

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

I. Pengantar

Dengan hormat,

Saya Aldien Ramadhan, mahasiswa Magister Manajemen FEB Universitas 17 Agustus 1945 Surabaya. Bersama ini kami mohon kesediaan waktu Bapak/Ibu untuk mengisi kuesioner saya dalam rangka memenuhi tugas akhir tesis dengan judul “Pengaruh Daya Tarik Wisata, Kualitas Pelayanan, *Electronic Word Of Mouth* Terhadap Keputusan Berkunjung Kembali dengan Kepuasan Wisatawan Sebagai Mediasi, dan Promosi Digital Sebagai Moderasi Pada Wisata Sendang, Tulungagung” melalui link: <https://s.id/Aldien>

Adapun identitas responden akan kami rahasiakan dan isi kuesioner sepenuhnya hanya digunakan untuk kepentingan ilmiah dan untuk menguji teori dan hipotesis yang diajukan oleh peneliti.

Demikian pengantar saya, atas perhatian, kerjasama dan dukungannya diucapkan terima kasih.

II. Kriteria Responden

Mohon memberikan tanda () pada salah satu kolom pernyataan berikut sesuai dengan pilihan yang tersedia.

1. Apakah anda berusia ≥ 17 tahun?

[] Ya [] Tidak

Jika tidak, mohon tidak melanjutkan kuesioner

2. Apakah anda pernah mengunjungi wisata sendang minimal satu kali dalam satu tahun terakhir?

[] Ya [] Tidak

Jika tidak, mohon tidak melanjutkan kuesioner

3. Apakah anda pernah melihat atau mendapat informasi promosi digital terkait wisata sendang?

[] Ya [] Tidak

Jika tidak, mohon tidak melanjutkan kuesioner

III. IDENTITAS RESPONDEN

1. Jenis Kelamin : a. Pria, b. wanita
2. Umur : a. 18-25 tahun, b. 26-40 tahun, c. diatas 40 tahun
3. Pekerjaan : a. Pelajar/Mahasiswa, b. Pegawai (PNS/Swasta), c. Lainnya

IV. PETUNJUK PENGISIAN:

1. Isilah identitas saudara di tempat yang telah tersedia.
2. Pilihlah jawaban pada pernyataan-pernyataan berikut dengan memberikan tanda () pada salah satu kolom yang paling sesuai menurut anda. Penilaian berdasarkan skala 1-5 yang memiliki makna sebagai berikut:

Kriteria penilaian:

Skala ukur	Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Netral (N)	Setuju (S)	Sangat Setuju (SS)
Nilai	1	2	3	4	5

3. Setiap pertanyaan hanya membutuhkan satu jawaban saja.

PERNYATAAN	PENILAIAN				
	1	2	3	4	5
DAYA TARIK WISATA (X1)					
Indikator : Keindahan Alam (X1.1)					
1. Destinasi wisata ini memiliki pemandangan alam yang indah dan menarik.					
2. Keasrian lingkungan di destinasi ini terjaga dengan baik.					
3. Suasana alam di tempat ini memberikan ketenangan saat berkunjung.					
Indikator : Keunikan Budaya dan Tradisi Lokal (X1.2)					
1. Saya tertarik dengan budaya dan tradisi lokal yang ditampilkan di sini.					
2. Atraksi budaya di destinasi ini memberikan pengalaman berbeda.					
3. Saya menikmati pertunjukan seni atau atraksi budaya yang tersedia.					
Indikator : Kemudahan Aksesibilitas (X1.3)					
1. Lokasi wisata ini mudah diakses dengan kendaraan pribadi atau umum.					
2. Terdapat petunjuk jalan yang jelas menuju destinasi ini.					

3. Perjalanan menuju lokasi ini terasa nyaman dan tidak membingungkan.					
Indikator : Kelengkapan Fasilitas (X1.4)					
4. Fasilitas umum seperti toilet, tempat makan, dan parkir tersedia dengan baik.					
5. Fasilitas di destinasi ini bersih dan terawat.					
6. Fasilitas yang tersedia membuat saya merasa nyaman saat berkunjung.					
PERNYATAAN	PENILAIAN				
	1	2	3	4	5
KUALITAS PELAYANAN (X2)					
Indikator : Keandalan (X2.1)					
4. Saya tidak mengalami kendala dalam mendapatkan layanan yang saya butuhkan di tempat wisata ini.					
5. Petugas wisata melayani secara konsisten dan dapat diandalkan.					
6. Informasi yang diberikan oleh petugas sesuai dengan kondisi di lapangan.					
Indikator : Ketanggapan (X2.2)					
4. Petugas cepat dalam menanggapi keluhan atau permintaan pengunjung.					
5. Saya mendapatkan bantuan segera saat dibutuhkan.					
6. Petugas sigap dalam memberikan pelayanan.					
Indikator : Jaminan (X2.3)					
4. Petugas memberikan rasa percaya dan keyakinan kepada pengunjung.					
5. Saya merasa aman saat berada di destinasi wisata ini.					
6. Saya merasa bahwa transaksi pembayaran atau pemesanan di destinasi wisata ini aman dan terpercaya.					
Indikator : Empati (X2.4)					
4. Saya merasa layanan wisata di tempat ini memperhatikan kepuasan dan kenyamanan pengunjung.					
5. Saya merasa kebutuhan saya dipahami oleh petugas.					

6. Petugas menunjukkan sikap ramah dan peduli kepada setiap pengunjung.						
Indikator : Berwujud (X2.5)						
4. Fasilitas fisik destinasi wisata dalam kondisi bersih dan terawat.						
5. Peralatan dan sarana di tempat wisata terlihat baik dan lengkap.						
6. Saya puas dengan ketersediaan sarana dan prasarana, layanan dan produk paket wisata yang ditawarkan di tempat wisata ini.						
PERNYATAAN		PENILAIAN				
		1	2	3	4	5
<i>ELECTRONIC WORD OF MOUTH (X3)</i>						
Indikator : Intensitas (X3.1)						
1. Saya sering membaca komentar tentang Wisata Sendang di media sosial.						
2. Saya tertarik melihat seberapa sering orang lain membahas destinasi ini.						
3. Jumlah ulasan di media sosial memengaruhi minat saya untuk mengunjunginya.						
Indikator : Konten (X3.2)						
4. Informasi di media sosial tentang Wisata Sendang sangat bermanfaat.						
5. Konten yang saya baca mencakup berbagai aspek seperti fasilitas dan akses.						
6. Ulasan yang saya temukan memberikan gambaran jelas tentang tempat ini.						
Indikator : Pendapat Positif (X3.3)						
4. Saya sering menemukan ulasan positif mengenai Wisata Sendang.						
5. Banyak orang membagikan pengalaman menyenangkan saat berkunjung ke sini.						
6. Testimoni positif dari orang lain membuat saya tertarik untuk berkunjung.						
Indikator : Pendapat Negatif (X3.4)						

4. Saya pernah membaca komentar negatif tentang Wisata Sendang.					
5. Beberapa ulasan menyebutkan pengalaman kurang menyenangkan.					
6. Kritik dari pengguna media sosial memengaruhi pertimbangan saya.					
PERNYATAAN	PENILAIAN				
	1	2	3	4	5
KEPUTUSAN BERKUNJUNG KEMBALI (Y)					
Indikator : Niat untuk Mengunjungi Kembali (Y1)					
4. Saya berencana untuk mengunjungi kembali Wisata Sendang di masa mendatang.					
5. Saya memiliki keinginan untuk datang kembali ke Wisata Sendang.					
6. Jika ada kesempatan, saya akan mengunjungi kembali Wisata Sendang.					
Indikator : Niat untuk Merekomendasikan (Y2)					
4. Saya akan merekomendasikan Wisata Sendang kepada teman atau keluarga.					
5. Saya yakin orang lain juga akan menikmati kunjungan ke Wisata Sendang.					
6. Saya bersedia membagikan pengalaman positif saya tentang Wisata Sendang.					
Indikator : Preferensi terhadap Destinasi (Y3)					
4. Saya lebih memilih Wisata Sendang dibandingkan destinasi wisata sejenis.					
5. Wisata Sendang menjadi pilihan utama saya untuk wisata di daerah ini.					
6. Jika harus memilih, saya akan tetap memilih Wisata Sendang dibanding yang lain.					
PERNYATAAN	PENILAIAN				
	1	2	3	4	5
KEPUASAN WISATAWAN (Z)					

Indikator : Kesesuaian Harapan (Z1)					
4. Pelayanan dan fasilitas di Wisata Sendang sesuai dengan harapan saya.					
5. Wisata Sendang memberikan pengalaman yang sesuai dengan ekspektasi saya.					
6. Saya merasa puas karena pengalaman wisata di tempat ini sesuai harapan.					
Indikator : Minat Berkunjung Kembali (Z2)					
4. Saya berminat untuk berkunjung kembali ke Wisata Sendang.					
5. Saya akan menjadikan Wisata Sendang sebagai pilihan destinasi di masa depan.					
6. Saya bersedia datang kembali ke Wisata Sendang jika ada kesempatan.					
Indikator : Kesiediaan Merekomendasikan (Z3)					
4. Saya akan merekomendasikan Wisata Sendang kepada orang lain.					
5. Saya merasa yakin orang lain juga akan puas jika mengunjungi tempat ini.					
6. Saya ingin membagikan pengalaman positif saya tentang Wisata Sendang.					
PERNYATAAN		PENILAIAN			
		1	2	3	4
PROMOSI DIGITAL (M)					
Indikator : Tingkat Daya Tarik (M1)					
4. Iklan digital tentang Wisata Sendang menarik perhatian saya.					
5. Promosi digital Wisata Sendang terlihat menarik dibanding destinasi lain.					
6. Saya merasa tertarik untuk mengetahui lebih lanjut karena promosi digital.					
Indikator : Optimalisasi keingintahuan (M2)					
4. Promosi digital Wisata Sendang membuat saya penasaran untuk mengunjunginya.					

5. Konten digitalnya meningkatkan rasa ingin tahu saya tentang destinasi ini.					
6. Saya tertarik mengeksplorasi lebih banyak tentang Wisata Sendang setelah melihat promosinya.					
Indikator : Tingkat Komitmen (M3)					
4. Promosi digital Wisata Sendang meyakinkan saya akan kualitasnya.					
5. Saya merasa percaya diri untuk memilih destinasi ini setelah melihat promosinya.					
6. Informasi dalam promosi digital meningkatkan kepercayaan saya pada tempat wisata ini.					
Indikator : Tingkat Afinitas (M4)					
4. Promosi digital Wisata Sendang sesuai dengan harapan saya.					
5. Saya merasa promosi digital Wisata Sendang merefleksikan nilai-nilai wisata berkualitas.					
6. Promosi digital ini membangun koneksi jangka panjang antara saya dan destinasi.					

Lampiran 2. Karakteristik Responden

Statistics

		Jenis Kelamin	Usia	Pekerjaan
N	Valid	138	138	138
	Missing	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	41	29.7	29.7	29.7
	Perempuan	97	70.3	70.3	100.0
	Total	138	100.0	100.0	

Usia

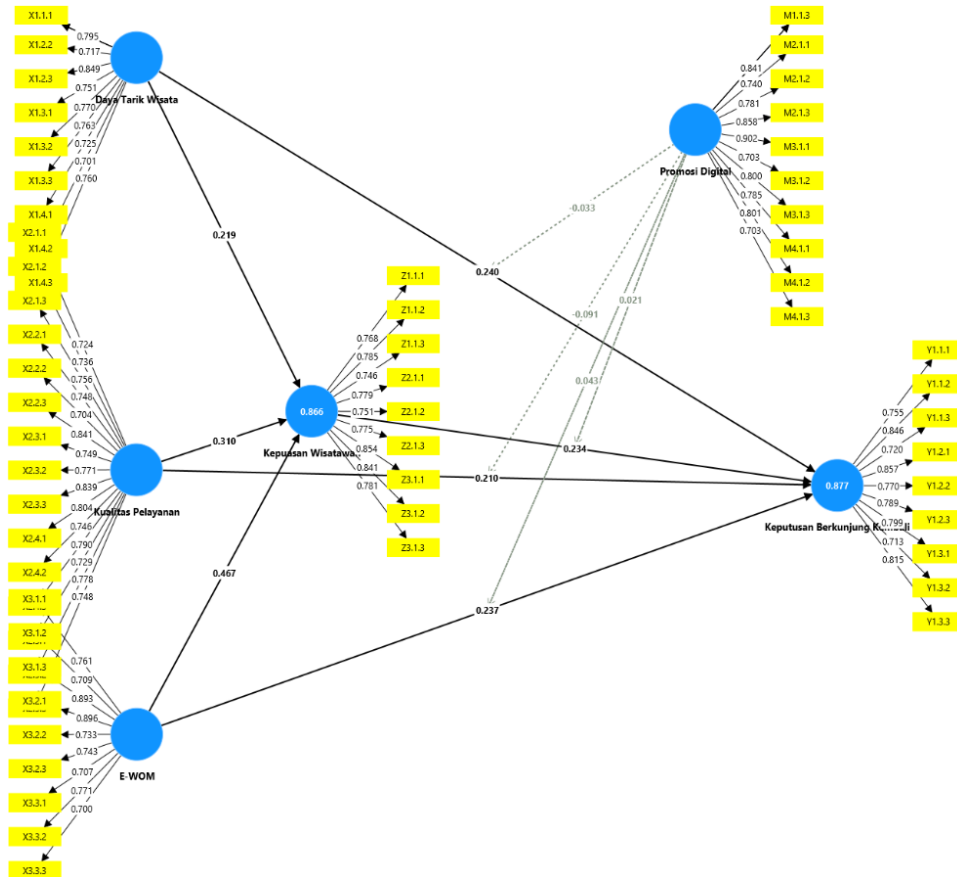
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 Tahun	29	21.0	21.0	21.0
	26-40 Tahun	43	31.2	31.2	52.2
	>40 Tahun	66	47.8	47.8	100.0
	Total	138	100.0	100.0	

Pekerjaan

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	30	21.7	21.7	21.7
	Pegawai (PNS/Swasta)	63	45.7	45.7	67.4
	Lainnya	45	32.6	32.6	100.0
	Total	138	100.0	100.0	

Lampiran 3. Hasil Olah Data

Outer Model



Path Coefficients

	Path coefficients
Daya Tarik Wisata -> Kepuasan Wisatawan	0,219
Daya Tarik Wisata -> Keputusan Berkunjung Kembali	0,240
E-WOM -> Kepuasan Wisatawan	0,467
E-WOM -> Keputusan Berkunjung Kembali	0,237
Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,234
Kualitas Pelayanan -> Kepuasan Wisatawan	0,310

Kualitas Pelayanan -> Keputusan Berkunjung Kembali	0,210
Promosi Digital -> Keputusan Berkunjung Kembali	0,117
Promosi Digital x Daya Tarik Wisata -> Keputusan Berkunjung Kembali	-0,033
Promosi Digital x Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,021
Promosi Digital x Kualitas Pelayanan -> Keputusan Berkunjung Kembali	-0,091
Promosi Digital x E-WOM -> Keputusan Berkunjung Kembali	0,043

Total indirect effects

	Specific indirect effects
Daya Tarik Wisata -> Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,051
E-WOM -> Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,109
Kualitas Pelayanan -> Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,073

Total Effects

	Total effects
Daya Tarik Wisata -> Kepuasan Wisatawan	0,219
Daya Tarik Wisata -> Keputusan Berkunjung Kembali	0,291
E-WOM -> Kepuasan Wisatawan	0,467
E-WOM -> Keputusan Berkunjung Kembali	0,346
Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,234
Kualitas Pelayanan -> Kepuasan Wisatawan	0,310
Kualitas Pelayanan -> Keputusan Berkunjung Kembali	0,282
Promosi Digital -> Keputusan Berkunjung Kembali	0,117

Promosi Digital x Daya Tarik Wisata -> Keputusan Berkunjung Kembali	-0,033
Promosi Digital x Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,021
Promosi Digital x Kualitas Pelayanan -> Keputusan Berkunjung Kembali	-0,091
Promosi Digital x E-WOM -> Keputusan Berkunjung Kembali	0,043

Outer Loadings

	Outer loadings
M1.1.1 <- Promosi Digital	0,841
M1.1.2 <- Promosi Digital	0,821
M1.1.3 <- Promosi Digital	0,847
M2.1.1 <- Promosi Digital	0,740
M2.1.2 <- Promosi Digital	0,781
M2.1.3 <- Promosi Digital	0,858
M3.1.1 <- Promosi Digital	0,902
M3.1.2 <- Promosi Digital	0,703
M3.1.3 <- Promosi Digital	0,800
M4.1.1 <- Promosi Digital	0,785
M4.1.2 <- Promosi Digital	0,801
M4.1.3 <- Promosi Digital	0,703
X1.1.1 <- Daya Tarik Wisata	0,739
X1.1.2 <- Daya Tarik Wisata	0,766
X1.1.3 <- Daya Tarik Wisata	0,795
X1.2.1 <- Daya Tarik Wisata	0,785
X1.2.2 <- Daya Tarik Wisata	0,717
X1.2.3 <- Daya Tarik Wisata	0,849
X1.3.1 <- Daya Tarik Wisata	0,751
X1.3.2 <- Daya Tarik Wisata	0,770
X1.3.3 <- Daya Tarik Wisata	0,763
X1.4.1 <- Daya Tarik Wisata	0,725
X1.4.2 <- Daya Tarik Wisata	0,701

X1.4.3 <- Daya Tarik Wisata	0,760
X2.1.1 <- Kualitas Pelayanan	0,724
X2.1.2 <- Kualitas Pelayanan	0,736
X2.1.3 <- Kualitas Pelayanan	0,756
X2.2.1 <- Kualitas Pelayanan	0,748
X2.2.2 <- Kualitas Pelayanan	0,704
X2.2.3 <- Kualitas Pelayanan	0,841
X2.3.1 <- Kualitas Pelayanan	0,749
X2.3.2 <- Kualitas Pelayanan	0,771
X2.3.3 <- Kualitas Pelayanan	0,839
X2.4.1 <- Kualitas Pelayanan	0,804
X2.4.2 <- Kualitas Pelayanan	0,746
X2.4.3 <- Kualitas Pelayanan	0,790
X2.5.1 <- Kualitas Pelayanan	0,729
X2.5.2 <- Kualitas Pelayanan	0,778
X2.5.3 <- Kualitas Pelayanan	0,748
X3.1.1 <- E-WOM	0,761
X3.1.2 <- E-WOM	0,709
X3.1.3 <- E-WOM	0,893
X3.2.1 <- E-WOM	0,896
X3.2.2 <- E-WOM	0,733
X3.2.3 <- E-WOM	0,743
X3.3.1 <- E-WOM	0,707
X3.3.2 <- E-WOM	0,771
X3.3.3 <- E-WOM	0,700
Y1.1.1 <- Keputusan Berkunjung Kembali	0,755
Y1.1.2 <- Keputusan Berkunjung Kembali	0,846
Y1.1.3 <- Keputusan Berkunjung Kembali	0,720
Y1.2.1 <- Keputusan Berkunjung Kembali	0,857
Y1.2.2 <- Keputusan Berkunjung Kembali	0,770
Y1.2.3 <- Keputusan Berkunjung Kembali	0,789
Y1.3.1 <- Keputusan Berkunjung Kembali	0,799
Y1.3.2 <- Keputusan Berkunjung Kembali	0,713

Y1.3.3 <- Keputusan Berkunjung Kembali	0,815
Z1.1.1 <- Kepuasan Wisatawan	0,768
Z1.1.2 <- Kepuasan Wisatawan	0,785
Z1.1.3 <- Kepuasan Wisatawan	0,746
Z2.1.1 <- Kepuasan Wisatawan	0,779
Z2.1.2 <- Kepuasan Wisatawan	0,751
Z2.1.3 <- Kepuasan Wisatawan	0,775
Z3.1.1 <- Kepuasan Wisatawan	0,854
Z3.1.2 <- Kepuasan Wisatawan	0,841
Z3.1.3 <- Kepuasan Wisatawan	0,781
Promosi Digital x Daya Tarik Wisata -> Promosi Digital x Daya Tarik Wisata	1,000
Promosi Digital x Kualitas Pelayanan -> Promosi Digital x Kualitas Pelayanan	1,000
Promosi Digital x E-WOM -> Promosi Digital x E-WOM	1,000
Promosi Digital x Kepuasan Wisatawan -> Promosi Digital x Kepuasan Wisatawan	1,000

R-Square

	R-square	R-square adjusted
Kepuasan Wisatawan	0,866	0,863
Keputusan Berkunjung Kembali	0,877	0,869

f-square

	f-square
Daya Tarik Wisata -> Kepuasan Wisatawan	0,086
Daya Tarik Wisata -> Keputusan Berkunjung Kembali	0,091
E-WOM -> Kepuasan Wisatawan	0,500
E-WOM -> Keputusan Berkunjung Kembali	0,083
Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,049
Kualitas Pelayanan -> Kepuasan Wisatawan	0,198
Kualitas Pelayanan -> Keputusan Berkunjung Kembali	0,074
Promosi Digital -> Keputusan Berkunjung Kembali	0,051

Promosi Digital x Daya Tarik Wisata -> Keputusan Berkunjung Kembali	0,001
Promosi Digital x Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0,000
Promosi Digital x Kualitas Pelayanan -> Keputusan Berkunjung Kembali	0,009
Promosi Digital x E-WOM -> Keputusan Berkunjung Kembali	0,002

Construct and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Daya Tarik Wisata	0,934	0,936	0,943	0,579
E-WOM	0,913	0,918	0,929	0,595
Kepuasan Wisatawan	0,923	0,926	0,936	0,620
Keputusan Berkunjung Kembali	0,922	0,926	0,936	0,618
Kualitas Pelayanan	0,949	0,951	0,955	0,586
Promosi Digital	0,949	0,954	0,955	0,641

Discriminant validity

	Heterotrait-monotrait ratio (HTMT)
E-WOM <-> Daya Tarik Wisata	0,869
Kepuasan Wisatawan <-> Daya Tarik Wisata	0,912
Kepuasan Wisatawan <-> E-WOM	0,958
Keputusan Berkunjung Kembali <-> Daya Tarik Wisata	0,935
Keputusan Berkunjung Kembali <-> E-WOM	0,927
Keputusan Berkunjung Kembali <-> Kepuasan Wisatawan	0,960

Kualitas Pelayanan <-> Daya Tarik Wisata	0,884
Kualitas Pelayanan <-> E-WOM	0,833
Kualitas Pelayanan <-> Kepuasan Wisatawan	0,911
Kualitas Pelayanan <-> Keputusan Berkunjung Kembali	0,919
Promosi Digital <-> Daya Tarik Wisata	0,622
Promosi Digital <-> E-WOM	0,555
Promosi Digital <-> Kepuasan Wisatawan	0,637
Promosi Digital <-> Keputusan Berkunjung Kembali	0,657
Promosi Digital <-> Kualitas Pelayanan	0,650

Fornell-Larcker criterion

	Daya Tarik Wisata	E-WOM	Kepuasan Wisatawan	Keputusan Berkunjung Kembali	Kualitas Pelayanan	Promosi Digital
Daya Tarik Wisata	0,761					
E-WOM	0,810	0,771				
Kepuasan Wisatawan	0,854	0,885	0,787			
Keputusan Berkunjung Kembali	0,873	0,855	0,896	0,786		
Kualitas Pelayanan	0,831	0,779	0,855	0,867	0,765	
Promosi Digital	0,597	0,535	0,621	0,643	0,629	0,801

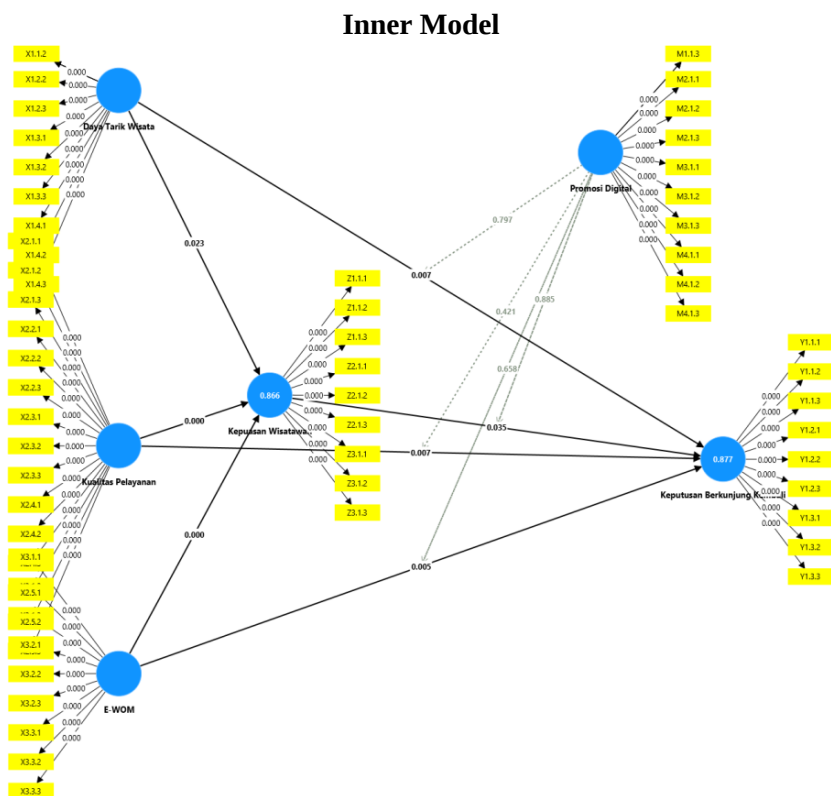
Cross Loading

	Daya Tarik Wisata	E-WOM	Kepuasan Wisatawan	Keputusan Berkunjung Kembali	Kualitas Pelayanan	Promosi Digital	Promosi Digital x Daya Tarik Wisata	Promosi Digital x Kepuasan Wisatawan	Promosi Digital x Kualitas Pelayanan	Promosi Digital x E-WOM
M1.1.1	0,515	0,439	0,518	0,552	0,558	0,841	0,203	0,210	0,227	0,247
M1.1.2	0,438	0,411	0,434	0,431	0,431	0,821	0,328	0,382	0,360	0,390
M1.1.3	0,447	0,348	0,432	0,435	0,472	0,847	0,276	0,327	0,318	0,372
M2.1.1	0,582	0,587	0,729	0,697	0,552	0,740	0,199	0,179	0,201	0,222
M2.1.2	0,440	0,368	0,432	0,437	0,461	0,781	0,285	0,290	0,312	0,288
M2.1.3	0,433	0,463	0,460	0,483	0,436	0,858	0,342	0,374	0,368	0,383
M3.1.1	0,441	0,357	0,433	0,454	0,492	0,902	0,247	0,269	0,262	0,301
M3.1.2	0,479	0,485	0,601	0,610	0,531	0,703	0,244	0,213	0,252	0,258
M3.1.3	0,519	0,387	0,467	0,527	0,562	0,800	0,340	0,363	0,364	0,372
M4.1.1	0,377	0,391	0,431	0,450	0,428	0,785	0,277	0,292	0,301	0,326
M4.1.2	0,496	0,428	0,426	0,514	0,544	0,801	0,272	0,317	0,295	0,254
M4.1.3	0,442	0,318	0,390	0,377	0,457	0,703	0,257	0,303	0,293	0,308
X1.1.1	0,739	0,741	0,742	0,725	0,602	0,421	0,093	0,115	0,141	0,096
X1.1.2	0,766	0,703	0,718	0,693	0,528	0,388	0,093	0,138	0,149	0,146
X1.1.3	0,795	0,636	0,698	0,691	0,615	0,460	0,030	0,061	0,038	0,073
X1.2.1	0,785	0,628	0,641	0,634	0,659	0,455	0,010	0,032	0,028	0,008
X1.2.2	0,717	0,578	0,570	0,602	0,593	0,486	0,007	0,084	0,073	0,086
X1.2.3	0,849	0,670	0,697	0,715	0,738	0,540	0,031	0,101	0,086	0,125
X1.3.1	0,751	0,581	0,676	0,630	0,610	0,388	-0,021	-0,037	-0,028	-0,007
X1.3.2	0,770	0,645	0,629	0,668	0,675	0,494	0,045	0,120	0,105	0,124
X1.3.3	0,763	0,633	0,679	0,719	0,603	0,557	-0,017	0,020	0,033	0,051

X1.4. 1	0,725	0,477	0,531	0,612	0,689	0,476	-0,003	0,061	0,041	0,085
X1.4. 2	0,701	0,498	0,508	0,560	0,599	0,365	-0,013	0,033	0,012	0,020
X1.4. 3	0,760	0,545	0,651	0,685	0,695	0,413	0,064	0,099	0,083	0,165
X2.1. 1	0,521	0,496	0,612	0,587	0,724	0,420	0,133	0,120	0,034	0,215
X2.1. 2	0,510	0,523	0,629	0,578	0,736	0,410	0,147	0,108	0,058	0,204
X2.1. 3	0,655	0,589	0,633	0,628	0,756	0,442	0,112	0,142	0,104	0,163
X2.2. 1	0,650	0,545	0,579	0,595	0,748	0,487	0,113	0,192	0,120	0,180
X2.2. 2	0,618	0,586	0,630	0,629	0,704	0,525	0,061	0,018	0,071	0,049
X2.2. 3	0,620	0,633	0,717	0,749	0,841	0,563	0,017	0,003	-0,030	0,052
X2.3. 1	0,628	0,573	0,668	0,671	0,749	0,461	0,062	0,078	0,057	0,133
X2.3. 2	0,758	0,651	0,664	0,734	0,771	0,473	-0,064	-0,031	-0,013	-0,019
X2.3. 3	0,735	0,689	0,720	0,740	0,839	0,558	0,001	-0,005	-0,017	-0,004
X2.4. 1	0,633	0,595	0,696	0,704	0,804	0,512	0,115	0,096	0,070	0,136
X2.4. 2	0,662	0,626	0,720	0,685	0,746	0,521	0,077	0,049	0,067	0,128
X2.4. 3	0,608	0,631	0,694	0,682	0,790	0,483	0,053	0,046	0,020	0,072
X2.5. 1	0,647	0,561	0,634	0,602	0,729	0,416	0,090	0,083	0,066	0,092
X2.5. 2	0,674	0,638	0,626	0,674	0,778	0,429	0,047	0,026	0,032	0,010
X2.5. 3	0,600	0,568	0,566	0,647	0,748	0,492	0,052	0,093	0,021	0,079
X3.1. 1	0,642	0,761	0,613	0,652	0,584	0,391	0,079	0,080	0,080	0,049
X3.1. 2	0,565	0,709	0,643	0,645	0,552	0,427	0,054	0,060	0,089	0,047
X3.1. 3	0,673	0,893	0,733	0,739	0,622	0,479	0,096	0,088	0,122	0,070
X3.2. 1	0,715	0,896	0,775	0,756	0,682	0,504	0,048	0,048	0,103	0,041
X3.2. 2	0,495	0,733	0,618	0,588	0,476	0,313	0,101	0,120	0,125	0,093
X3.2. 3	0,656	0,743	0,732	0,682	0,662	0,400	0,088	0,063	0,080	0,063
X3.3. 1	0,668	0,707	0,749	0,652	0,660	0,438	0,059	0,060	0,043	0,093

X3.3.										
2	0,561	0,771	0,627	0,626	0,506	0,332	0,148	0,175	0,161	0,141
X3.3.										
3	0,613	0,700	0,619	0,560	0,632	0,401	0,112	0,119	0,108	0,097
Y1.1.										
1	0,658	0,666	0,760	0,755	0,594	0,419	0,049	0,035	0,053	0,082
Y1.1.										
2	0,692	0,757	0,848	0,846	0,663	0,496	0,057	0,019	0,050	0,068
Y1.1.										
3	0,679	0,599	0,559	0,720	0,657	0,391	0,128	0,168	0,118	0,136
Y1.2.										
1	0,766	0,821	0,776	0,857	0,749	0,599	0,002	0,023	0,014	0,055
Y1.2.										
2	0,712	0,634	0,687	0,770	0,749	0,698	-0,026	-0,004	-0,014	0,054
Y1.2.										
3	0,619	0,650	0,750	0,789	0,642	0,504	0,080	0,053	0,082	0,099
Y1.3.										
1	0,744	0,601	0,665	0,799	0,777	0,532	0,078	0,117	0,093	0,156
Y1.3.										
2	0,548	0,605	0,619	0,713	0,505	0,307	0,007	-0,005	-0,017	0,031
Y1.3.										
3	0,734	0,692	0,651	0,815	0,762	0,549	0,027	0,095	0,045	0,061
Z1.1.										
1	0,692	0,695	0,768	0,623	0,704	0,577	0,053	0,022	0,047	0,055
Z1.1.										
2	0,604	0,650	0,785	0,638	0,624	0,426	0,167	0,085	0,163	0,092
Z1.1.										
3	0,663	0,688	0,746	0,656	0,667	0,434	0,122	0,125	0,114	0,161
Z2.1.										
1	0,666	0,670	0,779	0,675	0,644	0,389	0,115	0,078	0,084	0,112
Z2.1.										
2	0,697	0,659	0,751	0,593	0,700	0,496	0,010	-0,012	0,011	0,040
Z2.1.										
3	0,598	0,613	0,775	0,620	0,640	0,420	0,156	0,094	0,153	0,121
Z3.1.										
1	0,692	0,748	0,854	0,832	0,675	0,526	0,054	0,039	0,047	0,096
Z3.1.										
2	0,683	0,724	0,841	0,826	0,655	0,508	0,032	0,013	0,026	0,073
Z3.1.										
3	0,744	0,796	0,781	0,823	0,748	0,597	-0,011	0,021	0,001	0,063
Prom osi Digit al x Daya Tarik Wisat a	0,038	0,111	0,094	0,055	0,085	0,338	1,000	0,912	0,898	0,866
Prom osi Digit	0,086	0,130	0,087	0,059	0,055	0,365	0,898	0,922	1,000	0,840

al x Kuali tas Pelay anan										
Prom osi Digit al x E- WO M	0,109	0,098	0,113	0,104	0,126	0,382	0,866	0,924	0,840	1,000
Prom osi Digit al x Kepu asan Wisat awan	0,092	0,114	0,064	0,070	0,084	0,359	0,912	1,000	0,922	0,924



Inner Model

	VIF
Daya Tarik Wisata -> Kepuasan Wisatawan	4,131
Daya Tarik Wisata -> Keputusan Berkunjung Kembali	5,138
E-WOM -> Kepuasan Wisatawan	3,242
E-WOM -> Keputusan Berkunjung Kembali	5,503
Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	9,081
Kualitas Pelayanan -> Kepuasan Wisatawan	3,612
Kualitas Pelayanan -> Keputusan Berkunjung Kembali	4,841
Promosi Digital -> Keputusan Berkunjung Kembali	2,170
Promosi Digital x Daya Tarik Wisata -> Keputusan Berkunjung Kembali	8,137
Promosi Digital x Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	17,086
Promosi Digital x Kualitas Pelayanan -> Keputusan Berkunjung Kembali	8,490
Promosi Digital x E-WOM -> Keputusan Berkunjung Kembali	8,039

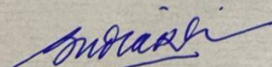
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No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	Sab/1-3-25	Judul	Revisi judul / Acc	fat
2	Sab/8-3-25	Proposal	Revisi Hipotesis, Indikator	fat
3	Sen/10-3-25	Proposal	Acc Hipotesis, Indikator	fat
4	Kam/20-7-25	Proposal	Revisi Penyusunan Instrumen	fat
5	Sab/5-4-25	Proposal	Acc. Instrumen	fat
6	Sab/5-4-25	Proposal	Acc. Seminar Proposal.	fat
7	Sab/3-5-25	Bab IV, V	Acc. Hasil Survey Capaian	fat
8	Kam/22-5-25	Bab I-VI	Revisi Pembahasan.	fat
9	Sab/1-6-25	Bab I-VI	Acc. Pembahasan	fat
10	Sab/7-6-25	Abstract	Acc	fat

Surabaya, 10 Juni 2025

Pembimbing II,

Pembimbing I,


 Dr. Enah Budiaarti, Msi


 Dr. Ida Bagus Cempeng, Msi

Lampiran 5. LoA Jurnal



DIGITAL INNOVATION

International Journal of Management

Address: Perum. Cluster G11 Nomor 17 Jl. Plamongan Indah, Kadungwringin, Pedurungan, Semarang City, Central Java 50195

Letter Of Acceptance

E-ISSN : 3047-9053, P-ISSN : 3047-9681

Date: July 19th 2025

Dear Mr/Mrs : Aldien Ramadhan, Ida Bagus Cempena, Endah Budiarti

From : Universitas 17 Agustus 1945 Surabaya

Warm Greetings!

It is a great pleasure to inform you that, after the peer review process, your article :

“The Effect of Tourist Attractions, Service Quality, and Electronic Word of Mouth on Return Visit Decisions with Tourist Satisfaction as a Mediation and Digital Promotion as a Moderation in Tourism Sendang Village, Tulungagung East Java”

has been **ACCEPTED** and considered for publication in **Green Inflation: International Journal of Management and Strategic Business Leadership** (<https://international.arimbi.or.id/index.php/DigitalInnovation>) in **Volume 2, Number 4, October 2025 Regular Issue.**

Thank you for submitting your work to this journal. We hope you submit your articles in the future.

Warmest regards,

Editor in chief
International Journal of Management and Strategic Business Leadership



Dr. Krisnawati Setyaningrum Nugraheni, S.TP., M.M



DIGITAL INNOVATION

International Journal of Management

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PAPER EVALUATION SHEET

Author : Aldien Ramadhan, Ida Bagus Cempena, Endah Budiarti
 Article Code : DigitalInnovation-470
 Title : "The Effect of Tourist Attractions, Service Quality, and Electronic Word of Mouth on Return Visit Decisions with Tourist Satisfaction as a Mediation and Digital Promotion as a Moderation in Tourism Sendang Village, Tulungagung East Java"

A EVALUATION OBJECT

No.	Description	Comment
1.	Representativeness of the content of the article	Title The content is relevant to the title.
2.	Reflection of the content of the article in Abstract,	Problem, methods and results represented,
3.	Scope of Research in Keywords	Good
4.	Clarity of research methodology	Good
5.	Presentation and interpretation Data	Good
6.	Use of Tables and Image	Good
7.	Relevance of Discussion/Analysis with Research Results	Good
8.	Relevance of References	Good
9.	Contribution to Science knowledge	Good
10.	Systematic Writing	Good
11.	Use of Language	Good

B. REVIEWER DECISION

- Articles can be published directly [....]
- Articles can be published with minor revisions [√]
- Articles can be published with many revisions [....]
- Please return the article to us for re-evaluation after revision [....]
- The article is not suitable for publication based on the reasons above [....]

Lampiran 6. Jurnal

*The Effect of Tourist Attractions, Service Quality, and
Electronic Word of Mouth on Return Visit Decisions with
Tourist Satisfaction as a Mediation and Digital Promotion
as a Moderation in Tourism Sendang Village,
Tulungagung East Java*

Aldien Ramadhan^a

E-mail : 1262300045@surel.untag-sby.ac.id

Ida Bagus Cempena^b

Email: ib_cempena@untag-sby.ac.id

Endah Budiarti^c

E-mail : endahbudiarti@untag-sby.ac.id

**Faculty of Economics and Business, Universitas 17
Agustus 1945 Surabaya Semolowaru Street No. 45,
Menur Pumpungan, Sukolilo District, Surabaya**

Abstract

This research investigates the impact of tourist attractions, service quality, and electronic word of mouth (e-WOM) on visitors' intention to revisit Sendang Tourism Village, located in Tulungagung, East Java. Additionally, the study explores the function of visitor satisfaction as an intermediary variable and digital promotion as a potential moderator. The study emerged from the concern over fluctuating visitor numbers despite Sendang's rich appeal in terms of natural landscapes, cultural heritage, and traditional charm. A quantitative method was applied, making use of a structured data collection process structured survey distributed to 138 individuals who had previously visited the site. The data were examined through Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate and interpret the relationships between the research variables both the direct and mediated pathways between variables. This technique was chosen for its ability to explain complex relationships within behavioral research. The results reveal that tourist attraction, service quality,

and e-WOM have a significant positive influence on revisit intention. Furthermore, tourist satisfaction was shown to act as a bridging variable between these predictors and return visits. On the other hand, digital promotion was not found to significantly moderate these effects. This indicates that digital marketing, while useful, may not independently boost visitor return rates unless paired with strong destination quality and positive visitor experiences. From a conceptual standpoint, the study contributes to tourism marketing discourse by incorporating both mediation and moderation into the revisit intention framework. In practical terms, the findings highlight the need for tourism managers to prioritize visitor satisfaction and enhance the core travel experience. Digital tools should complement rather than replace genuine service improvements and compelling destination features to effectively encourage repeat tourism.

Keywords: *Tourist Attraction, Service Quality, e-WOM, Tourist Satisfaction, Digital Promotion, Revisit Intention*

I. INTRODUCTION

Tourism serves as a vital contributor to supporting global economic growth, contributing significantly to national revenue and employment opportunities. As stated by the World Travel & Tourism Council (2023), tourism accounts for more than 10% of the world's GDP and is instrumental in accelerating economic recovery after global disruptions. Beyond its financial value, tourism also aids in the preservation of cultural heritage and promotes sustainable development across communities. Indonesia's vast archipelago, cultural diversity, and natural landscapes present significant potential for advancing the tourism sector. Each area boasts distinct features from untouched coastlines and scenic highlands to local arts and heritage festivals making the country a strong contender in promoting meaningful and eco-friendly travel. To harness this potential, the Ministry of Tourism and Creative Economy has introduced tourism village programs aimed at encouraging community participation and sustainable practices. These programs prioritize cultural preservation and involve local residents in tourism planning and execution. A notable example is Sendang Tourism Village in Tulungagung, East Java, which offers a unique blend of nature, education, and cultural experience. Rooted in local wisdom and sustainability, Sendang demonstrates how rural destinations can create both economic value and authentic travel experiences.

Sendang Village offers a wide range of tourism attractions, including natural landscapes, cultural heritage, and religious sites. Two of its flagship destinations Ori Green and Cowindo present family-friendly and educational tourism experiences. Ori

Green is equipped with various attractions such as children's waterparks and thematic photo zones, whereas Cowindo provides agricultural and livestock learning experiences. Nevertheless, the number of visitors to these locations has been inconsistent over time, despite their promising features. Reports from the local Department of Tourism indicate a considerable gap in tourist numbers between Ori Green and Cowindo. Ori Green manages to attract over 9,000 visitors each month, while Cowindo draws in about 3,500–3,800 monthly. This disparity is likely due to differences in service delivery, management strategies, and digital promotional efforts. These findings suggest the importance of understanding key factors influencing tourists' decisions to return to a destination.

A tourist's decision to return is influenced not just by physical attractions, but by the overall quality of the experience. Key factors like scenic appeal, cultural interaction, and engaging activities play a crucial role in generating interest and fostering destination loyalty when they align with or surpass expectations. Service quality strongly shapes visitors' impressions of a destination: helpful staff, spotless and accessible facilities, and clear information channels all raise satisfaction levels. When travelers encounter outstanding service, they are more inclined to recommend the place and plan a return visit. At the same time, electronic word of mouth reviews, ratings, and personal stories shared on social media and travel apps now heavily guides travel choices, especially for digitally savvy tourists who trust peer experiences more than traditional advertising..

Tourist satisfaction bridges the gap between visitor expectations and actual experiences. A positive experience encourages tourists to return and share their impressions with others. As such, satisfaction acts as a mediating factor that strengthens the relationship between tourist attraction, service quality, and e-WOM on revisit intention. Meanwhile, digital promotion serves as a key strategy in expanding destination visibility and engaging potential visitors. When implemented effectively, it can enhance the influence of e-WOM and improve tourist retention. This study explores these dynamics by examining how satisfaction mediates and how digital promotion moderates the impact of key variables on revisit intention, particularly in the context of Sendang Tourism Village. The findings are expected to support sustainable tourism development through informed marketing and visitor experience management.

II. LITERATURE REVIEW

Tourist Attraction

Unique and authentic attractions play a crucial role in shaping tourists' positive impressions and encouraging repeat visits. Elements such as natural

landscapes, cultural and historical value, or well-managed facilities contribute to creating memorable experiences that influence revisit intention (Prayogi & Suardani, 2023; Wibowo & Kurniawan, 2022). Tourist attraction is defined as any natural or artificial feature that offers distinctiveness, aesthetic appeal, and accessibility, making a destination more appealing and likely to be revisited (Utama, 2017; Kotler & Keller, 2016).

A recent study published in the *Jurnal Pariwisata Nusantara* revealed that tourist attraction exerts a notable impact on tourists' intention to return, particularly in destinations that emphasize natural and cultural elements (Maulidah & Nurhidayati, 2023). This finding highlights that strong and distinctive attractions such as natural bathing springs, scenic landscapes, and local legends associated with Sendang Tourism in Tulungagung play a crucial role in drawing and retaining tourists' interest. Indicators of tourist attraction are as follows (Prayogi and Suardani, 2023:88): 1) natural beauty, 2) uniqueness of local culture and traditions, 3) ease of accessibility, 4) completeness of facilities.

Service Quality

Service quality represents how well a destination fulfills tourist expectations through reliable and timely service delivery. When experiences are consistently aligned with what visitors anticipate, it fosters satisfaction and builds trust, which in turn enhances the likelihood of return visits (Tjiptono, 2023; Arianto, 2018). High service quality involves not only meeting tourist needs but also ensuring responsiveness and accuracy throughout their experience.

Research findings by Lestari and Hartono (2022) indicate that aspects of service quality such as friendliness, responsiveness, accurate information, and facility comfort significantly influence tourists' intention to revisit. Even if a destination has strong attractions, poor service delivery can reduce the likelihood of repeat visits, emphasizing the need to uphold exceptional service quality to retain tourist interest. There are five main indicators of service quality, namely (Tjiptono, 2019:305):

1) reliability, 2) responsiveness, 3) assurance, 4) empathy, 5) tangibles.

Electronic Word Of Mouth

Electronic Word of Mouth (e-WOM) is a vital component in shaping tourists' perceptions and influencing their travel decisions. Through platforms such as social media, blogs, and online review sites, travelers often rely on the shared experiences of others to evaluate destinations (Setiawan, 2023). As a digital form of traditional word-of-mouth, e-WOM includes various online content from websites and apps to videos and social media that encourages users to share information (Kotler & Armstrong, 2018). It also encompasses consumer opinions, whether positive or negative, shared

online based on real or anticipated experiences with tourism services or destinations (Noviandini et al., 2021).

A study published in the *Jurnal Ilmu Manajemen Pariwisata* found that electronic word of mouth (e-WOM) has a significant impact on revisit intention (Paramita & Nugroho, 2023). This influence stems from positive reviews shared by previous visitors, which help build trust, attract potential new tourists, and reinforce return interest among past travelers. The effectiveness of e-WOM largely depends on its quality, credibility, and volume, all of which contribute to shaping favorable perceptions of a tourism destination. There are four indicators of electronic word of mouth as follows (Goyette et al. 2010:11) Maharia, 2020): 1) intensity, 2) content, 3) positive opinion, 4) negative opinion.

Return Visit Decision

Repeat purchases are considered a form of post-purchase behavior that typically stems from customer satisfaction. When individuals are pleased with their initial experience, they are more likely to exhibit a higher probability of making the same purchase again in the future (Kotler & Keller, 1997). In tourism, this concept is reflected in revisit behavior—returning to a destination often signals that the previous visit was satisfying. Revisit intention can be described as a person's motivation to travel again to a place they have previously visited, with future travel decisions shaped by their attitude toward past experiences (Lestari et al., 2022).

According to Baker and Crompton (2000) and supported by Lestari et al. (2022), the intention to revisit a tourism destination can be evaluated using three key indicators: 1) the desire to return in the future, 2) the willingness to recommend the destination to others, 3) and the overall preference for the destination compared to alternatives.

Tourist Satisfaction

Customer satisfaction is the emotional outcome that results from evaluating a product or service based on expectations versus actual experience (Kotler & Armstrong, 2013). In tourism, it reflects the extent to which travelers find value and fulfillment in their experiences (Ismayanti, 2010). Research shows that tourists who feel satisfied are more inclined to revisit the destination, especially when a destination offers enjoyable and memorable experiences (Oktavia, 2021). Satisfaction also plays a critical role in fostering loyalty, which is reflected not only in repeat visits but also in favorable word-of-mouth promotion (Nurmala et al., 2022).

Tourist satisfaction can be assessed through three key indicators: 1) the extent to which the experience meets expectations, 2) the intention to revisit the destination,

3) and the willingness to recommend it to others (Tjiptono, 2014; Maharani, 2022). These dimensions reflect both the personal evaluation of the experience and its influence on future behavior and advocacy.

Digital Promotion

Digital promotion refers to the strategic use of online platforms such as social media, email, and other digital tools to market and communicate offerings to consumers. Its primary goals are to increase visit intention, build brand awareness, drive sales, and attract potential visitors. As part of marketing communication, digital promotion aims to inform and influence target audiences to take purchasing action (Siagian & Cahyono, 2021).

According to Kotler (2019), the effectiveness of digital promotion can be measured through four key indicators: 1) the level of appeal it generates, 2) the extent to which it stimulates curiosity, 3) the degree of consumer commitment it fosters, 4) and the strength of emotional affinity developed toward the brand or destination. These dimensions help evaluate how well digital campaigns engage target audiences and influence their behavioral intentions.

Research Hypothesis

Drawing from the study's background, problem formulation, literature review, and conceptual framework, the following hypotheses are formulated for this research:

1. Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
2. Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
3. Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
4. Tourist satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
5. Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
6. Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
7. Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

8. Digital promotion moderates the effect of tourist attraction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
9. Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
10. Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
11. Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

Based on the formulation of the problem, theoretical review, and previous studies, the conceptual framework of this research is illustrated as follows: shown in Figure 1.

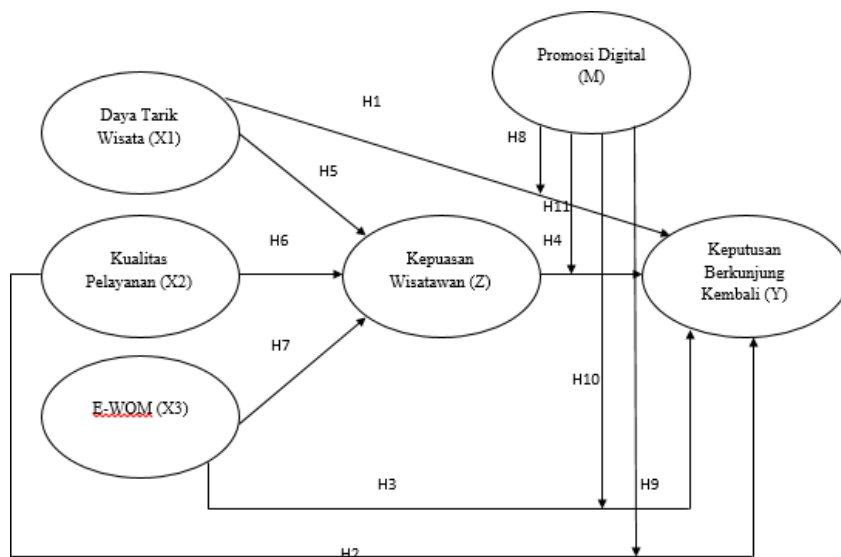


Figure 1 : Research Concept Framework

The conceptual framework outlines the interactions among the study's main variables. It includes three independent variables: tourist attraction (X1), service quality (X2), and electronic word of mouth (X3). The dependent variable is revisit intention (Y), which reflects tourists' likelihood of returning. Tourist satisfaction (Z) acts as a mediator, clarifying how the independent variables influence revisit behavior, while digital promotion (M) is positioned as a moderator that potentially alters the strength of these relationships.

III. RESEARCH METHODOLOGY

This study adopts a causal-explanatory design to explore cause-and-effect relationships among variables, focusing on how one factor influences another through hypothesis testing. A quantitative approach is utilized to examine the influence of tourist attraction, service quality, and electronic word of mouth on revisit intention, with tourist satisfaction as a mediating variable and digital promotion as a moderating factor specifically within the context of Sendang Tourism Village in Tulungagung.

To analyze these relationships, path analysis is employed to identify both mediating and moderating effects in the proposed model. The research uses Structural Equation Modeling with Partial Least Squares (SEM-PLS), an analytical technique well-suited for investigating complex interactions among variables and evaluating theoretical models in social science studies.

IV. RESEARCH RESULT

Respondent Characteristics

Respondent descriptions include gender, age, education level, and marital status are shown in Table as follows:

Table 1 Characteristics of respondents based on gender

Jenis Kelamin	Frekuensi	Presentase (%)
Laki-Laki	41	29,71%
Perempuan	97	70,29%
Total	138	100%

Source: SEM-PLS Output

The respondent data showed a majority of females (70.29%), who are generally more involved in family-oriented and recreational tourism, matching the nature-focused and educational appeal of Ori Green and Cowindo. However, according to Garcia et al. (2017), although women are frequent users of social media, they tend to engage more in personal sharing rather than with formal promotional content. This aligns with Kotler and Keller's (2016) assertion that digital marketing effectiveness relies heavily on emotional connection and perceived value. As such, the predominance of female respondents does not guarantee a strong impact of formal digital promotions on their revisit intentions.

Table 2. Characteristics of respondents based age

Usia	Frekuensi	Presentase (%)
18-25 tahun	29	21,01%

26-40 tahun	43	31,16%
>40 tahun	66	47,83%
Total	138	100%

Source: SEM-PLS Output

The data indicates that 47.83% of respondents were over 40 years old, making this the dominant age group. This aligns with findings from We Are Social & Hootsuite (2024), which report that most digital engagement on platforms like Instagram and TikTok comes from users aged 18–34, while those over 40 represent less than 20%. Older adults generally adopt digital technology at a slower rate (Singer et al., 2012) and are more skeptical of digital promotions, relying more on word-of-mouth (Zeithaml et al., 2020). Therefore, despite the appeal of Ori Green and Cowindo to this demographic due to their relaxing and educational experiences, digital promotions appear less influential in encouraging repeat visit.

Table 3. Characteristics of respondents based type of work

Jenis Pekerjaan	Frekuensi	Presentase (%)
Pelajar/Mahasiswa	30	21,74%
Pegawai (PNS/Swasta)	63	45,65%
Lainnya	45	32,61%
Total	138	100%

Source: SEM-PLS Output

Based on the table, 45.65% of respondents were employees (civil or private sector), followed by 32.61% from other occupations and 21.74% students. This dominance may be due to the busy routines of working individuals, limiting their time to engage with digital promotional content. As noted by Florenza & Utami (2021), employees tend to prefer firsthand experiences over online promotional visuals. Kotler & Keller (2016) further explain that digital marketing is more effective when tailored to the lifestyle, time availability, and media preferences of its target audience. Although Ori Green and Cowindo actively use social media, their content has yet to adopt a more personalized and emotionally resonant approach suited to this working demographic.

Validity Test of Research Variables

To assess convergent validity, this study utilized outer loading values and the Average Variance Extracted (AVE). The table below presents the loading factor values for each indicator, as processed using SmartPLS version 4.1.0.9 software:

Table 4 Average Variance Extracted (AVE)

Variabel	AVE	Tanda	Batas	
Daya Tarik Wisata	0.579	>	0.50	Valid
Kualitas Pelayanan	0.586	>	0.50	Valid
E-WOM	0.595	>	0.50	Valid
Promosi Digital	0.641	>	0.50	Valid
Kepuasan Wisatawan	0.620	>	0.50	Valid
Keputusan Berkunjung Kembali	0.618	>	0.50	Valid

Source: SEM-PLS Output

Reliability Test of Research Variables

The reliability test aims to determine the consistency between indicators within a construct. A construct is considered reliable if both Cronbach's Alpha and Composite Reliability values exceed 0.70, indicating strong internal consistency. Below are the results of the reliability analysis based on Cronbach's Alpha and Composite Reliability values:

Table 5 Composite Reliability

Variabel	Composite Reliability	Keterangan
Promosi Digital	0.954	Reliabel
Daya Tarik Wisata	0.936	Reliabel
Kualitas Pelayanan	0.951	Reliabel
E-WOM	0.918	Reliabel
Berkunjung Kembali	0.926	Reliabel
Kepuasan Wisatawan	0.926	Reliabel

Source: SEM-PLS Output

Table 6 Cronbach Alpha

Variabel	Cronbach Alpha	Keterangan
Promosi Digital	0.949	Reliabel
Daya Tarik Wisata	0.934	Reliabel
Kualitas Pelayanan	0.949	Reliabel
E-WOM	0.913	Reliabel
Keputusan Berkunjung Kembali	0.922	Reliabel
Kepuasan Wisatawan	0.923	Reliabel

Source: SEM-PLS Output

Hypothesis testing

Hypothesis testing aims to demonstrate the hypothesized relationships through simulation practices. In this study, the hypothesis test was conducted using the bootstrapping technique. The data used for bootstrapping had previously passed the measurement model evaluation stage. This testing focuses on three key indicators:

Table 7 . Hypothesis Testing

Hipotesis	Pengaruh	Original Sampl e (O)	T- Statistics	P-Value	Keterangan
1	Daya Tarik Wisata -> Keputusan Berkunjung Kembali	0.240	2.689	0.007	Significant
2	Kualitas Pelayanan - > Keputusan Berkunjung Kembali	0.210	2.710	0.007	Significant
3	E-WOM -> Keputusan Berkunjung Kembali	0.237	2.783	0.005	Significant
4	Kepuasan Wisatawan - > Keputusan Berkunjung Kembali	0.234	2.115	0.035	Significant
5	Daya Tarik Wisata -> Kepuasan Wisatawan	0.219	2.271	0.023	Significant
6	Kualitas Pelayanan -> Kepuasan Wisatawan	0.310	3.791	0.000	Significant
7	E-WOM -> Kepuasan Wisatawan	0.467	6.688	0.000	Significant
8	Promosi Digital x Daya Tarik Wisata -> Keputusan Berkunjung Kembali	-0.033	0.257	0.797	Not Significant

9	Promosi Digital x Kualitas Pelayanan -> Keputusan Berkunjung Kembali	-0.091	0.804	0.421	Not Significant
10	Promosi Digital x E-WOM -> Keputusan Berkunjung Kembali	0.043	0.442	0.658	Not Significant
11	Promosi Digital x Kepuasan Wisatawan -> Keputusan Berkunjung Kembali	0.021	0.145	0.885	Not Significant

Source: SEM-PLS Output

V. DISCUSSION

This section interprets the results to explain the interactions among the study variables. Tourist Attraction (X1), Service Quality (X2), and e-WOM (X3) are examined as independent variables influencing Revisit Intention (Y), the primary outcome. Tourist Satisfaction (Z) is analyzed as a mediating variable, while Digital Promotion (M) is tested as a moderating factor. The analysis highlights how each variable affects the likelihood of tourists returning to Sendang Tourism Village.

5.1 Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The results of hypothesis testing reveal that tourist attraction significantly impacts revisit intention. When travelers view Sendang Tourism Village as offering appealing features such as natural landscapes, enjoyable surroundings, recreational options, and educational value they are more likely to develop a favorable impression that encourages future visits. This highlights the role of attraction as a key driver in repeat tourist behavior. Features found in sites like Ori Green Fresh Happy and Cowindo Refreshing and Education such as scenic beauty, interactive activities, and visitor comfort serve as strong motivators. These findings are consistent with Yuliana and Putra (2022), who confirmed that destinations blending natural and man-made elements can enhance tourist loyalty and increase return intentions.

5.2 Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings indicate that service quality significantly influences revisit intention. When tourists receive friendly, responsive, and comfortable service, they are more likely to return to the destination. Positive interactions between tourism staff and visitors such as timely responses, hospitality, and attention to needs enhance the overall experience. This aligns with previous research by Ardiani and Nugroho (2022), as well as Sari and Gunawan (2023), which emphasize that empathy and responsiveness are key factors in encouraging return visits, especially among family tourists. Practically, this suggests that destinations like Ori Green Fresh Happy and Cowindo Refreshing and Education should prioritize service quality by training staff, maintaining clean facilities, and ensuring accessible information and feedback systems to foster satisfaction and loyalty.

5.3 Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study reveals that Electronic Word of Mouth (e-WOM) significantly influences revisit intention. Positive digital content such as reviews, comments, and testimonials enhances tourists' trust in a destination, increasing their likelihood of returning. This supports prior findings by Rahmawati and Prasetyo (2022), which highlight the role of positive e-WOM in shaping consumers' travel choices, as well as research by Syahputra et al. (2023), noting its impact on both initial visits and repeat decisions through trust reinforcement.

Practically, tourism managers should encourage satisfied visitors to share their experiences on digital platforms. Tactics like offering incentives for reviews, using branded hashtags, and collaborating with influencers can organically boost destination visibility. Additionally, maintaining active responses to online feedback and providing visually appealing spots for digital content can further strengthen public perception and tourist engagement.

5.4 Satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The analysis shows that tourist satisfaction significantly affects revisit intention. When visitors are pleased with the services, facilities, ambiance, and emotional experiences they encounter, they are more likely to become loyal and consider returning. Satisfaction arises from the alignment or even surpassing of visitor expectations with actual experiences (Oliver, 1997; Kotler & Keller, 2016). In

tourism, this includes service quality, cleanliness, atmosphere, and overall experiential value, all of which are crucial in driving repeat visits (Lovelock & Wirtz, 2011).

Supporting studies by Pratiwi et al. (2023) and Azizah & Nugroho (2022) confirm that satisfaction plays a direct and mediating role in shaping revisit behavior, particularly in nature-based and rural educational tourism. Practically, tourism managers at destinations like Ori Green and Cowindo should prioritize maintaining high service standards, ensuring cleanliness, and actively gathering feedback to improve visitor experiences and encourage return intentions.

5.5 Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study found that tourist satisfaction mediates the relationship between tourist attraction and revisit intention. This indicates that attractions not only directly influence return visits but also exert an indirect effect by enhancing satisfaction. When visitors encounter appealing features such as natural beauty, comfort, and engaging activities their overall satisfaction increases, reinforcing the intention to revisit. The emotional fulfillment derived from unique attractions and positive experiences plays a key role in driving return behavior.

These findings align with previous research by Siregar and Wulandari (2022), Fadhilah et al. (2023), and Wicaksono and Hartini (2022), which confirm that satisfaction significantly mediates the impact of tourist attraction on loyalty and revisit decisions. From a practical standpoint, destination managers should focus not only on physical improvements but also on enhancing the emotional and experiential quality of visits. Ensuring comfort, safety, educational value, and overall service quality can foster satisfaction, encouraging both new and returning visitors.

5.6 Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings show that tourist satisfaction mediates the relationship between service quality and revisit intention. This suggests that high-quality service not only has a direct impact but also indirectly influences return visits by enhancing satisfaction. Elements such as staff friendliness, clean facilities, and accessible information contribute to a positive experience, which in turn fosters tourists' desire to revisit the destination.

These results are supported by previous studies, including Yulianti and Pradana (2023), who highlight satisfaction as a key mediator in nature tourism, and Rahmat and Lestari (2022), who emphasize the emotional value of friendly and

efficient service. Additionally, Nurfadilah et al. (2024) note that well-integrated digital services also improve satisfaction and revisit decisions. From a practical standpoint, tourism managers at Ori Green and Cowindo should emphasize service quality at every touchpoint. Staff training, responsive complaint handling, and clean facilities are essential. Integrating digital feedback systems can also help monitor satisfaction in real time and support continuous service improvement, ultimately boosting visitor loyalty and positive word-of-mouth.

5.7 Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study reveals that tourist satisfaction mediates the effect of Electronic Word of Mouth (e- WOM) on revisit intention. Positive online reviews and testimonials do not only influence travelers' decisions directly, but also shape expectations that, when fulfilled or exceeded during their visit, lead to greater satisfaction and increase the likelihood of returning. In essence, e-WOM builds trust and sets anticipations that, once validated by a satisfying experience, reinforce revisit behavior.

These findings are supported by previous research, such as Fadhillah and Halim (2023) and Kusuma and Fitriani (2022), who found that e-WOM positively affects satisfaction, which then drives loyalty. Nugroho et al. (2024) also confirm that greater exposure to e-WOM correlates with higher levels of satisfaction and return intentions. Practically, this highlights the importance of managing a destination's digital reputation. Tourism managers should encourage satisfied visitors to leave online reviews and share their experiences on social media. Creating memorable and shareable experiences, supported by tools like QR codes for instant feedback or designated social media spots, can amplify positive e-WOM and build long-term visitor loyalty.

5.8 Digital promotion moderates the effect of tourist attraction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study found that digital promotion did not significantly moderate the relationship between tourist attraction and revisit intention. Although Sendang Tourism Village offers compelling natural and educational attractions, the use of digital promotion primarily through social media was ineffective in enhancing tourists' intentions to return. This could be attributed to several factors, particularly the characteristics of the respondents, many of whom were local visitors with limited engagement in digital media.

A large portion of the respondents were over the age of 40 and showed low exposure to digital promotional content, aligning with findings from Statista (2023) and We Are Social (2024) indicating that older demographics tend to rely more on personal recommendations than online advertisements. The current digital promotion strategies used by the destination focus on factual content like pricing and facilities but lack emotional appeal or storytelling, which are critical for building deeper tourist connections.

Similar results have been reported in prior studies, such as in West Lombok and Botutonuo Beach, where digital promotion had limited impact on revisit decisions despite influencing initial perceptions (Agustina, 2021; Ningrum et al., 2022). In the case of Ori Green and Cowindo, digital campaigns lack user-generated content and emotionally engaging narratives, making them less effective in enhancing loyalty. Given these insights, it is recommended that destination managers redesign their digital marketing approach. More interactive, authentic, and emotionally resonant content such as personal visitor stories, community-driven campaigns, and partnerships with local influencers could improve engagement and help digital promotion become a more powerful driver of revisit intention.

5.9 Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings indicate that although tourists were generally satisfied with the quality of services provided such as cleanliness, hospitality, and responsiveness digital promotion efforts at Sendang Tourism Village were not effective in strengthening their intention to revisit. Social media campaigns failed to significantly enhance perceptions or emotional engagement, suggesting that promotional content alone was insufficient to influence return behavior. This ineffectiveness can be partly explained by the demographics of the respondents. The majority were female (70.29%) and over the age of 40 (47.83%), with a significant proportion employed as civil or private sector workers (45.65%). According to We Are Social (2024), this demographic is less engaged with visually driven platforms like TikTok, Instagram, or YouTube. Older users tend to rely more on personal experiences and direct recommendations than on digital marketing content (Zeithaml et al., 2020).

While women are active on social media, studies show they engage more in informal social interactions rather than commercial promotions (Garcia et al., 2017). Moreover, employed individuals often lack time to explore promotional content and are more influenced by service quality and convenience than by online campaigns (Florenza & Utami, 2021). These factors contribute to the low effectiveness of digital promotion in this context. To improve future strategies, tourism managers at Ori Green and Cowindo should shift toward storytelling-based content featuring real

visitor testimonials and emotionally engaging narratives. Utilizing platforms like Instagram, TikTok, and YouTube to deliver authentic visual experiences combined with collaborations with local influencers can help build stronger emotional connections and reinforce revisit intentions among a broader audience.

5.10 Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The hypothesis testing results indicate that digital promotion does not significantly moderate the relationship between electronic word of mouth (e-WOM) and revisit intention. While e-WOM independently exerts a significant influence on tourists' return decisions, the presence of formal digital promotions fails to enhance this effect. This suggests that content created by tourism managers at destinations such as Ori Green and Cowindo lacks the persuasive power to compete with authentic peer recommendations and shared visitor experiences found in user-generated e-WOM.

This finding aligns with theoretical perspectives, such as those by Hair et al. (2022), who emphasize that for a moderating variable to be effective, it must alter the strength or direction of the relationship between independent and dependent variables. In this study, digital promotion—often formal, unidirectional, and not tailored to the demographic preferences of the target audience—proved ineffective. The demographic profile of respondents, dominated by women (70.29%) and individuals over 40 years old (47.83%), further explains the result. According to We Are Social (2024), this age group shows lower engagement with promotional content and places greater trust in real experiences, reinforcing the impact of e-WOM over digital marketing efforts.

5.11 Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The hypothesis testing reveals that digital promotion does not significantly moderate the relationship between tourist satisfaction and revisit intention. This suggests that even when visitors report a high level of satisfaction, the presence of digital promotional content from destination managers fails to strengthen their intention to return. In other words, the promotional efforts did not enhance or intensify the positive effect of a satisfying travel experience. This result is supported by previous studies showing that digital promotion often lacks a moderating effect in similar contexts. For instance, Yani et al. (2023) found that although customer satisfaction influences repurchase intention, digital promotion had no significant role in strengthening this relationship. Similarly, Khaira et al. (2024) noted that while

social media promotions and discounts may affect customer loyalty, satisfaction itself plays a more dominant mediating role than a moderating one.

The ineffectiveness of digital promotion in this case may also relate to the demographic profile of the respondents. Most participants were women (70.29%) over the age of 40 (47.83%) and employed in formal jobs (45.65%). According to We Are Social (2024), these groups tend to be passive digital users, showing low engagement with promotional content and preferring firsthand experiences or peer recommendations. As noted by Zeithaml et al. (2020), older consumers are generally less influenced by formal marketing and more by interpersonal communication such as e-WOM.

Previous research has reinforced these findings. For example, Pratama and Mulyani (2022) discovered that digital promotions in local tourism lacked emotional appeal and were overly informative, rendering them ineffective as moderators between satisfaction and loyalty. Similarly, a study on Ammatoa Kajang Forest Tourism by Yuliana (2022) concluded that promotional content failed to capture meaningful visitor experiences, thereby weakening its moderating potential.

CONCLUSION AND SUGGESTIONS

Based on the research results and discussion, the following conclusions were obtained, which also answer the research problem formulation and objectives:

1. Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
2. Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
3. Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
4. Tourist satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
5. Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
6. Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
7. Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
8. Digital promotion moderates the effect of tourist attraction on revisit

intention at Sendang Tourism Village, Tulungagung, East Java.

9. Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
10. Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
11. Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

Based on the research results, the conclusions obtained, and considering the existing limitations, the researcher offers the following suggestions as a contribution to the development of scientific knowledge and practical implementation in the tourism sector:

For the management of the Sendang village tourist attraction, Tulungagung Regency

1. Instead of relying only on natural beauty or Instagram-worthy spots, destinations should integrate local culture, education, and interactive experiences. Places like Ori Green and Cowindo can develop themed activities such as vegetable picking, farm life storytelling, or culturally inspired photo areas. According to Prayitno (2019), tourism that involves cultural engagement leaves a deeper, more memorable impression on visitors.
2. Service quality represents how effectively a destination meets visitor expectations; however, inconsistencies still appear in aspects like staff hospitality, responsiveness, and empathy. Sites such as Ori Green are advised to improve staff capabilities through targeted training and enforce clear service guidelines, particularly during busy periods. This aligns with Puspitasari (2021), who highlights the critical role of skilled personnel in ensuring quality tourism service.
3. E-WOM refers to tourists communicating their experiences via digital platforms, yet the quality of such content is frequently insufficient. To enhance its impact, destination managers can initiate campaigns like TikTok video reviews or Instagram hashtag challenges. Saragih (2022) emphasizes that authentic and engaging experiences are key to effective organic promotion.
4. Tourist satisfaction reflects the emotional outcome after comparing expectations with real experiences. Though many are pleased with physical facilities, fewer feel fulfilled in terms of uniqueness and emotional depth. To

improve this, destinations should foster emotional engagement through interactive experiences and storytelling, as meaningful encounters greatly enhance overall satisfaction (Nurmala et al., 2022).

5. Revisit intention, referring to a tourist's willingness to return, doesn't always follow satisfaction. Despite positive experiences, not all visitors plan to come back. To strengthen loyalty, Ori Green and Cowindo should diversify attractions, update offerings regularly, and introduce incentives like loyalty programs. Ongoing innovation is essential for sustaining repeat interest (Fitriyani, 2020).

Digital promotion encompasses marketing efforts via platforms like social media, websites, and mobile apps to engage tourists. However, its moderating effect was found to be minimal. To improve impact, destinations like Ori Green should optimize channel selection (e.g.,

6. Instagram, TikTok), craft engaging visuals, and align content with audience traits. Its effectiveness hinges on compelling narratives and interactive engagement (Saragih, 2022).

For Further Research

Future research is advised to adopt a mixed-methods approach, combining quantitative analysis with qualitative insights. This allows not only for measuring statistical relationships but also for exploring tourists' experiences and perceptions more deeply, leading to richer, context-specific findings. Expanding the research scope is also important. Instead of focusing on one or two tourist sites, future studies should include a range of destinations natural, cultural, educational, and artificial to enhance data variety and improve result generalizability. Including more diverse respondent demographics (e.g., age, education, origin, and visit frequency) will also yield more representative outcomes. Lastly, upcoming studies should consider emerging variables relevant to today's tourism landscape, such as digital travel experience, tourist tech literacy, and local cultural values. These factors are likely to influence revisit behavior and loyalty in the increasingly digital tourism era, making research more relevant and applicable to sustainable destination development strategies.

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