The antecedents of behavioural intention for island tourism across traveller generations: a case of Bali

by Andriani Kusumawati

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ABSTRACT

Island tourism presents the natural beauty and the authenticity of local culture that provides a unique experience for foreign tourists. If not being managed properly, tourist abundance at the island destination can threaten the destination quality which can actually harm tourists and reduce trust. The main objective of this study is to construct an understanding regarding the effect of destination quality on trust and behavioural intention. The sample in this research was 450 international tourists visiting Bali, Indonesia. Bali is a natural-based and cultural-based tourism destination which offers natural beauty, the authenticity of local culture, and unique cultural attractions. WarpPLS was used to analyze the effect of destination quality, trust, word-of-mouth intention, and revisit intention. The findings show that destination quality has a significant effect on trust. Trust is proven to have a significant effect on word-of-mouth intention and revisit intention. In addition, the results of this study also show that destination quality has a direct effect on word-of-mouth intention and revisit intention. More in-depth results show that in generation Y, destination quality has no significant effect on word-of-mouth intention and revisit intention.

RÉSUMÉ

Le tourisme insulaire offre aux touristes étrangers une expérience unique. Si elle n'est pas correctement gérée, l'abondance des touristes à destination dans l'île peut menacer la qualité de la destination, ce qui peut nuire aux touristes et à la notoriété du lieu. Cette étude visait à comprendre l'effet de la qualité de la destination sur la notoriété et l'intention comportementale. L'échantillon de cette recherche était constitué de 450 touristes internationaux en visite à Bali, en Indonésie. Bali est une destination touristique naturelle et culturelle qui permet aux touristes d'admirer la beauté naturelle, de découvrir l'authenticité de la culture locale et des attractions culturelles uniques. Nous avons utilisé le logiciel WarpPLS pour analyser l'effet de la qualité de la

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destination, la notoriété, l'intention de bouche à oreille et l'intention de revisiter. Les résultats montrent que la qualité de la destination a un effet significatif sur la notoriété. Il est prouvé que la notoriété a un effet significatif sur l'intention de bouche à oreille et sur l'intention de revisiter. De plus, les résultats de cette étude montrent que la qualité de la destination a un effet direct sur l'intention de bouche à oreille et sur l'intention de revisiter.

Introduction

Island tourism has become a trend in the tourism industry because it exposes the local culture uniqueness and natural beauty (Tsaur & Wang, 2007). The hospitality of the local people is also one of the main tourist attractiveness (Cassidy & Brown, 2010). Natural-based and cultural-based tourism destinations commonly found in island tourism provide unique experiences for tourists (Pujiastuti et al., 2017). The rapid tourist visits to island destinations if not being balanced with services and infrastructure will actually disappoint visitors (Carter, 2004). Besides, improper planning could certainly damage the main tourist attractiveness, both physical and socio-cultural environment (Pongponrat, 2011). It is interesting to conduct a research related to the tourist response to the island destination. Tourists evaluate the visited destination and perceive the destination. Tourist perceptions of the destination affect their attitudes which can have implications on behavioural intention (Pike, 2007). Based on their experience during the visit, tourists will have behavioural intention (M.J. Kim et al., 2012; X. Sun et al., 2013). Visiting tourists are sought to get an interesting experience during their visit so that they will have the intention to recommend the destination to others and the intention to revisit at other times. The high willingness to recommend is a signal that tourists are satisfied and trust the destination quality. Tourists trust word-of-mouth more than marketing communication carried out by managers, making word-of-mouth is more effective. Positive word-of-mouth can reduce promotional costs, thereby increasing efficiency. Word-of-mouth personal communication channels do not require large costs because, through satisfied customers, recommendations or references to products will be more easily spread to other consumers (Kotler & Keller, 2006). Conversely, negative word-of-mouth will threaten the destination future because bad experiences are spread easier. Revisit intention also shows satisfied and trusting tourists. It is more efficient for destination managers to keep previous tourists than look for new tourists (Aydin & Özer, 2006). Therefore, in the tight competition, destination managers must explore the factors influencing tourists' revisit intention.

Bali is one of the international destinations in Indonesia that relies on natural attraction and the uniqueness of local culture. The number of tourists visiting Bali was continuously increasing, but it decreased for three years (see Table 1). The growth of foreign tourists in 2015 amounted to 23.14%, in 2016 amounted to 15.62%, in 2017 amounted to 14.89% and finally dropped in 2018 amounted to 6.54%. This indicates problems related to the interest of foreign tourists' visit. Destination quality factors need to get attention to evaluate their influence on the attitudes and interests of foreign tourists' visit and the interests of those who have visited to convey positive things to others through word-of-mouth.

Destination quality is not only measured by the main tourist attractiveness but also by the supporting factors. The increasing number of tourists if not being balanced with adequate infrastructure will harm tourists. This study not only highlights the destination quality based on the main tourist attractiveness (nature and culture) but also considers supporting aspects such as transportation, accommodation, security, cleanliness and other supporting facilities so they can describe the destination quality comprehensively (Qu et al., 2011; Rajaratnam et al., 2015). Destination quality is important in creating a quality relationship between tourists and destination managers (Berry & Parasuraman, 1991; Chiu et al., 2012). Athanasopoulou (2009) proposes the most often used dimensions in measuring relationship quality are satisfaction, trust, and commitment. Trust arises when tourists feel that their expectations are fulfilled and they are not harmed during their visit (Koeszegi, 2004). Trust is important in shaping behavioural intention. Trust is the key to a long-term relationship shown by revisit intention and word-of-mouth (Lankton et al., 2010). Previous research has not examined the comprehensive effect of destination quality on trust. Behavioural intention has been investigated through destination image, branding, satisfaction, and memorability (Cardona et al., 2017; Kang et al., 2017; S. Kim et al., 2017; Song et al., 2017; Sthapit & Björk, 2017; S. Sun et al., 2018). Thus, the relationship between destination quality, trust, and behavioural intention on island tourism become the originality of this study.

The purpose of this paper was to examine the effect of destination quality on trust, word-of-mouth intention and revisit intention, particularly in Baby

Table 1. Foreign tourists visit in Bali.

Year	Number	Growth (%)
2013	3,278,598	14.89
2014	3,766,638	6.24
2015	4,001,835	23.14
2016	4,927,937	15.62
2017	5,697,739	14.89
2018	6,070,473	6.54

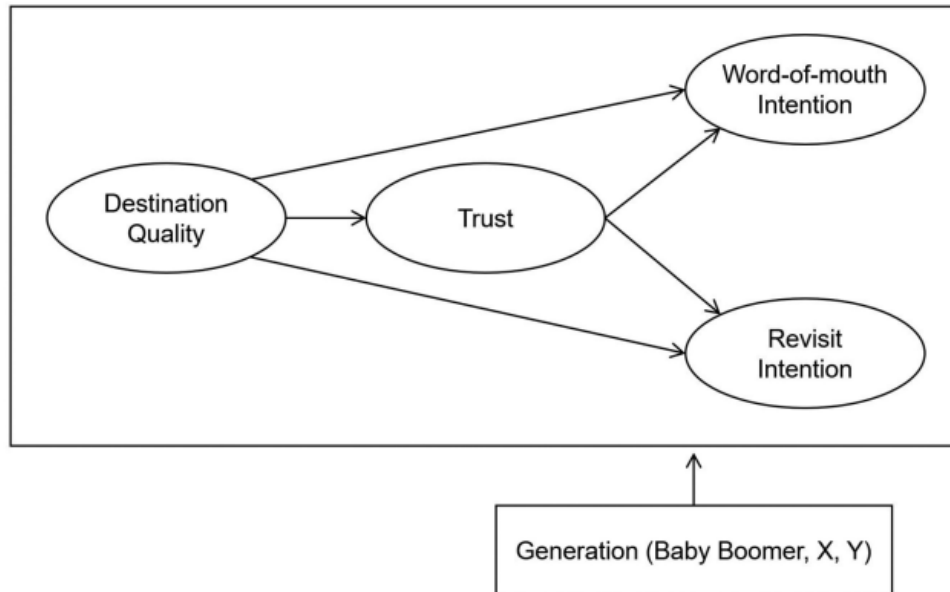*Source*: Bali Central Statistics Agency (Badan Pusat Statistik Provinsi Bali, 2019)

Figure 1. Conceptual model.

Boomers, Generation X, and Generation Y, respectively (see Figure 1). This research contributes in understanding tourist behaviour based on Social Exchange Theory (Blau, 1964) and Theory of Reasoned Action (Fishbein & Ajzen, 1975). The contribution of this study is not only on the theoretical aspects but also provides recommendations to the island tourism management in an effort to improve the destination quality in order to maintain the presence of foreign tourists in the future.

Literature review

Tourism development and performance in Bali

At present, Balinese people together with the government of Bali continue to develop the potential of Bali as island tourism in order to sustain their economy. Bali is one of the island destinations in Indonesia offering a variety of natural beauty and cultural uniqueness. The combination of natural beauty and unique local culture enhances the tourist attractiveness for tourists. More than 150 destinations can be visited in Bali. Bali has beautiful beaches, amazing coral reefs, mountains, traditional rice fields, protected forests, animal conservation (turtles, primates, insects, birds, and other animals) and other natural beauty. Besides natural attractiveness, Bali also offers the authenticity of local culture, such as tradition, cultural attractions, distinctive architecture building, traditional culinary, arts, and other unique cultures. Bali has famous traditional dances such as pendet dance, kecak dance, barong, legong, and other types of dances that combine

the cultural and Hindu traditions. Tourists can enjoy sculpture and painting as one of Bali characteristics. Tourists can also interact directly with friendly locals and blend in Balinese traditions. Tourists get interesting experiences different from their customs, especially international tourists from various countries.

The government of Bali has realized the importance of nature and culture preserve so it issued regional regulations on nature conservation and cultural heritage in 1973 and 1991. Balinese people have a life philosophy which enables them to balance human life with nature (animals and plants) and their relationship with God. They teach this life philosophy to the younger generation from generation to generation. As a result, Bali gets achievements as a sustainability destination and friendly destination. TripAdvisor has put Bali in the first position of the 25 best destinations in the world in 2017 (Tempo.co., 7 March 2018). The number of foreign tourists has continued to increase since 2013–2018; however, the growth in the number of foreign tourists has begun to decline from 2017 to 2019 (see Table 1). This turns into a problem that is quite alarming because a decrease in the number of tourists will reduce government revenue and local community income. Antecedent factors need to be explored to find out the cause of the decline in the growth of foreign tourists by accommodating destination quality and trust as an antecedent factor of revisit intention and word-of-mouth intention.

Destination quality

A destination is defined as a group of tourism locations/objects, facilities, and services (M.J. Kim et al., 2012), and the combination of tourism products feature (Žabkar et al., 2010). Destination quality is defined as tourists' assessment on all relevant aspects of their experience in tourism destinations (Žabkar et al., 2010). Destination quality perceived as a whole is defined as a visitor's quality of experience, feelings, and overall evaluation of a destination (Cong, 2016). Tourists evaluate this experience subjectively according to cultural background, expectations, visit purpose, travel schedule, etc. (Fuchs & Weiermair, 2004). In conclusion, destination quality is the quality of tourist experience, feeling, and evaluation of attributes in tourism destinations. Žabkar et al. (2010) conceptualize perceived destination quality as a formative construct which means that the indicator leads to the whole construct. Destination quality felt later is the whole indicators, such as transportation, destination brands, attractions, hospitality, entertainment, and so on. Lin et al. (2015) measure destination quality consisting of nature and natural scenery, architecture, heritage sites, food and drink, accommodation, shopping, entertainment and nightlife, service level, friendliness of residents, safety, and hygiene. Rajaratnam et al. (2015)

conceptualize destination quality as amenities, accessibility and logistics, core tourism experience, hygiene, information, security, and hospitality. Despite this general classification, the relevant features of a destination are highly contextual which mirror the specific attributes that characterize the destination (Žabkar et al., 2010).

Trust

Trusts have an important role in determining a long-term relationship between consumers and producers/service providers (Berry & Parasuraman, 1991). Trust can be defined as one party has confidence in an exchange partners' reliability and integrity (Morgan & Hunt, 1994). Trust is an expectation or willingness to believe that an organization/company/service provider can be trusted to do what has been promised (Hennig-Thurau & Klee, 1997). Trust is the customer's assessment that the service provider can be relied upon to meet his/her expectations and the seller will avoid any possible risk-taking actions considered as a threat to the customer. Trust is conceptualized in the cognitive and affective aspects (Chang, 2012), while Lewis and Weigert (1985) add the behavioural aspect. Pujiastuti et al. (2017) measured tourist trust which includes reliability, serviceability, the best service offer, satisfaction provision to tourists, and pleasant tourism destination.

Trust based on experience during tourist visits acts as a significant determinant of revisit intention (Lankton et al., 2010). Trust plays an important role in determining customers' intention to spread positive word-of-mouth and to repurchase (Santos & Basso, 2012). Tourists who believe will be more willing to listen, willing to share useful feedback for destination managers, more tolerant, and willing to share important information with others (Green, 2006). In the tourism context, tourists who believe in tourism destinations will have the intention to recommend their interesting experiences to others and the intention to revisit in the future. The results of previous studies (Cong, 2016; Pujiastuti et al., 2017; Su et al., 2014) also showed that trust influences behavioural intention which consists of word-of-mouth and revisit intention.

Word-of-mouth intention

Word-of-mouth is very important for service companies and tourism because it will maintain the sustainability of the organizations (Litvin et al., 2008). Kotler and Keller (2006) suggest that word-of-mouth is a communication process for the provision of recommendation either individually or in groups for a product or service that aims to provide personal information. In the tourism context, word-of-mouth refers to non-commercial communication made by actual tourists to potential tourists regarding their experience on tourism product, service, destination or

organization (Riduan et al., 2015). Word-of-mouth can be a source of information that influences consumer decisions because of independent and honest information sources. Information from a friend is more credible because there is no association between an individual and the company or product. Word-of-mouth personal communication channels do not require large costs because, through satisfied customers, recommendations or references to the companies' products will be more easily spread to other consumers (Kotler & Keller, 2006). According to Kumar and Manjunath (2012), the most valuable customers are not customers who buy the most, but customers who have the most word-of-mouth activities and are able to bring other customers to buy at the companies. Therefore, word-of-mouth is the most effective and efficient marketing communication.

Harrison-Walker (2001) measures word-of-mouth by constructing two dimensions, i.e. the word-of-mouth activity dimension and the word-of-mouth praise dimension. Word-of-mouth activity refers to the frequency at which an individual is involved in word-of-mouth and the number of people involved in word-of-mouth, whereas word-of-mouth praise refers to comments from consumers about experiences to be recommended to others. Riduan et al. (2015) developed the word-of-mouth dimensions from Harrison-Walker (2001), Keong (2006), Lang (2011), and Dumas (2010) to conduct research in tourism.

Revisit intention

Revisit intention is an important behavioural intention (Jani & Hwang, 2011) because it has implications for subsequent behaviour. Revisit intention is the tourist willingness to revisit the same destination in the future (Hume et al., 2007; Ryu et al., 2010; Som et al., 2011). Revisit intention is the evaluation result of the value felt by visitors and their satisfaction. Decision making for the first-time consumer is mostly based on information gathered from a various source which results in an expectation of a desired encounter from a tourism service provider. Customers making purchases will evaluate product performance (Wells & Prensky, 1996) and the evaluation results will form satisfaction. Satisfaction will generate trust, committed customer, loyalty, interest in repurchasing or brand transfer. Therefore, revisit intention has an extension of satisfaction derived from the initial encounter (Hawkins et al., 2000; Huang & Hsu, 2009).

Measurements of revisit intention on tourism destinations have been developed by Huang and Hsu (2009), Abubakar et al. (2017), and Huang and Hsu (2009) measured revisit intention with intend to revisit, plan to revisit, desire to visit, and probably will revisit. On the other hand, Abubakar et al. (2017) measured revisit intention with intend to revisit, likely will revisit, and would like to visit more often. In principle, revisit

intention describes the tourist willingness to revisit, plan to revisit, and have a strong desire to visit. Based on the Theory of Reasoned Action (Fishbein & Ajzen, 1975), revisit intention can predict future behaviour in the form of actual visits.

Generation

The grouping of generations by the time of birth is essential in the study of consumer behaviour because each generation has a significant difference. According to Strauss and Howe (1991), the Baby Boomers are those born before 1965, Generation X born between 1965 and 1981, and Generation Y is those born after 1981. Although the size of the age interval used in classifying generations is still controversial (Mannheim, 1952; Rindfleisch, 1994), but this grouping is still essential because they have different personal, cultural, and historical characteristics (Severo et al., 2017). Individual differences have an impact on values, attitudes, interests, and behaviours affecting decision-making and sustainable consumption (Severo et al., 2017). Referring to this study, the age group of tourists has a different response in responding to the destinations visited and their interests in the future.

Relationships between all developed constructs

The relationship between destination quality and trust is explained by Peter and Olson (2008) who state that, through experience, consumers attain trust in products, brands, and other objects. Cong (2016) utters that destination quality is a visitor's quality of experience, feelings, and overall evaluation of a destination. The visitor's experience shows destination quality, so it can be assumed that destination quality has an effect on tourist trust. Pujiastuti et al. (2017) have provided evidence that customer experience in rural tourism destinations affects trust. However, the influence of destination quality on trust must be proven. This study aims to promote destination quality as the antecedent of trust. Thus, the following hypothesis can be formulated:

H1: Destination quality has an effect on trust (across generations: Baby Boomer, X, and Y).

Trust based on experience during tourist visits acts as a significant determinant of revisit intention (Lankton et al., 2010). Trust plays an important role in determining customers' intention to spread positive word-of-mouth and to repurchase (Santos & Basso, 2012). Tourists who believe will be more willing to listen, willing to share useful feedback for destination managers, more tolerant, and willing to share important information with others

(Green, 2006). In the tourism context, tourists who believe in tourism destinations will have the intention to recommend their interesting experiences to others and the intention to revisit in the future. The results of previous studies (Cong, 2016; Pujiastuti et al., 2017; Su et al., 2014) also showed that trust influences behavioural intention which consists of word-of-mouth and revisit intention. Thus, the following hypothesis can be formulated:

H2: Trust has an effect on word-of-mouth intention (across generations: Baby Boomer, X, and Y).

H3: Trust has an effect on revisit intention (across generations: Baby Boomer, X, and Y).

Destination quality shapes tourist experience (Cong, 2016) and tourist experience influence behavioural intention. Tourist perceptions of the destination influence their attitude which can result in behavioural intention (Pike, 2007). After visiting tourism destination, tourists evaluate their experience. Based on this experience, tourists will have behavioural intention (M.J. Kim et al., 2012; X. Sun et al., 2013). Behavioural intention conceptualization which includes revisit intention and word-of-mouth intention has been explored (M.J. Kim et al., 2012; Pujiastuti et al., 2017; X. Sun et al., 2013). Thus, it can be inferred that destination quality will form word-of-mouth intention and revisit intention. Empirical evidence has been shown in Cong's (2016) research that destination quality has a significant effect on WOM intention and revisit intention. It indicates that tourists will recommend tourism destinations and intend to revisit if tourism destinations have high quality. The higher the quality of the tourism destinations is, the stronger the tourists' willingness to recommend and to revisit the destinations will be. Thus, the following hypothesis can be formulated:

H4: Destination quality has an effect on word-of-mouth intention (across generations: Baby Boomer, X, and Y).

H5: Destination quality has an effect on revisit intention across generations: Baby Boomer, X, and Y.

Method

Studies discuss the effect of destination quality on tourist trust in natural-based and cultural-based tourism destinations are still limited. The

quantitative method used in this study aims to test whether destination quality has a significant effect on word-of-mouth intention and revisit intention.

Research design

Data collection and sample

To collect data, this study used probability sampling. The objects of this study were natural-based and cultural-based tourism destinations in Bali, Indonesia. Bali is a unique destination in Indonesia because it offers natural recreation (such as beaches, mountains, rice fields, and flora and fauna conservation) and cultural recreation (such as social interactions, local cultural traditions, cultural attractions, cultural heritage, works of art, architecture building). The sample of this study were international tourists visiting Bali aged at least 18-year-old who had visited Bali for at least 3 days and had visited natural-based and cultural-based tourism destinations. The questionnaire was distributed to tourists who met the sample criteria. The questionnaire was given to international tourists when they were about to leave Bali. Questionnaires were distributed to respondents when they were at the Ngurah Rai Airport, precisely at the arrival terminal. A short interview was conducted to ensure that the selected foreign tourists met the criteria. A total of 450 questionnaires were distributed and completed in full by respondents.

Instrument

A questionnaire was used to collect respondents' demographic data and research variable items. The researchers measured all constructs using literature. Destination quality used fourteen items adapted from Žabkar et al. (2010), Lin et al. (2015), Rajaratnam et al. (2015), and Cong (2016). Trust used four items adapted from Morgan and Hunt (1994) and Pujiastuti et al. (2017). Revisit intention used three items adapted from Abubakar et al. (2017) and Huang and Hsu (2009), while word-of-mouth intention used five items adapted from Harrison-Walker (2001) and Ridua et al. (2015). To measure all items, the researchers used a five-point Likert scale from strongly disagree (1) to strongly agree (5) and tested the validity and reliability of the instrument on 30 respondents. Validity and reliability tests were conducted before using the instrument for data collection. Instrument test results showed the correlation coefficient greater than 0.3 and the Cronbach's alpha coefficient greater than 0.6. It can be concluded that the instrument produced valid and reliable data and applicable to measure variables with larger respondents (Malhotra, 2010; Sekaran, 2011).

Data analysis

Inferential statistics were used to describe the effect of destination quality on trust, word-of-mouth intention, and revisit intention. The inferential statistics used were WarpPLS because it is a powerful PLS method requiring only little assumptions. WarpPLS can accommodate reflective and formative indicators, linear and non-linear models, and can be used for large and small samples (Solimun Fernandes & Nurjannah, 2017).

Research findings

Based on the sample, women represented 47.3% and men represented 52.7% of the respondents. Nationality was dominated by China of 27.3% and Australia of 25.4%, while other nationalities were 47.3% cumulatively. The details of the age group were as follows: 6.66% baby boomer, 20.67% X generation, 72.73% Y generation. Travel composition was as follows: with friends (62.2%), family (27.8%), colleagues (5.4%), and alone (4.6%). The majority of respondents (55.8%) were on the first visit in Bali, 34.5% respondents were on the second visit, 5.5% respondents were on the third visit, and 4.2% respondents were on the fourth visit. Visit duration was as follows: 52.3% for 3 to 4 days, 28.7% for 5 to 6 days, and 19.0% for more than 6 days.

Validity and reliability crosschecking used convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. The results of convergent validity measurements indicate that all standardized factor loadings exceed 0.60. AVE in all variables exceeds the respective squared correlation estimate (see Table 2). Therefore, it fulfils convergent validity and discriminant validity. Composite Construct Reliability greater than 0.7 and Cronbach's alpha greater than 0.6 indicate that reliability is fulfilled. Intercorrelation between constructs indicates a significant relationship. Therefore, it is predicted to have a significant effect (see Table 3).

Measurement of model fit and quality indices refers to the WarpPLS analysis tool (Kock, 2015). The measurement results show: Average Path Coefficient (APC) = 0.531, $p < 0.001$; Average R-squared (ARS) = 0.706, $p < 0.001$; Average Adjusted R-squared (AARS) = 0.705, $p < 0.001$; Average block VIF (AVIF) = 2.268, acceptable if less than or equal to 5; Average full collinearity VIF (AFVIF) = 3.699, acceptable if less than or equal to 5; TenenhausGoF (GoF) = 0.702, acceptable if greater than or equal to 0.36; Sympson's Paradox Ratio (SPR) = 1.000, acceptable if greater than or equal to 0.7; Statistical Suppression Ratio (SSR) = 1.000, acceptable if greater than or equal to 0.7; Nonlinear Bivariate Causality Direction Ratio (NLBCDR) = 1.000, acceptable if greater than or equal to 0.7 (see Table 3). These results indicate that the model is supported by good data and has quality indicators meeting WarpPLS requirements.

Table 2. Results of confirmatory factor analysis for measurement model.

Construct Items	Standardized Loading	p
Destination Quality ($a = 0.844$)		
Nature scenery	0.614	.006
Architecture	0.685	< .001
Heritage sites	0.644	< .001
Attraction	0.661	< .001
Food and drink	0.694	< .001
Accommodation	0.707	< .001
Shopping	0.658	< .001
Entertainment	0.793	< .001
Service level	0.664	< .001
Friendliness of residents	0.651	< .001
Experience	0.617	< .001
Safety	0.667	< .001
Hygiene	0.657	< .001
Accessibility	0.603	.009
Trust ($a = 0.912$)		
Reliability	0.650	< .001
Integrity	0.627	< .001
Trust on serviceability	0.642	< .001
Trust on the best service offer	0.693	< .001
Trust on satisfaction provision to tourists	0.625	< .001
Word-of-mouth intention ($a = 0.951$)		
Mention encounter	0.717	< .001
Talk more than other	0.657	< .001
Say a good things	0.709	< .001
Proud to tell others	0.699	< .001
Recommended to others	0.644	< .001
Revisit Intention ($a = 0.923$)		
Intend to revisit	0.609	.007
Likely will revisit	0.737	< .001
Plan to revisit	0.720	< .001

Table 3. Construct inter correlations, mean, standard deviation (SD), CCR, and AVE.

Constructs	Summary Statistics		Constructs			
	Mean	SD	DQ	TR	WI	RI
Destination Quality	4.16	0.36	–			
Trust	4.23	0.73	.777***	–		
Word-of-mouth Intention	4.13	0.83	.739***	.659***	–	
Revisit Intention	4.18	0.84	.554***	.804***	.385***	–
CCR[1]			.874	.935	.962	.951
AVE[2]			.743	.742	.837	.867

Notes:
DQ: Destination Quality; TR: Trust; WI: Word-of-mouth Intention; RI: Revisit Intention
* $p < .05$ ** $p < 0.01$ *** $p < .001$
[1]CCR = Composite Construct Reliability
[2]AVE = Average Variance Extracted

Discussion

The results show that destination quality has a significant effect on trust with the significance level of less than 1% ($p < 0.001$) (see Table 4). The positive expected value indicates that the higher the destination quality is, the higher the trust will be. It means that better destination quality tends to increase the trust of foreign tourists. The findings of this study are important because, as

Table 4. Results of hypothesis testing.

Path	Standardized Estimates	Standardized Error	p	Conclusion
(H1)Destination Quality → Trust	0.790	0.045	< .001	Accepted
(H2)Trust → word-of-mouth Intention	0.250	0.049	< .001	Accepted
(H3)Trust → Revisit Intention	0.970	0.044	< .001	Accepted
(H4)Destination Quality → word-of-mouth Intention	0.550	0.047	< .001	Accepted
(H5)Destination Quality → Revisit Intention	0.100	0.050	.020	Accepted

far as the author's knowledge, there has been no previous research that specifically tested the effect of destination quality on trust. In the context of this study, Bali, as the central destination with its relatively small area, needs to establish tourists' trust by improving destination quality. The low level of destination quality is out of the tourists' tolerance as they demand satisfaction during their vacation time. Cong (2016) states destination quality is a visitor's quality of experience, feelings, and overall evaluation of a destination. Through experience, consumers attain trust in products, brands, and other objects (Peter & Olson, 2008). Pujiastuti et al. (2017) have provided evidence that customer experience in rural tourism destinations influences trust. The destination quality dimension is broader than the tourist experience because it not only assesses the visitor's feelings but also evaluates the destination attributes. Tourists' emotions and tourists' evaluation results produce a response in the form of trust.

Tourists' perception on destination quality forms trust. Destination quality in this study is not only indicated by the main tourist attractiveness but also by the supporting factors. Destination quality includes nature scenery, architecture, heritage sites, attraction, food and drink, accommodation, shopping, entertainment, service level, friendliness of residents, experience, safety, hygiene, and accessibility. Natural beauty and the unique culture of the local people become the main tourist attractiveness supported by adequate supporting facilities are important aspects valued by tourists. Positive results of tourist evaluations shape trust, indicating that destinations can be trusted to meet tourist expectations.

The results show that trust has a significant effect on word-of-mouth intention with the significance level of 1% ($p < .001$). The positive expected value indicates that the higher the tourist trust on the destination is, the higher the word-of-mouth intention will be. It means that tourist trust increases the willingness of foreign tourists to express destination beauty to others and recommend it. The research results provide empirical evidence for the arguments proposed by Coleman (1990), Lankton et al. (2010). Trust based on experience during tourist visits acts as a significant determinant of revisit intention. These results also support Pujiastuti et al.'s (2017)

and Su et al.'s (2014) research results that trust has a significant effect on behavioural intention in tourism destinations. Specifically, these results support Su and Fan (2011) research results which showed that trust influences word-of-mouth intention. Trust plays an important role in determining customer intentions to spread positive word-of-mouth and to repurchase (Santos & Basso, 2012). Trust plays an important role in maintaining a long-term relationship between tourists and destinations (Berry & Parasuraman, 1991; Chiu et al., 2012) through the tourist willingness to recommend destinations to others. Trust arises if tourists feel confident that the destination will always satisfy their expectations and they do not feel harmed when visiting the destination.

The results show that trust has a significant effect on revisit intention with the significance level of less than 1% ($p < .001$). The positive expected value indicates that the higher the trust is, the higher the revisit intention will be. It means that trust tends to increase foreign tourist willingness to revisit the same destination. These research results are in line with Pujiastuti et al.'s (2017) study which stated that trust has a significant effect on behavioural intention. Specifically, these results are also in line with Han and Hyun (2015), Nisco et al. (2017), and Abubakar et al. (2017) who found that trust is the antecedent of revisit intention at the destination. Revisit intention is the evaluation result of the value felt by visitors and their satisfaction. When tourists are satisfied during a visit, they tend to trust the destination to always be able to fulfil their expectations. Tourists feel no harm during a visit, causing revisit intention to be increased. Revisit intention is shown by the strong tourist willingness to revisit at another time. Revisit intention is an important behavioural intention (Jani & Hwang, 2011) because it has implications for subsequent behaviour.

The results show that destination quality has a significant effect on word-of-mouth intention with the significance level of 1% ($p < .001$). The positive expected value indicates that the higher the destination quality is, the higher the word-of-mouth intention will be. It means that better destination quality tends to increase the willingness of foreign tourists to express destination beauty to others and recommend it. The research results are in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) that evaluation and attitude will form behavioural intention. Tourist evaluation of destination quality will encourage tourist behavioural intention. These results are also in line with previous studies conducted by Cong (2016). After visiting a destination, tourists evaluate their experience. Tourist perceptions of the destination affect their attitude, which can result in behavioural intention (Pike, 2007). Word-of-mouth intention is one dimension of behavioural intention (M.J. Kim et al., 2012; Pujiastuti et al., 2017; X. Sun et al., 2013). These results also show that there is a positive relationship between destination quality and

word-of-mouth intention. Thus, it can be concluded that the higher the destination quality felt by tourists is, the higher the tourist willingness to do positive word-of-mouth will be. Positive word-of-mouth is very important for the destinations because tourist information is more credible than the promotions carried out by tourism managers. Therefore, positive word-of-mouth has an important role in the destination future.

The results show that destination quality has a significant effect on revisit intention with the significance level of less than 5% ($p = 0.020$). Although the effect of destination quality on revisit intention is not as high as word-of-mouth intention, it is still in the significant category at the 5% level. The positive expected value indicates that the higher the destination quality is, the higher the revisit intention will be. It means that better destination quality tends to increase foreign tourist willingness to revisit the same destination. These results are in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) that evaluation and attitude will form behavioural intention. These results are also in line with previous studies conducted by Cong (2016). Tourist evaluation of destination quality will encourage tourists to revisit the same destination in the future. Therefore, revisit intention has an extension of satisfaction derived from the initial encounter (Hawkins et al., 2000; Huang & Hsu, 2009). This study questionnaire was given when tourists were about to leave Bali so that the respondents' answer was a quick response from their evaluation and experience about the destinations. Tourist memory that shows the good destination quality will cause tourist willingness to recall that memory at another time. Although revisit intention is not always followed by actual actions in the form of visits, at least revisit intention can predict tourist behaviour.

The results of this study more deeply indicate that based on the characteristics of generations, not all groups of generations have the same findings (Table 5). *Generation Y* has different results compared to the generation of baby boomers and generation X. In generation Y, destination quality has no significant effect on word-of-mouth intention or revisit intention. It can be understood that young foreign tourists have a high novelty seeking that can influence the decision to choose a destination. This is following the results by Pujiastuti et al. (2017), who revealed that novelty-seeking has a significant effect on behavioural intention. Therefore, tourists

Table 5. Influence between variables based on generation (*p*-values).

Path	All Generation $n = 450$	Baby Boomer $n = 30$	X Generation $n = 93$	Y Generation $n = 327$
Destination Quality → Trust	< .001	< .001	< .001	< .001
Trust → word-of-mouth Intention	< .001	< .001	< .001	< .001
Trust → Revisit Intention	< .001	< .001	< .001	< .001
Destination Quality → word-of-mouth Intention	< .001	< .001	.015	.052
Destination Quality → Revisit Intention	.020	< .001	.045	.077

tend to look for new things to add their experience and insight. When they think there is nothing new, they tend to look for other destinations. Young tourists generally use online media in expressing their experiences, so that destination quality has no significant effect on word-of-mouth intention. A more in-depth study is needed to reveal the effect of destination quality on e-Wom.

Academic implications

The results of this research serve as an empirical proof on related theories in consumer behaviour, including the Theory of Reasoned Action (Fishbein & Ajzen, 1975). The evaluation towards destination quality does have impact on attitude and behavioural intention. The effect of destination quality on Generation Y's behavioural intention turns out to be different with the effect of the same variable on Baby Boomers' or Generation X's. This shows that tourists that belong to Generation Y has different preferences in deciding destination in the future. Therefore, further research on tourist behaviour should consider different generations in order to provide a more depth understanding.

Managerial implications

The results of this study provide broad insight to the destination managers regarding the process of establishing a long-term relationship with tourists. Positive word-of-mouth intention and revisit intention are assumed as destination excellence because they will maintain the long-term destination existence and efficiency. Therefore, the marketing strategy is directed at creating tourist trust through qualified destinations. Based on these results, destination managers must understand the characteristics of the destination and at the same time the characteristics of tourists. Tourists do not necessarily respond in the same way to destinations so they need to understand the aspects considered important by tourists. This study assesses destination quality based on formative indicators so that other relevant indicators can be developed. Destination managers must explore main tourist attractiveness, such as natural beauty, unique culture, cultural attractions, cultural conservation, and other uniqueness. In addition, destination quality is also determined by supporting factors such as transportation, accommodation, shopping centre, and so on. Destination managers need to pay attention to generation Y of foreign tourists because they have different interests from baby boomers and generation X. The destination manager must continue to strive to build new spots that arouse curiosity for generation Y so that they are interested in visiting Bali on occasion other.

Conclusion and future research

Conclusion

The results of the previous investigation showed that there were no studies specifically tested the effect of destination quality on trust. The study results show that trust has a significant effect on word-of-mouth intention and revisit intention. Meanwhile, destination quality has a direct effect on word-of-mouth intention and revisit intention. The study results have several theoretical and empirical implications.

First, destination quality has a significant effect on trust. It can be assumed that when tourists get benefits or value while enjoying a destination, tourists will provide support for the relationship between tourists and the destination. Therefore, destination quality has an effect on trust as one dimension of relationship quality. These findings are in line with Blau's (1964) social exchange theory that a person or organization will develop a relationship when they are receiving benefits from the relationship.

Second, trust has an effect on word-of-mouth intention. The results of this study support Blau's (1964) social exchange theory. Tourists who feel they have a strong relationship with the destination will give benefit to the destination in the form of positive word-of-mouth. The study results are also in line with Berry and Parasuraman (1991) opinion that trust is an important aspect in establishing a long-term relationship. Finally, these results also explain the Theory of Reasoned Action (Fishbein & Ajzen, 1975) which states that attitudes or evaluations of a behaviour influence behavioural intention.

Third, trust has a significant effect on revisit intention. Consistent with Blau's (1964) social exchange theory, tourists who have obtained benefits or value from their visit in the destination will benefit the destination manager in the form of revisit intention. It can happen when the relationship between tourists and the destination are strong. When tourists do not feel that they are being harmed, they might develop high trust and willingness to revisit at other times. The results are also in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) which states that attitudes or evaluations of a behaviour influence behavioural intention.

Fourth, destination quality has an effect on word-of-mouth intention for Baby Boomers and Generation X, but not for Generation Y. These findings are in line with previous research (Cong, 2016) which found that destination quality has a significant effect on word-of-mouth intention. These results and Cong's (2016) research confirm Blau's (1964) social exchange theory and Theory of Reasoned Action (Fishbein & Ajzen, 1975). Tourists voluntarily inform the destination attractiveness and recommend it to other people.

Fifth, destination quality has a significant effect on revisit intention for Baby Boomers and Generation X, but not for Generation Y. Even though tourists have limited resources to visit the destinations, the high destination

quality brings positive emotions which impact on willingness to revisit at other times. These findings are in line with Cong's (2016) research. The results of this study have proven the Theory of Reasoned Action (Fishbein & Ajzen, 1975) that behavioural intention depends on the evaluation and attitudes of consumers.

Sixth, Generation Y of foreign tourists has different results on the influence of destination quality on revisit intention and word-of-mouth intention. These results strengthen the opinion of Severo et al. (2017) that Generation Y has different personal, cultural and historical characteristics having an impact on values, attitudes, interests, and behaviour.

Research limitations and future recommendation

Limitations of the study are explained here as a reference for future researchers so they can do better research. First, this study examined the intention, not the behaviour. Meanwhile, even though intention becomes a signal of future behaviour, many other factors influence actual behaviour. Further researchers are suggested to conduct longitudinal research to actual behaviour. Second, this study only includes age (generation) as a control variable, while there are still some characteristics of tourists that can be studied more deeply, such as gender, number of visits, and nationality so that further researchers are suggested to explore the demographic aspects influencing behavioural intention.

Disclosure statement

No potential conflict of interest was reported by the authors.

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