Antesedent of Satisfaction and Information Words of Mouth and its Implications on Revisit Intention in Derawan Resort, Berau Regency East Kalimantan

by Tetra Hidayati

Antesedent of Satisfaction and Information Words of Mouth and its Implications on Revisit Intention in Derawan Resort, Berau Regency East Kalimantan

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Abstract: The purpose of this study is to analyze and prove the influence of tourist destination, tourist attitudes, promotions, tourist satisfaction and word of mouth on revisit intention. In this study using Structural Equation Modelling(SEM-AMOS) analysis tools for hypothesis testing. The population in this study is unknown and the selection of samples in this study using purposive sampling method, where the purposive method is a sampling method based on certain criteria that are in accordance with the objectives of the study. The number of samples used was 186 respondents to visitors to Derawan Resort district of Berau in East Kalimantan, Indonesia which covers both forign as well as domestic tourists. The results of the analysis shows that the destination image has a significant effect on the tourist satisfaction at Derawan Resort, tourist attitudes have significant effect on the satisfaction at Derawan Resort, promotion has significant effect on tourist satisfaction at Derawan resort, destination image does not significantly affect WOM at Derawan Resort, tourist attitudes does not significantly influence WOM in Derawan Resort, promotion does not significantly influence WOM at Derawan Resort, tourist satisfaction has significant effect on WOM destination image has significant effect on revisit intention to resort derawan resort, tourist attitude has no effect significantly on revisit intention, the promotion does not significantly influence on the revisit intention at Resort Derawan, while tourist satisfaction significantly affects on revisitintention at the Derawan Resort, and finally, variable o0f WOM does not significantly influence revisit intention at Derawan Resort.

Index Terms: Destination image, tourist attitude, promotion, tourist satisfaction, WOM, Revisit intention, SPSS & SEM-AMOS.

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1 INTRODUCTION

Derawan Resort tourist destinations are tourist destinations that have been managed by local and foreign businessmen and the government and also have a variety of tourist facilities that are quite complete ranging from accommodation services such as resorts, homestays, culinary and souvenirs to water sports such as diving, snorkeling, banana boating, jetski, screen and fishing. The natural conditions at the exotic Derawan Resort strongly support tourism activities in the area. For this reason, it is necessary to develop tourism. Berau Regency is one of the districts in East Kalimantan that has a large tourism potential to be developed considering the number of tourists both local and foreign who come to visit continues to increase every year. The interest of both foreign and local tourists can be used as an indicator for both the government and investors to continue to improve both services and supporting facilities for tourism. One of the attractions of Berau Regency is Derawan Resort which consists of 4 islands namely Derawan Island, Maratua, Kakaban and Sangalaki.

Derawan Resort, which is the Berau Regency Tourism Destination image in particular and East Kalimantan, was initially not supported by infrastructure such as resort facilities, homestays, internet, communication centers or other equipment needed to support tourism in this area, but then seeing foreign tourists and domestic tourists who came to travel, the Berau Government then sought to build tourism infrastructure at Derawan Resort so that local communities were helped in forming accommodation places for visitors such as homestays who received assistance and support from the Berau government

Destination image and tourist satisfaction

A unique destination image is a determining factor in the selection process [21]. Destination images can also influence the destination selection process and a more favorable destination image can affect tourist satisfaction [53]. Furthermore [38], defines satisfaction as customer's assessment of product or service fulfillment. One of the key elements of successful destination marketing is tourist satisfaction because it influences destination choices and the decision to revisit. It is important to examine the concept of destination image and its relationship to satisfaction. Based on the description above, this hypothesis is made:

Hypothesis 1: Image of destination influences tourist satisfaction of Derawan Resort, Berau Regency, East Kalimantan Province.

Attitude and Satisfaction

The attitude of tourists consists of cognitive, affective and behavioral components [50]). Cognitive responses of tourists are evaluations carried out in shaping attitudes, affective responses are psychological responses of tourists who express a tourist's preference for an entity, and components of

behavior are indicative of verbal intentions of a tourist to visit or use that entity. [41] states that tourist attitudes are effective predictors of tourist participation and satisfaction. Therefore, based on the description above, this hypothesis is made:

Hypothesis 2: The attitude of tourists influences the satisfaction of tourists in Derawan Resort, Berau Regency, East Kalimantan Province.

Promotion and Satisfaction
Promotion is recognized by many as an important element in tourism marketing. To truly understand the real efficiency of promotional activities in terms of evaluating tourists from their satisfaction and loyalty to tourist destinations, [48]. Therefore, based on the description above, this hypothesis is made:

Hypothesis 3: Promotion affects the satisfaction of tourists in Derawan Resort, Berau District, East Kalimantan Province.

Destination image and information from mouth to mouth (WOM)
Destination image has been shown to have an impact on several factors such as the intention to revisit and word of mouth both directly and indirectly through tourist satisfaction [10, 32], and [16]. Therefore, based on the description above, this hypothesis is made:

Hypothesis 4: Destination image influences information by word of mouth of tourists Derawan Resort Berau Regency, East Kalimantan Province.

Attitude and WOM
[42] suggest that continuous relationships between customers and consumer willingness to engage in word of mouth are strong when both behavioral and loyalty attitudes are considered compared to when only behavioral loyalty is considered. [11] has shown a positive relationship between affective commitment and mouth-to-mouth behavior of customers. Furthermore, research has stated that word-of-mouth (WOM) plays an important role in shaping consumer attitudes and behavior [20]. Therefore, based on the description above, this hypothesis is made:

Hypothesis 5: The attitude of tourists has a significant effect on word of mouth (WOM) tourists from Derawan Resort, Berau District, East Kalimantan Province.

Promotion and Information (WOM)
Tourism promotion as part of the process of forming a destination image does not stand on itself. It is interdependent with many sources of information available in addition to traditional WOM and e-WOM. Therefore, based on the description above, this hypothesis is made:

Hypothesis 6: Promotion influences information by word of mouth of tourists from Derawan Resort, Berau District, East Kalimantan Province.

Destination Image and Revisit Intention
[28]) noted that image is an important consideration in tourism and hospitality research. The overall image refers to the customer's overall perception of the type of hotel, formed and shaped by various sources of information along with prior knowledge of the hotel and its attributes [19] Existing empirical evidence suggests that the overall image of a hotel contributes to more favorable behavioral intentions (i.e. the intention to review) [28]. Overall, the existing literature shows the positive effects of the whole image with the intention of revisiting, and from here the following hypothesis is presented:

Hypothesis 7: The image of the destination influences the interest in revisiting Derawan Resort tourists in Berau Regency, East Kalimantan Province.

Attitude and Revisit Intention
Interest, described as "the possibility that is expressed to be involved in behavior" [37]). On the other hand the concept of [44], states the intention to visit as the degree to which a person values experience, has a positive attitude to experience, expects family and friends to agree, and if he has sufficient resources to re-visit. In addition, the individual's attitude towards the destination to review the destination also significantly affects the intention to revisit [22]. From the findings above, the following hypothesis is formed:

Hypothesis 8: The attitude of tourists effects the interest in revisiting Derawan Resort, Berau Regency, East Kalimantan Province.

Promotion and Revisit Intention
Promotion is recognized by many as an important element in tourism marketing. To truly understand the efficiency of the reality of promotional activities in terms of evaluating tourists from their satisfaction and loyalty (loyalty) at the destination, [48]. From the findings above, the following hypothesis is formed:

Hypothesis 9: Promotion affects the interest in revisiting Derawan Resort in Berau District, East Kalimantan Province.

Satisfaction and WOM
Happiness and passion are two important dimensions of customer movement, so it is very possible that this emotion leads to satisfaction. Recent studies have also found that customer satisfaction causes them to share experiences with others [56]. Tourist satisfaction is the result of a comparison between the experiences of tourists in the destinations visited and expectations about goals [15]. Satisfaction is closely related to consumer attitudes and intentions, which are part of consumer behavior [25] and directly influence consumer positive behavioral intentions, such as repeat purchases and loyalty, and positive WOM interactions [13]. In service meetings, consumer emotions have been shown to affect satisfaction, loyalty, and customers' future behavioral intentions [36]). Consumers tend to talk about their experiences rather than their possessions and get more value from doing it. Satisfaction research has emphasized that both emotional response and cognitive assessment are needed to create satisfaction [17]. [23]) justify that consumer emotions (i.e pleasure and passion) and cognition (ie perceptions of

nvironmental retail) are strong antecedents of satisfaction. Consumers who encounter appropriate services tend to be involved in positive WOM communication, and positive WOM has been considered as a result of customer satisfaction in service recovery. [9]) found that consumers who were not satisfied with service recovery became involved in negative WOM. Thus, customer satisfaction has been studied as a detrimental factor in Indonesian WOM consumers [25]:

Hypothesis 10: Satisfaction affects information from the mouths of tourists from Derawan Resort, Berau Regency, East Kalimantan Province.

Satisfaction and Revisit Intention

One of the most important factors that influence the intention of revisiting customers may be satisfaction [52]. Satisfaction is a determining factor in determining whether a customer intends to revisit a destination or repeat a purchase [26]. Satisfaction is a central variable in consumer behavior research, because of its strong influence on customer loyalty and the intention to revisit a destination location [26]. Customer satisfaction represents the function of expectations and attributes of the product or service that is felt. This is actually an emotional reaction that arises when the performance of a product is felt or service exceeds expectations [34]. Literature shows that the perceived image of tourists is a significant indicator of post-visit satisfaction and behavioral intentions such as the intention of revisiting [29]. [1] states that satisfaction plays a very vital role in making visitors revisit a destination [6] has conducted a study of repeat visitors on the Spanish island. The results show overall that satisfaction has the biggest influence on the tourist messenger whether to revisit the destination. Therefore this hypothesis is formulated that, it is assumed:

Hypothesis 11: Satisfaction affects the interest in revisitng Derawan Resort in Berau Regency, East Kalimantan Province.

WOM and Revisit Intention

The interest of tourists to visit again is the willingness to visit a tourist destination again. Destination marketers are interested in understanding tourists' interest in revisiting destinations, because the cost of retaining tourists to return is far lower than the cost of attracting new visitors [49]. [30] it has been well recognized that word of mouth (WOM) information is important to be investigated by service and tourism companies. [55] note that word-of-mouth recommendations are very important in tourism marketing. The interest in engaging WOM positively, which is very strong in producing new tourists, stems from the overall positive evaluation of a goal and reflects the high attitude of loyalty [40]. Word of mouth information has been stated to have a direct effect on the interest in revisiting. Therefore, when customers are satisfied with the service experience, it is true that the Accepted Manuscript is expected to recommend this service to their friends and they want to visit the same hotel again [7]. Travelers who are very satisfied with the service will be willing to recommend specific features of the service to others and revisit destinations in the future. Thus, WOM must be positively related to interest in revisiting [30]. Therefore this hypothesis is formulated that it is assumed:

Hypothesis 12: Information from word of mouth affects the interest in revisiting Derawan Resort in Berau Regency, East Kalimantan Province.

2 RESEARCH METHODOLOGY

2.1 Population and Sample

The population in this study is unknown, namely tourists who are all tourists visiting Derawan Resort from October to May 2016. The selection of samples in this study uses purposive sampling method. according to [18] suggests that the number of research samples that are not known to be exact population numbers, at least five times the variables analyzed or the number of indicators. The indicators of this study amount to 31, the results of the sample calculation are as follows. Number of Samples = 6 x 31 = 186 samples. Measurement of research using Likert scale 1 to 5.

Table. 1
Classification of Research Variables

No	Research Variables	Notation	Variable Classifications	Number of Items
1.	Destination Image	X.1	Exogen	8
2.	Touris Attitute	X.2	Exogen	3
3	Promotion Activities	X.3	Exogen	7
4	Tourist satisfaction	Y.1	Intervening	6
5	Word of Mouth	Y.2	Intervening	4
6	Revisit Intention	Y.3	Endogen	3
Number of Indicators				31

3 ANALYSIS RESULTS

3.1. Validity and Reliability Test

Table-2
Validity and Reliability Test Results

Variable	Indicator	Notation	Correlation Coefficient (r)	Validity	Reliability	
					Alpha Cronbach	Description
Destination Image (X1)	Natural Resource	X1.1	0.860	Valid	0,945	Reliable
	Leisure time and leisure travelers	X1.2	0.865	Valid		
	Natural Environment	X1.3	0.862	Valid		
	General infrastructure	X1.4	0.825	Valid		
	Culture, history and art	X1.5	0.874	Valid		
	Social environment	X1.6	0.830	Valid		

	Tourist infrastructure	X1.7	0.877	Valid		
	Political and economic factors	X1.8	0.813	Valid		
Tourist Attitude (X2)	Cognitive attitude Conative attitude	X2.1	0.882	Valid	0,858	Reliable
	Affective attitude	X2.2	0.879	Valid		
	Conative attitude	X2.3	0.887	Valid		
Promotion (X3)	Advertisement	X3.1	0.900	Valid	0.952	Reliable
	Sales promotion	X3.2	0.889	Valid		
	Public relations	X3.3	0.891	Valid		
	Interactive online marketing	X3.4	0.883	Valid		
	Face-to-face sales	X3.5	0.906	Valid		
	Direct marketing	X3.6	0.816	Valid		
	Event and experience	X3.7	0.888	Valid		
Tourist Satisfaction (Y1)	Accommodation and catering facilities	Y1.1	0.904	Valid	0,956	Reliable
	Activities at the destination	Y1.2	0.907	Valid		
	Natural life	Y1.3	0.893	Valid		
	Destination aesthetics	Y1.4	0.896	Valid		
	Environmental preservation	Y1.5	0.893	Valid		
	Destination marketing	Y1.6	0.941	Valid		
WOM (Y2)	WOM intensity	Y2.1	0.916	Valid	0,937	Reliable
	WOM is positive	Y2.2	0.892	Valid		
	WOM is negative	Y2.3	0.927	Valid		
	WOM content	Y2.4	0.936	Valid		
Revisit Intention (Y3)	Encourage friends & relatives	Y3.1	0.923	Valid	0,913	Reliable
	Say positive things	Y3.2	0.926	Valid		
	Revisit	Y3.3	0.922	Valid		

Source: Data Processed by Author, 2018

Based on the results of the validity and reliability test instruments in Table 2, it can be seen that all items in the research instrument were declared valid or valid because the correlation coefficient was ≥ 0.30 and the research instruments used were reliable or consistent because the values of Cronbach's Alpha were ≥ 0.60

3.2. Data Normality Analysis

Table -3
Normality Analysis

Var	min	max	skew	c.r.	kurtosis	c.r.
Y3.3	1.000	5.000	.081	.450	-.553	-1.539
Y3 2	1.000	5.000	-.377	-2.098	.005	.013
Y3.1	1.000	5.000	-.286	-1.595	-.012	-.033
Y2.4	1.000	5.000	-.359	-1.997	.303	.843
Y2.3	1.000	5.000	-.209	-1.162	.111	.309
Y2.2	1.000	5.000	-.400	-2.225	.480	1.336
Y2.1	1.000	5.000	-.078	-.436	-.233	-.650
Y1.6	1.000	5.000	-.207	-1.154	.201	.560
Y1.5	1.000	5.000	-.376	-2.092	.383	1.066
Y1.4	1.000	5.000	-.372	-2.072	.467	1.299
Y1.3	1.000	5.000	-.444	-2.475	.388	1.080
Y1.2	1.000	5.000	-.249	-1.388	.140	.389
Y1.1	1.000	5.000	-.226	-1.258	-.054	-.150
X3.7	1.000	5.000	-.361	-2.010	.224	.623
X3.6	1.000	5.000	.018	.101	.011	.032
X3.5	1.000	5.000	-.362	-2.014	.209	.581
X3.4	1.000	5.000	-.254	-1.417	.128	.357
X3.3	1.000	5.000	-.246	-1.368	.067	.186
X3.2	1.000	5.000	-.203	-1.130	.058	.161
X3.1	1.000	5.000	-.377	-2.099	.255	.709
X23	1.000	5.000	-.428	-2.384	.404	1.126
X22	1.000	5.000	-.347	-1.931	.347	.965
X21	2.000	5.000	.154	.859	-.406	-1.129
X18	2.000	5.000	.143	.795	-.403	-1.122
X17	1.000	5.000	-.349	-1.942	.184	.513
X16	1.000	5.000	-.324	-1.805	.497	1.384
X15	1.000	5.000	-.228	-1.272	.318	.885
X14	1.000	5.000	-.172	-.958	-.153	-.426
X13	1.000	5.000	-.492	-2.471	.014	.039
X12	1.000	5.000	-.320	-1.779	.120	.335
X11	1.000	5.000	-.183	-1.017	.051	.141
Multivariate					462.171	69.675

Source: Data Processed, 2018

From Table 3 it can be seen that from all data there is no critical ratio value that is greater than ± 2.58. Thus the data is normal.

3.3. Multicollinearity Test

Multicollinearity is the condition of the existence of a linear relationship or high correlation between each exogenous variable in the study. But in this study the variables used were perceptual assessments. One's perception of something is certainly different so it can be ascertained that there is no multicollinear relationship between exogenous variables with each other.

3.4. Linearity Test

Another important assumption in SEM analysis is the relationship between variables is linear. The results of linearity testing carried out with the example of SPSS 17 software can be seen in the attachment. The relationship between variables is said to be linear if the p-value <0.05 or is called significant, summarized in Table 4 below

Table - 4
Test Results for Linearity Assumptions

Free Variable	Dependent Variable	p-value	Decision
Tourist Destination (X1)	Tourist satisfaction (Y1)	<0.01	Linier
Tourist Attitude (X2)	Tourist satisfaction (Y1)	<0.01	Linier
Promotion (X3)	Tourist satisfaction (Y1)	<0.01	Linier
Tourist Destination (X1)	WOM (Y2)	<0.01	Linier
Tourist Attitude (X2)	WOM (Y2)	<0.01	Linier
Promotion (X3)	WOM (Y2)	<0.01	Linier
Tourist Satisfaction (Y1)	WOM (Y2)	<0.01	Linier
Tourist Destination (X1)	Revisit Intention (Y3)	<0.01	Linier
Tourist Attitude (X2)	Revisit Intention (Y3)	<0.01	Linier
Promotion (X3)	Revisit Intention (Y3)	<0.01	Linier
Tourist Satisfaction (Y1)	*Revisit Intention* (Y3)	<0.01	Linier
WOM (Y2)	*Revisit Intention* (Y3)	<0.01	Linier

Source: Data Analysis Result

Table 4 above shows that all relationships between variables are linear, so that the linearity assumption in SEM analysis is fulfilled.

3.4. Model suitability test (goodness of fit)

The results of processing from the full SEM model of goodness of fit are presented in the table as follows:

Table-5
Model Suitability Test Result

Goodness of Fit index	Cut off Value	Analysis Result	Model Evaluation
X2 - chi square	< df α = 0,05 = 969,86	1917.9	Marginal
Sig.	≥ 0,05	0,00	Not Fit
RMSEA	< 0,08	0,1	Not Fit
GFI	≥ 0,9	0.7	Marginal Fit
AGFI	≥ 0,9	0.6	Not Fit
CMIND/DF	< 2	3.361	Not Fit
TLI	≥ 0,9	0.9	Fit
CFI	≥ 0,9	0,9	Fit

Source: Data Processed by Author, 2018

The results of the model suitability test show that the model used is acceptable. The TLI measurement index is in the range of expected values of 0.9 or greater than the Cut of Value of ≥ 0.9. Likewise, the CFI measurement index that meets the cut of value is 0.9. although chi-square, probability level, RMSEA, AGFI, GFI and CMIND / DF, were received marginally and not fit. From several model feasibility tests, the model is said to be feasible if at least one method of feasibility testing model is fulfilled [. In an empirical study, a researcher is not required to fulfill all the criteria of goodness of fit, but depends on the judgment of each researcher.
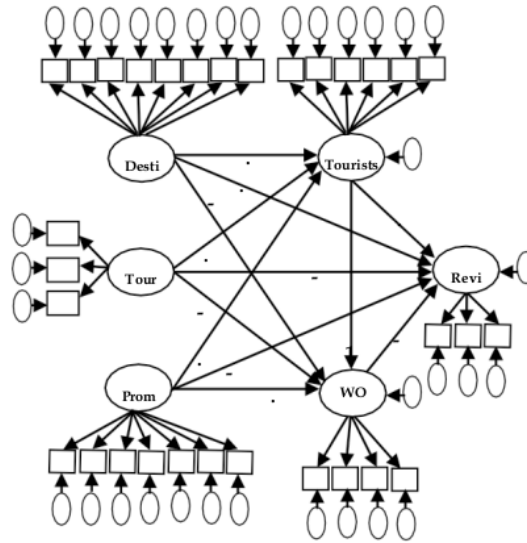
Figure 1
Analysis Result

Table-6
Estimated Parameter Regression Weights

			Estimate	S.E	C.R	P	Descript
Tourism Satisfaction_(Y1)	<--	Destination Image_(X1)	.327	.102	3.205	.001	Significant
Tourism Satisfaction_(Y1)	<--	Tourism Attitude_(X2)	.414	.063	6.546	***	Significant
Tourism Satisfaction_(Y1)	<--	Promotion_(X3)	.467	.083	5.609	***	Significant
WOM_(Y2)	<--	Destination Image_(X1)	-.065	.127	-.511	.609	Not Significant
WOM_(Y2)	<--	Tourism Attitude_(X2)	-.129	.154	-.836	.403	Not Significant
WOM_(Y2)	<--	Promotion_(X3)	.084	.168	.500	.617	Not Significant
WOM_(Y2)	<--	Tourism Satisfaction_(Y1)	1.013	.330	3.074	.002	Significant
Revisit Intention_(Y3)	<--	Destination Image_(X1)	.479	.175	2.743	.006	Significant
Revisit Intention_(Y3)	<--	Tourism Attitude_(X2)	-.237	.202	-1.171	.242	Not Significant
Revisit Intention_(Y3)	<--	Promotion_(X3)	-.116	.270	-.428	.668	Not Significant
Revisit Intention_(Y3)	<--	Tourism Satisfaction_(Y1)	.906	.379	2.389	.017	Significant
Revisit Intention_(Y3)	<--	WOM_(Y2)	-.033	.372	-.089	.929	Not Significant

Source: Data Processed, 2018

4 DISCUSSION

Based on the results of the hypothesis test it can be concluded that the destination image has a significant effect on tourist satisfaction of tourist attractions in derawan. This finding confirms the theory put forward by [5] and supports the research findings proposed by [4, 33, 47] which states Destination Image has a significant effect on tourist satisfaction. The attitude of tourists has a significant effect on the satisfaction of tourist attractions in Derawan Resort. This finding confirms the theory put forward by [41] and also supports the research conducted by [47] which states that attitudes have a significant effect on satisfaction. Promotion has a significant effect on tourist satisfaction of tourist attractions in Derawan Resort. These findings confirm the theory suggested by [48] and also support the research findings conducted by [8, 51] which states that promotion has a significant effect on tourist satisfaction. Based on the results of hypothesis testing it can be concluded that the image of the destination has no significant effect on WOM tourist attraction in Derawan. These findings do not confirm the theory put forward by [10,32] and [16] do not support research conducted by [27] who stated " Destination image has a significant effect on WOM ". The attitude of tourists has no significant effect on WOM Resort Resort Derawan. This finding does not confirm the theory proposed by [42], who argued that continuous relationships between customers and consumer willingness to engage in word-of-mouth are strong when the two attitude and loyalty behavior is considered compared to when only behavioral loyalty is considered. This finding also does not support the research conducted by [46]. Promotions have no significant effect on WOM tourist attraction in Derawan. The findings do not confirm the theory suggested by [39], which states that promotion has a significant effect on WOM. This finding also does not support the findings of the study conducted by [8], Promotion has a significant effect on Word of Mouth. Tourist satisfaction has a significant effect on WOM Resort Resort attractions, this finding confirms the theory put forward by [12]) which states "The effect of satisfaction and antecedents on behavioral intention has been explored by previous empirical studies. Some researchers have shown that overall satisfaction is an antecedent of interest in revisiting and that WOM has overall improved satisfaction which has led to the possibility of revisiting tourist attractions and spreading positive WOM. "This finding also supports the research findings conducted by [35, 45] Based on the results of the hypothesis test stating that the image of the destination has a significant effect on the interest in revisiting Resort attractions, the findings of this study confirm the theory suggested by [24] which revealed that the destination image has a direct relationship with perceived quality, satisfaction and intention. return visit and willingness to recommend to others. This research also supports the research conducted by [2, 43]. The attitude of tourists has no significant effect on the interest in revisiting Resort Derawan attractions, the findings of this study do not support the theory suggested by [22], do not support the research conducted by [14, 46]. Promotion has no significant effect on interest in revisiting Resort Resort attractions, the findings of this study do not confirm the theory suggested by [48] do not support the research conducted by [51]. Tourist satisfaction has a significant effect on the interest in revisiting Resort Derawan attractions, This finding confirms the theory suggested by [49] and also supports the research findings conducted by [2, 31]. WOM has no significant effect on interest in revisiting derawan resorts. This finding confirms the theory presented by [54] and supports the research conducted by [3].

5 CONCLUSION

Based on the results of the research and discussion in the previous chapter, conclusions can be taken as follows:

a) The image of the destination has a significant effect on the satisfaction of tourist attractions in Derawan Resort

b) The attitude of tourists has a significant effect on the satisfaction of tourist attractions in Derawan Resort.

c) Promotion has a significant effect on tourist satisfaction of tourist attractions in Derawan Resort

d) The image of the destination has no significant effect on WOM tourist attraction in Derawan.

e) The attitude of tourists has an insignificant influence on WOM tourist attraction in Derawan.

f) Promotion has no significant effect on WOM tourist attraction in Derawan.

g) Satisfaction of tourists has a significant effect on WOM tourist attraction Derawan

h) The image of the destination has a significant effect on the interest in returning to the tourist attraction of Derawan Resort.

i) The attitude of tourists has no significant effect on interest in revisiting tourist attractions in Derawan..

j) Promotion has no significant effect on interest in revisiting tourist attractions in Derawan Resort

k) Tourist satisfaction has a significant effect on the interest in revisiting tourist attractions in Derawan.

l) WOM has no significant effect on interest in revisiting derawan resorts.

6 NEW FINDINGS

a) The Destination Image has negative not significant effect on WOM

b) Tourist Attitudes has negative and not significant effect on WOM

c) Tourist Attitudes has negative and not significant effect on WOM

d) Promotion has negative not significant effect on revisit intention

e) Satisfaction has negative no significant effect on WOM

f) Information from Mouth to Mouth has negative not significant effect on revisit intention

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