Post Coronavirus Pandemic, New Normal, and Tourism in Indonesia

Aulia Rahmah Afriani and Catur Sugiarto
Faculty of Economics & Business, Universitas Sebelas Maret
Jl. Ir. Sutami 36A, Surakarta, Jawa Tengah 5712 Indonesia
Tel: (+62)811 299 970    E-mail: catursugiarto@staff.uns.ac.id

Abstract
The purpose of this paper is to understand the process that leads to the revisit intentions of domestic tourists to Surakarta for its tourism products based on the ABC model of attitudes. Data were collected online from 237 domestic tourists via a purposive sampling method and analyzed using SmartPLS 3 used to empirically test the model. This study also explained the result in a causal relationship. The results showed five positive and significant relationship interactions between variables, where gender and visit frequency moderation can strengthen the relationships. This research can provide information to practitioners to improve the positive attitude of tourists that have an impact to revisit intention because of the tourism products. It was revealed that in addition to the satisfaction variable, the higher positive eWOM quantity of the female consumers would influence attitudes and could be used as the basis for determining the product marketing strategy. The research also contributes to providing information in knowing the intention of domestic tourists to revisit Surakarta after the COVID-19 pandemic in Indonesia, which has a profound impact on the economic sector, especially the local revenue (PAD) of Surakarta.

Keywords: Epistemic Value, Satisfaction, eWOM, Behavioural Intention, Revisit Intention.

1. Introduction
Indonesia is the only country in the world that has the title Emerald of the Equator or equatorial emerald which means beautiful nature (Ramly, 2007). Indonesia also has a tropical climate that is suitable for diverse flora and fauna life. In addition to natural beauty, Indonesia is rich in multi-ethnic culture that arises from the existence of various tribes in Indonesia. The major tribes available in SP2010 are 633 groups (BPS, 2010). The number of tribes will affect the number of cultural differences. The ethnic group in Indonesia has produced hundreds of new cultures. This natural and cultural wealth is still being promoted to become an attractive tourist destination.

Attractive tourist destinations will bring tourists to visit. It has become an important factor in driving the pace of national economic growth. Growth can be seen based on the country's foreign exchange and income of each region. In Indonesia, foreign exchange earnings in the tourism sector generated 16 billion in 2018 and the value is constantly increasing from year to year (Kemenbudpar, 2018). Whereas the visit of domestic tourists will support national growth by increasing local revenue (PAD). This is following Law number 32 of 2004 concerning regional income sources, one of which comes from the results of the management of regional wealth. Efforts to develop tourist destinations by the local government can be done through improvement through
three aspects, namely access, amenities, and attractions (3A). The attraction is considered to be one of the most important components of tourism. The attraction is a major factor in generating the intention of tourists to visit. Therefore, Indonesia's wealth in nature, art, and culture can be a potential attraction that is unique to be developed. Also, the potential possessed can be the focus of improvement amid the currently unhealthy condition of the tourism sector as a result of the COVID-19 pandemic. This can be realized through various segments, one of them is in the culinary field.

The demand for culinary tourism in Asia is increasing by tourists, especially street food destinations. Street food is associated with tourism and is considered as one of the main motivators of tourists to visit Southeast Asian countries such as Malaysia, Singapore, and Thailand (Torres Chavarria & Phakdee-auxorn, 2017). In all three countries generally offer a variety of regional specialties or called heritage food. Referring to the evoked phenomenon, Indonesia also has the same potential because it is supported by the wealth of Indonesian heritage food that was born from the diversity of existing cultures. This can be used as an opportunity to become a tourist destination as do other countries in Southeast Asia. Research on tourism products, namely heritage food, was previously conducted using the dependent variable intention to revisit by Yeap et al. (2019). Referring to the research, the researcher adopted the model by adjusting the conditions of tourism in Indonesia.

The city of Surakarta is one of the regions in Indonesia which is supported by the diversity of arts and culture. In accordance with the slogan of the region "Solo City of Culture". The multi-ethnic culture in the city is dominated by Javanese, Chinese, and Arabic races. This cultural value is a competitive advantage to be highlighted in each of the tourist destinations. This value has an impact on the characteristics of local tourism products produced. Products include heritage food, heritage products, also art, and heritage events.

The independent variables included in the study refer to several model theories consisting of epistemic values, satisfaction, and eWOM. This is what drives the author to investigate these variables on the intention to revisit.

2. Literature Review

The main issue in this study was the intention to revisit. The basis for selecting the issue refers to the journal Marinkovic et al. (2014) and Song et al. (2012) which states that in the tourism literature, the relationship between economic profitability and tourist flow through increased positive tourist attitudes and repeat visits. In theory, consumer behavior, the dependent variable intention to revisit leads to behavior after purchase. The intention to re-visit is the result of an evaluation of a product or service so that consumers give a positive response to making repeat purchases. Based on these definitions, it can be concluded that consumers can exhibit certain behaviors in responding to a product.

In the theory of consumer behavior, the behavior after purchase becomes one of the outputs based on a model developed by researchers through a process that consists of several stages. Kotler and Armstrong (2012) formulate the process of consumer decision making through 5 stages are as follows:
Kotler & Armstrong (2012) formulate a consumer decision-making process through 5 stages, namely: introduction, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Figure 1 shows that consumers experience several stages in determining the purchase of a product. In the process, consumers can swap or go through several stages.

2.1. Attitude

The theory of ABC is a basic theory that is considered comprehensive in assessing attitudes that is consistent with the explanation in the journal Yeap et al. (2019). In this case, the ABC Attitude Model is one comprehensive theory of attitude consisting of three components: affective (A), behavioral (B), and cognitive (C). The affective component involves a person’s feelings or emotions about an object. The behavioral component shows how a person acts or behaves towards an object, referring to the intention to take any action or response. The cognitive component involves a person’s thoughts, beliefs, or knowledge about objects. The three components of ABC Theory are interrelated and are assumed to be positively correlated with each other. As an illustration, a person can develop a belief in the object of attitude (cognitive); then shape how the person feels about the object (affective) which results in the way the person behaves towards an object. From the ABC theory emerged an independent variable, namely epistemic value. These variables will form a certain attitude which can then have a relationship with the intention of visiting again. In addition to the epistemic value variable, the research also examined satisfaction and e-WOM communication motives as other independent variables.

2.2. Satisfaction

The theory underlying this satisfaction variable is a journal by Oliver R. L. (1980) who developed a theory to test customer satisfaction. The main idea is based on expectations and confirmation or disconfirmation of respondents. This theory includes two factors that independently affect customer satisfaction. First, service expectations before buying. And second, the perception of service quality after use. In this study, referring to the quality of service after consumption that will affect attitudes.

In tourism, revisit of tourists is a positive indicator of satisfaction. This repetitive positive attitude increases their chances of visiting again (Alegre & Juaneda, 2006; Hossain et al., 2015). Therefore, the higher the value of satisfaction will affect the attitude of tourists to make a return visit. From the explanation of the above theory, the hypotheses formulated are:

\[ H1 = \text{satisfaction has a positive relationship with attitude} \]

\[ H2 = \text{Satisfaction has a positive relationship with the intention to revisit.} \]
2.3. Epistemic Value

Epistemic value is the motive of behavior to searching for and exploring that has been found to significantly influence tourist attitudes towards travel activities, including consuming local food (Ji et al., 2016). Epistemic value can be obtained by tourists to buy or consume authentic tourism products. Enjoying tourism products is something new for tourists. This can satisfy their curiosity and new knowledge about the product. When tourists enjoy a product, they will indirectly explore their history and cultural heritage (Madaleno et al., 2018). If tourists think of it as something new and feelings emerge happy with information about culture related to it, it can be said that it is an epistemic value. This value will positively influence the attitude of tourists towards tourism products (Kim & Choe, 2017).

Consuming tourism products from the city of Surakarta brings epistemic value for tourists. This happens because they can search for various recommended products in various locations so that they can satisfy their curiosity about these products. Therefore, high curiosity has an important role in influencing tourist attitudes. From the explanation of the theory above, the next hypothesis formulated is:

\[ H3 = \text{epistemic value has a positive relationship with attitude.} \]

2.4. eWOM Communication Motives (eWOM)

Specifically, this model focuses on the perception of usefulness and ease of use in the attitude to use technology. Attitude is the user's judgment of technology (Davis, 1989). In this research, TAM (Technology Acceptance Model) is used as the basic model. TAM is the use of social networks as a powerful tool for the choice of travel destinations. This model is often used to predict the adoption of new technology by users. Nowadays, it is mostly used to predict user intention in accepting new technology in several sectors, such as for information technology, for learning, for shopping, and tourism. This research develops a model about TAM by adding eWOM communication motives as an independent variable.

Jeong and Jang (2011) revealed that the review of various intangible tourism product information requires consumers to gain experience first. Consumers cannot be evaluated before trying it themselves. In this study, tourism products in the form of art and heritage events are included as intangible products. Thus, reviews have an important role in convincing consumers to try a product.

Through social media access; virtual community; blog; and others, consumers are asked to use social media in search of information about possible tourist destinations. They can visualize images, get access to information from previous tourist experiences, also get adequate elements in determining the best destination (Sicilia & Ruiz, 2010). Therefore, the key factor for the development of an efficient tourist destination as a marketing strategy is understanding how potential tourists are influenced by interactions with other tourists is a. The hypotheses that emerge are as follows:

\[ H4 = \text{eWOM has a positive relationship with attitude.} \]

2.5. Revisit Intention

The intention to revisit was adapted from behavioral intention theory (Milad et al., 2018). The theory has attracted attention especially in the field of tourism. In this study, the variable in the question is the willingness of tourists to revisit a particular destination that was previously visited because of tourism products. The intention to revisit the dependent variable can be investigated further.

In addition to epistemic values, satisfaction, and eWOM are related to attitude variables. Filo et al. (2011)
revealed the willingness of tourists to revisit a destination shows a significant attitude. This is under the construct of the research model to be carried out in which attitude mediating variables have a positive and significant effect on the intention to revisit. Thus, the hypotheses that emerge are as follows:

**H5 = Attitude has a positive relationship with the intention to revisit.**

2.6. Gender

Two factors that cause differences in behavior between genders appear biologically, psychologically, and socially (Lucia & Hailin, 2011). Biological factors influenced different hormones and different brain structures. The social-psychological factors are shown through the different social roles and status of women and men (Saucier & Elias, 2001). Research also shows that the way of thinking and behaving between men and women is different. Men tend to focus on the main or the core of services, while women focus on elements related to emotional and relational quality (Mittal, 2001).

Receiving information from WOM sources also varies between men and women. Wang et al. (2017) found that consumers of the same sex or the same characteristics can influence each other’s decision making. Besides, women tend to rely more on information from WOM sources than men (Kempf & Palan, 2006). Therefore, the hypotheses that emerge are as follows:

**H6 = Gender moderates the positive relationship between eWOM and attitude.**

2.7. Visit Frequency

The frequency of visits is closely related to the satisfaction variable. According to Woo et al. (2004) found that the influence of service quality on satisfaction was stronger for the first visit than the next visit. Previous experience and satisfaction influence the intention to revisit (Wang, 2004). This is supported by the fact that tourists who visit for the first time with repeat visitors have different ratings. It shows from a different perspective of ideas, images, expectations, and information on a common goal. Therefore, the assumption made in this study is that the frequency of visits has a role as moderation, as stated in the following hypothesis:

**H7 = Frequency of visits moderates the positive relationship between satisfaction to revisit.**

![Figure 2. Construction of the Research Model](source: Researcher Construction Results, 2020.)
3. Methods

3.1 Research Design
The research is included in applied research. Problems that arise from observations of the research setting in the field of tourism, especially tourism products. Researchers raised the issue of the intention to revisit in the city of Surakarta.

This study is a cross-sectional study, one that only researches at a certain time (Sekaran & Bougie, 2017). The study consisted of independent and dependent variables. This study explains the causal relationship (causal study) because it will independently influence the dependent on a phenomenon. Also, this research is quantitative in that it involves statistical calculations, so it requires data from respondents. Therefore, researchers used a survey approach with an online questionnaire as a primary data collection tool.

3.2. Samples
Samples were taken as many as 200 respondents. This number is expected to be able to meet the minimum standard in using the Structural Equation Modeling (SEM) statistical test equipment. Young tourists are also one of the fastest-growing tourism groups in the world (Han et al., 2017). Therefore, a large number of respondents focus on age <25 years, although data obtained from generation X and Baby Boomers are still included in the analysis.

This research using non-probability technique sampling. This technique does not take respondents' data randomly, but rather by specifying special features called the purposive sampling method. The method requires the respondent to meet the specified requirements are as follows: (1) Respondents are Indonesian citizens (WNI) who have traveled to Surakarta City. This aims to obtain accurate data by the object of research, namely the variable of intention to visit again; (2) Respondents have already consumed or bought tourism products in Surakarta City. Tourism products in this study are determined by the researcher, consisting of heritage food (culinary products), heritage products (in the form of souvenirs), and art and heritage events (art and cultural events).

3.3. Research instruments
The instrument in this study was a questionnaire. The questionnaire was used to measure five variables namely epistemic value, satisfaction, eWOM, attitude, and intention to revisit. In this study, in compiling the questionnaire the researcher refers to a journal by Yeap et al. (2019) for epistemic value variables; attitude; and the intention to revisit. Measured using a Likert scale with seven points of feeling level ie value (1) to strongly disagree to value (7) strongly agree. Then for the satisfaction variable refers to journals by Hasan et al. (2019), measured using a Likert scale with seven feeling level points. And a journal by Pietro et al. (2011) for the eWOM variable measured also using a Likert scale with seven feeling level points. The method of collecting respondent data is obtained online via Google Form to collect data quickly and on target. In addition, the current COVID-19 pandemic condition requires everyone to carry out physical distancing so that support the method through online questionnaire data collection.
3.4. Respondent Profile

This study was attended by 237 respondents who met the questionnaire criteria. A total of 81 respondents (34.60%) were male and 155 respondents (65.40%) were female. Data of domestic tourist respondents with the most dominating age in this study were less than 25 years or 74.26%, which is the age group of the post-millennial generation. Then by 19.41% aged 25-40 years, and respondents aged over 40 years (6.33%). Central Java Province dominates the residence of the respondents, which is 147 or 62.03%. Respondents also reside in West Java Province (8.86%), East Java (7.17%), Yogyakarta (8.44%), and outside Java and DIY (13.50%).

4. Result

This research uses PLS-SEM to analyze data. According to Henseler and Sarstedt, (2013), PLS has strong statistical techniques to determine the estimation of structural models in very complex situations.

4.1. Measurement Model Analysis

4.1.1. Validity and Reliability

In PLS-SEM, checking validity and reliability is the first criterion for assessing reflective measurement models. Table 1. Outer Loading results show the results of the measurement model assessment where the results of the analysis of the indicators for each item are higher than those recommended, which is 0.70 (Hair, 2017).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>attitude</th>
<th>epistemic</th>
<th>revisit</th>
<th>satisfaction</th>
<th>eWOM</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>EP1</td>
<td>0.873</td>
<td></td>
<td></td>
<td></td>
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<td>Valid</td>
</tr>
<tr>
<td>EP2</td>
<td>0.875</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>ATT2</td>
<td>0.904</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>ATT3</td>
<td>0.895</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>ATT4</td>
<td>0.867</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>ATT5</td>
<td>0.858</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>ACC1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.776</td>
<td>Valid</td>
</tr>
<tr>
<td>ACC2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.778</td>
<td>Valid</td>
</tr>
<tr>
<td>KOMP1</td>
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<td></td>
<td></td>
<td></td>
<td>0.815</td>
<td>Valid</td>
</tr>
<tr>
<td>KOMP2</td>
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<td></td>
<td></td>
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<td>Valid</td>
</tr>
<tr>
<td>KOMP3</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>KRED1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.798</td>
<td>Valid</td>
</tr>
<tr>
<td>KRED2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.888</td>
<td>Valid</td>
</tr>
<tr>
<td>KRED3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.865</td>
<td>Valid</td>
</tr>
<tr>
<td>KUAN1</td>
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<td></td>
<td></td>
<td></td>
<td>0.760</td>
<td>Valid</td>
</tr>
<tr>
<td>KUAN2</td>
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<td></td>
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<td>KUAN3</td>
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<td></td>
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<td>Valid</td>
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<td>RELV1</td>
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<td></td>
<td></td>
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<td>Valid</td>
</tr>
<tr>
<td>RELV2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.800</td>
<td>Valid</td>
</tr>
<tr>
<td>RELV3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.764</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Table 2. Reliability Result

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>attitude</td>
<td>0.932</td>
<td>0.933</td>
<td>0.948</td>
<td>0.786</td>
</tr>
<tr>
<td>epistemic</td>
<td>0.692</td>
<td>0.692</td>
<td>0.867</td>
<td>0.765</td>
</tr>
<tr>
<td>revisit</td>
<td>0.881</td>
<td>0.895</td>
<td>0.913</td>
<td>0.678</td>
</tr>
<tr>
<td>satisfaction</td>
<td>0.879</td>
<td>0.885</td>
<td>0.908</td>
<td>0.624</td>
</tr>
<tr>
<td>eWOM</td>
<td>0.960</td>
<td>0.962</td>
<td>0.964</td>
<td>0.658</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed, 2020.

Discriminant validity is the extent to which a construct is completely different from another construct (Hair et al., 2010). The epistemic value variable and attitude produce a value of 0.552. As for the satisfaction and attitude, variables produce a value of 0.786. And the value of the relationship between other variables is in between. But
overall, researchers consider the correlation between these variables as an acceptable value because the results show that the number less than one (<1). In other words, all the results of this discriminant validity are supported.

4.2. Structural Model Analysis

4.2.1. Goodness of Fit

In this study, the GoF value will still be revealed by looking at the results of the root mean square residual (SRMR) and Normed Fit Index (NFI). SRMR was introduced as a goodness of fit measure for PLS-SEM which can be used to avoid model specification errors (Henseler & Sarstedt, 2013). Besides, calculations will also be carried out regarding the AVE and R square. This is still done to show that the proposed research model is measured with good results. Following are the results of the Model Fit test:

Table 4. The goodness of Fit Result with Consistent PLS Algorithm

<table>
<thead>
<tr>
<th></th>
<th>Saturated Model</th>
<th>Estimated Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRMR</td>
<td>0.049</td>
<td>0.049</td>
</tr>
<tr>
<td>d_ULS</td>
<td>1.168</td>
<td>1.177</td>
</tr>
<tr>
<td>d_G</td>
<td>1.205</td>
<td>1.207</td>
</tr>
<tr>
<td>Chi-Square</td>
<td>1,312.456</td>
<td>1,314.350</td>
</tr>
<tr>
<td>NFI</td>
<td>0.802</td>
<td>0.801</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed, 2020.

The final result from the calculation of the structural model obtained an SRMR value of 0.049 (<0.08) which means good. This value is in accordance with that expressed by Hu and Bentler (1999), namely that an SRMR value of less than 0.10 or 0.08 is considered good. For the NFI value is 0.802 (> 0.8) which means good because the value is closer to one (1.00) the better. Both values are declared to have met the criteria.

In addition, testing the goodness of fit model is carried out using the formula proposed by Tenenhaus et al., (2005). This formula uses the results of the AVE and R square, measurement of the suitability of the model in PLS can be seen through the value of the Goodness of Fit (GoF) calculation with the formula. The GoF value obtained in the above calculation is 0.63, worth the cut-off for a large category of $R^2$, so it can be concluded that this model has a good value and have the ability to explain empirical data.

4.2.2. Hypothesis Result and Discussion

Satisfaction was found to be the most salient determinant of the domestic travelers’ attitude towards Surakarta tourism product which is in line with other researchers’ results such as Choi & Choo (2016). Using bootstrapping technique, the causality relation can be seen in table 5.
Table 5. Direct Effect, Indirect Effect, dan Total Effect

<table>
<thead>
<tr>
<th>Relationship Between Variables</th>
<th>Direct Effect</th>
<th></th>
<th>Indirect Effect</th>
<th></th>
<th>Total Effect</th>
<th></th>
<th>Evidence for Mediation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P Values</td>
<td>T Statistics</td>
<td>P Values</td>
<td>T Statistics</td>
<td>P Values</td>
<td>T Statistics</td>
<td></td>
</tr>
<tr>
<td>attitude -&gt; revisit</td>
<td>0.000***</td>
<td>4.640</td>
<td></td>
<td></td>
<td>0.000***</td>
<td>3.611</td>
<td></td>
</tr>
<tr>
<td>epistemic -&gt; attitude</td>
<td>0.512</td>
<td>0.655</td>
<td>0.864</td>
<td>0.171</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>satisfaction -&gt; attitude</td>
<td>0.000***</td>
<td>1.0782</td>
<td>0.000***</td>
<td>8.546</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>satisfaction -&gt; revisit</td>
<td>0.010**</td>
<td>2.577</td>
<td>0.000***</td>
<td>6.172</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>satisfaction -&gt; attitude -&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.001***</td>
<td>3.360</td>
<td>Partial</td>
</tr>
<tr>
<td>revisit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eWOM -&gt; attitude</td>
<td>0.012**</td>
<td>2.516</td>
<td>0.314</td>
<td>1.007</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eWOM -&gt; revisit</td>
<td>0.000***</td>
<td>5.858</td>
<td>0.000***</td>
<td>4.947</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>eWOM -&gt; attitude -&gt; revisit</td>
<td></td>
<td></td>
<td>0.326</td>
<td>0.981</td>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed, 2020.

The results of the structural model analysis for the satisfaction variable (H1: p-value = 0.000; t statistic = 10.782; original sample = positive 0.609) so that, hypothesis 1 is accepted that satisfaction relationship has a significant positive effect on attitude. This relationship is in accordance with that expressed by Choi & Choo (2016) that a higher level of satisfaction leads to a positive customer attitude. For hypothesis 2 (H2: p-value = 0.010; t statistic = 2.577; original sample = positive at 0.189) so hypothesis 2 is accepted. In tourism, repeated tourists visit is a positive indicator of satisfaction. Repeated positive attitudes will increase the likelihood of them visiting again (Alegre & Juaneda, 2006; Hossain et al., 2015).

The epistemic value (H3: p-value = 0.512; t statistic = 0.655) concluded that hypothesis 3 was not accepted because it was less than the recommended value (<0.05). Hofstede (2010) revealed that culture in Indonesia through the lens of the dimensions of individualism (14) and indulgence (38) has scores that are low in the range of 1-100. Indonesian society tends to be very collective. Communities with this culture do not like the challenge so that epistemic values that are significant in research in Malaysia are not relevant to Indonesia.

The eWOM variable (H4: p-value = 0.012; t statistic = 2.516; original sample = positive at 0.138) so that hypothesis 4 is accepted. In the cultural index revealed by Hofstede (2010) that Indonesia has a dominant collective culture, resulting in the community will tend to seek opinions and be more easily influenced by groups that influence. So that social media platforms become very powerful in increasing the use of social networks to connect tourists in sharing knowledge and information (Cheng, 2010). This shows that positive reviews from tourists online will be a recommendation for other potential tourists very easily.

Attitude (H5: p-value = 0,000; t statistic = 4,640; original sample = positive at 0.338) so hypothesis 5 is accepted. According to Filo et al. (2011), the willingness of tourists to re-visit a destination shows the attributes of a significant attitude. Attitude as a mediating variable here is influenced by several independent variables that have a positive impact, namely satisfaction and eWOM, so the results of the analysis obtained by attitude variables are positive and significant. The more positive attitude relationship, the intention to revisit is also higher.
New findings as hypothesis 8 (p-value = 0,000; t statistics = 5.858; original sample = positive at 0.369) can be concluded that the eWOM relationship has a significant positive effect on the intention to revisit because of its tourism products so that hypothesis 8 is accepted. According to (Milad, 2018), the intention to revisit is also influenced by WOM (word of mouth) from positive reviews from previous consumers. Therefore, it can be concluded that there is a relationship between WOM and the intention to revisit.

The results of indirect effect analysis reveal satisfaction has a significant to the intention to revisit through attitude variables. Significant is determined from the p-value of 0.001 (<0.05). Whereas, for eWOM has an insignificant indirect effect with the intention to revisit through attitude variables. This can be seen from p-value> 0.05. Direct and indirect effect test results are summarized in the following table:

<table>
<thead>
<tr>
<th>Relationship Between Variables</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>satisfaction -&gt; attitude -&gt; revisit</td>
<td>Partially Mediation</td>
</tr>
<tr>
<td>eWOM -&gt; attitude -&gt; revisit</td>
<td>Total Mediation</td>
</tr>
</tbody>
</table>

Source: Primary data that has been processed, 2020.

The researcher also analyses the moderation effect of gender and visit frequency. As for the results of the moderation test using Multi-Group Analysis, there are differences between women and men as well as differences in the frequency of high and low visits to domestic tourists. This is seen from the p-value <0.05. When seen the path coefficient value of the relationship between eWOM with attitudes towards women shows a value of 0.242 while men are -0.069. It can be concluded that the attitudes of female tourists are influenced by electronic WOM (eWOM) higher than men. This is consistent with previous research by Wang et al. (2017), gender can moderate the relationship between eWOM Communication Motives and attitude.

While the relationship of satisfaction to visit again, for high visit frequency of 0.142 and low visit frequency of 0.446. This means that the intention to revisit respondents who visit less frequently is considered to be higher influenced by satisfaction than those who visit more often. Thus, the frequency of visits can moderate the relationship between satisfaction to visit again. The effect of service quality on satisfaction is stronger for the first visit than the later visit (Woo et al., 2004).

5. Conclusion

By the objectives of the research, to determine the process that leads to the intention to revisit Surakarta is based on the ABC model theory. The study was conducted with a sufficient number of samples (237) with data processing using PLS-SEM. The findings prove that attitude influences the intention to revisit Surakarta City because of its tourist products. The results that have been carried out both on the instrument and the hypothesis obtained five positive and significant relationship interactions between variables, consisting: (1) satisfaction with attitude, (2) satisfaction to revisit, (3) eWOM with attitude, (4) attitude with the intention of visiting again, (5) eWOM with the intention of visiting again. A positive and significant relationship indicates a causal relationship between variables and has a positive influence. While the interaction of insignificant relationships is between the epistemic value variable with attitude is rejected.

Based on the analysis of the mediator, which is an attitude, the results show that the partially mediation
relationship occurs in the variable satisfaction with the intention to revisit. The relationship is derived from the significant relationship between direct and indirect effects. While the total mediation relationship occurs in the eWOM variable with the intention to revisit. The study also revealed two moderating variables namely gender and frequency of visits. Gender variables (women) can strengthen the relationship between eWOM and attitude. Meanwhile, the frequency of visits (low frequency) can strengthen the relationship between satisfaction to revisit.

Research has limitations in obtaining tourist respondent data due to conditions due to the COVID-19 pandemic. Researchers are only able to complete the domestic tourist data in accordance with the minimum standard number of samples using PLS-SEM. Besides, the object of research does not yet refer to a single brand of tourism products. But the entire tourism sector both culinary products, souvenirs, as well as arts and cultural events included in it. Thus, research has not been able to measure the positive attitude on one brand specifically.

Based on the results of the analysis, it is known that the satisfaction and quantity of eWOM on female consumers which is getting higher will affect the positive attitude of consumers in making revisit intentions and increasing sales. The research also contributes to providing information in knowing the high intention to visit the community after the co-19 pandemic in Indonesia. This incident greatly impacted the economic sector, especially the local revenue (PAD) of Surakarta City. The following suggestions are proposed by researchers:

The development of research needs to do in different target respondents. Researchers provide suggestions for further research with data from foreign tourist respondents. This can be supplemented by results that are empirically tested using quantitative and qualitative methods. Thus, the level of research validity can be further strengthened. The study has limitations in obtaining tourist respondent data due to conditions due to the Covid-19 pandemic. Researchers are only able to complete data on domestic tourists according to the minimum standard for the number of samples using PLS-SEM.

Researchers provide advice to uncover the positive attitude of consumers in a specific brand of tourism products in the city of Surakarta. The data presented can be used practically. This also allows the discovery of new factors that have not been revealed in previous studies.

Based on the results, it shows the high interest of domestic tourists visiting the city of Surakarta. It can be one indicator of opportunities in improving PAD in the tourism sector. This can be done by taking into account health protocols in providing services to the community. Suggestions from researchers are to require tourists to show a healthy certificate or document as proof of free COVID-19. Giving a good service and following the central government's appeal procedures, this will certainly provide a sense of security for consumers to be willing to revisit Surakarta. Especially when the coronavirus outbreak as it is today, these efforts become new indicators in the assessment of consumer satisfaction. The better the services provided, the level of customer satisfaction will increase and have a positive impact on attitude.
References


