

**FACTORS INFLUENCING INTENTION TO VISIT SOUTH KOREA DURING THE PANDEMIC**

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**Abstract**

*This study examines the factors that influence the intention to visit South Korea during the pandemic. This study uses six measured variables: perceived benefits, destination image, e-word of mouth, destination service quality, culture, and visit intention. This study used a quantitative model by collecting data using an online questionnaire and with the criteria for female or male respondents aged 25 years and over and visiting South Korea during the pandemic. The data collection was carried out in January 2021. The total respondents in this study were 212 people consisting of 45 men and 167 women. The results obtained from this study, namely destination service quality has a positive effect on e-word of mouth, e-word of mouth has a positive impact on destination image.*

**Keyword:** *cultural, destination image, destination service quality, e-word of mouth, intention to visit South Korea, perceived benefit, visit intention.*

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**INTRODUCTION**

Rastati (2018) states that South Korea, often referred to as the land of ginseng, can make cultural transmission movements. Since the 1990s, Hallyu or Korean Wave has begun to be loved by various countries, including Indonesia. The beginning of the popularity of the Korean Wave in the world occurred when South Korean artists, both K-drama and K-Pop, began to get attention from young people in Japan, China, Hong Kong, and Taiwan, then continued in Southeast Asia and the Pacific. Various Korean Wave products such as music (K-pop), drama (K-drama), movies (K-film), fashion (K-fashion), food (K-food) and beauty (K-beauty).

Currently, the Korean Wave is increasingly in demand by various countries. Even the South Korean government cooperates with television stations such as KBS, SBS, MNet, and tvN to promote their culture. The resulting shows can increase visitors to South Korea to visit the shooting location, which makes the area a tourist spot. It is undeniable that the scenery and atmosphere in South Korea will make anyone who sees it will be amazed and curious. In addition, South Korean culinary tourism is also beautiful to tourists. It makes the viewer want to experience the food or drink firsthand. And what is most loved is the K-Pop culture. South Korean music is the thing that is most in demand by various groups, especially teenagers.

According to Asrori and Supriadianto (2019), the Korean Wave phenomenon is very influential on South Korean tourism, making South Korea a popular tourist spot. Many people come to Korea for various purposes, ranging from business, education, and tourism. Hallyu created a tremendous effect on the identity of the South Korean nation, and because of Hallyu too, various things about Korea became global. They were seen in the number of South Korean tourists in 2015 as 13.23 million tourists. In 2016 as many as 17.24 million tourists. In addition, in 2017, as many as 13.34 million tourists. In 2018 there were 15.35 million tourists, and in 2019 was about 17.5 million tourists. Where in 2019 was the highest achievement in the number of South Korean tourists.

According to Novyanti (2019) some cities that many foreign tourists visit are Seoul, Gyeonggi-do, Busan, Jeju-do, Jeonju and so on. Seoul has the highest popularity as a tourist spot in South Korea and is also known as the capital city of South Korea. Some of the reasons why Seoul is popular among foreign tourists are its beautiful, modern scenery and the thick traditional South Korean atmosphere. However, in 2020 the Covid-19 virus emerged, which spread to various countries. South Korea was no exception. Data from the Korea Tourism Organization (KTO) shows that there were only 6,111 foreign tourists who visited South Korea last May. This number decreased by 99.5% compared to May 2019 which reached 1.23 million tourists (Perwitasari, 2020).

The virus resulted in multiple restrictions for activities, and one of them was a ban or restrictions on going abroad. With travel restrictions amid this pandemic, the number of foreign tourists in each country has decreased.

## LITERATURE REVIEW

### 1. Visit Intention

According to Whang et al. (2016) visiting intention is defined as referring to the perceived likelihood of seeing a particular place within a certain period. Chalip et al. (2003) explain the dimension of visit intention that each form of media influences the image of the destination, which in turn affects the intention to visit. According to Zhang et al. (2014) visit intention is the decision to visit a destination is a common thread in measuring behavioural intentions. Allameh et al. (2015) reveal that the intention to visit is also mandatory to increase tourism.

### 2. Perceived Benefits

Champion (2009) claims that perceived benefit is a construct of perceived benefit defined as beliefs about positive outcomes associated with behaviour in response to actual or perceived threats. The construct of perceived benefit is most often applied to health behaviours and specifically to individuals' perceptions of the benefits to be gained by engaging in specific health actions. Han and Hwang (2013) identify the results of their study on perceived benefits that the relative importance among dimensions of perceived benefits in generating tourists' perceptions of the superior value of medical hotels and encouraging preferred behavioural intentions. Chandon et al. (2000) suggest that perceived usefulness is a belief about a positive outcome associated with a behaviour in response to a real or perceived threat.

According to Liang (2019) perceived benefit, which is a construct similar to perceived risk, but distinguished from perceived value, is proposed as a variable that influences the behavioural intentions of medical tourists through attitudes, perceived behavioural control, and subjective norms. However, perceived value emphasises more on the monetary and objective evaluation of a product. Perceived benefits focus on multiple dimensions (e.g., value, convenience, enjoyment, and availability) of the benefits consumers find in a product and are often more subjective. Kim, et al. (2008) explain that perceived benefit is defined as consumer beliefs about the extent to which people will get better from the purchase and or use of an object.

### 3. Destination Image

Crompton (1979) defines a destination image as a combination of beliefs, ideas, and impressions that a person has about a destination. According to Baloglu and McCleary (1999), Destination image is also defined as a person's mental representation of global knowledge, feelings, and impressions about a destination. Then, Hahm et al. (2018) concluded that destination image "refers to a tourist's perspective on tourism attributes and may represent a particular region, city, region, or country". Molinillo et al. (2018) concluded that the destination image in their minds was generated from information about the destination processed by potential visitors from various sources. Beerli and Martin (2004) concluded that the destination image formed is not only influenced by information obtained from various sources, but also by individual characteristics. Zöllei et al. (1989) concluded in the journal Molinillo et al. (2018) Destination image is a complex, relative, multiple, and dynamic concept. On Tasci and Gartner (2007) destination image is generally accepted as an important aspect of successful tourism development and destination marketing because it impacts both supply and demand-side marketing aspects.

### 4. E-Word of Mouth

Hennig-Thurau et al. (2004) define e-word of mouth communication as positive or negative statements made by potential, current, or former customers about a product or company, which are available to many people and institutions through the Internet. Sotiriadis and Van Zyl (2013) explained that a conceptual framework for e-word of mouth, experience sharing, and review recommendations in a digital environment has been proposed. This framework provides a useful foundation of understanding, taking into account the perspectives of the two parties involved in online communication, namely the narrator/sender and the reader/receiver. According to Wijaya and Paramita (2014), the development of internet technology in marketing dynamics is now affecting consumer behavior, such as the delivery of opinions about a product which is digitally called e-word of mouth.

Ratchford et al. (2001) argue that e-word of mouth communication through electronic media allows consumers to not only obtain information related to goods and services from the few people they know but also from a wide and geographically dispersed group of people who have experience with the product or service. which is relevant. Chaiken and Eagly (1976) explained that Although e-word of mouth creates basic information transfer, the actual impact of the information received can differ from person to person. The same content can produce very different responses in different recipients, depending on the recipient's perception, experience, and source. Senecal

and Nantel (2004) examine how e-word of mouth affects product choice using an experimental study on the use of online recommendation sources by consumers.

## 5. Destination Service Quality

Aldebi and Aljboory (2018) argued that destination service quality has been defined as the main tool that can be utilized to ensure tourist satisfaction. The definition of destination service quality according to Tsaour et al. (2016) Destination service quality refers to the difference between the expected and actual service experience levels of tourists. So, service quality is a result that represents the psychological state of the customer because of his satisfaction or dissatisfaction with the consumption of services or experiences. According to De Cieri (2005), Destination service quality is a technique provided to tourists that helps them increase their level of positive experience, which is necessary for today's competitive environment.

Gronroos (1982) defines destination service quality as the result of an evaluation process in which the consumer compares his expectations with the service he perceives he has received. Parasuraman et al. (1988) view service quality as the gap between consumer expectations and their perception of the actual service. They view expectations as desires related to something desired. According to Cronin Jr and Taylor (1992), destination service quality can be seen as an antecedent of service quality. Roest and Pieters (1997) state that service quality is a relativistic and cognitive discrepancy between experience-based norms and performance about service benefits.

## 6. Cultural

According to Adams' broader definition (1995) Cultural tourism is one type of travel to enrich oneself. O'Leary et al. (1998) argue that cultural tourism does not have a generally accepted definition due to the complex nature of 'culture'. The concept of cultural tourism has various definitions depending on the point of view of the author or researcher. Iverson et al. (1997) find further that they are consistent with previous studies showing that national culture influences tourist decision-making processes even within a subset of collectivist cultures (from this case one can see that seemingly insignificant cultural differences such as decision-making time behavior have serious marketing implications for consumers). host country).

According to Lau et al. (2001), cultural knowledge forms the basis for one's social reality; and the rules and guidelines that define this reality are passed on throughout the child's upbringing and reinforced by interactions with others. The definition of culture is "cultural values are the basis for specific norms that detail individual what is appropriate in various situations which are reflected in societal institutions such as family, education, economic, political and religious systems which function as their goals and modes of operations" Schwartz (1994, p. 42). Gnoths and Zins (2013) suggest that culture includes values, morals, symbols, physical manifestations, and behaviors that are governed by different worldviews.

## THEORETICAL FRAMEWORK

### 1. Perceived Benefits and Destination Image

Khan et al. (2016) examine the international consumer travel decision-making process. One of the things tested in this study is about the effect of perceived benefits on destination image. This researcher suggests that the destination image is considered as the perception or impression about the destination held by tourists concerning the expected consumption benefits or values. Mohammad Jamal et al. (2016) Research on the role of information sources, perceived benefits and risks, and destination image has been studied significantly in the travel and tourism literature in medical tourism. The results of this study indicate that the benefits received affect the description of the objectives. Ruan et al. (2017) examine an integrated model of moderated risk mediation (man-made and natural disasters) that explains the relationship between tourism benefits and destination image. The results of a study of 635 tourists show that the benefits received have a positive effect on the image of the destination.

### 2. E-Word of Mouth and Destination Image

Setiawan et al. (2014) examined the causal relationship between e-word of mouth, destination image, satisfaction, and loyalty of 150 domestic tourists in various tourist destinations around Denpasar - Bali. The results show that e-word of mouth has a significant direct effect on destination image, while an indirect effect on satisfaction and loyalty. Then, Jalilvand and Heidari (2017) tested the type of word-of-mouth in which communication, face-to-face vs electronic, e-word of mouth had a stronger influence on destination image and attitude. The test was conducted on 678 travelers in the online tourist community. The results show that e-word of

mouth has a stronger effect on destination image. Meanwhile, Ishida et al. (2016) examine the effect and differences between the traditional word of mouth and electronic word of mouth, between the personal word of mouth and commercial word of mouth, and between the positive and negative word of mouth on destination image. The results showed that e-word of mouth influences destination image.

### **3. Destination Service Quality and E-Word of Mouth**

Alexandries et al. (2002) examine the effect of service quality on visit intentions in the hospitality sector in Greece. One that is tested is the effect of service quality on e-word of mouth. The results of the study show that the service quality dimension explains a very high proportion of variance in the word of mouth communication and purchase intentions. Hossain and Kim (2018) examine the impact of service quality dimensions on word of mouth and Facebook user satisfaction. The results obtained that, from the four dimensions of service quality, two dimensions, namely interaction quality, and outcome quality are significantly related to word of mouth.

Then, this study was strengthened by the research of Hossain et al. (2019) which examines the factors that influence e-word of mouth communication by SNS users. This study uses a multidimensional service quality dimension as one that is tested regarding its effect on e-word of mouth. The results obtained only one dimension that has a significant positive effect on e-word of mouth, namely the quality of interaction services. And the other two dimensions, namely yield quality and environmental quality, seem insignificant but still have a positive impact.

### **4. Destination Image and Visit Intention**

Chaulagain et al. (2019) examine the impact of country image and destination image on the travel intentions of United States tourists. One of the hypotheses tested by the researcher is the effect of destination image on visit intention. The results of this study prove that the image of the destination has a positive effect on visiting intentions. Meanwhile, Chalip et al. (2003) examine the influence of sporting event media on destination image on intention to visit. One of the hypotheses tested is also the effect of destination image on visit intention. The result of this study is that the image of the destination is significantly related to the intention to visit. A study conducted by Kanwel et al. (2019) examines the impact of destination image on tourist loyalty, and intention to visit Pakistan. One of the research hypotheses is the effect of destination image on intention to visit. The results of the hypothesis indicate that the image of the destination has a positive effect on the intention to visit.

### **5. E-Word of Mouth and Visit Intention**

Jalilvand et al. (2012) reviewing e-word of mouth is considered an important source of information that influences visit intentions and choice of destination. Chaerunnisaa (2013) analyze the effect of e-word of mouth on visit intention and resulted that e-word of mouth actually only had a strong impact on the formation of the image of a tourist destination and did not directly shape the attitude of tourists and the desire of tourists to travel. Gretzel et al. (2016) examine how electronic word of mouth (e-word of mouth), attitude, and city image affect the intention of tourists to visit a tourism city. The results show that e-word of mouth is a significant determinant of intention to visit.

### **6. Cultural and Visit Intention**

Shen et al. (2009) examine the intention of Chinese visitors to visit world cultural heritage sites within the framework of the theory of planned behavior, with the addition of the construction of past experiences and the involvement of cultural tourism. The results showed that cultural engagement was a valid predictor construct for visiting intentions. Bi and Gu (2019) examine how cultural distance affects international tourists' intentions to visit destination countries. The study was conducted on 729 potential tourists in China. The results of this study cultural affect the intention of tourists to visit the destination country. Matzler et al. (2016) examined the role of cultural differences on the impact of brand personality perceptions on tourists' visiting intentions. One that is tested is the influence of culture on the intention to visit. The results of this study are culture is one of the factors that influence the intention to visit.

7. Hypothesis

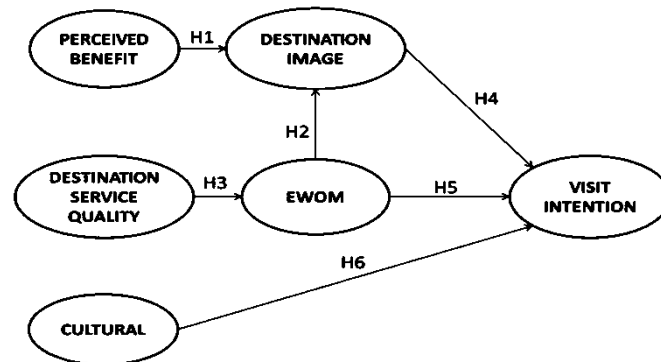


Figure1 Research Model Theoretical Framework

Source: Researcher Data, 2021

Based on the theoretical basis and research framework as described above, then the proposed hypothesis is:

- H1 – Perceived benefits will affect the destination image during the pandemic
- H2 – E-word of mouth will affect the destination image during the pandemic
- H3 – Destination service quality will affect e-word of mouth during the pandemic
- H4 – Destination image will affect visit intention during the pandemic
- H5 – E-word of mouth will affect visit intention during the pandemic
- H6 – Culture will affect visit intention during the pandemic

RESEARCH METHODS

1. Sample

In this study, we designed a questionnaire by determining respondents and developing indicators. This research will be conducted by involving 210 respondents, with the following characteristics:

- a. Gender (male and female)
- b. Age (aged 25 years and over)
- c. Job-status
- d. Marital status
- e. Educational status
- f. Domicile (Jabodetabek and outside Jabodetabek)

2. Questionnaire Development

In this study there are 6 (six) variables measured, namely destination image, destination service quality, e-word of mouth, visit intention, perceived benefits, and culture.

3. Destination Image

The destination image variable was measured using five indicators adapted from Valek and Williams research (2018), that is:

- a. I felt very welcome by the local people when I visited Korea.
- b. I'm very satisfied to be in Korea so far during the pandemic.
- c. Korea offers many interesting tourist spots to visit during the pandemic.
- d. While in Korea many extraordinary experiences have occurred during the pandemic.
- e. Korea is a safe travel destination during the pandemic.

4. Destination Service Quality

The destination service quality variable is measured using six indicators adapted from research Narayan et al. (2008) that is:

- a. There is an information center for tourists at the airport.
- b. The existence of an information center for tourists in tourist attractions.
- c. Guides for tourists are provided at tourist spots.
- d. There is a money exchange facility in the tourist area.
- e. There are money exchange or bank facilities at the airport.
- f. Ease and smoothness of internet connectivity at tourist attractions/places of visit.

## 5. E-word of Mouth

The e-word of mouth variable was measured using five indicators adapted from Abubakar's research (2016) and Gretzel et al. (2016), that is:

- a. I often read visitor reviews online to find out tourist destinations in Korea with a good impression during the pandemic.
- b. I often gather information from visitors' online travel reviews before travelling to Korea during the pandemic.
- c. When I travel to Korea, online visitor travel reviews make me confident in travelling to that place during the pandemic.
- d. I often consult other visitors' online travel reviews to help them choose exciting destinations to visit in Korea during the pandemic.
- e. If I don't read visitors' online travel reviews when I travel to Korea during the pandemic, I worry about my decision.

## 6. Visit Intention

Variable visit intention was measured using six indicators adapted from research Chen and Tung(2014) and Gretzel et al. (2016), that is:

- a. I am willing to travel to visit Korea during the pandemic.
- b. I plan to keep travelling to visit Korea during the pandemic.
- c. I will keep trying to travel to visit Korea during the pandemic.
- d. I predict that I will continue to travel to visit Korea as a tourist destination next month during the pandemic.
- e. I will visit Korea, which has more historical value than other countries during the pandemic
- f. If everything goes as I thought, I will plan to travel to visit Korea during the pandemic while on holiday.

## 7. Perceived Benefits

The perceived benefits variable was measured using four indicators adapted from the research of Hunt and Ditton (2001) and Forsythe et al.(2006) that is:

- a. I'd travel to Korea to have a fun and entertaining experience during the pandemic.
- b. I'd travel to Korea to escape the daily routine.
- c. I'd feel the atmosphere of a different environment by travelling to Korea.
- d. I'd feel happy travelling to Korea.

## 8. Cultural

Cultural variables were measured using four indicators adapted from the research of Gnoth and Zins (2013) and Crompton and McKay (1997), that is:

- a. I'd study the history of several historical places in Korea.
- b. I'd learn about the characteristics of the residents around the mosque during the pandemic.
- c. I'd travel to Korea because I like exploring new things.
- d. Travelling to Korea would increase my knowledge of Korean culture.

## 9. Determination of Respondents' Answer Score

The questionnaire is made in the form of questions with answer choices that have been provided. Answers are made using a likert-type scale based on the aspect measured for each variable. Respondents were given six alternative answers by having the most appropriate one and each answer is given the highest score and the lowest score ranging from 1 for strongly disagree to 6 for strongly agree.

**10. Structural Equation Modeling (SEM)**

According to Kasanah (2015), The analytical method used in this study is structural equation modeling, which is a second-generation structural equation model with multivariate analysis techniques that allow researchers to examine the relationship between complex variables, both recursive and non-recursive to obtain a comprehensive picture of a model. According to Maharani (2013) Evaluation of the Goodness of Fit criteria is as follows:

- a. X2 – Chi-square statistics
- b. RMSEA (The Root Mean Square Error of Approximation)
- c. GFI (Goodness of Fit Index)
- d. AGFI (Adjusted Goodness of Fit Index)
- e. CMIN/DF
- f. TLI (Tucker Lewis Index)
- g. CFI (Comparative Fit Index)

**RESULTS AND DISCUSSION**

**1. Characteristics of Respondents**

Respondents in this study were 212 respondents. The description of the characteristics of respondents from this study includes gender, age, employment status, marital status, educational status, and domicile. Based on this study the authors involved 212 respondents, it can be seen that most of the responses were female with a total of 167 respondents or (78.8%). And male respondents were 45 respondents or (21.2%). Based on the most age who filled out the questionnaire were in the age range of 25-29 years as many as 147 respondents or (69.3%), then the second most was the age range of 30-34 years as many as 26 people or (12.3%), then the age of 40-34. 44 years as many as 16 respondents or (7.5%), then age 35-39 as many as 12 respondents or (5.7%), then 45-49 as many as 7 respondents or (3.3%), and the last 50 years and more as many as 4 respondents or (1.9%). Based on the educational status of the most respondents who filled out the questionnaire were undergraduate as many as 124 respondents or (58.5%), high school as many as 57 respondents or (26.9%), then diploma as many as 19 respondents or (9.0%), then master as many as 7 respondents or (3.3%). Based on the work status of the respondents who filled out the questionnaire, most of them worked as many as 147 respondents or (69.3%), then 25 respondents did not work or 11.8%, then had their own business as many as 24 respondents or (11.3%), then not yet working. working as many as 15 respondents or (7.1%), and lastly retired as many as 1 respondents or (0.5%). Based on marital status, most respondents who filled out the questionnaire were unmarried (52.4%), then married status as many as 99 respondents or (46.7%), then divorced/separated as many as 1 respondent or 0.5% then the spouse died as many as 1 respondents or 0.5%. Based on domicile, it can be seen that most of the respondents are in Jabodetabek with a total of 167 respondents or (78.8%). And respondents outside Jabodetabek as many as 45 respondents or (21.2%).

**2. Orderly**

**Table 1 EFA and cronbach's alpha variable**

Code	Indicators	Factor Loadings	Cronbach's Alpha
<b>Destination Image</b>			$\alpha = 0,913$
DI4	I feel in Korea there will be many amazing experiences that occur during the pandemic	0,919	
DI2	I feel very satisfied to be in Korea so far during the pandemic	0,909	
DI3	I feel Korea offers many interesting tourist attractions to visit during the pandemic	0,902	
DI5	I feel Korea was a safe tourist destination during the pandemic	0,850	
<b>Destination Service Quality</b>			$\alpha = 0,840$
DS2	The existence of an information center for tourists in tourist attractions	0,864	
DS3	Guide for tourists is provided at tourist attractions	0,860	

DS1	The presence of an information center for travelers at the airport	0,831	
DS4	There are money exchange facilities in the tourist attractions	0,739	
<b>E-Word of Mouth</b>			$\alpha = 0,930$
E2	I often gather information from visitors' online travel reviews before travelling to Korea during the pandemic	0.898	
E3	When I travel to Korea, online visitor travel reviews make me confident in travelling to that place during the pandemic	0.890	
E4	I often consult other visitors' online travel reviews to help them choose exciting destinations to visit in Korea during the pandemic	0.882	
E1	I often read visitor reviews online to find out tourist destinations in Korea with a good impression during the pandemic	0.849	
E5	If I don't read visitors' online travel reviews when I travel to Korea during the pandemic, I worry about my decision	0.731	
<b>Visit Intention</b>			$\alpha = 0,966$
VI2	I plan to keep travelling to visit Korea during the pandemic	0.960	
VI3	I will keep trying to travel to visit Korea during the pandemic	0.946	
VI4	I predict that I will continue to travel to visit Korea as a tourist destination next month during the pandemic.	0.925	
VI5	I will visit Korea, which has more historical value than other countries during the pandemic	0.916	
VI6	If everything goes as I thought, I will plan to travel to visit Korea during the pandemic while on holiday.	0.910	
VI1	I am willing to travel to visit Korea during the pandemic	0.907	
<b>Perceived Benefit</b>			$\alpha = 0,842$
PB3	I'd feel the atmosphere of a different environment by travelling to Korea.	0.896	
PB1	I'd travel to Korea to have a fun and entertaining experience during the pandemic.	0.823	
PB2	I'd travel to Korea to escape the daily routine.	0.800	
PB4	I'd feel happy travelling to Korea.	0.792	
<b>Cultural</b>			$\alpha = 0,795$
Cul3	I'd travel to Korea because I like exploring new things.	0,839	
Cul4	Travelling to Korea would increase my knowledge of Korean culture.	0,799	
Cul2	I'd learn about the characteristics of the residents around the mosque during the pandemic.	0,777	
Cul 1	I'd study the history of several historical places in Korea	0,7	

Source: Researcher Data, 2021

Table 1 shows that the destination image variable has no dimensions. Destination image has four indicators, as well as factor loadings ranging from 0.850 to 0.919 which indicates that all indicators are valid. Additionally, the destination image variable has a cronbach's alpha value of  $\alpha = 0.913$  which means it is trustworthy. The destination service quality variable has no dimensions. Destination service quality has four indicators, as well as factor loadings ranging from 0.739 to 0.864 which indicates that all indicators are valid. Additionally, the destination service quality variable has a cronbach's alpha value of  $\alpha = 0.840$  which means it is trustworthy. The e-word of mouth variable has no dimensions. The e-word of mouth has five indicators, as well as factor loadings ranging from 0.731 to 0.898 indicating that all indicators are valid. Additionally, the e-word of mouth variable has a cronbach's alpha value of  $\alpha = 0.930$  which means it is trustworthy. The visit intention variable has no dimensions. Visit intention has four indicators, as well as factor loadings ranging from 0.907 to 0.960 which indicates that all indicators are valid. In addition, the visit intention variable has a cronbach's alpha value of  $\alpha = 0.966$  which means it is trustworthy. The perceived benefits variable has no dimensions. Perceived benefits have four indicators, as well as factor loadings ranging from 0.792 to 0.896 which indicates that all indicators are valid. Additionally, the perceived benefits variable has a cronbach's alpha value of  $\alpha = 0.842$  which means it is trustworthy. The cultural variable has no dimensions. Cultural has four indicators, as well as factor loadings ranging from 0.737 to 0.839 which indicates that all indicators are valid. Additionally, the perceived benefits variable has a cronbach's alpha value of  $\alpha = 0.795$  which means it is trustworthy.



### 3. Hypothesis Test Results

Once the model is analyzed through Confirmatory Factor Analysis and can be seen each indicator can be defined latent construct, then a full SEM Model can be analyzed. The result of AMOS processing is as in Figure 2.

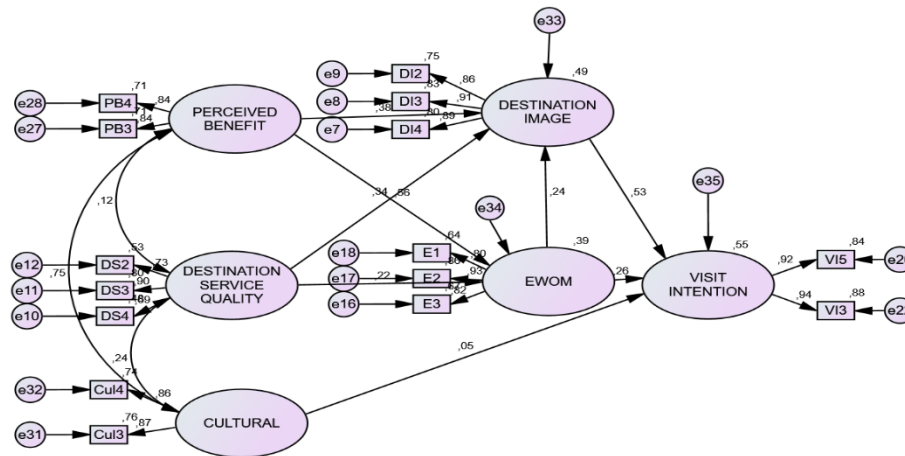


Figure 2 Structural Equation Model

Source: Researcher Data, 2021

Table 2 Results of goodness of fit full model

Goodness of fit Index	Cut of Point	Analysis Results
Chi-Square	< 117,63	98,684
Probabilitas	≥ 0,05	0,066
RMSEA	≤ 0,08	0,034
GFI	≥ 0,90	0,944
AGFI	≥ 0,90	0,915
CMIN/DF	≤ 2,00	1,249
TLI	≥ 0,95	0,987
CFI	≥ 0,95	0,991

Source: Researcher Data, 2021

Table 2 shows goodness of fit results with Chi-Square values of 98.684, P 0.066 ≥ 0.05, RMSEA value of 0.034 ≤ 0.08, GFI value of 0.944 ≥ 0.90, AGFI value of 0.915 ≥ 0.90, CMIN/DF value of 1.249 ≤ 2.00, TLI value of 0.987 ≥ 0.95, and CFI value of 0.991 ≥ 0.95 can be concluded that all goodness of fit criteria get good results. The test results are significant values from the estimated standardized loading parameters in the following table:

Table 3 Hypothesis Testing

			C.R.	P	Lable
EWOM	←	Destination service quality	3,225	0,001	Accepted
EWOM	←	Perceived benefit	7,291	***	Accepted
Destination image	←	E-word of mouth	2,921	0,003	Accepted
Destination image	←	Destination service quality	4,932	***	Accepted
Destination image	←	Perceived benefit	4,616	***	Accepted
Visit intention	←	Cultural	,760	0,447	Rejected
Visit intention	←	E-word of mouth	3,616	***	Accepted
Visit intention	←	Destination image	7,134	***	Accepted

Source: Researcher Data, 2021

Table 3 shows that the test that the e-word of mouth (ewom) hypothesis test against destination service quality was accepted due to the value of P 0.001 < 0.05. The e-word of mouth hypothesis test against perceived benefits is accepted because the value of P 0.003 < 0.05. The test of destination image hypothesis against e-word of mouth is accepted because the value of P 0.003 < 0.05. The test of destination image hypothesis against destination service quality is accepted because the value of P 0.001 < 0.05. Test the destination image hypothesis against

perceived benefit received this is due to the value of  $P\ 0.001 < 0.05$ . The visit intention hypothesis test against cultural was rejected because of the value of  $P\ 0.447 > 0.05$ . The visit intention hypothesis test against e-word of mouth is accepted because the value of  $P\ 0.001 < 0.05$ . The visit intention hypothesis test on destination image was accepted because the value of  $P\ 0.001 < 0.05$ .

#### **4. Perceived Benefits Affects Destination Image**

Hypothesis 1 that states perceived benefits have a positive significant influence on the destination image. The results of this test showed a significance value of  $P\ 0.000 < 0.05$  indicating that the model used for this study was accepted. This suggests that the factors that affect the destination image are the perceived benefits factor. This hypothesis is supported by research conducted by Mohammad Jamal et al. (2016) researching the role of resources, perceived benefits, and risks, and the image of destinations has been significantly studied in travel and tourism literature in medical tourism. The results of the study showed that the benefits received influenced the picture of purpose. So, how much benefit is felt from tourist destinations can affect the image or image of the destination.

#### **5. E-Word of Mouth Affects Destination Image**

Hypothesis 2 states e-word of mouth has a positive significant influence on destination image. The results of this test showed a significance value of  $P\ 0.003 < 0.05$  indicating that the model used for this study was accepted. This indicates that the factor that affects the destination image is the e-word of mouth factor. This hypothesis is supported by research conducted by Jalilvand and Heidari (2017) testing the type of word-of-mouth where communication, face-to-face vs. electronic, e-word of mouth has a stronger influence on the image and attitude of the destination. The test was conducted by 678 tourists in the online tourist community. The results showed that the e-word of mouth had a stronger effect on the destination image. So, the stronger the influence of e-word of mouth, it can affect the image of the destination.

#### **6. Destination Service Quality Affects E-Word of Mouth**

Hypothesis 3 that states destination service quality has a positive significant influence on the e-word of mouth. The results of this test showed a significance value of  $P\ 0.001 < 0.05$  indicating that the model used for this study was accepted. This indicates that the factor that affects e-word of mouth is the destination service quality factor. This hypothesis is supported by research conducted by Alexandris et al. (2002) examined the effect of quality of service on the intention of visiting hospitality in Greece. One of the tests is the influence of service quality on e-word of mouth. The results of the study show that the quality dimension of service explains the very high proportion of variants in word-of-mouth communication and purchasing. So, good or bad quality destination service can then affect the e-word of mouth.

#### **7. Destination Image Affects Visit Intention**

Hypothesis 4 that states destination image has a positive significant influence on visit intention. The results of this test showed a significance value of  $P\ 0.001 < 0.05$  indicating that the model used for this study was accepted. This indicates that the factor that affects visit intention is the destination image factor. This hypothesis is supported by research conducted by Kanwel et al. (2019) examined the impact of destination imagery on tourist loyalty, and intention to visit in Pakistan. One hypothesis of the study is the influence of destination imagery on the intention of visiting. The results of the hypothesis show that the image of the destination positively affects the intention to visit. So, the stronger the influence of destination imagery, the more influence the intention to visit a destination.

#### **8. E-Word of Mouth Affects Visit Intention**

Hypothesis 5 states e-word of mouth has a positive significant influence on visit intention. The results of this test showed a significance value of  $P\ 0.001 < 0.05$  indicating that the model used for this study was accepted. This indicates that the factor that influences visit intention is the e-word of mouth factor. This hypothesis is supported by research conducted by Gretzel et al. (2016) examines how electronic word of mouth, attitude, and city image affect tourists' intention to visit a tourism city. The results show that the e-word of mouth is a significant determinant of the intention of visiting. So, the stronger the influence of e-word of mouth, it can affect the intention to visit a destination.

## 9. Cultural Does Not Affect Visit Intention

Hypothesis 6 that states cultural has no negatively significant effect on visit intention. The results of this test showed a significance value of  $P 0.447 > 0.05$  indicating that the model used for this study was rejected. This suggests that cultural factors are not factors that influence visit intention. This hypothesis is supported by research conducted by Bi and Gu (2019) examining how cultural distance affects the intention of international tourists to visit the destination country. The study was conducted on 729 potential tourists in China. The results of the study culturally affect the intention of tourists to visit the destination country. These researchers proved that there was no positive and significant influence on the expected cultural and visiting intentions. So, the stronger the expected cultural influence, it can not affect the intention to visit a destination.

## CONCLUSION

This study was conducted to examine the effect of perceived benefits and e-word of mouth on South Korean destination image, the effect of destination service quality on e-word of mouth, and the effect of destination image, e-word of mouth, and culture on visit intention. The six variables are thought to have a positive relationship. It turns out that after the analysis, not all variables have a positive relationship. Based on the analysis that has been done, it can be concluded that from this study perceived benefits can affect the destination image positively and significantly, which means that the greater the perceived benefits, the more influencing the destination image. The variable e-word of mouth can also affect the destination image positively and significantly, which means that the stronger the influence of e-word of mouth, the stronger the influence on the image or description of the destination. The destination service quality variable can also affect e-word of mouth positively and significantly, which means that good or bad destination service quality can affect e-word of mouth. The destination image variable can also affect visit intention positively and significantly, which means that the stronger the influence of the destination image, the more it can affect the intention to visit a destination. The e-word of mouth variable can also affect visit intention positively and significantly, which means that the stronger the influence of e-word of mouth, the more it can affect the intention to visit a destination. As for the other variable test, namely, culture cannot affect visit intention positively and significantly, which means that culture has a low influence on visit intention, so that value is rejected. Based on the study results in terms of the structural model used, this model is good even though there are shortcomings seen from the confirmatory and marginal test in its goodness of fit. This shortcoming lies in the cultural variable, which has no relationship with visit intentions in research on intentions to visit South Korea during the pandemic.

## RECOMMENDATION

This study has weaknesses due to the limitations of the author. These weaknesses include the data collection method using only questionnaire data. The variables used in this study do not represent all the factors that affect destination image, e-word of mouth, and visit intention. The sampling that uses convenient sampling results in results that cannot be generalized. In addition, there are still not many previous studies regarding some of the variables used in this study, which also makes this research still have many weaknesses.

Further research, it is necessary to use the "satisfaction" variable, which shows that respondents know that the satisfaction felt when visiting South Korea is very good, so this can be one factor that influences visiting intentions. In addition, in the future, research related to the topic of visiting needs to be reconsidered to use other variables that can affect visiting intention.

Then, tourism managers can focus on the local tourist market until later tourist destinations are ready to be fully opened to a larger market. It is also recommended for tourism managers during a pandemic like this to:

- a. Pay attention to mandatory or mandatory health protocols and maintain the cleanliness of tourist sites;
- b. Maintaining safety and security (the mitigation system is strengthened for natural and non-natural disasters such as disease outbreaks); and
- c. Maintaining comfort (hospitality), carrying out essential infrastructure development such as roads and bridges at tourist attraction

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