THE EFFECT OF INDIVIDUAL CHARACTERISTICS AND DESTINATION IMAGE ON WORD OF MOUTH THROUGH VISITOR SATISFACTION AT PEMANDIAN ALAM GANTANG RANI TOURISM OBJECTS IN SIBOLANGIT SUBDISTRICT, INDONESIA

Lora Yana Hutagalung[1],
Beby Karina Fawzeea Sembiring[2],
R. Hamdani Harahap[2]
[1]Postgraduate Student,
Faculty of Economics and Business,
Universitas Sumatera Utara,
Indonesia
[2]Faculty of Economics and Business,
Universitas Sumatera Utara,
Indonesia

Abstract:

The advancement of current technological requires each sector to follow market developments especially in the tourism industry. Local tourism objects have emerged to the surface and are demanded to be able to adjust their services to the desires and needs of visitors who are expected to be able to increase visitor satisfaction and a positive image of a tourist attraction and attract potential new tourists to visit. The purpose of this study was to look at the effect of individual characteristics and destination image on word of mouth through visitor satisfaction at the Pemandian Alam Gantang Rani Sembahe in Sibolangit sub-district. This type of research is associative with quantitative methods. The population of the study was visitors who used the services of the Pemandian Alam Gantang Rani in the designated research time. However, by using a predetermined formula, a total sample of 100 respondents was obtained. The sampling technique used in this study is nonprobability sampling with accidental sampling type. Data collection techniques used questionnaires and interviews. The results of the first sub structure test in this study shows that individual characteristics have a positive and significant effect on visitor satisfaction. Destination image has a positive and significant effect on visitor satisfaction. The results of the second sub-structure test show that individual characteristics have no positive and significant influence on word of mouth. Destination image has a positive and significant effect on word of mouth. Visitor satisfaction has a positive and significant impact on word of mouth. Furthermore, visitor satisfaction is able to mediate between individual characteristic variables with word of mouth. The last hypothesis shows that the visitor satisfaction variable is not

able to mediate between destination image variables and word of mouth. Based on the results of this study, the Pemandian Alam Gantang Rani Sembahe has the potential to be the preeminent tourist attraction in the Sibolangit Region because it is able to follow trends and continue to innovate in accordance with the development of the situation.

JEL: L80; L83; L89

Keywords: individual characteristics, destination image, visitor satisfaction, word of mouth

1. Introduction

Every individual would desire to possess something new-fangled as a representation of human needs that are boundless and increasingly complex. Therefore, service providers always make determinations so that their products / services are glimpsed and chosen by consumers in the midst of increasingly high competition. Various innovations have been carried out. Tourism in Indonesia today is one of the prominent concerns of all groups, both the government and the community as consumers who demonstrate an assertiveness of their interest in the world of tourism, whether for necessity or just following the current trend. For example, both parents and young people visit a tourist attraction so they can take photos at certain spots that become icons of a tourist attraction and usually they will share the experience on social media and will be seen by individuals who enter the network of friends and stuffs in which can make them fascinated in trying so they will ask for information and eventually make a visit.

Bali Island of the Gods, Raja Ampat, Bunaken, Lake Toba, and many other famous tourist destinations even though they already have enormous tags, the management, government and investors are still working together to try to build tourism objects in Indonesia so that they can attract more tourists, both domestic and international tourists. As it is today in North Sumatra, Lake Toba tourism object is one of the famous tourist attractions. However, compared to Bali, for example, Lake Toba still has to improve itself so that it can be recognized in the eyes of the world such as Bali and other tourism objects maintained in Indonesia. Other countries may be known for their human resource capabilities in creating highly sophisticated technologies that can be used by everyone in the world. However, Indonesia is deemed as the gift of natural beauty that is so astonishing. As recently, Indonesia emerged in the sixth place in the world in the category of "The Most Beautiful Countries in the World", (Indonesian Tourism Office, February 2019).

From this information, Indonesia has gained world recognition for being rich in natural beauty. The problem is that there are many tourism objects that have not yet reached the standard as a tourist attraction. Both in terms of facilities and services provided to visitors especially natural attractions that rely on the authenticity of nature as capital to attract visitors. Tourist objects like this are mostly found in areas where

sometimes access to objects is difficult and the service system provided to visitors still does not meet the standards. This is an obstacle that business managers must overcome to be able to attract potential visitors and form a positive image for their attractions. Many regions in Indonesia have potential, but have not yet been fully developed especially the tourism spots in the city of Medan.

Medan, North Sumatra is known as one of the largest provinces in Indonesia, which has tourism potential that should not be underestimated. Not only has Lake Toba attraction, Si Piso - piso Waterfall, Simarjarunjug, but there are still many other natural attractions that have not been exposed. This is due to various factors, both internal and external factors. One area in Medan that has many natural attractions is Deli Serdang Regency, Sibolangit District in particular. The visitors who come are only limited to local tourists in general. In other words, the tourism object has not been able to attract many tourists because of the accommodation provided by the manager as well as the attention of the local government to develop the particular area is still near to the ground. So that both owners and visitors do not really affect the interests of prospective visitors to come through promotions that they do either directly or indirectly. Utilization of social media is also an important factor in introducing a tourist attraction for promotional activities such as the facilities offered, the price of each accommodation and so on which will facilitate prospective visitors to obtain various information that they are curios to know.

One of the mainstay attractions in the Sibolangit District is the Natural Bath which is located in the village of Sembahe. This village has many natural baths with cool and clean water which makes this bath superior to natural baths in other regions. One of the names of natural baths that are most in demand by visitors is the Pemandian Alam Gantang Rani Sembahe. In terms of breadth of area, this place has a large land area. That is why according to the statement from the owner that they will continue to carry out development to complement other amenities that are not yet available in order to increase visitor satisfaction. The location is also easy to find. Diarta (2009) said that as long as tourists are in the tourist destination, they will consider the various facilities / services offered as a form of service which in general is also an absolute requirement made by visitors that will affect their satisfaction with a destination. The results of initial observations on Gantang Rani, has been assume by the researcher as this place has the potential to be developed into a superior tourist attraction in the Sibolangit district. The location of this place is easy to reach. This place also has cool and clean water as the main attractions for natural baths.

The majority of visitors who come to Gantang Rani know the destination from Word of Mouth (WOM) conducted by people around them. Gantang Rani is still relatively new compared to similar tourist objects in the area around Sibolangit. However, this tourism object is never empty of visitors, especially on Saturdays / Sundays and national holidays. One thing for sure before visiting Gantang Rani, regardless of personal decisions or consensus results, they have considered various factors before deciding to visit a tourist attraction. Prospective visitiors will look for

references. Hanif (2016) said that destination image influences visitor satisfaction. Even though they haven't visited Gantang Rani, this means they are contented with their choices without having to visit them first. In contrast to Sangkaeng, et al (2015) who argues there is no significant effect between destination image and tourist satisfaction.

2. Literature Review

2.1 Individual Characteristics
Every individual has different needs, particularly if they are in the area of a tourist attraction, then their status changes to tourists. Tourist needs to enjoy in the activities they do. In this context, the needs of tourists are human needs that are on their way to find pleasure, far from their homes and solely as consumers in the tourist destination (DTW) they visit (Yoeti, 2010).

The variety of characteristics and backgrounds of tourists causes a variety of desires and their needs for travel. Grouping tourists can provide information about the reasons for each group visiting these attractions. The description of tourists is usually also distinguished based on the characteristics of the trip where this type of trip can also be distinguished based on the length of the trip, the distance traveled, time to travel, organizing the trip, the amount of expenses, etc., as well as the characteristics of the tourist (tourist descriptor) that focuses to categorise usually described as "*who wants, what, why, when, where, and how much*", (Seaton and Bennet, in Nurhidayah, 2017). From various groupings, each tourist has unique characteristics that make them different from the others and can be seen from various approaches (Ismayanti, 2010) including:

1) Characteristics of tourists based on psychography. In tourist psychography, it is sorted based on individual personality, lifestyle and social class.
2) Characteristics of tourists based on socio-demographic aspects. Tourist classifications are distinguished by demographics which are based on:
   a. age;
   b. educational background;
   c. income;
   d. gender.

Distribution based on demographic characteristics is most often done in the interests of tourism analysis, planning and marketing, because the definition is very clear and relatively easy to distribute. According to Ardana et al. (2009), indicators of individual characteristics are:

1) interest;
2) attitudes towards self, work, and work situations;
3) individual needs;
4) ability and competence;
5) knowledge of work;
6) emotions, moods, personal beliefs.

2.2 Destination Image

Image in term of tourism, according to Pitana and Diarta (2009) is the belief that is owned by tourists regarding the products or services which they buy or will buy. Destination images are not always formed from experience or facts, but can become a strong motivating or driving factor for tourists to travel to a tourism destination. Destination image based on tourist ratings can vary from person to person. Coban (2012) in his research explained that destination images consist of the results of rational or cognitive images and the emotional or affective images of the destination itself.

From these notions, it can be concluded that the image is a person's beliefs, impressions of an object that comes from the results of his knowledge and experience. Image is one way to distinguish a product from other products. Image is formed based on impressions, based on experiences possessed by someone towards something, thus building a mental attitude. This mental attitude is later used as a consideration for making decisions, because the image is considered to represent the entirety of one's knowledge of something.

Banyai (2009) suggests that the framework of destination images consists of three different sets of components needed in the process of establishing goal images. This framework is based on a previously structured framework, namely:

1) attribute-holistic: consists of the perception of individual attributes and the impression of a more holistic place.
2) functional-psychological: consists of elements that can be observed and measured and which are less tangible.
3) common-unique: consists of destination images ranging from general to unique.

A tourist destination that has a strong image will be easier to distinguish from other destinations and get more attention so that it can be more likely to be selected in the tourist decision-making process. Thus, the image becomes a major asset of tourist destinations and that will have a strong influence on tourist visit decisions. In the opinion of other experts, destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and perceptions of a whole particular goal.

Destination image plays two important roles in behavior (Chen and Tsai, 2007):

1) It is to influence the decision-making process and goal choices;
2) With post-decision behavioral conditions including participation (experience), evaluation (satisfaction) and intention to behave in the future (intention to return and willingness to recommend).

2.3 Word of Mouth (WOM)

Kotler and Keller (2012) suggest that word of mouth communication is a statement process in the form of providing recommendations both individually and in groups of a product or service that aims to provide personal information. Sernovitz (2012) says that word of mouth is the people who talk to each other about the experience of using a product and recommend it as a substitute for marketers who conduct the conversation.

Word of Mouth's actions will cause a response from the speaker about what is being discussed, both products and services within a certain period of time that can influence their views because of the opinions of one another.

Word of mouth can shape the trust of consumers. Therefore, the level of movement of such information is very fast. If the generated word of mouth that is positive, it will lead to profits for the company, but if the word of mouth that generated is negative, it will cause public distrust of the product or service. Word of mouth communication is called which tends to be more persuasive after receiving it. So, in conclusion word of mouth communication is nothing more than a conversation about a product or service, between one person with another person in which there is a message that is not realized by the giver and receiver of information. The response received by the recipient of the message through word of mouth communication means that word of mouth communication is going well and has a positive effect. According to Sernovirtz (2012), there are 5 indicators needed for word of mouth to spread, namely:

1) Talkers are the first in this element or also known as the speaker who can be from friends, neighbors, family. In other words, in this stage is carried out by individuals who have visited these attractions.

2) Topics is the existence of a word of mouth because it creates a message that makes individuals talk about products or services, as well as services provided, because the products / services have their own advantages, about companies or strategic locations owned by attractions.

3) Tools is regarded after we know the message or subject that makes them talk about products or services such as tourist attractions. We need a tool to help the message to run, such as game websites created for people to play, free product samples, postcards, social media, brochures, banners.

4) Taking part or individual participation in responding to responses and questions about attractions that are already known and experienced directly

5) Tracking or monitoring of the company's WOM marketing results after one tool is useful in the process of word of mouth. This is also related to the company being approachable in responding to potential customers. It is also necessary to supervise the existing word of mouth by looking at the results as in the suggestion box so that there is information on the number of positive or negative word of mouth from consumers.

Saifuddin (2016) explains Word of Mouth has three indicators including:

1) Tell, the consumer will provide information related to a product that he knows to others

2) Recommend, consumers who have positive opinions about an item will recommend the product to others so that it can be the first choice in choosing a product.

3) Invite, consumers who are satisfied with a product will invite others to also use the product because they already feel directly about a product / service, so that by itself he will promote it by way of WOM to others.

2.4 Visitor Satisfaction

According to Kotler and Keller (2012) consumer satisfaction is a feeling of pleasure or disappointment from someone who appears after comparing between the expected performance and results. In general, customer satisfaction will be used as a patron by a consumer in determining their choice before buying a product that in some cases they have never even tried the product / service before. Then, Tjiptono (2012) customer satisfaction is a feeling of pleasure or disappointment from someone who appears after comparing the perceptions of the performance (results) of a product with expectations. In other words, the satisfaction possessed by a consumer can be judged through the opinions or decisions they choose before buying a product / service based on their experience when consuming the product / service before which has touched their emotional side.

According to Nurlestari (2016), there are several indicators that determine visitor satisfaction, including:

1) product quality;
2) price;
3) service quality;
4) easiness.

Pitana and Diarta (2009), tourism service businesses have five dimensions of service quality that can affect tourist satisfaction. The five dimensions of tourism service quality are product diversity (physical evidence), reliability, responsiveness, competence and empathy. Product performance, namely physical facilities or visible factors related to tourism products, reliability, namely the ability of tourism service providers to maintain tourist confidence in the services they provide, responsiveness, namely the desires and readiness of tourism service providers in serving tourists, competencies, namely knowledge, the ability and hospitality of tourism service providers and empathy, namely the attention of tourism service providers to tourists. Assael in Nurlestari (2016) said that the satisfaction of tourists / visitors can provide several benefits, namely:

a. harmonious relationship between tourists and host tourist destinations.
b. give a good reason to make a repeat purchase.
c. the creation of tourist loyalty and form recommendations for travel destinations in word of mouth to the wider community.
d. tourist satisfaction also strengthens behavior towards the brand and will most likely use the same tourist area in the future.

3. Research Methods

The population of the study was visitors who visited and used the service of the Pemandian Alam Gantang Rani Sembahe in the designated research time. The number of visitors who come to Gantang Rani is not the same every week. So, there is no consistent amount. In 1 week the number of visitors can reach 850 visitors (if there are

certain events). But the researchers took the average number of visitors in 1 week based on the information of the bath's owner, which was 550 visitors, and in the 3 months of this study, the total population reached 6600 visitors. However, the researchers made a time limit in distributing questionnaires for only 4 weeks (random time from March to May 2019) so that the total population in this study was 2200 visitors.

This study uses the Slovin formula, then the sample used is;

$$n = \frac{N}{1 + N\,e^2}$$

Description:

n   = sample size
N   = population size
e   = Error tolerance limit, in this study is 10%.

$$n = \frac{2200}{1 + 2200\,(0,1)^2}$$

$$n = \frac{2200}{1 + 22}$$

$$n = 95,65 \text{ (rounded up to 100)}$$

The data analysis method used is the Path Analysis Data Analysis Method, with the following equation:

The first sub structural path equation:

$$Z = \rho_1 X_1 + \rho_2 X_2 + \varepsilon_1$$

The second sub structural path equation:

$$Y = \rho_3 X_1 + \rho_4 X_2 + \rho_5 Z + \varepsilon_2$$

Descriptions:

X_1 = Individual Characteristics
X_2 = Destination Image
Z   = Visitor Satisfaction
Y   = Word of Mouth
$\rho_1 X_1$ = Individual path coefficient on visitor satisfaction
$\rho_2 X_2$ = Destination Image Path coefficient on Visitor Satisfaction
ε_1 = Another factor influencing the disclosure of Visitor Satisfaction
$\rho_3 X_1$ = Individual path coefficient on Word of Mouth
$\rho_4 X_2$ = Destination Image Path coefficient towards Word of Mouth
$\rho_5 Z$ = Path coefficient of Customer Satisfaction with Word of Mouth

$\varepsilon 2$ = Other factors that affect Word of Mouth

5. Results and Discussion

5.1 Results of Path Analysis Sub-Structure I
To see whether the individual characteristics and destination image affect the satisfaction of visitors who visit the Pemandian Alam Gantang Rani the following table is presented:

Table 1: Partial Significant Test (t-Test) Sub-Structure I

Coefficients[a]				
Model		Standardized Coefficients	T	Sig.
		Beta		
1	(Constant)		-4.071	.000
	Individual Characteristics	.551	10.438	.000
	Destination Image	.451	8.542	.000

a. Dependent Variable: Visitor Satisfaction

H1: Influence between Individual Characteristics variables and Satisfaction variables
Characteristics of Individuals with visitor satisfaction in Gantang Rani can be said to have a significant effect if the sig value is below 5% (0.05). Because the significant value of the individual characteristics variable is 0,000 <0.05, it can be stated that the individual characteristics significantly influence the satisfaction of visitors Gantang Rani using his natural bathing services.

To see whether the individual characteristic variables have a positive effect on satisfaction variables, it can be seen in the Beta or Standardized Coefficient values. Table 1 shows that the value of individual characteristic variables is 0.551. This indicates that the effect of individual characteristics variables on satisfaction is positive. This means that if individual characteristics go up by 1 unit, satisfaction will also increase by 0.551. It can be stated that the individual characteristics variable has a positive and significant effect on the satisfaction of visitors to the Pemandian Alam Gantang Rani Sembahe. Thus, it can be stated that the hypothesis can be accepted with the conclusion that there is a positive and significant influence between the Individual Characteristics variables on the Visitor Satisfaction of Gantang Rani attractions.

H2: Effect between Destination Image variable and Satisfaction variable
Destination image with visitor satisfaction in Gantang Rani can be said to have a significant effect if the sig value is below 5% (0.05). Because the significant value on the Destination Image variable is 0,000 <0.05, it can be stated that the Destination Image has a significant effect on the satisfaction of visitors Gantang Rani using its natural bathing services.

To see whether the Destination Image variable has a positive effect on satisfaction, it can be seen in the Beta or Standardized Coefficient values. Table 4.11

shows that the value of the Destination Image variable is 0.451. This indicates that the influence of the Destination Image variable on satisfaction is positive. This means that if the Destination Image rises by 1 unit, then satisfaction will also increase by 0.451. It can be stated that the variable Destination image has a positive and significant effect on the satisfaction of visitors to the Pemandian Alam Gantang Rani. Thus, it can be stated that the hypothesis can be accepted with the conclusion that there is a positive and significant influence between the Destination Image variables on the Visitor Satisfaction of Gantang Rani attractions.

To see the magnitude of the influence exerted by individual characteristics variables and destination image on visitor satisfaction is as follows:

Table 2: Determination Coefficient Sub-structure I

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.943[a]	.889	.887	.18756
a. Predictors: (Constant), Destination Image, Individual Characteristics				
b. Dependent Variable: Visitor Satisfaction				

Table 2 shows that the influence exerted by the Individual Characteristics and Destination Image variables on Visitor Satisfaction is 0.887. This value can be interpreted that 88.7% (0.887 x 100%) visitor satisfaction is influenced by individual characteristics and destination image variables while the remaining 11.3% is influenced by other variables not examined in this study.

5.2 Results of Path Analysis Sub-Structure II
To see whether the individual characteristics and destination image affect the satisfaction of visitors who visit the Pemandian Alam Gantang Rani, the table is presented below:

Table 3: Partial Significant Test (t-Test) Sub-Structure II

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-.059	.300		-.196	.845
	Individual Characteristics	-.008	.149	-.005	-.053	.958
	Destination Image	.330	.099	.310	3.333	.001
	Visitor Satisfaction	.658	.144	.618	4.570	.000
a. Dependent Variable: *Word of Mouth*						

H3: Individual characteristics have a positive and significant effect on word of mouth on Gantang Rani tourist attraction.
In this second Sub Structure test, the significance of each independent variable is obtained. Individual characteristics of word of mouth in Gantang Rani can be said to

have a significant effect if the sig value is below 5% (0.05). Because the significant value of the individual characteristics variable is 0.958 where the value is greater than 0.05, it can be stated that the Individual Characteristics does not significantly influence the word of mouth in Pemandian Alam Gantang Rani.

To see whether the Individual Characteristics variable has a positive effect on the word of mouth variable, it can be seen in the Beta or Standardized Coefficient values. Table 3 shows that the value of the Individual Characteristics variable is - 0.005. This indicates that the effect of Individual Characteristics variables on word of mouth is negative. Thus, individual characteristics do not have a positive and significant effect on word of mouth on the Gantang Rani tourist attraction. Therefore, the hypothesis in this study was rejected.

H4: Destination image has a positive and significant effect on word of mouth on Gantang Rani tourist attraction.

From the test results in table 3 above, the significance of each independent variable is obtained. Destination image of word of mouth in Gantang Rani can be said to have a significant effect if the sig value is below 5% (0.05). Because the significant value in the variable Destination Image is 0.001 where the value is smaller than 0.05, it can be stated that the Destination Image has a significant effect on word of mouth in Pemandian Alam Gantang Rani.

To see the positive effect of destination image on the word of mouth variable, it can be seen in Beta or Standardized Coefficient values. Table 4.16 shows that the value of the destination image variable is 0.310. This indicates that the effect of Individual Characteristics variables on word of mouth is positive. Thus, destination image has a positive and significant effect on word of mouth on Gantang Rani tourist attraction. Therefore, the hypothesis in this study was accepted.

H5: Visitor satisfaction has a positive and significant effect on the visitor's word of mouth on the Gantang Rani tourist attraction.

From the results of research conducted by researchers, it can be seen from table 3 the influence given by the variable of visitor satisfaction on word of mouth. For this reason, satisfaction is said to have an effect if the significant value is less than 0.05. Table 3 above shows that the significant value of the satisfaction variable is 0,000. This figure shows that the significant value of visitor satisfaction is less than 0.05, it can be stated that visitor satisfaction has a significant effect on word of mouth in Pemandian Alam Gantang Rani. Furthermore, the beta coefficient value of the visitor satisfaction variable is 0.618. Then the hypothesis that has been compiled can be accepted. Thus, it can be concluded that the satisfaction of visitors to Pemandian Alam Gantang Rani has a positive and significant effect on word of mouth.

H6: Individual characteristics have a positive effect on word of mouth through visitor satisfaction on Gantang Rani tourist attraction.

From the results of calculations on the first and second Sub Structure models, the results of each beta coefficient value have been obtained. In the first model, the beta coefficient value obtained between the variables of individual characteristics to visitor satisfaction is 0.551. Furthermore, the second model testing obtained beta coefficient value of visitor satisfaction with word of mouth of 0.618.

To see whether individual characteristics affect word of mouth through visitor satisfaction, the beta coefficient value of individual characteristics toward satisfaction is multiplied by the beta coefficient value of the satisfaction variable against word of mouth. The total value that can be given is $(\varrho3) + (\varrho1) (\varrho5)$; - 0.005 + (0.551 x 0.618) is 0.336.

In order to conclude whether individual characteristics influence word of mouth through satisfaction, the next step is to compare the direct effect that is given with the indirect effect. The direct effect given by individual characteristics is -0.005, while the indirect effect is 0.341. Then the value of indirect influence is greater than direct effect. Thus, the hypothesis can be accepted with the conclusion that individual characteristics affect word of mouth through visitor satisfaction in the Gantang Rani tourist attraction or in other words the variable of visitor satisfaction is able to mediate between the variables of individual characteristics of word of mouth.

H7: Destination image has a positive effect on word of mouth through visitor satisfaction with Gantang Rani tourist attraction.

The results of the calculation of the first Sub Structure model and the second Sub Structure show the hypothesis that has been prepared. In testing the first model obtained the influence given destination image variables on visitor satisfaction is 0.451. Furthermore, the second model testing obtained the value of the effect given by visitor satisfaction with word of mouth is 0.618. The total value that can be given is $(\varrho3) + (\varrho1) (\varrho5)$; 0.310 + (0.451 x 0.618) is 0.589.

To be able to see whether the destination image has a positive effect on word of mouth through visitor satisfaction, it must first multiply the beta coefficient value of the destination image variable to satisfaction with the beta coefficient value of the satisfaction variable against word of mouth. Then the effect is (0.451 x 0.618) is 0.279. Furthermore, to be able to see whether the destination image influences word of mouth through satisfaction is to compare the value of the direct influence with the indirect effect. The value of the direct effect of the destination image variable on word of mouth is 0.310 while the value of the indirect effect of the destination image variable on word of mouth through satisfaction is 0.279. From these results indicate that the direct effect is greater than the indirect effect that is 0.310> 0.279. Thus, the hypothesis in this study was rejected, with the conclusion that the visitor satisfaction variable was not able to mediate between the destination images variables to word of mouth.

The results of this Sub-Structure II test are to see the effect that is given by the variables of individual characteristics, destination image, and visitor satisfaction with word of mouth. The results can be seen in the determination coefficient table below.

Table 4: Determination Coefficient Sub-structure II

Model Summaryᵇ				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.897ᵃ	.805	.799	.26605
a. Predictors: (Constant), Visitor Satisfaction, Destination Image, Individual Characteristics				
b. Dependent Variable: Word of Mouth				

Table 4 shows that the influence exerted by the variables of individual characteristics, destination image and visitor satisfaction with word of mouth is 0.799. This value can be interpreted that 79.9% of word of mouth is influenced by individual characteristics and destination image variables, and visitor satisfaction while the remaining 20.1% is influenced by other variables not examined in this study. It can be concluded that the word of mouth of Pemandian Alam Gantang Rani is influenced by factors of individual characteristics of visitors, destination image, and satisfaction of visitors to Pemandian Alam Gantang Rani. From the results of this study, researchers can conclude the model in this study as follows:
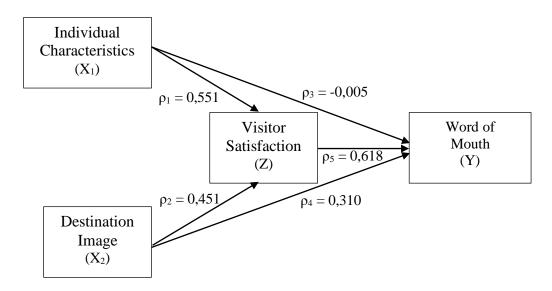

Figure 1: Results of Path Analysis

Equation Model:

$$Y = -0.005 \; X1 + 0.310 \; X2 + 0.618 \; Z$$

6. Discussion

6.1 Individual characteristics have a positive and significant effect on the satisfaction of visitors in Gantang Rani tourism object.

The results of the study showed that individual characteristics had a positive and significant effect on visitor satisfaction on Gantang Rani tourism object. The lifestyle of each visitor reflects that they made a visit to Gantang Rani to do their holiday activities. This can be seen when national holidays arrive many visitors who come to the Pemandian Alam Gantang Rani. This stems from their interest in conducting visits which eventually turn into needs. Gantang Rani is a natural bathing area that is relatively new compared to existing tourist attractions in the vicinity. This factor is also one of the determinants of them choosing Gantang Rani as their tourist destination.

In addition, there are also a number of factors that are the satisfaction factors of Gantang Rani's visitors, namely their attitude, whether they are honest and responsible for every decision they make. Because visiting Gantang Rani does not always come from personal decisions, but is based on groups. With these conditions it can be seen that when viewed from the aspect of lifestyle and attitudes of visitors to the Gantang Rani tourist attraction, the natural bath is really the right choice so that it can provide satisfaction for visitors. When the researchers spread the questionnaire and asked the visitors, the majority of visitors said they were delighted to travel to the Pemandian Alam Gantang Rani. That is because Pemandian Alam Gantang Rani is suitable for their needs. Besides, they are also mutually supportive to provide a good atmosphere during a visit to create a pleasant atmosphere.

The results of this study are in line with research conducted by Nurhidaya (2017) with the title Visitor characteristics on Cipogas Lake attraction, Rokan Hulu Regency. The study stated that the characteristics had a positive effect on visitor satisfaction. The result of this study also argues that forming visitor satisfaction is also based on the characteristics of visitors, which is seen from lifestyle and social class.

6.2 Destination image has a positive and significant effect on visitor satisfaction of Gantang Rani attractions.

From the results of research that has been done, it found that the destination image has a positive and significant effect on visitor satisfaction of Gantang Rani Attractions. These results indicate that the destination image contained in the Pemandian Alam Gantang Rani Sembahe can attract visitors to enjoy it and have an impact on the satisfaction that can be felt by visitors.

It is proven that the destination image is able to provide satisfaction for visitors. Some visitors stated that the Gantang Rani tourist attraction suits their needs. This can be seen from the many activities carried out by a certain group / organization in this place. Another reason is because Gantang Rani also has special characteristics that can be enjoyed by visitors to take pictures with an interesting view which is proof that they have visited Gantang Rani.

This is very interesting for visitors, without exception if they visit a tourist spot, then they will take photos to be used as a memento - as well as a lifestyle that they will later upload to their social media. In addition, they also stated that they were very happy to be able to visit Gantang Rani because the information they received either from the people around them or through social media was in line with what they expected, such as the river water in Gantang Rani as the main product, it was refreshing and also clear and comfortable atmosphere makes visitors happy to be in Gantang Rani. The location factor of the baths also determines the construction of a positive image for Gantang Rani because of the easiness of finding its location.

The results of this study are in line with research conducted by Hanif et al (2016) with the title the influence of destination images on tourist satisfaction and their impact on tourist loyalty. The results of this study stated that destination image has a significant effect on tourist satisfaction variables. The results of this study stated that destinations that are able to deliver attraction for consumers will be able to provide a level of satisfaction for tourists who visit.

6.3 Individual characteristics have a positive and significant effect on word of mouth on Gantang Rani tourist attraction.

The results of this study indicate that the individual characteristics variable is not able to provide a positive and significant effect on the visitor's word of mouth. The results of this study indicate that individual characteristics that refer to activity indicators to fill vacation time, interests that become needs, follow trends, be honest and be responsible are not able to give effect to word of mouth.

The results of this study indicate that individual characteristics are only able to influence the satisfaction of visitors to the Pemandian Alam Gantang Rani. Pemandian Alam Gantang Rani is regarded as necessities that can provide personal satisfaction for visitors. From the results of this study indicate that individual characteristics are not able to provide a direct influence on word of mouth, but must first create satisfaction for visitors of Pemandian Alam Gantang Rani.

When visitors feel pleasure when enjoying tours and after experiencing it, visitor satisfaction will be created. After visitor satisfaction begins to be created, and then it allows visitors to provide recommendations and tell about the pleasure of vacationing in the Pemandian Alam Gantang Rani.

6.4 Destination image has a positive and significant effect on word of mouth on Gantang Rani tourist attraction.

From the results of this study, it can be proven through hypothesis testing that destination images can provide a positive and significant effect on word of mouth. Destination image contained in Pemandian Alam Gantang Rani is in fact able to prove that visitors are willing to make recommendations to others and will tell good things and in accordance with the images contained in Pemandian Alam Gantang Rani.

In shaping and influencing visitors' intentions to make recommendations to others, a special way is needed in order to attract visitors. One way that can be done is by providing an attractive destination and has a different feature from other attractions. Destination image found in Gantang Rani is able to provide an attraction for visitors, which is seen from the interests of visitors who are seen when bathing in the river. They will usually take photos.

According to Pitana and Diarta (2009) which states that the image of the destination is the trust that tourists have about the products or services that tourists buy or will buy. The theory put forward by Pitana and Diarta (2009) which states that to be able to provide attraction for tourist visitors, trust must be first provided. Likewise, with Gantang Rani, the belief was obtained that Gantang Rani was able to provide what was expected by visitors in accordance with their expectations both in terms of products and other services provided.

6.5 Visitor satisfaction has a positive and significant effect on word of mouth on Gantang Rani tourist attraction.

Visitor satisfaction needs to be created, because it is able to have a great impact on Gantang Rani tourist attraction. The results of this study show that visitor satisfaction will be able to have a positive impact. Consumers who feel satisfied when traveling to Gantang Rani will be able to give visitors the intention to tell about their experiences when traveling in Gantang Rani.

From the results of this study found that visitor satisfaction has a positive and significant effect on the word of mouth of visitors Gantang Rani. In other words, visitors who have enjoyed the Pemandian Alam Gantang Rani tour are willing to share their experiences with others and their families. Gantang Rani visitors feel satisfied after enjoying the natural baths, and get an interesting impression so that with their intentions, visitors will provide recommendations to their families and even to anyone who they think are suitable and needs information for attractions such as Gantang Rani.

6.6 Individual characteristics have a positive effect on word of mouth through visitor satisfaction on Gantang Rani tourist attraction.

In this study, researchers found that individual characteristics were not able to have a positive and significant effect on word of mouth. The results of this study prove that judging from its character, visitors Gantang Rani does not have the intention to tell directly about the Pemandian Alam Gantang Rani. Individual characteristics have absolutely no connection with the creation of word-of-mouth promotions by visitors of Gantang Rani to the people around them.

The results of the study show that the influence given by individual characteristics is negative, meaning that the more diverse visitors who come to the Gantang Rani tourism object, will not be able to have a positive impact on the creation of word of mouth by visitors. Individual characteristics can only affect word of mouth if the satisfaction of visitors to the Pemandian Alam Gantang Rani is created firsthand.

From the results of this study, visitor satisfaction is able to mediate / intervene between individual characteristics variables against word of mouth. So, in order to create word of mouth, visitor satisfaction must be further improved to be able to give visitors the intention to share their experiences of traveling in the Pemandian Alam Gantang Rani.

6.7 Destination Image has a positive effect on word of mouth through Visitor Satisfaction on Gantang Rani Tourism Objects.
The results of this study found that destination image does not have a positive effect on word of mouth through visitor satisfaction, meaning that the satisfaction variable is not able to mediate / intervene between destination image variables on word of mouth. The purpose of the results of this study is the destination image contained in the Pemandian Alam Gantang Rani Sembahe is able to provide a direct influence on the visitor's word of mouth. Visitors who have traveled to Gantang Rani will certainly have their own views of these attractions. This image will be able to provide a direct influence without regard to visitor satisfaction. Regardless the satisfaction or dissatisfaction, visitors already have their own image of Gantang Rani when they are visiting or when listening to stories from others.

Gantang Rani is one of the natural bathing tourism objects located in the Sembahe which is in fact the right choice for tourism, because of the fresh river water and cool air. The choice of visitors to travel to Gantang Rani does not necessarily satisfy the visitors' needs, but some of the visitors vacationing in Gantang Rani only to spend their free time or vacation time, and perhaps to keep abreast of what tourist attractions are trending among the people around them. So, the image possessed by Gantang Rani to each visitor will be able to make them to tell what Gantang Rani is like to others. A positive image will eventually produce positive information for others.

7. Conclusion

After the researchers conducted direct research in the Gantang Rani tourist attraction, the researchers thus obtained several conclusions from the results of this study, the conclusions are as follows:

1) Individual characteristics have a positive and significant effect on visitor satisfaction on Gantang Rani tourist attraction.
2) The image of the destination has a positive and significant effect on visitor satisfaction on the Gantang Rani tourist attraction.
3) Individual characteristics do not affect the visitor's word of mouth on the Gantang Rani tourist attraction.
4) The destination image has a positive and significant effect on the visitor's word of mouth on the Gantang Rani tourist attraction.
5) Visitor satisfaction has a positive and significant effect on the visitor's word of mouth on the Gantang Rani tourist attraction.

6) Individual characteristics affect word of mouth through visitor satisfaction on the Gantang Rani tourist attraction.

7) Visitor satisfaction is not able to mediate / intervene between destination image variables against word of mouth on the Gantang Rani tourist attraction.

8. Suggestion

1) Individuals who visit Gantang Rani have a different character. From the results of the study it can be seen that the individual characteristics does not affect the word of mouth of visitors to the people who are around them. Therefore, Gantang Rani must further improve the quality of their services in order to add to the positive image of Gantang Rani. So even though their initial goal was to engage in ordinaries, things can turn out to be extraordinary experiences for them.

2) Because this place is still relatively new compared to the surrounding attractions, so even though visitors have experienced satisfaction during their visit, it does not affect their word of mouth to others and does not affect an individual to share stories about his experiences while in Gantang Rani. Therefore, Gantang Rani must make even more innovations, for example by using social media as a promotional tool, adding some facilities that can support the image of tourism and so on. It is done for that the place can give its impression for visitors according to their own needs.

3) The tourism object should be able to maintain a high level of visit rates; therefore, Gantang Rani must innovate in terms of better service to visitors in all respects, especially the level of comfort and cleanliness of the surrounding environment.

References

Ardana, K. Mujiati, N. W. dan Sriathi, A. (2009). Perilaku Organisasi. Yogyakarta: Graha Ilmu.

Chen, C., dan Tsai, D. (2007). How Destination Image and evaluative factors affect behavioral intentions. Tourism Management

Coban, Suzan (2012) *The effects of the image of destination on tourist satisfaction and loyality, the case of copadia.*

Hanif, A. Kusumawati, A. dan Mawardi (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan (Studi Pada Wisatawan Nusantara Yang

Kotler, Philip and Kevin Lane Keller (2012). Manajemen Pemasaran. Jakarta: Erlangga.

Nurlestari, Ajeng Fitri (2016). Pengaruh Daya Tarik Wisata Terhadap Niat Kunjungan Ulang Wisatawan Dengan Kepuasan Wisatawan Sebagai Variabel Intervening Pada Taman Safari Indonesia Cisarua Bogor. Jurnal Pariwisata, 1 – 9.

Nurhidayah. 2017. Karakteristik Pengunjung Pada Objek Wisata Danau Cipogas Kabupaten Rokan Hulu. Jom FISIP Volume 4 No. 2, 1 – 14.

Pitana, I. Gde. dan Surya Diarta, I. Ketut (2009). Pengantar Ilmu Pariwisata. Yogyakarta: Penerbit Andi.

Sangkaeng, Stela., Lisbeth Mananeke, Sem G. Oroh (2015). Pengaruh Citra, Promosi Dan Kualitas Pelayanan Objek Wisata Terhadap Kepuasan Wisatawan Di Objek Wisata Taman Laut Bunaken Sulawesi Utara, *Jurnal EMBA*. Vol.3 No.3 Sept. 2015, Hal.1089-1100.

Sernovitz, Andy (2012). Word of Mouth Marketing: How Smart Companies get People Talking, New York. Penerbit: Kaplan Inc.

Undang-Undang Nomor 9 Tahun 1990 tentang Pariwisata. Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisataan. Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintah Daerah.

Yoeti, A. O. (2010). Dasar Dasar Hospitality dan Pariwisata. Bandung: Alumni.