

**INFLUENCE OF WORD OF MOUTH (WOM) ON REVISIT INTENTION WITH PERCEIVED VALUE AS AN MEDIATING: SPECIAL INTEREST TOURISM (SIT) OF MOUNTAIN HIKING IN INDONESIA**

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**Abstract**

Word of mouth (WOM) is very necessary in a special interest tourism destination, in order to create the desire of visitors to make repeat visits in the future. Besides, the performance of word of mouth (WOM) can affect the perceived value of visitors or perceived value, and then perceived value can affect the desire of visitors to make revisit intentions. This study tested a model to explore the existence of special interest tourism climbing in East Java, namely Mount Penanggungan. Several tourist destinations of special interest in climbing in East Java have developed well and Mount Penanggungan is also in line with this, although there are also many competitors both from East Java and outside East Java. This study used a questionnaire distributed to 233 respondents, namely the climbers of Mount Penanggungan and the data was processed using SPSS v.24. The results of the hypothesis test show that word of mouth (WOM) has a significant positive effect on perceived value, and perceived value has a significant positive effect on revisit intention, and word of mouth (WOM) has a significant positive effect on revisit intention. While the results of the path analysis show that word of mouth (WOM) has a significant positive effect on perceived value, which is  $0,268 \geq 0,50$  with the regression equation  $Z = 0,518X1 + 0,855e2$ . And word of mouth (WOM) has a significant positive effect on revisit intention through the perceived value of  $0,419 \leq 0,50$  with the regression equation  $Y = 0,327X1 + 0,414Z1 + 0,762e1$ . The manager of Gunung Penanggungan must maintain word of mouth (WOM) performance in order to create significant perceived value and maintain perceived value performance in order to create significant revisit intention, so that all paths will be positively significant in a sustainable manner in the path analysis model.

**Keywords:** Word of Mouth (WOM), Perceived Value, Revisit Intention, Special Interest Tourism (SIT)

**1. Introduction**

Economic growth through tourism objects in East Java is currently increasing, as evidenced by an increase in the number of foreign tourists to East Java. Foreign tourist visits have continued to increase in the last three years, it is known that in January 2018 it reached 26,700 visits, the visit increased by 15.05% compared to December 2017 which only reached 23,208 visits ([www.republika.co.id](http://www.republika.co.id)). Likewise in the same month in the previous year, namely in December

2016 with January 2017, the number of foreign tourists coming to East Java also increased by 54.52%, from 17,279 visits to 26,700 visits ([www.republika.co.id](http://www.republika.co.id)).

In accordance with Law Number 9 of 1990 concerning Tourism, special interest tourism objects and attractions are efforts to utilize natural resources and the potential of the nation's arts and culture to create special attractions and interests as tourist targets. Special interest tourism objects are divided into marine tourism, culinary tourism, cultural tourism, health tourism, nature-based tourism ([www.kemenpar.go.id](http://www.kemenpar.go.id)). Meanwhile, according to Weiler and Hall (1992), special interest tourism or known as special interest tourism is a form of travel, where tourists visit a place because they have a special interest in objects or activities in tourist destinations. There are six motivational principles for doing special interest tourism, namely (1) searching for something unique or novelty seeking, (2) seeking quality experience or quality seeking, (3) appreciation for an object or rewarding, (4) enriching knowledge on an activity or activity. enriching, (5) involvement in adventure or adventuring, and (6) the learning process of the activities followed or learning (Weiler & Hall, 1992).

Therefore, the researcher intends to make this phenomenon into a study by taking special interest tourism as an object of research, and the tourism destination that is used as the object of research is Mount Penanggungan because the mountain has tourism potential and is not as popular as other mountains and has an impact on increasing the income of the surrounding village community. Mountain. Mount Penanggungan is a small mountain located in a cluster with Mount Arjuno and Mount Welirang. Mount Penanggungan is included in the Perum Perhutani Forest Stakeholder Unit (KPH) Pasuruan, Mojokerto Regency and Pasuruan Regency. Currently the Mountain is managed by the Forest Village Community Institution (LMDH) "Sumber Lestari" located in Tamiajeng Village, Trawas District, Mojokerto Regency. This research was conducted on the Tamiajeng village route because it is a favorite route for visitors or climbers of Mount Penanggungan and according to the topic of this research, of course, revisit intention.

Petrick et al. (2001) suggests that the determinants of the intention to revisit tourists to a destination are past visits to destination, satisfaction, and perceived value. Then Chang et al. (2014) it is known that one of the causes of revisit intention is perceived value. Furthermore, Santini et al. (2018), it can be seen that the presence of perceived value is divided into 2, namely: (1) Hedonic values, and (2) Utilitarian values greatly affect the occurrence of destination revisit intentions. When associated with the object of this research, revisit intention is defined as the activity of the visitor's intention to revisit Mount Penanggungan. Ngoc and Thanh (2017) that one of the factors that influence the perceived value of a destination is positive word of mouth (WOM) communication, because it is considered a general form of loyalty behavior towards the attractiveness of the destination. When associated with the object of this research, perceived value is defined as all the values felt by visitors after visiting Mount Penanggungan. Furthermore, research related to word of mouth (WOM) that affects revisit intention through perceived value such as Matute et al. (2016), Konuk (2019), and Abubakar et al. (2017).

From this explanation, the researcher concludes that there are three interrelated variables, namely, revisit intention, perceived value, and word of mouth (WOM). Revisit intention is directly influenced by perceived value. Perceived value is directly influenced by word of mouth (WOM). Revisit intention is directly influenced by word of mouth (WOM). Then revisit intention is influenced indirectly by word of mouth (WOM) through perceived value. While the research gap as a research novelty in this study is the research object gap, that is, there has been no previous research examining the object of Mount Penanggungan which was studied from the aspect of marketing management science.

## **2. Literature Review**

Baker and Crompton (2000) define revisit intention as the possibility of tourists to repeat an activity or revisit a facility/destination. With two sub variables according to Bigne et al. (2001) namely intention to return and willingness to recommend. And according to Parasuraman and Grewal (2000) perceived value is defined as an overall assessment of the usefulness and benefits of products or services that have been felt by consumers or visitors. With four sub-variables according to Sweeney and Soutar (2001), namely emotional value, social value, price value, and quality value.

Walter Carl (2008) describes word of mouth into two, namely everyday word of mouth (WOM) as informal and evaluative communication that occurs between at least two conversation participants about organizational characteristics and or brands, products, or services, as well as institutional word of mouth. (WOM) as communication in which the institutional identity or corporate affiliation of at least one participant stands out, and/or where the organization, brand, product, or service in question is part of a buzz marketing campaign. With two sub variables according to Babin et al. (2005) according to the concept of consumer complaint behavior from Sing (1988) and the theory of equity satisfaction from Oliver and Swan (1989) namely say positive and encourage friends and relatives.

### **2.1 Word Of Mouth (WOM) on Revisit Intention**

As the basis for the first hypothesis, Liu and Lee (2016) in this study word of mouth (WOM) acts as an intervening variable and affects revisit intention. Before influencing revisit intention as an endogenous variable, word of mouth (WOM) is influenced by three exogenous variables, namely service quality, monetary price, and behavior price. Phillips et al. (2011) in this study word of mouth (WOM) is positioned as a result or endogenous variable, the results of this study state that there is a significant relationship between word of mouth (WOM) on revisit intention even though both in this study stand parallel because they are part of the behavioral intention. Kim et al. (2009) in this study word of mouth (WOM) is positioned as an endogenous variable, has a significant relationship that is parallel to trust and revisit intention. word of mouth (WOM) is formed from trust, and trust is built from satisfaction. From these three studies, it can be interpreted that word of mouth (WOM) affects revisit intention, so the hypothesis proposed is as follows:

**H1:** Word of mouth (WOM) has a positive and significant direct effect on revisit intention of Mount Penanggungan visitors

### ***2.2 Word Of Mouth (WOM) on Perceived Value***

For the second hypothesis, namely Yang et al. (2016) the results of the study stated that there was a positive influence between word of mouth (WOM) on perceived value. From this it can be concluded that word of mouth (WOM) praise plays an important role in the satisfaction and formation of tourist loyalty. In addition, perceived value plays a mediating role between word of mouth (WOM), tourist satisfaction, and loyalty. Abdolvand and Norouzi (2012) the results of this study indicate there is a relationship between customer perceived value and word of mouth (WOM). Word of mouth (WOM) communication is believed to be the result of service performance and product performance. Customers who receive a higher level of value from a product or service are more likely to recommend it to their partners or friends. Yun Lu et al. (2016) in this study word-of-mouth affects the perceived value of medical travel, and word-of-mouth also plays a role in mediating the relationship between service quality, corporate credibility, and corporate image on the perceived value of medical travel. From these three studies, it can be interpreted that word of mouth (WOM) affects perceived value, so the hypothesis proposed is as follows:

**H2:** Word of mouth (WOM) has a positive and significant direct effect on the perceived value of Mount Penanggungan visitors

### ***2.3 Perceived Value on Revisit Intention***

Meanwhile, for the third hypothesis, namely Cheng and Lu (2013), the results of the study state that there is a positive influence between "perceived value" on "revisit intention", the value felt by tourists related to island tourism has a direct influence on their behavioral intention to revisit. Perceived value gives the strongest effect emotionally, then quality. In this study, perceived value can be an endogenous variable, namely the destination image, novelty, hedonics and exogenous variables, namely revisiting behavioral intention. The perceived value in tourism can be expressed through fun, hedonic, and overall quality. So that a pleasant travel experience is formed and the perceived quality increases, then the value felt by tourists increases, this can be used as a marketing tool to encourage tourists to visit again or increase recommendation intentions. Kim et al. (2015) in research there is a relationship between perceived value and revisit intention. In this study, the dominant predictor of revisit intention is satisfaction, but satisfaction will not be formed without perceived value. Maximizing perceived value is important to increase satisfaction. If event organizers increase the perceived value of newbie visitors who are neutral and not neighbors or relations, they have the potential to attend festivals more often and increase satisfaction and revisit intention. Raza et al. (2012) in this study perceived value has a positive influence on revisit intention, both as an exogenous variable, an endogenous variable, or as an intervening variable. As an exogenous variable, that is when it affects satisfaction and revisit intention. As an endogenous variable when influenced by service quality. As an intervening variable when it is between service quality and revisit intention, it is also between service quality and satisfaction. Also perceived value has an indirect effect on revisit intention through satisfaction. From these three studies, it can be interpreted that perceived value affects revisit intention so that the proposed hypothesis is as follows:

**H3:** Perceived value has a positive and significant direct effect on revisit intention of Mount Penanggungan visitors

**2.4 Word Of Mouth (WOM) on Revisit Intention through Perceived Value**

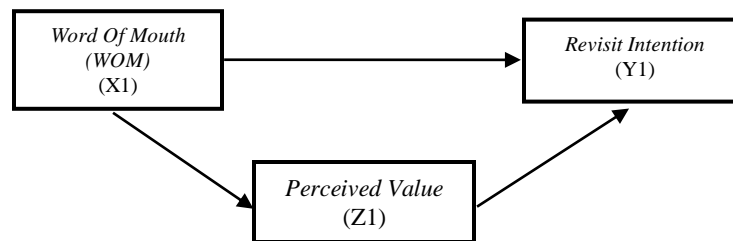
Furthermore, for the fourth hypothesis, namely Matute et al. (2016) in this study it can be seen that there is a significant influence between EWOM characteristics, namely EWOM quantity (EQUAN), EWOM credibility (ECRED), and EWOM quality (EQUAL), on online repurchase intention (Online RI) mediated by trust and perceived usefulness. (PU). Because in principle the same between EWOM and WOM, perceived usefulness and perceived value, and online repurchase intention with revisit intention, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value. Konuk (2019) in this study it can be seen that there is a relationship between word of mouth (WOM), perceived value, satisfaction, and revisit intention, even though in this study word of mouth (WOM) is the same or parallel to revisit intention, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value. Abubakar et al. (2017) in this study it can be seen that there is an influence between eWOM or online WOM with revisit intention, then eWOM or online WOM affects destination trust, and destination trust affects revisit intention. According to the theory of Rousseau et al (1998) about trust, and referring to the results of research from Ribbink et al (2004), Sahadev and Purani (2008), Kassim and Abdullah (2010), and Sadeh et al (2011) which proves that the path after satisfaction is trust or trust, and according to the theory that the stage before the creation of satisfaction is the creation of value (Kotler, 2000) so that someone who has perceived value definitely has satisfaction, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value. From these three studies, it can be interpreted that word of mouth (WOM) affects revisit intention through perceived value so that the proposed hypothesis is as follows:

**H4:** Word of mouth (WOM) has a positive and significant indirect effect on revisit intention through perceived value for Mount Penanggungan visitors

**3. Methodology**

**3.1 Research Approach**

A quantitative approach with descriptive and explanative research is used. It is said to be quantitative because it involves the process of collecting, analyzing, interpreting, and writing research results (Creswell, 2009), also called explanatory because it explains the causal relationship between variables through hypothesis testing (Neuman, 2007). mouth (WOM) (X1) on revisit intention (Y1) through perceived value (Z1). This research was conducted from January to March 2020. The design of this research is as follows:



**Figure 1. Research Design**

### ***3.2 Population and Sample***

The population is all visitors/climbers of Mount Penanggungan who have visited or climbed Mount Penanggungan at least once in an unlimited number (infinite). So the population in this study includes the type of unlimited population (infinite population). The sample was taken using the accidental sampling/convenience sampling technique which is part of the non-probability sampling sample design. Using accidental sampling because the sample was taken by chance or anyone who coincidentally / incidentally met with the researcher can be used as a sample, if the person who happened to be met is appropriate and suitable as a data source (Sugiyono, 2015), this method is suitable for testing ideas. ideas or looking for new ideas that are exploratory (Suliyanto, 2018:226). Determination of the sample size as suggested by Hair et al (2006), which is 5 to 10 times the number of parameters (indicator + path coefficient). It is known that the number of indicators is 24, the number of path coefficients is 7, while from 5 to 10 researchers take the middle number, which is 7.5. Then the calculation of the total sample size is  $7.5 \times (24+7) = 232.5$  or 233 respondents.

### ***3.3 Data Collection***

Data collection was carried out by determining the research subjects, namely all visitors/climbers of Mount Penanggungan. Questionnaires were given to respondents for the number of samples. The presentation of the data is done in tabular form using Ms. Excel as raw data. The scoring uses a Likert scale with 7 alternative answers, namely: Most Strongly Agree: 7, Strongly Agree: 6, Agree: 5, Agree and Disagree: 4, Disagree: 3, Strongly Disagree: 2, Most Strongly Disagree: 1. The Likert scale produces interval data (Cooper & Schindler, 2014). Furthermore, the data were analyzed using the Statistical Package For The Social Science application or now better known as Statistical Product And Service Solutions (SPSS), and SPSS version 24 is used here.

### ***3.4 Data Analysis***

Before analyzing the data, it is necessary to test the data first, namely using the validity test and reliability test. After that it was analyzed using descriptive analysis. Then tested using classical assumptions include: normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. After that, the hypothesis test was carried out, namely the t test, F test, and  $R^2$  test. After everything is done the last one is analyzed using path analysis.

## **4. Results**

### ***4.1 Validity Test***

The results of the validity test of each variable in this study were declared valid, because of the 10 sub-variables, the Pearson Correlation coefficient number  $< 0.05$  or  $r \text{ count} > 0.3$ .



**Table 1. Validity Test Results**

<b>Variable</b>	<b>Pearson Correlation</b>	<b>Results</b>
<i>Word of Mouth (WOM)</i>	0,716-0,850-0,695-0,851	Valid
<i>Perceived Value</i>	0,903-0,829-0,886-0,817	Valid
<i>Revisit Intention</i>	0,960-0,936	Valid

Source: data processing results SPSS v.24 (2020)

#### 4.2 Reliability Test

The results of the reliability test for each variable in this study were declared reliable, because Cronbach's Alpha scores > 0.60, word of mouth (WOM) = 0.786, perceived value = 0.878, and revisit intention = 0.876.

**Table 2. Reliability Test Results**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Results</b>
<i>Word of Mouth (WOM)</i>	0,786	Reliable
<i>Perceived Value</i>	0,878	Reliable
<i>Revisit Intention</i>	0,876	Reliable

Source: data processing results SPSS v.24 (2020)

#### 4.3 Descriptive Analysis

The respondent's profile shows that for gender, male is 176 and female is 57. For age, the majority of 16-25 years are 181 and the smallest is > 55 years is 2. For work, the majority of students are 136 and the smallest or others 4. For the number of visits in three years, the majority is 1 time, 104 and the smallest or other is 9. For city origin, the majority are from East Java, 199, outside East Java, 18, and outside Java, 16.

#### 4.4 Normality Test

The results of the normality test show that the Normal PP Plot for variables X1 to Y1, variables X1 to Z1, and variables X1, Z1, to Y1 have many points that spread around the diagonal line, this is in accordance with what was said by Santoso (2001), namely when the distribution the data is located around a straight diagonal line, it means that the research data is normally distributed.

#### 4.5 Multicollinearity Test

The results of the multicollinearity test show that the regression model does not have multicollinearity symptoms because it has a Tolerance value  $\geq 0,1$  and also has a VIF value  $\leq 10$ .

**Table 3. Tolerance and VIF Values of Multicollinearity Test Results**

Regression	Variable	Collinearity Statistic		Results
		Tolerance	VIF	
X1 → Y1	WOM	0,531	1,882	Not Multicollinearity
X1 → Z1	WOM	0,531	1,882	Not Multicollinearity
X1, Y1 → Z1	WOM	0,531	1,884	Not Multicollinearity
	PV	0,463	2,16	Not Multicollinearity

Source: data processing results SPSS v.24 (2020)

#### 4.6 Heteroscedasticity Test

It is carried out using the Glejser heteroscedasticity method, that is, if the significance value (Sig.) is between the independent variable and the absolute residual ( $Abs\_Res \geq 0,05$ ) then it can be concluded heteroscedasticity.

**Table 4. Results of Heteroscedasticity Testing of the Glejser Method**

Regression	Variable	Coefficients		Results
		t	Sig.	
X1 → Y1	WOM	-2,214	0,028	Not Heteroscedasticity
X1 → Z1	WOM	-0,36	0,719	Heteroscedasticity
X1, Y1 → Z1	WOM	-2,496	0,013	Not Heteroscedasticity
	PV	1,424	0,156	Heteroscedasticity

Source: data processing results SPSS v.24 (2020)

#### 4.7 Autocorrelation Test

The results of the autocorrelation test show that the regression model does not have autocorrelation symptoms because the value of d (Durbin-Watson) lies between dU and (4-dU).

**Table 5. Autocorrelation Test Results**

Regression	dL	dU	(4-dU)	Model Summary		Results
				Std. Error of the Estimate	Durbin-Watson	
X1 → Y1	1,71 8	1,79 9	2,201	2,207	2,080	Bukan Autokorelasi
X1 → Z1	1,71 8	1,79 9	2,201	3,177	1,926	Bukan Autokorelasi
X1, Z1, Y1 →	1,71 8	1,79 9	2,201	2,150	2,125	Bukan Autokorelasi

Source: data processing results SPSS v.24 (2020)

#### 4.8 t test and F test

The criteria for testing the t-test according to Suliyanto (2018:299) are as follows:

- Ho is accepted if the value of sig > 0.05 and vice versa if the value of sig ≤ 0,05 then Ho is rejected, or t count ≤ t table.



- $H_a$  is accepted if the value of  $\text{sig} \leq 0,05$  and vice versa if the value of  $\text{sig} > 0,05$  then  $H_a$  is rejected, or  $t \text{ count} > t \text{ table}$ .

To determine the F test with a significant level of 5% ( $\alpha = 0.05$ ). If the sig value  $> 0.05$  then  $H_0$  is accepted or  $H_a$  is rejected, and if the sig value is  $\leq 0,05$  then  $H_0$  is rejected or  $H_a$  is accepted (Suliyanto, 2018:300). The results of hypothesis testing in this study are as follows:

**Table 6. Results of t-test, F-test, and R<sup>2</sup>**

Regression	Coefficients		Model	ANOVA		Results
	t	Sig.	Summary	F	Sig.	
WOM → RI	9,795	0,00	0,293			Accepted
WOM → PV	9,196	0,00	0,268			Accepted
PV → RI	10,924	0,00	0,341			Accepted
WOM, PV → RI			0,419	82,951	0,00	Accepted

Source: data processing results SPSS v.24 (2021)

### 5. Analysis and Discussion

Path analysis is a quantitative approach that uses multiple regression, used to test the magnitude of the contribution of the independent variable to the dependent variable, both to determine the contribution or direct effect or indirect effect through other variables. The results of the path analysis are as follows:

**Table 7. Model 1 Endogenous: Perceived Value**

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	,518 <sup>a</sup>	,268	,265		3,978

a. Predictors: (Constant), Word Of Mouth

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,933	1,263		8,654	,000
	Word Of Mouth	,513	,056	,518		

a. Dependent Variable: Perceived Value

Source: SPSS v.24 (2021)

Based on Table 7. on the output *coefficients*, it can be seen that the value of *standardized coefficients* or the word of mouth (WOM) path coefficient on the perceived value is 0.518. At the output, the value of the significance of word of mouth (WOM) is 0.000 less than 0.05, it gives results that can be concluded that the path analysis of model 1 for the word of mouth (WOM) variable has a significant positive effect on perceived value.

Furthermore, the value of  $R^2$  or *R square* in the output of the *model summary* is 0.268, this means that the contribution of the influence of word of mouth (WOM) on the perceived value is 26.8% while 0.732 or 73.2% are the contributions of other variables not included in the study this. While the value of  $e_2$  can be found by the formula:

$$e_2 = \sqrt{(1 - 0,268)}$$

$$e_2 = \sqrt{0,732}$$

$$e_2 = 0,855$$

Based on these discussions, the regression equation is formulated as follows:

$$Z = \beta_2 X_1 + e_2$$

$$Z = 0,518X_1 + 0,855e_2$$

**Table 8. Model 2 Endogenous: Revisit Intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647 <sup>a</sup>	,419	,414	2,211
a. Predictors: (Constant), Perceived Value, Word Of Mouth				

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,003	,808		1,241	,216
	Word Of Mouth	,202	,036	,327	5,572	,000
	Perceived Value	,258	,037	,414	7,051	,000
a. Dependent Variable: Revisit Intention						

Source: SPSS v.24 (2021)

Based on Table 8. on the output *coefficients*, it can be seen that the value of *standardized coefficients* or the word of mouth (WOM) path coefficient on revisit intention is 0.327, the path coefficient of perceived value on revisit intention is 0.414. The output also shows a significance value of word of mouth (WOM) of 0.000 less than 0.05, and a perceived value of 0.000 less than 0.05, this gives results that can be concluded that the path analysis of model 2 is for word of mouth (WOM) and perceived value have a significant positive effect on revisit intention.

Furthermore, the value of  $R^2$  or *R square* in the *model summary* output is 0.419, this means that

the contribution of the influence of word of mouth (WOM) and perceived value on revisit intention is 41.9% while 0.581 or 58.1% are other variables that contribute did not exist in this study. While the value of  $e_1$  can be searched by the formula:

$$e_1 = \sqrt{(1 - 0,419)}$$

$$e_1 = \sqrt{0,581}$$

$$e_1 = 0,762$$

Based on the discussion above, the regression equation can be formulated as follows:

$$Y = \beta_1 X_1 + \beta_3 Z_1 + e_1$$

$$Y = 0,327X_1 + 0,414Z_1 + 0,762e_1$$

**Table 9. Variable Correlations**

Correlations				
		Word Of Mouth	Of Perceived Value	Revisit Intention
Word Of Mouth	Pearson Correlation	1	,518**	,542**
	Sig. (2-tailed)		,000	,000
	N	233	233	233
Perceived Value	Pearson Correlation	,518**	1	,584**
	Sig. (2-tailed)	,000		,000
	N	233	233	233
Revisit Intention	Pearson Correlation	,542**	,584**	1
	Sig. (2-tailed)	,000	,000	
	N	233	233	233

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS v.24 (2021)

Based on Table 9. in the output *correlations*, it can be seen that the *pearson correlation* value or the correlation of the word of mouth (WOM) path variable with the perceived value of 0.518, the correlation of the word of mouth (WOM) path variable with revisit intention of 0.542, and the correlation of the perceived value path variable with a revisit intention of 0.584.

The results of the path analysis model in this study are as follows:

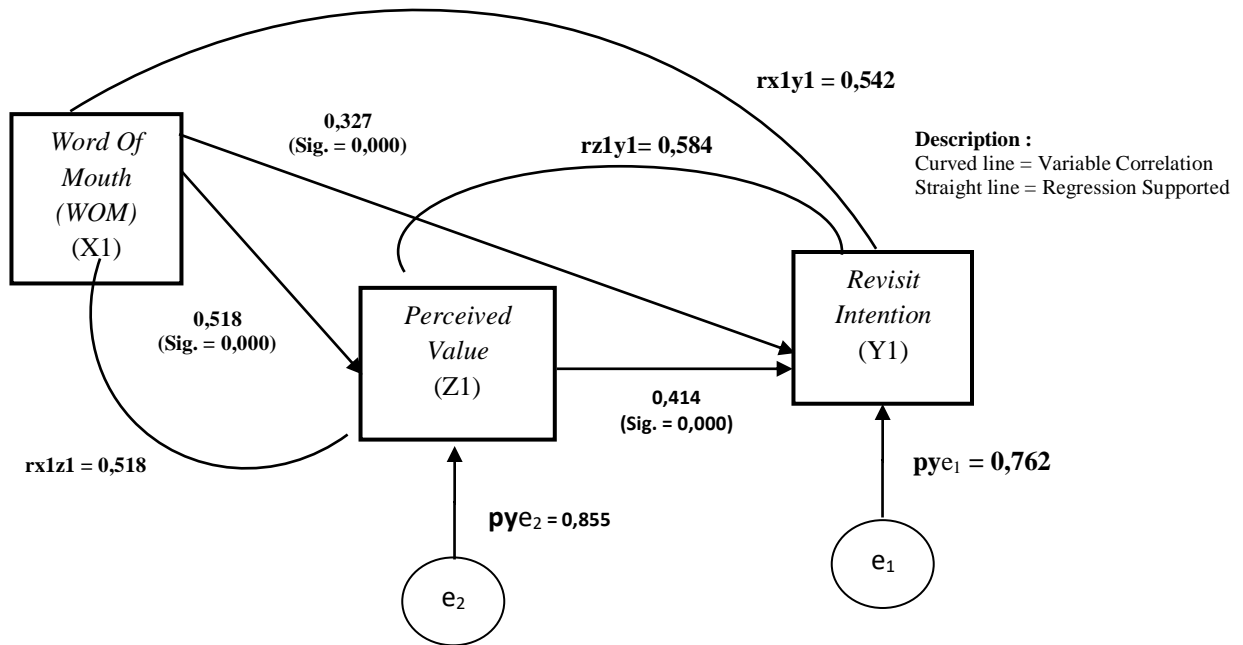


Figure 2. Results of Path Analysis Model and Correlation

### 6. Conclusions

Word of mouth (WOM) of Mount Penanggungan can be said to be good by visitors, and the sub-variable that has the most dominant influence is the sub-variable that tells positive things about Mount Penanggungan. Word of mouth (WOM) has a positive and significant direct effect on revisit intention. Improving the quality of word of mouth (WOM) will increase the desire of visitors or climbers to make repeat visits to Mount Penanggungan. Word of mouth (WOM) has a positive and significant direct effect on perceived value. Improving the quality of word of mouth (WOM) will increase the value felt by visitors or climbers who visit Mount Penanggungan. Perceived value has a positive and significant direct effect on revisit intention. Improving the quality of perceived value will affect the desire of visitors or climbers to make repeat visits to Mount Penanggungan. Word of mouth (WOM) has a positive and significant direct effect on the perceived value of 26.8%. Word of mouth (WOM) has a positive and significant indirect effect on revisit intention through the perceived value of 41.9%. Gunung Penanggungan must maintain the performance of word of mouth (WOM) in order to create significant perceived value because the value is already 0.000 0.05, and must maintain the perceived value performance in order to create significant revisit intention because the value is 0.000 0.05, so all paths will be significantly positive on a continuous basis in the path analysis model.

#### 6.1 Theoretical Contribution

This research is expected to be able to add scientific insight into marketing management in general, and in particular in the field of tourism marketing management science for special

interest tourism in the field of adventure, both through exposure to theories and concepts as well as path analysis as in this study, namely theories and concepts about word of mouth (WOM), perceived value, and revisit intention on special interest tourism in the field of adventure.

### **6.2 Managerial Implications**

For managers, it is recommended to be able to increase word of mouth (WOM) communication activities circulating about Mount Penanggungan, especially those who get the lowest ratings from visitors, namely hearing positive things about Mount Penanggungan. Managers are also advised to be able to maintain the consistency of word of mouth (WOM), especially those that are considered the most positive by visitors, namely about telling positive things about Mount Penanggungan. Managers are advised to improve and increase the variable that has the lowest value so that it can create a sustainable significant influence and increase the number of repeat visits to Mount Penanggungan.

### **6.3 Recommendation**

Suggestions for visitors, it is advisable to be able to be a smart visitor by considering every aspect before visiting a destination. So that visitors will get the value that is felt after carrying out activities to a destination, the positive impact that will be felt by the next visitor is that visitors will have a desire to revisit the destination.

### **6.4 Limitations and Further Research**

Further researchers are advised to be able to expand the population, be able to increase the research sample, and be able to examine other variables that are in the same field or not that can affect perceived value and revisit intention that have not been studied. Further researchers are also advised to be able to focus intensely on staying at the object and not moving. Further researchers are advised to try using other sampling techniques besides accidental sampling, it is also advisable to try to develop a research analysis model in addition to using the path analysis model, so that research results are more accurate and knowledge about marketing management of special interest tourism in the field of adventure can be wider and developed.

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