

## The Influence of Destination Attributes and Destination Image to Word of mouth Through Satisfaction of Tourists in Gunungkidul Yogyakarta

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### Abstract

The purpose of this study was to examine and analyze the effect of destination attributes, destination image, and tourist satisfaction on word of mouth, as well as test the mediating effect of tourist satisfaction on word of mouth. The population in this study were domestic tourists who visited various tourist objects in Gunungkidul Regency with a minimum age limit of 17 years. At the same time, this study allocates tourist objects to as many as ten favourite tourist destinations in Gunungkidul. The researcher determined the number of respondents as a sample for each destination proportionally, divided equally among the tourist objects used as research objects. Thus, the number of respondents taken at each tourist attraction in this study was 15 people. To test the hypothesis in this study using structural equation modelling (SEM) with programs AMOS version 22. Based on the tests that have been carried out, the results show that destination attributes and destination image affect tourist satisfaction. Furthermore, destination attributes, image, and tourist satisfaction affect word of mouth. Meanwhile, tourist satisfaction mediates the impact of destination attributes and destination image on word of mouth.

**Keywords:** *Destination Attributes, Destination Image, Tourist Satisfaction, Word of Mouth.*

### INTRODUCTION

Researchers have a heavy focus on word of mouth (WOM) studies. The impact of word of mouth on consumer behaviour, a phenomenon of interpersonal information exchange, stems from its potential to mitigate perceived risk and increase trust. Word of mouth is considered non-commercial communication about a product. The importance of word of mouth in shaping consumer perceptions of products and services in their buying behaviour is one of the most widely accepted ideas in consumer behaviour studies (Rahman et al., 2022). In the context of the tourism industry, tourist destination reviews are beneficial for tourists' decision-making. Information on tourist attractions is essential for tourists visiting

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a tourist location. Reviews of tourist attractions can be obtained by tourists from the experience of someone who has visited the location. These reviews are necessary for many travellers to learn about tourist sites and reduce uncertainty (Kusumawati et al., 2020). Tourists give reviews of a destination, the positives and negatives, depending on the satisfaction they get during a tourist visit. Furthermore, of course, the satisfaction they get depends on the image of the destination and the destination attributes attached to the tourist location (Jalilvand & Samiei, 2022; Süer, 2021).

The tourism sector has an effect multiplier and plays a vital role in supporting a region's economy. If this sector develops well, it will stimulate and grow business opportunities in other industries, such as hotels, restaurants, crafts, transportation, and tour guide. On the other hand, tourist knowledge, gain experience and establish intimacy and brotherhood. Even having visited various tourist attractions can be a source of pride.

Gunungkidul is one of the regencies in the Special Region of Yogyakarta, Indonesia. This area has several tourist sites, especially beaches, so every year, Gunungkidul becomes one of the favourite tourist destinations for domestic tourists. There have been fluctuations based on data on visitors who visited the Special Region of Yogyakarta from 2015 to 2020. However, starting in 2020, tourist visits, both foreign and domestic tourists, to the Special Region of Yogyakarta have experienced a very significant decline. Gunungkidul Regency faces the problem of tourist visits. From 2014 – 2021 there has been a decline in tourist arrivals. This decrease occurred because domestic tourists dominated visitors who came.

The development of tourism and culture in Gunungkidul Regency has a vital and strategic role because Gunungkidul has various exciting tourist objects, especially objects in Beach tourism. Gunungkidul Regency has many tourist destinations, including beaches, rivers, mountains, caves, forests, and ponds. However, the conditions are not to the number of tourists visiting Gunungkidul Regency. Based on existing data, it can be seen that from 2014 to 2018, the number of tourists visiting experienced a decreasing trend; in 2019, it increased, namely 3,680,803, and during the pandemic, there was a decrease.

Based on this phenomenon, it is necessary to know the factors of concern to overcome the decline in tourists to Gunungkidul Regency. Sharma & Nayak Research (2019), Diarta & Bachelor (2020), and Mayasari and Budiarmo (2017) reveal that destination attributes are one of the keys to attracting tourists, besides that it is also necessary to build a positive image so that tourists get satisfaction along with these improvements. Of course, the next hope is that tourists can become successors to provide information from the satisfaction obtained. With excellent and satisfying information, it will encourage potential tourists to come and even inform others. Empirical evidence states that destination image can influence word of mouth, as stated by Widayatiet al. (2020), Ran et al. (2021), Judgeet al. (2017), Hashimet al. (2017) and

finally by Susilowati (2019) in his research, The image of the destination that is well-perceived in the minds of tourists will encourage them to convey this information to others. Even without being asked, they communicate their experiences to other people, friends, and social media. Unlike the research results described above, Iirfan et al. (2020) stated that the image of a tourist destination cannot increase satisfaction; no matter how good the location of the tourist object visited, it does not necessarily satisfy tourists.

Lee et al. (2020) explained that a well-perceived brand image can only sometimes encourage tourists to share their experiences with others. That can be explained because everyone has their own privacy to share their experiences. In addition, it could be driven more by personality factors of people. The brand image that appears in the minds of tourists only sometimes encourages tourists to share their experiences with others. There are subjective reasons for them. They want to provide their personal experience for a while with the aim that the experience they get wants to be stored for a while.

Meanwhile, Cahyono & Pradana (2021) state that destination attributes are a severe concern for service providers. Service providers make every effort to provide the best service possible to provide an unforgettable experience. This effort is deliberately made to give a positive impression to visiting tourists. The more positive impressions created, the more likely tourists will visit again. However, a study conducted by Verinita & Indrianti (2019) revealed that destination attributes consisting of services and facilities provided by an organization have a minor influence on tourists to hold talks, recommend, and encourage other tourists to visit a destination.

Based on previous research reviews, it was found that there were differences in research results regarding the effect of destination attributes, destination image, tourist satisfaction, and word of mouth. For this reason, the purpose of this research is to fill the research gap above, and then this study examines the effect of destination attributes and destination image on word of mouth. From the description of the background of the problem based on phenomena that occur during visits by domestic tourists in Gunungkidul Regency, the purpose of this study is to examine and analyze the effect of destination attributes and destination image on word of mouth. This research is expected to contribute to research word of mouth and its relationship with tourist satisfaction, destination image, and destination attributes.

## **LITERATURE REVIEW**

### **Theory of Planned Behavior**

The consumer behaviour model that forms the basis of this study is the theory of planned behaviour (TPB). The theory of planned behaviour is a good theory to explain the word of mouth and tourist satisfaction. The theory of planned behaviour is based on the assumption that humans are rational beings whose behaviour is based on common sense considerations and systematically possible information possible.

Humans will take existing information with available behaviour implicitly or explicitly, considering the consequences of that behaviour. Humans are social beings; this shows that humans cannot live alone; humans need other humans to carry out their lives, meaning that humans live side by side with other humans. TPB explains that the behaviour carried out by individuals arises because of the intention of the individual to behave, and several internal and external factors from the individual cause the individual's intention. In this research theory of planned behaviour is the behaviour of tourists in perceiving tourist objects to create word of mouth based on tourist satisfaction, destination image, and perceived destination attributes.

### **Destination Attributes**

Attributes are characteristics or qualities that characterize something, which in this case, is the identity of a tourist destination. A tourism destination includes volti-dimensional attributes, where the destination is packaging facilities and services. Destination attributes are used to attract tourists to visit that destination. According to Singh & Singh (2019), destination attributes are a combination of various fundamental aspects that attract tourists to come to a tourist destination. Rohimet al. (2022) explain the destination attributes that exist in tourist attractions that are formed by themselves due to natural formations. But other than that, the existing attributes of a destination can come from manufacturers that they intentionally hold. The attributes provided by nature include weather, landscapes, beaches, and mountains. Almost the same thing was also stated (Diarta & Bachelor, 2020) that destination attributes are divided into two categories: the primary category, which consists of climate, ecology, natural resources, culture, and historic building architecture. The secondary category includes developments prepared for the benefit of tourists, such as hotels, transportation, catering, activities, and entertainment.

### **Destination Image**

Destination image is one of the most important factors to attract and retain tourists. An attractive destination image promotes the tourist experience and creates satisfaction that encourages tourists to return (Le & Le, 2020). Destination image can be defined as a reflection of specific meanings, beliefs, and values that tourists perceive differently (Le et al., 2020). Destination image is a vital and influential factor in various conceptual frameworks that explain the tourist decision-making process because it is believed that tourists make decisions based on the image they feel about the place (Ermawati & Prihandono, 2018). Destination image analysis is essential to understand tourist behaviour. Many studies have revealed that destination image plays a vital role in destination selection (Beerli & Martín, 2004) (Setiawan, 2018).

### **Tourist Satisfaction**

According to Muset al. (2020), consumers feel after they have used,

experienced and been involved in a transaction process. If it is associated with a product, satisfaction can be interpreted as an evaluation after the consume a product. If it is associated with service, satisfaction is a feeling of pleasure or displeasure after the consumer establishes a relationship with the service provider. If reality exceeds their expectations, then consumers can be said to get satisfaction. However, if the reality is below expectations, then consumers will get dissatisfaction. Meanwhile, satisfaction is a form of response to a fulfilment felt by consumers, where this response goes through a process of evaluating the form of services, products, or other services provided and can please consumers. Satisfaction is essential for marketing tourist destinations because it influences tourists to choose destinations and their decisions to make repeat visits. Tourist satisfaction can also be explained as the feelings or emotions tourists show after travelling to a destination (Arohman et al., 2022).

### **Word of mouth (WOM)**

The definition of word of mouth, as explained by Abdullah (2017), is a form of conveying information from one consumer to another. As a form of loyalty, consumers intentionally or unintentionally sometimes share their experiences with others. Abdullah (2017) also added a word of mouth is a form of word-of-mouth marketing carried out through oral, written, and electronic communications between communities related to the advantages or experience of buying or using a product or service. Meanwhile, Ward et al. (2018) define the word of mouth as an exchange of comments, thoughts, or ideas between two or more consumers, neither of which is a marketing source. Word of mouth is communication between consumers about a product, service, or company where the source is considered independent of commercial influence (Abror et al., 2020). Word of mouth is sometimes more effective than advertising; Wardiet al. (2018) stated that advertising only has one-way interactions with customers, while word of mouth has two-way interactions.

### **The Influence of Destination Attributes on Word of Mouth**

Based on a study conducted by Sharma & Nayak (2019) provides evidence that destination attributes have a positive effect on word of mouth. The desire of tourists to convey their experience of visiting a destination is very dependent on the attributes of the destination they get. In general, tourists who have pleasant experiences will convey their experiences to other people or families. Rokhayah & Andriana (2021) also explained that product attributes, attractions, and accessibility influence decisions or the desire to convey to others. Mayasari and Budiarmo (2017) also explained that tourism product attributes influence visiting decisions. The closer to the expectations of tourists, a destination will be separate note for tourists who come. Usually, tourists will tell other people.

Based on the description above, the hypotheses that can be proposed are: H<sub>1</sub>: Destination attributes have a positive effect on word of

mouth

### **The Influence of Destination Image on Word of Mouth**

Image is one of the essential factors shown to tourists when considering repurchasing and providing recommendations (Verinita & Indrianti, 2019). As the results of research conducted by Khuong and Phuong (2017), Hakimet al. (2017), Hashimet al. (2017), and Susilowati (2019) state that image affects word of mouth, meaning that the image of a destination can shape tourists' perceptions of carrying out marketing communication activities, namely word-of-mouth communication or word of mouth that occurs between tourists and other tourists. Furthermore, word of mouth is an effective way to shape the image of a destination and attract tourists so that it can influence visiting decisions (Herle, 2018).

Based on the description above, the hypotheses that can be proposed are: H<sub>2</sub>: Destination image has a positive effect on word of mouth

### **The Influence of Tourist Satisfaction on Word of mouth**

Wardi et al. (2018) explains that satisfied tourists can encourage the creation word of mouth positive, and they prefer to provide recommendations to others, so it can be explained that tourist satisfaction is strongly related to word of mouth. Wardi et al. (2018) argues that tourist satisfaction must be addressed in the tourism sector. In line with this, tourist satisfaction is an essential factor in the tourism industry (most al. (2019); Mouseet al. (2020); Melastri & Giantari (2019), and Susilowati (2019) show that satisfaction influences word of mouth, meaning that higher satisfaction felt by tourists will encourage tourists to talk about and recommend a destination to others.

Based on the description above, the hypotheses that can be proposed are: H<sub>3</sub>: Tourist satisfaction has a positive effect on word of mouth

### **The Influence of Destination Attributes on Tourist Satisfaction**

Destination attributes are important in supporting the increasing number of tourist visits. Tourists who visit a tourist location will consider various aspects that interest them. One of them is the aspect of destination attributes consisting of accommodation, availability of transportation, lodging, culinary and security. The basic aspects certainly need special attention for the manager of a destination. The more complete the attributes a destination possesses will encourage people to come and tell others about their experiences.

Based on the description above, the hypotheses that can be proposed are: H<sub>4</sub>: Destination attributes have a positive effect on tourist satisfaction

### **The Influence of Destination Image on Tourist Satisfaction**

Viet (2019), in his research, explains that many factors can influence tourist satisfaction. Among them are entrance fees for tourist attractions, services, facilities and the destination's image as represented by accommodation, hospitality, and the availability of transportation services. The results are the same in Asgarnezhad researcher al. (2018), and Veronica & Indrianti (2019) proved that there is a positive effect of destination image on tourist satisfaction. The image of tourist attractions is an important aspect to pay attention to and properly prepare to give a good impression to visiting tourists. Positive perceptions of visitors to the places they visit will encourage the creation of satisfaction. The image that is perceived after a tourist visit will also affect tourist satisfaction and the intensity to make another tourist visit in the future.

Based on the description above, the hypotheses that can be proposed are: H<sub>5</sub>: Destination image has a positive effect on tourist satisfaction

### **Tourist satisfaction mediates the influence of destination attributes on Word of Mouth**

Based on research conducted by Indarsari et al. (2020), Sari et al. (2021), and Lestari (2018), it is proven that destination attribute services have a positive and significant effect on word of mouth through visitor satisfaction. It means that the high attribute of the destination will increase visitor satisfaction, which will affect the increase in visitors' desire to return. So, it can be explained that tourist satisfaction has a role in shaping the creation of word of mouth. The information conveyed to others depends on the experience that has been felt. If the experience they feel exceeds their expectations, then the tendency is that person will be satisfied. This satisfaction makes it easy for information to spread to other people.

Based on the description above, the hypotheses that can be proposed are: H<sub>6</sub>: Tourist satisfaction mediates the effect of destination attributes on Word of mouth

### **Tourist satisfaction mediates the influence of destination image on word of mouth.**

Wardi & Purnama (2019), Khuong and Phuong (2017), and Susilowati (2019) in their research have explained that tourist satisfaction mediates the effect of destination image on word of mouth. The better the conditions or experiences that tourists feel and make the satisfaction with the image of the destination will encourage tourists to share their experiences with others. The key to the willingness of tourists to tell their experiences is when they get maximum satisfaction because of the experience in the destination image.

Based on the description above, the hypotheses that can be proposed are: H<sub>7</sub>: Tourist satisfaction mediates the effect of destination

image on word of mouth

## **METHOD**

### **Population and Sample**

The population in this study were domestic tourists who visited various tourist objects in Gunungkidul Regency with a minimum age limit of 17 years. Considering that the number of domestic tourists could not be identified when this research was conducted, the researchers took a sample to represent the population. The allocation of tourist objects in this study is as many as ten favourite tourist destinations in Gunungkidul. The researcher determines the number of respondents as a sample at each destination proportionally, divided equally between the tourist objects used for research. Thus, the number of respondents taken at each tourist object in this study was 15 people, so the number of samples used was 150.

### **Research Variable Measurement**

1. Destination Attributes, the measurement of destination attribute variables refers to studies (Pradana & Cahyono, 2021; Flavia – Andreea, 2018; Biswas et al., 2020; and Sumaryadi et al., 2021). Attributes of tourist destinations are measured through indicators: accommodation, culinary, entertainment, transportation, hospitality, and security.
2. Destination image referring to Duan (2022), destination image can be measured by indicators, namely: mental destination image, unique image, and compelling image.
3. The measurement of the Tourist Satisfaction variable refers to the indicators developed by Muis opinion et al. (2020) and Cempana & Brahmayanti (2021), namely feelings of pleasure or not at the destination, the rates paid by the quality of the services provided, satisfaction with the whole place while at the tourist location.
4. Word of mouth measurement in this study is an indicator developed by Moise et al. (2019), namely Willing to talk about positive things, recommend to others, and encourage friends or relations to pay a visit.

### **Data analysis technique**

To test the hypothesis in this study using structural equation modelling (SEM) with programs AMOS version 22.

## **RESULT AND DISCUSSION**

### **Characteristics of Respondents**

The characteristics of the respondents are presented in Table 1 as follows:

**Table 1. Characteristics of Respondents Based on Gender**

No	Gender	Frequency	Percentage
1	Male	91	60.7
2	Female	59	39.3
No	Status	Frequency	Percentage
1	Married	63	42.0
2	Not married	87	58.0
No	Age	Frequency	Percentage
1	17 - 25 years	82	54.7
2	26 - 35 years	41	27.3
3	36 - 45 years	15	10.0
4	46 - 55 years	6	4.0
5	55 - 65 years	6	4.0
No	Education	Frequency	Percentage
1	Elementary school	7	4.7
2	Junior high school	9	6.0
3	Senior high school	70	46.7
4	Diploma	13	8.7
5	Bachelor	44	29.3
6	Postgraduate	7	4.7
No	Job	Frequency	Percentage
1	Self-employed	30	20.0
2	Private employees	37	24.6
3	Entrepreneur	6	4.0
4	BUMN employee	7	4.7
5	PNS/POLRI/TNI	9	6.0
6	Other	61	40.7
Amount		150	100

Explanation of Table 1 above, namely tourists who visit many attractions in Gunungkidul are men aged between 17-25 years. The results of this survey show that at that age, those who

visit are the millennial generation and Generation Z. Those in this generation are the generations who have a very high exploration of new things. Meanwhile, the education level of the respondents was primarily high school. Following the previous discussion, the largest group of visitors aged 17 to 25 are students and young workers who are still energetic and tend to seek experience. The results of this study indicate that the respondents who visited were more students, with a parameter of 37.3%. It can be explained that they made a tourist visit for a vacation because few activities were carried out.

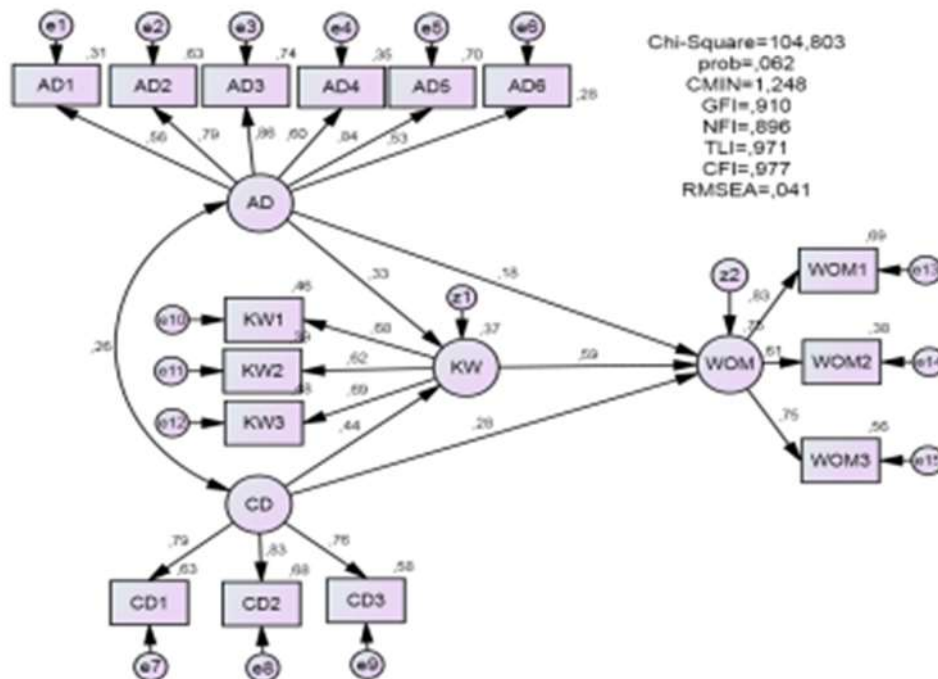
### Validity and Reliability Test Results

This test was carried out on 32 statements using analysis of corrected item-total correlation. The validity test results showed that all statements used to measure destination attribute variables, destination image, tourist satisfaction, and word of mouth, were declared valid.

Meanwhile, based on the reliability test for each variable, it is concluded that of all the instrument variables, destination attributes, destination image, tourist satisfaction, and word of mouth submitted in this study can be concluded that it is reliable because of the value Cronbach's alpha above 0.6, which means that the instruments in this study are consistent in carrying out their measuring function.

**Research Model Results**

Data processing on the full-stage model, Structural Equation Modelling, conducted by conducting suitability and statistical tests. The results of data processing for the complete SEM model analysis are shown in Figure 1 below:



**Figure 1. Structural Equation Model Results**

After analyzing the data, the structural equation model is obtained:

$$KW = 0,33 AD + 0,44 CD.$$

$$WOM = 0,18 AD + 0,28 CD + 0,59 KW$$

**Model Feasibility Evaluation Results (Goodness of Fit)**

Based on the feasibility results of the model, it can be seen that the model specification for testing structure equation modelling obtained several criteria goodness of fit as presented in Table 2 below:

**Table 2. Criteria Evaluation Goodness of Fit Indices**

Goodness of fit	Results	Cut-off value	Model Evaluation
x <sup>2</sup> (Chi-Square)	104.803	≤ x <sup>2</sup> (0.05; 84) = 106.394	Good
Probability	0.062	≥ 0.05	Good

CMIN/DF	1.248	≤ 2.00	Good
RMSEA	0.041	≤ 0.08	Good
GFI	0.910	≥ 0.90	Good
CFI	0.977	≥ 0.95	Good
TAG	0.971	≥ 0.95	Good

Evaluation results on the one-step model approach—a base model of criteria goodness of fit used shows good model evaluation results, meaning that the model is following the data. It means that the conceptual model developed and based on theory is fully supported by facts, meaning that the empirical data is in sync with the theory that has been built. Results Uji Chi Square of  $104.803 < (5\%;84) = 106.394$ . Significant Probability  $0.062 > 0.05$  means that the model is acceptable in aggregate. The model identifies that the model that has been built is good at explaining the interrelationships between variables in the model.

### Hypothesis Testing Results

There are seven hypotheses to be tested in this study. Statistical tests on the relationship between variables are used as a basis for answering the research hypothesis that has been proposed. Testing the hypothesis in this study using Structural Equation Modeling (SEM). Acceptance or rejection of the hypothesis depends on the significant value and Critical Ratio (CR) of each research variable. The statistical test results are shown in Table 3 below:

**Table 3.** Hypothesis Significance Test Results

Variable	Coefficient	SE	CR	P	Test Results
Effect of DA on WOM	0.178	0.059	1.984	0.047	Significant
Effect of DI on WOM	0.280	0.118	2.834	0.004	Significant
Effect of S on WOM	0.590	0.226	4.373	0.000	Significant
Effect of DA on S	0.328	0.042	3.071	0.002	Significant
Effect of DI on S	0.437	0.080	3.907	0.000	Significant

CR: Critical Ratio

P: Probability

DA: Destination attributes

DI: Destination Image

S: Satisfaction

WOM: Word of mouth

### Destination Attributes and Word of Mouth

Hypothesis 1 in this study is that destination attributes have a significant effect on word of mouth based on the results of data processing shown in Table 3; it is known that the coefficient value influences the destination attribute on word of mouth is 0.178 and the Value critical ratio of  $1.984 > 1.96$  (significant  $0.047 < 0.05$ ). These results provide information that destination attributes significantly affect word of mouth. Thus, hypothesis 1, which states the destination attribute, significantly affects word of mouth acceptance. Destination attributes are important in supporting the increasing number of tourist visits. Tourists who visit a tourist location will consider various aspects that interest them. One of them is the aspect of destination attributes consisting of

accommodation, availability of transportation, lodging, culinary and security. The basic aspects certainly need special attention for the manager of a destination. The more complete the attributes a destination possesses will encourage people to come and tell others about their experiences. This research follows the findings of previous research by Sharma & Nayak (2019) that destination attributes positively affect the formation of the word of mouth. The better tourists perceive the destination attributes, the greater the desire to convey to others the experience they have.

### **Destination Image and Word of Mouth**

Hypothesis 2 in this study is that destination image affects word of mouth based on the results of data processing shown in Table 3; it is known that the coefficient value influences the destination image on word of mouth is 0.280 Value critical ratio (CR) of 2.834 > 1.96 (significant 0.004 <0.05). These results provide information that the destination image variable significantly affects word of mouth. Thus, hypothesis 2 states that Destination image affects word of mouth acceptance. It can be explained that the more intensively the image of the destination is carried out by tourism managers in Gunungkidul Regency, the more tourists are obtained from word of mouth. This study's results confirm previous studies' results and indicate the importance of destination image that must be carried out. A positive destination image increases visits and significantly impacts tourists (Pradana & Cahyono, 2021).

### **Tourist satisfaction and Word of Mouth**

Hypothesis 3 in this study is that tourist satisfaction significantly affects word of mouth. Based on the results of data processing shown in Table 3, it is known that the coefficient value influences tourist satisfaction on word of mouth is 0.590 Value critical ratio (CR) of 4.373 > 1.96 (significant 0.000 <0.05). These results show that the variable tourist satisfaction has a positive and significant effect on word of mouth. Thus, it can be said that hypothesis 3, which states tourist satisfaction, has a significant effect on word of mouth acceptable. This study's results confirm previous studies' results and indicate the importance of tourist satisfaction. Based on these results, it can be concluded that the results of this study can be used as a reference by the managers of tourism objects in Gunungkidul because the satisfaction factor is one of the keys to the success of management in achieving the success of tourists, meaning that the better the service provided by the managers of tourist attractions that create feelings of pleasure by tourists, the suitability of services with the rates set paid and create an overall level of satisfaction. In contrast, the destination will create a strong desire for tourists to tell and recommend to other tourists, family, friends, and even others to visit Gunungkidul tourist attractions.

### **Destination Attributes and Tourist Satisfaction**

Hypothesis 4 in this study is that destination attributes

significantly affect tourist satisfaction. Based on the data processing results shown in Table 3, it is known that the coefficient of the effect of destination attributes on tourist satisfaction is 0.328. Mark critical ratio (CR) of 3.071 > 1.96 (significant 0.002 <0.05). These results provide information that destination attribute variables significantly affect tourist satisfaction. Thus, hypothesis 4, which states that destination attributes significantly affect tourist satisfaction, can be accepted. This study's results confirm previous studies' results and indicate the importance of destination attributes. The empirical facts tested by statistical analysis are very relevant to the theory put forward by Sumaryadi et al. (2021) that destination attributes are everything deliberately provided by service providers to be used and enjoyed by tourists to provide maximum satisfaction. This empirical evidence is in line with research conducted by Diarta & Bachelor (2020), Ghose & Johann (2018), and Biswaset al. (2020), who argued that product attributes affect customer satisfaction.

### **Destination Image and Tourist Satisfaction**

Hypothesis 5 in this study is that destination image significantly affects tourist satisfaction. Based on the data processing results shown in Table 3, it is known that the coefficient value of the effect of destination image on tourist satisfaction is 0.437. Mark critical ratio (CR) of 3.907 > 1.96 (significant 0.000 <0.05). These results provide information that the destination image variable positively affects tourist satisfaction. Thus, hypothesis 5, which states that Destination image positively affects tourist satisfaction, can be accepted. The results of this study confirm the results of previous studies and indicate the importance of destination images, such as research conducted by Susilowati (2019) and Melastri and Giantari (2019), which states that destination image significantly affects tourist satisfaction, meaning that the better the destination image, the more tourist satisfaction will increase. Moreover, the more intensive the image of the destination is carried out by tourism managers in Gunungkidul Regency; the more tourists will increase to visit.

### **The Effect of the Destination Attribute to Word of Mouth Mediated by Tourist Satisfaction**

Hypothesis 6 in this study is that tourist satisfaction mediates the effect of destination attributes on word of mouth. This hypothesis involves the effect of destination attributes on word of mouth, the effect of destination attributes on tourist satisfaction, and the effect of tourist satisfaction on word of mouth based on Table 3. The coefficient of influence of destination attributes on word of mouth is 0.178 with a standard error of 0.059, and the effect is significant. This result is a direct effect (direct effect) of the destination attribute against the word of mouth. The effect of destination attributes on tourist satisfaction is 0.32, with a standard error of 0.042, and the effect is significant. The influence of tourist satisfaction on word of mouth is 0.590 with a standard error of 0.226, and the effect is significant.

Table 3 presents the results related to hypothesis 6. Namely,

tourist satisfaction mediates the effect of destination attributes on word of mouth, which fits the model structure equation modelling that the tourist satisfaction variable mediates the effect of destination attributes on word of mouth tourists in Gunungkidul Regency are acceptable, proven Sobel value test  $2.526 > 1.96$ . Thus, the study results prove that tourist satisfaction mediates the effect of destination attributes on word-of-mouth domestic tourists in Gunungkidul Regency; the interaction between destination attributes and tourist satisfaction will increase the desire of tourists to visit tourist objects in Gunungkidul Regency.

### **The Effect of Destination Image on Word of mouth Mediated by Tourist Satisfaction**

Hypothesis 7 in this study is that tourist satisfaction mediates the effect of destination image on word of mouth. This hypothesis involves the effect of destination image on word of mouth, the effect of destination image on tourist satisfaction, and the effect of tourist satisfaction on word of mouth based on Table 3, the coefficient of the effect of destination image on word of mouth is 0.280 with standard error 0.118 and the effect is significant. This result is a direct effect (direct effect) destination image against the word of mouth. The effect of destination image on tourist satisfaction is 0.437, with a standard error of 0.080, and the effect is significant. This result is a direct effect (direct effect) image of the destination on tourist satisfaction. The influence of tourist satisfaction on word of mouth is 0.590 with a standard error 0.226, and the effect is significant.

This result is a direct effect (direct effect) of tourist satisfaction towards word of mouth based on testing Sobel test  $2.910 > 1.96$ ; it can be concluded that the tourist satisfaction variable is a mediating variable. So, it can be concluded that the tourist satisfaction variable plays a role in mediating the effect of destination image on tourism word of mouth. Linkage of destination image to the word of mouth will be stronger if the presence of tourist satisfaction mediates the effect of destination image on word of mouth. This empirical evidence is in line with research conducted by Arohman et al., (2022), Khuong and Phuong (2017), and Susilowati (2019) who in their research provide evidence that satisfaction mediates destination image on word of mouth.

### **CONCLUSION**

The conclusions of this study are based on the results of testing the hypotheses the authors have proposed. The researcher concludes that the formation of word of mouth depends on the attributes of the destination formed. The better and according to the attributes prepared will encourage the creation of a good perception from tourists. Tourist managers and the tourism service must pursue destination conditions by tourist expectations to encourage increased tourists. The results of this study confirm previous research and indicate the importance of destination attributes and destination image that must be created and

enhanced by the tourism agency and tourism managers in Gunungkidul. Destination attributes affect tourist satisfaction, meaning the more intensively the tourism agency and tourism managers correctly manage the destination attributes, the more tourist satisfaction can be increased.

The results of this study confirm the results of previous research and indicate the importance of destination attributes that the Gunungkidul tourism agency must implement. Destination image affects tourist satisfaction, meaning that the more intensive tourism managers and tourism offices manage and improve the destination's image, the more they can increase the feeling of satisfaction or tourist satisfaction is achieved. This study's results confirm previous studies' results and indicate the importance of destination image for tourist attractions in Gunungkidul. The Gunungkidul government can increase the increase of several tourists by continuing to pay attention to the image of tourism. The increase in tourists cannot be separated from the satisfaction obtained by those who have come. The higher the satisfaction, the easier they are willing to tell others about their experiences visiting a destination. The key to the ever-increasing number of visits is the created sense of satisfaction.

The results of this study confirm previous research and indicate the importance of tourist satisfaction so that the Gunungkidul Tourism office must always carry out efforts to increase tourist satisfaction. Tourist satisfaction mediates the effect of destination attributes on word of mouth, meaning that tourist satisfaction strengthens the influence between destination attributes on word of mouth so that the interaction between destination attributes and tourist satisfaction will increase visitors through word of mouth. Tourist satisfaction mediates the effect of destination image on word of mouth, meaning that tourist satisfaction strengthens the influence of destination image on word of mouth so that the interaction between tourist satisfaction and destination image will increase visitors through word of mouth the higher it is.

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