will improve service quality. (7) Cleanliness and organization. Clean, well-maintained, and organized tourist destinations create a pleasant environment for tourists. Efforts to maintain the cleanliness, beauty, and tidiness of tourist destinations will give a positive impression. To improve service quality, tourist destinations need to invest time and resources to train staff, improve communication, implement effective procedures, and pay attention to feedback from tourists. Engaging staff in understanding the importance of quality service and providing incentives and recognition for their efforts can also increase motivation and overall quality of service. By prioritizing tourist satisfaction, tourism destinations can achieve long-term and sustainable success.

It is important to continuously monitor and improve service quality, pay attention to tourist feedback, and provide satisfying experiences to create a good destination image and optimally increase tourist satisfaction.

Bali tourism is one of the most famous tourism destinations in the world. The existence of the island, nicknamed The Island of God, offers a beautiful combination of natural beauty, rich culture and traditions, arts and crafts, unique and diverse tourist attractions, architecture, tourist activities, beautiful and comfortable accommodation

options, and a variety of unique culinary delights. Bali, and of course, the hospitality of the local population towards tourists. In order to create a memorable travel experience, Bali's various tourism potential's beauties harmoniously blend. Therefore, this research examines how Service Quality influences Tourist Satisfaction, the influence of Service Quality on electronic Word of Mouth (e-WoM), the influence of Destination Image on Tourist Satisfaction, the influence of Destination Image on electronic Word of Mouth (e-WoM), and the influence of Tourist Satisfaction on electronic Word of Mouth (e-WoM)."

2. RIVIEW OF LITERATURE

2.1. Grand Theory

2.1.1. Tourist behavior

Tourist behavior is a grand theory that can solve the problems in this study. The theory of tourist behavior is derived from the theory of consumer behavior. In the realm of tourism, tourist behavior theory is widely used for problem solving, both before guests visit a destination or tourist attraction (pre-visit), when tourists are already at the destination or tourist attraction (on-site), or until after the guest has left. of tourist destinations or attractions (post-visit)(Cohen, Prayag, & Moital, 2014). Tourist behavior includes (Juvan, Gomezelj., & Maravic, 2017): 1) Decision Making; 2) Value; 3) Motivation; 4) Self-Concept; 5) Expectation; 6) Attitude; 7) Perception; 8) Satisfaction; 9) Trust and Loyalty.

2.1.2. Destination Image

Destination image is a perception or image formed by the public, tourists, and tourism actors about a tourist destination (Ghofur & Supriyono, 2021; Kurniawan, 2014). Destination image is one of the important things that tourists consider before deciding on a tourist destination (Makawoka, Soepeno, & Loindong, 2022). Building a good destination image involves improving the quality of the tourist experience, promoting the uniqueness and excellence of the destination, maintaining cleanliness and safety, and correcting any weaknesses that may exist. With a positive destination image, potential visitors will be more interested in visiting destinations with a positive image, while visitors who have succeeded in feeling satisfied with this positive image will make it possible to make repeat visits and recommend destinations to other potential visitors (Gustiani, 2018).

2.1.3. Electronic-Word of Mouth (e-WoM)

E-WoM are positive and negative statements made by potential, actual, or former customers regarding a product, service, or destination that are made available to a large number of people and institutions via the internet. E-WoM is a means of promotion without limits with a wide reach (Litvin, Goldsmith, & Pan, 2008; Pachucki, Grohs, & Scholl-Grissemann, 2022). E-WoM is an important concept that must be implemented because it is believed to be one of the most powerful promotional strategies through communication and has a greater influence than traditional methods (Bansal & Voyer, 2000; Godes & Mayzlin, 2004).

According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) and Yulianton, Sutanto, and Hadiono (2017), e-Wom has the following motives: 1) Platform assistance, which sums up consumer trust in the platform used, where e-WoM behavior can be seen through the frequency of visits and the number of comments written by consumers on opinion platforms. 2) Venting negative feelings, specifically the tendencies to express dissatisfaction with a product or company. This effort is carried out in the form of negative e-WoM, that is, when customers experience things that are unpleasant or negative for them. E-WoM communication is done to prevent other people from having the same negative experiences they have had. 3) Concern for other consumers is the desire to provide recommendations to other consumers. Consumers have a desire to help other consumers with purchasing decisions. This communication can take the form of positive and negative comments about the product. 4) Extraversion/positive self-enhancement, especially the desire of consumers to share their consumption experiences to enhance their self-image as smart buyers. In the context of the website, consumers who contribute are considered experts by other consumers in the consumption activities of these products. 5) Social benefits are the desire to share information and interact with the social environment. Consumers can write comments on the comments platform, demonstrating their participation in the virtual community. With this engagement, consumers feel like they are receiving a social benefit if they join a virtual community. 6) Receivers view financial gain as a sign of appreciation for e-WoM communication behavior and have emphasized it as an important driver of human

behavior in general. Economic gain has been emphasized as an important driver of human behavior in general and is perceived by recipients as a sign of appreciation for e-WoM communication behavior. 7) Helping the company is the consumer's desire to help the company. This motive appears as a result of consumer satisfaction with the product and raises the desire to help the company concerned. 8) Advice seeking: the tendency to seek advice and recommendations from other consumers. The motive for doing so is to gain further understanding of how to conceive, use, operate, modify, and/or repair the product.

2.2. Previous Study

The studies that can support this research are presented in [Table 1](#).

Table 1. Relevant previous study.

Titles	Authors	Findings
The effect of service quality, promotion and destination image on satisfaction through visitor decisions	(Safitasari & Maftukhah, 2017)	There are influences of quality, service, promotion, and destination image on visitor satisfaction, either directly or indirectly. Visitor decisions are able to mediate service quality, promotion, and destination image. Visitor satisfaction: the higher the level of service quality, promotion, and destination image, the more it can influence visiting decisions, which will have an impact on visitor satisfaction.
The effect of destination image on tourist satisfaction and its impact on tourist loyalty (Study on Indonesian tourists visiting Batu City)	(Hanif, Kusumawati, & Mawardi, 2016)	The results of the study prove that the destination image variable has a significant effect on the tourist satisfaction variable. Furthermore, the destination image variable has a significant effect on the tourist loyalty variable. Besides that, the variable of tourist satisfaction has a significant effect on the variable of tourist loyalty.
The influence of service quality and perceived price on customer satisfaction WOM and customer satisfaction and their impact on word of mouth (Case study at the Jungle Waterpark Bogor)	(Wijaya & Sujana, 2020)	The research results show that: (1) Service quality variable has a significant effect on The Jungle Waterpark customer satisfaction; (2) Price perception has no significant effect on The Jungle Waterpark customer satisfaction; (3) Customer satisfaction has a significant effect on word of mouth.
Service quality and tourism destinations on tourist satisfaction to revisit tourism villages	(Sudiarta, Wirawan, Astina, & Dewi, 2022)	Service quality affects tourist satisfaction, which is also influenced by the quality of tourist destinations. The quality of service also has a strong influence on return visits from tourists.

Based on the literature study above and field observations, the following hypotheses are formulated:

H₁: Service Quality has a positive effect on Tourist Satisfaction (Safitasari & Maftukhah, 2017).

H₂: Service Quality has a positive effect on Electronic Word of Mouth (e-WoM) (Wijaya & Sujana, 2020).

H₃: Destination Image has a positive effect on Tourist Satisfaction (Hanif et al., 2016).

H₄: Destination Image has a positive effect on Electronic Word of Mouth (e-WoM)(Setiawan, Troena, & Armanu, 2014).

H₅: Tourist Satisfaction has a positive effect on Electronic Word of Mouth (e-WoM) (Wijaya & Sujana, 2020).

3. RESEARCH METHOD

The study used the incidental sampling method, which is a sampling technique based on chance, during a visit to the Ubud Monkey Forest when the survey was conducted. This method was chosen because the sampling frame

was not available. The sample frame referred to is that there is no specific data regarding the number of visiting tourists (classification of tourists and local people and their surroundings). This study used 600 respondents. Based on the complexity of the variables and indicators to be measured, samples were taken using the Slovin formula with an error rate of 10 percent for 6 tourist attractions, so it was decided to use 600 samples. This has been declared valid based on references from [Ghozali \(2014\)](#), stating that it is quite feasible to carry out analysis using Smart Partial Least Squares (PLS) version 3.0 software. The sample in this study, namely 600 respondents, will be questioned in the field through a questionnaire.

This study looked at a possible cause-and-effect link between two things that aren't directly connected: service quality and destination image variables. These are known as exogenous or latent constructs. The constructs that are affected are called endogenous latent, namely tourist satisfaction variables and e-WoM marketing variables. Regarding the method of testing causal relationships between constructs, a statistical tool is used in the form of PLS analysis, which is one of the statistical methods of Structural Equation Models (SEM) or variant-based structural equation models. The reason for using this statistical tool is to be able to simultaneously test measurement models and structural models with Smart PLS software version 3.0.

4. ANALYSIS OF THE RESULTS

4.1. Outer Model

4.1.1. Validity Test

Test the validity of the research variables by looking at the value of convergent validity and discriminant validity. The convergent validity test in confirmatory research is said to be high if it is correlated with a loading factor value of more than 0.7 as seen from the relationship between variables and their reflective indicators. However, research in the early stages of developing a measurement scale of 0.5 to 0.6 is considered sufficient. According to [Ketchen and David \(2013\)](#) measure of convergent validity in more detail as a consideration, the minimum loading factor value is in accordance with the expert's statement above, namely that outer loading < 0.40 will be removed and outer loading > 0.40 but < 0.70 will be eliminated. Analyzed and re-identified. There are two probabilities: it can be eliminated or it can be maintained with influential considerations. At an AVE value of 0.5 or more, the outer loading value is > 0.70, and the reflective indicator will be maintained and has fulfilled the requirements for representing the latent variables tested. The cross-loading values are shown in [Table 2](#).

Table 2. Cross loading value.

Indicator	Destination image	E-word of mouth	Service quality	Tourist satisfaction
Destination image 1	0.804	0.267	0.287	0.290
Destination image 1	0.837	0.370	0.240	0.239
Destination image 1	0.737	0.217	0.288	0.255
Satisfaction 1	0.257	0.387	0.374	0.800
Satisfaction 2	0.233	0.351	0.378	0.813
Satisfaction 3	0.301	0.402	0.390	0.813
E-WoM1	0.375	0.773	0.334	0.367
E-WoM2	0.317	0.809	0.312	0.370
E-WoM3	0.195	0.740	0.337	0.352
E-WoM4	0.220	0.751	0.349	0.359
Servqual 10	0.189	0.313	0.690	0.392
Servqual 6	0.250	0.308	0.722	0.303
Servqual 7	0.258	0.287	0.719	0.312
Servqual 8	0.310	0.339	0.732	0.385
Servqual 9	0.199	0.297	0.726	0.275

Based on the analysis, several indicators were omitted because the cross-loading indicator value was <0.5 or it had an effect on the AVE value; according to theory, it should be >0.5. The indicators that were omitted were all service quality variables, namely service quality indicators 1,2,3,4,5, with a total of 5 indicators being eliminated

because they had a loading value of <0.5. However, to assess discriminant validity, one must compare the square root of the extracted mean variance (VAVE) for each other construct in the model.

Table 3. Average variance extracted (AVE).

Variable	Average variance extracted (AVE)	√AVE
Destination image	0.630	0.793
E-word of mouth	0.591	0.768
Service quality	0.516	0.718
Tourist satisfaction	0.654	0.808

Based on [Table 3](#), all variables meet the validity of a minimum AVE > 0.5, meaning that the construct in this study is declared valid.

4.1.2. Reliability Test

In the construct reliability test, it is measured by two criteria, namely composite reliability and Cronbach alpha from the indicator block that measures the construct. The construct is declared reliable if the value of composite reliability and Cronbach alpha > 0.70.

Table 4. Construct reliability.

Variable	Cronbach's alpha	Composite reliability
Destination image	0.707	0.836
E-word of mouth	0.769	0.852
Service quality	0.766	0.842
Tourist satisfaction	0.736	0.850

Based on the analysis in [Table 4](#), all construct composite reliability and Cronbach alpha are >0.70. It means the construct is reliable.

4.2. Inner Model

The structural model was evaluated using R-square by looking at the R-square value for each dependent latent variable. Referring to [Ghozali \(2014\)](#), the criteria for the results of R2 are: (weak) if the game range is 0.19-0.32 moderate (enough) if the depiction is 0.33 -0.66 and strong (substantial) if disclosure > 0.67.

Table 5. Inner model.

Hypothesis	Structural path	Deviation standard	T-value	R ²	f ²	Q ²	P-value	Explanation
H ₁	Service quality → Tourist satisfaction	0.044**	9.176		0.196		0.000	Supported
H ₂	Service quality -> e-WoM	0.052**	6.165	0.306	0.055	0.178	0.000	Supported
H ₃	Destination image-> Tourist satisfaction	0.051**	3.743		0.043		0.000	Supported
H ₄	Destination image -> e-WoM	0.055**	3.444		0.444		0.001	Supported
H ₅	Tourist satisfaction -> e-WoM	0.049**	13.241	0.251	0.099	0.157	0.000	Supported

Note: t-value >1.96t-value>2.57**(p<0.01), based on two tailed test.

Based on [Table 5](#), the R-squared of the tourism satisfaction variable is 0.251, meaning that the endogenous variable model of customer satisfaction is basically 25% of the variation in Customer Satisfaction that can be explained. According to its indicators, the remaining data is weak or explainable by other indicators. The R-squared

of the e-WoM variable is 0.306, meaning that the endogenous model is classified as weak, or 30.6% of the variance of the e-WoM variable can be explained by the indicators; the rest can be explained by indexes. Explained by other indicators. According to theory, the value of f squared is 0.02 small, 0.15 medium, and 0.35 high. Values less than 0.02 may be ignored or considered invalid. Based on the above analysis, the impact of service quality on tourist satisfaction has a value of 0.196, which is average. The influence of destination image on tourist satisfaction has a value of 0.043, which is included in the small category. The effect of tourist satisfaction on e-WoM, with a value of 0.099, is in the small category. The goodness of fit test on the structural model can be seen from the value of the SRMR model. The research model is declared to meet the criteria or fit if the SRMR value is <0.10, and the model is declared perfect fit if the SRMR value is <0.08.

Table 6. Goodness of fit.

Model	Saturated model	Estimated model
SRMR	0.076	0.076
d_ ULS	0.700	0.700
d_ G	0.202	0.202
Chi-square	743.082	743.082
NFI	0.727	0.727

In this study, the results of the Goodness of Fit (GoF) test presented in Table 6 show that the Standardized Root Mean Square Residual (SRMR) value is $0.076 < 0.10$. Squared Euclidean Distance (d_ ULS) with a value of 0.7 means that this result, it measures the model's fit with observational data within the dimensional space generated by latent variables. The smaller the value, the better the model fits the data. In this study, the d_ ULS value can strengthen the model's fit with observational data. The Geodesic Distance (d_ G) in this study with a value of 0.202 measures the model's fit with observational data in a geodesic distance structure among data points. This is useful when assuming non-linear relationships between variables, where the d_ G result can enhance a better fit between the model and the data. The Chi-square value in this study is 743.082, which can reinforce the goodness of fit of the model. The Normed Fit Index (NFI) in this study has a value of 0.727; a value close to 1 indicates a good model fit with the data. In this study, the NFI value is considered sufficiently strong for the goodness of fit of the model. Due to the model's SRMR value being below 0.10. this model is declared perfect fit, so it is suitable for testing research hypotheses.

4.3. Confirmatory Analysis

Confirmatory analysis in this study is to test the validity and suitability of the proposed model with empirical data. Thus, confirmatory analysis helps in testing hypotheses, validating constructs, and checking to what extent the proposed model matches the data collected after bootstrapping, as shown in Figure 1 and Table 7.

Table 7. The indicator index.

Variable	Code	Indicator
Service quality	PL6	"The neatness of the officer's attire while serving visitors."
	PL7	Responsiveness in handling issues
	PL8	Accuracy in service, according to the scheduled time
	PL9	Responsiveness in providing service to visitors
	PL10	Growth of initiatives when visitors encounter issues
Destination image	CD1	Having unique and attractive tourist attractions
	CD2	tourism supporting facilities
	CD3	accessible access
Tourist satisfaction	KP1	Quick visitor admission procedures
	KP2	The provision of explanations about all

Variable	Code	Indicator
Electronic word of mouth		necessary visitor information is very clear and detailed
	KP3	The attitude exhibited by officers (friendly, polite, and smiling).
	MM1	Destination Information
	MM2	Content Knowledge
	MM3	Answer / feedback
	MM4	Reliability

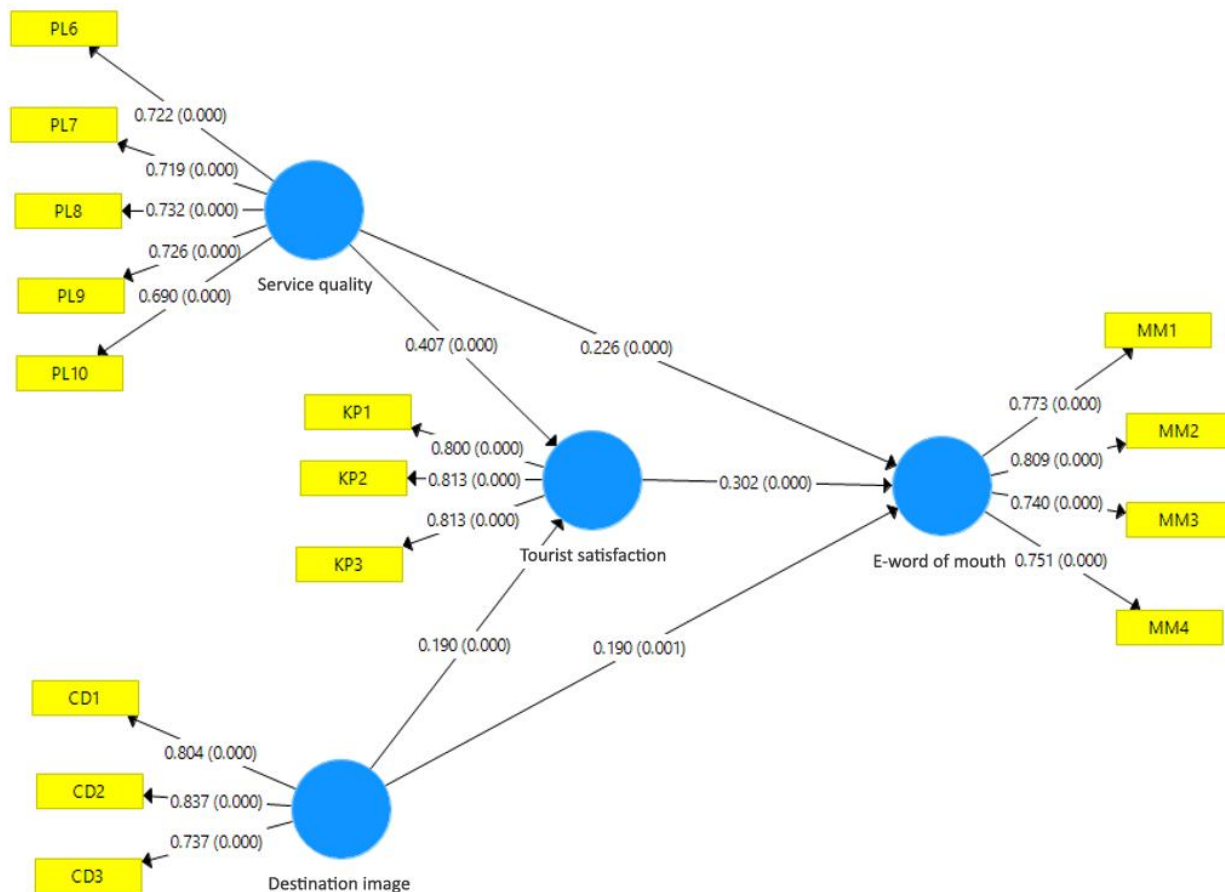


Figure 1. Confirmatory analysis results.

Table 8. Confirmatory analysis results.

Construct exogenous-> Mediator ->Endogenous	Direct effect	Significance (p<0.05)	Indirect effect	Significance (p<0.05)	T statistic	Types of mediation effects
H2a Service quality-> Tourist satisfaction -> e-WoM	0.226**	0.000 (Yes)	0.024	0.000 (Yes)	5.155	Complimentary (Partial mediation)
H4a Destination image-> Tourist satisfaction -> e-WoM	0.190*	0.000 (Yes)	0.017	0.001 (Yes)	3.157	Complementary (Partial mediation)

Note: t-value >1.96*, t-value>2.57**(p<0.01), based on two tailed test.

Table 8 presents the results of the confirmatory analysis. Complimentary (partial) mediation shows that the mediator plays an important role in explaining the relationship between the independent variable and the dependent variable, but there are other factors that also directly influence this relationship.

Based on the study of direct and indirect effects mentioned above, the direct effect shows that all exogenous and endogenous latent variables have a direct effect and are strongly correlated, as shown by the p-value <0.05. The strong correlation between the exogenous latent variable and tourist satisfaction (p-value of 0.000 <0.05) demonstrates a significant positive relationship between service quality and tourist satisfaction. The second direct association looks at how the exogenous latent variables of destination image affect visitor satisfaction. It finds a strong positive correlation between the two variables, with a p-value of 0.000 <0.05. The exogenous latent variable of tourist satisfaction is related to the endogenous latent variable in the third sentence. e-WoM with a p-value of 0.000 <0.05 so that the relationship between tourist satisfaction and e-WoM has a positive and significant relationship.

Furthermore, the results of the indirect effect analysis or through the satisfaction variable as a mediating variable are as follows: First, the relationship between the exogenous latent variable of service quality and the endogenous variable e-WoM through the variable tourist satisfaction, which acts as a mediating variable, has a p-value of 0.000 <0.05 so the relationship between service quality and e-WoM through tourist satisfaction has a significant positive relationship. Second, the relationship between the destination image exogenous latent variable and the endogenous e-WoM variable through the tourist satisfaction variable, which acts as a mediating variable, has a p-value of 0.000 <0.05, so that the relationship between destination image and e-WoM through tourist satisfaction has a significant positive relationship. This result is reinforced by the results of the mediation effect measurement, namely the two indirect effects of the effect of service quality on e-WoM through tourist satisfaction and the influence of destination image on e-WoM through tourist satisfaction has a mediation level in the Complimentary category (partial mediation) which means, "complimentary (partial mediation)" in this clause relationship indicates that the mediating variable (tourist satisfaction) partially mediates the relationship between exogenous latent variables (Service Quality and Destination Image) and endogenous latent variables (e-WoM), but there is also a significant direct effect of the variables exogenous latent (Service Quality and Destination Image) on endogenous latent variables (e-WoM).

The total effect is the result of the direct effect + indirect effect, with the following results:

a) Service Quality -> Tourist Satisfaction -> e-WoM = 0.226 + 0.024 = 0.25

b) Destination Image -> Tourist Satisfaction -> e-WoM = 0.190 + 0.017 = 0.207

Based on the results of the total effect above, the total effect value on the service quality relationship to e-WoM is 0.25, while the direct effect has a value of 0.226. This indicates that the presence of a moderating variable can increase the value of the path analysis on the relationship between service quality and E-WoM through tourist satisfaction. The total effect value on Destination Image towards e-WoM through tourist satisfaction as a moderating variable has a value 0.207, while the direct effect is 0.190. It is also indicating that the presence of a moderating variable can increase the value of path analysis on the relationship between service quality and E-WoM through tourist satisfaction.

5. DISCUSSION

In previous research, tourist satisfaction can be measured through tourist satisfaction and destination image, which will then lead to destination loyalty (Suhartanto, 2018). Tourist satisfaction refers to the level of contentment or fulfillment experienced by travelers during and after their visit to a destination or participation in a tourism-related activity. It is a subjective evaluation that visitors make of their overall experience, taking into account things like the caliber of the services, amenities, attractions, hospitality, and overall enjoyment of their trip. Tourist satisfaction can be influenced by various factors, including service quality, destination experience, destination image, safety and security, cultural and authentic experiences, value for money, and word of mouth. Measuring tourist satisfaction is essential for destination management and tourism businesses as it helps identify areas for improvement, enhance the visitor experience, and ultimately attract repeat visitors and positive word-of-mouth recommendations. High levels of tourist satisfaction contribute to the sustainable growth of the tourism industry in a particular destination.

This research aims to study the extent to which these variables relate to one another and how they influence the phenomenon under study. The results of this study show that there are five clause relationships between variables as hypotheses, including three direct effects and two moderating relationships (indirect effects). First, the exogenous variable of service quality has a positive and significant effect on tourist satisfaction, and the result is consistent with past studies. In this finding, tourists who visit Ubud Monkey Forest feel satisfied with the quality-of-service attributes provided by the tourist destination in terms of tangibles. When visitors experience tourism services at Ubud Monkey Forest destination, this dimension focuses on physical and material aspects that they can see, feel, or measure. In the context of tourism service quality, these tangible components include: 1) Facilities and Infrastructure: The physical condition and quality of buildings, tourist spots, accommodations, restaurants, and other public facilities at the destination. This includes aspects such as cleanliness, building conditions, decorations, and other physical conditions that influence tourists' perceptions of the destination. 2) Equipment and Supplies: The quality of equipment and supplies used in tourism services. This may include transportation, sports or adventure equipment, and others. Well-maintained equipment can enhance tourists' experiences when touring the Ubud Monkey Forest destination. 3) Visual and Audiovisual: Visual and audiovisual aspects related to the destination, such as Ubud Monkey Forest signage, visual information, promotional videos that can be seen on digital platforms like social media and YouTube channels, and so on. Engaging and informative visual presentations can influence tourists' perceptions of Monkey Forest Ubud. 4) Use of Technology: The utilization of technology such as websites, mobile apps, or other devices to provide information and facilitate tourists in planning and organizing their trips to the Monkey Forest Ubud destination. 5) Staff Appearance: The physical appearance of staff at the destination, including uniforms, cleanliness, and professionalism in appearance. Staff appearance can make a strong initial impression on tourists visiting the Monkey Forest Ubud destination. Furthermore, in terms of reliability in this research, it includes: 1) Consistency: The sustainability of providing consistent service over time to visitors at Monkey Forest. 2) Reliability: Service providers must be able to fulfill their promises and commitments to visitors who come to Monkey Forest Ubud. 3) Timeliness: Staff should be able to provide services according to the promised or expected time by customers. 4) Capability and Expertise: Service providers and their staff should be able to demonstrate the skills and knowledge necessary to deliver good service. 5) Compliance with Standards: Services must adhere to established standards and procedures to ensure quality and consistency. This also includes compliance with applicable regulations and laws. 6) Responsiveness: Responsiveness involves the speed and ability to respond to customer requests, inquiries, or issues and is also part of reliability. Regarding responsiveness in this research: 1) Customer Care: Staff should be able to exhibit a positive attitude and attention towards customers. 2) Quick Response: Responsiveness involves the ability to provide a quick response to customer requests or inquiries. This includes minimizing customer waiting times and providing immediate information or assistance. 3) Ease of Contact: Staff should prioritize being easily reachable by tourists, whether through phone, email, or other communication platforms. 4) Problem-Solving Ability: Responsiveness includes the staff's ability to quickly and effectively resolve problems or conflicts. Staff should have the skills and authority to handle situations that are not in accordance with or customer complaints. The relationship in the second clause is that the exogenous latent variable of destination image has a positive and significant effect on tourist satisfaction. In this finding, tourists visiting Monkey Forest Ubud feel satisfied with the destination's image, which includes: 1) Tourists are satisfied with Monkey Forest Ubud because it offers a unique and appealing tourist attraction. This means that visitors find the behavior of the monkeys there to be very cute and attractive. 2) Tourists are satisfied with the attraction of Monkey Forest because of the natural beauty of the landscape. This refers to the fact that Monkey Forest is a protected forest area with preserved biodiversity, making it a tourist attraction. 3) Tourists are satisfied with visiting Monkey Forest's tourist attraction because of the activities offered, such as trekking and taking selfies with the monkeys there. The relationship in the third clause is that tourist satisfaction, as an exogenous latent variable, has a positive and significant effect on electronic Word of Mouth (e-WoM). In this finding, tourists visiting the Monkey Forest destination will share their positive experiences during their visit through the digital platforms available, thus providing widespread exposure to the attractions of Monkey Forest Ubud. There are two moderating relationships in this study, namely that the exogenous variable of service quality has a positive and significant effect on e-WoM through the variable tourist satisfaction as a moderating variable. The relationship between the second clause is that the exogenous latent variable of destination image has a positive and significant effect on e-WoM through the variable tourist satisfaction as a moderating variable.

In this moderating relationship, tourist satisfaction becomes an intervening variable. In this case, though, the characteristics of tourist satisfaction can be explained as follows: in the indirect relationship 1 between service quality and e-WoM, the tourists satisfaction variable act as a bridge to compare the direct effect that has already happened. If a moderation variable is added to this relationship, it can provide confirmation of the existing relationship or model. In this study, the tourist satisfaction variable functions to confirm the attributes of service quality indicators, including tangible, responsiveness, empathy, reliability, and assurance, as catalysts for word-of-mouth marketing by tourists based on their experiences and satisfaction gained at the Monkey Forest tourist destination. They can then share their experiences through digital platforms. In this moderating relationship, tourist satisfaction again becomes an intervening variable. However, the attributes of tourist satisfaction in this relationship can be explained as follows: in the indirect relationship 2 between the influence of destination image on e-WoM, the tourist satisfaction variable serves as an intervening variable with the role of comparing the direct effect clause that has already occurred. If a moderation variable is added to this relationship, it can provide confirmation of the existing relationship or model. In this study, the tourist satisfaction variable functions to confirm the attributes of the destination image variable, including the uniqueness and attractiveness of the Monkey Forest tourist attraction, the beauty of the natural landscape, and the interesting tourism activities available during the visit. These attributes in the destination image variable can act as triggers for word-of-mouth marketing by tourists based on their experiences and satisfaction gained at the Monkey Forest tourist destination, allowing them to share their experiences directly or indirectly and inform their audience about the attributes of the Monkey Forest destination image.

6. CONCLUSION AND RECOMMENDATIONS

The results of this study show that there are five clause relationships between variables as hypotheses, including three direct effects and two moderating relationships (indirect effects). First, the exogenous variable of service quality has a positive and significant effect on tourist satisfaction. The services provided by the staff are well-received by tourists, as evidenced by the aspects of tangibles, responsiveness, empathy, reliability, and assurance being rated as good and meeting the expectations of tourists, thus resulting in tourist satisfaction.

The relationship in the second clause is that the exogenous latent variable of destination image has a positive and significant effect on tourist satisfaction. The results show that the destination image, particularly in terms of the attractiveness of Monkey Forest tourist attraction being unique and appealing, the beauty of the natural landscape, and the availability of interesting tourism activities during the visit, has a positive and significant impact on tourist satisfaction. Tourists feel satisfied with the attributes offered by the destination.

The relationship in the third clause is that the exogenous latent variable of tourist satisfaction has a positive and significant effect on e-WoM. The findings in this study can confirm the results of previous research. In this case, tourists who are satisfied with the destination image and service quality are more likely to engage in marketing through electronic word of mouth. There are two moderating relationships in this study, namely that the exogenous variable of service quality has a positive and significant effect on e-WoM through the variable of tourist satisfaction as a moderating variable. The relationship between the second clauses is that the exogenous latent variable of destination image has a positive and significant effect on e-WoM through the variable of tourist satisfaction as a moderating variable. The Standardized Root Mean Residual (SRMR) value supported the fit model test in this study. The tourism industry focuses on service. Service attributes are the main elements in the operation of the tourism industry (hospitality industry). The quality of service will have an influence on the satisfaction of tourists visiting tourist destinations; the better the quality of service provided, the better the satisfaction felt by tourists. Service quality is an object or a product in the tourism industry; the experience felt by tourists will affect the engagement (relationships) of tourists with service providers at destinations and can be forwarded by recommending them to the environment around tourists. The activity of disseminating information related to tourism services is identified as one of the e-WoM marketing media, with the role of social media being one of the determining factors for the success of tourism service providers in building the image of a tourist destination and influencing tourist decisions and satisfaction. One of the tourist destinations that has a good reputation regionally and internationally is Bali, which has complexities in mapping tourist satisfaction in visiting tourist destinations spread across Bali in particular, which is the topic of this research.

7. LIMITATION AND RECOMMENDATION

This study provides empirical evidence regarding the destination image and service quality's impact on tourist satisfaction and electronic word of mouth. However, this research does not guarantee similar findings when this model is tested in different tourist destinations because different destinations may have varying characteristics and a different number of respondents. The results heavily rely on the consumer experience of tourists at a specific tourist destination, beyond other factors that can influence the research outcomes. The findings in this research can reveal that to maximize the opportunities for electronic word of mouth by tourists, satisfaction can be achieved by examining the attributes of the destination image and service quality. Additionally, this study aims to test the relationship between destination image and service quality on electronic word of mouth, where this pattern can still be refined further by incorporating variables such as revisit intention and tourist loyalty into the model. Future research can explore the effectiveness of electronic word of mouth by elaborating on it with revisit intention and tourist behavior, thus creating a more complex model.

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INSTITUTIONAL REVIEW BOARD STATEMENT

The Ethical Committee of the Universitas Udayana, Indonesia has granted approval for this study.

TRANSPARENCY

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

COMPETING INTERESTS

The authors declare that they have no competing interests.

AUTHORS' CONTRIBUTIONS

The ideas, concepts, and design of the research, N.K.A.; the concepts, instruments development and data analysis, N.D.A.; the data analysis, and formatting article, M.R.P.K. All authors have read and agreed to the published version of the manuscript.

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