The Influence Of Destination Image On ``Travel Motivation, Perceived Value, And Electronic Word Of Mouth To Revisit Intention At The "Corner Of Story" Art Museum Of Bandung City

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Abstract:
The aim of this research is to determine the influence of destination image on ``travel motivation, perceived value, and electronic word of mouth to revisit intention at the "corner of story" art museum of bandung city. This research will be carried out in one of the areas of Bandung City which is located in the Punclut area, more precisely at the tourist destination of the Corner Stories Art Museum with the research objects being tourists who have visited the Corner Stories Art Museum at least once or who are currently visiting the Corner Stories Art Museum. The reason for having the Corner Story Art Museum is because it is one of the favorite destinations and according to data from Kompas.com (2020) and BookingToGo (2021), Angle of View is on the list of number one and number two destinations when visiting Bandung City because this place has artistic art installations which is much liked by art creators. The information used was primary data about the image of tourist attractions, visitor motivation, visitors' perceived value, the influence of electronic word of mouth, and the possibility of visitors returning. Based on the analysis, valid and reliable results were obtained, and there was a positive and significant hypothesis between destination image and travel motivation, perceived value, and electronic word of mouth. This research also reveals a positive and significant relationship between revisit intention and travel motivation, perceived value, electronic word of mouth, and destination image. This research also expands variables such as planned behavior, rural tourism reviews, and perceived smart tourism technology. This update will contribute to future research development and generate new knowledge, especially in the field of the tourism industry.

Keywords: Destination Image, Travel Motivation, Perceived Value, Electronic Word Of Mouth, Revisit Intention

Background

The tourism industry is one of the most important economic sectors in Indonesia. Indonesia also has natural wealth and a variety of cultures. This is a very important component of tourism in Indonesia so that foreign tourists are interested in visiting Indonesia (Hariani, 2022). Nature in Indonesia has a

combination of tropical climate, and has 17,508 islands. According to data from the Central Statistics Agency (BPS), Indonesia has five provinces with the largest number of islands. First, West Papua Province which has a total of 4,514 islands. According to the data in Figure 1.1. the number of islands in West Papua is 26.92% of all islands in Indonesia, totaling 17,508 islands. One of the island areas in West Papua which is famous for its natural beauty and is one of the main attractions is Raja Ampat (Kusnandar, 2022).

The government has an important role in increasing the country's foreign exchange to restore stability. To overcome this problem, the government has allocated IDR 13 trillion from the National Economic Stimulus Fund, and this will be used to build digital infrastructure and several tourist destinations which are priorities for the government. The government is also committed to strengthening the tourism industry. Strengthening the tourism industry as one of the pillars after the Covid-19 pandemic. The government has received support from international partners and other G20 members to make this issue a success. Indonesia is hosting the 2022 G20 Summit in Bali. This activity can also increase the country's foreign exchange, because foreign tourists visit Indonesia and increase hotel occupancy values. Indonesia gained many benefits from hosting the G20 Summit, such as reviving the restaurant industry, optimizing the role of SMEs, and increasing employment opportunities.

The city of Bandung has many tourist attractions, one of the frequently visited areas is the Lembang area. The Lembang area has many tourist attractions such as the Floating Market, Dusun Bambu, Farmhouse, Sapu Lidi and many more. The Lembang area is not only a natural tourist area, there are also educational tours, one of which is a visit to the museum. The Lembang area has an Art Museum called the Story Corner. Story Corner is a fun place to visit and there are instagrammable photo spots and aesthetic elements in each art installation. In 2022 Viewpoints will separate visitor data between Viewpoints and Story Points. The data is shown in figure 1.5 according to data in 2022, growth and decline experienced ups and downs. For example, in January there were a total of 13,662 visitors, but in February there was a decline with a total of 7,449 visitors.

According to Lin in Amalia (2019), revisit intention can be defined as a tourist's ability to repeat an activity or return visit to a tourist destination. Revisit intention has two dimensions, namely intention to recommend and intention to revisit. From the data on visitors to the Story Corner in Figure 1.5, it can be concluded that the trend of increasing tourist visits is expected to encourage tourists to visit again.

According to Khan et al. (2019) travel motivation is a condition that generates intrinsic motivation in tourists to achieve their goals. Travel motivation has two dimensions, namely pull factors and push factors. Pull factors are external factors (extrinsic motivation) that encourage tourists to travel. External factors from the Story Corner based on reviews via the Google platform are that this tourist destination is comfortable, has a very strategic location, and ticket prices for the tourist destination are very affordable. From the factors mentioned above, it can be concluded that this will encourage tourists to return to this tourist destination.

Destination image is the belief or knowledge about a destination and the things that tourists can feel while traveling (Apriliyanti et al., 2020). Knowledge about the destination and what visitors feel will create a positive impression. The impression given by visitors is a positive impression, examples of positive impressions include reviews given by tourists via the Google platform which are listed in table.

From the positive reviews given by visitors, it gives a positive impression so that this will build a cognitive image of the tourist attraction.

Based on the explanation of the background above, it can be seen that there is an alleged intention to revisit or revisit intention which can be influenced by destination image, travel motivation, perceived value, and electronic word of mouth. Therefore, the researchers decided to use the variables destination image, travel motivation, perceived value, and electronic word of mouth. Researchers are also interested in taking the research title "The Influence of Destination Image on Travel Motivation, Perceived Value, and Electronic Word of Mouth, to carry out a Revisit Intention at the Bandung City Story Corner Art Museum

THEORETICAL FRAMEWORK

Revisit Intention
Intention to revisit or revisit intention is often understood as a kind of tourist loyalty to a tourist destination. To remain competitive in the world of tourism, tourist destinations must maintain the loyalty of old visitors. These tourist destinations definitely want their visitors to return and remain at each destination in the future. According to Zeithaml (2018) return visit intention is a form of behavior (behavioral intention) or the customer's desire to return, create positive word of mouth, stay longer than the estimated time, and shop longer than the estimated time. Kawatu et al. (2020) revisit intention is a direct response to an action where consumers take action to buy a product in the future. Based on research by Scarpi et al. (2019), which is used as a reference destination for tourism to reach the target market, explains that "Revisits by customers are an important factor for firms' profits," meaning that the frequency of customer visits is an important profitability factor for the company. Seetanah et al. (2020) in the world of tourism, the intention to visit again can trigger the opportunity for visitors to return to the same destination. According to Peng et al. (2023) the purpose of revisiting is a person's desire or willingness to revisit the same destination. According to Mayasari and Artanti (2021) revisit intention refers to a person's intention to return to the same location or destination in the past.
Chrismardani and Arief (2022) stated that revisit intention targets tourists who already have travel experience to make return visits to tourist destinations. Acharya et al. (2023) defined tourists' behavioral intention to return in the future. Based on the definition above, it can be concluded that revisit intention is the intention to return one or more times based on a person's past experience with the products or services offered by a company. According to Lin in Amalia (2019), revisit intention has two dimensions, namely: 1. Intention to revisit (intention to visit again) 2. Intention to recommend (intention to recommend)

Perceived Value
Perceived value is something that customers benefit from the value of the product. The value gained can be anything, for example money saved, better health, or higher social status. In general, value is a consumer's perception of the subjective value of several considering all the benefits and costs of the activity or object Sebastian and Pramono (2021). According to Ganthika and Wahdiniwaty (2020) customer utility or perceived value is the consumer's assessment of the product's utility according to what the consumer receives and gives. Meanwhile, according to Keshavarz and Jamshidi (2018) perceived value and tourism satisfaction are intermediaries that link the quality of the process and the quality of the final result with the loyalty of tourists themselves.

Agag et al. (2019) states perceived value as an estimate of the benefits received relative to the costs incurred, so it can be concluded that perceived value reflects the benefits obtained from participating online. If consumers buy a product from a company, the consumer not only buys the product but also receives value from the company. Perceived value is the customer's perception of the benefits of the product (Andianto & Firdausy, 2020). This is also related to how a consumer assesses the product according to the desired product. According to Nurhayati and Nurhalimah (2019) after customers use the product and receive services related to the company's products, customer value or the perceived value between the customer and the producer can be demonstrated, and the value or value of the customer.

To increase the perceived value of customers from service products, companies must be able to increase the utility of products and services and reduce costs with the aim of reducing the purchase price of customer products or services (Andianto & Firdausy, 2020). Based on the conclusions drawn from the definition above, it can be concluded that perceived value is what customers give to consumer assessments based on the benefits obtained from the effort obtained against the effort required to obtain it (Putra & Keni, 2020). The dimensions of the perceived value variable according to Sweeney and Soutar in Shije and Fitriyah, (2023) perceived value has three dimensions, namely: 1. Emotional value. Emotional value is the benefit obtained from the affective direction or positive feelings produced by consuming the product. 2. Social values. Social value is an advantage obtained from the product's ability to improve social self-image consumer. 3. Functional value. Functional value, is a utility that refers to known utility and is derived from alternative capacities for functional or useful performance.

Destination Image
Destination image is beliefs or information about the destination and the things that tourists can experience during the trip. According to Liang and Xue (2021), tourist destination image not only provides insight or experience in image formation, but also helps tourist destination marketing organizations to improve destination image in promoting loyalty behavior. Meanwhile, Fadiryana and Chan (2020) argue that tourist destinations use advertising techniques, especially on the image of the destination or destination, to increase targeting of tourist visits to the destination. In Ramadhani and Kurniawati's (2019) research, destination image is the understanding or impression conveyed by tourists through that place.

Purwianti and Patricia (2021) argue that destination image is the basis for understanding reflections, feelings, representations and conclusions that influence tourists' visiting decisions. Satriawan et al. (2022) destination image can influence tourist dissatisfaction in a way that can determine visitors' intention to return. Zhang et al. (2022) claim that destination image is a collection of tourists' observations, impressions, feelings and beliefs about a tourist destination. It can be seen that destination image can be defined as a person's perception of the target.

Stylidis and Cherifi (2018) define destination image as a collection of beliefs, ideas and impressions that a target has. Masykur et al. (2022) argue that the image of a destination plays a very important role in the success of a destination, because the image of a destination provides tourists with a unique perspective when evaluating the quality of a destination. Based on the definition above, it can be concluded that destination image is an important issue because it can increase tourist interest through promotional techniques. Dimensions of the destination image variable according to Agapito et al. in Purba et al. (2021) destination image has three dimensions, namely: 1. Cognitive destination image Cognitive destination image is something that describes an object or place. 2. Affective destination

image Affective destination image is a person's way of assessing the destination of a place. 3. Conative destination image. Conative destination image, is a person's actions or the way a person behaves in relation to an object or place.

Travel Motivation
Motivation is a person's individual mental state that can arise from the need for action. Motivation can be a driving force for tourists to visit a destination that is educational and comfortable. In the world of tourism, motivation really requires guidance and integration of someone who should act and move. Khan et al. (2019) explained that when visiting or traveling, motivation must be explored further to recognize certain views, situations, interactions and processes in the emergence of a need that stimulates action. Khan et al. (2019) travel motivation is a state that motivates tourists to achieve their goals. According to Suhartapa and Sulistyo (2021) motivation is the driving force behind human actions. It is something that drives someone to action or motivates them to do something. The following factors can determine a person's motivation to travel, including group motivation, type of motivation to travel, and intensity of motivation.
According to Pizam, Neuman, and Reichel in Zamzuri (2021), travel motivation is a motivation that drives one of the needs that drives a person to participate in tourism activities. Schanzel and Mclnotsch in Machnik (2021) to support motivation in the decision-making process, it is necessary to emphasize that visitors must choose the tourist destination that they think best suits their desires or needs. According to Moutinho in Wijaya et al. (2018) motivation is defined as a sufficiency or condition that directs a person to carry out certain types of activities to achieve a sense of satisfaction.
Tourism motivation refers to tourism, which is why a tourist travels to a particular place or place according to his or her goals. According to Dagustani et al. (2018) travel motivation is a force that encourages tourists to visit a tourist destination. Motivation is very important in tourism research because tourists themselves often do not know what motivation is the "doer" of the trip, even though motivation is very important. Pitana and Gayatri in Kusumaningrum and Wachyuni (2020) motivation is the driving force behind tourists making t travel decisions based on individual preferences, past experiences and acquired knowledge. Based on experts' definitions, it can be concluded that travel motivation is motivation that arises from a person's psychological desires and leads to an action to travel to a tourist destination. Michael et al. (2020) stated that there are two factors that motivate tourists and these two factors can be used as measuring tools for the travel motivation variable, these factors are: 1. Pull factor. Attractive motivation is external and related to choices such as objects, object features, attractiveness, and attributes. Common attraction motivations are natural and historic settings, price, comfort and safety. 2. Push factor. Katsikari et al. (2020) driving motivation is a psychosocial need that motivates a person to travel and based on this motivation guides or controls the person's travel decisions.

Electronic Word of Mouth
Electronic word of mouth is an online statement, review, or comment made by customers, and potential customers, actual customers, and customers who have previously commented about a product, service, brand or company, about which a large amount of information is available, in addition to can be done via online media. Electronic word of mouth is the result of traditional word of mouth transmission from offline media and then moving online thanks to developments in technology and the internet. Apart from online media such as email, blogs, chat rooms, online media. Electronic

word of mouth can also be conveyed through media such as Facebook, Twitter, Instagram, and Tiktok as well as many other media channels that can create social interaction between consumers.

Confente and Vigolo (2018) mention electronic word of mouth as verbal communication between the recipient and the communicator. According to Aditya and Waluyo (2020) electronic word of mouth is the good or bad opinion of prospective tourists, visiting tourists, or tourists who will visit a tourist destination, which is widely available to everyone via the internet. Anggraini and Lupita (2021) explain that electronic word of mouth is seen as an important source of information, and this source of information can be seen to influence the goals and objectives of the tourism business. Meanwhile, Gustiani (2019) defines electronic word of mouth as advertisements that are broadcast online via internet media and contain positive or negative information about the activities of potential tourists or past tourists.

Babić Rosario et al. (2020) electronic word of mouth is to include all "consumer-generated" and "consumer-related" communications that use digital platforms and are directed to similar consumers. Leong et al. (2019) argue that electronic word of mouth is a form of consumer expectation that influences consumer attitudes and preferences when purchasing tourism products online. Unlike traditional word of mouth, which is usually expressed by acquaintances such as friends, family members, or colleagues, online comments have a much greater impact because opinions are spread widely across various platforms on the internet. Sijoria et al. (2019) explain that electronic word of mouth is a positive or negative statement made by potential or actual customers about a product or company. Romadhoni et al. (2021) expressed their opinion that various positive and negative information through online media is an e-WOM activity. From the explanation above, it can be concluded that electronic word of mouth is marketing communication through online media, such as conveying positive or negative messages to potential or past tourists. Through electronic word of mouth, it facilitates communication between companies and tourists in accordance with current technological developments. Dimensions according to Goyette et al. in Kristianti and Erdiansyah (2020) electronic word of mouth has three dimensions, namely: 1. Intensity (Intensity). Intensity in electronic word of mouth is an opinion written by guests or consumers on social networking sites. 2. Valance of opinion (Valence of opinion). Valance of opinion is the opinion of consumers or visitors, comments in the form of positive or negative things about a product, service or brand. Opinion value has two characteristics, namely positive and negative characteristics. 3. Content (Content). Content is information that includes the quality, price, comfort, cleanliness and service of products or services purchased and used by visitors.
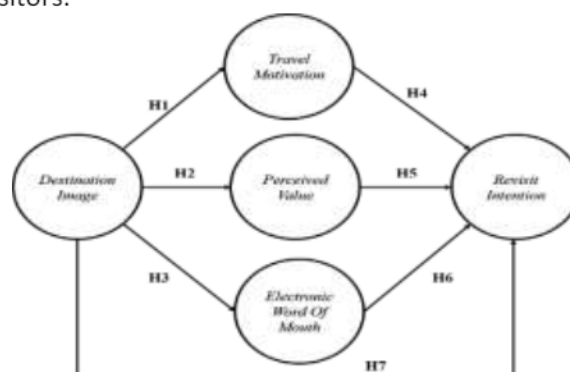

Figure Research Framework Scheme
Source: Data processed by researchers (2023)

METHOD

This research will be carried out in one of the areas of Bandung City which is located in the Punclut area, more precisely at the tourist destination of the Corner Stories Art Museum with the research objects being tourists who have visited the Corner Stories Art Museum at least once or who are currently visiting the Corner Stories Art Museum. The reason for having the Corner Story Art Museum is because it is one of the favorite destinations and according to data from Kompas.com (2020) and BookingToGo (2021), Angle of View is on the list of number one and number two destinations when visiting Bandung City because this place has artistic art installations which is much liked by art creators. This study uses a quantitative approach. Data collection in this research used survey techniques by distributing questionnaires to respondents to obtain clearer information. As well as using quantitative or statistical data analysis which aims to determine the level of influence of destination image on travel motivation, perceived value, and electronic word of mouth to carry out revisit intention.

RESULT

Hypothesis testing

Table below is the result of hypothesis testing which consists of seven hypotheses and the results of these seven hypotheses are all accepted to see the output results in attachment six.

Table Hypothesis Test Results

Hipotesis	Variabel Bebas		Variabel Terikat	C.R.	P	Standardized Regression Weights	Hasil Uji Hipotesis
H₁	DI	→	TM	3,371	***	0,218	Accepted
H₂	DI	→	PV	5,785	***	0,378	Accepted
H₃	DI	→	EWOM	8,754	***	0,555	Accepted
H₄	TM	→	RI	3,623	***	0,146	Accepted
H₅	PV	→	RI	6,135	***	0,306	Accepted
H₆	EWOM	→	RI	8,324	***	0,458	Accepted
H₇	DI	→	RI	5,054	***	0,225	Accepted

Source: Data processed by researchers (2024)

Discussion

Destination Image and Travel Motivation
The destination image variable on travel motivation has a standardized regression weights value of 0.218 and C.R. (Critical Ratio) is 3.371, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on travel motivation. So the first hypothesis in this research is accepted. The results of this hypothesis state that tourists visit the Corner Story Art Museum due to the influence of the image of the Corner Story Art Museum, meaning that the better the image of the destination provided by the Corner Story Art Museum, the higher the level of tourist motivation to visit. The results of this research are in line with research conducted by Rahman et al. (2022), Pereira et al. (2022), and Azeez (2022), who found a positive relationship and significant impact of destination image on travel motivation.

Destination Image and Perceived Value
The destination image variable on perceived value has a standardized regression weights value of 0.378 and C.R. (Critical Ratio) is 5.785, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on perceived value. So the second hypothesis in this research is accepted. The results of this hypothesis state that tourists visit the Corner Stories Art Museum due to the influence of the image of the Corner Stories Art Museum, meaning that the better the image of the destination provided by the Corner Stories Art Museum, the higher the value or benefits felt by visitors. The results of this research are in line with research conducted by Purwianti and Patricia (2021), Candra et al. (2020), and Hamid et al. (2020) who found a positive relationship and significant impact of destination image and perceived value.

Destination Image and Electronic Word of Mouth
The destination image variable for electronic word of mouth has a standardized regression weights value of 0.555 and C.R. (Critical Ratio) is 8.754, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on electronic word of mouth. So the third hypothesis in this research is accepted. The results of this hypothesis state that tourists visit the Corner Story Art Museum due to the influence of the image of the Corner Story Art Museum, meaning that the better the image of the destination provided by the Corner Story Art Museum, the higher the positive response from visitors via social media. The results of this research are in line with research conducted by Hung and Khoa (2022), Goyal and Taneja (2023), and Karacaouglu (2021) who found a positive relationship and significant impact of destination image with electronic word of mouth.

Travel Motivation and Revisit Intention
The travel motivation variable on revisit intention has a standardized regression weights value of 0.146 and C.R. (Critical Ratio) is 3.623, which means it is greater than 1.96, so it can be concluded that travel motivation has a positive and significant impact on revisit intention. So the fourth hypothesis in this research is accepted. The hypothesis results in this research are that tourists visiting the Corner Story Art Museum are due to the influence of visitor motivation, which means that the higher the motivation of visitors who want to visit the Corner Story Art Museum, the greater their interest in visiting again. The results of this research are in line with research conducted by Luvsandavaajav and Narantuya (2021), Irsyaddillah and Trinanda (2021), and Chi (2022), who found a positive relationship and significant impact of travel motivation with revisit intention.

Perceived Value and Revisit Intention
The perceived value variable on revisit intention has a standardized regression weights value of 0.306 and C.R. (Critical Ratio) is 6.135, which means it is greater than 1.96, so it can be concluded that perceived value has a positive and significant impact on revisit intention. So the fifth hypothesis in this research is accepted. The results of the hypothesis in this research are that tourists visiting the Corner Story Art Museum are due to the influence of the benefits or value obtained by visitors, which means that the higher the value or benefits felt by visitors when visiting the Corner Story Art Museum, the greater the interest in tourists visiting again. future. The results of this research are in line with research conducted by Anggraeni (2022), Suhud et al. (2023), and Kim (2023), who found a positive relationship and significant impact of perceived value with revisit intention.

Electronic Word of Mouth and Revisit Intention

Electronic word of mouth variable towards revisit intention has a standardized regression weights value of 0.458 and C.R. (Critical Ratio) is 8.324, which means it is greater than 1.96, so it can be concluded that electronic word of mouth has a positive and significant impact on revisit intention. So the sixth hypothesis in this research is accepted. The results of the hypothesis in this research are that tourists visiting the Corner Story Art Museum are due to the influence of electronic word of mouth, which means that the higher the response given by visitors via social media platforms and the higher the promotion given by the Corner Story Art Museum, the greater the interest in visiting again. more increasing. The results of this research are in line with research conducted by Irsyaddillah and Trinanda (2021), Uslu and Karabulut (2018), and Ruhamak et al. (2021), who found a positive relationship and significant impact of electronic word of mouth with revisit intention.

Destination Image and Revisit Intention

The destination image variable on revisit intention has a standardized regression weights value of 0.225 and C.R. (Critical Ratio) is 5.054, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on revisit intention. So the seventh hypothesis in this research is accepted. The hypothesis result in this research is that tourists visiting the Corner Stories Art Museum are due to the influence of the destination image, which means that the higher the positive image of the Corner Stories Art Museum, the higher the intention of tourists to return to the Corner Stories Art Museum. The results of this research are in line with research conducted by Ruhamak et al. (2021), Pratminingsih et al. (2018), and Aqil (2023), who found a positive relationship and significant impact of destination image on revisit intention.

CONCLUSION

With the help of a sample of 277 respondents, this research aims to investigate various variables that influence the intention to return to the tourist destination of the Art Museum Corner Stories in Bandung City. Distribution of questionnaires is carried out online and offline. SPSS was used to test exploratory factor analysis. Apart from that, researchers also used AMOS to test confirmatory factor analysis when processing research data. The information used was primary data about the image of tourist attractions, visitor motivation, visitors' perceived value, the influence of electronic word of mouth, and the possibility of visitors returning. Based on the analysis, valid and reliable results were obtained, and there was a positive and significant hypothesis between destination image and travel motivation, perceived value, and electronic word of mouth. This research also reveals a positive and significant relationship between revisit intention and travel motivation, perceived value, electronic word of mouth, and destination image. This research also expands variables such as planned behavior, rural tourism reviews, and perceived smart tourism technology. This update will contribute to future research development and generate new knowledge, especially in the field of the tourism industry.

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