



Determinant Factors of Word of Mouth and its Implications on Revisit Intention of Tourism to Province of DKI Jakarta

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Abstract *The purpose of this study is to analyze the influence of destination branding, experiential marketing and tourism products on the tourism word of mouth and revisit intention. The populations in this study were tourists visiting tourism destinations to DKI Jakarta Province. The method used is descriptive and explanatory survey method with a sample size of 400 respondents, and the data analysis used is SEM (Structural Equation Modeling). The results of the study found that destination branding, experimental marketing and tourism products partially or simultaneously had a positive significant effect on word of mouth with a contribution of 73%. Destination branding, tourism products and word of mouth partially or simultaneously have a positive and significant effect on revisit intention with contributions of 85%. Based on the results can be recommended some suggestions include: needs to be done further research for know the variables are more dominant influence WOM and revisit intention, the Government needs consider other factors affect revisit intention, and consider WOM that allow tourists to reach the more level revisit intention.*

Keywords: *Destination Branding, Experimental Marketing, Tourism Products, Word of Mouth, Revisit Intention*

INTRODUCTION

Tourism for Indonesia is one of the important sectors in Indonesia and is one of the potential national economic drivers to spur higher economic growth in the future. Tourism development is able to stimulate business activities to produce significant social, cultural and economic benefits so that it can provide benefits to the community and can improve the community's economy. Tourism has become one of the potential foreign exchange sources of non-oil and gas countries and has a big role in developing the country's economy (Putra, Kumadji & Hidayat, 2015). During the period of 2017 Indonesia experienced 3 times the growth of foreign tourists compared to regional and global growth. In the period of January to November 2017 the growth of foreign tourists in Indonesia reached 23.5%, while ASEAN only experienced a growth of 7% and the world of 6.4%. But Indonesia's tourism growth is still less when compared to Vietnam which experienced a significant growth of 25.2%. Indonesian competitor countries in other tourism sectors such

as Thailand only experienced growth of 6.69%, Singapore at 5.79%, and Malaysia even which experienced a decrease of 1.50%. Indonesia is even included in the 20 countries that have the fastest growth as a tourist destination with 15.5% growth. So did the experience of foreign tourists visiting the Province of DKI Jakarta a positive increase in growth from year to year. In 2014 to 2015 experienced a growth of 2.44%, 2015 to 2016 experienced a growth of 5.37% while for 2016 to 2017 experienced a growth of 5.49%. This is because DKI Jakarta is one of the ten provinces in Indonesia that is most frequently visited by tourists besides Bali, West Java, Central Java, East Java, North Sumatra, Lampung, South Sulawesi, South Sumatra and West Sumatra. Likewise with the Travelers Choice for Destinations in Indonesia survey version of Trip Advisor (2016) which stated that of all destinations in Indonesia, there are 10 places that are the most favored tourists of the world, one of which is Jakarta. Meanwhile, when viewed from the number of domestic tourists who visit DKI Jakarta each year experiences a trend that is not too good. In 2013 to 2014 it increased by 0.46%,

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in 2014 to 2015 it increased by 1.51% and in 2015 to 2016 it decreased again by -26.57% and in 2016 to 2017 it increased by 12.27%.

This phenomenon may be caused by several things, for example, based on the results of preliminary observations of Indonesian tourists visiting the DKI Jakarta Province; it is known that the revisit intention is still quite sufficient; this is due to several reasons such as the lack of good word of mouth on tourism in DKI Jakarta. Meanwhile, it is known that word of mouth itself has a significant value in attracting tourist revisit intention, which is 63.33%. This is also reinforced by several studies conducted by Philips et al. (2011), Akbari et al. (2015), Ayuningtiyas et al. (2014), Liu and Lee (2016), Soleimani and Einolahzadeh (2018) stated that word of mouth has a significant and positive influence on the revisit intention variables. It is also known that word of mouth or commonly referred to as word of mouth promotion has always been an interesting marketing phenomenon to be discussed even in the tourism industry. The credibility of word of mouth can also exceed other forms of promotion such as reading posters, or reading posts on social media (Mowen & Minor, 2002). For this reason, many previous studies are interested in further discussing what factors affect word of mouth, especially in the tourism industry, as conducted by Rahman and Farida (2017) which stated that word of mouth is influenced by several factors including: destination branding and tourism products. However, some research in Papadimitriou et al. (2015) stated that destination branding can also be associated with perceptions of destination images that affect word of mouth.

Meanwhile, several other studies stated that the revisit intention of tourists is influenced by tourism products (Syahrul, 2015; Rahman and Farida (2017), destination branding (Ubjaan, 2015), Adriani (2017), Pakarti et al. (2017), Mujihestia, et al. (2018), Jusak et al. (2018) and Experiential marketing (Chen et al., 2011; Hyunjin, 2013; Cheng, 2010; Kuo, 2013; Yang, 2014; Liu and Hu, 2014 in Chang Lin et al., 2018; Valentino and Sugiono, 2014). However, the research found that there was a gap, for example, Lazar et al. (2016) stated that word of mouth does not have a significant and positive effect on the variable of intention to visit again. The difference between the previous studies makes a gap related to the relationship between the variable word of mouth and the revisit intention.

Referring to the phenomena and research gap that have been stated in the research background above, the authors interested in raising this theme as an object of research with the title: "Determinant Factors of Word of Mouth and its Implications on Revisit Intention of Tourism to Province of DKI Jakarta".

LITERATURE REVIEW

Destination Branding

According to Wiryawan (2008) definition of destination branding or also called place branding is the application of the concept and model of branding at a particular location (can be a country, city, province or region). The purpose of place branding is to maximize the potential of an area so that there is an increase in visits (tourism and business) which ultimately increases the region's foreign exchange and economic value. Place branding is usually initiated at the initiative of the local government through a series of public policies. In essence, place branding aims to give identity to a tourist destination to be more prominent, more attractive to potential tourists than other tourist destinations with an interesting travel experience of a place.

Meanwhile, if related to this research, destination branding can also be stated as city branding, because DKI Jakarta is a city as well as a tourist destination, so it is right to call it city branding, because as Anholt (2006) also emphasized, city branding is the government's effort to create the identity of the place, region, then promote it to the public, both internal and external public. City branding is a part of a place brand that applies to a single city or the whole region of a country (Merrilees et al., 2009).

From the above explanation it can be concluded that destination branding is a combination of place characteristics and added functional and non-functional values. Destination branding must also emphasize the uniqueness of their place and how it can satisfy the needs of the target audience which includes slogans, logos, visual material and colors that reflect a destination branding and promote it. Measuring the effectiveness of destination branding in research is to refer to the city hexagon branding created by Anholt (2007), which contains six aspects in measuring the effectiveness of city branding consisting of: Presence, Potential, Place, People, Pulse and Prerequisite.

Experiential Marketing

Researchers have different views on the definition of experiential marketing. Schmitt (in Christian & Damayanti, 2013) defines experiential marketing as an effort used by a company or marketer to package a product so that it can offer emotional experiences to touch the hearts and feelings of consumers. marketing tactics designed by a business to stage the entire physical environment and operational processes for its customers to experience developing

customer recognition and purchasing goods or services from a company or brand after they experience activity and feel stimulation. This experience increases the value of a company's offer. However, marketing experience does not neglect the quality and function of products and services; rather, it increases customer emotions and taste stimulation (Yuan & Wu, 2008). Smilansky (2009), revealed that experiential marketing is the process of identifying and providing satisfaction with customer needs and consumer desires through two-way communication that enlivens brand identity and adds value to target consumers. Meanwhile, according to Kertajaya (2010) that experiential marketing is a marketing concept that aims to form loyal customers by touching customer emotions by creating positive experiences by giving a positive feeling to their services and products. Kotler (2009) stated that experiential marketing or experience with marketing is how to design experiences and add them around the goods and services that we produce. Experiential marketing refers to the customer's real experience of the brand / product / service to increase sales and brand image / awareness. Experiential marketing is more than just providing information and opportunities for customers to gain experience of the benefits derived from the product or service itself but also evokes emotions and feelings that have an impact on marketing, especially sales (Andreani, 2007).

According to Lee et al. (2011) the main point of experience is to involve customers in a multi-level approach. Experiential marketing is a memorable or experience that goes deep into the customer's mind. Whereas Thejasukmana and Sugiharto (2014) stated that the main focus of experiential marketing is on the senses' responses, influences, actions and relationships. Therefore, a business entity must be able to create experiential brands that are connected with the real life of consumers. While some authors (Yang, 2009; Wang & Lin, 2010; Schmitt 2003) revealed that experiential marketing refers to experience as an image that consumers have in their minds after dealing with products, services, and companies and is a perception that is derived from a combination of various information received by the five senses (Wulanjani & Derriawan, 2017). According to Schmitt (1999) in Pham and Huang (2015) and Chang Lin et al. (2018) experiential marketing as developing customer recognition of and buying goods or services from companies or brands after they experience activity and feel stimulation. Experiential marketing is further divided into five concepts: sense, feel, think, act, and relate

Tourism Products

Tourism product is a tangible product, this product is a series of services that not only have economic aspects, but also those that are social, psychological and natural, although

the tourism product itself is largely influenced by economic behavior (Suwanto, 2010).

Tourism products can be in the form of an integrated product structure consisting of tourist objects and attractions, transportation, accommodation, and entertainment, where each element of the tourism product is prepared by each company and offered separately to consumers (tourists). Tourism products consist of various elements which constitute a package that is inseparable from one another and meets the needs of tourists from leaving their place of residence to their destination and returning to their original place (Meldik & Middleton, 2001).

Furthermore, Suwanto (2010) said that: "Tourism products are a series of various interrelated services, namely services produced by various companies (economic aspects), community services (social/psychological aspects, and natural services").

Word of Mouth

According to Lupiyoadi (2006), word of mouth is a form of promotion in the form of word of mouth recommendations about goodness in a product. So it can be concluded that word of mouth is a communication made by consumers who have made a purchase and tell their experiences about the product or service to others so that the consumer indirectly has done a promotion that can attract the interest of other consumers who listen to the conversation. According to Sernovitz (2012), word of mouth is a conversation that naturally occurs between people. Word of mouth is a genuine consumer conversation. Word of mouth is so effective because the origin of its trust comes from people who don't benefit from their recommendations. According to Hasan (2010), "Word of mouth is a compliment, recommendation and customer comment about their experience of services and products that really influence the customer's decision or their buying behavior. Word of mouth can form the trust of customers. Word of mouth among consumers emerges naturally and honestly which makes the marketing message produced is far more effective compared to other media.

According to Sumardy (2011), "Word of mouth is the act of providing information by one consumer to other consumers. Word of mouth communication is the act of consumers giving information to other consumers of one person to others (interpersonal) non-commercial both brands, products and services". According to Kotler and Keller (2016) "Word of mouth Communication or communication by word of mouth is a communication process in the form of providing recommendations both individually and in groups of a product or service that aims to provide personal information". WOM communication as informal person-to-person communication between non-commercial

communicators and recipients based on brand, product, organization, or service. This WOM can be positively or negatively charged. Negative WOM aims to lower the object in the communication (Harris et al., 2013). From this, there are fundamental similarities regarding the notion of WOM. The equation is that WOM is a communication between people about products and services independently (not representing the company).

Shirsarvar et al. (2012) stated that there is increasing interest in word of mouth programs from marketers and they are recognized as an important form of promotion, especially regarding professional services. Even when intangibility and complexity make pre-purchase trials of word of mouth program services impossible to play an important role in consumer selection. Because most consumers consider word of mouth as a source of very credible information, this is because the sender is usually independent of the organization that provides the service and is not seen to get directly from service advocacy and reduce the high risk of service. Thus the delivery of information from the mouth of the mouth is more important in improving the quality of high trust, such as professionalism and finance.

Based on the opinion of Sernovitz (2012), there are five dimensions or basic elements of word of mouth known as 5T, namely: Talkers (Topics), Topics (Topics), Tools (Tools), Talking Part (Participation) and Tracking (Supervision).

Revisit Intention

The intention to revisit shown the desire to make a return visit in the future (Tjiptono, 2010). The intention to revisit is the visitor's assessment of the suitability to review the same destination or willingness to recommend a destination to others (Chen & Tsai, 2007). The intention to revisit or revisit intention is a form of behavior (behavioral intention) or the desire of customers to come back, provide positive word of mouth, stay longer than expected, shop more than expected (Zeithaml et al., 2009). While the understanding of the intention to visit again according to Chen and Tsai (2007) in Som et al. (2012) "An evaluation conducted on travel experiences or perceived value and overall visitor satisfaction influences future behavior in consideration of the desire to return to the same destination and willingness to recommend it to others". The intention to visit again is the desire or plan of consumers to return to the same place (Cole & Scott, 2004 in Chen & Funk, 2010). The magnitude of the attraction of the place affects the intention of returning from consumers. Whereas Chen et al. (2011) referred to some experts stating that the specific explanation for the purpose of a return visit is "The tourists who want to visit the same destination again at their previous place", some researchers also mention that a return visit is an important phenomenon in tourism, at the overall economic level and

individual attractiveness. The intention to visit again can also be expressed as a result of experience or perceived value of consumers which results in satisfaction, where the intention to visit again is a picture of future behavior based on consumers' assessment of the places visited (Som, Marzuki, Yousefi & AbuKhalifeh, 2012). Basiya and Rozak (2012) defined the intention to visit again is a person's mental state that reflects a plan to take several actions in a certain period of time. Fishbein and Ajzen (1975) in Huang et al. (2015) argued that the intention to return is the willingness of tourists to re-visit the same destination. Whereas Cole and Scott (2004) in Stylos et al. (2016) defined the intention of visiting again as the desire to visit the same destination for the second time in a certain period of time.

The intention to revisit emphasizes tourists to visit again in the context of tourism in a certain period so that it can create the intention to visit (Ferns & Walls, 2012). Chung-Hsien Lin (2012) explained that the intention to revisit is the possibility of tourists to repeat activities or re-visit a destination. The intention of visiting again also refers to the possibility of what is felt by tourists for a certain time so as to build subjective perceptions that influence behavior and final decisions (Whang, Yong & Ko, 2016). Huang (2009) in Chang Lin et al. (2018) stated that the intention to revisit can be interpreted as the desire for recommendations in the tourism and resort industry. Suggestions for willingness show that visitors can visit the same destination or beautiful location again and to recommend such a beautiful destination or location to friends after a satisfying tourism and tour experience at that place. Whereas Chang Lin, et al. (2018) referred to some researchers who previously defined the intention to visit again as the desire of visitors to visit tourism producers in the future.

Based on literature review and reinforced by several studies conducted by Philips et al. (2011), Akbari et al. (2015), Ayuningtiyas et al. (2014), Liu and Lee (2016), Soleimani and Einolahzadeh (2018) stated that word of mouth had a significant and positive influence on the intention to revisit variables. However, Lazar et al. (2016) stated that word of mouth does not have a significant and positive effect on the variable of intention to visit again. The difference between the previous studies makes a gap related to the relationship between the variable word of mouth and the revisit intention.

In addition, it is also known that the variables of tourism products and destination branding are factors that determine the interest of tourists to visit again. This is reinforced by the results of research conducted by Syahrul (2015) stated that the variables of tourism products with the dimensions of Attraction, Amity and accessibility have a positive and significant effect on the decision variable to return to a tourism destination. So is the case with Rahman and Farida (2017) stated that tourism products have a significant influence

on the intention to revisit. Another case with destination branding, most previous studies have equated the concept of destination branding with place branding or city branding. Some of these studies stated that destination branding has a positive and significant effect on the decision variable to return to a tourism destination. So is the case with Ubjaan (2015), Adriani (2017), Pakarti, et al. (2017), Mujihestia et al. (2018), Jusak et al. (2018) which stated that city branding had a significant relationship on the revisit intention.

While Chen et al. (2011) and Hyunjin (2013) stated that Experiential marketing had a significant and positive influence on the variable of intention to visit again. Likewise, some researchers such as Cheng (2010), Kuo (2013), Yang (2014), Liu and Hu (2014) in Chang Lin et al. (2018) stated that experiential marketing had a significant and positive influence on intention variables visit again. Valentino and Sugiono (2014), in their research stated that the components of experiential marketing namely sense experience, feel experience, think experience, act experience, relate experience which most dominant influence the interest to do reinvention.

So the research conducted by Jeuring and Haartsen (2017) stated that the destination branding variable in the form of destination image influences word of mouth. Meanwhile, several other studies stated that word of mouth is influenced by experiential marketing (Saputra, Santoso & Budi, 2011; Lin, 2012; Rifda Nabila, Sri Wahyuni & Jonet Ariyanto Nugroho, 2014; Kailani & Ciobotar, 2015; Muhammad & Artanti, 2016), while Gheorghe et al. (2017) stated that some experiential marketing indicators negatively affect word of mouth.

Based on the literature review stated earlier and topic of study which is try to analyze determinant factors of word of mouth and its implications on revisit intention of tourism to province of DKI Jakarta, can be stated that determinant factors of word of mouth and its implications on revisit intention of tourism are Destination branding, experiential marketing and tourism products. So the objective of the study is to analyze the influence of Destination branding, experiential marketing and tourism products on the tourism word of mouth and revisit intention. Based on the objective of the study can be proposed some hypotheses as follow:

- H1. There is an influence of destination branding on tourism word of mouth.
- H2. There is the influence of tourism products on tourism word of mouth.
- H3. There is an influence of experiential marketing on tourism word of mouth.
- H4. There is a contribution of destination branding, experiential marketing and tourism products to tourism word of mouth.

- H5. There is the influence of destination branding on the revisit intention of tourists.
- H6. There is an influence of tourism products on the revisit intention of tourists.
- H7. There is an influence of experiential marketing on the revisit intention of tourists.
- H8. There is an influence of word of mouth on the revisit intention of tourists.
- H9. There is a contribution of destination branding, experiential marketing, tourism products and word of mouth to the revisit intention of tourists.

METHODS

This type of research will be conducted is quantitative verification research with survey methods, the research method used to examine the population and certain samples whose data collection uses primary data using research instruments conducted systematically and structured which aims to test the hypothesis that has been set (Cooper & Schindler, 2014). The unit of analysis in this study is archipelago tourists visiting tourist destinations to DKI Jakarta Province. The type of data used is one-shot or cross-sectional, i.e. data collected at a certain time, in order to answer research questions (Cooper & Schindler, 2014).

While the sampling technique used was proportional convenience sampling. The formulation used to measure the sample, used the Slovin formula in Umar (2010), which is the sample size which is the ratio of the population to the presentation of looseness of inaccuracy, because sampling can be tolerated or desirable.

In this study the data collection method used was a questionnaire which is a data collection technique carried out by giving a set of written statements to the respondent to be answered. In this study measuring variables is using Likert scale. Likert scale is a measurement scale with five response categories that range from "strongly agree" to "strongly disagree" which requires respondents to determine the degree of their agreement or disagreement with each of a series of statements about the stimulus object. Researchers use 5 categories on this scale, namely: 1 for "strongly disagree", 2 for "disagree", 3 for "disagree", 4 for "agree", and 5 for "strongly agree" (Malhotra, 2010).

Analysis of the data in this study is SEM (structural equation modeling) based on variants with the software application to be used is LISREL 8.8. SEM allows analysis directly between several dependent and independent variables (Hair et al., 2006).

RESULTS AND DISCUSSION

Result

As explained earlier that this study applied an analysis with structural equation modeling (SEM) as an effort to

test hypotheses. SEM analysis is using Lisrel software. The results of structural modeling can be seen in the following figure:

Fig. 1 shows the relationship between the variables used in the study as well as the coefficient values that indicate the amount of influence between the variables formed.

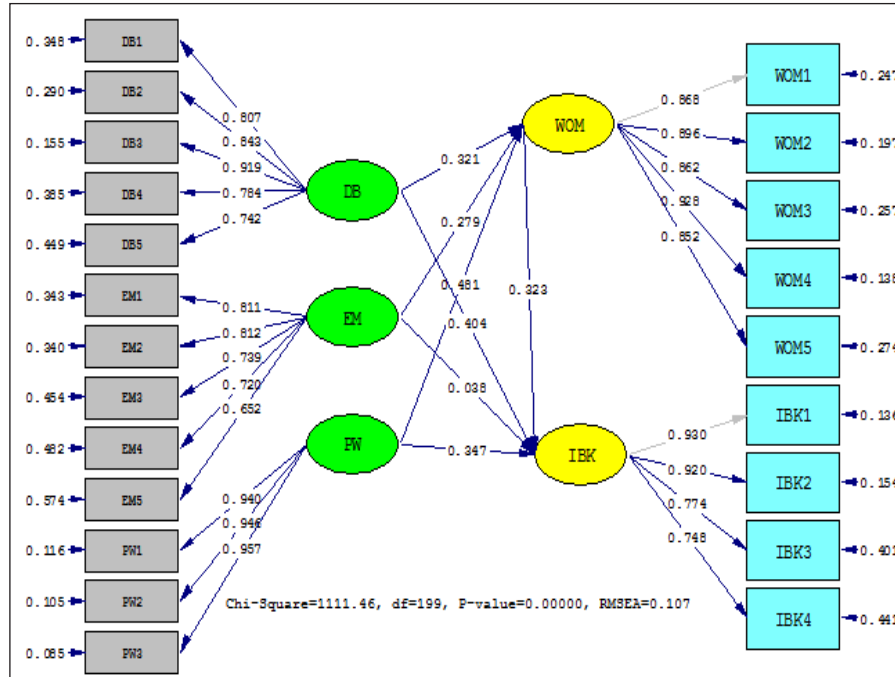


Fig. 1: Path Diagram of a Structural Model

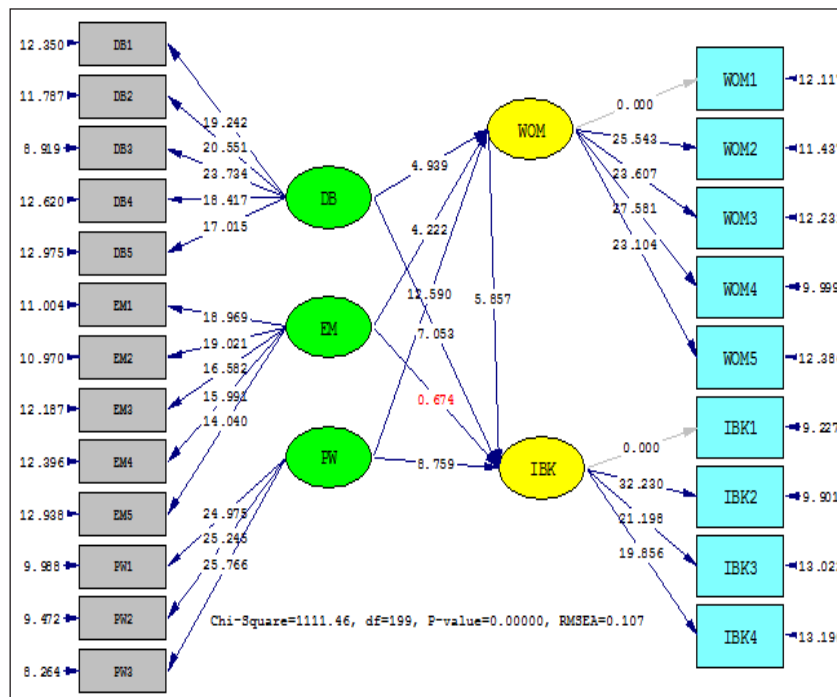


Fig. 2: Path Diagram and T-Value

Fig. 2 shows the relationship between the variables used in the study as well as the t value which indicates the significance value of the influence between the variables formed.

The next goal in the analysis of structural models is to estimate parameters between variables, which at the same

time will also prove the research hypothesis. The research hypothesis can be accepted if the value of CR (critical ratio) is above 1.96. The following are the estimated parameters from the SEM analysis that have been carried out as presented in the following table:

Table 1: Partial Hypothesis Test (t-Test)

Construct	Influence	Construct	Estimated Value	SE	CR	CR
DB	-->	WOM	0,321	0,065	4,939	Accepted
EM	-->	WOM	0,279	0,066	4,222	Accepted
PW	-->	WOM	0,480	0,038	12,590	Accepted
DB	-->	IBK	0,404	0,057	7,053	Accepted
EM	-->	IBK	0,038	0,057	0,674	Rejected
PW	-->	IBK	0,347	0,039	8,759	Accepted
WOM	-->	IBK	0,323	0,055	5,857	Accepted

*) t-test Lisrel

Discussion

The results of this study indicated that there is an influence of the destination branding variable with the word of mouth variable with the coefficient of standardized regression weight between the destination branding variable and the word of mouth variable is 0.321 (positive) and has a tcount of 4.939 or greater than 1.96 then H0 is rejected. This means that destination branding variable has a positive and significant effect on the word of mouth variable. The most dominant dimension of destination branding variable is presence. Destination branding or also called place branding is the application of the concept and branding model at a particular location (can be a country, city, province or region) (Wiryawan, 2008), where the aim is to maximize the potential of an area so that there is an increase in visits (tourism or business) which ultimately increases the region's foreign exchange and economic value. The program is usually initiated at the initiative of the local government through a series of public policies. The aim is to give an identity to a tourist destination to be more prominent, more attractive to prospective tourists than other tourist destinations with interesting travel experiences from a place. This is also reinforced by several studies which state that destination branding has a significant effect on word of mouth (Rahman & Farida, 2017). This finding also implies that to increase tourist word of mouth can be done through increased destination branding, especially in the presence dimension for indicators of the existence of destination branding for tourists visiting DKI Jakarta.

The results of this study indicated that there is an influence of experiential marketing variables with word of mouth variables with coefficient standardized regression weight between experiential marketing variables with word of

mouth variables of 0.279 (positive) and has a t count of 4.222 or greater than 1.96 then H0 rejected. This means the experiential marketing variable has a positive and significant effect on the word of mouth variable. This is also reinforced by several studies which state that experiential marketing has a significant influence on word of mouth (Lin, 2012; Muhammad & Artanti, 2016), while Gheorghe et al. (2017) states that some experiential marketing indicators negatively affect word of mouth. This finding also has implications that to increase the word of mouth of tourists can be done through an increase in Experiential marketing, especially in the feel dimension for mood/emotional indicators of tourists visiting Jakarta.

The results of this study indicated that there is an influence of tourism product variables with the word of mouth variable with the coefficient of standardized regression weight between the tourism product variable with the word of mouth variable is 0.480 (positive) and has a t count of 12.590 or greater than 1.96 then H0 is rejected. This means that the tourism product variable has a positive and significant effect on the word of mouth variable. Tourism products consist of various elements which constitute a package that is inseparable from one another and meets the needs of tourists from leaving their place of residence to their destination and returning to their original place (Meldik & Middleton, 2001). According to Medlik and Middleton (Yoeti, 1996), what is meant by the results (tourism product) of the tourism industry is all the services (services) needed by tourists since leaving the residence, until returning home. This does not support the results of several studies which state that tourism products have a significant influence on word of mouth (Rahman & Farida, 2017). This finding also has implications that to increase the word of mouth of tourists can be done through an increase in tourism products, especially on the

dimensions of attractions for indicators of nature, culture and diversity of attractions of tourists visiting Jakarta.

The results of this study indicated that the calculation results obtained by the calculated F value of 358.7. This value will be compared with the value of F table with a total sample of 400 obtained F table of 2.627. Thus $F_{count} > F_{table}$, meaning that simultaneously destination branding, experiential marketing and tourism products have a significant effect on word of mouth. This finding also has the implication that to increase tourist word of mouth can be done through increasing not only 1 factor, namely destination branding of tourists as members of the organization but considering other factors that influence each other such as experiential marketing and tourism products. This finding also implies that to increase tourist word of mouth can be done through increasing destination branding variables in the presence dimension with destination branding presence indicators, increasing experiential marketing variables on the feel dimension with mood/emotional indicators, increasing the tourism product variables in the attractions dimension with indicators of nature, culture and diversity of attractions for tourists visiting DKI Jakarta.

The results of this study indicated that there is an influence of the destination branding variable with the revisit intention variable with the value of the standardized regression weight coefficient between the destination branding variable with the revising intention variable is 0.404 (positive) and has a t count of 7.053 or greater than 1.96 then H_0 is rejected. This means that the destination branding variable has a positive and significant effect on the intention to revisit variables. Another case with destination branding, where most previous studies have equated the concept of destination branding with place branding or city branding. So some of these studies stated that destination branding has a positive and significant effect on the intention to return to a tourist destination. So is the case with Ubjaan (2015), Adriani (2017), Pakarti et al. (2017), Mujihestia et al. (2018), Jusak et al. (2018) which stated that city branding has a significant relationship or influence with the intention of visiting again. This finding also has the implication that to increase the intention to revisit tourists can be done through increasing the destination branding variable presence dimension with an indicator of the presence of destination branding for tourists visiting Jakarta.

The results of this study indicated that there is an influence of experiential marketing variables with revisit intention variables with standardized regression weight coefficient values between experiential marketing variables with revisiting intention variables of 0.038 (positive) and has a t count of 0.674 or smaller than 1.96 then H_0 is accepted. This means that the experiential marketing variable has a positive but not significant effect on the intention to revisit the tourists. The revisit intention is an evaluation of travel experiences or

perceived value and visitor satisfaction as a whole influences future behavior in consideration of the desire to return to the same destination and the willingness to recommend it to others "(Som et al., 2012) . While the experience referred to in the form of experiential marketing refers to the customer's real experience of the brand/product/service to increase sales and brand image/awareness. Experiential marketing is more than just providing information and opportunities for customers to gain experience of the benefits derived from the product or service itself but also evokes emotions and feelings that have an impact on marketing, especially sales (Andreani, 2007). These results are not able to strengthen the results of research conducted by Chen et al. (2011) and Hyunjin (2013) stated that experiential marketing has a significant and positive influence on the variable of revisit intention. Likewise, several researchers such as Cheng (2010), Kuo (2013), Yang (2014), Liu and Hu (2014) in Chang Lin et al. (2018) stated that experiential marketing had a significant and positive influence on intention variables visit again. This finding also implies that to increase the revisit intention can be done through an increase in experiential marketing variables with the feel dimension for mood/emotional indicators of tourists visiting Jakarta Province.

The results of this study indicated that there is an influence of the tourism product variable with the revisit intention variable with the coefficient value of standardized regression weight between the variable of the tourism product with the revising intention variable amounting to 0.347 (positive) and having a t count of 8.759 or greater than 1.96 then H_0 is rejected. This means that the variable of tourism products has a positive and significant effect on the variable of the revisit intention of tourists, so that hypothesis 7 can be accepted. This means that the variable of tourism products has a positive and significant effect on the revisit intention. This supports the results of research conducted by Syahrul (2015), in his research stating that the variables of tourism products with the dimensions of attraction, amenities and accessibility have a positive and significant effect on the variable of intention to re-visit tourists to tourism destinations. So is the case with Rahman and Farida (2017) which states that tourism products have a significant influence on the intention to visit again. This is reinforced by the statement of the head of Bank Indonesia Jakarta Provincial Representative Office Trisno Nugroho in the Jakarta Tourism Forum (JTF) Focus group discussion (FGD) entitled "Synergy of Jakarta Tourism Development" (2018) which stated that the opportunities for domestic tourists, as well as foreign tourists returning to Jakarta, is relatively low. While it is known that the driving factors for people returning to Jakarta include natural tourism products such as accessibility, attractions and activities. The factor that is currently the most superior in attracting Indonesian tourists to return to Jakarta is the ease of getting transportation. However, most roadblocks or traffic jams have been complained. If the congestion problem can be

solved, then the chances of tourists returning to Jakarta will increase. Besides that, another thing that is in the spotlight of tourists is the wealth of photo spots and various activities in Jakarta. Unfortunately, there are not many officers who help tourists at tourist sites and the lack of children's play areas. In addition, what needs to be done is to increase the number of private and open trip tour packages, improve the transportation system to and from tourist attractions, and improve facilities according to the needs/characteristics of tourists. This finding also has implications that to increase the intention of tourists visiting again can be done through an increase in the variables of tourism products with the dimensions of attraction for indicators of nature, culture and diversity of attractions for tourists visiting the Province of DKI Jakarta.

The results of this study indicated that there is an effect of the word of mouth variable with the revisit intention variable with the standardized regression weight coefficient value between the word of mouth variable with the revising intention variable of 0.323 (positive) and has a t count of 5.857 or greater than 1, 96 then H_0 is rejected. This means that the word of mouth variable has a positive and significant effect on the intention to revisit tourists, so that hypothesis 8 can be accepted. According to Umar (2003) the intention or interest in revisiting is behavior that arises as a response to an object that indicates the customer's desire to revisit. The revisit intention shows the desire to make a return visit in the future (Tjiptono, 2010). The revisit intention is the visitor's assessment of the suitability to review the same destination or willingness to recommend a destination to others (Chen & Tsai, 2007), where this is one form of word of mouth from tourists. This was also reinforced by several studies conducted by Philips et al. (2011), Akbari et al. (2015), Ayuningtiyas et al. (2014), Liu and Lee (2016), Soleimani and Einolahzadeh (2018) which stated that word of mouth had a significant and positive influence on the intention to revisit variables. While Lazar et al. (2016) states that word of mouth does not have a significant and positive influence on the variable of intention to visit again. This finding also implies that to increase the revisit intention of tourists can be done through increasing the word of mouth variable with tracking dimensions for indicators to provide assistance for tourist activities and provide a space for advice on tourists to tourists visiting DKI Jakarta Province.

The results of this study indicated that the calculation results obtained calculated F value of 559.58. This value will be compared with the value of F table with the number of samples 311 obtained F table of 2.627. Thus $F_{count} > F_{table}$, meaning simultaneous destination branding, experiential marketing, tourism products and word of mouth contribute to the intention of visiting again. As noted by experts in several previous studies which provide a conceptual description of the theoretical relationship between destination branding and

tourism products significantly influence the revisit intention. Theoretical integration tried to explore whether there is a theoretical relationship between destination branding and tourism products with the revisit intention. It is evident from the literature that there is a theoretical relationship between these three variables. Rahman and Farida (2017) found destination branding and tourism products to be unique constructions and that both are negatively related to destination branding and tourism products have a significant effect on the intention to visit again. These findings also provide implications that to increase the revisit intention of tourists can be done through increasing not only one factor, namely destination branding of tourists as visitors to Jakarta as a tourist location, but consider other factors that influence each other, for example, experiential marketing and tourism products.

CONCLUSIONS

Conclusions in this study are: Destination branding, Experiential marketing and tourism products are partially positive and significant effect on word of mouth for tourists visiting tourist destinations in DKI Jakarta Province with the most influential dimension, presence (status/status) (X11). Destination branding, Experiential marketing and tourism products together contribute ($f_{count} 358.7 > f_{table} 2.627$) to the word of mouth variable for tourists visiting tourist destinations in DKI Jakarta Province with a coefficient of determination $R^2 = 0.73$ or equal to 73 %. This shows that destination branding, experiential marketing and tourism product variables together, contributed to the word of mouth variable by 73%, while 27% was explained by other variables not examined.

Destination branding and tourism products partially positive and significant effect on the intention to return to tourists visiting tourist destinations in DKI Jakarta Province, but experiential marketing partially has a positive but not significant effect on the revisit intention of tourists visiting tourist destinations in DKI Jakarta Province.

Word of mouth partially has a positive and significant effect on the revisit intention of tourists visiting tourist destinations in DKI Jakarta Province. Destination branding, experiential marketing, tourism products jointly contribute to revisit intention of tourists visiting tourist destinations in DKI Jakarta Province with a coefficient of determination $R^2 = 0.850$ or equal to 85%. This shows that destination branding variables, experiential marketing, tourism products and word of mouth together contribute to the revisit intention variables while 15% are explained by other variables not examined.

Implications are drawn from the research finding. The research came with a finding that there is a significant influence Destination branding, tourism products and word

of mouth partially positive and significant effect on the revisit intention of tourist in DKI Jakarta Province. Moreover, this research implies that to increase the revisit intention can be done through an increase in the destination branding variable in the presence dimension with an indicator of the presence of destination branding, an increase in experiential marketing variables in the feel dimension with mood/emotional mental indicators, an increase in the tourism product variable in the attraction dimension with indicators of nature, culture and diversity of attractions and an increase in the variable word of mouth with a tracking dimension for indicators to provide assistance for tourism activities and provide a space for advice for tourists visiting DKI Jakarta.

Besides that, with this research hoped that there will be research implications for the government in the form of an influence on the revisit intention of tourists to DKI Jakarta by optimally utilizing indicators that have high carrying capacity as a potential to be later developed with new innovations as a tourist attraction, appreciating the perception of tourists and the surrounding community as input in the development of tourism in DKI Jakarta. Then there is also a research implication for the institution, namely the involvement of the community as a human resource needed in a tourism activity. So that tourism management can comply with government regulations and conditions. In addition, it is also useful in adding to the study of sociology and tourism marketing, the implications of this research on sociology education can be used as a reference and teaching material in the chapter of social change because sociology learning is needed and must be accompanied by evidence and facts related to learning materials or materials. In addition to the chapter on social change, this research can also be used as material or learning material in tourism marketing

Based on the results can be recommended some suggestions include: needs to be done further research to know the variables are more dominant influence WOM and revisit intention, the Government needs consider other factors affect revisit intention, and consider WOM that allow tourists to reach the more level revisit intention. In addition, it is also hoped that the management and the government can optimize the use of existing tourism products, and increase the integration between human resources with existing potential so that tourism activities in DKI Jakarta can run optimally based on the carrying capacity of tourism products, destination branding and experiential marketing. In addition, it is also hoped that all institutions can work together to direct tourism in DKI Jakarta to become a tourist area that has good tourism products and destination branding, so that there is continuity between experiential marketing and word of mouth of visiting tourists. To make it happen, of course it is necessary to increase cooperation between the government, local tourism organizations, the community and tourists, so that tourism development in DKI

Jakarta can be realized by considering all related aspects to avoid future conflicts.

LIMITATION

This research has been attempted and carried out in accordance with scientific procedures, however, still have limitations, namely:

Factors that influence revisit intention in this research only consists of three variables, namely destination branding, experiential marketing, tourism products, and mediating variable while still being many other factors influence revisit intention.

The existence of research limitations using a questionnaire that is sometimes the answers given by the respondent do not show the real situation.

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