

THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH, DESTINATION IMAGE, AND TOURIST SATISFACTION ON UNESCO WORLD HERITAGE SITE REVISIT INTENTION: AN EMPIRICAL STUDY OF PETRA, JORDAN

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Citation: Shatnawi, H.S., Alawneh, K.A., Alananzeh, O.A., Khasawneh, M., & Masa'Deh, R. (2023). THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH, DESTINATION IMAGE, AND TOURIST SATISFACTION ON UNESCO WORLD HERITAGE SITE REVISIT INTENTION: AN EMPIRICAL STUDY OF PETRA, JORDAN. *GeoJournal of Tourism and Geosites*, 50(4), 1390–1399. <https://doi.org/10.30892/gtg.50420-1138>

Abstract: This study is conducted to find out the effect of Word-of-Mouth, Destination Image, and Tourist Satisfaction on the tourist's intention to revisit. The World Heritage site of Petra has been selected as a study site. The descriptive quantitative research design is employed; visitors of Petra were the target population and the convenience sampling method has been calculated using the G*Power software (version 3.1.9.7). Results reveal a strong relationship between e-WOM, destination image, tourist satisfaction, and revisit intention. Meanwhile, results show that destination image doesn't have any impact or relationship on tourist revisit intention. The study has a practical and theoretical importance that helps in managing the heritage site and enables researchers to address more critically the strength and weaknesses of Petra's marketing locally and globally.

Key words: e-WOM, destination image, satisfaction, Re-visit intention, Petra, hospitality.

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INTRODUCTION

Some academics feel that consumer communication, such as word of mouth (WOM), has a significant and genuine impact on customer behavior. WOM has often been examined from the standpoint of face-to-face communication (Gupta and Harris, 2010). WOM is defined as communication about goods and services between individuals who are perceived to be independent of the company providing the product or service, and it is widely accepted that WOM plays an important role in shaping and establishing customer perceptions and behavioral intentions (Jalilvand et al., 2013). Several tourism experts believe that e-WOM is critical in attracting and maintaining tourists in the e-commerce age, as virtual contacts between visitors have increased as the Internet has spread (Litvin et al., 2008). The concept of e-WOM refers to the movement from restricted word of mouth about services and a product to internet-based word of mouth as technology advances, allowing it to reach a larger audience (Sen and Lerman, 2007).

A website, Twitter, Facebook, Instagram, and a web-based platform are just some of the ways that e-WOM spreads the word (Hennig-Thurau et al., 2004). More and more travelers are looking for e-WOM-powered sites as an alternative to the outdated, boring, and unreliable information typically found on official travel agency sites (Abubakar and Ilkan, 2016). Hence, e-WOM affects tourist satisfaction and image (Abubakar and Ilkan, 2016). E-WOM can affect a tourist destination's image, according to Abubakar and Ilkan (2016), and Setiawan (2014). E-WOM can affect tourist satisfaction when getting information about a research facility (Setiawan, 2014). Image and satisfaction can also impact tourists' decision to visit (Abubakar and Ilkan, 2016; Jalilvand et al., 2013). Petra, the Nabataean Arabs' capital on the Red Sea, is one of the world's most famous ancient sites. Jordan's biggest attraction is Petra, the world wonder (PDTRA, 2015).

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Petra is a renowned tourist destination in Jordan. Due to the magnificent red sandstone used to sculpt many of Petra's monuments, it is known as the Rose-Red City. On December 6, 1985, Petra became a UNESCO World Heritage Site, and Smithsonian Magazine ranked it one of the top 28 locations to visit (PDTRA, 2015). What's drawing more tourists to Jordan's World Heritage Sites? Tourism strategy, marketing, development, planning, and conservation benefit from understanding destination choice factors. The location must have a positive image to attract tourists and provide an accommodating environment to influence tourists repurchase and recommendation intentions (Al-Mkhadmeh et al., 2022). Because the tourism sector is service-oriented and intangible, potential visitors rely on reliable communication channels like Word-of-mouth to reduce their purchasing risks (Alananzeh et al., 2023a). As a consequence of this, the purpose of the current research is to conduct an empirical analysis of the relationships between e-WOM, destination image, visitors' levels of contentment with their experiences at world cultural sites, particularly Petra (Jordan), and tourists' plans to return. Only a few scholars have investigated the connection between e-WOM, destination image, level of satisfaction, and the desire to return (Harahap and Dwita, 2020; Prayogo et al., 2017; Alananzeh et al., 2023b).

It is critical to study visitors' behavioral intentions, such as their willingness to return or promote the place, and to separate positive WOM (Ren and Hong, 2017). As a result, this paper investigates how e-WOM influences Petra's revisit intention, destination image, and pleasure. The report then covers the tourist industry's difficulties and potential online marketing strategies for managing and strengthening interpersonal impact. Ultimately, the study will build a conceptual model to experimentally prove tourism's increase in revisit intention.

LITERATURE REVIEW

1. Electronic Word-of-Mouth (E-WOM)

Word of mouth (WOM) in business has been disputed and studied, especially since the broad adoption of Internet technology has changed its distribution and impact (Jalilvand et al., 2013). "Any positive or negative statement made by potential, actual, or past customers about a product or firm, which is made available to a multitude of people and institutions over the Internet" is E-WOM (Hennig-Thurau et al., 2004). Two research streams dominate E-WOM. Most E-WOM research focused on its benefits, such as revenue, customer retention, and purchasing intention (Jawabreh et al., 2022; Lee and Lee, 2009). Additional research examined customer motivation and e-WOM creation and use (Cheung and Lee, 2012; Hennig-Thurau et al., 2004; Park and Kim, 2008). Traditional WOM has the drawback of relying heavily on face-to-face interaction to share product and service information (Hawkins et al., 2010). With the rise of internet technology and Web 2.0, E-WOM is now reaching more people more efficiently (Pandey and Sahu, 2020). Global users can anonymously discuss items and services on social media. E-WOM's ability to share knowledge across borders makes it more efficient and productive (Lee et al., 2011). E-WOM can be generated through emails, instant messaging, websites, blogs, online forums, newsgroups, chatrooms, hate sites, review sites, and social networking sites (Litvin et al., 2008; Blal and Sturman, 2014). Personal and commercial e-WOM might be separated by online information platform providers. While email exchanges between Internet users who know each other resemble conventional WOM, email may be swiftly shared with little effort and cost (Kiecker and Cowles, 2002). Web-based consumer opinion platforms (online forums, review sites) allow consumers to read and publish their thoughts and experiences (Chatterjee, 2001; Hennig-Thurau et al., 2004).

2. Destination Image

Destination image, defined by Hunt (1975) as "one's feelings about a location," was first used to select destinations in 1970 (Mayo, 1975). Most research found that tourists are more likely to visit a place with a good reputation (Baloglu and Love, 2005; Toral et al., 2018). Understanding the destination's impact on visitor satisfaction to build a positive brand image to increase the destination's attractiveness and economic growth is important for destination image (Hwang and Lee, 2019). Thus, destination image has been considered the foundation of tourism development for strategically accessing the destination image to potential tourists to promote a tourism area. Tourist satisfaction is difficult since destination image changes with educational, emotional, and social experiences (Prayag et al., 2017). While assessing a location's image, political situations, destination settings, pricing, travel costs, festivals, history, accessibility, and hospitality are also examined (Chi and Qu, 2008; Zhou, 2014). A destination image's impact on tourists' subjective perceptions, behavior, and destination selection has long been recognized (Zhang et al., 2018).

3. Tourist Satisfaction

Tourist satisfaction is the happiness visitors get from recreational activities (Chen and Tsai, 2007). Tourism management also relies on tourist satisfaction to choose destinations. Baker and Crompton (2000); Prayag and Ryan (2012) have found that satisfied tourists are more inclined to recommend the destination. For a nation to stay competitive, governmental and private organizations must satisfy their customers (Lamsoo et al., 2013). A hotel's features, pricing, and service quality may affect a customer's pleasure (Pratminingsih et al., 2014). Hence, tourist satisfaction is a holistic feature that requires assessing tourist attractions and the destination's image. Visitor satisfaction is an emotional perception that should be assessed after the visit (Baker and Crompton, 2000; Kozak, 2001).

4. Revisit Intention

Tourists' revisit intention is a post-purchase behavior that reflects their likelihood of returning to a site or place (Rousta and Jamshidi, 2020). Customer satisfaction is related to behavioral goals (Ryu and Han, 2010; Canny, 2014). Customer satisfaction is a strong predictor of post-purchase behavior since it increases consumers' understanding of the product or service. It may also increase customers' conscious attempts to return (Oliver, 1980).

Returning to the destination and spreading favorable word of mouth generate revenue (Marinkovic et al., 2014). According to tourism research, mentioning a location does not imply a future visit, which violates the idea of return intention. To account for repeat visits, revisit intention employs a discriminant method to address tourists' variety-seeking and switching tendencies. Tourists frequently review their experiences after visiting a location (Muskat et al., 2019). According to research by Che-Ha et al. (2016), this visitor's remark about the visiting experience might elicit emotional responses. The power of that reflection is dependent on destination features that have appealing, functional, and engaging qualities that work together to provide a comprehensive visitor experience (Baloglu et al., 2019; Zhang et al., 2018). This post-consumption evaluation of the visits may elicit emotional reactions and connections, resulting in a desire to return (Hosany et al., 2015).

5. Conceptual Framework and Hypotheses

The presence of positive e-WOM can increase and strengthen the desire of tourists to visit a location. Negative e-WOM diminishes the desire to visit an area, whereas positive e-WOM increases it. This is because travelers who intend to visit a location have seen and read content from a reputable blog or website. Hence, e-WOM has a considerable effect on return intent (Jalilvand et al., 2013). According to Di Pietro et al. (2012), social networks like Facebook influence the purchase decisions of customers. E-WOM communication, according to studies by Lee et al. (2009); Sparks and Brown (2011), had a favorable impact on tourists' intents to visit and sentiments toward a return. After reading, experiencing, hearing, or seeing a product brand in print, broadcast, or electronic media, each customer forms a distinct perception of the brand, according to Kotler (2000). According to a research Luong et al. (2017), e-WOM significantly and favorably affected brand perception. The better information about a product is disseminated and the more e-WOM communication is done, the better the brand image that is created in customers' minds about the product. According to Farzin and Fattahi (2018); Prayogo et al. (2017), e-WOM has a significant and favorable impact on the image of a place.

However, each tourist's level of satisfaction varies. Some tourists are easily satisfied, whereas others are frequently uncomfortable or dissatisfied (Kotler and Keller, 2012). According to Cooper and Hall (2008), the factors that influence tourist satisfaction are the tourist's need, the recognized price and value, perceptions and previous experiences, the integrity of tourism resources and related businesses, the quality of both the tangible and intangible environment, and the friendliness and care of employees and people involved in tourism businesses. Quintal (2010) and Kuo et al. (2009) found that tourists' happiness with tourist attractions, as well as the attractions' quality and value, positively affect their intention to return. In conclusion, travelers' contentment with their travel experiences will determine their future allegiance to a tourist destination. Visitors who are pleased with their trip are more inclined to return and suggest the location to others.

Thus, the following hypotheses are proposed based on the previous discussion:

- H1: e-WOM has a positive and significant effect on destination image.
- H2: e-WOM has a positive and significant effect on tourist satisfaction.
- H3: e-WOM has a positive and significant effect on revisit intention.
- H4: Destination image has a positive and significant effect on tourist satisfaction.
- H5: Destination image has a positive and significant effect on revisit intention.
- H6: Tourist satisfaction has a positive and significant effect on revisit intention.

Figure 1 shows the conceptual model and the hypotheses to be tested:

RESEARCH METHODOLOGY

Figure 2 is a flowchart that represents the data collecting and processing approach and summarizes the workflow of the methodologies utilized in this investigation.

1. Study Area

Jordan's national treasure is Petra. Petra, three hours south of Amman, is the Nabataeans' legacy. Its exquisite culture, huge architecture, and clever dam and water channel system were recognized (PDTRA, 2022). In 2007, UNESCO designated Petra one of the Seven Wonders of the Earth. Petra is a UNESCO World Heritage Site since 1985 (PDTRA, 2022). A kilometer-long Siq with 200-meter-high cliffs leads to the spot. The Treasury, Petra's most famous monument, appears abruptly near the Siq's end. Petra's Treasury has a massive façade. The technical and aesthetic skill of Petra's occupants built 800 monuments from multicolored sandstone, including buildings, tombs, baths, burial halls, temples, arched gateways, and colonnaded walkways (PDTRA, 2022). Jordan's most famous sight is Petra in the mountains south of the Dead Sea. Tourists to Jordan and the Middle East must visit Petra, which means "stone" in Greek (PDTRA, 2022). This research will focus on Petra due to its unique properties.

2. Research design and data collection

This study employed a descriptive quantitative research design. The convenience sampling method is used in this research to select answers from respondents visiting Petra. Because of the large population, cost, and time limits, convenience sampling is a method of collecting data from a population that is convenient for the researcher (Sekaran and Bougie, 2013). Visitors who completed their tour to the heritage site (Petra) will be asked whether they would be interested to take part in a questionnaire

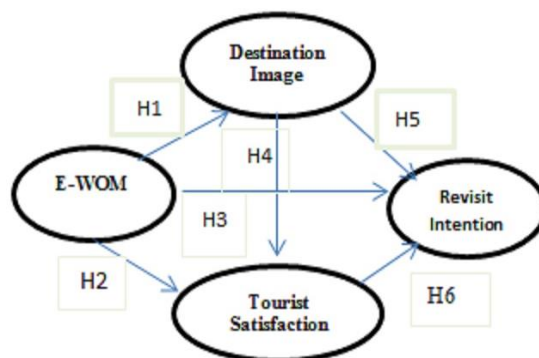


Figure 1. The conceptual model

survey. If they say yes, then they will be asked to fill out a questionnaire survey. Therefore, a team of volunteers was trained on how to communicate with visitors to Petra to help the researchers distribute the questionnaire. The questionnaire was distributed for three consecutive days at the entrance to Petra near the Visitor Center. The minimum sample size has been calculated using the G*Power software (Faul et al., 2007). This study required a minimum sample size of 128 based on the calculations. Therefore, to achieve the purpose of the study, a total of 250 respondents will be targeted in this study.

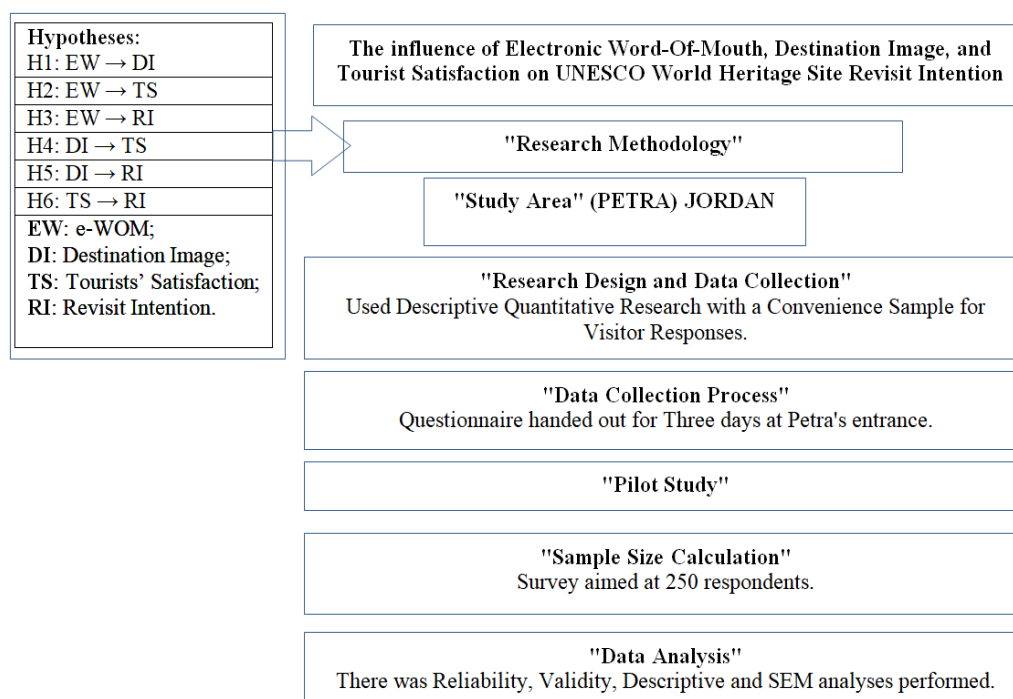


Figure 2. Flowchart representing the methodology of data acquisition and processing (Source: Prepared by authors)

3. Research Instrument

The questionnaire items were customized and created based on past research on e-WOM, destination image, tourist satisfaction, and intention to revisit. A six-item scale based on the research of Harahap and Dwita (2020) and Ishida et al. (2016). The variable destination image was measured using a six-item scale modified by Beerli and Martin (2004). The variable of tourist satisfaction was measured with seven items from Janchai et al. (2020) and Mehta (2021). Adapted from Hamid et al. (2021), six items were utilized to gauge return intent.

The survey was composed in both English and Arabic. It contained three portions. Using nominal and ordinal scales, Section (A) covers demographic information such as gender, age, marital status, and education level. With 19 items, Section (B) focuses on the independent variables (E-WOM, destination image, and tourist satisfaction). Section (C) contains six items for the dependent variable (intention to revisit). All major scale items were scored using a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree.

4. Pilot Study

Pilot research will be done to examine the efficacy of the survey instrument, following the recommendations of Cargan (2007), Johanson and Brooks (2010), and Ruel et al. (2015). Pilot studies are frequently recommended to allow the researcher(s) to examine a wide range of issues. These components make up an early stage of a scale or instrument design. When carrying out a pilot study, specific aspects such as item complexity, item discrimination, internal reliability, participation rates, and parameter estimation, in general, are all considered to be of utmost importance (Johanson and Brooks, 2010). The pilot study will involve 25 Jordanians. The pilot study will be carried out using a convenience sample method (Gravetter and Forzano, 2012). Following the pilot, some minor adjustments to the survey instrument will be made to accommodate feedback from pilot research participants.

5. Data Analysis

The Smart PLS v.4.0.7 computer software will be used to analyze the data using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The reason for choosing this method is that it can measure the relationships between variables at the same time, which is a technological advantage (Hair et al., 2019).

DATA ANALYSIS AND RESULTS

Reliability and validity analyses were carried out to look into the correlations between the study variables, which were assessed using a 5-point Likert scale. Additionally, descriptive analysis was used to characterize the characteristics of the sample and the questionnaire replies. The study hypotheses were also tested using SEM analysis. Table 1 displays the measured constructs as well as the items used to measure each construct.

Table 1. Constructs and Measurement Items (Source: Prepared by authors)

Constructs	Measurement items
E-WOM (E-W)	E-W1 I frequently read internet evaluations of travel tours to see what other people thought of the places they visited.
	E-W2 I frequently study internet travel evaluations to make sure I have the correct holiday destination.
	E-W3 To assist me identify intriguing places, I frequently seek advice from other people's travel evaluations.
	E-W4 Before visiting particular tourist places, I frequently gather information from internet travel evaluations written by other visitors.
	E-W5 I'm concerned if I don't read about other people's vacation experiences online.
	E-W6 I'm more inclined to visit these tourist places after reading online travel evaluations.
Destination Image(DI)	DI1 It is a historical and cultural place.
	DI2 It has a beautiful and rich nature.
	DI3 It has different lifestyles and traditions.
	DI4 It has fresh and oxygen-rich air.
	DI5 It has hospitable residents.
	DI6 It has attractive cultural events.
Tourist Satisfaction (TS)	TS1 I was pleased with the information offered on this UNESCO website.
	TS2 I was pleased with the services I obtained from this website.
	TS3 I appreciated the management's efforts to make this site more interesting and amusing.
	TS4 I had a great time there.
	TS5 I've gained a lot of experience.
	TS6 Visits went better than anticipated.
	TS7 Overall, I was pleased with my trip to this UNESCO site.
Revisit Intention (RI)	RI1 This place would be on my list of places to return to soon.
	RI2 I want to come back to this site again.
	RI3 I'll return to this location in the future.
	RI4 It's likely that I'll return to this location in the future.
	RI5 This location is always my first pick for my upcoming trip.
	RI6 I firmly intend to return to this location.

1. Respondents' profile

Demographic characteristics are used to describe basic information about respondents. Figure 3; Table 2: shows that males account for around 40.1 percent of all responses, while females account for 59.9 percent. Participants between the ages of 55 and 64 made up 43.2 percent of the responses in this age group.

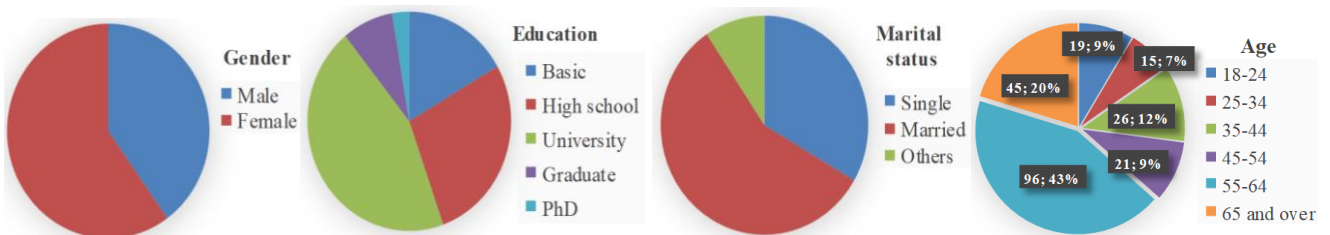


Figure 3. Demographic Profiling (Graphical Representation)

Table 2. Description of the Respondents' Profiles (n= 222) (Source: Primary Data)

Category	Category	Frequency	Percentage%
Visited How frequently have you been to Petra?	1 Time	189	85.1
	2 Time	28	12.6
	3 Time	5	2.3
	More than 3 times	0	0
Sources What sources did you use to learn about this UNESCO site?	Friends & Relatives	28	12.6
	Internet	106	47.7
	Media	21	9.5
	Book & guides	18	8.1
Spent money My total expenditure during my visit to this UNESCO site was.	Travel agency	49	22.1
	Less than 10 JD	0	0
	11-20 JD	1	.5
	21-50 JD	0	0
	51-100 JD	58	26.1
Spent on During my visit, I spent money on....	More than 100 JD	163	73.4
	Entrance Fees	19	8.6
	Food & beverages	69	31.1
	Souvenirs	97	43.7
	Tourist guide	12	5.4
	Other things	25	11.3

It is followed by the 65-and-up age group, which accounted for 20.3 percent of all respondents. In terms of marital status, the data show that 57.2 percent were married, 33.3 were single, and 44.6 percent were university students, and

27.9 were high school students. In response to the question " How frequently have you been to Petra?" the answers show that 85.1 percent have only visited once, while 12.6 percent have visited twice. Regarding the participants' Sources Questions "What sources did you use to learn about this UNESCO site?". The statistics show that 47.7 percent came from the internet, while 22.1 percent came from travel agencies. Concerning my total expenditure during my visit to this UNESCO site was, the results show that 73.4 percent of respondents spent more than 100 JD, while 26.1 percent spent between 51 and 100 JD. Concerning the money spent during my vacation, the statistics show that 43.7 percent of respondents spent it on souvenirs, while 31.1 percent spent it on food and beverages.

2. Descriptive Analysis

By estimating the mean and standard deviation for each question in the survey, researchers can gain insights into the overall trends and variability of participants' responses and attitudes. This information helps to understand the central tendency of the data and how much individual responses deviate from the average (Pallant, 2005; Sekaran and Bougie, 2013). In other words, a low standard deviation for a set of values indicates that they are closely packed around or around the mean. To calculate the level of each item, the following formula was used: $(5-1)/5=0.80$, where (1-1.80) denotes "very low," (1.81-2.60) represents "low," (2.61-3.40) represents "moderate," (3.41-4.20) represents "high," and (4.21-5) represents "very high." The findings are shown in Tables 3 and 4.

Table 3. Descriptive Statistics M, SD; n= 222; V.H: Very high, H: High, M: Moderate, L: Low, V.L: Very low (Source: SPSS, by authors)

E-WOM(E-W)	Mean	SD	Level	Order
E-W1	4.4279	.80256	V.H	3
E-W2	4.3288	.85880	V.H	5
E-W3	4.5405	.80478	V.H	2
E-W4	4.5495	.75194	V.H	1
E-W5	4.3829	.81406	V.H	4
E-W6	4.3198	.78531	V.H	6
Destination Image(DI)	Mean	SD	Level	Order
DI1	4.6757	.48809	V.H	1
DI2	4.4099	.63708	V.H	5
DI3	4.5135	.63623	V.H	2
DI4	3.7297	1.16079	H	6
DI5	4.4234	.74966	V.H	4
DI6	4.4640	.67002	V.H	3
Tourist Satisfaction(TS)	Mean	SD	Level	Order
TS1	4.7568	.55005	V.H	1
TS2	4.5541	.66200	V.H	2
TS3	4.3378	.80626	V.H	6
TS4	4.3604	.63521	V.H	5
TS5	4.4279	.60296	V.H	3
TS6	4.1892	.79607	H	7
TS7	4.3694	.65809	V.H	4
Revisit Intention(RI)	Mean	SD	Level	Order
RI1	4.4324	.69415	V.H	5
RI2	4.4910	.65730	V.H	3
RI3	4.5360	.60620	V.H	2
RI4	4.5991	.58379	V.H	1
RI5	4.4865	.69079	V.H	4
RI6	4.3604	.75857	V.H	6

Table 4. Overall (M, SD) of the study's variables (Source: SPSS, Prepared by Authors)

Type of Variable	Variables	M	(SD)	Level	Order
Independent Variables	E-WOM(E-W)	4.4249	.44858	Very high	-
Mediating Variable	Destination Image(DI)	4.3694	.35799	Very high	2
	Tourist Satisfaction(TS)	4.4279	.42467	Very high	1
Dependent Variable	Revisit Intention(RI)	4.6306	.51102	Very high	-

3. Measurement Model

A confirmatory factor analysis (CFA) was performed. To generate a better-fitting measurement model, eight items were deleted. (EM2 = 0.039, EM3 = 0.048, DI1 = 0.127, DI2 = 0.263, DI4 = 0.166, TS5 = 0.386, TS7 = 0.329, and RI1 = 0.377). Table (5) reveals that all of the indices of factor loadings are above 0.50. While the assessment achieved convergent validity at the item level since all of the factor loadings were greater than 0.50, all of the composite reliability values were greater than 0.60, indicating a high level of internal consistency for the latent variables. Furthermore, because each value of (AVE) was above 0.50, convergent validity was proven. Furthermore, as shown in Table 6, as a consequence of the measurement results, this study exhibited appropriate levels of convergent and discriminant validity, where the diagonal elements shown in the following table are the average variance extracted for each of the four constructs and the off-diagonal elements are the squared correlations between the constructs.

Table 5. Properties of the final measurement model (Source: SPSS, Prepared by Authors)

Constructs and Indicators	Factor Loadings	Std. Error	Square Multiple Correlation	Error Variance	Cronbach Alpha	Composite Reliability*	AVE**
E-WOM					0.76	0.83	0.86
EM1	0.534	0.000	0.285	0.458			
EM4	0.666	0.176	0.444	0.313			
EM5	0.732	0.201	0.536	0.306			
EM6	0.708	0.190	0.501	0.306			
Destination Image (DI)					0.59	0.76	0.81
DI3	0.678	0.000	0.460	0.218			
DI5	0.541	0.139	0.293	0.396			
DI6	0.546	0.122	0.208	0.354			
Tourists' Satisfaction (TS)					0.74	0.88	0.90
TS1	0.729	0.000	0.532	0.141			
TS2	0.538	0.121	0.290	0.310			
TS3	0.785	0.150	0.616	0.249			
TS4	0.512	0.116	0.170	0.333			
TS6	0.685	0.146	0.469	0.335			
Revisit Intention (RI)					0.72	0.86	0.88
RI2	0.633	0.000	0.400	0.258			
RI3	0.570	0.123	0.325	0.247			
RI4	0.717	0.127	0.514	0.165			
RI5	0.654	0.135	0.208	0.376			
RI6	0.619	0.157	0.383	0.354			

4. Structural Model

Amos 20 was used to test the study hypotheses, and the results of the direct effects are shown in Table 7. E-WOM positively and significantly impacted Destination Image, Tourists' Satisfaction, and Revisit Intention; thus, H1, H2, and H3 were accepted; besides, Destination Image did have influences on Tourists' Satisfaction ($\beta = 0.452$); consequently, H4 was accepted. However, destination image did not impact revisit intention, while tourists' satisfaction did. As a result, H5 was rejected, whereas H6 was accepted. Furthermore, the coefficients of determination (R2) for the research endogenous variables Destination Image, Tourist Satisfaction, and Revisit Intention were 0.228, 0.328, and 0.378, respectively, indicating that the proposed model significantly accounts for variance.

Table 6. AVE and square of correlations between constructs (Source: SPSS, Prepared by authors)

Constructs	EM	DI	TS	RI
EM	0.93			
DI	0.780	0.90		
TS	0.505	0.814	0.94	
RI	0.471	0.514	0.729	0.94

Table 7. Summarizes the hypotheses that were tested (Source: SPSS, Prepared by Authors)

Summary of proposed results for the theoretical model. Research Proposed Paths	Coefficient Value	t-alue	p-value	Empirical Evidence
H1: EM → DI	0.399	8.083	0.000	**
H2: EM → TS	0.151	2.933	0.003	**
H3: EM → RI	0.124	2.659	0.008	**
H4: DI → TS	0.452	7.351	0.000	**
H5: DI → RI	0.037	0.605	0.545	
H6: TS → RI	0.513	8.569	0.000	**

EM: E-WOM; DI: Destination Image; TS: Tourists' Satisfaction; RI: Revisit Intention. **: Supported

DISCUSSION AND CONCLUSION

This study is conducted to try to show the impact of the e- Word of Mouth on the tourist's intention to re-visit, the extent of the effect of the image of the tourist destination, and the extent of the tourist's satisfaction with the previous experience on this relationship. The study also aimed to find out if there is a relationship between the image of the tourist destination and the tourist's satisfaction and the effect of each of them on the tourist's intention to repeat the visit.

The results of the descriptive analysis of the variables of the independent study showed that customer satisfaction received the highest evaluation, as tourists expressed their satisfaction with the information provided by the heritage site of Petra. Tavares et al. (2018) confirmed that the results indicated that the most visited tourist sites are those about which sufficient information is available. Their study also confirmed that information about the tourist destination is considered one of the basic components of tourist satisfaction. Edwin et al. (2019) also assured the importance of Information quality affects tourists' perceptions of a destination's image. In addition, part of tourists' satisfaction appears through the services provided by the site and the wonderful experience they gain from visiting the site. The results of this study support the results of the Singh (2021) study about the tourist experience at the site o Jaisalmer Fort, a UNESCO World Heritage Site in India. The results show that there is a strong positive relationship between experience, satisfaction, and intention principle. In addition to this, the facilities offered to visitors of the site were very significant. These results are also emphasized by the study of Wang et al. (2021) who assured that facilities are the core of tourism development in heritage sites. Then the e-word variable came in second in terms of tourists' evaluation of the study variables, as they indicated that they gather information from internet travel evaluations written by other visitors before visiting particular tourist places, and to assist them in identifying intriguing places. They revealed that they frequently seek advice from other people's travel

evaluations. These results are compatible with those of Setiawan (2014), who assured that e-WOM can also affect tourist satisfaction when getting information about a research facility. Also, they frequently read internet evaluations of travel tours to see what other people thought of the places they visited. Then the image of the destination comes as a significant independent variable where the respondents classified Petra as a historical and cultural place, with different lifestyles and traditions, and with attractive cultural events. These results were consistent with the study of Benhaddou and Al-Dhmour (2011) that Petra has a global image as a tourist destination and that its image is positive before the visit and becomes more positive after the visit due to its archaeological monuments and provision of public safety and good hospitality, and they will recommend it to their relatives and friends to visit it. The items in the dependent variable show that the respondents rate there is a possibility that they will visit this place in the future, and they are interested in re-visiting this place again, and consider this place as the first choice for the next visit as the most important items.

The results of the model show that there is a strong relationship between e-WOM and revisit intention. This indicated the importance role of social media on tourist intention to revisit the destination. Harahap and Dwita (2020) confirmed that e-WOM influences the second visit of tourists. This relationship is also mediated by the destination image and tourist satisfaction. Also, results reveal that there is a strong relationship between destination image and tourist satisfaction. This provides conclusive evidence to the institutions responsible for managing and marketing Petra globally of the importance of social media in quickly transmitting information, in addition to the great dependence of tourists on smart devices to obtain information and the absolute belief that tourists have about the impression they leave on them. Leave. The experiences and opinions of others about their visit to a tourist site have become important in forming the mental image of the tourist site.

Moreover, results of the research model show a strong relationship between tourist satisfaction and their intention to revisit. These are compatible with those of Abubakar and Ilkan (2016) asserted that tourist satisfaction with the current visit influences their intention to re-visit. Meanwhile, results show that destination image doesn't have any impact or relationship on tourist revisit intention. The results of this study contrast with that of Phi et al. (2022) who asserted that the destination image of sites plays a crucial role in tourist re-visitation. Perhaps the rationale for this is that the study site (Petra) is a World Heritage Site, which is a brand with a proven image and cannot be compared to other unclassified tourist sites. This requires conducting more research on more samples to confirm or deny this result, and this may be due to the expansion of the city of Petra, as it requires the tourist to spend several nights in order to be able to explore all its landmarks. We assume that during this period, tourists are satisfied with visiting the Siq, the Treasury, and the amphitheater, due to their proximity to services, and refrain from visiting distant tourist attractions in the Rose City of Petra.

CONCLUSION

This study indicated the importance of current social media in shaping tourists' perception of the city of Petra and its impact on their intention to visit this wonderful tourist site again. Those responsible for managing and promoting the Petra Heritage Site should pay attention to the vital role that social media (e-WOM) plays in tourists' decisions to visit and their intentions to visit the tourist site again. It also showed the role of a successful experience in creating an impression and the tourist's intention to return. In addition to focusing on the skill of the site administrators in preserving the heritage site and its visitors.

Author Contributions: Conceptualization, K.A. and O.A.; methodology, R.M. and M.K.; software, R.M. and H.S.; validation, H.S. and R.M.; formal analysis, H.S. and R.M.; investigation, K.A. and O.A.; data curation, R.M. and H.S.; writing - original draft preparation, M.K. and K.A.; writing - review and editing, K.A. and M.K.; visualization, O.A. and H.S.; supervision, O.A.; project administration, H.S. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgments: The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

Conflicts of Interest: The authors declare no conflict of interest.

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