

Determinant of E-WOM: Popularity Destination, Value and Conspicuous Tendency regarding Adventure Tourism

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Recently, the nature tourism industry has been highly promising and supported by the shifting of consumption patterns and technology in social media activities. To date, there are still few studies that have investigated determining factors including electronic word of mouth activity by tourists. Social media is the main impetus in fulfilling tourist needs. Popular tourist destination options enable signalling for tourists about the quality of tourist destinations. The purpose of this study is to analyse the determinant factor of electronic word of mouth activity which consists of the popularity of a destination popularity, value and conspicuous tendency of the context of adventure tourism destination. The study population includes the visitors who embarked on the activity in the adventure tourism destination, a total sample of 365 tourists. The hypotheses was tested using SEM. The result of the study shows that destination popularity has an effect on tourist value, destination popularity has an effect on electronic word of mouth activity, conspicuous tendencies have an effect on tourist value, while conspicuous tendencies and tourist have values have an effect on electronic word of mouth activity.

Key words: *E-WOM, Popularity Destination, Conspicuous, Value, Tourism.*

Introduction

Amongst Indonesian portfolio destinations, nature tourism has a dominant share of 35%, including marine tourism (35%), eco-tourism (45%), and adventure tourism (20%) (www.kemenpar.go.id). Adventure tourism, notwithstanding that it has less dominance than

the nature destination portfolio (20%), has the fastest growth compared with other tourism industries since adventure tourism has contributed 67% of adventure tourists expenditure spending in the destination visited (*Adventure Travel Trade Association*; www.jawapos.com).

The consumption potential is also supported by a shift in the consumption perspective, as people are now spending more on leisure, experience, entertainment and tourism. This shift is marked by people who are turning to the consumption of experience. A person's prestige status is no longer a matter of owning luxury goods, but of experience and adventure.

Marketing of tourist destinations is focusing on meeting the tourist desires and expectations. As a result, a management pattern emphasising the competitive advantage of the tourist site is needed, not only a point of difference. This rationale then underpins how tourist destinations should offer differences that can provide the best tourist experience. The manager of the tourist destination will receive a dual benefit, that is, economically gaining an increase in the number of tourists and positive tourist activities after the tour is taken to other destinations both directly and through internet-based media (EWOM).

Tourists are often involved in electronic word of mouth (EWOM) activities or interpersonal communication as a means of sharing the best experiences. EWOM itself is seen as being part of the activity after the purchase process (after-sales). It appears as a tourist activity after visiting tourist destinations (Albaity & Bani, 2017; Chen & Rahman, 2018; Ekinci et al., 2013; Han et al., 2016; Liu et al., 2012; Lu & Xu, 2015; Serra-cantallops et al., 2018).

EWOM activities can be influenced by factors from internal and external consumers. Research related to brand popularity is still debated with reference to the results which examine the effect of product popularity on loyalty. Raj, (1985) argues that popularity influences on loyalty, but the study conducted by (Chang et al., 2016) maintains that product popularity for public consumption does not have a significant impact on WOM recommendations. Research by Whang et al., (2015) was conducted in three countries. In Korea, brand popularity has been found to have a positive effect on consumer evaluation, in China, it has a negative effect, while in Russia, popularity has no effect.

The debate over the effect of brand popularity on EWOM activities can be clarified with the value of experience perceived by consumers. Studies that have related popularity and value but have not yet related EWOM activities. The influence of popularity with EWOM activities refers to research stating that increased popularity has a higher priority to be recommended to others (Chang et al., 2016; Chin-hui et al., 2018; Chung et al., 1997; Holbrook, 2016).

Based on these results, this study seeks to develop the model that is stated by Raj, (1985), by combining external consumer motivation and internal beliefs related to EWOM activities. Raj defines external consumer motivation as popularity, while internal motivation can be

influences by the needs of consumer's tendency to show off (Kim et al., 2015; House et al., 2015; Kim & Jang, 2017).

In this study, the tendency to show off is understood to mean conspicuous consumption (excessive consumption, striking, showing self and showing off). Research related to the needs of showing off in marketing and consumer behaviour has been conducted during the last 5 years (Amatulli et al., 2018; Bajac et al., 2016; Bronner & de Hoog, 2018; Dev et al., 2018; Nabi et al., 2019; Shao et al., 2019) but research that links the need for showing off with WOM has been rarely done (Kim et al., 2015; House et al., 2015; Kim & Jang, 2017).

Conspicuous consumption refers to consumer behaviour where expensive goods are purchased to show wealth and social status, not to meet actual needs. Kim & Jang, (2017) provide empirical evidence that generation Y's motivation for coffee consumption in Korea is on the luxury value dimensions such as materialism, conformity, tendency to show off and functional dimensions. Therefore, the tendency of conspicuous behaviour in tourists will be able to strengthen the perceived value relationship with EWOM activities if tourists want to be more valued by others, feel more important, increase popularity and be respected by others, show success in life and unique experiences, show trends and show themselves as adventurers.

There are several understandings related to the concept of product popularity. The concept of popularity can be interpreted as something that is most liked or disliked as Cheng et al., (2013) state, how many consumers like it, Li et al., (2018). the best destination to recommend, Lessig, (1981) the most popular brand for consumers, while Chung et al., (1997) define popularity as the accumulation of market acceptance and a brand that has long-term closeness.

Research related to the popularity of destinations has almost never been conducted. During this time, the research has concentrated more the use of brand or product popularity (Chin-hui et al., 2018; Chung et al., 1997; Hassan et al., 2016; Ahn, 2006; Kim, 1995; Lee, 2017; Lessig, 1981; Raj, 1985; Whang et al., 2015). In the context of destinations, research on popularity has not been carried out, especially related to EWOM activities.

The popularity of tourist destinations will be a reference or signal to visitors of the tourist destination as a consumable experience including uniqueness, novelty, quality, perceived value by visitors (Kim & Chung, 1997; Dean, 1999; Erdem, 1998). Thus, if tourists receive information about a destination that is supported by many people, it will be considered to reflect the choice of quality tourist destinations. Conversely, if the tourists who visit unpopular tourist destinations feel that it is a riskier choice than those that are popular, then the more popular tourist destinations will be able to increase the value that tourists will feel.

Theoretical Background

E-Wom

WOM recommendations from friends and close relatives are the most important sources that can shape the image of a tour. As it comes from colleagues and close relatives, EWOM is the digitalisation of traditional WOM which is delivered directly from one party to another, while the delivery of EWOM requires an intermediary media, such as electronic media. Several studies on EWOM activities have a general discussion about a product from the company, thus research about EWOM is rarely found in the scope of tourism.

Consumers usually receive and respond to EWOM messages as reliable sources of interesting and useful information (Bickart & Schindler, 2001; Gruen et al., 2006). Litvin et al., (2008) reveal that EWOM activities will change the structure of travel information and the knowledge and perception of tourists towards various tourism products. Parra-López et al., (2011); Xiang & Gretzel, (2010); Chu & Kim, (2011) express it as a common practice where electronic media provides benefits as a place for sharing photos and videos to personal blogs, giving ratings, evaluating, viewing online maps and so on to share and recommend to fellow users. EWOM activity is also an embodiment of the attitudes and desires to behave in the future resulting from tourist assessment of experiences after consuming risks from a destination.

During the last three years, research about EWOM has made an interesting contribution to marketing research and consumer behaviour, using other terms as metaphors for EWOM such as social network sharing (SNS), virtual network sharing, online social networks, and online sharing (Chang et al., 2016; Han et al., 2018; Kim et al., 2018; Younghan, 2016; Luna-Cortés, 2017; Mukerjee, 2018; Ranaweera & Karjaluo, 2017; Varshneya et al., 2017).

Destination Popularity

Destination popularity refers to tourist destinations that are visited, discussed, reviewed, liked, and recommended by other people. The theory of signaling explains that it is related to communication between parties involved in asymmetric information. As Raj (1985) maintains, popularity can explain consumer loyalty.

Research on the relationship between brand popularity and perceived empirical value has not been greatly discussed, however, some researchers have shown that popularity is a signal of a value obtained by consumers. In the context of tourist destinations, brand popularity can stimulate more favorable valuations that will provide product value to consumers and even create a perception that choosing unpopular destinations is a riskier choice compared to popular destination brands. The popularity of tourist destinations will be a reference or signal

for tourists, that they provide experiences that can be consumed, due to the uniqueness, novelty, quality, value that will be perceived by tourists (Kim & Chung, 1997; Dean, 1999; Erdem, 1998)

The popularity of destinations perceived by tourists is positively related to the value that will be perceived by tourists. This prediction comes from the idea that consumers are more likely to obtain greater perceived value of a tourist destination that is visited, most recommended, preferred by many people, known to many people, most talked about and at most visited, while in this study perceived value is measured through indicators of emotional and epistemic value. The influence of destination popularity on perceived value of tourists is supported by previous studies

A popular tourist destination has the potential to be recommended by tourists, as popular tourism can be used as a signal of good quality. Therefore, tourists will write positive comments, post positive reviews, upload photos and/or videos, provide positive recommendations and actively provide reviews to network groups if the brands of tourist destination are popular in the community. The influence of destination popularity on tourist EWOM activities is supported by relevant previous studies, such as Chang et al., (2016); Lee, (2017); Lopez & Leenders, (2018), as well as the relationship between popularity and consumer loyalty. Based on the above-mentioned description, the hypotheses formulated is as follows:

H1: Destination popularity has a positive effect on the perceived value of tourists

H2: Destination popularity has a positive effect on tourists' electronic word of mouth activities

Conspicuous Tendencies

One example of EWOM consumer behaviour is the desire to show off consumers (conspicuous tendencies). Consumers want to show who they are, their social status, their purchasing power, thus will further strengthen EWOM activities. Trigg, (2001) summarises Veblen's opinion that conspicuous consumption refers to consumer behaviour including the purchase of expensive goods to show wealth and social status, not to meet actual needs. According to Veblen, this definition is known as conspicuous consumption or excessive consumption, where we show the things, we buy others to confirm our prestige and status and support our lifestyle. Goods that are bought or consumed are usually in the form of something that is not useful, which sometimes can even reduce person's movement and comfort. Veblen also proposes the term pecuniary emulation (equality of needs related to money), in which groups not included in the leisure class try to reach the achievement or use of certain objects and hope that they will achieve a state of human identity that is intrinsically richer than other people's.

Chaudhuri et al., (2011) state that conspicuous consumption is a deliberate act of symbolic purchases and is seen by the motivation of communicating a distinctive self-image to others. Therefore, consumers tend to conduct status consumption and conspicuous consumption, if the brand or product is loaded with status, including image, positive brand identity, leading quality, luxury features, exclusivity, which can be associated with rich symbols, imaging success or elitism and reflect high prices (O’Cass & McEwen, 2004).

Prior studies have placed conspicuous consumption behaviour as an antecedent variable from EWOM. Thus, conspicuous tendencies will be able to influence the perceived value and conduct EWOM activities. Thereby, the proposed hypotheses are formulated as follows:

H3: Conspicuous tendencies have a positive effect on the value perceived by tourists

H4: Conspicuous tendencies have a positive effect on tourists’ electronic word of mouth activity.

Perceived Value by Tourists

Consumers expect to obtain benefit from the expense spent on activities. Therefore, the perceived value of customers can be defined as an assessment of the overall benefits obtained from the sacrifice made in the purchase and consumption of the product. These perceived values can be in the form of economic value, social value, novelty (epistemic) value, and emotional value (Williams & Soutar, 2009), functional value, price value for money, emotional value, social value, and novelty value (Williams et al., 2017); quality value, emotional value, social value, price value, and experiential value (Yang et al., 2016); functional value, value for money, emotional value, social value and novelty (epistemic) value (Nina Katrine Prebensen & Rosengren, 2016).

Currently, some contemporary research states that customer value is represented as a multidimensional concept (Antón et al., 2017; Bora et al., 2018; Kim et al., 2018; Ranaweera & Karjaluoto, 2017; Young et al., 2018). The multidimensional concept refers to measuring the value perceived by customers based on dimensions such as social value, emotional value, functional value, epistemic value, and conditional value (Sheth et al, 1991). Another opinion states that the multidimensional approach measures the perceived value of consumer psychology (Sánchez-Fernández & Iniesta-Bonillo, 2007). Since this study uses a fixed multi-item measurement approach: 1) it allows a more detailed analysis of consumer perceptions of perceived value, 2) provides more insight about the views of tourist consumers on perceived value, 3) adapts to the research context conducted so that this study uses emotional value and epistemic value measurement based on research (Bora et al., 2018; Williams & Soutar, 2009).

Previous studies have shown that emotional value and epistemic value are important antecedents of positive Ewom (Antón et al., 2017; Bora et al., 2018; Kim et al., 2018; Lee, 2016; Mukerjee, 2018; Ranaweera & Karjaluo, 2017; Varshneya et al., 2017; Young et al., 2018). The value perceived by tourists on tourist destinations aims to highlight the benefits that can be obtained by visitors for the costs incurred compared to the benefits obtained from the selection of other tourist destinations. Thus, it can provide a strong impetus for travel decisions such as repurchases, recommendations to others, and positive WOM. Positive WOM itself can be linked to the experience that has been perceived by tourists and plays an important role in reducing the risk for tourists and has been considered important for business as advertising without cost.

The value perceived by some researchers is measured by several dimensions, for example (Williams et al., 2017) functional value, price value for money, emotional value, social value, and novelty value. Yang et al., (2016) identify five measurements values (quality value, emotional value, social value, price value, and experiential value). Prebensen & Rosengren, (2016) use five measurements namely functional value, value for money, emotional value, social value and novelty (epistemic) value.

The experience value perceived by tourists can be in unidimensional form. In this context, perceived value often refers to indicators of emotional and novelty value. Tourists who feel proud, comfortable, happy and confident felt emotional value and will ultimately make an impact on WOM activities (Williams et al., 2017). While novelty value can make an impact on WOM tourist activity if tourists get real experiences, satisfy their curiosity, feel part of the brand of tourist destination and receive unique experiences (Prebensen & Xie, 2017; Williams et al., 2017). Other previous studies supporting the premise of the influence of the perceived value of tourists on tourist EWOM activities include Bora et al., (2018); Kim et al., (2018); Mukerjee, (2018); and Ranaweera & Karjaluo, (2017). While the research of Antón et al.'s research, (2017) has a different result, in which the value of novelty has no effect on EWOM. Thus, the hypothesis is formulated as below:

H5: The value perceived by tourists has an effect on tourists' electronic word of mouth activity

Research Methodology

The study population included visitors who carried out adventure activities in tourist destinations, with 400 tourists as the sample. The data collection was done using a survey.

The research variables were Destination popularity (DP), Conspicuous tendencies (CT), Tourist value (TV), and Electronic word of mouth (EWOM). Destination popularity refers to research by Chang et al., (2016); Chin-hui et al., (2018); Chung & Young, (1997); Gisbey, (2016); Lopez & Leenders, 2018; Raj, (1985). Conspicuous tendencies variable refers to the study of Bronner & Hoog, (2018); and Phillips & Back, (2011). Perceived value by tourists refers to research by Prebensen & Xie, (2017); Williams et al., (2017). EWOM activity variable refers to research by Ranaweera & Karjaluoto, (2017); Serra-cantallops et al., (2018); Wen et al., (2017). Data analysis used SEM with the WarpPLs software program.

Findings

Instrument Test

Data validity test is performed on question items on DP: destination popularity, CT: conspicuous tendencies, TV: tourist value and EWOM: electronic word of mouth activity. The data validity test conducted in this study includes the validity and reliability tests, which are explained as follows:

1. Validity Test

The results of the validity test is presented in the form of the output of combined loadings and cross-loadings, as explained in table 1. It is known from the first stage of the validity test that all indicator values are above 0.5. Thus, all question items or indicators used to measure each latent variable are able to measure the measurables or have met the convergent validity of an indicator. Likewise, the results of the comparison between loading and cross loading show that if the loading value of all factors or indicators is greater than the cross loading, the discriminant validity is fulfilled.

2. Reliability Test

It is noted from the reliability test that the value of composite reliability coefficient with DP (destination popularity) variable is 0.893; CT (conspicuous tendencies) is 0.958; TV (tourist value) is 0.926 and EWOM (electronic word of mouth) is 0.991, which means that all those values have already been above 0.7 as the minimal requirement of composite reliability tests, while the value of consistency internal reliability is 0.60, thereby the questioner for all factors have met the consistency internal reliability. The results are described in table 2.

Test Model Fit and Quality Indices

The results of the test fit model are presented in table 3. The model fit test with 10 indexes aims to find the index and the relationship between latent variables and the assumptions obtained. The result shows that the rule of thumb of all criteria in an ideal index concludes that the relationship model among latent variables fits.

Result of Data Analysis

This analysis is used to discover the effect of destination popularity variable, conspicuous tendencies, tourist value and e-word of mouth activity. The data obtained was analysed using warpPLS 5.0.

A specific test shows the estimate of direct effect and indirect effect. The results of the total effect test are presented in Figure 1.

1. Direct Effect Estimation

Based on the analysis results, the equation model can be arranged as follows:

- a. Tourist value= $0.307DP+0.310CT$, the coefficient of destination popularity is 0.307 and conspicuous tendencies with a value of 0.310 state that destination popularity and conspicuous tendencies have a positive direction, so that if the destination popularity and conspicuous tendencies are greater, then they has a strong and positive influence on the tourist value variable
- b. Electronic word of mouth/EWOM activities= $0.131DP+0.457CT+0.303TV$, the coefficient of destination popularity is 0.131, which states that destination popularity variable has a positive significance on electronic word of mouth activities. For other variables, conspicuous tendencies, which are 0.457, show that conspicuous tendencies have a positive significance on electronic word of mouth activity. The tourist value has positive and significant value on electronic word of mouth activities, which is 0.303. It provides information that those variables have a strong impact on the electronic word of mouth activity variable.

2. Indirect effect (mediating effect) Estimation

Indirect effect estimation of each variable is explained as follows:

- a. $DP \rightarrow TV \rightarrow EWOM$ with the coefficient is 0.093, which means that the coefficient of mediating estimation of tourist value variable is positive in the impact of destination popularity on electronic word of mouth activities.
- b. $CT \rightarrow TV \rightarrow EWOM$ with the coefficient is 0.094, which means that the coefficient of mediating estimation of tourist value variable is positive in the impact of conspicuous tendency on electronic word of mouth activities.

Hypotheses Test

To test the hypothesis in this study, multivariate analysis using Structural Equation Modeling (SEM) with the WardPLS program was used. Testing the hypothesis was completed by

comparing the t-value with a critical value of 1.96 with a significance probability (p / α) determined as 0.05. If the t-value is greater than the critical value of 1.96 with a significance probability of less than α , then the hypothesis can be accepted. Conversely, if the t-value is smaller than the critical value of 1.96 at a significance level greater than α , then the hypothesis is rejected. These results are summarised in table 4. Based on the table that has been presented, the results can be explained as follows: a) Destination popularity has an impact on tourist value; b) Destination popularity has an impact on electronic word of mouth activity; c) Conspicuous tendencies have an impact on tourist value; d) Conspicuous tendencies have an impact on electronic word of mouth activity; e) Tourist value has an impact on electronic word of mouth activity.

Discussion

Destination popularity has an effect on tourist value. Based on the test results, the direct effect coefficient of destination popularity on tourist value is 0.307, which implies that the destination popularity variable has a positive relationship with the tourist value variable. It also indicates that the higher the popularity of a destination visited, the higher the value perceived by the tourists. This result is also supported by the significance value for the destination popularity variable, that is, $0.001 < 0.05$, which indicates that there is an effect between destination popularity on tourist values. The results of this study support the research of Chang et al., (2016); Gil et al., (2017); Lopez & Leenders, (2018); Whang et al., (2015); Wu & Lee, (2016); Yun Lee, (2017).

Destination popularity has an impact on electronic word of mouth activity. Based on test results, the direct effect coefficient of destination popularity on electronic word of mouth activity is 0.131, which means that the destination popularity variable has a positive relationship with the electronic word of mouth activity variable. It indicates that the greater the popularity of an adventure destination, the higher the electronic word of mouth activity. This result is also supported by the significance value for the destination popularity variable on electronic word of mouth activity, that is, $0.001 < 0.05$. It infers that there is an effect between destination popularity with electronic word of mouth activities.

Conspicuous tendencies have an effect on tourist value. The test results show that the coefficient of direct effect of conspicuous tendencies on tourist value is 0.310, meaning that the conspicuous tendencies variable has a positive relationship with the tourist value variable. This result shows that the higher the tendency of a tourist who wants to show off, the higher the value perceived by tourists. This result is also supported by the significance value for the conspicuous tendencies variable on electronic word of mouth activities, that is, $0.001 < 0.05$. Thereby, these results support previous studies such as Kim et al., (2015); Kim & Jang, (2017); (Mende et al., 2018; Mi et al., 2018; Nabi et al., 2019) Conspicuous tendencies affect

electronic word of mouth activity. According to the test results, they show that the coefficient of direct effect of conspicuous tendencies for electronic word of mouth activity is 0.457, meaning that the conspicuous tendencies variable has a positive relationship with the variable electronic word of mouth activity. It also indicates that the greater desire to show off through electronic word of mouth activities by sharing experiences on social media will also increase. This result is also supported by the significance value for the variable conspicuous tendencies of $0.005 < 0.05$, which indicates that conspicuous tendencies influence emotional values. The results of this study support research conducted by Kim et al., (2015); Kim & Jang, (2017); Mende et al., (2018); Mi et al., (2018); Nabi et al., (2019).

Tourist value affects the activity of electronic word of mouth activity. Based on the test results, the coefficient of the direct effect of tourist value on electronic word of mouth activity is 0.303, meaning that the tourist value variable has a positive relationship with the electronic word of mouth activity variable. These results show that the higher the value perceived by tourists, the higher the electronic word of mouth activity of sharing adventure tourism experiences undertaken through social media. This result is also supported by the significance value for the tourist value variable of $0.001 < 0.05$ and shows that there is an effect of tourist value on electronic word of mouth activities. The results of this study support the research conducted by Antón et al., (2017); Bora et al., (2018); Kim et al., (2018); Lee, (2016); Mukerjee, (2018); Ranaweera & Karjaluoto, (2017); Varshneya et al., (2017); Young et al., (2018).

Other results beyond the proposed hypothesis have also been noted. First, destination popularity has an effect on electronic word of mouth mediated by tourist value. The test results show that the coefficient of indirect effect of destination popularity on electronic word of mouth is 0.093, meaning that the tourist value variable can mediate the destination popularity of electronic word of mouth variables. This result is supported by the significance value for the tourist value mediation variable of $0.005 < 0.05$. This result indicates that tourist value can be a mediating variable of the influence of destination popularity on electronic word of mouth. Second, conspicuous tendencies have an effect on the electronic word of mouth mediated by tourist value. The test results show that the coefficient of indirect effect of conspicuous tendencies on electronic word of mouth is 0.094, meaning that the tourist value variable can be a mediating variable between conspicuous tendencies to electronic word of mouth variables. The significance value for the tourist value mediation variable is $0.004 < 0.05$. Thus, it can be interpreted that tourist value can be a variable that mediates the effect of conspicuous tendencies on electronic word of mouth mediated by tourist value.

Conclusions

Destination popularity has an effect on tourist value and electronic word of mouth activities, conspicuous tendencies have an effect on tourist value, conspicuous tendencies have an effect on electronic word of mouth activity and tourist value has an effect on electronic word of mouth activities. Other results indicate that tourist value can be a mediating variable of the influence of destination popularity on electronic word of mouth, and tourist value can also be a mediator of the influence of conspicuous tendencies variable on the electronic word of mouth activity.

The results of this study enable the provision of managerial contributions including the variable of conspicuous tendencies activities that has the greatest influence both on the value perceived by tourists and electronic word of mouth activities. Managers of tourist destinations also need to manage adventure tourism destinations, can. In mediation relations, tourism managers must pay attention to the important role of the value that will be given to tourists. A value perceived by tourists is able to encourage the value perceived by visitors. From theoretical contribution, it is noted that the rather high variable value is noted from theoretical contributions that is, conspicuous tendencies to conspicuous activities. So, the relationship between visitor conspicuous tendencies and electronic word of mouth activities is clear. Therefore, the use of models accommodating other internal variables is able to increase the electronic word of mouth activity.

Attachments

Table 1: Validity Test

	DP	CT	TV	EWOM	Type (a)	SE	P value
DP1	0.653	-0.020	-0.039	0.025	Reflect	0.047	<0.001
DP2	0.749	-0.018	0.014	0.045	Reflect	0.046	<0.001
DP3	0.796	-0.069	-0.044	0.022	Reflect	0.046	<0.001
DP4	0.787	0.040	-0.008	-0.002	Reflect	0.046	<0.001
DP5	0.778	0.086	-0.073	-0.009	Reflect	0.046	<0.001
DP6	0.808	-0.021	0.140	-0.073	Reflect	0.046	<0.001
CT1	-0.044	0.838	0.142	-0.166	Reflect	0.046	<0.001
CT2	0.006	0.864	0.082	-0.126	Reflect	0.045	<0.001
CT3	0.024	0.899	-0.017	-0.037	Reflect	0.045	<0.001
CT4	-0.009	0.903	-0.015	-0.117	Reflect	0.045	<0.001
CT5	0.017	0.875	-0.022	-0.014	Reflect	0.045	<0.001
CT6	-0.098	0.816	0.009	0.102	Reflect	0.046	<0.001
CT7	0.091	0.815	-0.157	0.255	Reflect	0.046	<0.001

CT8	0.011	0.865	-0.024	0.126	Reflect	0.045	<0.001
TV1	0.080	0.013	0.738	0.025	Reflect	0.046	<0.001
TV2	0.017	0.000	0.782	-0.017	Reflect	0.046	<0.001
TV3	0.063	-0.017	0.780	-0.035	Reflect	0.046	<0.001
TV4	-0.006	0.086	0.749	-0.092	Reflect	0.046	<0.001
TV5	-0.056	-0.022	0.768	-0.025	Reflect	0.046	<0.001
TV6	0.022	-0.141	0.750	0.077	Reflect	0.046	<0.001
TV7	-0.040	0.114	0.736	0.044	Reflect	0.046	<0.001
TV9	-0.020	0.045	0.771	-0.056	Reflect	0.046	<0.001
TV10	-0.059	-0.072	0.783	0.080	Reflect	0.046	<0.001
EWOM	-0.042	0.036	0.047	0.743	Reflect	0.046	<0.001
EWOM	0.063	0.018	-0.043	0.815	Reflect	0.046	<0.001
EWOM	-0.024	-0.141	0.008	0.750	Reflect	0.046	<0.001
EWOM 4	-0.023	-0.087	0.040	0.863	Reflect	0.045	<0.001
EWOM 5	-0.005	0.176	-0.041	0.840	Reflect	0.046	<0.001
EWOM 6	0.028	-0.011	-0.008	0.786	Reflect	0.046	<0.001

Table 2: Reliability Test

R-squared coefficients			
DP	CT	TV	EWOM
		0.229	0.48
Adjusted R-squared coefficients			
DP	CT	TV	EWOM
		0.225	0.476
Composite reliability coefficients			
DP	CT	TV	EWOM
0.893	0.958	0.926	0.915
Cronbach's alpha coefficients			
DP	CT	TV	EWOM
0.856	0.949	0.91	0.887
Average variances extracted			
DP	CT	TV	EWOM
0.583	0.739	0.581	0.641
Full collinearity VIFs			

DP	CT	TV	EWOM
1.185	1.563	1.454	1.917
Q-squared coefficients			
DP	CT	TV	EWOM
		0.233	0.483

Table 3: Model Fit and Quality Indices

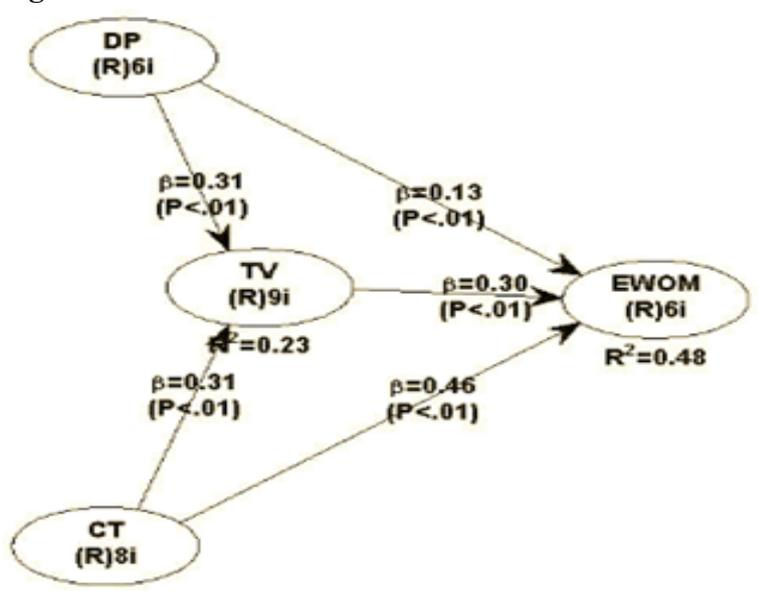
No	fit and Quality Indices of Model	Fit of Criteria	Analysis Result	Remarks
1	Average path coefficient (APC)	$p < 0.05$	0.302, $P < 0.001$	Good
2	Average R-squared (ARS)	$p < 0.05$	0.355, $P < 0.001$	Good
3	Average adjusted R-squared (AARS)	$p < 0.05$	0.351, $P < 0.001$	Good
4	Average block VIF (AVIF)	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.151	Ideal
5	Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5 , Ideally ≤ 3.3	1.530	Ideal
6	Tenenhaus GoF (GoF)	Small ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	0.475	Ideal
7	Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7 , Ideally = 1	1.000	Ideal
8	R-squared contribution ratio (RSCR)	Acceptable If ≥ 0.9 , Ideally = 1	1.000	Ideal
9	Statistical suppression ratio (SSR)	Acceptable if ≥ 0.7	1.000	Ideal
10	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if ≥ 0.7	1.000	Ideal

Table 4: Results of Hypothesis Testing

No	Hypotheses	Item	β / Path Coefficient	P- Value	Remarks
1	H ₁	Destination Popularity (DP) → Tourist Value (TV)	0.307	<0.001	Supported Hypotheses
2	H ₂	Destination Popularity (DP) → Electronic Word of Mouth (EWOM)	0.131	<0.001	Supported Hypotheses
3	H ₃	Conspicuous Tendencies CT → Tourist Value (TV)	0.310	<0.001	Supported Hypotheses

4	H ₄	Conspicuous Tendencies (CT) →Electronic Word of Mouth (EWOM)	0.457	<0.001	Supported Hypotheses
5	H ₅	Tourist Value (TV) →Electronic Word of Mouth (EWOM)	0.303	<0.001	Supported Hypotheses

Figure 1. Estimated Value Test



Note: DP: Destination Popularity, CT: Conspicuous Tendencies, TV: Tourist Value and EWOM: Electronic Word of Mouth



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