



The Role of Emotional Marketing and Destination Image on Positive Electronic Word of Mouth through Tourist Satisfaction as a Mediating Variable in Siantar Zoo Tourism

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Abstract. This research uses visitor satisfaction as a mediating variable to examine and ascertain how emotional marketing and destination image affect positive electronic word-of-mouth in relation to Siantar Zoo tourism. Tourists who have been to Siantar Zoo made up the study's population. There are 271 responders in the sample utilized in this investigation. A questionnaire survey is the method used in this research to gather data. Descriptive analysis and the Structural Equation Model (PLS) were used in the data analysis process. Smart-PLS version 4 was utilized for data processing in the research. According to the study's findings, tourist satisfaction was positively but marginally impacted by emotional marketing. Tourist satisfaction was positively and significantly impacted by destination image. Positive Electronic Word of Mouth was significantly and favorably impacted by emotional marketing. Positive Electronic Word of Mouth is significantly and favorably impacted by destination image. Positive Electronic Word of Mouth via Visitor Satisfaction is not much impacted by emotional marketing. Through visitor satisfaction, destination image significantly influences positive electronic word-of-mouth. Determination Coefficient studies show that destination image, emotional marketing, and visitor satisfaction account for 56% of positive electronic word-of-mouth.

Keywords: Emotional Marketing, Destination Image, Tourist Satisfaction, Positive Electronic Word of Mouth, Tourism.

1. INTRODUCTION

In Indonesia, tourism is a significant economic industry. We must keep echoing the millions of natural beauty, civilizations, and the original Indonesian ancestral history. A key role for tourism is to boost the nation's foreign currency earnings. The tourist sector in Indonesia was able to generate almost US\$ 10 billion in foreign money even last year. Oil, coal, and palm oil come in first, second, and fourth, respectively. (Kominfo.go.id).

One of the main drivers of the Indonesian economy and a significant source of foreign money is the tourist industry. According to the tourist Trends and Policies 2022 study by OECD, the tourist industry in Indonesia accounted for 5.0% of the country's GDP in 2019. The 2020 Covid-19 epidemic, however, caused tourism's GDP contribution to drop by 56%, to only 2.2% of the overall economy (kemenkeu.go.id, 2023).

Pematangsiantar is one of the cities in North Sumatra Province that can be a suitable tourist destination, especially if you are looking for natural attractions, because there you can find lots of fun natural and educational attractions, one of which is the Pematang Siantar Zoo.

Pematangsiantar Zoo (THPS) or Siantar Zoo is a zoo located in the city of Pematangsiantar. This zoo was officially opened to the public on November 27, 1936 with an area of approximately 4.5 hectares. Siantar Zoo is located on Jalan Gunung Simanuk-Manuk, Pematangsiantar City, North Sumatra Province. The number of tourists visiting Siantar Zoo can be seen in Table 1.

Table 1 Tourist Visit Data to Siantar Zoo 2021-2023

Month	2021	2022	2023
January	45.102	65,550	64,159
February	23.136	36,674	30.150
March	21,504	33,095	25,005
April	17,039	15,650	84,519
May	50,308	131,801	61,602
June	36,022	55,300	47,648
July	19,023	41,561	40,307
August	5,800	18,909	17,088
September	6,250	16,314	18,709
October	27,353	24,967	22,811
November	28,504	20,166	24,004
December	20,231	38,250	45,467
Total	300,272	498,237	481,469

Source: Siantar Zoo Management Data , 2024

From Table 1 above, it can be seen that in the period from 2022 to 2023. There was a 16,768 drop in the quantity of visitors. One factor that can help the sustainability of tourist destinations in marketing their tourist destinations is urging visitors to tell others about the vacation attraction. Therefore, the management of the tourist destination has the goal that tourists can feel the satisfaction they get after visiting the tourist destination so that after reading favorable evaluations, people are eager to suggest the location to others.

To increase the number of people who give positive reviews in recommending destinations to other tourists is very difficult because there are several factors that influence it, namely tourist satisfaction, destination image , and emotion marketing . Kotler and Keller (2016) state that one instance of online word-of-mouth advertising is social media. One of the most effective marketing strategies is word-of-mouth (WOM). Through customer engagement, word-of-mouth marketing encourages consumers to choose to recommend goods, services, and brands to others. passengers' remarks, suggestions, and multimedia information both during and after their trip significantly influence the choices made by other passengers (Moliner et al., 2023). Consumers' electronic word-of-mouth marketing of a favorable brand or product is known as positive electronic word-of-mouth (Yan et al., 2019).

A key element of the tourism industry is tourist satisfaction as it may influence post-consumption behavior, such as the willingness to recommend a location to others (Cantalops et al., 2018). Therefore, in order to increase consumer loyalty and create good electronic word-of-mouth, the tourism industry should concentrate on giving customers a great emotional experience. Studies by Munawar et al. (2023) and Gerdt et al. (2019) show that contentment has a considerable and positive influence on electronic word-of-mouth. Nevertheless, Cantalops et al. (2018) found that good e-WOM is not always a direct outcome of customer satisfaction.

Emotion is a psychological state involving feelings, thoughts, and bodily states that are usually triggered by a particular stimulus or event. Understanding emotions is crucial in the context of tourism marketing as they may significantly influence how consumers see and choose certain travel locations or services (Yung et al. 2020). A modern marketing idea that highlights the value of emotional ties between businesses and customers is emotional marketing. In order to establish enduring emotional ties, it emphasizes improving relationships with customers (Kurniawati et al., 2021). Emotional marketing significantly affects good electronic word-of-mouth, according to study by Alhamad (2022) and Mafe et al. (2020). However, the findings of Poetry and Halim's (2022) study demonstrate that positive e-WOM is not much impacted by emotional marketing. Then, according to the findings of studies by Hindarsah et al. (2021) and Sianipar et al. (2023), consumer satisfaction is positively and significantly impacted by the emotional marketing variable.

The destination image or image owned by the tourist location are additional elements or influences that favorably affect electronic word of mouth (e-WOM) (Jalilvand et al., 2012). Because tourist destinations primarily compete in image perception, which is a near reflection of the real product in transmitting the physical features of the destination, destination managers need to pay attention to the destination's image (Chew & Jahari, 2014). According to studies by Khaki et al. (2023), and Kadi et al. (2021), favorable electronic word-of-mouth is significantly influenced by the destination's image. Furthermore, studies by Huete-Alcocer & Lopez (2019) and Zulvianti et al. (2023) discovered that the impression of the place has a big influence on how happy visitors are. However, research by Purba et al. (2021) and Libre et al. (2022), the destination image variable has no discernible impact on visitor happiness.

Based on the aforementioned rationale, the author is eager to carry out a research called **"The Role of Emotional Marketing and Destination Image on Positive Electronic Word of Mouth through Tourist Satisfaction as a mediating variable in Siantar Zoo tourism"**.

2. LITERATURE REVIEW

Positive Electronic Word Of Mouth

Alrwashdeh et al. (2019) define e-WOM as the process by which customers use electronic platforms like social media, online reviews, or discussion forums to express their experiences, thoughts, and suggestions about businesses or items. Positive e-WOM, as defined by Yan et al. (2019), is consumer-shared electronic word-of-mouth advertising regarding a favorable brand or product. Customers are more likely to trust the brand and purchase the goods as a result of this. Positive e-WOM is seen to be crucial for a company's growth and functioning and may boost sales. One kind of word-of-mouth communication that takes place on social networks is called positive e-WOM. Since the concepts and responses presented in online media are the product of logical thought rather than fleeting feelings, positive e-WOM is seen as a very significant component (Anastasiei et al., 2023). Goyette et al. (2010) state that valence of opinion, content, and intensity are some of the aspects that may be utilized to quantify electronic word of mouth (e-WOM).

Tourist satisfaction

According to Jiang et al. (2023), tourist satisfaction is the degree of contentment or joy that visitors experience or visit after traveling to a tourist location. Biswas et al. (2020) state that the degree to which travelers' expectations and experiences are fulfilled throughout their journey determines how satisfied they are. Numerous aspects, such as service quality, amenities, tourist attractions, cost, safety, and interactions with locals, might affect this satisfaction (Jiang et al., 2023). Price, product, convenience, service quality, and service treatment are the factors that determine consumer happiness, according to Gungor (2010).

Emotional Marketing

Consumer responses are not all cognitive and rational. Many things may be emotional and give rise to different types of feelings. A brand or product can make consumers feel proud, excited, or confident (Kotler & Keller, 2016). According to Hashem et al. (2020), emotional marketing is the ability to communicate and convey certain messages through various techniques that arouse feelings and emotions in consumers. O'Shaughnessy and Nicholas (2003) explain the dimensions contained in emotional marketing are Wishes, Events Or Attributes, Beliefs, Values .

Destination Image

Destination image, according to Goyal and Taneja (2022), is an individual's psychological evaluation of a certain trip location. Numerous factors, such as a destination's nature, cultural surrounds, and degree of security, affect its perception. According to Kani et

al. (2017), a destination image is an interactive system of thoughts, feelings, opinions, visualizations, and intentions toward a certain place. The term "destination image" describes a person's mental representation or impression of a certain location. It consists of conative (intentions, conduct), affective (feelings, emotions), and cognitive (beliefs, knowledge) elements (Wang et al., 2023). According to Chi & Qu (2008), the instrument used to measure the destination image variable is: Environment, Events and Entertainment, Accessibility, Relaxation, Price and Value.

3. METHODS

Associative research is what this kind of study is. The definition of associative research is Sugiyono (2022) as study that attempts to ascertain the association between two or more variables. In the meanwhile, a quantitative survey method is used in this study. This research was conducted at Siantar Zoo, located on Gunung Simanuk-manuk Street No. 02, Teladan Village, West Siantar District, Pematang Siantar City, North Sumatra, was the site of this study. Tourists who have been to Siantar Zoo made up the study's population. There were 271 responders in the samples. In this study, both primary and secondary data were used. Questionnaires and documentation studies are the methods used to gather data. Using Smart-PLS version 4 software, the partial least squares structural equation modeling (PLS-SEM) method was used in this investigation. The outside model analysis and the inner model analysis were the two main parts of the study. The outer model study included a number of measures to assess validity and construct reliability, including convergent validity, discriminant validity, and construct reliability. The inner model analysis examined the structural relationships between the variables and included analyses of R-squared (explained variance).

4. RESULTS

Outer Model Evaluation : Validity and Reliability Testing

The validity and reliability of the constructs are evaluated as part of the Outer Model assessment process. Table 2, which offers comprehensive metrics for item loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha, displays the findings of these evaluations.

Tabel 2. Outer Model Evaluation Results : Testing the Validity and Reliability Constructs

Construction	Loading Items	AVE	CR	Cr. Alpha
Emotional Marketing		0.534	0.919	0.902
D1	0.695			
D10	0.666			
D2	0.721			
D3	0.651			
D4	0.748			
D5	0.768			
D6	0.729			
D7	0.771			
D8	0.789			
D9	0.756			
Destination Image		0.615	0.927	0.911
EM1	0.764			
EM2	0.766			
EM3	0.785			
EM4	0.804			
EM5	0.792			
EM6	0.818			
EM7	0.756			
EM8	0.784			
Tourist Satisfaction		0.725	0.954	0.944
PE1	0.906			
PE2	0.721			
PE3	0.711			
PE4	0.743			
PE5	0.729			
PE6	0.728			
PE7	0.670			
PE8	0.718			
Positive E-Worm		0.567	0.929	0.915
TS1	0.760			
TS10	0.745			
TS2	0.754			
TS3	0.669			
TS4	0.773			
TS5	0.778			
TS6	0.736			
TS7	0.756			
TS8	0.751			
TS9	0.800			

Source: Data processing results with Smart PLS, 2024.

Based on the data shown in Table 2 above, it is known that the research variable indicator's outer loading value has a value of > 0.6 . An outer loading value of 0.5 to 0.6 is thought to be enough to satisfy the conditions for convergent validity, according Ghozali and Latan (2020). AVE values over 0.5 are advised (Ghozali, 2023). Since all AVE values are known to be more than 0.5, they have satisfied the AVE-based validity criterion. A composite dependability value greater than 0.7 is advised (Ghozali, 2023). All Composite reliability numbers are known to be more than 0.7, indicating that they have satisfied the dependability standards based on Composite reliability. Every study variable has a Cronbach's alpha value

greater than 0.7. As a result, the research variable instrument is regarded as consistent and has satisfied the criteria for the Cronbach's alpha value (Ghozali, 2023).

Inner Model Evaluation: R-square and Hypothesis Testing

Coefficient Determination

Table 3. R-Square

Variables	R-square
Tourist Satisfaction	0.700
Positive Electronic Word of Mouth	0.557

Source: Smart PLS 4 Data Processing Results

According to the information in Table 3, the R-squared values for the variables of Positive Electronic Word of Mouth and Tourist Satisfaction are 0.557 and 0.700, respectively. Destination Image, Emotional Marketing, and Tourist Satisfaction account for 70% of the percentage of Tourist Satisfaction, according to the value obtained, while Destination Image, Emotional Marketing, and Tourist Satisfaction account for 55.7% of the significant portion of Positive Electronic Word of Mouth.

Hypothesis Testing

Table 4. Path Coefficients (Mean, STDEV, t-Value)

Variables	Original sample	Sample mean	Standard deviation	T statistics	P values
Emotional Marketing -> Tourist Satisfaction	0.030	0.039	0.071	0.419	0.675
Destination Image -> Tourist Satisfaction	0.815	0.807	0.067	12,101	0,000
Emotional Marketing -> Positive Electronic Word of Mouth	0.239	0.243	0.080	2,972	0.003
Destination Image -> Positive Electronic Word of Mouth	0.328	0.332	0.130	2,524	0.012
Emotional Marketing -> Tourist Satisfaction -> Positive Electronic Word of Mouth	0.007	0.011	0.020	0.369	0.712
Destination Image -> Tourist Satisfaction -> Positive Electronic Word of Mouth	0.205	0.205	0.090	2,289	0.022

Source: Smart PLS 4 Data Processing Results

From the results in Table 4, the following results were obtained:

1. The coefficient value for the effect of emotional marketing variables on visitor satisfaction is 0.030, and the p-value is $0.675 > 0.05$, indicating that Hypothesis 1 is not supported. These findings suggest that, although not statistically significant, emotional marketing has a beneficial impact on visitor satisfaction.

2. Hypothesis 2 is accepted as the Destination Image Variable on Tourist Satisfaction has a coefficient value of 0.815 and p values of $0.000 < 0.05$. These findings suggest that Tourist satisfaction is positively and significantly impacted by destination image.
3. Hypothesis 3 is approved as the Emotional Marketing variable on Positive Electronic Word of Mouth has a coefficient value of 0.239 and p values of $0.003 < 0.05$. These findings suggest that Emotional Marketing significantly and favorably influences Positive Electronic Word of Mouth.
4. Hypothesis 4 is accepted because the variable Destination Image on Positive Electronic Word of Mouth has a coefficient value of 0.328 and a p value of $0.012 < 0.05$. These findings suggest that destination image significantly and favorably influences good electronic word-of-mouth.
5. With a coefficient value of 0.252 and a p-value of $0.021 < 0.05$, the Tourist Satisfaction Variable on Positive Electronic Word of Mouth supports Hypothesis 5. These findings suggest that Positive Electronic Word of Mouth is positively and significantly impacted by Tourist Satisfaction.
6. The coefficient value of 0.007 for Emotional Marketing Variables on Positive Electronic Word of Mouth via Tourist Satisfaction, with p values 0.712 larger than 0.05, indicates that Hypothesis 6 is rejected. These findings suggest that positive electronic word-of-mouth via visitor satisfaction is not significantly impacted by emotional marketing.
7. Hypothesis 7 is accepted because the destination image variable on positive electronic word-of-mouth via visitor satisfaction has a coefficient value of 0.205 and a p-value of $0.022 < 0.05$. These findings suggest that, via visitor satisfaction, destination image significantly influences positive electronic word-of-mouth.

Discussion

The Influence of Emotional Marketing on Tourist Satisfaction

It has been shown via direct effect testing that the Emotional Marketing variable affects visitor satisfaction. reveals a p value of $0.675 > 0.05$ and a coefficient value of 0.030. These findings suggest that, although not statistically significant, emotional marketing has a beneficial impact on visitor satisfaction. This is due to the fact that every person's experience as a visitor is unique and subjective. In contrast to the promotion or marketing strategies used by the destination's developer, tourists are more likely to place a higher value on the quality of services, amenities, and authentic experiences. The results of this investigation align with those of a research conducted by White (2010) that concluded that customer satisfaction was not significantly impacted by the emotional component.

The Influence of Destination Image on Tourist Satisfaction

Test results indicate that the Destination Image variable has a direct impact on tourist satisfaction, with a coefficient value of 0.815 and p values 0.000 less than 0.05. These findings suggest that visitor satisfaction is positively and significantly impacted by destination image. This is due to the fact that a positive and appealing place image may assist travelers set favorable expectations before to travel. Travelers will be happier when the place matches or even surpasses their expectations. Tourist satisfaction might rise when the location is seen to provide distinctive features and a pleasurable experience. According to Huete-Alcocer & Lopez (2019), destination image has a major impact on visitor happiness, which is consistent with studies by Zilvianti et al. (2023).

The Influence of Emotional Marketing Against Positive Electronic Word of Mouth

With a p value of 0.003 and a coefficient value of 0.239, the Emotional Marketing variable on Positive Electronic Word of Mouth is < 0.05 . These findings suggest that Emotional Marketing significantly and favorably influences Positive Electronic Word of Mouth. This is because creating a strong emotional bond with tourists through the comfort of the atmosphere of the place and interaction with the animals provides a different impression and experience to tourists which motivates consumers to share their experiences. With an impressive experience, tourists take the initiative to share their stories through e-WOM, thus expanding the reach of the message positively and significantly. This is consistent with study by Alhamad (2022); positive electronic word-of-mouth is significantly impacted by emotional marketing, according to Mafe et al. (2020).

The Influence of Destination Image Against Positive Electronic Word of Mouth

The Destination Image variable on Positive Electronic Word of Mouth has a coefficient value of 0.328 with p values of 0.012, which is less than 0.05, according to the direct influence test. These findings suggest that Destination Image significantly and favorably influences Positive Electronic Word of Mouth. This is due to the fact that travelers are more likely to post about their pleasant experiences online when they have a favorable impression of a place. When travelers believe that the location meets their expectations and impressions, they are more likely to trust it. pleasant recommendations might be sparked by a pleasant experience at the place. According to studies by Khaki et al. (2023), Goyal and Taneja (2023), and Kadi et al. (2021), favorable electronic word-of-mouth is significantly influenced by the destination's image.

The Influence of Tourist Satisfaction on Positive Electronic Word of Mouth

The Tourist Satisfaction variable is known from direct effect testing. Positive Electronic Word of Mouth has a coefficient value of 0.252 and a p value of 0.021, both of which are < 0.05 . These findings suggest that Positive Electronic Word of Mouth is positively and significantly impacted by Tourist Satisfaction. This is due to the fact that a high degree of tourist satisfaction not only raises the likelihood of positive e-WOM but also significantly affects the destination's reputation on digital platforms, making e-WOM a powerful and efficient tool for promoting travel destinations. Travelers who are happy with their trip are more likely to spread these favorable impressions. According to studies by Munawar et al. (2023) and Gerdt et al. (2019), contentment significantly and favorably influences electronic word-of-mouth. Positive e-WOM is seen to be crucial for a company's growth and functioning and may boost sales.

The Influence of Emotional Marketing Against Positive Electronic Word of Mouth Through Tourist Satisfaction

A coefficient value of 0.007 and p values of 0.712 larger than 0.05 are found in the study's indirect effect test of the Emotional Marketing variable on Positive Electronic Word of Mouth via Tourist Satisfaction. These findings suggest that positive electronic word-of-mouth via visitor satisfaction is not significantly impacted by emotional marketing. This is due to the fact that visitor satisfaction is more impacted by the quality of the destination's amenities, services, and firsthand encounters than by pre-visit evaluations or advertising. This demonstrates that elements that directly affect the location of the tourist site often have an effect on visitor pleasure. This research's conclusions align with those of a study conducted by Cantalops et al. (2020), which discovered that positive electronic word-of-mouth via visitor satisfaction was not significantly impacted by the findings of the emotional marketing study.

The Influence of Destination Image Against Positive Electronic Word of Mouth Through Tourist Satisfaction

The destination image variable influences positive electronic word-of-mouth via visitor satisfaction, according to study findings from indirect effect testing. reveals a p value of 0.022 less than 0.05 and a coefficient value of 0.252. These findings suggest that, via visitor satisfaction, destination image significantly influences positive electronic word-of-mouth. Based on the study's findings, it can be said that a favorable perception of a destination raises preconceived notions about it when during the visit the positive image is in accordance with what tourists receive such as services, facilities, atmosphere and security that significantly affect tourist satisfaction when the destination is able to meet or exceed these expectations will increase tourist satisfaction, so that with the satisfaction obtained from this experience

encourages tourists to share through E-WOM as a form of recommendation and appreciation, making the influence of Destination Image significant on Positive E-WOM through Tourist Satisfaction.

5. CONCLUSION

According to the study's findings, tourist satisfaction is positively but marginally impacted by emotional marketing. Tourist satisfaction is positively and significantly impacted by the destination's image. Positive electronic word-of-mouth is significantly and favorably impacted by emotional marketing. Positive Electronic Word of Mouth is significantly and favorably impacted by destination image. Positive Electronic Word of Mouth is positively and significantly impacted by visitor satisfaction. Positive Electronic Word of Mouth via Visitor Satisfaction is not much impacted by emotional marketing. Through visitor satisfaction, destination image significantly influences positive electronic word-of-mouth. Determination Coefficient studies show that destination image, emotional marketing, and visitor satisfaction account for 56% of positive electronic word-of-mouth.

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