FACTORS AFFECTING INTENTION TO VISIT PRAMBANAN TEMPLE AFTER PANDEMIC

BY

[1*]**Anisa Karliani, [2]Usep Suhud, [3]Mohamad Rizan**
[1,2,3]Faculty of Economics, State University of Jakarta, Indonesia

Abstract
This research examines the factors that influence the intention to visit Prambanan Temple after the pandemic. This study uses seven variables that are measured: perceived benefits, destination image, electronic word of mouth, perceived service quality, culture, perceived risk, and visit intention. This study uses a quantitative model by collecting data using an online questionnaire and with the criteria of female or male respondents aged 17 years and over and visiting Prambanan Temple after the pandemic. Data collection was carried out in October 2022. The number of respondents in this study were 203 people consisting of 76 men and 127 women. The results obtained from this study are that perceived service quality has a positive direct effect on electronic word of mouth,

Keywords: perceived service quality, electronic word of mouth, perceived benefits, destination image, visit intention, intention to visit Prambanan Temple.

INTRODUCTION

Quoted in kompas.com in an article which states "The number of foreign tourists in 2019 is 16,106,954 people while in 2020 it is 4,052,923 people. This number has decreased by 74.8 percent (Ramadan, 2021). Based on these data, the tourism sector's foreign exchange in 2019 was US$16.9 billion while in 2020 it was US$3.2 billion. That number has decreased by 81 percent", said the data submitted by Sandiaga Uno as Minister of Tourism and Creative Economy (Menparekraf).

But in 2021 domestic tourists are the hope to save the tourism sector even though this is still a difficult thing as quoted in kontan.co.id (Hutauruk, 2022). Based on the Central Bureau of Statistics, data on the movement of Winus in 2021 has increased by 12% when compared to 2020. Not only that, there has been an increase in tourism foreign exchange by 4% compared to 2020, namely US$ 0.32 billion to US$ 0.36 billion. Tourism's GDP contribution is expected to increase by 37.4% from the percentage in 2020 so that it reaches 4.2% in 2021."

Quoted from kompasiana, Imrony (2022), "Prambanan Temple is one of the tourist attractions affected by the co-19 pandemic. As of March 20, 2020, the Prambanan Temple tourist attraction is temporarily closed. And then reopened but with a limited visitor capacity. This has resulted in reduced revenue from the utilization of the Prambanan Temple tourist attraction as one of the economic stimulus in the Special Region of Yogyakarta.

The Indonesian government is also taking steps to provide a stimulus so that the tourism sector in Indonesia will recover as usual by providing concessions in the ease of domestic travel and starting to reopen a number of tourism places such as the Prambanan Temple, as quoted in kompasiana on May 17, 2022 "President Joko Widodo has announced that people are now allowed to take off their masks when doing outdoor activities." This is a step that can encourage tourism in Indonesia.

The decline in Covid 19 cases in Indonesia has had a positive impact on tourism, especially at Prambanan Temple, as stated by Jamaludin Mawardi as General Manager of the Temple Tourism Park (TWC) at bumn.go.id on Tuesday, January 4, 2022 "Our 2022 target quite a lot in terms of the number of visitors, around 540,800 people.

LITERATURE REVIEW

1. Visit Intention

According to Whang et al., (2016), visiting intention is defined as referring to the perceived possibility of seeing a certain place within a certain period of time. Visit intention or purchase intention for a product in tourism can be interpreted as an impulse originating from a person's internal stimulation

that motivates action, where the impulse is influenced by the stimulus and positive feelings of a product (Kotler and Armstrong, 2012).

2. Perceived Benefits

Perceived benefits are defined as consumer beliefs about the extent to which people will benefit from purchasing and or using an object (DJ Kim et al., 2008). Perceived benefit is a belief about a positive outcome associated with behaviour in response to a real or perceived threat (Chandon et al., 2000). Perceived usefulness, a construct similar to but distinguished from perceived value, is proposed as a variable that influences the behavioural intention of medical tourists through attitude, perceived behavioural control, and subjective norms.

3. Destination Image

Destinations image interpreted as a manifestation of the appearance of a tourist object that is in the minds of tourists, where it comes from the prejudices, knowledge, imagination, and emotions of tourists (Maxim, 2019). Kummitha and Crutzen (2017) another argues that destination image is seen as a tourist's sense of confidence in a tourist object that the tourist object is able to provide the best.

Destination image in relation to this research refers to brand image theory, where the brand can provide an overview of a product that the brand cannot be separated from its product, namely a tourist destination (Suwarduki et al., 2016).

4. Electronic word of mouth

Electronic word of month considered as an important source of information that can influence the intentions and travel objectives of tourists. Research from Meysam et al., (2012) also shows that online reviews have a significant impact on sales. According to Wijaya and Paramita (2014) mentions that although it is similar to word of mouth, electronic word of mouth offers a variety of ways to exchange information, many of them anonymously or in secret. Electronic word of mouth presents a new form of communication between receiver and sender. As described by Cheung and Thadani in Humaira and Wibowo (2016) there is a stimulus, communicator, receiver, and response. Stimulus is a message sent that contains positive, negative, or neutral messages.

5. Perceived Service Quality

According to Lin and Wang (2006) perceived service quality is the consumer's evaluation of the quality of service received by consumers based on the feelings that consumers feel when consuming or experiencing services from service provider companies. Goetsch and Davis in Tjiptono and Chandra (2016) states that quality is a dynamic condition associated with products, services, human resources, processes, and the environment that meet or exceed expectations. Lewis and Booms in Tjiptono and Chandra (2016) defines service quality as a measure of how well the level of service meets customer expectations.

6. Perceived Risk

Perceived risk is defined as the uncertainty faced by consumers when they cannot predict the consequences or risks

of their purchasing decisions (Schiffman & Kanuk, 2008). Purchasing of products involves and considers the risks that may not be what is desired. Perceptions of risk differ among consumers depending partly on experience and lifestyle. For this reason, perceived risk is a perceived risk that consumer characteristics are considered as product characteristics (Hawkins & Mothersbaugh, 2010).

7. Cultural

According to the broader definition of Adams (1995), cultural tourism is a type of travel for personal enrichment. Iverson, et al., (in Iverson, 1997) found further that they are consistent with previous studies showing that national culture influences tourist decision-making processes even in collectivist cultural subsets.

Cultural values are the basis for specific norms detailing what individuals are appropriate in various situations which are reflected in societal institutions such as the family, education, economic systems, politics, and religion which serve as their purpose and mode of operation (Schwartz, 1994). Culture includes values, morals, symbols, physical manifestations, and behavior that are governed by different worldviews (Gnoth & Zins, 2013).

THEORETICAL FRAMEWORK

1. Perceived Benefits and Destination Image

Khan et al., (2016) examined the decision-making process of international consumer travel. One of the things tested in this study is about the effect of perceived benefits on destination image. This researcher suggests that destination image is considered as a perception or impression of a destination that is owned by tourists regarding the benefits or expected consumption value.

Wen-Qi et al., (2017) examines an integrated model of moderated risk mediation (man-made and natural disasters) that explains the relationship between tourism benefits and destination image. The results of research on 635 tourists showed that the benefits received had a positive effect on the image of the destination.

2. Electronic Word of Mouth and Destination Images

Setiawan et al., (2014) examined the causal relationship between electronic word of mouth, destination image, satisfaction, and loyalty of 150 domestic tourists in various tourist destinations around Denpasar - Bali. The results of the study show that electronic word of mouth has a significant direct effect on destination image, while an indirect effect on satisfaction and loyalty. Then, Jalilvand and Heidari (2017) tested the type of word of mouth where communication, face-to-face vs electronic, electronic word of mouth has a stronger influence on destination image and attitudes.

Tests were conducted on 678 tourists in the online travel community. The results show that e-word of mouth has a stronger effect on destination image. Meanwhile, Ishida et al., (2016) examined the influence and differences between

traditional word of mouth and electronic word of mouth, between personal word of mouth and commercial word of mouth, and between positive and negative word of mouth on destination image. The results of this research show that electronic word of mouth affects the image of the destination.

3. Perceived Service Quality and Electronic Word of Mouth

Alexandris et al., (2002) tested the effect of service quality on visit intentions in the hotel sector in Greece. One that was tested was the effect of service quality on electronic word of mouth. The results show that the service quality dimension explains the very high proportion of variance in word-of-mouth communication and purchase intention. Hossain and Kim (2018) tested the effect of service quality dimensions on word of mouth and Facebook user satisfaction. The results obtained are that, of the four dimensions of service quality, two dimensions, namely the quality of interaction, and the quality of results are significantly related to word of mouth.

Then, this research is strengthened by the research of Hossain et al., (2019) examined the factors influencing electronic word-of-mouth communication by SNS users. This study uses the multidimensional dimension of service quality as one that is tested for its effect on electronic word of mouth. The results obtained are only one dimension that has a significant positive effect on electronic word of mouth, namely the quality of interaction services. And the other two dimensions, namely product quality and environmental quality, seem insignificant but still have a positive impact.

4. Destination Image and Visit Intentions

Chaulagain et al., (2019) tested the impact of country image and destination image on the travel intentions of US tourists. One of the hypotheses tested by researchers is the effect of destination image on visiting intentions. The results of this study prove that destination image has a positive effect on visiting intentions. Meanwhile, Chalip et al., (2003) tested the effect of media sporting events on destination image on visiting intentions. One of the hypotheses tested is the effect of destination image on visiting intentions. The result of this research is that destination image is significantly related to visiting intention. A study conducted by Kanwel et al., (2019) examined the impact of destination image on tourist loyalty and intention to visit Pakistan. One of the research hypothesis is the effect of destination image on visiting intentions. The hypothesis results show that destination image has a positive effect on visiting intentions.

5. Electronic Word of Mouth and Visit Intentions

Jalilvand et al., (2012) reviewed e-word of mouth considered as an important source of information that influences visit intentions and destination choices. Chaerunnisaa (2013) analyzed the effect of e-word of mouth on visiting intentions and found that e-word of mouth actually only had a strong impact on image formation of a tourist destination and did not directly shape tourist attitudes and tourists' desire to travel. Gretzel et al., (2016) examined how electronic word of mouth, attitudes and city image affect tourists' intentions to visit

tourist cities. The results of the study show that e-word of mouth is a significant determinant of visiting intentions.

6. Cultural and Visit Intentions

Shen et al., (2009) examined the intention of Chinese visitors to visit world cultural heritage sites within the framework of planned behaviour theory, with the addition of past experiential constructs and involvement in cultural tourism. The results of the study show that cultural engagement is a valid predictor construct for visiting intentions. Bi and Gu (2019) examined how cultural distance affects international tourists' intentions to visit destination countries. The research was conducted on 729 potential tourists in China. The results of this study show that culture influences tourists' intentions to visit destination countries. Matzler et al., (2016) examined the role of cultural differences in the perceived impact of brand personality on tourists' visiting intentions. One of the things tested is the influence of culture on the intention to visit.

7. Perceived Risk and Visit Intentions

A research conducted by Sharif and Mura (2019), this study examines the impact of online page popularity and message valence of user-generated content on social media on pro-Iranian visiting attitudes and behavioural intentions, and risk perceptions of destinations. They tested 120 respondents through open online interviews and were randomly exposed to one of six Facebook pages and then asked to complete a questionnaire assessing demographic data, visiting attitudes, visiting intentions, type of travel risk, and perceived risk index.

A research conducted by Hoque and Nature (2018), this study examines the influence of consumers' perceived knowledge on their perceptions of risk and trust (in information sources and products). The results show that during a food security crisis, consumers perceived knowledge strengthens their risk perception and trust in information sources.

8. Perceived Risk and Destination Images

Faren (2021) researching the effect of perceived risk and service quality on revisit intention. One of those tested in this study regarding the effect of perceived risk on destination image. In research Chew and Jahari (2014) there is a relationship between socio-psychological risk and financial risk to the image of the destination. Tourists will consider security and safety in choosing a tourist destination. It can be concluded that the higher the risks faced by tourists, the image of a destination will decrease.

Harun (2018) examines the causal relationship between perceived risk and goal image. The research was conducted on 171 domestic tourists in various tourist destinations around the Southeast Coast of Sabah, Malaysia. The results show that perceived risk has a significant direct effect on destination image.
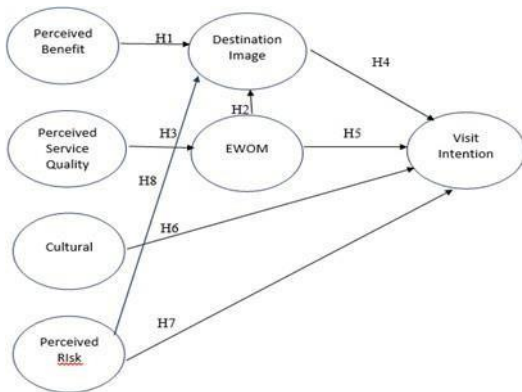
9. Hypothesis

Figure 1 Theoretical Framework of the Research Model
Source: Data processed by researchers (2022)

From the theoretical framework of Figure 1, the following eight hypotheses will be tested:

H1: There is an influence of perceived benefit on destination image

H2: There is an influence of electronic word of mouth on the destination image

H3: There is an influence of perceived service quality on electronic word of mouth

H4: There is an influence of destination image on visit intention

H5: There is an influence of electronic word of mouth on visit intention

H6: There is a cultural influence on visit intention

H7: There is an influence of perceived risk on visit intention

H8: There is an influence of perceived risk on the destination image

RESEARCH METHODS

1. Sample

The sampling technique used is non-probability sampling with a purposive sampling technique, at least 200 visitors to Prambanan Temple. With the criteria of tourists who want to visit and who have visited Prambanan Temple. In this study, researchers designed a questionnaire by determining the respondents and developing indicators. This research will be conducted by involving 203 respondents, with the following characteristics :

a. Gender (male and female)
b. Age (25 years and over)
c. Job-status
d. Marital status
e. Educational status
f. Jabodetabek domicile

2. Questionnaire Development

In this study there were 7 (seven) variables that were measured, namely destination image, perceived service quality, electronic word of mouth, visit intention, perceived benefit, perceived risk, and cultural.

3. Destination Image

The destination image variable is measured using five indicators adapted from research Valek et al., (2018), that is:

a. I felt very welcome by the local people when I visited Prambanan Temple.
b. I am very satisfied to be in Prambanan Temple so far after the pandemic.
c. Prambanan Temple offers many interesting historical places to visit after the pandemic.
d. While at Prambanan Temple, many extraordinary experiences have occurred after the pandemic.
e. Prambanan Temple is a safe tourist destination after the pandemic.

4. Perceived Service Quality

The variable perceived service quality is measured using six indicators adapted from the research by Narayan et al., (2008) namely:

a. There is an information center for tourists at Prambanan Temple.
b. There is an information center for tourists at tourist spots.
c. Guides for tourists are provided at tourist spots.
d. There are facilities for buying souvenirs in the tourist area.
e. There is a souvenir-buying facility at Prambanan Temple.
f. The ease and smoothness of internet connectivity at tourist attractions or places of visit.

5. Electronic word of mouth

The electronic word-of-mouth variable is measured using five indicators adapted from research by Abubakar (2016) and Gretzel et al., (2016), namely:

a. I often read online visitor reviews to find out tourist destinations at Prambanan Temple with a good impression.
b. I often gather information from online travel reviews of prior visitors travelled to Prambanan Temple after the pandemic.
c. When I take a trip to Prambanan Temple, the review of the visitor's journey is thorough going online gave me confidence in traveling to those places.
d. I often consult other visitors' online travel reviews for help choosing interesting destinations to visit at Prambanan Temple after the pandemic.
e. If I don't read the travel reviews online when I travel to visitors, I will Prambanan Temple after the pandemic, I'm worried about my decision.

6. Visit Intention

a. The visit intention variable is measured using six indicators adapted from research by Chen and Tung (2014) and Gretzel et al., (2016), namely:

I am willing to travel to visit Prambanan Temple after the pandemic.

b. I plan to keep traveling to visit Prambanan Temple after the pandemic.

c. I will still try to travel to visit Prambanan Temple after pandemic.

d. I predict I will still travel to visit the Prambanan Temple made a tourist destination in the next month after the pandemic.

e. I will visit Prambanan Temple which has historical value rather than a place other tours after the pandemic.

f. If everything goes the way I think it will, I will plan to travel visited Prambanan Temple after the pandemic during holidays.

7. Perceived Benefits

The perceived benefits variable is measured using four indicators adapted from the research of Hunt and Ditton (2001) and Forsythe et al., (2006) namely:

a. I travelled to Prambanan Temple to have a wonderful experience and comfort after the pandemic.

b. I traveled to Prambanan Temple to get away from my daily routine.

c. I want to experience a different environment by traveling to temples Prambanan.

d. I feel happy traveling to Prambanan Temple.

8. Cultural

Cultural variables are measured using four indicators adapted from research by Gnoth and Zins (2013) and Crompton and McKay (1997), namely:

a. I studied the history of several historical places in Prambanan Temple.

b. I learned about the characteristics of the people around the temple after the pandemic.

c. I travel to Prambanan Temple because I like to explore new things.

d. Traveling to Prambanan Temple added to my knowledge about Temple culture Prambanan.

9. Perceived Risk

The perceived risk variable is measured using six indicators adapted from research H. Kim and Chang (2020), that is :

a. People who visit Prambanan Temple are just wasting their money.

b. People who visit Prambanan Temple are people who have money excessive because visiting Prambanan Temple is very expensive.

c. People who visit Prambanan Temple will take a very long journey far and expensive.

d. If I visit Prambanan Temple, I'm afraid the atmosphere won't be good.

e. If I will visit Prambanan Temple, I'm afraid it will be a waste money.

f. When I visited Prambanan Temple, I was worried that the place would not be as comfortable as I expected.

10. Determination of Respondents' Answer Score

The questionnaire was made in the form of a question with a choice of answers provided. Answers are made using a Likert-type scale based on the aspects measured for each variable. Respondents were given six alternative answers by selecting the most appropriate answer and each answer was given the highest score and the lowest score ranging from 1 for strongly disagree to 6 for strongly agree.

11. Structural Equation Modeling (SEM)

According to Kasanah (2015), the analytical method used in this study is structural equation modelling, namely a second-generation structural equation model with multivariate analysis techniques that allows researchers to examine the relationships between complex variables, both recursive and non-recursive to obtain a comprehensive picture of a model. According to Maharany (2013), the evaluation of the criteria for Goodness of Fit is as follows:

a. X2 – Chi-square stats

b. RMSEA (The Root Mean Square Error of Approximation)

c. GFI (Conformity Index)

d. AGFI (Adjusted Compliance Index)

e. CMIN/DF

f. TLI (Tucker Lewis Index)

g. CFI (Comparative Match Index)

RESULTS AND DISCUSSION

1. Characteristics of Respondents

Respondents in this study were 203 respondents. Description of the characteristics of the respondents from this study include gender, age, employment status, marital status, educational status, and domicile. Based on this study the authors involved 203 respondents, it can be seen that the majority of respondents were women with a total of 127 respondents or (63.0%) and male respondents as many as 76 respondents or (37.0%). Based on the age, most of those who filled out the questionnaire were in the age range of 25-29 years as many as 76 respondents or (37.0%), then the second most were in the age range 21-24 years as many as 75 people or (37.0%), then aged 17- 20 years as many as 2 people or (1.0%), then aged 30-34 years as many as 28 people or (14.0%), then aged 35-39 years as many as 12 respondents or (6.0%), and 40- 44 years as many as 6 people or (3.0%), then 45-49 years as many as 4 respondents or (2.0%), and 50 years and over as many as 4 people or (2.0%). Based on the educational status of the respondents who filled out the most questionnaires were undergraduate as many as 115 respondents or (57.0%), high school as many as 47 respondents or (23.0%), then diploma as many as 32 respondents or (16.0%), then postgraduate as many as 6 respondents or (3.0%) and under high school as many as 3 respondents or (1.0%). Based on the employment status of the respondents who filled out the questionnaire, most of them

worked as many as 151 respondents or (74.0%), then 4 respondents did not work or (2.0%), then had their own business as many as 24 respondents or (12.0%), then not working as many as 21 respondents or (10.0%), and finally retired as many as 3 respondents or (1.0%). Based on marital status and most of the respondents who filled out the questionnaire were unmarried as many as 123 respondents (61.0%), then married as many as 80 respondents or (39.0%). Based on domicile, it can be seen that the majority of respondents are in Jabodetabek with a total of 203 respondents or (100%).

2. Results

Table 1 shows that the destination image variable has no dimensions. The destination image has five indicators, as well as factor loadings ranging from 0.525 to 0.680 indicating that all indicators are valid. In addition, the destination image variable has a Cronbach's alpha value of 0.625, which means it can be trusted. The variable perceived service quality has no dimensions. Perceived service quality has four indicators, as well as factor loadings ranging from 0.408 to 0.764 which indicates that all indicators are valid. In addition, the variable perceived service quality has a Cronbach's alpha value of 0.615, which means it can be trusted. The e-word-of-mouth variable has no dimensions.

Electronic word of mouth has five indicators, as well as factor loadings ranging from 0.488 to 0. 800 indicating that all indicators are valid. In addition, the electronic word-of-mouth variable has a Cronbach's alpha value of 0.687, which means it can be trusted. The visit intention variable has no dimensions. Visit intention has six indicators, as well as factor loadings ranging from 0.679 to 0.796 which indicates that all indicators are valid. In addition, the visit intention variable has a Cronbach's alpha value of = 0.841, which means it can be trusted. The perceived benefits variable has dimensions. Perceived benefits have four indicators, as well as factor loadings ranging from 0.595 to 0.888 which indicates that all indicators are valid. In addition, the perceived benefits variable has a Cronbach's alpha value of = 0.655, which means it can be trusted.

Cultural variables have no dimensions. Cultural has four indicators, as well as loading factors ranging from 0.622 to 0.753 which shows that all indicators are valid. In addition, the cultural variable has a Cronbach's alpha value of = 0.631, which means it can be trusted. The variable perceived risk has no dimensions. Perceived risk has six indicators, as well as factor loadings ranging from 0.822 to 0.877 indicating that all indicators are valid. In addition, the cultural variable has a Cronbach's alpha value of = 0.922, which means it can be trusted.

Table 1.1 Data Validity and Reliability Test Results

Code	Indicator	Factor Loadings	Cronbach's Alpha
Destination Image			α = 0.625
DI 1	I feel very welcome by the local community when I visit Prambanan Temple	0.680	
DI 3	I feel that Prambanan Temple offers many interesting tourist spots to visit after the pandemic	0.665	
DI 4	I feel that at Prambanan Temple there will be many extraordinary experiences that have occurred after the pandemic	0.663	
DI 2	I feel like I will be very satisfied to be at Prambanan Temple so far after thepandemic	0.633	
DI 5	I feel Prambanan Temple is a safe tourist destination after the pandemic	0.525	
Perceived Service Quality			α = 0.615
PSQ 1	There is an information center for tourists at Prambanan Temple	0.764	
PSQ 2	There is an information center for tourists in historical places	0.720	
PSQ 5	The ease and smoothness of internet connectivity at tourist attractions/places of visit	0.678	
PSQ 3	Guides for tourists are provided at Prambanan Temple	0.526	
PSQ 4	There is a souvenir-buying facility at Prambanan Temple	0.408	
Electronic Word of Mouth			α = 0.687
EM 2	I often collect information from visitors' online travel reviews before traveling to Prambanan Temple after the pandemic	0.800	

EM 1	I often read online visitor reviews to find out Prambanan Temple destinations with good impressions after the pandemic	0.736	
EM 5	I often consult through other visitors' online travel reviews to help choose Prambanan temples after the pandemic	0.701	
EM 3	When I took a trip to Prambanan Temple, online visitor travel reviews intrigued me	0.699	
EM 6	If I didn't read online visitor travel reviews when I traveled to Prambanan Temple after the pandemic, I would have worried about my decision	0.743	
EM 4	I am confident in traveling to the place after the pandemic	0.488	
Visit Intention			α = 0.841
VI 3	I will still try to travel to visit Prambanan Temple after the pandemic	0.796	
VI 4	I predict I will still be traveling to visit Prambanan Temple which is made a tourist destination in the next month after the pandemic	0.789	
VI 2	I plan to keep traveling to visit Prambanan Temple after the pandemic	0.780	
VI 5	I will visit Prambanan Temple which has historical value than other tourist attractions after the pandemic	0.722	
VI 6	If everything goes as I think, I will plan to travel to visit Prambanan Temple after the pandemic during the holidays	0.713	
VI 1	I am willing to travel to visit Prambanan Temple after the pandemic	0.679	
Perceived Benefits			α = 0.655
PB 4	I feel happy traveling to Prambanan Temple	0.872	
PB 1	I traveled to Prambanan Temple for a fun and entertaining experience after the pandemic	0.776	
PB 2	I traveled to Prambanan Temple to get away from my daily routine	0.888	
PB 3	I want to feel a different environment by traveling to Prambanan Temple	0.595	
Cultural			α = 0.631
CL 1	I studied history from Prambanan Temple	0.753	
CL 4	Traveling to Prambanan Temple increased my knowledge about Yogyakarta culture	0.694	
CL 2	I learned about the characteristics of the people around Prambanan Temple after the pandemic	0.689	
CL 3	I travel to Prambanan Temple because I like to explore new things	0.622	
Perceived Risk			α = 0.922
PR 5	If I'm going to visit Prambanan Temple, I'm afraid it will be a waste of money	0.877	
PR 4	If I visit Prambanan Temple, I'm afraid the atmosphere won't be good	0.873	
PR 2	People who visit Prambanan Temple are people who have excess money because visiting Prambanan Temple is very expensive	0.848	
PR 6	When I visited Prambanan Temple, I was worried that the place would not be as comfortable as I expected	0.846	
PR 1	People who visit Prambanan Temple are just wasting their money	0.832	
PR 3	People who visit Prambanan Temple will travel very far and expensive	0.822	

Source: Processed data, 2022.

3. Hypothesis Test Results

After the model is analyzed through Confirmatory Factor Analysis and it can be seen that each indicator can be defined for its latent construct, then the complete SEM model can be analyzed. AMOS processing results as shown in Figure 2.
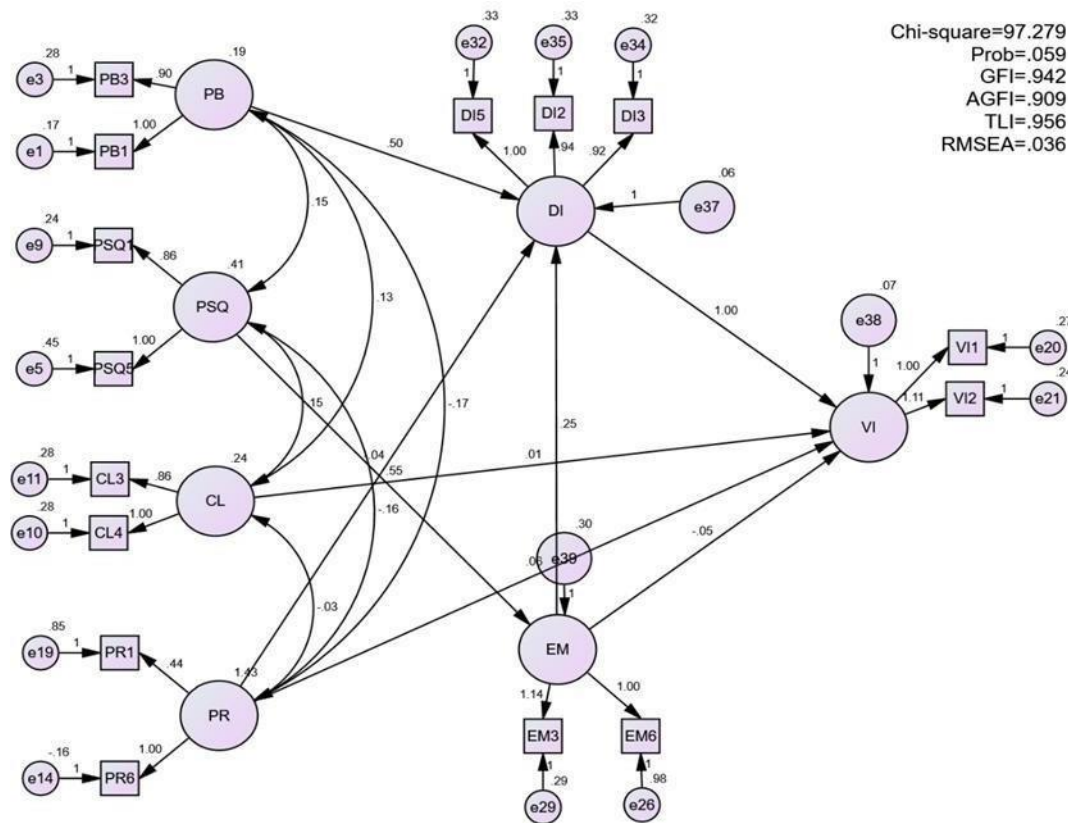

Figure 2 Structural Equation Model

Source: Data processed by researchers (2022)

Table 2 shows the results of the goodness of fit with a Chi-Square value of 0.052, a GFI value of $0.942 \geq 0.90$, an RMSEA value of $0.037 \leq 0.08$, an AGFI value of $0.908 \geq 0.90$, a CFI value of $0.966 \geq 0.90$, and TLI value of $0.953 \geq 0.95$ it can be concluded that all goodness of fit criteria get good results. The test results are significant values of the estimated standard loading parameters in the following table:

Table 2 Good of Fit Value of Model Modification

Good of Fit Index	Cut of Value	Results	Evaluation
$X^2 - Chi\ Square$	≥ 0.05	0.052	Good fit
GFI	≥ 0.90	0.942	Good fit
RMSEA	≤ 0.08	0.037	Good fit
AGFI	≥ 0.90	0.908	Good fit
CFI	≥ 0.90	0966	Good fit
TLI	≥ 0.95	0.953	Good fit

Source: Data processed by researchers (2022)

Table 3 shows that testing the electronic word-of-mouth hypothesis on perceived service quality is accepted because the P value is $0.000 < 0.05$. The destination image hypothesis test for perceived benefits is accepted because the P value is $0.000 < 0.05$. The destination image hypothesis test for electronic word of mouth is accepted because the P value is $0.000 < 0.05$. Testing the visit intention hypothesis on destination image is accepted because the P value is $0.000 < 0.05$. The destination image hypothesis test for perceived risk was rejected because the P value was $0.168 > 0.05$. The visit intention hypothesis test for cultural was rejected because

the P value was 0.87 > 0.05. The visit intention hypothesis test for perceived risk was rejected because the P value was 0.155 > 0.05. The visit intention hypothesis test for electronic word of mouth was rejected because the P value was 0.477 > 0.05.

Table 3 Hypothesis Testing

H	Variable	Estimates	SE	CR	P	Results
H_1	EM ←PSQ	0.555	0.143	3,874	***	Accepted
H_2	DI ←PB	0.48	0.124	3,878	***	Accepted
H_3	DI ← PR	-0.045	0.033	-1,379	0.168	Rejected
H_4	DI ←EM	0.246	0.073	3,354	***	Accepted
H_5	VI ←DI	1,144	0.304	3,757	***	Accepted
H_6	VI ←CL	-0.021	0.127	-0.163	0.87	Rejected
H_7	VI ← PR	0.071	0.05	1.42	0.155	Rejected
H_8	VI ←EM	-0.08	0.113	-0.711	0.477	Rejected

Source: Data processed by researchers (2022)

4. Perceived Service Quality Affecting Electronic Word of Mouth

Hypothesis 1 which states that perceived service quality has a significant positive effect on electronic word of mouth. The results of this test show a significance value of P $0.000 < 0.05$ which indicates that the model used for this study is accepted. This shows that the factors that influence electronic word of mouth are perceived service quality factors. This hypothesis is supported by research conducted by Hossain and Kim (2018) examines the impact of service quality dimensions on word of mouth and Facebook user satisfaction. The results obtained are that of the four dimensions of service quality, two dimensions, namely interaction quality, and outcome quality are significantly related to word of mouth.

5. Perceived Benefits Affecting Destination Image

Hypothesis 2 states that perceived benefits have a significant positive effect on destination image. The results of this test show a significance value of P $0.000 < 0.05$ which indicates that the model used for this study is accepted. This shows that the factors that influence the destination image are the factors of perceived benefits. This hypothesis is supported by research conducted by M.J. Khan, (2016) research on the role of information sources, perceived benefits, and risks, and destination image has been studied significantly in the travel and tourism literature in medical tourism. The results of this study indicate that the benefits received affect the description of the goals.

6. Electronic Word of Mouth Affecting Destination Image

Hypothesis 3 which states that electronic word of mouth has a significant positive effect on destination image. The results of this test show a significance value of P $0.000 < 0.05$ which indicates that the model used for this study is accepted. This shows that the factors that influence the destination image are electronic word-of-mouth factors. This hypothesis is supported by research conducted by Jalilvand and Heidari (2017) testing the type of word of mouth where communication, face-to-face vs electronic, electronic word of mouth has a stronger influence on the image and attitude of the destination. The test was conducted on 678 tourists in the online tourist community. The results show that electronic word of mouth has a stronger effect on the destination image.

7. Visit Intention Affecting Destination Image

Hypothesis 4 which states visit intention has a significant positive effect on destination image. The results of this test show a significance value of P $0.000 < 0.05$ which indicates that the model used for this study is accepted. This shows that the factor that influences the destination image is the visit intention factor. This hypothesis is supported by research conducted by Chalip et al., (2003) examines the influence of media sports events on the image of the destination on the intention to visit. One of the hypotheses tested is also the effect of destination image on visit intention. The results of this study indicate that destination image is significantly related to visiting intentions.

CONCLUSION

This research was conducted to examine the effect of perceived benefits, electronic word of mouth, and perceived risk on the destination image of Prambanan Temple, the effect of destination service quality on culture on visit intention, and perceived service quality on electronic word of mouth. The seven variables are thought to have a positive relationship. It turns out that after analysis, not all variables have a positive relationship. Based on the analysis that has been done, it can be concluded that from this study perceived service quality has a positive and significant direct effect on electronic word of mouth, meaning that the greater the perceived service quality, the more it will affect electronic word of mouth. The perceived benefit variable has a positive and significant direct effect on the destination image.

The variable electronic word of mouth has a positive and significant direct effect on the destination image, which means that the better the electronic word of mouth can affect the destination image. The destination image variable has a positive and significant direct effect on visit intention,

meaning that the stronger the influence of the destination image, the more it can influence visit intention to a destination. Based on the research results in terms of the structural model used, this model is good even though there are deficiencies seen from the confirmatory and marginal tests on the goodness of fit. This deficiency lies in the destination image variable which has no relationship with perceived risk, culture which has no relationship with visit intention, visit intention which has no relationship with perceived risk.

RECOMMENDATION

This study has weaknesses due to the limitations of the authors. These weaknesses include data collection methods that only use questionnaire data. Sampling using convenience sampling produces results that cannot be generalized. In addition, there are not many previous studies regarding the variables used in this study, which also makes this research still have many weaknesses. Future research needs to use the variable "satisfaction" which indicates that respondents know that the satisfaction they feel when visiting Prambanan Temple is very good, so this can be one of the factors influencing the intention to visit. Besides that, research related to the topic of visiting needs to be reconsidered to use other variables that can influence visiting intentions. Then, tourism managers can focus on the local tourism market until later tourist destinations are ready to be fully opened for a larger market. It is also recommended for tourism managers during a pandemic like this to:

    a.   Pay attention to mandatory or mandatory health protocols and maintain the cleanliness of the location tour;

    b.   Maintaining safety and security (strengthening the mitigation system for natural disasters and non-natural such as disease outbreaks); and

    c.   Maintaining comfort (hospitality), carrying out important infrastructure development such as roads and bridges in tourist attractions.

BIBLIOGRAPHY

1. Abubakar, AM (2016). Does eWOM influence destination trust and travel intention: a medical tourism perspective. Economic research-Ekonomska istraživanja, 29(1), 598–611.
2. Adams, GD (1995). Cultural tourism: The arrival of the intelligent traveler. Museum News, 74(6), 32–37.
3. Alexandris, K., Dimitriadis, N., & Markata, D. (2002). Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. Managing Service Quality: An International Journal.
4. Chaerunnisaa, D. (2013). Analysis of electronic word-of-mouth relationships, image of tourist destinations, attitudes of tourists towards tourist destinations and travel intentions: a case study of the Special Province of Yogyakarta = Relationships analysis of electronic word-of-mouth, destination.
5. Chalip, L., Green, BC, & Hill, B. (2003). Effects of sport event media on destination image and intention to visit. Journal of sport management, 17(3).
6. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. Journal of Marketing, 64(4), 65–81.
7. Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intentions. Journal of destination marketing & management, 12, 1–11.
8. Chen, M.-F., & Tung, P.-J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. International journal of hospitality management, 36, 221–230.
9. Chew, EYT, & Jahari, SA (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. Tourism management, 40, 382–393.
10. Crompton, JL, & McKay, S.L. (1997). Motives of visitors attending festival events. Annals of tourism research, 24(2), 425–439.
11. Faren, M. (2021). The Effect of Perceived Risk and Service Quality on Revisit Intention at the Bukik Gadang Hot Spring Tourism Object in Nagari Koto Gadang Koto Anau with Destination Image as the Mediation Variable. Padang State University.
12. Forsythe, S., Liu, C., Shannon, D., & Gardner, LC (2006). Development of a scale to measure the perceived benefits and risks of online shopping. Journal of interactive marketing, 20(2), 55–75.
13. Fotiadis, A., Mombeuil, C., & Valek, NS (2018). Designing and Implementing a Marketing Plan. In M. Sotiriadis (Ed.), The Emerald Handbook of Entrepreneurship in Tourism, Travel, and Hospitality (pp. 297–311). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78743-529-220181023
14. Gnoth, J., & Zins, AH (2013). Developing a tourism cultural contact scale. Journal of Business Research, 66(6), 738–744.https://doi.org/10.1016/j.jbusres.2011.09.012
15. Gretzel, U., Zhong, L., Koo, C., Doosti, S., Jalilvand, MR, Asadi, A., … Adl, PM (2016). Analyzing the influence of electronic word of mouth on visit intentions: the mediating role of tourists' attitude and city image. International Journal of Tourism Cities.
16. Aaron, A. (2018). Effects of Destination Image and Perceived Risk on Revisit Intentions: A Study in the Southeast Coast of Sabah, Malaysia. 15(6), 540–559.
17. Hawkins, DI, & Mothersbaugh, DL (2010). Consumer Behavior: Building Marketing Strategy. New York: Irwin McGraw Hill.
18. Hoque, MZ, & Nature, MN (2018). What Determines the Purchase Intention of Liquid Milk during a Food Security Crisis? The Role of Perceived Trust, Knowledge, and Risk. Sustainability, Vol. 10. https://doi.org/10.3390/su10103722
19. Hossain, MA, Jahan, N., Fang, Y., Hoque, S., & Hossain, MS (2019). Nexus of electronic word-of-mouth to social networking sites: A sustainable chatter of new digital social media. Sustainability (Switzerland), 11(3), 1–14. https://doi.org/10.3390/su11030759

20. Hossain, MA, & Kim, M. (2018). Does multidimensional service quality generate sustainable use intention for Facebook? Sustainability, 10(7), 2283.

21. Humaira, A., & Wibowo, LA (2016). Analysis of Electronic Word Of Mouth (EWOM) Factors Influencing Tourist Visiting Decisions. THE Journal: Tourism and Hospitality Essentials Journal, 6(2), 1049–1060.

22. Hunt, KM, & Ditton, RB (2001). Perceived benefits of recreational fishing to Hispanic-American and Anglo anglers. Human Dimensions of Wildlife, 6(3), 153–172.

23. Hutauruk, DM (2022). Domestic Tourists Will Still Be a Mainstay of Tourism Sector Recovery. Retrieved from https://industri.kontan.co.id/news/wisatawan-domestik-masih-akan-jadi-andalan-pemulihan-sector-pariwisata

24. Imroni, NH Al. (2022). Prambanan Temple: Post-Covid-19 Pandemic Tourism Recovery Efforts. Takenfromhttps://www.iana.com/nauvalhanif64/629f670 32154ae257e3661a2/candi-prambanan-usaha-pemulihan-sector-pariwisata-pasca-pandemi-covid-19?page=2&page_images=1

25. Ishida, K., Slevitch, L., & Siamionava, K. (2016). The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri. Administrative Sciences, 6(4), 12. https://doi.org/10.3390/admsci6040012

26. Iverson, TJ (1997). Decision timing: a comparison of Korean and Japanese travelers. International Journal of Hospitality Management, 16(2), 209–219.

27. Jalilvand, MR, & Heidari, A. (2017). Comparing face-to-face and electronic word-of-mouth in destination image formation: The case of Iran. Information Technology and People, 30(4), 710–735.https://doi.org/10.1108/ITP-09-2016-0204.

28. Jalilvand, MR, & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. Marketing Intelligence & Planning, 30(4), 460–476. https://doi.org/10.1108/02634501211231946

29. Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of the destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. Sustainability, 11(22), 6401.

30. Kasanah, A. (2015). Using the structural equation modeling method for analyzing factors that influence the quality of library services with the lisrel 8.80 program. Semarang State University.

31. Khan, MJ, Chelliah, S., & Haron, MS (2016). International patients' travel decision-making process-a conceptual framework. Iranian journal of public health, 45(2), 134.

32. Kim, DJ, Ferrin, DL, & Rao, HR (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. Decision support systems, 44(2), 544–564.

33. Kim, H., & Chang, B. (2020). A study on the effects of crowdfunding values on the intention to visit local festivals: focusing on mediating effects of perceived risk

34. Kummitha, RKR, & Crutzen, N. (2017). How do we understand smart cities? An evolutionary perspective. Cities, 67, 43–52.https://doi.org/https://doi.org/10.1016/j.cities.2017.04.010

35. Lin, HH, & Wang, YS (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. Information & Management, 43(3), 271–282.

36. Maharany, AM, Albi, M., Abror, MR Al, Idzni, SN, & Suhud, U. (2013). Investigation of the role of expected satisfaction, social intention, and brand image: influencing customer word of mouth of Japanese restaurant customers. Encephale, 53(1), 59–65.

37. Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnicky, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. Tourism Management, 52, 507–520.

38. Maxim, C. (2019). Challenges faced by world tourism cities–London's perspective. Current Issues in Tourism, 22(9), 1006–1024.

39. Meysam, F., Mohammad, RJ, Mehdi, E., & Mehdi, M. (2012). The influence of online word of mouth communications on tourists' attitudes toward Islamic destinations and travel intentions: Evidence from Iran. African Journal of Business Management, 6(38), 10381–10388

40. Narayan, B., Rajendran, C., & Sai, LP (2008). Scales to measure and benchmark service quality in the tourism industry. Benchmarking: An International Journal.

41. Ramadan, N. (2021). Menparekraf Sandiaga Says Tourism Sector Foreign Exchange Declines. Taken fromhttps://travel.kompas.com/read/2021/08/19/1532001 27/menparekraf-sandiaga-sebut-devisa-sector-pariwisata-menurun?page=all

42. Schiffman, LG, & Kanuk, LL (2008). Consumer behavior. Jakarta: Index.

43. Schwartz, SH (1994). Are there universal aspects in the structure and contents of human values? Journal of social issues, 50(4), 19–45.

44. Setiawan, PY, Troena, EA, & Armanu, N. (2014). The effect of e-WOM on destination image, satisfaction, and loyalty. International Journal of Business and Management Invention, 3(1), 22–29.

45. Shen, S., Schüttemeyer, A., & Braun, B. (2009). Visitors' intention To Visit World Cultural Heritage Sites: An Empirical Study Of Suzhou, China. Journal of Travel & Tourism Marketing, 26(7), 722–734.

46. Suwarduki, PR, Yulianto, E., & Mawardi, MK (2016). The influence of electronic word of mouth on destination image and its impact on visiting intentions and decisions (survey of active followers of Intravel Instagram accounts who have visited tourist destinations in Indonesia). Journal of Business Administration (JAB), 37(2).

47. Tjiptono, F., & Chandra, G. (2016). Service, Quality & Satisfaction. Yogyakarta: Andi Offset.

48. Wen-Qi, R., Yong-Quan, L., & Liu, C.-HS (2017). Measuring Tourism Risk Impacts on Destination Image. Sustainability, 9(9), 1501.

49. Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visiting intentions: Theory and research on travel motivations of Chinese and Russian tourists. Journal of business research, 69(2), 631–641.

50. Wijaya, T., & Paramita, L. (2014). Effect of electronic word of mouth (ewom) on buying decisions DSLR cameras. Proceedings of The National Conference on Management and Business (NCMAB). muhammadiyah Surakarta university