

## Tourism Attractiveness in Improving Re-visit Decisions through the Destination Image, Accessibility and Word of Mouth

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**Abstract:** *This study aims to determine the impact of destination image, accessibility, and word-of-mouth on local and international tourists' decision to revisit the Bogor Zoological Museum. For the study's analysis, 250 individuals who had visited the Bogor Zoological Museum on multiple occasions were selected at random and assigned a number. The data collection method is a Likert-scale questionnaire. This analysis employs multiple linear regression with SPSS version 25 to conduct validity tests, reliability tests, normality tests, heteroscedasticity tests, multicollinearity tests, linearity tests, t-tests, f-tests, and coefficient and determination analysis. The decision to revisit the Bogor Zoological Museum is significantly influenced by the destination's image, its accessibility, and positive word-of-mouth, according to research.*

### INTRODUCTION

The Museum, as a tourist attraction with viewing room facilities for educational performances of history, natural events, and art, will have its attraction to attract the public. Museums that are managed for the development of preservation and documentation of heritage from various human relics certainly provide many educational benefits (ICOM, 2007). The museum also functions as a place for tourist or recreational activities, learning spaces, and social interaction (He et al., 2018). The management of a museum with a strategic management concept will certainly increase the emotions of visitors. Hands-on experience with attraction will be invaluable and will increase the desire for various benefits (Prentice, 2020).

The museum's attraction creates a unique experience for individuals and communities who have visited and has a very positive influence on visiting again (Seray Gulertekin Genc, 2022). The decision to revisit the museum is strongly influenced by the destination image, which the tourist attraction strengthens. Museums as tourist attractions are very influential on the destination image of visitors and are significant in determining the decision to visit again. Destination image is generated from the manager's efforts in developing objects consistently and through disseminating positive visitor experience information through various media. Promotional interactions significantly impact visitors' decisions. Destination image is a belief in someone's thoughts about the destination, both environmental and social aspects, and how people see it (Jebbouri et al., 2022; Soliman, 2021)

Destination image is generally the influence of tourism decision-making, destination marketing, and tourist behavior (Picazo & Moreno-Gil, 2019; Song et al., 2019). Destination

image influences tourists in the destination selection process (M. D. L. Pereira et al., 2021). Destination image is related to tourist satisfaction and experience in the destination that influences the perception of tourists who influence to revisit (Liu et al., 2017; Moon & Han, 2019). Tourism destination image is focused on ideas, thoughts, and general impressions about a tourist destination in choosing a destination (Li et al., 2018).

Managing tourist attractions such as museums and cooperation with tourism policy stakeholders in formulating policies must always be related to destination image (Arabadzhyan et al., 2021). Destination image in the context of marketing through a promotion must directly impact tourist perceptions in influencing tourists to plan to visit a place (Gretzel & Collier de Mendonça, 2019; Kumar & Kaushik, 2018; Pesonen & Pasanen, 2017). Post-visit will determine the level of destination image of an object based on the satisfaction of recreational attractions, historical and educational benefits, and ease of accommodation to the location (Martín-Santana et al., 2017; Vinyals-Mirabent, 2019).

Tourist experiences related to the image of a good destination will significantly increase the decision to visit again (Nam et al., 2022; Trung & Khalifa, 2019). A powerful influence on the destination's image from the decision to revisit tourists is also related to naturalness, attractiveness, and diversity. Destination images are essential to the decision to revisit because they have three forming factors: attractiveness, naturalness, and diversity (Giao et al., 2020).

Tourism requires accessibility to be present. The accessibility of tourist attractions in various locations and the ease with which various activities can be reached affect the mobility of tourists. The ease of access to tourist destinations provided by the transit infrastructure necessitates repeated choices (Malekzadeh & Chung, 2020). Accessing locations and required accommodations is referred to as visitor accessibility (Apollo, 2017). The proximity of transportation stops, stations, and terminals, for example, can make services easier to use ((Ato) Xu et al., 2018; L. Yang et al., 2020). An accessible transportation system's primary objective is to make it convenient for people to partake in dispersed activities. (Miller, 2018). It is simple to move from one location to another because of the accessibility, leaving a favorable impression that encourages visitors to return. (Law, 2018).

Often referred to as "word of mouth" in marketing, this discourse takes an emotional and social aspect (Taheri et al., 2020). Consumer recommendations, opinions, and information that are provided directly by consumers are referred to as word-of-mouth (Konuk, 2018; Shaikh et al., 2018). Because it is simple to elicit a response from a prospective customer, word of mouth is an important component of a solid marketing strategy (Huang et al., 2017). A conversation between two people that serves as a source of knowledge about their unhappiness is known as word of mouth. (Khuong & Phuong, 2017). Word of mouth can be seen as persuasion used to introduce a subject to friends and family (Lai et al., 2018). Word-of-mouth marketing between two people creates the perception of loyalty to an item and is important for influencing the decision to revisit (Phi et al., 2021).

Visitors' decision to return is their intention to see an item again (Van Dyk et al., 2019). Return decision is influenced by a positive experience during the visit (Chien, 2017). Customers choose to return because they have a positive experience and choose to stay in a location (Chen et al., 2017). The choice to return is related to an item that contains emotive and behavioral components that indicate consumer behavioral goals while interacting with groups (Cachón Rodríguez et al., 2019; K. Yang et al., 2021). This study intends to observe and pinpoint the effects of accessibility, destination image, and word-of-mouth on the choice to return to the Zoologi Bogor Museum.

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**LITERATURE REVIEW****Destination Image**

The emotion that a person or group of people has towards a specific object is known as the destination image. In marketing, the destination image is practically in trend, particularly for tourism destinations (Tan, 2017). People's opinions, thoughts, experiences, and emotions towards visiting tourist attractions contribute to the subjective concept of the destination's image (Pike, 2017). According to the notion of destination image, a person assesses several facets and traits of a place based on feelings and impressions (Carballo & León, 2018). Images of a destination can persuade those who have never been there to go there (Zenker et al., 2019). The image of a destination can also be interpreted as a perception based on the experiences of travelers and their knowledge of the destination as a result of information availability and acquisition (Kim et al., 2018). Destination image has a significant impact on travellers' intent to recommend because it is essential in describing the destination characteristics that contribute to a favourable image (Afshardoost & Eshaghi, 2020; Jeong et al., 2020). Destination image can significantly impact the success or failure of a tourist destination. According to research, tourists are likelier to choose a destination with a positive image that offers a unique experience (Stylidis et al., 2017).

Destination images have three different factors that are interrelated and can determine the trustworthiness of an image. This is influenced by cognitive, affective, and conative images (Zuo et al., 2023). The decision to revisit is one component of intention for behavior that refers to visitors returning to the same place (Zhang et al., 2018). The tourist experience related to the destination image will significantly improve the decision to revisit (Nam et al., 2022; Trung & Khalifa, 2019). A powerful influence on the destination's image and the decision to revisit it is also related to naturalness, attractiveness, and diversity. The destination image is significant to the decision to revisit because it has three forming factors: attractiveness, naturalness, and diversity (Giao et al., 2020).

**H1: *There is a direct influence of destination image in improving re-visit decisions.***

**Accessibility**

Accessibility is related to how space is used, and it is a configuration of urban space that depends on how land is used, how it is used, or where it is (Akkelies Van Nes, 2021). Accessibility illustrates the distribution of goals around the world that can be easily reached with various modes (Handy, 2020). Accessibility is the ease of reaching a destination using transportation (Ravensbergen et al., 2022). Accessibility can also mean carrying out activities using existing transportation (Benenson et al., 2017). Accessibility can be interpreted as ease of using services, such as the proximity of transit stops, stations, and terminals ((Ato) Xu et al., 2018; L. Yang et al., 2020).

Accessibility comprises physical factors in the form of infrastructure and facilities. The administration of service providers, human resources, and a party's involvement in current management, on the other hand, are non-physical factors (Manuel Baud-Bovy, 1998). Even if other locations may have more affordable pricing, choosing to return to a previous location of the visit is an act of reflection (Shah et al., 2020). Unquestionably, the accessibility options will make it simpler to transfer from one location to another because a good first impression encourages repeat visits (Law, 2018).

**H2: *There is a direct effect on accessibility in improving re-visit decisions.***

**Word of Mouth**

Word-of-mouth marketing is the exchange of information between those who have used a product or service and who are willing to share their opinions with others who are considering purchasing it (Jalilvand et al., 2017). Word of mouth can also be seen as informal customer loyalty communication in a variety of circumstances (Fuentes-Blasco et al., 2017). The dissemination of information to consumers through word-of-mouth can be an oral communication method that influences their purchasing decisions (H. G. Pereira et al., 2017; Saleem et al., 2018; Salem & Alanadoly, 2021). Word of mouth is the most credible marketing for consumers to get information related to products and make decisions (Ameri et al., 2019; Paley et al., 2019). Word of mouth generally refers to informal communication between one person to another in describing product or service offerings that aim to influence consumer perceptions of offers (Verkijika & De Wet, 2019).

Promotion is essential things can change everything, and word of mouth can change the perception of speakers, topics, and tools (Sernovitz, 2009). Retaining current customers rather than increasing visits gives the impression of being more cost and time effective. Therefore, repeat customer visits are an essential factor in business profitability (Scarpi et al., 2019). This concept is relevant to a tourist attraction's influence on consumer decisions. Marketing carried out by word of mouth between two people who give the impression of loyalty to a location significantly increases the decision to revisit (Phi et al., 2021).

**H3: *There is a direct influence of word of mouth in improving re-visit decisions.***

### **Re-visit Decisions**

The decision to revisit is a consumer decision based on information received from various sources that lead to expectations for tourism service providers to provide a satisfactory experience (Abubakar et al., 2017). The decision to revisit refers to the willingness of visitors to return to the same place, which is driven by experience and the recommendation of the place (Chien, 2017). Revisit decisions include visitors' behavioral intentions to revisit a destination and are associated with loyalty to a destination (Acharya et al., 2023).

The decision to revisit is the desire of visitors to return to the place, in addition to the influence of comfort, transportation, hospitality, and service satisfaction (Rajput & Gahfoor, 2020). The decision to revisit shows the likelihood that consumers will return to consume and is divided into two categories: consumers who visit initially and consumers who visit again (Park et al., 2020; Stylos et al., 2017).

The decision to revisit is part of the sustainability of a tourist spot that explains the behavior of fitting a visit with various reasons related to repeat visits (Yung Chuan Huang, 2017). Behavioral intentions are closely related to loyalty which refers to and reflects the desire to have had a satisfying experience before (Sharma & Nayak, 2018).

**H4: *There are direct influences between destination image, accessibility, and word of mouth in improving re-visit decisions simultaneously.***

## **RESEARCH METHODS**

### **Thinking Framework**

The hypothesis development carried out by the research is tested as shown in Figure 1.

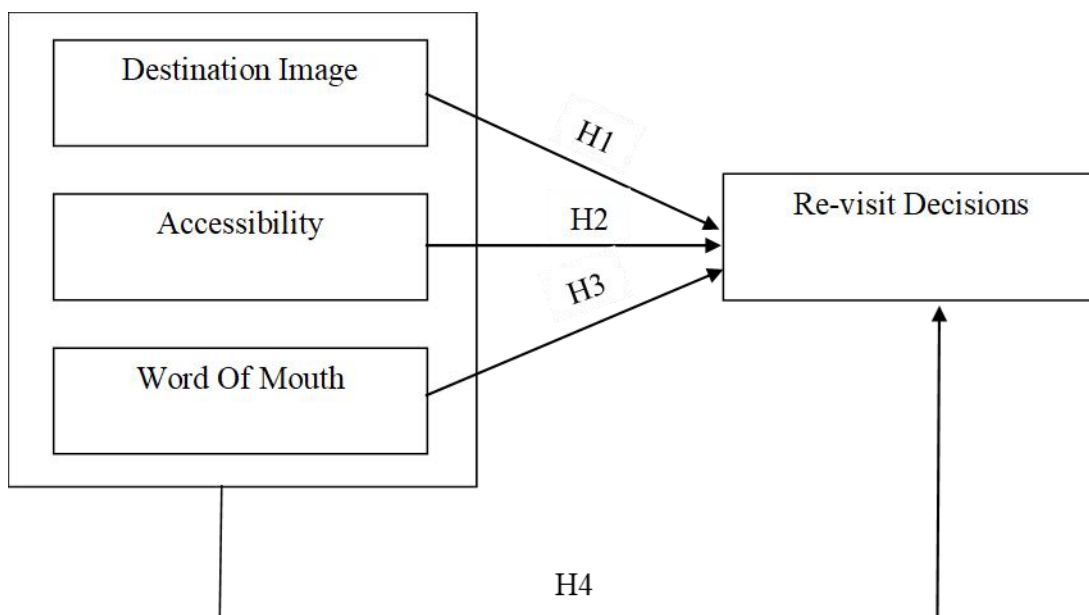


Figure 1. Thinking framework

By performing a direct survey with a focus on visitor responses to research questionnaires, this study used quantitative methods to describe the influence of destination image, accessibility, and word of mouth in improving the re-visit decisions to Bogor Zoological Museum. Visitors who previously went to the Bogor Zoological Museum between February and March 2023 make up the population for this study.

In order to get the best findings possible, this research is conducted in a sequential manner. Purposive or judgement sampling was used in this study, where responses were chosen depending on how good they felt (Dolores & Tongco, 2007). The criteria used for finding participants must match the objectives of the research (Creswell, 2014).

**RESULT AND DISCUSSIONS**

The presentation of respondents' characteristics aims to show statistics regarding the re-visit decisions to Bogor Zoological Museum where there is gender, age, occupation, and number of visitors to Bogor Zoological Museum.

Table 1. Characteristics of respondents.

No	Character	Description	Sum	Percentage
1	Age	< 20 year	19	10%
		21 - 30 year	155	78%
		31 - 40 year	3	2%
		> 40 years	23	12%
2	Gender	Male	42	21%
		Woman	158	79%
3	Work	College / Student	153	76%
		Government Employee	3	2%

		Private Employee	24	12%
		Entrepreneur	21	11%
4	Time to Visit	2 - 3 times	155	76%
		3 - 4 times	31	16%
		4 - 5 times	8	4%
		> 5 times	6	3%

Source: Processed primary data, 2023

**Validity Test**

Before conducting a study of 200 respondents, conduct a validity test on 30 participants (n = 30) to determine the validity or absence of questionnaires at the significance level of 5% or 0.005 and (n = 30). The statement was created using the product formula and the findings of the statement analysis. It is considered valid because, from the results of the arithmetic table, the elements of the statement can be used to collect research data on the decision to revisit. The calculation of the validity test with 30 non-respondents is listed in the appendix to the table below.

Table 2. Validity Test.

Variable	Valid	Invalid
Destination Image	6	-
Accessibility	4	-
Word of Mouth	4	-
Re-visit Decisions	4	-

Source: primary data (author, 2023)

**Reliability Test**

A reliability test is a method for determining the same outcomes or objects to assess the consistency of questionnaires based on the variables evaluated. The results obtained are based on the Cronbach alpha formula. Researchers conduct research with test results following the variables of tourist destination image, accessibility, and word of mouth to revisit the decision. The results of reliability testing using factor analysis methods in SPSS software with 30 respondents for each variable.

Table 3. Reliability Test.

Variable	Cronbach alpha	Result
Destination Image	0,610	Reliable
Accessibility	0,677	Reliable
Word of Mouth	0,732	Reliable
Re-visit Decisions	0,834	Reliable

Source: primary data (author, 2023)

Using the Cronbach alpha statistical test > 0.06, we can determine how trustworthy the variables of a questionnaire study are when responses to a question are consistent or stable over time. Reliability tests revealed an alpha value of over 0.60 for the entire Cronbach, showing that the questionnaire was trustworthy.



**Classical Assumption Test.  
 Data Normality Test.**

Table 4. Data Normality Test.

**One-Sample Kolmogorov-Smirnov Test**

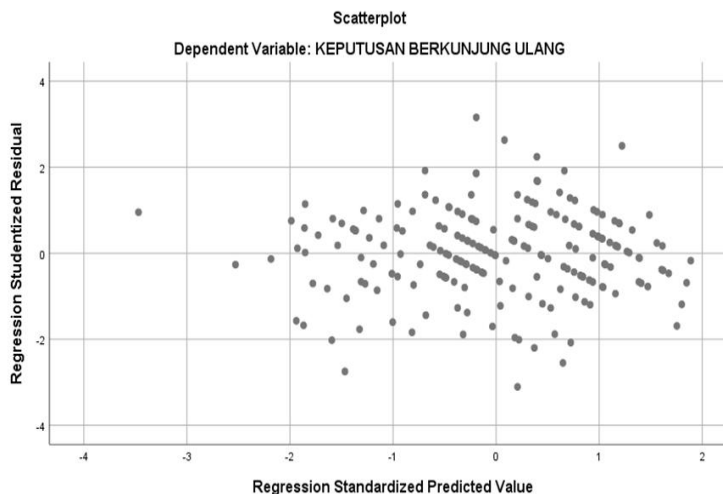
		Unstandardize d Residual
N		200
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.31558496
Most Extreme Differences	Absolute	.088
	Positive	.049
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.001 <sup>c</sup>

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
- Test Source: SPSS version 25*

**Heterokedacity Test.**

According to the picture bellow from the heteroscedasticity test, there is no discernible pattern. The points are spread above and below 0 on the y-axis, indicating no heteroscedasticity in the data. H1: There is a significant influence of tourist destination image, accessibility, and word of mouth in improving re-visit decisions.

Table 5 Heteroscedasticity.



*Source: SPSS version 25*

According to the picture above from the heteroscedasticity test, there is no discernible pattern. The points are spread above and below 0 on the y-axis, indicating no heteroscedasticity

in the data. H1: There is a significant influence of tourist destination image, accessibility, and word of mouth in improving re-visit decisions.

**Multicollinearity Test**

Table 6 Multicollinearity.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOURIST DESTINATION IMAGE	.417	2.399
	ACCESIBILITY	.515	1.941
	WORD OF MOUTH	.532	1.879

Source: SPSS version 25

It is known that the VIF values of tourist destination image, Accessibility, and word-of-mouth variables are 2,399, 1,941, and 1,879 values < 10. And the tolerance values of 0.417, 0.515, and 0.532 > 0.10. Therefore, based on these results, the regression model lacks multicollinearity.

**Linearity Test**

The linearity test determines whether there is a significant linear relationship between the four variables. For the linearity test in SPSS 25, the significance level is set at 0.05, so the relationship between the three variables is said to be linear.

Tabel 7 Linearity Test.

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Re-visit Decisions * Tourist Destination Image	Linearity	856.051	22	38.911	8.992	0.000
Re-visit Decisions * Accessibility	Linearity	704.853	15	46.990	9.427	0.000
Re-visit Decisions * Word of Mouth	Linearity	992.508	14	70.893	20.835	0.000

Source: SPSS version 25

A Linerity value of 0.000 remembers the information handling value with SPSS version 25. The direct relationship between tourist destination image, accessibility, word of mouth, and re-visit decisions is considered if the importance is below 0.05, So the linear prediction has been met.

**T Test**



T-test can partially influence the independent variable tourist destination image, accessibility, and word of mouth in increasing dependent variables re-visit decisions. Seeing the SPSS output can explain that the tester of each variable is partial to the T-test.

Table 8. T Test.

Model	Coefficients	T	Sig.
1	(Constant)	2.913	.004
	TOURIST		
	DESTINATION IMAGE	1.735	.084
	ACCESSIBILITY	1.734	.085
	WORD OF MOUTH	10.195	.000
a Dependent Variable: RE - VISITING DECISIONS			

Source: SPSS version 25

Based on the results of the t-test in Table 8 above, conclusions can be drawn from the analysis, namely the results of the t-test for the variable tourist destination image obtained with a t count value of 1.735 and a signification value of  $0.084 < 0.05$  which means H1 is accepted, this shows that tourist destination image has a positive and significant effect in increasing re-visit decisions, in the results of the t-test for the accessibility variable obtained with a t count value of 1.734 and a signification value of  $0.085 < 0.05$  which means H2 is accepted, this shows that accessibility has a positive and significant effect in increasing re-visit decisions, the t-test results for the word of mouth variable are obtained with a t count value of 10.195 and a signification value of  $0.000 < 0.05$  which means H3 is accepted, this shows that word of mouth Positive and significant influence in improving re-visit decisions.

### F Test.

Test F / ANOVA to see whether it has predictions of tourist destination image, accessibility, and word of mouth in improving the re-visit decisions to Bogor Zoological Museum using a multiple linear regression model that produces some models. Here is how to test each variable:

Tabel 9 F Test (Anova).

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	987.833	3	329.278	101.769	.000 <sup>b</sup>
	Residual	634.167	196	3.236		
	Total	1622.000	199			

a. Dependent Variable: re-visiting decisions

b. Predictors: (Constant), word of mouth, accessibility, tourist destination image

Source: SPSS version 25

Based on the results of the t-test in Table 9 above, conclusions can be drawn from the analysis, namely the results of the t-test for the variable tourist destination image obtained with a t count value of 1.735 and a signification value of  $0.084 < 0.05$  which means H1 is accepted, this shows that tourist destination image has a positive and significant effect in increasing the decision to revisit, in the results of the t-test for the accessibility variable obtained with a t count value of 1.734 and a signification value of  $0.085 < 0.05$  which means H2 is accepted, this shows that accessibility has a positive and significant effect in increasing the re-visit decisions, the t-test results for the word of mouth variable are obtained with a t count value of 10.195 and a signification value of  $0.000 < 0.05$  which means H3 is accepted, this shows that word of mouth Positive and significant influence in improving re-visit decisions.

Analysis of the correlation coefficient (R) and the determining coefficient (R2) The percentage of independent factors plus the dependent variable is calculated using determination analysis. The outputs of the summary model from the multiple linear regression analysis results show the determination analysis findings.

**Analysis of the Coefficient of Correlation and Coefficient of Determination.**

A stimulant or can be said together it is known that the correlation value of tourist destination image, accessibility, word of mouth stimulant 0.603 signifies that there is a significant association in the strong category between the variables of tourist destination image, accessibility, and word of mouth in increasing the re-visit decisions to the Bogor Zoological Museum. This means that the percentage of influence of the independent variables of tourist destination image, accessibility, and word of mouth in increasing the decision to revisit is 60.9%. In comparison, the remaining 39.1% is influenced by other variables not listed in this research model, such as tourist destination image, accessibility, word of mouth, and other factors.

Table 10 Analysis of the Coefficient of Correlation and Coefficient of Determination.

Variable	Partial	Category	Determenation Coefficient %	R table	Conclusion
SIMULTANEOUS	0.603	Strong	60.9%	0.780	Real

Source: SPSS version 25

**CONCLUSION**

The conclusions described are related to the analysis and research carried out by considering the influence of destination image, accessibility, and word of mouth in improving the re-visit decisions to Bogor Zoological Museum. The destination image positively influences the re-visit decisions to Bogor Zoological Museum. Accessibility has a positive and significant impact on the re-visit decisions to Bogor Zoological Museum. The study identified word of mouth as the most positively influential and significant variable in improving re-visit decisions. In addition, the variables destination image, accessibility, and word of mouth simultaneously have a significant and positive relationship between the three variables in increasing the re-visit decisions to Bogor Zologi Museum. This is where people visit the Bogor Zoological Museum because they are interested in animal fossils. Bogor Zoological Museum is located in the middle of the Bogor Botanical Garden and is the only museum where this research was conducted. For further study, it is recommended to examine the influence of destination image, accessibility, and word-of-mouth factors in increasing the re-visit decisions to Bogor Zoological Museum, which

differs from museums in Jakarta or other locations. This aims to provide insight into individual motivators for attending the Fossil Museum. Research can also be done by including more factors to make the findings more complete.

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