

EXAMINING THE STRUCTURAL RELATIONSHIPS OF ELECTRONIC WORD OF MOUTH, ATTITUDE TOWARD DESTINATION, TRAVEL INTENTION, TOURIST SATISFACTION AND LOYALTY: A META-ANALYSIS

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Abstract: The effects of electronic word of mouth on travel intention have been investigated extensively. However, the interrelationships among electronic word-of-mouth communication, destination image, attitude toward the destination, travel intention, satisfaction toward tourist complaints, and loyalty in the tourism industry have yet to be determined. This study tries to extract some informed conclusions about the relationship through a meta-analysis. This study proposed a research framework in which 12 hypotheses were developed, and a total of 44 independent studies were collected and analyzed. The results from the research framework suggest that: (1) e-Word-of-Mouth communication positively influences the destination image, tourist attitude toward the destination, and travel intention; (2) tourist satisfaction is positively influenced by the destination image, tourist attitude toward the destination, and travel intention; (3) tourism satisfaction positively influence tourist complaints and loyalty. The theoretical and practical implications were discussed and applied to destination marketing and management.

Keywords: electronic word of mouth communication (eWOM), destination image, attitude toward the destination, tourist satisfaction, loyalty

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INTRODUCTION

Choosing a tourist destination is an important issue for most tourists. Many factors are related to the impact of travel intentions on the choice of tourist destinations. According to Phau et al. (2010), tourist information sources significantly influence the destination image and travel intentions. Therefore, many different sources of information affect tourists' attitudes and behavior about travel intentions. Baloglu and McCleary (1999) found four important information sources: professional advice, WOM, advertisement, and books/movies/news. Travelers often choose tourist destinations with impressive images that affect their perceptions of the most important. One of the most effective ways to do this is the WOM method. Previous studies investigated the relationship between the destination image and WOM as one of the sources of relevant information. Furthermore, previous studies have not investigated the relationship between WOM and the destination image in the online environment. With the development of information technology, the interaction between travelers in a virtual environment is increasingly popular. Therefore, many have indicated that eWOM plays a very important role in the relationship between travel intention and destination tourist loyalty for the tourist business phase of e-commerce development (Marine-Roig, 2021). Tourists' loyalty measures business success (Li et al., 2021).

According to Reichheld and Sasser (1990), attracting 5% of customers' repeat purchases will result in an 85% profit increase for the service sector. In addition, the costs to maintain for existing customers are much lower than those for new clients. So, managing good customer relationships and improving visitor loyalty are important for every destination. Travelers' experiences of travel destinations are very important for their loyalty, which future affects travel intention, revisit to tourist destinations, and transmission of travel experiences to friends and relatives (Oppermann, 2000). Previous studies have shown that visitors' loyalty is often related to satisfaction.

Especially the purposes of this study are folds:

1. To examine the influence of eWOM, destination image, and attitude toward a destination on travel intention.
2. To investigate the influence of destination image, attitude toward a destination, and travel intention on tourist satisfaction.
3. To verify the influence of tourist satisfaction on tourist complaints and tourist loyalty.

The current study is organized as follows. The literature, including theoretical support for study hypotheses, is discussed and evaluated in the next section. The next section is the methodology, and all results are presented. Furthermore finally, the implications and limitations of the study findings and some directions for future studies are discussed.

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LITERATURE REVIEW

The tourism sector has grown and strengthened over the globe, exerting a greater impact on national economies as a result. Furthermore, it is linked to several different industries, including marketing, public relations, public relations agencies, public relations agencies, and commercial organizations. Millions of people's lives have been improved as a direct result of the tourist industry's efforts to spur growth, generate significant money, create a wide range of employment, and alleviate poverty in countries worldwide. Increased optimism about the future of tourism may be attributed to a confluence of causes, including technology advancements, demographic shifts, and societal and economic development.

Kanwel et al. (2019) examined the direct influence of destination image and the associated effect of destination image on tourist satisfaction and electronic word of mouth on tourist loyalty and intention to visit. Therefore, they investigated the impact of eWOM and visitor satisfaction as mediators of the relationships between perceptions of a destination and intentions to return to that location. The clear correlations between the studied variables - destination perception, word-of-mouth, visitor experience, visitor retention, and future travel - support our hypotheses. Specifically, the authors discovered a clear correlation between eWOM and the perceived quality of a location in Pakistan, directly correlating to the happiness of foreign visitors. It has been established that visitors who have a favorable impression of a destination's image and feel they have some say in their visit like it more. This research also found that the connection between a destination's image and the loyalty of its visitors was somewhat mediated by eWOM and that eWOM and visitor satisfaction entirely mediated the link between a destination's image and the likelihood that someone would go there. Therefore, a fresh approach is examining the connections mentioned above through many mediators. When travelers have a positive impression of a location, it increases the likelihood of going there. Researchers found a positive correlation between eWOM, visitor happiness and loyalty, and future travel intentions. Happier and more loyal tourists have a high opinion of the quality of the services they receive, their independence, and the importance they place on customer values. It is no secret that user-generated content like reviews, comments, and ratings have become an integral aspect of online travel marketing strategies thanks to the proliferation of online travel communities. Recent research in online tourism has concentrated on the practical, social, and psychological aspects of the online travel community to understand the online travel community members better and inspire them to become more actively involved in online travel communities. However, such features may not be sufficient for developing an online travel community settings regarding the processes connecting cyber victimization in online travel communities to the well-being of members at lower tiers. Due to the absence of in-depth inquiry, the topic of how to deal with cyber victimization in Online travel communities might be a promising subject of tourism research. To close this knowledge gap, tourism researchers may need to examine the prevalence of cyber-victimization in online information/knowledge-sharing communities like online travel communities, prompting crucial dialogue about how online travel communities' operators can best support their members who have been victims of cybercrime.

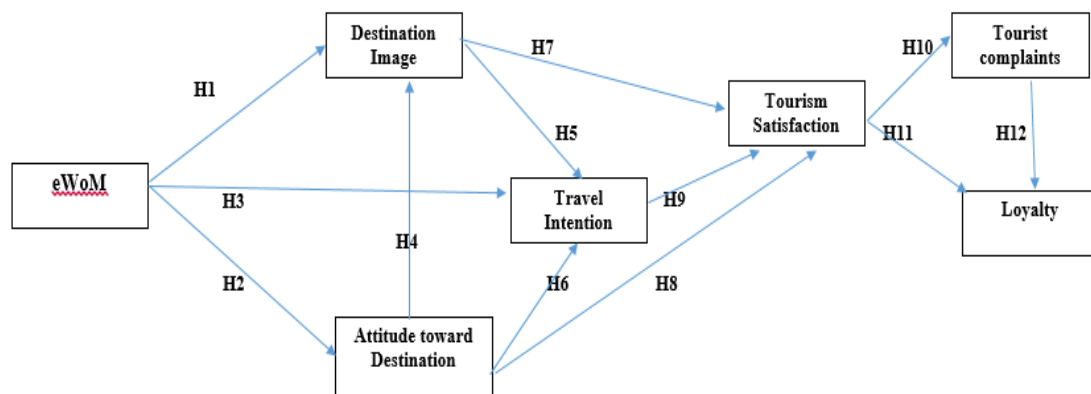


Figure 1. Conceptual Model (Source: Authors)

Several studies have shown how eWOM may help tourists improve trip inspiration and express appreciation for the destination's successes (Chun Wang et al., 2016). Han and Hyun (2015) argued that eWOM is a key aspect in reporting on traveler happiness. Furthermore, these visitors are motivated by the reviews of previous visitors on the destination's impression, significance, and pleasant or calm associations. Multiple researchers contributed to the studies: The destination's image is beneficial for tourism growth and may have a major effect on future visits, as indicated by Deyà-Tortella et al. (2021); Han and Hyun (2015); Nadarajah and Ramalu (2018). Since eWOM sources seem to play an increasingly crucial part in the decision-making process for tourists, they are listed as the most important information source. Most developed nations' electronic travel agency websites now include review areas where customers can voice their opinions on various items. These websites have many reviews written by actual passengers, who rate and comment on anything from specific ships to specific restaurants in major resorts across the globe. However, eWOM has to be significantly enhanced since it directly affects visitor pleasure. Tourism depends on the cooperation of the government and the commercial sector, which must use all available channels, including print media, electronic media, and social media, to gather and respond to the feedback of potential visitors.

To sum up, in the current state of tourism, eWOM and destination image need to be drastically enhanced to increase tourist satisfaction, increase tourist loyalty and decrease complaints (Liu and Li, 2019). It was better proclaimed even if visitors also have accommodating etiquette related to different happiness levels. Tourists who learn the ins and outs of the

services offered at their location with a strong feeling of ownership and a sense of purpose are more likely to return. This study's primary conclusion is that eWOM, destination image, and attitude toward destination directly affect travel intention. Moreover, tourism satisfaction will be the mediator in the destination image, attitude toward a destination, travel intention to the tourist complaints, and customer loyalty. Due to the lack of foresight of past administrations, the tourist sector is ripe with untapped potential. Hence, this study proposed the research model as Figure 1.

Hypotheses Development

The Relationship between Electronic Word of Mouth and Destination Image

According to Gallarza et al. (2002), the image of tangible products is more important than intangible products because visitors do not have much experience of the destination, so they may want to choose a destination with positive images (Makhdoomi and Baba, 2019). Despite the variety of tourist destinations, a positive image is critical for selecting a destination (Khan et al., 2020). Over the years, there have been many studies on WOM in marketing, but research on eWOM in the travel sector is still limited. Destination images originated from exposure to different sources of information (Kuo et al., 2019; Litvin et al., 2008). Therefore, tourists often use media resources and word-of-mouth messages to decide to travel (Govers et al., 2007). From time to time, people would like to collect online customer comments via the internet before traveling. eWOM is "any positive or negative statement made by potential, actual, or former customers about a product or a company which is made available to a multitude of the people and institutes via the internet" (Hennig-Thurau et al., 2004, p. 39). eWOM has been considered a key source of information for online purchasing (Cui et al., 2014; Lee et al., 2011a) and a critical factor in facilitating the diffusion of online information (Sun et al., 2006). Poturak and Turkyilmaz (2018) stated that online customers use eWOM to make decisions, which also affects sales (Bae and Kim, 2013; Chevalier and Mayzlin, 2018). eWOM positively influences customer loyalty. According to (Nelson et al., 2007), if tourists are satisfied with the information they refer to through the internet, they are also satisfied with the destination they visit (Sasono et al., 2021). Because through the internet, visitors can read more and detail the information in more detail from the sharing of the people who have experience in the destination, it is useful for them to make decisions and plan wonderful trips. From the above discussions, this study proposes the following hypothesis:

H1: Electronic word of mouth affects destination image significantly and positively.

The Relationship between Electronic Word of mouth and Attitude toward Destination

Today, the internet is considered the most important and easy way for consumers to find pieces of information, particularly by considering the opinions of other consumers, and consumers easily share their views and opinions about products or services they use or understand of it (Hennig-Thurau et al., 2004). Fronzetti Colladon et al. (2019) identified how online travel communities could influence tourist destinations. Shen (2021) argued that eWOM is identified and discovered during the use or consumption of the product. That is how consumers share the problems they have access to before and after understanding the product and service. e-WOM greatly impacts the market and consumers because it can be positive, neutral, or negative. Previous researchers have discussed that eWOM is considered a powerful and influential tool for consumers and the market compared to many forms of marketing and advertising. Many customers now use eWOM as a reliable information channel to make decisions to use or consume any product or service (Tucker, 2011)

Travelindustrywire.com (2007) showed the results of the survey of travel destination choices; it has been pointed out that over 84% of travelers use online information research to decide on their destination. Yoo and Gretzel (2016) revealed that potential customers tend to trust and enjoy the advice and reviews from tourists rather than the campaigns or programs advertised by tourist destinations. Today's online information is so diverse, which is important to tourists and travel destinations. It is a tool for marketers to understand the customer and the market. From which destinations have the facility to make development strategies suitable for both tourists and the latest market trends. Therefore, market researchers always aim to use the technology applied to market research in an online environment (Ranfagni et al., 2021). Talking about the tremendous impact of eWOM, there were many online studies to assess the impact of eWOM on decision-making (Gosal et al., 2020). Recent studies have also shown that destinations are both positively and negatively affected by eWOM's travel products and services. A review of the online consumer behavior model shows that positive attitudes through retailers will influence attitudes and behaviors of purchasing products and services. For that reason, the attitude of travelers to search engines and exploited information online will have a significant impact (Marine-Roig, 2019). From the above discussions, this study proposes the following hypothesis:

H2: Electronic word of mouth affects attitude toward destination image significantly and positively.

The Relationship between Electronic word of mouth and travel intention

Intention and behavior are used to look at from two different perspectives. Tourist intention was defined as the willingness to visit some destination; the decision to visit is interpreted as a rational calculation of the costs and benefits of a set of alternative destinations which were derived from external information sources, including electronic eWOM or travelers' blogs (Chen et al., 2014). Besides that, travel motivation is an integral part of travel behavior; the need to see what has not been seen and the need to know what has not been known leads people to visit new places and motivates them to go to a new destination (Wijaya et al., 2018). Motivation is the beginning of the decision-making process. It occurs when visitors want to explore the external environment, thus motivating visitors to satisfy their needs; this can be considered one of the most important variables related to travel decisions and satisfaction. Through the internet environment, users can easily share and exchange information, share ideas, and be more easily accessible to many internet users (Dellarocas, 2003). Information about travel destinations, hotels, and tourism services is important for overall reviews.

Regarding the travel industry report, 84% of tourists are affected by online reviews when making their travel plan. The most important sources of information from online reviews are many of interest to customers and business travelers. These studies are aimed at researching, evaluating, and analyzing to build business strategies through modern technologies. Zhu et al. (2020) found that online information systems are provided and exchanged for the highest purpose of affecting tourists' travel intentions. From the above discussions, this study proposes the following hypothesis:

H3: Electronic word of mouth has a positive effect on travel intention.

The Relationship between Destination Image and attitude toward Destination and Travel Intention

Tourism development countries are keen to attract more tourists to visit. In addition to propaganda, advertising and tourism promotion to build the country's image to promote tourist destinations is essential. There are many different concepts about the destination image; Crompton (1979) defined it as "the sum of beliefs, ideas, and impressions that a person has a destination." Customers go to a destination where they developed the pictures and set expectations based on previous experience, word of mouth, journalism reports, advertising, and popular belief. Glyptou (2020) called destination image aggregate expectations and perceptions of travelers. According to Tasci and Kozak (2006), destination image can be affected by the advertising information from destinations, media, and many other factors. Destination image can also directly impact indirect behavioral intentions and satisfaction. The image destination has a significant impact on the satisfaction and future behavior of travelers in coastal resorts in Spain (Bigné et al., 2001), the scenic and coastal regions in Taiwan (Lee, 2009), and Eureka Springs in the US (Chi and Qu, 2008). Marine-Roig (2021) asserted that the destination image directly affects the trip's success and indirectly affects the value perception, satisfaction, and behavior in the future and the intention of the customer sightseeing tour coastal locations. In other words, destination image influences attitude toward a destination. The travel document indicates that the destination's image is the premise of satisfaction and future behavior of visitors. From the above discussions, this study proposes the following hypothesis:

H4: Destination image has a positive effect on attitude toward the destination.

H5: Destination image has a positive effect on traveling intention

The Relationship between Attitude toward Destination and Travel Intention

Attitude is related to permanent and summative stable evaluations of items and is an important variable influencing a wide range of customer behaviors (Nwoke, 2022). Attitude toward a behavior is the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). Alipour et al. (2020) suggested that visitor attitudes have cognitive, affective, and behavioral components. Travelers will appreciate behaviors and attitudes through awareness of the problem, from which they will form attitudes and images on related matters, thereby determining the positive and negative wear (Moors et al., 2013). Woosnam et al. (2020) measurement of the affective tourism destination image is based on four affective characteristics. The affective responses model of the physical environment predicts the decision to travel to a certain destination (Reza Jalilvand and Samiei, 2012). Attitude is important because it is the power and ability to predict behavior. In this study, the attitude of tourists relates to the destination and can also predict travel intention. From the above discussion, this study proposes the following hypothesis:

H6: Attitude toward destination has a positive effect on travel intention.

The Relationship between Destination Image and Tourist Satisfaction

Tourist satisfaction is a psychological state tourists feel about a service or product of a destination when their expectations meet or exceed perceived value. Overall, tourist satisfaction has a positive relationship with the quality of the tourist experiences (Suhartanto et al., 2019). Destination image plays an important role in the local tourism industry. The destination has a great image that will help to attract tourists, increase staying and spending (Cham et al., 2020), promote the decision-making process (Bigné et al., 2001), and indirectly to loyalty (Lee, 2009). Lin et al. (2007) suggest that awareness of the destination image is one of the most visible ways consumers perceive the possibility of consuming products and services. In this study, the study of destination images is the overall experience travelers are aware of and satisfied with the destination. Attractive destination images, attracting and meeting visitors' expectations, will make visitors more satisfied with tourist attractions. This result is evidenced by many studies in the field of tourism (Lee, 2009; Marzuki et al., 2012). As such, it is possible to view attractive destination images as a factor in creating visitor satisfaction with the tourist destination. From the above discussion, this study proposes the following hypothesis:

H7: Destination image has a positive relationship with tourist satisfaction.

The Relationship between Attitude toward Destination and Tourist Satisfaction

Trudel (2019) indicated that tourist attitude is the psychological state of visitors expressed positively or negatively when they engage in certain behavior. Based on the theory of planned behavior, tourist attitude influences behavior intention (Ajzen, 1985). Attitude can influence external behavior (Nwoke, 2022). Lee (2009) showed that tourist attitude toward the destination is an important predictor of tourist satisfaction and future behavior of wetlands tourism. Amoako et al. (2020) also showed that travelers' attitudes to destinations affect their behavioral intentions. In other words, visitor satisfaction is significantly influenced by tourist attitudes. From the above discussion, this study proposes the following hypothesis:

H8: Attitude toward destination has a positive relationship with tourist satisfaction.

The Relationship between Travel intention and Tourist Satisfaction

In tourism, travel intention is the possibility of tourists once they go to the destination (Chaulagain et al., 2019); travel intention is considered to be an individual's perception of consumer behavior toward the product or service of

travel at a tourist destination. Many studies indicate that the travel intention of a traveler is the movement of individual perception between motivation and behavior; it is closely related to the Travel Career Ladder model, in which motivation factors will control travel intention. Referring to many studies travel intention of travelers depends on many factors, such as cognitive behavior or attitudes or preferences about products or services. According to Pereira et al. (2019), motivation is determined by psychological factors, and the level of emotion at the intense stage can make immediate travel behavior. In other words, the more tourist intention, the more will be the tourist satisfied with their decision. From the above discussion, this study proposes the following hypothesis:

H9: Travel intention has a positive relationship with tourist satisfaction

The relationship between tourist satisfaction and Tourist Complaints

When a tourist has experienced poor quality service, he/she will try to formulate all the right word expressions for complaining and protecting his/ her benefits. More research has also addressed consumer complaints related to consumer behavior. Liu and Li (2019) explained that the factor that led to the tourists' complaints was dissatisfaction with the destination of their travel products and services. The quality of the supplier's dissatisfaction is the cause of the customer's complaint (Lysenko-Ryba and Zimon, 2021). The quality of the supplier's dissatisfaction is the cause of the customer's complaint. That is why satisfaction is a crucial factor affecting tourists' complaints (Girsang et al., 2020). From the above discussion, this study proposes the following hypothesis:

H10: Tourist satisfaction has negative effects on tourist complaints.

The Relationship between Tourist Satisfaction and Tourist Loyalty

Nowadays, meeting demand and satisfying customers is important for business activities and the tourism industry. The higher the satisfaction, the more will be willing to buy. There have been many studies evaluating customer loyalty. Many previous studies also point out that many customers break their loyalty even though they are satisfied with the quality of their products and services. Customer satisfaction is also the main subject of tourist loyalty. Surveying customer satisfaction and feedback can help managers find strategies to improve services. These feedbacks are very effective in comparing the operation of destinations with others (Fanelli and Romagnoli, 2020). In today's market, the competition is so intense that companies always aim for customer satisfaction to improve tourist loyalty. Visitors' satisfaction levels need to be studied extensively from the first purchase because it greatly impacts the intention to repurchase and provide positive WOM (Meilatinova, 2021). Customer satisfaction is significant in achieving loyalty when visitors intend to return to the same destination (Raza et al., 2020). Consumers' loyalty to the product or service is reflected in repeated consumption behavior, and sharing positive information about the product is also an important criterion for defining consumer loyalty. Therefore, the relationship between satisfaction and loyalty is close and interactive (Asnawi et al., 2019). From the above discussions, the study proposes the following hypothesis:

H11: Tourist satisfaction has a positive effect on tourist loyalty.

The Relationship between Tourist's Complaints and Tourist Loyalty

Customer reviews are important for a company's development in the tourism industry. According to Al Kurdi et al. (2020), attitudes and customer satisfaction can be observed to assess loyalty. Very limited complaints of negligence evidence this. Besides that, the complaint is a consequence of the low quality of service. Tourists' complaints are key as they are part of the custom recovery for their loyalty. Based on the reviews or tourist complaints, the company can improve their service and product significantly, correcting all the activities and solving other matters. Tourist complaints not only can help the company improve its operation but also can make customers satisfied. Hayati et al. (2020), one of the solutions to improve customer loyalty is improving the resolution of complaints and customer satisfaction. From the above discussions, the study proposes the following hypothesis:

H12: The tourist's complaint has a negative effect on tourist loyalty.

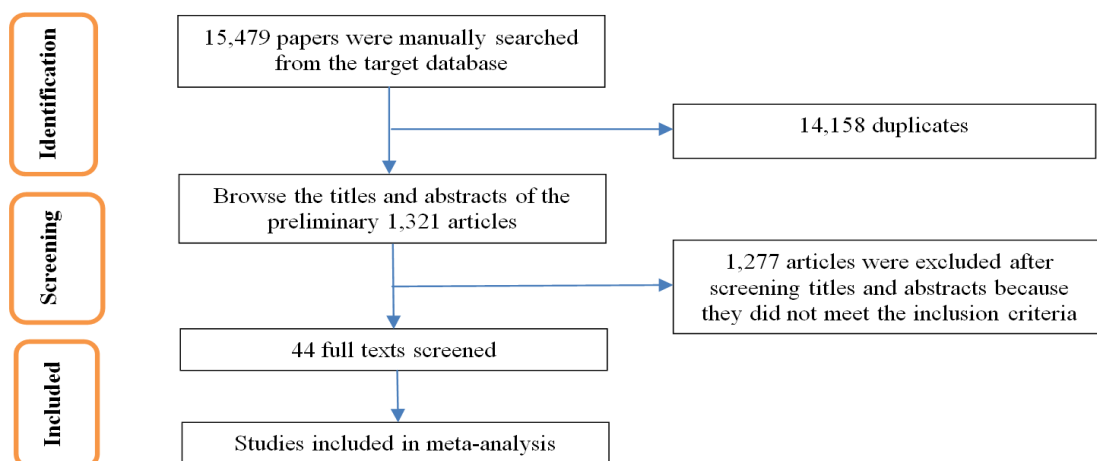


Figure 2. Flow chart of the document retrieval process

Research method

Meta methodology was used to evaluate the correlations of the proposed hypotheses. Meta-analysis was developed in the early 1970s in psychology and was not widely applied in tourism studies. This method requires that the data come from multiple previous studies and extract their effect size. Cohen (2016) has defined effect size as "the degree to which the phenomenon is presented in the population or the degree to which the null hypothesis is false. The larger the effect size value, the greater the degree to which the phenomenon under study is manifested". The effect sizes will be standardized and subjected to null hypothesis testing to identify the correlation between the hypotheses. The document retrieval process is shown in Figure 2.

Sample selection

In this study, the meta-analysis is adopted based on the literature review. In the first step, the primary database was searched for related variables such as eWOM, destination image, attitudes toward a destination, travel intention, tourism satisfaction, tourist complaints, and loyalty, including EBSCO, SAGE, Science Direct, and Taylor & Francis.

The data was collected from many hospitality and tourism management sources, customer behavior, business, and social science for the last 20 years. This research aims to analyze the correlation between all the determinant variables using the database from many tourism journals, including Tourism and Hospitality Research, Journal of Hospitality Marketing & Management, Journal of Sustainable Tourism, Journal of Business Research, Journal of Travel Research, Journal of Travel & Tourism Marketing. There are a total of 44 studies used in the meta-analysis.

Coding

The explanatory variables for the meta-analytical regressions include a set of continuous variables. The variables were described and expressed through the following indicators: the year of publication, the number of variables included in each of the previous studies, the length of the lag inherent in the dependent variable(s) used in each study, the sample size, and the length of the forecasting time horizon. This study used the methods of data analysis (PLS, structural equation modeling, regression analysis, correlation analysis). Using meta-analysis, three criteria complied. First, the average correlation coefficient value was calculated for multiple properties measurements in eWOM, destination image, attitudes toward the destination, travel intention, tourism satisfaction, and tourist complaints and loyalty. Contrariwise, the value of the single reported item has been used. Second, when the report had no significant impact, the current study coded for negligible effects as 0 on the database. Third, total effects cannot surpass 1.

^aCodes in parentheses: E= Electronic Word of Mouth; DI= Destination Image; ATT= Attitude Toward Destination; TI= Travel Intention; TS= Tourist Satisfaction; TC= Tourist Complaints, TL= Tourist Loyalty.

^bJournals are footnoted in order: 1) Advances in Social Science, Education and Humanities Research; 2) International Journal of Business and Management Invention ISSN; 3,4, 9,15) Russian Journal of Agricultural and Socio-Economic Sciences; 5, 8, 11,14, 17) Journal of Destination Marketing & Management 1 (2012) 134–143; 6) Procedia - Social and Behavioral Sciences, 7) International Business Research; 10, 16, 32) International Research Journal of Social Science; 7,12,30) International Business Research; 13,35) African Journal of Business Management; 19) Journal of Sport Management; 22) Journal of Hospitality and Tourism Management; 23) International Journal of Business and Management Invention; 24) Marketing Review; 26) International Journal of Marketing Studies; 27, 37, 41, 44) Tsinghua Science & Technology, 28) Journal of Marketing Research; 29) International Conference on Strategic Innovative Marketing; 32) International

Table 1. Studies Used in Meta-Analysis

| Studies Alphabetically by Source and Codes for Hypotheses Tests ^{a,b} | |
|--|---|
| Albarq, 30, (AT-TI) | Ramseook-Munhurrun et al. (2015), 36, (TS-TL) |
| Albarq (2014), 7, (E-ATT), | Do Valle et al. (2006), 38, (TS-TL), |
| Albarq (2014),12, (E-TI), | Setiawan et al. (2014), 23, (DI-TS), |
| Abubakar and Ilkan (2016), 11, (E-TI), | Setiawan et al. (2014), 2, (E-DI), |
| Tsai (2015), 24, (DI-TS), | Rizky et al. (2017), 20, (DI-TI), |
| Chi and Qu (2008), 35, (TS-TL), | Rizky et al. (2017), 33, (AT-TI), |
| Chi and Qu (2008), 25, (DI-TS), | Rizky et al. (2017), 4, (E-DI), |
| Gibson et al. (2008), 19, (DI-TI), 2008 | Rizky et al. (2017), 9, (E-ATT), |
| Loi et al. (2017), 22, (DI-TS), | Rizky et al. (2017),15, (E-TI), |
| Khuong and Duyen (2017), 28, (DI-TI), | Prayogo et al. (2016), 1, (E-DI), |
| da Graça Batista et al. (2014), 43, (TC-TL), | Lee et al. (2011b), 39, (TS-TL) |
| Meysam et al. (2012), 13, (E-TI) | Lee et al. (2011b), 42, (TS-TC) |
| Meysam et al. (2012), 34, (AT-TI), | Lee et al. (2011b), 45, (TC-TL) |
| Reza Jalilvand and Samiei (2012), 8, (E-ATT), | Wang et al. (2009), 27, (DI-TS), |
| Reza Jalilvand and Samiei (2012), 14, (E-TI), | Wang et al. (2009), 37, (TS-TL), |
| Reza Jalilvand and Samiei (2012), 32, (AT-TI), | Wang et al. (2009), 41, (TS-TC), |
| Reza Jalilvand and Samiei (2012), 17, (E-TI), | Wang et al. (2009), 44, (TC-TL), |
| Reza Jalilvand and Samiei (2012), 21, (DI-TI), | Cohen (2016), 18, (DI-TI), |
| Reza Jalilvand and Samiei (2012), 5, (E-DI), | Chiu et al. (2016), 40, (TS-TC), |
| Reza Jalilvand and Samiei (2012), 6, (E-ATT), | Zarrad and Debabi (2015), 31, (ATT-TI), |
| Aliman et al. (2014), 26, (DI-TS), | Zarrad and Debabi (2015), 10, (E-ATT), |
| Ramseook-Munhurrun et al. (2015), 29, (DI-TI), | Zarrad and Debabi (2015), 16, (E-TI), |
| Liu et al. (2018), 12, (DI-ATT), | Gosal et al. (2020), 8, (E-ATT) |
| Liu et al. (2018), 14, (DI-AI), | Gosal et al. (2020), 5, (E-DI) |
| Liu et al. (2018), 25, (TA-TI), | Gosal et al. (2020), 19,(E-TI) |
| Yang et al. (2021), 20, (DI-TI) | Gosal et al. (2020), 32, (ATT-TI) |
| Chaulagain et al. (2019), 21, (DI-TI) | Gosal et al. (2020), 17, (DI-TI) |

Research Journal of Social Sciences; 36,39,42,45) Tourism Management; 38) Journal of Business Science and Applied Management; 40) International Journal of Culture, Tourism and Hospitality Research; 45)Advances in Management & Applied Economics; 46) Advances in Economics, Business and Management Research, 47) The Journal of Business Perspective, 48) Journal of Destination Marketing & Management

Statistical analysis

Data analysis was performed by meta-analysis software that is Comprehensive Meta-Analysis (CMA). CMA software has brought great efficiency and convenience related to ease of data entry, calculation, and output (Martin, 2008). These analyses generated a fixed-effects model and a random-effects model for the choices. The present study applied the

random-effects model, represented by the Q statistic and consistency across studies (Zhang and Wang, 2012). This study uses a meta-analysis of the general formula. The first, Mean ES (\overline{ES}) was calculated as Eq.1. The most basic “meta-analysis” is to find the average ES of the studies representing the population of studies of “the effect”. The formula Eq.1 is pretty simple – the sum of the weighted ESs, divided by the sum of the weighting. It is possible to compute a “w” value that takes into account both the random sampling variability among the studies and the systematic sampling variability. The calculation of Eq.1, Eq.2, and Eq.3 was based on Borenstein et al. (2021); Jin et al. (2021).

$$\overline{ES} = \frac{\sum(w \times ES)}{\sum w} \quad (\text{Eq.1}), \text{ in which ES: Effect size, w: weightings}$$

The second, sampling error of the Mean ES ($se_{\overline{ES}}$) was pointed: $se_{\overline{ES}} = \sqrt{\frac{1}{\sum w}}$ (Eq.2)

The third, Z-test for the Mean ES is $Z = \frac{\overline{ES}}{se_{\overline{ES}}}$ (Eq.3)

RESULTS AND DISCUSSION

A total of 44 articles and a total sample size is 15,479 from 2008 to 2021 were used to test the hypothesis. This study used a meta-analysis method and obtained these articles using keywords related to eWOM and tourism. Additionally, all the articles related to the hypothesis have been published in a wide academic journal, with a detailed list of these shown in Table 1. Table 2 shows the meta-analysis results for the correlation between independent variables and dependent variables. Based on the mean value of correlation coefficients from previous research as 12 hypotheses have been mentioned in the literature review.

Table 2. Meta-Analysis Result for independent and dependent variables' influence Source: Authors

| Hy -ps | Variables | | K | Total | Effect size & 95% Confidence Interval | | | Heterogeneity | | | |
|--------|-----------------------------|-----------------------------|-----|-------|---------------------------------------|--------|--------|---------------|-------|---------|------------|
| | Independent | Dependent | | | Studies | N | R | LCI | UCI | p-value | Chi-square |
| H1 | Electronic word of mouth | Destination Image | 5 | 1772 | 0.416 | 0.377 | 0.454 | 0.000 | 18.47 | 652.195 | 99.387 |
| H2 | Electronic word of mouth | Attitude toward Destination | 5 | 1028 | 0.718 | 0.687 | 0.746 | 0.000 | 18.47 | 229.780 | 98.259 |
| H3 | Electronic word of mouth | Travel Intention | 6 | 1244 | 0.555 | 0.515 | 0.592 | 0.000 | 20.52 | 88.768 | 94.367 |
| H4 | Destination Image | Attitude toward destination | 1 | 264 | 0.523 | n.a | n.a | n.a | n.a | n.a | n.a |
| H5 | Destination Image | Travel Intention | 5 | 1444 | 0.430 | 0.387 | 0.471 | 0.000 | 18.47 | 72.387 | 94.497 |
| H6 | Attitude toward Destination | Travel Intention | 5 | 1028 | 0.578 | 0.535 | 0.617 | 0.041 | 9.49 | 9.985 | 59.938 |
| H7 | Destination Image | Tourist Satisfaction | 8 | 4710 | 0.275 | 0.249 | 0.302 | 0.000 | 18.47 | 95.097 | 92.639 |
| H8 | Attitude toward Destination | Tourist Satisfaction | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a |
| H9 | Travel Intention | Tourist Satisfaction | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a |
| H10 | Tourist Satisfaction | Tourist Loyalty | 5 | 1955 | 0.712 | 0.689 | 0.733 | 0.000 | 18.47 | 340.798 | 98.826 |
| H11 | Tourist Satisfaction | Tourist complaints | 3 | 1119 | -0.188 | -0.244 | -0.130 | 0.000 | 18.47 | 387.681 | 99.484 |
| H12 | Tourist complaints | Tourist Loyalty | 3 | 915 | -0.302 | -0.360 | -0.242 | 0.000 | | 27.629 | 92.761 |

4.1 The effect of Electronic Word of Mouth (eWOM) on Destination Image, Attitude toward Destination, and Travel Intention

Table 2 shows the meta-analysis results for the influence of eWOM on destination image. Based on the mean value of correlation coefficients from previous research, the results show that eWOM positively influences destination image (r = 0.416). The relationship has a medium effect size. Therefore, hypothesis 1 is supported. Table 2 shows the meta-analysis results for the influence of eWOM on attitude toward the destination. Based on the mean value of correlation coefficients from previous research, the results show that eWOM positively influences destination image (r = 0.718). The relationship has a medium effect size. Therefore, hypothesis 2 is supported. Table 2 also shows the meta-analysis results for the influence of eWOM on travel intention. Based on the mean value of correlation coefficients from previous research, eWOM positively influences travel intention (r= 0.718). The relationship has a medium effect size. Therefore, hypothesis 3 is supported. Furthermore, the Q-value for the above three hypotheses are all higher than the Chi-Square value, which means that the effect is significantly heterogeneous

4.2 The Effect of Destination Image on Travel Intention and Tourist Satisfaction

Table 2 shows the meta-analysis results for the influence of destination image on travel intention. Based on the mean value of correlation coefficients from previous research, the results show that destination image positively influences travel intention (r= 0.430). The relationship has a medium effect size. Therefore, hypothesis 5 is supported. Furthermore, the effect is significantly heterogeneous if the Q-value is higher than the Chi-Square value. Table 2 shows the meta-analysis results for the influence of attitude destination image on tourist satisfaction. Based on the mean value of correlation coefficients from previous research, the results show that destination image positively influences tourist satisfaction (r= 0.275). The relationship has a medium effect size. Therefore, hypothesis 7 is supported. Furthermore, the Q-values for the above two hypotheses are all higher than the Chi-Square value, which means that these effects are significantly heterogeneous.

4.3 The effect of Attitude toward Destination on Travel Intention

Table 2 shows the meta-analysis results for the influence of attitude toward a destination on travel intention. Based on the mean value of correlation coefficients from previous research, the results show that variables of attitude toward destination have a positive influence on travel intention (r = 0.578). The relationship has a medium effect size. Therefore, hypothesis 6 is supported. Furthermore, the effect is significantly heterogeneous if the Q-value is higher than the Chi-Square value.

4.4 The Effect of Tourist Satisfaction on Tourist Complaints and Tourist Loyalty

Table 2 shows the meta-analysis results for the influence of tourist satisfaction on tourist loyalty. Based on the mean value of correlation coefficients from previous research, the results show that tourist satisfaction positively influences loyalty ($r = 0.689$). The relationship has a medium effect size. Therefore, hypothesis 10 is supported. Furthermore, the Q -value is higher than the Chi-Square value, which means that the effect is significantly heterogeneous. Table 2 shows the meta-analysis results for the influence of tourist satisfaction on tourist complaints. Based on the mean value of correlation coefficients from previous research, the results show that tourist satisfaction positively influences loyalty ($r = -0.188$). The relationship has a small effect size. However, the magnitude of this relationship states that tourist satisfaction negatively influences complaints. This result indicated that higher tourist satisfaction would result in lower tourist complaints.

4.5 The effect of Tourist Complaints and Tourist Loyalty

Table 2 shows the meta-analysis results for the influence of tourist complaints on tourist loyalty. Based on the mean value of correlation coefficients from previous research, the results show that tourist complaints positively influence loyalty ($r = -0.302$). The relationship has a medium effect size. This evidence shows that high tourist complaints will result in lower tourist loyalty. Based on a thorough literature review, we cannot find enough empirical studies to calculate the mean values H4, H8, and H9. Therefore, this study does not include H4, H8, and H9.

The influence of destination image on attitude toward a destination, attitude toward a destination on travel intention, and travel intention on tourist satisfaction is not applicable because the number of the study did not fulfill the criteria (less than two studies). Therefore, the meta-analysis does not identify H4, H8, and H9.

CONCLUSION

Research on the relationship between eWOM, destination image, tourist satisfaction, and tourist loyalty attracts many researchers in tourism (Chi and Qu, 2008). However there have been many studies evaluating the relationship and interaction between the structures, but also very difficult to conclude with certainty about the link between the factors. The present study compiled 44 published articles to make conclusive statements that each article cannot easily conclude. Based on the results above, this study would like to offer several suggestions. First, eWOM can provide all the necessary information to motivate tourists to make decisions before and during the journey. Therefore, the adoption of traveler about innovation is already valued as an essential element for competitiveness among destinations. It is suggested that tourism applications should improve some aspects related to functionality and information to cover all perspectives offered by online customer reviews, and then it becomes interesting for travelers. Second, this study proposes 12 hypotheses that have been proposed and tested through meta-analysis. All results have shown that the research hypothesis has largely supported the relationships in the research model, except for the destination image and attitudes toward a destination, attitudes toward destination and tourist satisfaction, and travel intention and tourist satisfaction. Therefore, eWOM, destination image, and tourist satisfaction are crucial in achieving loyalty.

In terms of theoretical implications, first, this study uses a meta-analysis method that contributes to basic knowledge about eWOM, the destination image, attitudes toward a destination, tourist satisfaction, travel intention, and tourist loyalty in the tourism area. Although, there are still some hypotheses that do not have much supportive research and clearly show the relationship between factors. Second, in terms of the interaction between factors such as eWOM, destination image, attitudes toward a destination, travel intention, tourist satisfaction, and tourist loyalty, most factors are significant, although the level of impact is different. This proves that these factors play an important role in shaping visitors' loyalty to the destination. In terms of practical implications, first, the factors such as eWOM, destination image, attitude toward a destination, tourist satisfaction, travel intention, and tourist loyalty are considered important factors in the competition between points to tourism Lu et al. (2020). Understand the importance of factors that will help destination managers develop strategies for attracting tourists and managers who need to build plans and effectively manage the image of the destination, manage the effect of communication on the customer and understand the behavior of tourists. Therefore, the research findings provide for destination management and destination marketing.

Second, travelers' loyalty has been assessed as having a close relationship between factors such as eWOM and the destination image. Therefore, research also points out that destination managers must focus on building relationships with customers and building positive images of the destination to attract the visitor's return.

Nowadays, travelers can seek and share much information via the online environment. For travelers who do not have travel experience and do not have experience in selecting a destination, they can base on sharing from those who have experience through the internet. Therefore, it can indirectly support a tourist if destination managers can make a beautiful picture of the destination image and improve the quality, service, and value to satisfy the tourist and further repeated visits. When destination managers can offer various aspects of tourist destinations in terms of entertainment, beverage service, transportation, and accommodation, a sense of satisfaction will be created by tourists as a signal of positive online customer reviews. It would be very useful for them to manage the destination performance. The more tourists receive good service, products, and other attributes, the more the tourism destination will provide a positive attitude. According to Tavitiyaman et al. (2021), the destination can give some prizes to community member if they publish tourist reviews or writes a blog, for instance. Finally, serving companies should pay attention to customers' personalities and not try to judge all customers as a general look. A joyful travel experience with excellent services the destination provides encourages a positive attitude toward the destination and arouses a psychological intention. Travelers to share their experiences with others via eWOM. So the destination. Managers must provide a pleasant experience for tourists as the top priority to attract tourists.

This study emphasized that eWOM is likely to affect tourists' perceptions. Tourists will get comments from other people to make their decision, especially in case of repeat visits, or release some ideas or complaints when they finish their

trip. Besides that, this study shows that eWOM has a positive attitude toward the destination and destination image. eWOM will further affect tourist satisfaction and loyalty. Besides that, the study also examines the strong influence of satisfaction on loyalty, which is in line with previous studies in tourism (Lee, 2009; Yoon and Uysal, 2005). The study recorded the direct impact of the destination image on satisfaction and indirectly on loyalty. This finding is consistent with previous studies that show that destination image is one-factor influencing visitor satisfaction (Marzuki et al., 2012). This study can support the service firm to serve tourists better and increase their experiential value through interaction between tourists and the firm. According to Moscardo (2020), tourism can be considered a good study experience since tourism is a human experience. The results also indicate that a good destination image will influence tourist satisfaction and enlarge the influence of revisit intention. This finding is consistent with previous studies that if visitors have a high level of satisfaction, they tend to do good behavior intention like revisit intention (Chua et al., 2015).

Although meta-analysis is a powerful tool that evaluates the relationship between eWOM elements, destination images, and loyalty, it still has limitations. Firstly, research has selected several related studies but cannot synthesize all relevant ones. Secondly, the research method used to evaluate eWOM, destination image, attitude toward a destination, travel intention, tourist satisfaction, and tourist loyalty still cannot report any differences between the studies as sample characteristics and context in the research model. Third, the quality of meta-dependent data was reported in previously published studies. Research also points to future research on the relationship between eWOM, destination image and attitude toward a destination, travel intention, tourist satisfaction, and tourist loyalty. Future studies may incorporate more published data related to the research topic. In addition, future research can use other methods to assess relationships as structural equation modeling to assess the impact of intermediate variables. Second, the study collected relatively large sample sizes that needed a larger sample to clarify the more specific effects.

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