THE EFFECT OF E-WOM ON DESTINATION IMAGE AND ATTITUDE TOWARDS TO THE VISIT INTENTION IN KOMODO NATIONAL PARK, INDONESIA

(PENGARUH E-WOM TERHADAP CITRA DESTINASI DAN SIKAP PADA NIAT KUNJUNGAN DI TAMAN NASIONAL KOMODO, INDONESIA)

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Abstract

This study aims to identify the theoretical arguments and hypotheses regarding the interrelationships among the electronic word of mouth (E-WOM), destination image, and tourist attitudes towards the visit intention when the Government has a new membership policy for visiting the Komodo National Park Indonesia. A total of Trip Advisor users, as many 388 online respondents participated in this study. Data were obtained from the online survey using a questionnaire with a Likert Scale. We evaluated the data using the Structural Equation Model (SEM) analysis and employed the Partial Least Square to assess the validity, reliability, and examine the hypothesis. The findings confirm this study reveals that E-WOM is significant in affecting the image destination and tourist attitudes that will affect to the visit intention. This result of this study will contribute to the field of e-commerce marketing, destination branding, tourism destination, and e-tourism research. This study helps tourism organizations in the development and implementation of destination marketing strategies in Indonesia.

Keywords: E-WOM, tourism destination, attitude, visit intention, and Komodo National Park.

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi argumentasi dan hipotesis teoritis mengenai keterkaitan antara electronic word of mouth (E-WOM), citra destinasi, dan sikap wisatawan terhadap niat berkunjung. Pemerintah memiliki kebijakan keanggotaan baru untuk mengunjungi Taman Nasional Komodo Indonesia pada tahun 2020. Pengguna Trip Advisor, sebanyak 388 responden online berpartisipasi dalam penelitian ini. Data diperoleh dari survei online menggunakan kuesioner dengan Skala Likert. Penelitian ini mengevaluasi data menggunakan analisis Structural Equation Model (SEM) dan menggunakan Partial Least Square untuk menilai validitas, reliabilitas, dan menguji hipotesis. Temuan mengkonfirmasi penelitian ini mengungkapkan bahwa E-WOM signifikan dalam mempengaruhi citra destinasi dan sikap wisatawan yang akan mempengaruhi niat berkunjung. Hasil penelitian ini akan berkontribusi pada bidang pemasaran destinasi wisata, e-commerce, branding tujuan wisata, dan e-pariwisata. Studi ini membantu organisasi pariwisata dalam pengembangan dan implementasi strategi pemasaran destinasi di Indonesia.

Kata Kunci: E-WOM, Destinasi Wisata, Sikap Turis, Niat Kunjungan, dan Taman Nasional Komodo, Indonesia.

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INTRODUCTION

Word of Mouth (WOM) has long been seen as an essential subject for marketing researchers and practitioners (Gruen et al., 2005). WOM also a type of information most often search by people who have an intention for traveling. Potential tourists will consider the recommendation through the most reliable sources to find the information (Chi & Qu, 2008). Nowadays, the information is not only spread by conventional ways, but the internet is also taking part as a source of information. Specifically, the internet evolved into a resource or means in which the electronic word of mouth takes place among the people (Hennig-Thurau et al., 2004). While various websites provide traveler-generated content, Trip Advisor is the most popular travel information site (O'Connor, 2010), empowering users to write, search, and share travel reviews. As a site for sharing e-wom through the worldwide market, it can be a place for the traveler to looking for the other comment or information before planning to go to their own preferences destination.

Only through social media that word of mouth from a consumer can be heard all over the world. A study by Gretzel (2007) showed that almost 96,4 % of information that tourists used to plan their tourism comes from the internet. When tourists plan to travel to one place, they will search for information as a reference before they decided to visit the destination. The data can be found from many trusted web, blogs, and other social media such as TripAdvisor, flight and hotel official web reviews, etc. All of this electronic word of mouth information or e-wom give confidence for tourist to purchase the product and services. People who plan to have a trip often take into account consumer-generated travel review during their decision-making process because the intangibility of tourism experiences make a pre-purchase trial impossible and thus increases the need for first-person experience reports (Zeithaml, 1981; Mazzarol, Sweeney, & Soutar, 2007; Gretzel & Yoo, 2008; Sweeney, Soutar, & Mazzarol, 2008). People who look at the content created by travelers are perceived as highly trusted (Dickinger, 2011).

Richardson & Fluker (2007) mentions that "tourism is a modern activity with significant economic implications for governments, local communities and businesses and it also has important impacts on social, cultural and environmental impacts." Also driven by the attraction of cultural tourism with wealth such as customs, historical and ancient heritage, art, monuments, ceremonies, and other cultural events, the main interest of tourists coming to a touristic destination. The Trip Advisor knew as the largest site for travel reviews, which gives potential tourists the experience about hotels, attractions or destinations, and restaurants around the world. Tourist's excellent experiences of service, products, and other resources provided by tourism destinations can be affected by the intention or revisit as well as positive e-wom effects to others. Recommendations by previous visitors can be received as the most reliable information sources for potential tourists. Tourism destinations should keep in mind that providing a pleasant experience for their tourists has a significant effect on building the image destination for non-visitors.

The main benefit of tourists coming to a tourism destination is also driven by the attraction of cultural tourism with wealth such as customs, historical and ancient heritage, art, monuments, ceremonies, and other cultural events. The diversity of the Indonesian people supported by the hospitality of its population has enormous potential in improving tourism. Most tourism destination studies examine it through the concept of tourist destination image, which has a dynamic and useful research history (Hunt, 1975; Echtner and Ritchie, 1993; Gartner, 1993; Baloglu, 2001; Gallarza, Gil and Calderon, 2002; Konecnik, 2004).

There is no uncertain, among academics and practitioners, that the investigation of a demand-side perspective on the tourist destination is of strategic importance for a destination to obtain an aggressive and sustainable position in the market (Konecnik Ruzzier, 2010; Uravić and Šugar, 2009). The name of Komodo National Park Indonesia has become one of the priority destinations in Indonesia for the year 2020. List of 10 Priority Destinations include Lake Toba (North Sumatra), Tanjung Kelayang (Belitung,

Babel), Tanjung Lesung (Banten), Kepulauan Seribu (Jakarta), Borobudur (Joglosemar), Bromo Tengger Semeru (East Java), Mandalika (Lombok), NTB), Komodo Labuan Bajo (NTT), Wakatobi (Southeast Sulawesi), and Morotai (North Maluku). At the recent ASEAN Tourism Forum (ATF) 2020 held in Brunei in January, the Indonesian Tourism and Creative. Economy Ministry introduced five new "super-priority tourism destinations" to make the tourism industry become one of the latest drivers of economic growth. These include Lake Toba in North Sumatra, Borobudur in Central Java, Labuan Bajo in East Nusa Tenggara, Mandalika in West Nusa Tenggara, and Likupang in North Sulawesi.

The Indonesian Government is targeted to have 20 million visitors in the year 2020. One of the most popular sites, Fodor, reveals the no-go (avoid) list destination in 2020. The highlight is about ethical, environmental, sometimes even political. Unfortunately, Komodo National Park Indonesia, Indonesia, is one of the Fodor No-Go List Destinations. Fodor considering charging significant tourist taxes. Komodo National Park Indonesia Indonesia, home to its namesake wild dragons, are two such unique ecosystems under threat from mass tourism and finding pragmatic ways to combat human encroachment. Responding concern for natural environment, the government discussions are limiting the number of tourists and adding a tax or membership fee, which costs $1,000. While the Indonesian Government declares that Komodo National Park Indonesia is one of the super-priority destinations 2020, at the same time, International Tourism Site, Fodor, reveals that Komodo National Park Indonesia needs protection, preservation, and management of the island ecology.

The findings of this study are supposed to provide the results of how the effect of new membership implementation discussion in Trip Advisor for International and domestic visitors as a potential tourist through e-wom on destination image, attitudes towards to Komodo National Park Indonesia, Indonesia with Trip Advisor as a media. For examining the decision-making process leading to the travel destination preferences, the theory of planned behavior is often used as a research framework to predict the behavioral intention of choosing a destination (Jalilvand and Samiei, 2012). The core paradigm of the theory of planned behavior is that people are proper to implement particular types of behavior. The specific referents will value and approve of the behavior and that they have the necessary resources, abilities, and opportunities to perform such behavior (Ajzen, 1991 in Jalilvand and Samiei, 2012).

E-WOM. Word of Mouth as a way customers specifically told different customers regarding their encounters after utilizing items, and marketers should pay attention to the information spread (Heriyati & Siek, 2011). The formation of a destination image can be affected by word of mouth (Baloglu & McCleary, 1999). In comparison, WOM in a more specific form, namely e-wom, expressed by Jalilvand & Samiei (2012), influences the brand image and purchase intention. The effect of e-wom in the Tourism Industry is powerful. Intangible items such as tourism services cannot be assessed before use.
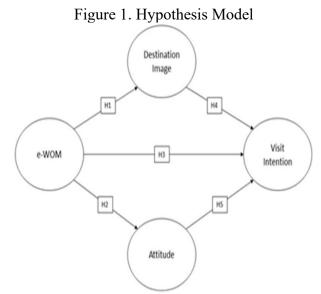
Consequently, buying intangible products and services entails higher risk. Instead, customers rely more on interpersonal impact online and on e-wom (Albarq, 2014). The findings of the study said that e-wom or traveler's blogs are one of the external information sources for tourists to have a rational calculation in deciding to visit the tourist destination (Chen, Shang, & Li, 2014). e-wom is a vital travel decision-making reference in the travel industry and for the choice of travel items such as restaurants, hotels, and destinations (Tucker, 2011). To facilitate decision making, prospective travelers rely on e-wom (Goldenberg et al. 2001). The existence of e-wom communication with its characteristics that vary from traditional WOM has been given its distinctive features through the available studies in tourism marketing, primarily regarding the topic of tourist behavior. Several tourism researchers have verified the impact of informal communications in the tourism industry and have identified how online travel communities can influence the choice of tourist destinations (Zhu M. and Lai, S., 2009). Online consumer reviews (OCR), one of the types from electronic word-of-mouth, provide product information and suggestion from the customer point of view (Lee et al., 2008). Compared with offline word-of-mouth, the electronic word-of-mouth has the features of the extensiveness of

spreading information, a fast, massive volume of data, easy access, received instantly, the secret identity of reviewers, and transcend space and time (Hennig-Thurau et al., 2004).

Destination Image. Image Destination refers to the thoughts, ideas, and impression people received about the characteristics in addition to the activities at a destination after analyzing the information accumulated from different resources over a given time (Assaker, 2014; Crompton, 1979a; Gartner, 1986). Destination Image is usually defined as the overall perception of a specific destination by the tourist (Fakeye & Crompton, 1991) or as their visual image of the environment (Alhemoud & Armstrong, 1996; Gallarza, Saura, & Garc´ıa, 2002). Destination image is typically defined as "tourists" overall perceptions of a specific destination (Fakeye & Crompton, 1991) or as their mental portrayal of the area (Alhemoud & Armstrong, 1996; Gallarza, Saura, & Garcia, 2002). Furthermore, individual perceptions of a cultural tourism destination's attractiveness may lead the tourist to develop an attachment to the place (Hou, Lin, & Morais, 2005). Destination image is widely regarded to be an essential aspect of tourist decisions (Beerli & Mart' ın, 2004; Bigne et al., 2001; Birgit, 2001; Castro, Armario, & Ruiz, 2007; Chen' & Tsai, 2007; Gallarza et al., 2002). If visitors typically have favorable views or memories of a destination, the destination is more likely to be selected (Alhemoud & Armstrong, 1996; Birgit, 2001; Echtner & Ritchie, 1993). To be effective in marketing a tourist destination, the marketer must understand the potential tourist and the actual destination image. Crompton has described that a person who has a destination is a construction of trust, ideas, and image (Vaughan, 2007). The image for tourists is essential (Tasci and Gartner, 2007). The destination image influences the final choice or behavioral intention (Chen and Tsai, 2007). A collection of specific destination attributes has a profound impact on tourist decision to fly before and after the stay (Loes, 2011). Gartner (1993, in Nassar et al., 2015) proposed that destination image is composed of three integrated components: Cognitive (perceive), Affective (feeling), Conative or behavioral (cognitive and affective image influences and predicts traveler's behavior).

Attitude. Examine the relationship between perception and attitude, apart from considering motivation and attitude. The expectation is a variation of belief in a particular context, and attitude can be determined by the hope of a specific object (Hsu et al., 2010). Which are relatively stable and lifelong assessment summaries of an object are an essential psychological concept since they are several activities have been shown to affect and forecast. (Kraus, 1995 in Jalilvand and Samei, 2012). Attitudes towards destinations emphasize tourist behavior; the attitude of tourists explains the psychological traits reflected by a positive or negative appraisal of visitors when involved with some actions. (Ajzen, 1991; Schiffman and Kanuk, 1994; Kraus, 1995 in Jalilvand and Samei 2012). The attitude of tourists included cognitive, affective, and elements of actions. (Vincent and Thompson, 2002). The cognitive response is the assessment of how an attitude is shaped. A definitive reaction is a psychological reaction reflecting the tourist's preference for an object, and the behavioral aspect is a verbal indication of the intention to attract visitors. Attitude predisposes a person to act or behave in a way that is demonstrated in studies of household recycling behavior, environmental behavior, and tourism behavior. (Jalilvand and Samei, 2012). Tourist attitudes are an accurate predictor of the tourist's decision to travel to an appointed destination. (Jalilvand and Samiei, 2012).

Travel Intention. Behavioral travel intention is a central model and represents the extent of the individual's plans to perform or not perform one particular behavior (Ajzen, 1991 in Jalilvand and Samiei, 2012). Travel intention represents how a person is willing to adopt behavior and effort; it is likely to deploy against that behavior. Behavior in travel intentions are an indication of the readiness to undertake a given practice and are assumed to precede actual practice (Zarrad and Debabi, 2015). The behavioral intention has been well known as an essential mediator in the relationship between behavior and attitude. The literature about the pre-purchasing steps in the receiver's decision-making process shows that the receiving WOM affects the receiver's awareness, beliefs, product evaluations, intentions, and expectations.

Theory Planned Behavior (TPB). The theory of Planned Behavior model is to define how behavior evolves. Ajzen (1991, in Jalilvand and Samiei, 2012). An individual may only act on the expectation if he or she has power over the conduct. (Ajzen, 2002). TPB is not only insisting of the rationality of human behavior but also on the belief that the target habitual is under the control of the individual consciousness or behavior not only depends on one's intention to other factors which do not exist under the human regulation, such as the accessibility to services and chances to display such behavior (Ajzen, 2002). Based on expected behavioral analysis, the purpose is a feature of three determinants, the intimate one, representing both social impact and the third relating to the control issue (Ajzen, 2002). This study will have a dimension of e-wom to the TPB model, and investigates e-wom has an impact on the TPB relationships, especially image destination and attitude influencing the travel intention.

Figure 1. Hypothesis Model

Research Hypotheses
H1: E-WOM will positively affect the image destination.
H2: E-WOM will positively affect the tourist attitude
H3: E-WOM will positively affect the travel intention
H4: Image destination will positively affect to travel intention
H5: Attitude will positively affect the travel intention

METHODS

The data result was collected through the online survey with 388 respondents from the International and Domestic of Trip Advisor user. The methodology used to achieve the purposes is a descriptive quantitative study that utilizes a survey method to collect data by distributing questionnaires. The questionnaire was prepared using a Likert scale with 5 points of scale: 1 (strongly disagree) to scale 5 (strongly agree), which consists of 29 questions: 10 are about demographic factors and 19 questions related to the study variables. This study will analyze the data using the technique Structural Equation Modeling (SEM) with Smart PLS 3 statistical package software. The measure of this study is presented in table.

Table 1. Measurement and Outer Loadings

Variable	Code	Indicator	Outer Loadings
E-WOM	EW1	I often consult other tourists in Trip Advisor to help choose an attractive destination	0.725
	EW2	When I travel to a destination, Trip Advisor reviews makes me confident in traveling to the destination	0.807
	EW3	I frequently gather information from Trip Advisor reviews before I travel to a certain destination	0.773
	EW4	I often read other tourists' in Trip Advisor to know what destinations make good impressions on others	0.799
	EW5	To make sure I choose the right destination, I often read other tourists in Trip Advisor review	0.761
Image Destination	ID1	I perceived Komodo Island has a Beautiful nature	0.797
	ID2	I perceived Komodo Island has Beautiful mountains and lakes	0.761

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Variable	Code	Indicator	Outer Loadings
Image Destination	ID3	I perceived Komodo Island has a Good beaches	0.762
	ID4	I perceived Komodo Island has Good opportunities for recreation activities	0.783
	ID5	I perceived Komodo Island has a Friendly people	0.734
	ID6	I perceived Komodo Island has Interesting cultural attractions	0.763
	ID7	I perceived Komodo Island has a Relaxing atmosphere	0.788
	ID8	I perceived Komodo Island has an Exciting atmosphere	0.783
Attitude	AT1	Visiting Komodo Island will be meaningful	0.902
	AT2	Visiting Komodo Island will be worth it	0.874
	AT3	Visiting Komodo Island will be a wise choice	0.882
Travel Intentions	VI1	I predict I will visit Komodo Island in the future	0.912
	VI2	I would visit Komodo Island rather than any other tourism destination	0.814
	VI3	If everything goes as I think, I will plan to visit Komodo Island in the future	0.922

Table 2. Demographic Profile

Variables	Frequency	Percentage
Gender		
Male	220	57%
Female	152	39%
Unidentified	15	4%
Visitor		
Domestic	368	95%
International	19	5%
Age Group		
Below 18 years old	5	1%
18 - 25 years old	242	63%
26 - 35 years old	51	13%
36 - 45 years old	29	7%
above 45 years old	60	16%
Occupation		
Student	295	76%
Employee	84	22%
Entrepreneur	8	2%
Education		
High School	18	5%
College	277	71%
Graduate school or above	92	24%
Internet Experiences		
0-3 years	61	16%
3 - 5 year	51	13%
more than 5 years	275	71%
Trip Advisor Experiences		
1 times	143	37%
2 - 5 times	154	40%
More than 5 times	90	23%
Willingness to pay membership		
Yes	105	27%
No	282	73%

RESULTS AND DISCUSSION

The sample comprises 57% male and 39% female respondents. Most of the respondents aged between 18-25 years old with 63%, followed by above 45 years old with 16%. Domestic visitors are taking 95% of this study, while International visitors take 5%. As for the education level, most of them are a bachelor's degree, with 71%, then graduate school above with 24%. As for occupation, most of them are students with 76% and employee 22%. 73% of the respondents are refuse to pay the membership program. The detail of the respondent profile is depicted in Table 2 below:

This study employed a variance-based method Partial Least Square using SmartPLS 3.0. with two-stage analytical procedures (Anderson and Gerbing, 1988). This two-stage systematic procedure consists of measurement model analysis and structural model analysis. On the measurement model analysis stage, this study would assess the reliability, convergent validity, and discriminant validity (Nosica and Deyna, 2020).

Table 3. Convergent Validity and Reliability

Variables	No of Indicators	Cronbach's Alpha	CR	AVE
e-WOM	5	0.832	0.881	0.598
Destination Image	8	0.903	0.922	0.595
Attitude	3	0.864	0.916	0.785
Visit Intention	3	0.860	0.915	0.782

The first stage of measurement model evaluation is the assessment of convergent validity. In this study, convergent validity was evaluated by assessing the outer loadings of each indicator and Average Variance Extracted (AVE). In table 1, the value of outer loadings each indicator is above the minimum requirement of 0,7. The value of the Average Variance Extracted (AVE) is also above the threshold of 0.50 (see table 3), which indicates that the measurement model has shown adequate convergent validity. This study also tests the reliability of the variables by calculating the Composite Reliability (CR) and Cronbach's Alpha. The items measuring research variables will deem to be reliable if the score exceeds the minimum requirement of 0.7 for CR and 0.7 for Cronbach's Alpha. As depicted in Table 3, all items are reliable as the scores are above the threshold used in this study. Moreover, the variance inflation factor (VIF) values for all variables are lower than 5 (Hair et al., 2013). This result indicates that there is no multicollinearity among the independent variables used in this study.

Table 4. Discriminant Validity Fornell-Larcker Criterion

Variables	Attitude	e-WOM	Destination Image	Travel Intention
Attitude	0.886			
EWOM	0.244	0.773		
Image Destination	0.758	0.304	0.772	
Travel Intention	0.632	0.240	0.621	0.884

Then, discriminant validity was assessed by using the criterion of Fornell-Larcker, when the AVE of each construct was supposed to be bigger than the squared correlation with another construct (Hair et al., 2013). As shown in Table 4, all variables meet this criterion. This study also compares the loadings of each item with the total cross-loadings. As depicted in Table 5, the loadings of each item are higher than the cross-loadings with items from other constructs that show the discriminant validity (Hair et al., 2013).

Table 5. Cross Loading

Variables	E-WOM	Destination Image	Attitude	Travel Intention
EWOM1	0.725	0.215	0.181	0.314
EWOM2	0.807	0.259	0.235	0.110
EWOM3	0.773	0.215	0.147	0.149
EWOM4	0.799	0.224	0.174	0.136
EWOM5	0.761	0.257	0.197	0.185
ID1	0.197	0.797	0.656	0.514
ID2	0.152	0.761	0.562	0.439
ID3	0.202	0.762	0.601	0.459
ID4	0.304	0.783	0.572	0.517
ID5	0.154	0.734	0.551	0.471
ID6	0.314	0.763	0.558	0.456
ID7	0.258	0.788	0.591	0.507
ID8	0.268	0.783	0.590	0.462
AT1	0.238	0.696	0.902	0.576
AT2	0.211	0.664	0.874	0.484
AT3	0.201	0.657	0.882	0.607
TI1	0.203	0.561	0.587	0.912
TI2	0.263	0.480	0.445	0.814
TI3	0.184	0.598	0.626	0.922

Figure 2. Structural Model (Bootstrap)

Table 6. Path Coefficients

	Path	Beta	p-value	t-value	Result	Adj R2	f2
H1	EWOM→ Image Destination	0.309	0.000	5.849	Accept	0,445	0.102
H2	EWOM→ Attitude	0.252	0.000	4.556	Accept		0.064
H3	EWOM→ Travel Intention	0.051	0.245	1.164	Reject		.004
H4	Image Destination →Travel Intention	0.320	0.000	3.825	Accept		0.076
H5	Attitude→ Travel Intention	0.378	0.000	4.898	Accept		0.109

This examination would survey basic model to test research hypotheses. Utilized the bootstrapping method with 5000 resamples to examine each of path coefficients value. (Hair et al., 2016). Based on table 6 and figure 2, out of 5 proposed hypothesis, 4 were proveed to be significant. The first hypothesis functional value (Beta = 0.309; T-value = 5.849; p-value < 0.05). Next, second hypothesis value (Beta = 0.252; T-value = 4.556; p-value < 0.01), following the fourth hypothesis value (Beta = 0.320; T-value = 3.825; p-value < 0.05) and the fifth hypothesis value (Beta = 0.378; T-value = 4.898; p-value < 0.05). Meanwhile, the third hypothesis (Beta = 0.051; T-value = 1.164; p-value > 0.05) is not significant.

This result provides the answer to the research question. Based on the beta value, tourist attitude has the most significant role in explaining the visit intention to Komodo Island, Indonesia. This study also calculates the R2 of the model to answer the research question. The R2 of this model is 0.445, which indicates that the variation of visit intention can be accounted for 44.5% by the proposed independent variables, namely image destination and tourist attitude. Meanwhile, the remaining 55.5% variation is attributed to external variables that were not included in the model. The results indicate that the theory of planned behavior can be used to explain the visit intention in Indonesia.

The data show that domestic and international tourist who has an intention to visit Komodo Island, Indonesia are using Trip Advisor as a tool to observe the people discussion before a visit to the destinaion. The analysis shows that e-wom has a significant influence on destination image and tourist attitude. This variable indicates through e-wom discussion can effectively affect their point of view and attitudes towards image destinations. These findings are in line with the results of the study of Jalilvand & Samiei (2012), as well as strengthening the theory of Baloglu & McCleary (1999), supported by Beerli & Martin (2004). In their research, Jalilvand & Samiei (2012) found that e-wom influences the brand image of a product. While Baloglu & McCleary (1999) state that information resources play an essential role in the formation of a destination image. Komodo Island can take advantage of e-wom through the social media discussion as one of the promotions which effective and efficient to attract potential visitors. It is assumed that the positive discussion through e-wom can quickly reach a large market for domestic and international segmentation.

Furthermore, a large number of visitors can gain the revenue of the destination itself, which can have a domino effect on regional economic development. This study result could be a consideration for the Local Government to review the membership policy for vising the Komodo Island, Indonesia, since most of them, 73% of potential visitors, are denied to pay $1000/year. While at the same time, a potential visitor has an intention to visit yet refuse to pay a membership program. Empirical findings indicate that e-wom indicators such as consult with other tourists to choose an attractive destination, destination review create the confidence of traveling, gather reviews before traveling has a higher significant value. Therefore, Local Government needs to pay attention to the media social discussion by contentiously working with such destination image assessment continuous tourism stream can be developed in the destination.

CONCLUSIONS

Based on the study results, a positive e-wom statement is a way to build trust in the destination image. A tourist who has experiences with the destination will be used as a reference for spread the information to the other or potential visitors. So it can be concluded that e-wom, image destination, and tourist attitude have a significant effect on the visit intention. While e-wom is not significant directly affect travel intention, it needs a perception of attitude and building the image destination.

Tourism Organizations such as local Government, Ministry of Tourism, Online Travel Agents, even bloggers, or any tourism e-commerce sites can take part to build the tourist perception of the destination. Especially for Local Government, with a new implementation of the membership program, it would be effected to visit intention since this study reveals more than 73% of respondents refuse to pay at costs $1000. The Government needs to find the best strategy to maintain the island nature conservative and also affordable prices for International and Domestic Tourists. Local Government can set the system to boost the review of Komodo National Park trough the media such as Trip Advisor. It is automatically promoting our tourism destination with no cost by maintaining a positive discussion. Inviting the online travel agents and bloggers to review the National Komodo Park, so a potential visitor has a lot of access to gather any information related to the destination. For academics or researchers, it can be added more variables of Theory Planned Behavior by using the social media approach such as Instagram, Facebook, youtube, etc. that would be more tools that can develop an e-wom discussion.

There is some limitation in this study that is only focusing on Komodo National Park, which can be generalized in other tourism destinations or the other sectors. The sample involved for an International visitor is relatively small, only 5% or 20 respondents, so that it may limit the generalization of the International visitor sight of the Indonesian tourism destination. Also, most of the respondents of this study were a young age range between 18-25 years old. Different respondent age range might cause the capability of paying the membership program. While this study has limited perceptions from the respondents due to pandemic situations, it would be legit if the survey was spread in typical conditions when the respondents have a desire to travel. Also, future studies can use more travel websites to examine the effect of e-wom.

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