

Emotional Value Analysis of the Word of Mouth of Lake Toba Super Priority Tourists with Satisfaction as Intervening Variable

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Abstract

The purpose of this study was to analyze the effect of emotional value on word of mouth mediated by tourist satisfaction. The main problem in this study is the decline in the number of tourist visits to Lake Toba's super priority tourism during the covid-19 pandemic. The number of samples as many as 140 tourists, with a non-probability sampling technique with a purposive sampling approach. This research uses path analysis method with AMOS 24.0. The results of the study found that emotional value and satisfaction had a positive and significant effect on tourist word of mouth in the super priority tourism of Lake Toba. Satisfaction mediates in full mediation the influence of emotional value on word of mouth tourists at the Lake Toba Super Priority tourist attraction.

Keywords

emotional value; satisfaction;
word of mouth



I. Introduction

Tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Tourism development is generally directed as an internal sector to encourage economic growth, increase regional income, empower the community's economy, expand employment and business opportunities, and increase product introduction and marketing in order to improve people's welfare. The development of tourist areas must be a thoroughly planned development so that optimal benefits can be obtained for the community.

There are many famous tourist attractions in Indonesia, one of which is Lake Toba which is a volcanic island located in Samosir Regency. Lake Toba is the main tourist destination in North Sumatra. Lake Toba has various cultural, social, and natural potentials. This tourism potential can be explored and preserved as one of the assets in supporting the development of the tourism sector. Lake Toba has long been an important tourist destination in North Sumatra besides Bukit Lawang, Berastagi and Nias, attracting domestic and foreign tourists. Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). The natural, social and cultural beauty of Lake Toba leaves a distinct impression in the minds of tourists. So they willingly and happily promote Lake Toba to other tourists by using word of mouth (WOM).

WOM is a concept that has existed for a long time in marketing science, but its influence on consumer decisions is still recognized today. According to Seth (1971) WOM has more power than advertising to increase awareness and a sense of security in trying a product. Similarly, Kim (2007) argues that WOM plays an important role in the science of consumer behavior because WOM influences purchasing decisions with the influence given by consumers based on previous buying experiences..

Some researchers such as Arslanagic et al. (2015) stated that perceived value (PV) is an important factor in building WOM. Consumers will do positive word of mouth continuously, if their expectations are met so that they have a positive perception of value in a company and its services (Arslanagic et al., 2015; Zeithaml, 1985). It is important to know that emotional value is part of the customer perceived value. Sweeny and Soutar (2001) classify perceived value into three dimensions, namely emotional value, social value, and functional value. Emotional value or emotional value is the encouragement of consumer feelings and emotions when consuming a product or service. Lovett et al. (2013) found that social value and functional value are the most important factors in online WOM, while emotional value is an important factor in offline WOM. Furthermore, pleasant tourist experiences can create memories and can have a positive influence on tourist satisfaction and revisit intentions (Huang et al., 2015; Asgari & Borzooei, 2013; Ballantyne et al, 2011).

This research is important to do to find out how much influence emotional value and WOM have in increasing tourist satisfaction at the Lake Toba Super Priority tourist attraction so that it is expected to be able to increase the number of tourist visits which have an impact on increasing the Regional Original Income of Toba Samosir Regency.

II. Review of Literature

2.1 Emotional Value (X)

Emotional value is the ability to evoke feelings and reorient to the emotional stage while consumption (Sheth et al., 1991). Relaxation is one of the main motives that tourists want to achieve during a trip to another destination for vacation (Ngoc & Trinh, 2015; Hasan & Shahnewaz, 2014; Al-Abaneh, 2013). Feelings of belonging or feeling right can increase satisfaction and also interest in revisiting (Yuksel et al., 2010). Cahaya (2018) and Sihaloho (2012) find that emotional value has an effect on word of mouth. Pleasant experiences (Banki et al., 2014) can delight tourists (Ragavan et al., 2014; Toyama & Yamada, 2012), because they can create memories and can have a positive influence (Huang et al., 2015; Asgari & Borzooei, 2013). ; Ballantyne et al, 2011) tourist satisfaction and revisit intention.

H1: Emotional Value has a positive and significant effect on word of mouth

H2: Emotional Value has a positive and significant effect on tourist satisfaction

2.2 Satisfaction (Y)

Tourist satisfaction is the most important factor for business competition in the tourism sector, the influence of destination choice and consumption of products and services (Naidoo et al, 2010). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). The development of cultural tourism certainly requires increasing the utilization of youth potential optimally (Tambunan, 2021). The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry (Nasution, 2021). Intention to revisit in the tourism industry has been considered an important factor for business growth and continuity (Pratminingsih, 2014; Ngoc & Trinh, 2015), most studies have shown that destination image

and satisfaction are influential variables (Beerli & Martin, 2004; Trauer & Ryan, 2015; Chen & Tsai, 2007) that influence behavioral intentions (George & George, 2004).

H3: Satisfaction has a positive and significant effect on WOM

2.3 WOM (Z)

Regarding how to recommend with others, someone usually uses the WOM method, where with WOM a person can communicate with others in the form of providing recommendations either individually or in groups for a product or service to provide personal information. WOM can be an effective promotion method because it is generally delivered from customers by customers and for customers, so that satisfied consumers or customers can indirectly become advertising media for companies (Satria & Oetomo, 2016). The following hypothesis is formulated:

H4: Satisfaction memediasi pengaruh emotional value terhadap WOM

III. Research Methods

This research approach is quantitative research with a Path Analysis model. Sources of data used in the form of primary data sources using a questionnaire. Only visitors who have visited Lake Toba can be utilized as respondents, and the sample technique was carried out utilizing a nonprobability sampling strategy with a purposive sampling approach. The number of samples is determined based on the analytical tool used. According to SEM, the number of pieces can range from 5-10 of the number of indicators. Therefore, the number of samples in this study amounted to $14 \times 10 = 140$ respondents. Data collection techniques were carried out by giving a list of questions or questionnaires directly to 110 respondents who were Lake Toba tourists, which were made using a scale of 1-5 (Likert). Using Ferdinand (2014) as a guide, we examine the significance level of the relationship between variables. The indirect effect will be analyzed according to the opinion of Baron & Kenny (1986).

The full model in this study can be seen in Figure 1 below:

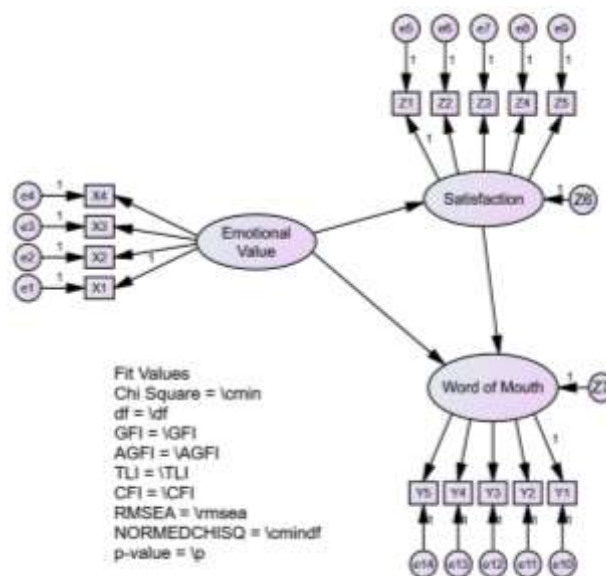


Figure 1. Research Full Model

By Equation:

$$Z = b_1X + Z_6 \dots\dots\dots (1)$$

$$Y = b_2X + b_3Z + Z_7 \dots\dots\dots (2)$$

Description :
 Z = Satisfaction
 Y = WOM
 X = Emotional Value
 B1-b3 = Coefficient Variable
 Z6-Z7 = error term

IV. Discussion

4.1 Results

a. Confirmatory Factor Analysis (CFA)

The variable pointer is said to be substantial in the event that the stacking figure esteem for each thing or marker is more noteworthy than 0.50 (Ghozali, 2013). The comes about of the CFA test for each variable can be seen in Table 2 underneath:

Table 1. CFA Test Result

		Estimate	Cut of Value	Conclusion
X1	<--- EmotionalValue	,771	0,50	Valid
X2	<--- EmotionalValue	,749	0,50	Valid
X3	<--- EmotionalValue	,689	0,50	Valid
X4	<--- EmotionalValue	,721	0,50	Valid
Z1	<--- WordofMouth	,772	0,50	Valid
Z2	<--- WordofMouth	,786	0,50	Valid
Z3	<--- WordofMouth	,460	0,50	Invalid
Z4	<--- WordofMouth	,761	0,50	Valid
Z5	<--- WordofMouth	,733	0,50	Valid
Y1	<--- Kepuasan	,769	0,50	Valid
Y2	<--- Kepuasan	,732	0,50	Valid
Y3	<--- Kepuasan	,855	0,50	Valid
Y4	<--- Kepuasan	,551	0,50	Valid
Y5	<--- Kepuasan	,468	0,50	Invalid

Based on Table 1, it is known that the Z3 and Y5 indicators have a CFA value < 0.5, which means that the indicator is not valid and must be removed from the variable indicator.

b. Normality Test

Table 2. Normality Test Result

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y4	1,000	5,000	-,322	-1,556	-,585	-1,413
Y3	1,000	5,000	-,620	-1,993	-,118	-,284
Y2	2,000	5,000	-,262	-1,266	-,804	-1,942
Y1	1,000	5,000	-,727	-1,511	,077	,185
Z5	2,000	5,000	-,139	-,673	-,878	-2,122
Z4	2,000	5,000	-,190	-,919	-,962	-2,324
Z2	2,000	5,000	-,049	-,238	-1,006	-2,429
Z1	2,000	5,000	-,185	-,896	-,923	-2,229
X4	1,000	5,000	-,725	-1,501	,483	1,168
X3	1,000	5,000	-,712	-1,439	,842	2,033
X2	1,000	5,000	-,929	-1,487	,762	1,841
X1	1,000	5,000	-,679	-1,280	,251	,606
Multivariate					-2,673	-,747

From Table 2, the critical ratio skewness esteem does not have any univariate values that are exterior the esteem extend of ± 2.58 . Moreover, the multivariate basic proportion esteem of kurtosis is additionally within the field of ± 2.58 , which is -0.747 , so it can be concluded that both univariate and multivariate information in this consider are regularly disseminated.

c. Model Fit Test

Figure 1 describes the modified SEM model in its complete:

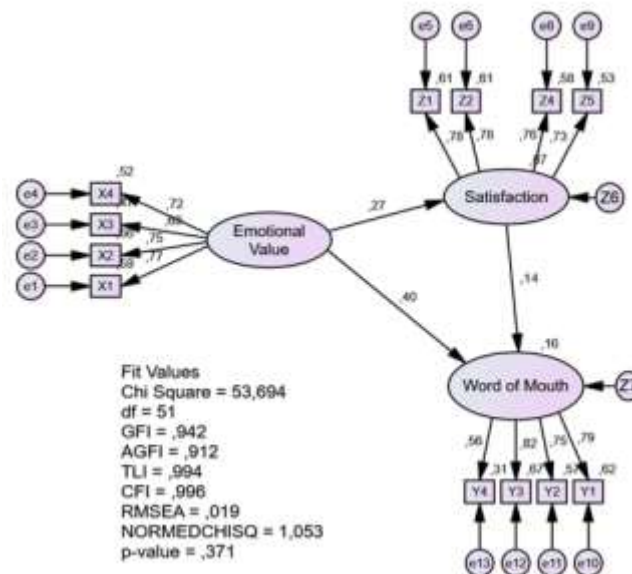


Figure 2. Full Research Model After Removing Indicators

From Figure 1 it is detailed to Table 3 the following Goodness of Fit (GOF) criteria:

Table 3. Criteria GOF Full Model

Goodness Of Fit Index	Expected Value	Result Value	Conclusion
χ^2 C-square Statistics	Diharapkan kecil	53,694	Good
GFI	$\geq 0,90$	0,942	Good
AGFI	$\geq 0,90$	0,912	Good
TLI	$\geq 0,95$	0,994	Good
CFI	$\geq 0,95$	0,996	Good
RMSEA	$\leq 0,08$	0,019	Good
CMIN/DF	$\leq 2,00$	1,053	Good
P-Value	$\geq 0,05$	0,371	Good

From Table 3, it can be seen that develops utilized to make this inquire about show have met the GOF criteria. The importance of demonstrate is seen from the p-value, which is as of now critical, which is 0.371, which is more prominent than 0.05.

4.2 Discussion

To see how much influence the independent variable has on the dependent variable, it is shown in Table 4 below:

Table 4. The Effect of Dependent Variables on Independent Variables

Effect Between Variables			Estimate	S.E.	C.R.	P
Satisfaction	<---	EmotionalValue	,300	,116	2,587	,010
WordofMouth	<---	EmotionalValue	,477	,129	3,708	***
WordofMouth	<---	Satisfaction	,143	,059	2,430	,037

Based on Table 4, the following equation can be generated:

Equality I : $Z = b1X + Z6$

$Z = 0,300 X$

Equality II : $Y = b2X + b3Z + Z7$

$Y = 0,477 X + 0,143 Z$

From Table 4 it is known that:

a. Effect of Emotional Value on Satisfaction

The effect of the emotional value in satisfaction is significant with the ranking coefficient of the normalized regression of 0.300 (30%), the probability or the meaning of 0.010 (significant) and the value of CR of 2,587. In other words, the emotional value affects the satisfaction of tourists for Toba Lake Super Priority Tourist.

b. Effect of Emotional Value on WOM

The effect of emotional value on WOM is significant with the estimated standardized regression weight coefficient of 0.477 (47,7%), the probability or significance value of 0.0001 (significant) and the C.R value of 3,708. In other words, epistemic value has a significant effect on tourists' WOM in super priority tourism of Lake Toba.

c. Effect of Satisfaction on WOM

The effect of satisfaction on WOM is positive and significant with the estimated standardized regression weight coefficient of 0.143 (14.3%), the probability or significance value of 0.037 (significant) and the C.R value of 2.430. In other words, satisfaction has a significant effect on tourists' WOM in super priority tourism of Lake Toba.

d. Mediation Effect Analysis (Intervening)

This study follows the opinion of Baron & Kenny (1986) for its mediating effect:

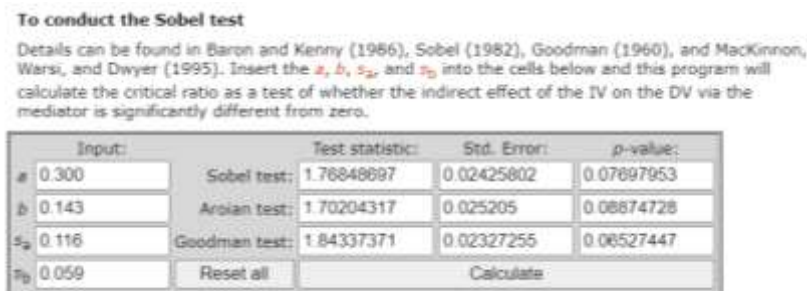


Figure 3. Sobel Test Results

Based on Figure 3, it was found that the probability of path -a (0.010) and path -b (0.0001) was significant, -c (0.037) was significant, and path -c' (0.077) was not significant. It can be concluded that satisfaction full mediates the effect of emotional value on tourist's WOM to super-priority tourism of Lake Toba. It can be supposed that to increase the WOM of tourists to the super-priority tourism of Lake Toba.

V. Conclusion

Based on the results of the analysis, several conclusions can be drawn as follows: 1) Emotional value has a significant effect on tourist satisfaction in the super-priority tourism of Lake Toba; 2) Emotional value has a significant effect on WOM of tourists in the super-

priority tourism of Lake Toba; 3) Satisfaction has a significant effect on the WOM of tourists in the super-priority tourism of Lake Toba; 4) Satisfaction full mediates the effect of emotional Value on tourist's WOM in super-priority tourism of Lake Toba.

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