The Analysis of Creative Tourism and Location on Tourist Satisfaction through WOM as an Intervening Variable in the Region Becici Peak Pine Forest Tour, Yogyakarta

Arohman[1], Henny Welsa[2], Muinah Fadhilah[3]
[1,2,3]Universitas Sarjanawiyata Tamansiswa, Indonesia
rohman.arby@gmail.com, henny_welsa@yahoo.com, muinahfadhilah@ustjogja.ac.id

Abstract

The purpose of this study was to analyze the effect of creative toursim to WOM; the effect of location to WOM; the effect of creative tourism to tourist satisfaction; the effect of location to tourist satisfaction; the effect of creative tourism to tourist satisfaction through WOM; the effect of location to tourist satisfaction through WOM. This research was located in Bantul Regency involving visitor of Kawasan Wisata Hutan Pinus Puncak Becici Yogyakarta. The sampling technique used Slovin's Formula method. Data analysis used in this research were descriptive analysis, inferensial analysis, and mediation analysis. The analysis tool in this research was the Partial Least Square (PLS) analysis with SmartPLS 3.2.8 software, and the mediation analysis used the Bootstrapping. The results of the analysis on hypothesis testing in this study indicate that creative tourism has a positive and significant effect to WOM; location has a positive and significant effect to WOM; creative tourism has a positive and significant effect to tourist satisfaction; location has a positive and significant effect to tourist satisfaction. The results of the bootstrapping test on mediation analysis show that WOM is unable to mediate between creative tourism and tourist satisfaction; WOM is able to mediate between location and tourist satisfaction.

I. Introduction

Tourism, both domestic and international tourism, contains various aspects, namely sociological, psychological, legal, economic, ecological and other aspects. However, one of these aspects that often gets special attention and is considered important is the economic aspect. This is because tourism is very influential on state revenues through foreign exchange and taxes, besides that it also has an effect on increasing the income of local residents. Given the importance of the role of tourism in world economic development, so that tourism is often dubbed the passport to development, it is no exaggeration if almost all countries compete with each other to sell their natural beauty, cultural uniqueness, and the friendliness of their population to various countries that are potential markets.

One of the popular tourist destinations in Indonesia in the last 5 years is the Pine Forest. The existence of a number of pine forests scattered throughout Indonesia enriches the natural wealth in this country. Some areas are also working seriously enough to make this spot an attractive pine forest tourist destination. The tourists spend a lot of time enjoying nature, feeling the freshness of the air between the trees, as well as playing and taking pictures with beautiful nuances.

In Indonesia, several regional heads, both at the district and provincial levels, have begun to realize that if the potential of tourist destinations in their regions can be managed properly, they will be able to contribute significantly to their own local revenue. One area that is very successful in managing its tourism potential so that it is known in Indonesia and even abroad is Bantul Regency, especially in Dlingo district.

Dlingo is one of the sub-districts in Bantul Regency in the eastern part which is directly adjacent to Gunung Kidul Regency. Dlingo sub-district is in the highlands. The district capital is located at an altitude of 320 meters above sea level. The distance from the District Capital to the Central Government (Capital) of Bantul Regency is 23 Km. The area in Dlingo District is flat to choppy, hilly to mountainous, with an area of 5,793.9790 ha. The area of pine forest in Dlingo District is 130 hectares spread over 3 villages in Dlingo District, namely Mangunan Village, Muntuk Village, and Terong Village.

In this day and age information technology spreads very quickly, this is due to the emergence of many communication tools facilities. The existence of social media such as Facebook, Twitter and Instagram as a means of communication today which is known to be widely used by the wider community makes it easier to disseminate information. Consumers' positive experiences on tourist visits are widely shared by consumers through social media on the internet. One example of Word Of Mouth (WOM) communication is posting a positive consumer experience on a visit to a tourist attraction. Positive WOM can contribute to high interest in other people to visit tourist attractions. This is because WOM has an impact on improving the image of tourist destinations (destinations image).

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product being thought of against the expected (performance or results). If the performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy(Kotler, P & Keller, K, 2016). So that it becomes one of the factors that can be influenced by the aspect of satisfaction felt by consumers on service quality, due to the growth of increasingly competitive competitors engaged in the tourism industry to be able to pay attention to service quality.

The location of Becici Peak is already quite easy to reach because the road to the natural attractions is good, feasible, and safe to pass. Arriving at Parking, visitors will continue their journey along a small dirt path to get to the middle of an unspoiled pine forest. There are so many photo spots at Becici Peak, especially when sunset arrives, with the orange background from the sun that will sink making the photos taken very beautiful. In addition, Peak Becici is also commonly used for model shooting to pre-wedding photos because of its beautiful nature. The Becici Peak area is managed by local residents independently. Local residents worked together to build simple facilities such as vehicle parking locations, equitable access roads, to visitors' rest areas.

Several researchers have conducted research on the effect of creative tourism on consumer satisfaction, creative tourism on WOM, location on WOM and satisfaction with WOM through satisfaction, among others; research from(Satmoko, T, D., Djoko, 2016) and (Indri, 2018). The decline in the number of visitors in 2019 made researchers conduct research on WOM and tourist satisfaction in the Becici Peak tourist area which was influenced by: creative tourism and location, therefore researchers attempted to conduct research with the title "The Analysis of Creative Tourism and Locations on Tourist Satisfaction through WOM as an Intervening Variable in the Puncak Becici Pine Forest Tourism Area, Yogyakarta".

II. Review of Literature

2.1 Creative Tourism

Creative tourism identically associated with cultural tourism where the growth of creative tourism as an extension of cultural tourism. The rapidly developing relationship between tourism and creativity, arguably marks a creative turn in tourism studies. Creativity has been used to transform traditional cultural tourism, shifting from tangible heritage to a more intangible culture and greater engagement with everyday life at the destination.(Resmawa & Masruroh, 2019)

According to Resmawa & Masruroh (2019) Creative tourism is a tourism activity where tourists can develop their creative potential through active participation in learning experiences of art, heritage or the special character of the places visited.

Maulana et al., (2019)explained that creative tourism sees creativity as a resource and provides new opportunities to meet the developing interests of tourists. Creative tourism can include tourists with creative business backgrounds such as artists, designers, trade producers, creative product organizations or networks, students and communities motivated by economic knowledge transfer or urban rejuvenation.

Creative tourism must be associated with culture, special and unique cultural attractions from each tourist destination, as well as unique and distinctive local creative industry products through elements of local identity.(Maulana et al., 2019). A similar opinion was expressed byYotsumoto et al., (2016) namely an activity carried out by the local community as the main actor in realizing an activity based on local values, such as nature, culture, history and the local economy.

Based on some of the previously described definitions of creative tourism, it can be concluded that what is meant by creative tourism is local tourism efforts in developing their creative potential as resources and providing new opportunities to fulfill the development of tourist interests by linking special or unique cultural attractions as actors. primarily in realizing an activity based on local values, such as nature, culture, history and the local economy.

2.2 Location

A strategic location determines the continuity of a business. Location is the place where the company is established to conduct operations. Business location is something that really needs to be considered, strategic location is an important factor and can determine the success of a business. In choosing a location, you must consider location selection factors, the location itself is a long-term asset and will have an impact on the success of a business(Kotler, P & Keller, K, 2016).

Kotler & Armstrong (2018)states that place or location, namely the various activities of the company to make the products produced or sold affordable and available to the target market. Location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is. WhereasAlma (2016) states that location is a place where companies carry out activities to produce goods and services that are economically important.

Opinions that are in line with the above definition are those expressed by Tjiptono (2015) Location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers.

Based on the above understanding it can be concluded that the location is a place where a business takes place in which there are various company activities that refer to marketing activities to produce goods and services from producers to consumers.

2.3 WOM (Word Of Mouth)

Communication by word of mouth (Word of Mouth) usually occurs when consumers or customers talk about services, brands, and the quality of products that have been used to other people. according to Priansa (2017) word of mouth is a marketing activity in providing information on a product or service from one consumer to another to discuss, promote and sell a brand to others.

According to Sunyoto (2015) that customers will talk to other customers or other people about their experiences using the products they buy, so advertising through word of mouth is a reference from other people, this reference is done by word of mouth and this advertising activity is very simple but is a surefire way to sell products .

According to Sitorus & Utami (2017)Word of Mouth is an effort to market a product or service so that consumers are willing to discuss, promote, recommend with talkers, topics, tools, taking parts, tracking. offline or online about their buying or using experience. Meanwhile, according toLatif (2018) Word of mouth or word of mouth is a marketing communication activity through promotions carried out by customers to other customers, either verbally, in writing or electronically, which is used by the public to exchange ideas about their experiences and knowledge of a company, product or service.

Based on the various definitions stated above, it can be concluded that word of mouth is a marketing activity in providing information on a product or service that is carried out by word of mouth either orally, in writing or electronically that is used by the public to exchange ideas about their knowledge and experience of a particular business brand to others.

2.4 Tourist Satisfaction

Tourist objects have the aim of satisfying tourists, tourist satisfaction is an important factor, especially to increase income for tourism object organizers. according toKotler, P & Keller, K (2016)Satisfaction is a feeling of pleasure or disappointment resulting from comparing product performance to their expectations. If performance does not meet expectations, the customer will be dissatisfied. If the performance meets expectations, the customer will be satisfied. If the performance exceeds expectations, the customer is very satisfied.

Satisfaction can be defined as a condition where the needs, desires, and expectations of consumers can be met through the goods/services used (Irawan, 2015). Tourist satisfaction with tourist destinations is related to accommodation, weather, natural environment, social environment and others(Paludi, 2016). In general, it can be said that satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (result) of a product and his expectations. Happy and satisfied customers tend to behave positively and they will repurchase.

According to Irawan (2015)Customer satisfaction is a factor that greatly affects the continuity of the service provider's business. Service providers must place customer satisfaction as a top priority that must be taken into account in conducting business planning. WhereasMeesala & Justin (2016)said that customer satisfaction is the key factor that drives when the performance of a product or service exceeds expectations. When a customer is satisfied with the services or products of a particular company, the tendency to be loyal to that company is usually high due to positive reinforcement and other potential customers are encouraged to do business with the company.

Based on the various definitions stated above, it can be concluded that tourist satisfaction is a person's feeling of pleasure towards a tourist destination that meets expectations which encourages when the performance of a product or service exceeds expectations, where customers feel satisfied and tend to behave positively and will make a return visit to the place.

III. Research Method

This research is classified into quantitative research with survey method. This study used 100 respondents or visitors to the Puncak Becici Pine Forest Tourism Area, Yogyakarta. This study uses primary data collection techniques using a questionnaire technique. The scaling technique used is a Likert scale, with a score of 1 to 5. The data analysis methods used are:

3.1 Descriptive Analysis
Descriptive analysis is a statistic used to analyze data by describing the data that has been collected as it is without intending to make valid conclusions to be generalized (Wiyono, 2020). The analysis presented consists of:
1. Cumulative Description
   Describe and analyze in outline according to the categories created.
2. Individual Description
   Describing and analyzing based on the results of the questionnaire in detail according to the categories made.

3.2 Inferential Analysis
In order to perform inferential analysis of this research, the analytical tool used is Patial Least Square (PLS), namely variance-based SEM, with SmartPLS 3.2.8 software. (Wiyono, 2020). The stages of PLS testing are carried out as follows:
1. Test Indicator
   The indicator test or also called the Outer model or measurement model is to test the relationship between indicators and their construct variables. From this indicator test, the output of the validity and reliability of the model is obtained as measured by the following criteria:
   a. *Convergent Validity,* measured from the correlation between the indicator scores with the construct. A loading factor value > 0.70 is said to be very good, but > 0.60 is considered sufficient(Hair et al., 2017). Individual indicators are considered valid if they have a correlation value above 0.60. If there are indicators that do not meet these requirements, they must be discarded.
   b. *Discriminant Validity*, which is measured from the cross loading between the indicators and their constructs. An indicator is declared valid if the relationship between the indicator and its construct is higher than its relationship with other constructs. Discriminant Validity can also be known through other methods, namely by looking at the Average Variance Extracted (AVE) value for each indicator, it is required that the value must be > 0.50 for a good model.
   c. *Composite Reliability*, is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.70. Composite reliability can be strengthened by using Cronbach's alpha value. A variable can be declared reliable or fulfills Cronbach's alpha if it has Cronbach's Alpha value > 0.70.

2. Hypothesis testing

Inner Model or structural model is actually a hypothesis test, describing the relationship and influence between latent variables based on substantive theory (Wiyono, 2020). The inner model is a test of the structural model carried out by looking at the significance test of the influence between constructs by looking at the parameter coefficient values and the t-statistical significance value.

3.3 Mediation Analysis

According to Hair *et al.,* (2017)The application of mediation is to explain why there is a relationship between exogenous and endogenous constructs. Therefore according toHair *et al.,* (2017)The test on the effect of the mediator variable was carried out after bootstrapping to first see the significance of the effect. From the results of the bootstrapping calculation, specific indirect effects are generated that can be used to see whether the mediating variable (intervening) functions as a variable that can increase the effect of exogenous variables on endogenous variables (Wiyono, 2020).

IV. Results and Discussion

4.1 Framework

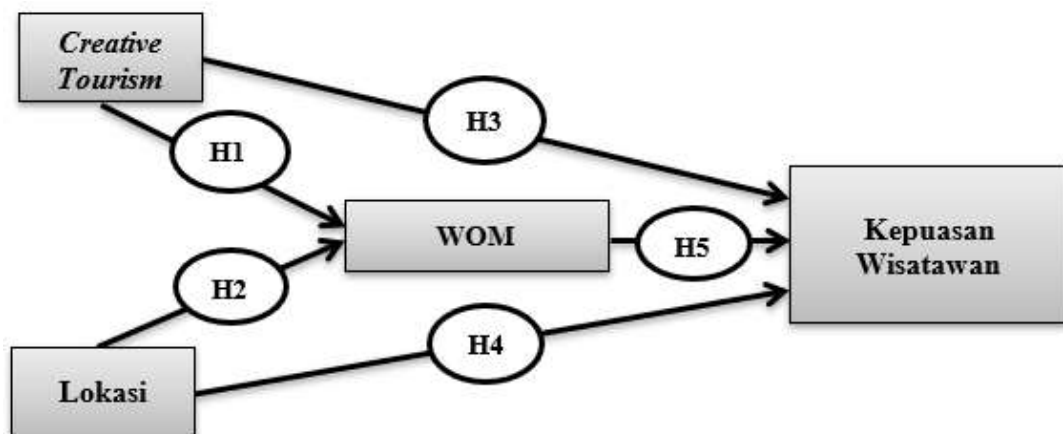The schematic framework of this research is aimed at the following figure:

Figure 1. Framework

4.2 Test Indicator

The results of the indicator test using the Calculate PLS Algorithm with the following results:
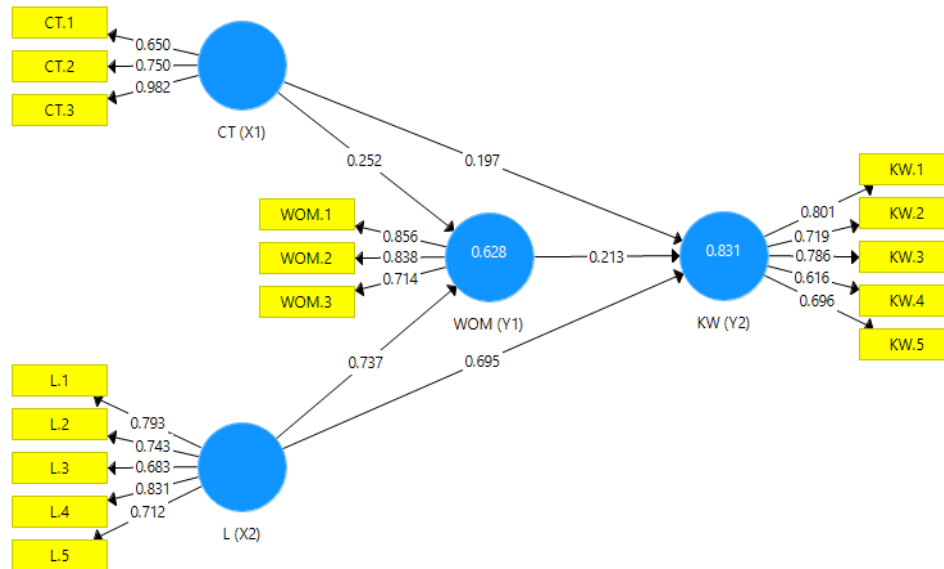
***Figure 2.** Measurement Model (Outer Model)*

4.3 Convergent Validity

This is done by looking at item reliability (validity indicator) which is indicated by the loading factor value. The loading factor is a number that shows the correlation between the score of a question item and the indicator score of the indicator construct that measures the construct. A loading factor value > 0.70 is said to be very good, but > 0.60 is considered sufficient (Hair *et al.,* 2017). In this study the limit of loading factor used is 0.60. The following is data processing using SmartPLS 3.2.8 with the results of the loading factor as follows:

Table 1. Outer Loading

Indicator	*Creative Tourism* (X1)	Location (X2)	*WOM* (Y1)	Tourist Satisfaction (Y2)	Status
		Latent Variable			
CT.1	**0.650**				Valid
CT.2	**0.750**				Valid
CT.3	**0.982**				Valid
L.1		**0.793**			Valid
L.2		**0.743**			Valid
L.3		**0.683**			Valid
L.4		**0.831**			Valid
L.5		**0.712**			Valid
WOM.1			**0.856**		Valid
WOM.2			**0.838**		Valid
WOM.3			**0.714**		Valid
KW.1				**0.801**	Valid
KW.2				**0.719**	Valid
KW.3				**0.786**	Valid
KW.4				**0.616**	Valid
KW.5				**0.696**	Valid

Source: Primary Data Processed, 2021

Based on Table 1 shows that all indicators in each variable in this study have a loading factor value > 0.60 and are said to be valid. Thus it can be concluded that all indicators have met the criteria of convergent validity and can be used for further analysis.

4.4 Discriminant Validity

This is done to ensure that each concept of each latent variable is different from other variables. The discriminant validity test uses the cross loading value. An indicator is declared to meet discriminant validity if the value of the cross loading indicator on the variable is the largest compared to other variables. The following is data processing using SmartPLS 3.2.8 with cross loading results as follows:

Table 2. Cross Loading

Indicator	Creative Tourism (X1)	Location (X2)	WOM (Y1)	Tourist Satisfaction (Y2)	Status
CT.1	**0.650**	-0.148	0.006	-0.016	Valid
CT.2	**0.750**	-0.066	0.058	0.128	Valid
CT.3	**0.982**	0.084	0.332	0.318	Valid
L.1	0.075	**0.793**	0.497	0.599	Valid
L.2	-0.086	**0.743**	0.533	0.614	Valid
L.3	0.199	**0.683**	0.415	0.628	Valid
L.4	-0.015	**0.831**	0.688	0.742	Valid
L.5	0.065	**0.712**	0.650	0.665	Valid
WOM.1	0.214	0.665	**0.856**	0.673	Valid
WOM.2	0.440	0.554	**0.838**	0.701	Valid
WOM.3	0.015	0.604	**0.714**	0.531	Valid
KW.1	0.072	0.783	0.688	**0.801**	Valid
KW.2	0.078	0.638	0.623	**0.719**	Valid
KW.3	0.368	0.571	0.655	**0.786**	Valid
KW.4	0.187	0.577	0.473	**0.616**	Valid
KW.5	0.419	0.554	0.411	**0.696**	Valid

Source: Primary Data Processed, 2021

Based on Table 2 shows that all indicators in each variable in this study have the largest cross loading value compared to other variables. Thus, it can be concluded that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the value of cross loading, discriminant validity can also be known through other methods, namely by looking at the average variance extracted (AVE) value for each indicator, it is required that the value must be > 0.5 for a good model. The following results from the average variance extracted (AVE) can be shown as in Table 3 as follows:

Table 3. Average Variance Extracted (AVE) Test Results

Variable	Criteria	AVE	Conclusion
Creative Tourism		0.650	Valid
Location	>0.50	0.569	Valid
WOM		0.649	Valid
Tourist Satisfaction		0.528	Valid

Source: Primary Data Processed, 2021

Based on Table 3 shows that AVE value of creative tourism, location, WOM and tourist satisfaction > 0.50. Thus it can be stated that each variable has good discriminant validity.

4.5 Composite Reliability

Composite Reliability is the part that is used to test the value of the reliability of the indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7. The following results of composite reliability can be shown as in Table 4 as follows:

Table 4. Composite Reliability Test Results

Variable	Criteria	Composite Reliability	Conclusion
Creative Tourism		0.844	Reliable
Location	> 0.70	0.868	Reliable
WOM		0.846	Reliable
Tourist Satisfaction		0.847	Reliable

Source: Primary Data Processed, 2021

Based on Table 4, it shows that the composite reliability value of all research variables is > 0.7. These results indicate that each variable has met composite reliability so that it can be concluded that all variables have a high level of reliability.

*Composite reliability*above can be strengthened by using Cronbach's alpha value. A variable can be declared reliable or fulfills Cronbach's alpha if it has a Cronbach alpha value > 0.7. The following results from Cronbach's alpha can be shown as in Table 5 as follows:

Table 5. Cronbach's Alpha. Test Results

Variable	Criteria	Cronbach's Alpha	Conclusion
Creative Tourism		0.806	Reliable
Location	> 0.70	0.809	Reliable
WOM		0.727	Reliable
Tourist Satisfaction		0.773	Reliable

Source: Primary Data Processed, 2021

Based on Table 5 shows that the value of Cronbach's alpha of all research variables > 0.70. These results indicate that each variable has met Cronbach's alpha so that it can be concluded that all variables have a high level of reliability.

4.6 Hypothesis Testing

The results of hypothesis testing using Calculate Bootstrapping with the following results:
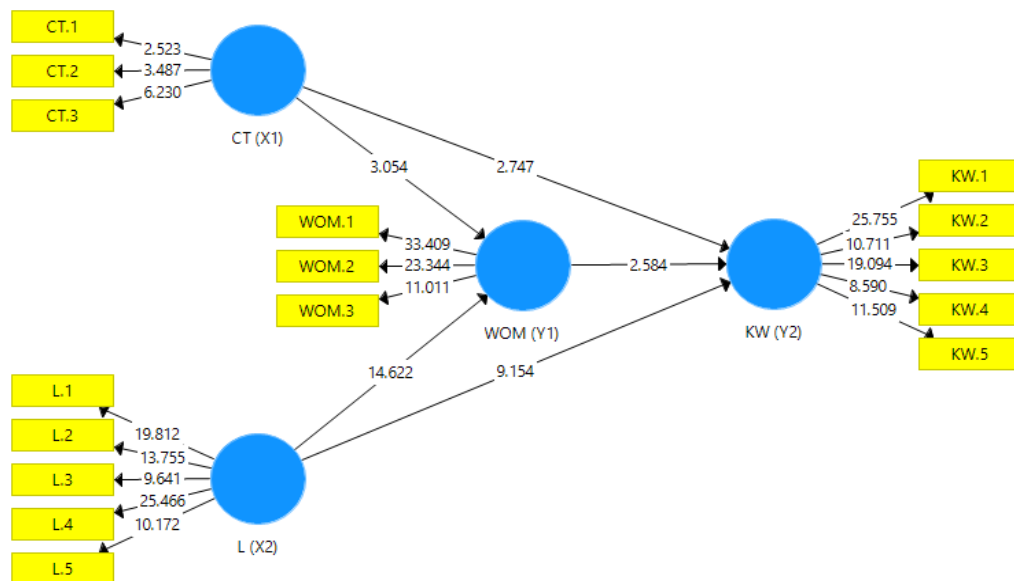

Figure 3. *Structural Model (Inner Model) and Path Coefficient*

4.7 Path Coefficient

Path coefficients were performed to see the relationship between exogenous latent variables and endogenous latent variables. Assessment of the relationship between exogenous latent variables and endogenous latent variables was carried out by looking at the t-statistics or p-value. The basis for decision making for path coefficient analysis is if the t-statistic value is more than 1.96 then the exogenous latent variable is declared to have a relationship with the endogenous latent variable. As for the p-value <0.05 for a significance level of 5 percent. The following path coefficient results can be shown as in Figure 3 and Table 6 as follows:

Table 6. Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Conclusion
Creative Tourism → WOM	0.252	0.252	0.082	3.054	**0.002**	Proven
Location→ WOM	0.737	0.733	0.050	14,622	**0.000**	Proven
Creative Tourism → Tourist Satisfaction	0.197	0.190	0.072	2,747	**0.006**	Proven
Location→ Tourist Satisfaction	0.695	0.689	0.076	9,154	**0.000**	Proven

Source: Primary Data Processed, 2021

Based on Figure 3 and Table 6, namely the results of data processing using smartPLS 3.2.8, it can be described the effect of exogenous latent variables on endogenous latent variables with the following explanation:
1. The influence of creative tourism on WOM
    Based on the results of the path coefficient test, the t-statistic value is 3.054 > 1.96 and has a p-value of 0.002 <0.05 which is indicated by the original sample value (parameter coefficient) of 0.252, so it can be concluded that H1 or the first hypothesis is accepted. which means that creative tourism (X1) has a positive and significant effect on WOM (Y1) in the Puncak Becici Pine Forest Tourism Area, Yogyakarta.
    The results of this study are in accordance with other studies conducted by Susilowati (2019)with the title "The Effect of Destination Image on Word of Mouth (WOM) Mediated by Visitor Satisfaction and Moderated By Gender" in which it is said that the image of a tourist destination has a positive and significant effect on WOM. With the results showing that the t-count > t-table (2.864 > 1.657) and has a significant value of less than 0.05 (0.003 < 0.05).
    This research is also in line with other research conducted by Gustiani (2018) with the title "The Role of Electronic Word of Mouth in Building Destination Image to Influence Tourist Visiting Decisions to a Tourism Destination" where it is said through a literature review that the role of electronic word of mouth in building the image of a destination in order to influence the decision to visit tourists to a tourism destination where the better the electronic word of mouth, the more tourists who decide to visit a tourist destination.
    This research is also in line with other research conducted by Nangong & Mohammad (2020)with the title "The impact of cultural tourism experience on electronic word-of-mouth (e-WOM) and destination image" where it says that electronic word of mouth has a positive and significant effect on the image of the destination. With the results showing that the value of t-count > t-table (5.607 > 1.96) and has a path coefficient value (beta) of 0.511.

2. Effect of location on WOM
    Based on the results of the path coefficient test, the t-statistic value is 14.622 > 1.96 and has a p-value of 0.000 <0.05 which is marked by the original sample value (parameter coefficient) of 0.737, so it can be concluded that H2 or the second hypothesis is accepted

which means that location (X2) has a positive and significant effect on WOM (Y1) in the Puncak Becici Pine Forest Tourism Area, Yogyakarta.

The results of this study are in accordance with other studies conducted by Gala et al., (2018)with the title "The Effect of Location, Reputation, Trust on Parental Satisfaction and its Impact on Word of Mouth at SDS Brother Nusa Indah Pontianak" in which it is said that the location variable has a positive and significant effect on WOM. With the results showing that the value of t-count > t-table (4,635 > 1.983) and has a significant value of less than 0.05 (0.000 < 0.05) which is marked with a path coefficient (beta) of 0.253.

This research is also in line with other research conducted byUtomo et al., (2021)with the title "Effect of Location and Word of Mouth (WOM) Against Purchasing Decision in the Culinary Tourism Area (KWK) Mandiri City of Banjarmasin" in which it is said that the location variable has a positive and significant effect on WOM. With the results showing that the t-count > t-table (2.320 > 2.002) and has a significant value of less than 0.05 (0.024 < 0.05) which is marked with a path coefficient (beta) of 0.298.

3. The influence of creative tourism on tourist satisfaction

Based on the results of the path coefficient test, the t-statistic value is 2.747 > 1.96 and has a p-value of 0.006 <0.05 which is indicated by the original sample value (parameter coefficient) of 0.197, so it can be concluded that H3 or the third hypothesis is accepted. which means that creative tourism (X1) has a positive and significant effect on tourist satisfaction (Y2) in the Puncak Becici Pine Forest Tourism Area, Yogyakarta.

The results of this study are in accordance with other studies conducted by David et al., (2019)with the title "Predicting Destination Image in Creative Tourism: A Comparative between Tourists and Residents" in which it is said that the image of a tourist destination has a positive and significant effect on satisfaction. With the results showing that the t-count > t-table (9.785 > 1.969) and has a significant value of less than 0.05 (0.005 < 0.05) which is indicated by the path coefficient (beta) of 0.178.

This research is also in line with other research conducted byArdani et al., (2019)with the title "Customer Satisfaction and Behavioral Intentions in Tourism: A Literature Review" where it is said through a literature review that service quality is the most important antecedent of satisfaction in tourism. However, the relationship between customer satisfaction and loyalty does not seem to always be linear, because there are customers who return to tourist destinations, while others prefer to visit new destinations even though they are satisfied.

This research is also in line with other research conducted bySusilowati (2019)with the title "The Effect of Destination Image on Word of Mouth (WOM) Mediated by Visitor Satisfaction and Moderated By Gender" in which it is said that the destination image variable has a positive and significant effect on satisfaction. With the results showing that the t-count > t-table (3.437 > 1.657) and has a significant value of less than 0.05 (0.000 < 0.05).

4. The influence of location on tourist satisfaction

Based on the results of the path coefficient test, the t-statistic value is 9.154 > 1.96 and has a p-value of 0.000 <0.05 which is marked by the original sample value (parameter coefficient) of 0.695, so it can be concluded that H4 or the fourth hypothesis is accepted which means that location (X2) has a positive and significant effect on tourist satisfaction (Y2) in the Pinus Peak Becici Tourism Area, Yogyakarta.

The results of this study are in accordance with other studies conducted by Mariana et al., (2018)with the title "The Influence of Location and Facilities on Visitor Satisfaction

of Pacet Hot Springs in Mojokerto Regency" in which it is said that the location variable has a positive and significant effect on visitor satisfaction. With the results showing that the value of t-count > t-table (4388 > 1.983) and has a significant value of less than 0.05 (0.000 < 0.05) which is marked with a path coefficient (beta) of 0.334.

This research is also in line with other research conducted byGala et al., (2018)with the title "The Effect of Location, Reputation, Trust on Parental Satisfaction and its Impact on Word of Mouth at SDS Brother Nusa Indah Pontianak" in which it is said that the location variable has a positive and significant effect on satisfaction. With the results showing that the value of t-count > t-table (3.375 > 1.983) and has a significant value of less than 0.05 (0.001 < 0.05) which is marked with a path coefficient (beta) of 0.179.

This research is also in line with other research conducted bySalim et al., (2020)with the title "Effect Location, Price Perception of Satisfaction Customers and Impact on Repurchase Intention" in which it is said that the location variable has a positive and significant effect on customer satisfaction. With results showing that the path coefficient (beta) is 0.460 and has a significant value of less than 0.05 (0.000 < 0.05).

As for other research that is not in line with this research, namely byPalupi (2019)with the title "The Influence of Location, Comfort and Facilities on Tourist Satisfaction at Taman Prestasi Surabaya" in which it is said that the location variable has no positive and insignificant effect on tourist satisfaction. With the results showing that the value of t-count < t-table (-0.430 <1.998) and has a significant value of more than 0.05 (0.669> 0.05) which is marked with a path coefficient (beta) of -0.047.

4.8 Mediation Analysis

According to Hair *et al.,* (2017) The application of mediation is to explain why there is a relationship between exogenous and endogenous constructs. From the results of the bootstraping calculation which shows the path coefficient results, then look at the results of specific indirect effects that can be used to see whether the mediating variable (intervening) is able to increase the effect of the exogenous latent variable on the endogenous latent variable. The following are the results of specific indirect effects which can be shown in table 7 as follows:

Table 7. Specific Indirect Effects

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Conclusion
Creative Tourism → WOM → Tourist Satisfaction	0.054	0.054	0.028	1,945	0.052	Not proven
Location→ WOM → Tourist Satisfaction	0.157	0.159	0.063	2,497	**0.013**	Proven

Source: Primary Data Processed, 2021

Based on table 7, namely the results of data processing using smartPLS 3.2.8, it can be described the effect of exogenous latent variables on endogenous latent variables through mediating variables with the following explanation:

1. The influence of creative tourism on tourist satisfaction through WOM as a mediating variable (intervening)

Based on the results of specific indirect effects, the t-statistic value is $1.945 < 1.96$ and has a p-value of $0.052 > 0.05$ which is indicated by the original sample value (parameter coefficient) of 0.054, so it can be concluded that the first mediation analysis was rejected. This means that the WOM intervening variable (Y1) is not able to mediate between the creative tourism variable (X1) and the tourist satisfaction variable (Y2) in the Pinus Puncak Becici Forest Tourism Area, Yogyakarta.

The results of other studies that are not in line are carried out by Susilowati (2019)with the title "The Effect of Destination Image on Word of Mouth (WOM) Mediated by Visitor Satisfaction and Moderated By Gender" in which it is said that the destination image variable has a positive and significant effect on tourist satisfaction through WOM. With results showing that the calculated Z value > Z table $(4.617 > 1.96)$ with a significance less than 0.05 $(0.000 < 0.05)$.

2. The influence of location on tourist satisfaction through WOM as a mediating variable (intervening)

Based on the results of specific indirect effects, the t-statistic value is $2.497 > 1.96$ and has a p-value of $0.013 < 0.05$ which is indicated by the original sample value (parameter coefficient) of 0.157, so it can be concluded that the second mediation analysis is accepted. This means that location (X2) has a positive and significant effect on tourist satisfaction (Y2) through WOM (Y1) as a mediating variable (intervening) in the Pinus Puncak Becici Forest Tourism Area, Yogyakarta.

The results of this study are also in line with other research conducted by Gala et al., (2018)with the title "The Effect of Location, Reputation, Trust on Parental Satisfaction and its Impact on Word of Mouth at SDS Brother Nusa Indah Pontianak" in which it is said that the location variable has a positive and significant effect on WOM through satisfaction as an intervening variable. With the results showing that the multiplication of the beta value of location on satisfaction with the beta value of satisfaction with WOM is (0.236 x 0.231) x 100% = 5.45% (the result of an indirect effect), while the direct effect given by the location variable on satisfaction is worth 0.236 , then these results indicate that the indirect effect is higher than the direct effect.

V. Conclusion

Based on the results of the analysis and discussion above, it can be concluded that creative tourism has a positive and significant effect on WOM in the Becici Puncak Pine Forest Tourism Area, Yogyakarta; location has a positive and significant effect on WOM in the Pinus Peak Becici Forest Tourism Area, Yogyakarta; creative tourism has a positive and significant effect on tourist satisfaction in the Pinus Peak Becici Tourism Area, Yogyakarta; location has a positive and significant effect on tourist satisfaction in the Pinus Peak Becici Tourism Area, Yogyakarta; training has a positive but not significant effect on employee performance through job satisfaction at PT Anugrah Harapan Nusantara; WOM is not able to mediate between creative tourism and tourist satisfaction in the Pinus Peak Becici Yogyakarta Tourism Area.

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