

1      The Effect of Electronic Word of Mouth in Social Media and  
2      Experiential Value on Destination Image Dan Revisit Intention  
3      after Earthquake in Lombok

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7

8      **Abstract**

9      The earthquake that occurred in Lombok becoming the talk of the world, as a result, some  
10     embassies issued warnings against traveling to Lombok for a while. As a result, thousands of  
11     tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a  
12     downward spiral and certainly very disruption to tourism activities on the island of Lombok,  
13     while the economy is heavily dependent on the tourism industry. the purpose of this study  
14     includes: (1) To determine the effect of e WOM in Social Media to Revisit intention on  
15     Lombok Island Post Earthquake. (2) To determine the effect of eWOM in Social Media on  
16     image Destination Post Earthquake in Lombok. (3) To determine the effect of Experiential  
17     traveler value to the image on Lombok Island Destination Post Earthquake. (4) To determine  
18     the effect of value to Revisit intention Experiential Post-Earthquake on the island of Lombok.  
19     (5) To determine the effect of the image to Revisit intention Destination Post Earthquake on  
20     the island of Lombok. This research uses the study of causality. The sample in this study as  
21     many as 120 people. The data in this study were collected by the method of distributing  
22     questionnaires to survey respondents who met the criteria. The data analysis technique used  
23     to test this hypothesis using the Structural Equation Model analysis. The results of the  
24     research that has been done are (1) eWOM positive effect but not significant to Revisit  
25     Intention Travelers Post Earthquake in Lombok.

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27      **Index terms**— ewom, destination image, experiential value, revisit intention.

28      **1 Background**

29      oday, tourism development is very significant. Tourism is an activity that was once just walking around and  
30      spend leisure time is changing even become very important and needs to be met. Not only important for society  
31      as individuals, but tourism is also one thing that is important for a country. The development of the tourism  
32      sector in a country will attract other sectors to thrive as well as products needed to support the tourism industry,  
33      such as agriculture, livestock, agriculture, handicrafts, increased employment, and so forth ??Pendit, 1990).

34      Tourism development one of which is marked by the increasing number of tourists every year. As happened  
35      in the island of Lombok. Based on data sourced from the website of the Central Statistics Agency (BPS) shows  
36      that from 2012 to 2016 there is an increase in the number of tourists visiting the province of NTB. the number  
37      of domestic and foreign tourists visit increased from 2012 -2016. It is proved that efforts to build the tourism  
38      department of tourism have a great prospect for local revenue. Therefore, the tourism department continued to  
39      make efforts in the development of the tourism sector, especially on the island of Lombok. Starting from natural  
40      attractions such as waterfalls, beaches, hills, culinary, cultural and historical attractions that can be enjoyed by  
41      all ages.

## 1 BACKGROUND

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42 The crisis may come away without being able to predict when and where only a crisis can occur. The crisis is  
43 a major unexpected event that potentially has a negative impact on the company and the public. These events  
44 may be quite mean and impact on the organization, employees, products, services produced by the organization,  
45 financial condition, and reputation of the company ??Barton, 1993). As happened in tourism, especially on  
46 the island of Lombok. Starting on the day of Sunday, July 29, 2018, Lombok rocked by a massive earthquake  
47 measuring 6.4 magnitudes prolonged and followed by several powerful aftershocks magnitude. Recorded until  
48 the date of August 24, 2018, has recorded 1,089 aftershocks. Of the total recorded earthquake aftershocks were  
49 felt for 50 times. The earthquake devastated several areas on the island of Lombok. As a result, there are  
50 hundreds of deaths and severe damage to some infrastructure. The earthquake's becoming the talk of the world,  
51 as a result, some embassies issued warnings against traveling to Lombok for a while. As a result, thousands of  
52 tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a downward spiral and  
53 certainly very disruption to tourism activities on the island of Lombok, while the economy is heavily dependent  
54 on the tourism industry.

55 With the occurrence of the earthquake, efforts taken to restore the confidence in outsiders, especially tourists  
56 and attempt to restore the image of tourism destinations in Lombok Island as a tourism destination that is a safe  
57 and comfortable place to visit. Businesses that can be done to restore the image of Lombok Island destinations  
58 one of which is communication. Communications which acts as a recovery of tourism. Through communication,  
59 the attitude of one's feelings can be understood by others.

60 In the digital era, as now, the tool that was a quite effective communication is communication through  
61 social media. Development of information and communication in the developing world rapidly from year to  
62 year, especially after the development of smartphones. This smartphone technology, enables users to access the  
63 Internet anywhere and anytime, so it took effect on internet usage. Increased Internet users also automatically  
64 trigger an increased usage of Social Media that is currently very easy for people to communicate. In fact currently  
65 the Social Media is not only used as a communication tool but a medium for users of Social Media for pouring  
66 opinions about things that are currently becoming a trend.

67 Based on data released by the Association of Indonesian Internet service providers (APJII, 2016), the use of  
68 Social Media has a sizeable percentage like 54% use Facebook, Instagram 15%, and 5.5% use Twitter (APJII,  
69 2017).

70 From these data, Social Media frequented by prospective tourists will facilitate the acquisition of information,  
71 so as to affect the interests of a visit that will have an impact on the decision to visit a tourist destination. As  
72 stated by ??heung.et.al (2009) that EWOM has become the dominant channel that influences the decision been  
73 to facilitate the exchange of information and produces a considerable influence on decisions visiting tourists.

74 Of course, prior to travel, the tourists will search for information in advance of travel destinations. Such  
75 information can be sourced from social media like Instagram, facebook, twitter or from people who are already  
76 doing site visits to sites you want to target. As stated by Bataineh (2015) in his study explains that potential  
77 visitors who act as the recipient of the information will be more easily trust the source of the information that has  
78 high credibility, good quality information and has an accurate quantity in accordance with the state of the pitch.  
79 This is where the strength of Electronic Word of Mouth as the greatest attraction of a tourist. Heaning-Thurau  
80 (2004) stated eWOM is a form of marketing communication contains positive and negative statements made by  
81 potential customers via the Internet. The definition in line with the opinion of Eaton (2006) which states eWOM  
82 is to spread information or carry out promotional activities in the field of the internet quickly. Some Social Media  
83 frequented by potential customers is Facebook, Instagram, Twitter.

84 The decision making the process of tourists to visit a tourist destination is often considered the image of a  
85 tourist destination, so it is attracting the attention of researchers to conduct studies (Tseng et ?l., 2015; Chen et  
86 ?l., 2016). Citra rating minds will arise if there is at least a little knowledge about a destination (Yilmaz et ?l.,  
87 2009). (Horng et ?l., 2012) explains that the concept of the brand in travel can be used to identify the effect of  
88 the image of the destination and the perception of the value of experience against the interest of the trip.

89 In the context of a tour, when tourists act as assessors who will share their experiences and recommend a  
90 destination to others, then the manager of a destination should strive to be able to precisely and quickly provide  
91 products and good quality service so that tourists will evaluate these services positively and will be able to  
92 increase the satisfaction of tourists. If tourists are satisfied with the service in a tourist destination, the tourists  
93 will appreciate the quality of service in a destination and to respond positively and will bring greater interest  
94 to come back to these destinations or make recommendations chain messages (word of mouth) positive ( Wang  
95 and Hsu, 2010). Some research was themed after the earthquake, focusing only examine the qualitative research  
96 such as studies conducted by Winarsih, D ??2007) According to ??upiyoadi (2013: 178), to communicate the  
97 organization's products/services can be through advertising, personal selling, sales promotion, public relations  
98 direct mail (direct mail) and information by word of mouth (word of mouth/WOM). This is similar to Herman  
99 (2012), which states that one way to communicate your product/service, ie through word of mouth (Word of  
100 mouth/WOM). Silverman (2001: 25) says that word of mouth is communication about products and services  
101 between people who are considered independent of the company that provides products and services, in a medium  
102 that is considered independent of the company.

103 According to Ali (2010: 32), the word of mouth is an attempt to give a reason for people to talk about brands,  
104 products, and services and make ongoing conversation becomes easier. The statement is almost as disclosed by

105 O'Leary and Sheehan (2008: 2) states that the word of mouth is the process of exchange of information, especially  
106 the recommendations on products and services, between two people in an informal way. According to Ulumi et ?l  
107 (2014), word of mouth is known as a powerful tool for marketing or promoting a product or a company without  
108 charge or at a very small cost. In addition, word of mouth is also the most powerful promotional strategy, cheap,  
109 effective that can be used in business.

110 According to Thurau et ?l (2004) revealed eWOM is a form of marketing communication contains statements  
111 that do positive or negative potential consumers, as well as a former consumer of a product, which is available to  
112 people over the Internet Social Media. eWOM is a marketing communication is done online via the Internet Social  
113 Media Schiffman and Kanuk in Haekal (2016: 27). From the above, it can be concluded that eWOM online-based  
114 marketing communication via Social Media Internet that has a message contains a positive or negative statement  
115 made by potential customers or former customers. With the eWOM communication between producers and  
116 consumers are becoming more easily and in accordance with the progress of the current era.

117 The indicators used in the study came from Bataineh (2015) are some of the determinants of the influence  
118 eWOM in Social Media which includes: 1) Credibility (eWOM) 2) Quality (eWOM)  
119 3) Quantity (eWOM)

## 120 **2 b) Experiential Value**

121 In studies, Ward et al (2018) say that one of the most fundamental concepts of marketing experience that are  
122 a value that does not just stay in the object of consumption (products and services), as well as searching and  
123 processing information about the product. At this value also lies in the experience that has been consumed by  
124 the customer. Value according to Kotler and Keller (2008: 133), the value is a concept central role in marketing.  
125 Holbrook (2000) defines a consumer as a relative preference value which characterizes the consumer experience  
126 in interacting with certain objects such as products, services, places, events, or ideas. According to Holbrook,  
127 customer value has the following characteristics: a. Comparative, based on an assessment or ranking between  
128 one object to other objects. b. Personal, vary from individual to individual. c. Situational, vary depending on  
129 the context of the situation.

130 The value can not be refined into utilitarian value (also known as functional value) but also covers hedonic  
131 value (also known as the value of experience (experiential value) (Addis and Holbrook 2001:50-66). Because  
132 everyone is different, so the experience they feel any different. the actual experience is instantaneous and the  
133 only felt at the time of consumption, while the value of the experience that consumers will stick in their memory.  
134 Rated experience defined by Mathwick (2001), as the degree to which the experience helps consumers increase  
135 the purpose of consumption. (Gentile et ?l. 2007), also states that the value of experience can be created through  
136 the consumption experience.

137 In general, the value of quality, emotional value, and the value of the price of the three types of perceived value  
138 are investigated by researchers of tourism (Chen and Tsai, 2007). Developments leading to study more traveler's  
139 sensory experiences resulting in values traveler experience in tourism activities ranging widely studied (Kim,  
140 2014). Kim et ?l, (2012) defines impressive tourism as an experience that positively remembered and recalled  
141 after the incident happened. entertainment in terms of overall performance (Jin et ?l, 2013). Visual appeal  
142 represents a relevant visual aspect of the environment, while entertainment is the aspect of the service or the  
143 environment that evokes the consumer (Jin et ?l, 2013). Pleasure refers to aspects generated by the consumers  
144 themselves, while the service excellence represents the level of service that meets customer expectations. The  
145 fourth dimension, return on customer investment (CROI), refers to the relative amount of customer utility  
146 received from the transaction in relation to money, time, and effort (Jin et ?l, 2013).

## 147 **3 c) Destination Image**

148 Destinations by Seaton and Bennett (1996) is a tourist destination product unity but consists of different types  
149 of organization and operation of tourism in geographic regions, including hotels, transportation, attractions, and  
150 others. Tourism destinations include everything that exists in the area, good people, landscapes, other industries,  
151 and other things that can be part of the experience of the destination, local peculiarities that can be enjoyed  
152 by tourists although not part of the tourism economy in particular. Destinations within the framework of its  
153 development include several major components. The main component according to Sunaryo ( ??013) is divided  
154 into five, include objects and attractions, accessibility, amenities, ancillary services, and institutions.

155 Tourism has become the activity and the business is growing rapidly and becoming one of the good revenue  
156 sources for the state, businesses, and people. Tourism has become an industry and also a growing business that  
157 provides advantages in increasing foreign exchange for being able to provide jobs and income and promote the  
158 progress of related industries (Wang et ?l, 2017; Cucculelli and Goffi, 2015). Each country presents a unique  
159 culture and offers a variety of attractions, accommodations, services, and facilities.

160 In a quantitative descriptive study conducted by Rudi (2018) says that there are six indicators of tourist  
161 destinations, namely: infrastructure, price and value, attraction, outdoor activities, entertainment and events,  
162 relaxation, accessibility, and travel environment.

### 163 4 d) Revisit Intention

164 Berkunjng interest is basically the impetus from within the consumer in the form of a desire to visit a place or  
165 region of interest of the person in Swarduki, et al ??2016). The theory of interest also analogous been the same  
166 as buying interest, such as research conducted by Albaraq (2014) which stated that interest in visiting tourists  
167 alike with interest in the purchase.

168 Alegre and Caldera (2009) found to promote repeat visits to a tourist destination, it is important to identify  
169 the determinants of intention to come back. In this way, the factors that influence this variable can be increased to  
170 increase the likelihood of repeat visits. In the literature on tourism where it has been analyzed, a decision to come  
171 back to a tourist destination looks to be a complex decision involving many inter-related factors (satisfaction  
172 after the visit, motivational travel, previous experience of the tourist destinations, etc.). Khansa and Farida  
173 (2015) argue that the intention to come back is to re-visit the same that tour goal for the second time within a  
174 form of availability and desire of the travelers themselves. To increase repeat visits to a tourist destination, it is  
175 important to identify the factors that determine the top the intention has been returned. These factors, among  
176 others, satisfaction after the visit, previous experience on destinations, as well as the motivation traveled.

177 Here From the description can be described the conceptual framework of the study as follows:

### 178 5 Research Methode

179 This research uses the study of causality. According to ??erdinand (2014), causality research is research to seek  
180 an explanation form causality (causeeffect) between some concepts or some of the variables. location investigated  
181 in this study is the island of Lombok, West Nusa Tenggara Province, Indonesia. The reason researchers took  
182 these locations because of almost all the tourism in the Lombok Island region affected by the earthquake.

183 The sample is partially or vice that the population studied, if researchers only wanted to examine the part  
184 of the population then the research is the study sample ??Arikumo, 2006). The sample in this study as many  
185 as 120 people. The data in this study were collected by the method of distributing questionnaires to survey  
186 respondents who met the criteria. Questionnaires are a list of questions covering all the statements and questions  
187 which will be used to obtain the data, whether by phone, mail or face to face (Ferdinand, 2006). In this case. In  
188 addition to the questionnaire will be distributed directly by the researchers, the questionnaire will be distributed  
189 by the researchers with the help of google form is distributed via social media personally or through Social Media  
190 Group.

191 Data analysis technique that is used to test the hypothesis in this study using SEM with AMOS program 24.  
192 Amos stands for Analysis of Moment Structures used as a common approach to data analysis in the Structural  
193 Equation Model (Structural Equation Model). By using Amos calculation and analysis process becomes simpler  
194 and even ordinary people who are not statisticians will be able to use and understand easily.

### 195 6 IV.

### 196 7 Research Result a) Description of Research Variables

197 Variable Electronic Word of Mouth consists of six indicators, namely Platform Assistance (frequency of visits  
198 internet residents), Concern of Other (attention of others), Venting Negative Feelings (vent negative feelings,  
199 Positive Self-enhancement/expressing Positive Feelings (expression of positive feelings), helping the company  
200 (helping companies), advice-seeking (seeking advice). Electronic Word of Mouth overall had averageaverage 3.99,  
201 which means the effect of this variable is very high on the perceptions and feelings of the respondents. this  
202 is because the respondents are actively following the development information in social media, whether it is  
203 information that is positively or negatively related to the earthquake on the island of Lombok.

204 Experiential Value variable consists of four indicators, among which aesthetics, pleasure, service excellence,  
205 customer investment returns. Experiential Value as a whole has an average of 4.4, which means the effect of this  
206 variable was higher against the perceptions and feelings of the respondents. This is because the respondents had  
207 a favorable impression of the value of experience when traveling to the island of Lombok.

208 Variables Destination Image consists of eight indicators, namely Infrastructure, Price and Value (Haga and  
209 Values), Tourist Attraction (Attractions), Outdoor Activities (Activity Outdoor), Entertainment and Event  
210 (Entertainment and Events), Relaxation (relaxation), Accessibility (accessibility), Hospitality of Local People  
211 (hospitality of the local people). Destination Image as a whole has an average of 4.2, which means the assessment  
212 criteria in this indicator are very high on the perceptions and feelings of the respondents.

### 213 8 EWOM Experiential Value

214 Destination Image

### 215 9 Revisit Intention

216 Variable Revisit Intention consists of four indicators, namely: Would like to visit again, the possibility to revisit,  
217 re-visit in the near future, and confidence to re-visit. Revisit Intention overall variables have an average of 4.03  
218 which means that the effect of this variable is at a high category.

219 Revisit Intention of all indicators studied, the highest ratings are the indicators of the possibility to revisit  
220 where the scale of the average -average for this criterion is 4.2, which means that most internet residents have  
221 the possibility to re-visit Lombok island after the earthquake. At a confidence indicator for the visit, respondents  
222 rating is at an average value of 4.1 which means that the effect of this indicator is very high. On the indicator  
223 you want to revisit the island has an average value of 3.8. While the lowest ratings on these variables are the  
224 indicators of a return visit in the near future which has average ratings of 3.7, which means the effect of this  
225 indicator is still included in the high category.

## 226 **10 b) The Results of SEM Analysis**

227 The following diagram model test results that have been made as shown in the following picture: value to the  
228 destination image with positive path coefficient 1,033. Thus it can be said that the higher the value of the  
229 experience rating will increase the value of the image of the tourism object destination on the island of Lombok  
230 after the earthquake. Based on these results it can be concluded there is a significant positive effect between the  
231 experiential value of the destination image that hypothesis H3 is received.

232 H4: Value Experiential positive effect on Revisit Intention Travelers Post Earthquake in Lombok. In Table  
233 1, it can be seen that the value Experiential path coefficient value is a positive intention to revisit 0.180 with  
234 values of 0.06 ( $? > 0.05$ ). Based on the value of the path coefficient is known that the experiential value positive  
235 effect on the value revisit intention. So the higher the value of experiential value will increase the value revisit  
236 intention but not significant. Thus the hypothesis H4 is rejected.

237 H5: Destination image positively affects intention to Revisit Travelers Post Earthquake in Lombok. In Table  
238 1, it can be seen that the magnitude of the coefficient lines on revisit intention destination image is at 0.854  
239 with value 0,000 ( $? < 0.05$ ). The resulting path coefficient value indicates a positive and significant influence  
240 between destination image to revisit intention. So the higher destination image value then the value of visiting  
241 traveler desires will also increase. Thus the hypothesis H5 acceptable.

242 V.

## 243 **11 Discussion a) Revisit Intention relationship Travelers 244 eWOM against Post-Earthquake in Lombok.**

245 This study examines the relationship between EWOM to Revisit Intention. This model measurements show  
246 that eWOM no significant effect on Revisit Intention. These findings contrast with previous research that has  
247 been done by (Abubakar, Ilkan, and Al-tal, 2017) which states that there is significant influence between the  
248 variables EWOM against the desire of tourists to visit again. The same study also revealed by (Prayogo &  
249 Kusumawardhani, 2016) which states that EWOM significant effect on Revisit Intention. This result is very  
250 possible difference occurs because the study was conducted to review the impact of the earthquake Lombok to  
251 the desire of tourists to visit again. These results indicate that the relevant public negative opinion Lombok  
252 Post-earthquake conditions do not affect the desire of tourists to come back on the island of Lombok. It is also  
253 supported by the nature of mutual assistance in Indonesia, where concern among every citizen bigger so that  
254 opinions develop through various media does not affect the people's desire to come back on the island of Lombok.

255 Re-emphasized the intention of tourists to visit again in the context of tourism within a certain period so that  
256 it can be made the intention to visit ??Ferns & Walls, 2012). Revisit intention also refers to what is perceived  
257 probability rating for a certain time so that it can establish that affect the subjective perception and behavior of  
258 the final decision (Whang, Yong, & Ko, 2016). Several studies of e-WOM and Revisit intention prove intent it  
259 has a direct impact on the information obtained by someone traveling (Reza Jalilvand et ?l., 2012). It was the  
260 intention of travelers to visit this hotel is also influenced by information from the e-WOM (Ladhari & Michaud,  
261 2015). Then, Furthermore, the intention to re-rating through Muslim tourism is also influenced by e-WOM  
262 (Jalilvand et ?l., 2013). With the results of the study, when the tourists are satisfied with the service based on  
263 their experience, they are expected to recommend it to the rest of the network information they would give birth  
264 to the intention of a return visit to another tourist (Liu & Lee, 2016). Then, e-WOM can also affect the increase  
265 in the number of tourists to determine the intention of visiting tourists to a place because they use the Internet  
266 to find information of interest (Litvin et ?l., 2008). ??bubakar, et. all (2017) in his research that examines the  
267 influence of Electronic Word of Mouth on the intention been reverted. The results of these studies indicate that  
268 the Electronic Word of Mouth significant effect on purchase intention.

## 269 **12 b) EWOM relationship to the image Tourism Destination**

270 Post Earthquake in Lombok.

271 The results showed that the positive effect but eWOM no significant effect on the post-earthquake Destination  
272 Lombok tourism Image unacceptable. The results support the research conducted by ??etiawan (2013) which  
273 states that there is a significant positive effect between e-WOM with the image of the destination. Communication  
274 Electronic Word of Mouth formed in social media allows users to share information about travel destinations, so  
275 communication Electronic Word of Mouth conducted by the tourist on Social Media will be very influential in  
276 enhancing the image of a tourist destination itself (Swarduki et al, 2016).

277 Although WOM has been declared as the most important resource in destination image formation ??Baloglu  
278 & McCleary, 1999), there are many studies that specifically analyze the effect of eWOM the destination image.  
279 According to Castaneda et ?l., (2007), the higher the tourist satisfaction with the internet, the higher the  
280 satisfaction with the destination they visit. This is because the Internet provides more information is needed by  
281 tourists, allowing them to plan their travel accordingly to meet their needs and expectations ??Setiawan, PY,  
282 2014).

283 The increasing number of positive information about a travel destination in Social Media will further increase  
284 the popularity of the image of the tourist destinations in the community (Paludi, 2017). The results also support  
285 the research conducted by Mulyati et al (2018) which said that Electronic Word of Mouth directly has a positive  
286 influence on the image of the destination.

### 287 13 c) Value Experiential relationship to the image Tourism

288 Destination Post Earthquake in Lombok.

289 The results showed that there was a significant positive effect between the experiential value of the destination  
290 image. Always Gunn ??1988) states that the purpose destination image is a picture of the experience is the result  
291 of the visit (Fakeye & Crompton, 1991). Fakeye and Crompton (1991) extends the theory of Gunn (1988) and  
292 the report is a complex image modification results from a place of experience in a wide range of tourists visiting  
293 a destination.

294 Likewise, tourists or tourists decide to travel or not, the decision is usually based on previous experience  
295 ??Birgit, 2001). Additionally, Fakeye and Crompton (1991) concluded that the picture will be marked with  
296 the experience objectives. Wang et ?l. (2011) suggested that experiential value (the value of the experience)  
297 contributed most to the formation of the destination image. value tourist experience is able to explain changes  
298 in the image of their destination.

299 Recent studies consider the image as a concept formed by three different interrelated components: cognitive,  
300 affective and conative ??Baloglu, & McCleary, 1999; ??artner, 1993). Cognition is the sum of what is known  
301 about a destination, which may be organic or induced as described previously ??Gunn, 1988). Affect represent  
302 the feelings of the individual to an object, which will occur favorable, unfavorable, or neutral. Gartner (1993)  
303 suggested that the effect usually become operational during the evaluation phase of the electoral process purposes.  
304 Cognitive can be considered as a possibility to visit the destination within a certain timeframe. Sun et ?l study  
305 (2013) explains that the image of the destination directly affects the perception of visitors about the value of  
306 experience and interests to return.

### 307 14 d) Value Experiential relationship Travelers Intention to

308 Revisit Post Earthquake in Lombok.

309 The results showed that experiential value positive effect on the value revisit intention. So the higher the value  
310 of experiential value will increase significantly the value revisit intention. This view of experiential value be based  
311 on the existing relationship includes direct use or appreciation of consumers for goods or services used (Datta  
312 & Vasantha, 2013; Mathwick et ?l., 2001; and Rosanti et ?l., 2014 in Astuti, 2016) Experience actual obtained  
313 consumers only been temporary and can only be felt at the moment of consumption, while consumer-owned  
314 experiential value will stick in their memory (Larasati & Suprapto, 2013).

315 Mathwick et ?l. (2001) to enrich the experience of consumption value. Based on rational thinking, it means  
316 the experiential value to help marketers to instill positive values of a product to the consumer's mind through  
317 the creation of experiences that involve consumers' emotional side. The actual experience is temporary and can  
318 only be felt at the moment of consumption, but the experiential value obtained by consumers will stick in their  
319 minds (Larasati & Suprapto, 2013).

320 Sun et ?l (2013) explains that the image of the destination directly affects the perception of visitors about  
321 the value of experience and interests to return. Wong and May (2010) obtained results of the analysis of the  
322 experiential value has the least impact on the purchase. Starting from the recognition of the need to conduct  
323 after purchase. Visitors will be interested in first after that will be followed by a decision of visiting tourists to  
324 a desirable tourist destination. (Kotler and Keller, 2009). Nigam (2012) in his research found that experiential  
325 value positive effect on repurchase intention. In addition, the results of research conducted by Kusuma (2013) a  
326 positive relationship between the experiential value by repurchase intention.

### 327 15 e) Destination relations image to Revisit Intention

328 Travelers Post Earthquake in Lombok.

329 The results showed that the positive influence of high and significant correlation between destination image to  
330 revisit intention. So the higher destination image value then the value of visiting traveler desires will also increase.  
331 Results from these studies show that the image of a tourist destination a significant effect on the intention to  
332 come back. In the tourism industry, the Destination image plays an important role in creating the intention to  
333 come back. The detailed study supports the results of a study of Hailin, et al., which explains that the image  
334 overall positive effect on the intention to come back; and a study of Elaine Yin Teng Chew, Siti Aqilah Jahari  
335 (2013) on the role of mediation Destination image: image and cognitive-affective image and goodwill visit back

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336 tourists to Japan after the Fukushima disaster. In contrast to studies conducted by Wibowo, et al. (2016) which  
337 states that the Destination variable image does not significantly influence the Revisit intention.

## 338 **16 VI.**

## 339 **17 Conclusion**

340 The conclusions of the research that has been done are: Recommendation 1) To the community expected to  
341 continue to maintain ancestral traditions as a cultural value that should be preserved. Hopefully with the  
342 design promotion through travel packages, this can increase the tourism potential and revenue and profit for  
343 the community. 2) To the government to further support the potential of traditional tourism, especially tourism  
344 objects affected by the earthquake as an alternative place for tourists during a visit to the island of Lombok so,  
345 the existing tourism potential can be enhanced by the facilities that support, convenience, as well as easy to get  
346 information about travel. <sup>1</sup>

## 17 CONCLUSION

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1

EWOM

0.044 (0.044)  
1.033 (0.000) 0.007 (0.867) Destination Image 0.854 (0.007)

Experiential  
Value

No.  
1.

Influence Between Variables  
Destination<—  
image

0.180 (0.062)

Estimate  
Ewom 0.007

P  
0.867

2.

Destination<—  
image

experiential 0.033  
value

\*\*\*

3.

Revisit <—  
inten-  
tion

Destination 0.854  
image

\*\*\*

4.

Revisit <—  
inten-  
tion

Ewom 0.044

0.044

5.

Revisit <—  
inten-  
tion

experiential 0.080  
value

0.062

H1: eWOM positive effect on Revisit Intention Travelers Post Earthquake in Lombok. Based on Table 1, it can be seen that the P values obtained at 0,044 with a value of negative path coefficient 0,044. P values in Table 1, illustrate the magnitude of the value of significance was determined that ? where ? is said to be significant if  $<0.05$  ( $? <0.05$ ) this is due to the significant value of alpha used in this study was 0.05. So based on these results it can be said that eWOM significant effect on Revisit Intention, thus hypothesis H1 is accepted.

resulting P values indicate that destination image eWOM is not significant. Based on the resulting value of the P value of 0.007 eWOM positive effects. So that eWOM positive effect on the destination image of the tourism destination Lombok

[Note: H2: eWOM positive effect on the image of the Tourism Destination Post Earthquake in Lombok. In Table1, it can be seen that the value of P generated at 0.867. The H3: Experiential Value positively affects the image of the Tourism Destination Post Earthquake in Lombok. In Table1, it can be seen that the path coefficient value generated for the value of the Destination experiential relationship undefined image indicating that this value is very small so with a very small P-value ( $? <0.05$ ), shows that there is significant influence between experiential]

Figure 1: Table 1 :

Figure 2: E

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## 17 CONCLUSION

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