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AN ANALYSIS ON THE RELATIONSHIP BETWEEN DESTINATION IMAGE, SATISFACTION, AND ELECTRONIC WORD-OF-MOUTH OF DOMESTIC TRAVELERS TO SA DEC FLOWER VILLAGE

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Abstract

The study aims to analyze the relationship between destination image, satisfaction, and electronic word-of-mouth (EWOM) behavior of 215 domestic travelers. The author uses the method of analyzing and testing linear structural equation models (SEM). The study has conducted an evaluation of measurement and structural models. The results show that cognitive image directly affects affective image. Cognitive image and affective image directly impact tourist satisfaction and tourist satisfaction directly impacts electronic word-of-mouth behavior. In addition, this study also shows that cognitive image has an indirect effect on tourist satisfaction through affective image and affective image has indirect effects on electronic word-of-mouth behavior through tourist satisfaction.

Keywords: Destination image; Electronic word-of-mouth; Satisfaction.

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PHÂN TÍCH MỐI QUAN HỆ GIỮA HÌNH ẢNH ĐIỂM ĐẾN, SỰ HÀI LÒNG, VÀ HÀNH VI TRUYỀN MIỆNG ĐIỆN TỬ CỦA DU KHÁCH NỘI ĐỊA ĐỐI VỚI LÀNG HOA SA ĐÉC

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Tóm tắt

Nghiên cứu nhằm phân tích mối quan hệ giữa hình ảnh điểm đến, sự hài lòng, và hành vi truyền miệng điện tử (EWOM) của 215 du khách nội địa. Tác giả sử dụng phương pháp phân tích và kiểm định mô hình cấu trúc tuyến tính (SEM). Nghiên cứu đã tiến hành đánh giá mô hình đo lường và mô hình cấu trúc. Kết quả cho thấy hình ảnh thuộc về nhận thức tác động trực tiếp đến hình ảnh thuộc về cảm xúc; Hình ảnh thuộc về nhận thức và hình ảnh thuộc về cảm xúc tác động trực tiếp đến sự hài lòng du khách và sự hài lòng du khách tác động trực tiếp đến hành vi truyền miệng điện tử. Ngoài ra, nghiên cứu này cũng chỉ ra rằng hình ảnh thuộc về nhận thức có tác động gián tiếp đến sự hài lòng du khách thông qua hình ảnh thuộc về cảm xúc và hình ảnh thuộc về cảm xúc có tác động gián tiếp đến hành vi truyền miệng điện tử thông qua sự hài lòng du khách.

Từ khóa: Hình ảnh điểm đến; Sự hài lòng; Truyền miệng điện tử.

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Loại bài báo: Bài báo nghiên cứu gốc có bình duyệt

1. INTRODUCTION

Research on the relationship between destination image and tourist satisfaction has received great attention from tourism researchers (Baloglu & McCleary, 1999; Prayag, 2009) because tourist satisfaction leads to tourist loyalty (Chiu, Zeng, & Cheng, 2016), return behavior, and the motivation to inform others about the destination (Chen & Tsai, 2007; Prayag, 2009). Experimental findings show a direct and positive influence between destination image and tourist satisfaction (Kandampully & Suhartanto, 2000; Mohamad, Ali, & Ghani, 2011). Therefore, understanding and capturing the future intentions of visitors towards the destination is very important to the destination managers. However, the relationship between destination image (consisting of cognitive image and affective image), satisfaction, and electronic word-of-mouth behavior of visitors in the context of Sa Dec Flower Village has not been fully researched. The author chose this research topic because the development of tourism at Sa Dec Flower Village not only increases income for farming households but also develops the tourism sector of Dong Thap province.

The Mekong Delta is a destination with many beautiful tourist attractions, such as rivers, hills, peninsulas, temples, culture, and traditions. Dong Thap is a typical province in the region that focuses on developing tourism services to attract more investment. In particular, Sa Dec Flower Village is one of six key tourist destinations in the province based on the Project on Tourism Development in Dong Thap Province for the Period 2015-2020 (People's Committee of Dong Thap Province, 2015). However, tourism development based on the attractions of the Flowers Village is still a fairly new concept for the people here. Therefore, it is necessary to examine the relationship between destination image, satisfaction and the electronic communications of visitors. In addition, consumers are increasingly using online tools (social media, blogs, etc.) to share their opinions on the products and services they use (Gupta & Harris, 2010; Lee, Shi, Cheung, Lim, & Sia, 2011). These tools dramatically change daily life and customer-business relationships (Lee et al., 2011). Electronic word-of-mouth (EWOM) is of particular importance with the emergence of online platforms, making it one of the most influential sources of information on the Web (Abubakar & Ilkan, 2016), especially in the tourism industry (Sotiriadis & van Zyl, 2013). As a result of technological advances, these new media have led to changes in consumer behavior (Cantallops & Salvi, 2014) as their influence allows consumers to obtain and share information about companies, products, and brands (Jalilvand & Samiei, 2012). Therefore, it becomes appropriate to study the electronic form of word-of-mouth rather than the traditional form of word-of-mouth (WOM) in today's context.

For the analysis, the author conducted research to examine the relationship between destination image, satisfaction, and electronic word-of-mouth behavior of domestic tourists regarding Sa Dec Flower Village. More specifically, this study delved into two aspects of destination image (cognitive image and affective image) and studied the effect of destination image on satisfaction and electronic word-of-mouth behavior. The conclusions of this study can provide valuable insights for destination marketers to

formulate development plans, as well as positioning strategies for Dong Thap tourism in general, and Sa Dec Flower Village in particular.

2. OVERVIEW OF THEORY AND RESEARCH MODEL

2.1. Review of related studies

Around the world, many studies have addressed destination image. One can mention Lee's study (2009) on the image of destination and services affecting tourism behavior of future tourists. The study was conducted in the Taiwanese Taomi ecological village (R.O.C). The author used the theory of the effect of destination images on tourist satisfaction and loyalty to establish research models. Research was conducted to assess the effect of (1) destination image and (2) services on tourist satisfaction and the relationship between tourist satisfaction and loyalty to a travel destination. The analysis results from 397 surveyed tourists showed that both destination image and the services provided have a direct impact on tourist satisfaction. Of which, the greater influence belongs to the destination image factor. Visitor loyalty is directly influenced by satisfaction and indirectly by destination image and services provided. However, this study only focuses on aspects of the destination image without taking into account those aspects of psychosocial value that can also influence tourist satisfaction when travelers experience a travel destination. Williams and Soutar (2009) used the theory of marketing to study customer value, satisfaction, and behavioral orientation in adventure travel in Western Australia. The main purpose of their study was to test the causal relationship between visitor value, satisfaction, and loyalty (future visitor behavioral orientation). Research was conducted to evaluate the effects of (1) psychosocial value and (2) perceived value on tourist satisfaction and the relationship between tourist satisfaction and loyalty to the tourist destination. The analysis results from 402 surveyed visitors showed that both psychosocial and cognitive values have a direct impact on tourist satisfaction. Of which, the greater influence belongs to the affective value factor. An important finding of this research is that novelty is important for adventure tourism and has a direct effect on tourist satisfaction and an indirect effect on visitor loyalty to a tourist destination. However, the study only focuses on psychosocial and cognitive values and does not consider destination image, one of the important factors that directly affect tourist satisfaction (Lee, 2009). Research by Lin, Morais, Kerstetter, and Hou (2007) on "The role of cognitive images and affective images in customer choice prediction of ecotourism and entertainment areas" was conducted in Taiwan (R.O.C). The authors have reviewed the relevant theories to propose their research model. Research conducted to evaluate the effects of destination image groups include (1) cognitive image, (2) affective image, (3) general image, and (4) destination selection. The survey results from 1,020 tourists showed that both cognitive and affective images have an influence on the tourist's choice of destination. However, the effects of these two groups of factors are different with different characteristics (natural conditions, amusement parks, etc.) for each type of destination. The decision to choose a destination depends on the overall (cognitive and affective) image of the destination. In this study, the author treats the destination selection decision as the dependent variable, which can be understood as the visitor's loyalty due to two factors (1) cognitive image and (2) affective image.

In Vietnam, the research situation on the topic of destination image must include the research of Dinh, Pham, and Truong (2011) on "assessment of domestic tourist's satisfaction with tourism in Soc Trang province." The purpose of their study was to assess the satisfaction of tourists with respect to the costs of traveling in Soc Trang province. The study evaluated six factors: (1) security and safety, (2) environmental landscape, (3) human factors, (4) tourism infrastructure, (5) activities at the destination, and (6) satisfaction of tourists about the quality of tourism services in Soc Trang Province. Results of direct interviews with 100 domestic tourists showed that the above factors all affect the satisfaction of tourists. In particular, environmental factors, people (staff attitudes), and activities at the destination are at an average level, which proves that visitors are not satisfied with the tourism industry in Soc Trang province. In addition, the survey results show that local and out-of-province customers are satisfied with the actual amounts spent compared to the amounts they are willing to pay. The satisfaction level of out-of-province guests was found to be higher than that of local guests, which is explained by the fact that visitors from other provinces, having traveled a greater distance, are willing to spend more for entertainment and to learn about the new destination. Research by Ho and Tran (2012) examined the indirect effects of international tourist satisfaction on tourists' intentions to return to Nha Trang city (Khanh Hoa province) and their word-of-mouth behavior regarding environmental, cultural and social factors, gastronomy, entertainment, facilities, and trends. Based on 201 questionnaires for international visitors, they used confirmatory factor analysis and structural equation modeling to assess the reliability and validity of the responses. Their results indicate that two entertainment factors and facilities have no significant impact on satisfaction, while the rest have an indirect effect (through satisfaction) on the intention to return and positive word-of-mouth. Research by Duong, Nguyen, and Luong (2013) focused on "the impact of Vietnam's destination image on the intention of international visitors to return." The authors proposed a research model to consider the intentions of international tourists to return to the destination (loyalty) using four factors: (1) cognitive image, (2) affective image (3) the overall destination image, and (4) the intention to return to the destination. The research results show that the image of Vietnam as a destination is formed from five perception factors: (1) the attraction of culture and cuisine, (2) natural environment and technical infrastructure, (3) political factors and tourism infrastructure, (4) socio-economic environment, and (5) natural and linguistic resources and an emotional set of visual factors (atmosphere of the destination). All of these factors have positive effects on the intention of international tourists to return to Vietnam. The results of this study reconfirm the finding of previous studies that the more positive the image of the destination in the mind of the visitors, the more likely they are to return. Among the factors that we are considering, the natural resources and language factor and the natural environment and technical infrastructure factor are the two that have the strongest impact on the intention of visitors to return. Luu and Nguyen (2011) used the theory of service quality to build their research model. The methodology in their study was inference and the purpose was to evaluate the effects of the following factors: (1) hotel comfort, (2) good transportation, (3) tour guide's attitude, (4) tour guide appearance, and (5) tourism infrastructure on the satisfaction of tourists about the quality of tourism services in Kien Giang province. Analysis of the survey results from 295 tourists showed that tourist satisfaction is

influenced by the above factors. In particular, the attitude and form factor of the tour guide has a strong impact on tourist satisfaction, followed by means of transportation, tourism infrastructure, and accommodation facilities. Research by Le (2016) focused on the relationship between destination quality, traveler satisfaction, and intentions on loyalty. The article first investigates how a visitor's intention to visit a tourist destination again differs from proposing the same destination. Second, it explores and examines a formative pattern that describes the different aspects of perceived destination quality that affect overall satisfaction. Ultimately, this study examines whether a formation model is significantly better at predicting tourist satisfaction and loyalty than a generic mirroring model containing only perceived target quality. Using a structural equation model to analyze data obtained from 912 domestic tourists in Vietnam, the results provide support for most hypothesized relationships with both proposed/value intent and review intent as dependent variables. In addition, this article conceptualizes destination quality as a structured structure consisting of five dimensions. Therefore, this study provides more insight into the role of different aspects of perceived destination quality in increasing traveler satisfaction and intentions, and in that way can help managers and marketers make more accurate predictions and apply the right strategies to improve tourist loyalty.

A review of a number of relevant past studies in the world and in Vietnam shows that, although the studies all have the same goal of measuring tourist satisfaction at a tourist destination, there is still no consensus on the scales or theoretical research models. Moreover, the views of researchers are also different, and there is no uniformity of research concepts. That again shows that there is still much controversy between research views, that each study has certain limitations, and that there are research gaps. The task of researchers is to analyze and point out the gaps of previous studies, and at the same time, to consider what research gaps they will choose to clarify.

2.2. Literature review

2.2.1. Destination image

Destination image is one of the most important premises of pre-decision, after-purchase, and tourist behavior (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Tasci & Gartner, 2007). The concept of destination image focuses on an individual's overall perception of a place (Baloglu & McCleary, 1999). More recently, destination image has been defined as a set of beliefs and impressions based on the processing of information from various sources, leading to the spiritual expression of influence differences in destination search (Zhang, Fu, Cai, & Lu, 2014). The destination image is not only recognized by the diversity of components (i.e., perceptions and emotions), but also the formation of a destination image by the interactions between these components.

Traditionally, only the perceptual component of a destination image is considered. Recent studies have combined cognitive and affective image aspects to evaluate destination images and to argue that the coexistence of both components could more accurately explain destination images (Kim & Yoon, 2003; Martín & del Bosque, 2008; Zeng, Chiu, Lee, Kang, & Park, 2015). Cognitive visual composition refers to a single

belief or knowledge about the characteristics or attributes of a tourist destination (Baloglu, 2000; Pike & Ryan, 2004). On the other hand, the element of the image belongs to the emotion that indicates the personal feelings towards the tourist destination (Baloglu & Brinberg, 1997; Kim & Yoon, 2003). In addition, there is a consensus among researchers that the cognitive image component is the premise of an affective image (Baloglu, 2000; Baloglu & McCleary, 1999; Gartner, 1994). Recently, researchers have examined the relationship between cognitive image and affective image with qualitative and quantitative methods (Li, Cai, Lehto, & Huang, 2010; Lin et al., 2007; Martín & del Bosque, 2008; Ryan & Cave, 2005; Vogt & Andereck, 2003). This justifies the cognitive-affective sequence formation of the destination image. Therefore, hypothesis H_1 is proposed:

- H_1: The cognitive image affects destination image directly and in the same direction as the affective image.

2.2.2. Tourist satisfaction

In the tourism context, some studies such as Chen and Chen (2010); Chi and Qu (2008) suggested that tourist satisfaction is an emotional state when comparing previous expectations and the values received after the experience. Satisfaction is a rating after a tourist experiences the chosen destination (Ryan, 1995). Previous studies have shown that destination imagery plays an essential role in determining tourist satisfaction (Chi & Qu, 2008; Prayag, 2009; Tasci & Gartner, 2007). Overall, previous studies suggested that destination images were a direct premise of satisfaction and reached a consensus that a more favorable destination image could lead to high levels of tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Prayag, 2009; Tasci & Gartner, 2007). However, most of the current studies focus primarily on the effect of cognitive images on satisfaction, but ignore the more comprehensive effect of destination images, including cognitive image and affective image, to traveler satisfaction. To study the differences in cognitive and affective images on tourist satisfaction, hypotheses H_2 and H_3 are proposed:

- H_2: The affective image affects directly and in the same direction as tourist satisfaction;

- H_3: The cognitive image affects directly and in the same direction as tourist satisfaction.

2.2.3. Electronic word-of-mouth

Word-of-mouth may be defined as "oral communication between the receiver and the communicator perceived by the receiver as noncommercial, relating to a brand, product or service" (Arndt, 1967). Over the past few decades, little research on traditional WOM has been conducted to examine the direct interaction with knowledge exchange about products or companies (Arndt, 1967). In recent years, a paradigm shift in WOM communication has emerged in parallel with the development of the Internet. The advance of Internet technology has changed the way of communication and interaction, enabling

people to share information not only with friends and relatives, but also with complete strangers, many of whom are geographically dispersed (Lee et al., 2011). This new way of WOM communication is called EWOM (Electronic word-of-mouth). In this manner, the traditional WOM has evolved into a new form of information sharing that can take place in a variety of online platforms.

According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), EWOM is defined as a positive or negative expression regarding a product or company that is widely disseminated over the Internet. One of the most comprehensive concepts of EWOM has been proposed by Litvin, Goldsmith, and Pan (2008), who describe it as all informal communication through the Internet from one consumer to another about the features, use of goods, services, or sellers. The advantage of this tool is that it is available to all consumers who can use the online platform to share their opinions and reviews with other consumers. Consumers today from all over the world can leave comments that other consumers can use to easily gather information about goods and services. Both active and passive consumers use these means of communication. Individuals who share their opinions with other online consumers are active consumers; those who simply seek information in comments or views posted by other customers are passive consumers (Wang & Fesenmaier, 2004). In the hospitality context, researchers have noted that customers are motivated by electronic word-of-mouth due to satisfaction with the results of the experience (Jeong & Jang, 2011; Pantelidis, 2010). In addition, previous research also demonstrated that word-of-mouth is directly affected by destination image (Castro, Armario, & Ruiz, 2007). Therefore, the author proposes hypotheses H_4, H_5, and H_6 as follows:

- H_4: Cognitive image affects directly and in the same direction as electronic word-of-mouth;
- H_5: Tourist satisfaction affects directly and in the same direction as electronic word-of-mouth;
- H_6: Affective image affects directly and in the same direction as electronic word-of-mouth.

2.3. Research model

In this study, the proposed research model is adopted by the author from the studies of Chiu et al. (2016) and Yang (2017). At the same time, combined with the theoretical basis and results from experimental studies, the author proposes a research model, as shown in Figure 1.

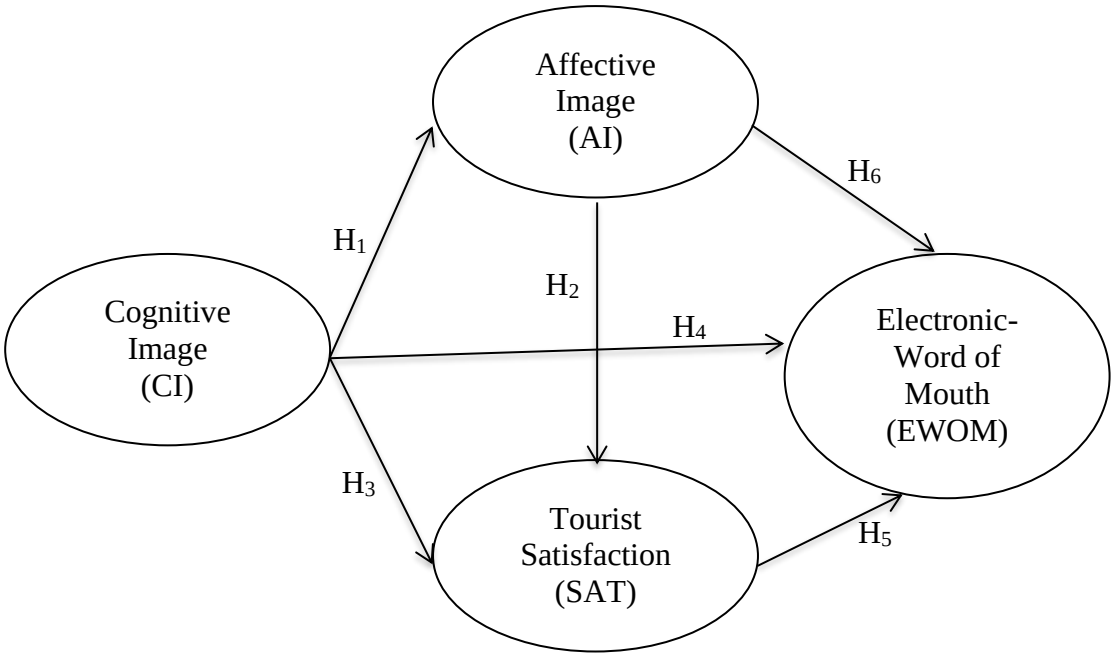

Figure 1. The conceptual model

3. RESEARCH METHODOLOGY

3.1. Scale development

In this study, the scale for the concepts in the research model is based on concepts borrowed and modified from previous studies. Specifically, the destination image scale consists of two components, including seven observed variables used to measure the cognitive image component (Prayag & Ryan, 2012) and four observed variables used to measure the affective composition of the image (Pike & Ryan, 2004). Because the two components of the destination image have been individually examined in previous studies (Martín & del Bosque, 2008), the scale of the cognitive and affective images has been adjusted from the previous studies. Furthermore, these scales have been used and checked by numerous studies and show good reliability and value. Therefore, the use of these scales is considered appropriate in this study. The tourist satisfaction scale includes five observed variables from previous studies (Chi & Qu, 2008; Le, 2016; Nguyen & Huynh, 2018; Phan & Doan, 2016). The scale of the electronic word-of-mouth consists of four observed variables that the author borrowed and modified from the research of Hennig-Thurau et al. (2004), Hung & Li (2007), and Yang (2017). All observed variables measuring research concepts are assessed on a five-level Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Measurement Scales and Literature Sources

Encode	Content of Factor	Reference source
Cognitive Image (CI)		
CI1	Cultural and historical attractions	Prayag and Ryan (2012)
CI2	Cultural diversity	
CI3	Variety and quality of accommodation	
CI4	General level of service	
CI5	Accessibility of the destination	
CI6	Reputation of the island	
CI7	Exoticness of the place	
Affective Image (AI)		
AI1	Sleepy-Arousing	Pike and Ryan (2004)
AI2	Unpleasant-Pleasant	
AI3	Gloomy-Exciting	
AI4	Distressing-Relaxing	
Tourist Satisfaction (SAT)		
SAT1	This is a great destination for my vacation	Prayag (2009); Le (2016); Chi and Qu (2008); Phan and Doan (2016); Nguyen and Huynh (2018)
SAT2	I am really satisfied with this destination	
SAT3	I think that choosing this destination is the right decision	
SAT4	Traveling to this place is an enjoyable experience	
SAT5	I will give priority to consider choosing this destination in the future	
Electronic word-of-mouth (EWOM)		
EWOM1	I am willing to let other Internet users know that I am a visitor to this destination	Hennig-Thurau et al. (2004) Hung and Li (2007); Yang (2017)
EWOM2	I am willing to actively discuss this destination with others on the Internet	
EWOM3	I am willing to provide a lot of positive information online to other Internet users	
EWOM4	I am willing to share information about this destination directly with others on the Internet	

3.2. Research stages

3.2.1. Preliminary research

In the preliminary research stage, the author used qualitative research methods in discussions with the target group. Seven visitors were selected to participate in the discussion. This research phase aimed to adjust and supplement the observed variables of

the scale for the concepts in the research model. The results of the discussion were the following: For the observed variables to measure the visual concepts of cognitive image, affective image and tourist satisfaction are maintained. However, for the electronic word-of-mouth concept scale, two variables were excluded from the proposed scale because visitors realize that the contents of those two observed variables are quite similar to the other two variables. In addition, the author also conducted in-depth interviews with two flower village tourism site managers: The president of the People's Committee of Tan Quy Dong ward, Sa Dec city and the head of the Sa Dec Flower Village guild. The author also interviewed four travel experts: two who work at the Department of Culture, Sports and Tourism of Dong Thap province and two who are lecturers specializing in tourism at the University of Finance and Marketing (Ho Chi Minh City). These interviews aimed to assess the appropriateness of the research concepts.

3.2.2. Quantitative research

At the stage of quantitative research, the author used a convenient sampling method. The target of the survey was domestic tourists coming to Sa Dec Flower Village. Data were collected by handing out survey questionnaires directly to domestic tourists from January 1st to January 10th, 2020, with an expected sample size of 230.

3.3. Data analysis

Data analysis utilized a two-step approach recommended by Anderson and Gerbing (1988). The first step involves the analysis of the measurement model, while the second step tests the structural relationships among latent constructs. The aim of the first step is to assess the reliability and validity of the measures before their use in the full model.

The main purpose of the second step of this survey is to examine the relationships between the factors in the proposed research model. To achieve this goal, the author uses the structural equation modeling method based on the partial least squares analysis technique (PLS-SEM) to check the reliability and validity of the scales. The PLS-SEM method has several advantages over other structural model analysis methods, such as the CB-SEM method, in that it is very effective with small sample sizes, especially when modeling complex research topics with many different variables and causal relationships. In addition, the PLS-SEM method is also effective in the case when the goal of the study is to maximize the prediction level for the dependent variable, not test the theoretical model. In addition, PLS-SEM does not require the data to have a normal distribution (Sarstedt et al., cited in Nguyen & Nguyen, 2019).

4. RESULTS AND DISCUSSION

4.1. Sample information

After conducting interviews and assessing the quality of the survey, 215 questionnaires were qualified and 15 questionnaires were rejected because many questions were ignored or rated at the same level. Therefore, to perform the next analysis steps in this

study, the author uses data collected from 215 tourists coming to Sa Dec Flower Village during the survey period. The sample information (n = 215) is presented in Table 2.

Table 2. Demographic characteristics (n = 215)

		Frequency	Percent
Gender	Male	105	49%
	Female	110	51%
Age	Under 18	38	18%
	From 18 to 22 years old	93	43%
	From 22 to 25 years old	59	27%
	Over 25 years old	25	12%
Income	No income	40	19%
	Under 3 million	61	28%
	From 3 million to under 6 million	90	42%
	From 6 million to under 9 million	14	7%
	Over 9 million	10	5%

4.2. Evaluation of the measurement model

Assessment of the measurement model included composite reliability to evaluate internal consistency, individual indicator reliability, and average variance extracted (AVE) to evaluate convergent validity. In addition, the Fornell-Larcker criterion and cross loadings were used to assess discriminant validity.

First, the model was evaluated at the convergence value. This was assessed through factors including outer loading, composite reliability (CR), and average variance extracted. Table 3 shows that all outer loadings exceed the recommended value of 0.600 (Chin et al., cited in Nguyen & Nguyen, 2019). Composite reliability values ranged from 0.838-0.905, and both exceeded the suggested value of 0.700, while the average variance extracted exceeded the suggested value of 0.500 (Hair, Hult, Ringle, & Sarstedt, 2014).

Table 3. Outer Loadings and Internal Consistency Results

Constructs	Items	Outer Loading	Composite Reliability	Average Variance Extracted
Cognitive Image (CI)	7	0.738-0.776	0.903	0.571
Affective Image (AI)	4	0.708-0.806	0.842	0.572
Tourist’s Satisfaction (SAT)	5	0.787-0.830	0.905	0.656
Electronic Word-of-mouth (EWOM)	2	0.795-0.901	0.838	0.722

Second, the differential validity between concepts is evaluated, which is indicated by a low correlation between the observed metrological variable for one related concept and the observed metrological variables for another. Accordingly, Table 4 shows that the square root value of AVE (the value on the diagonal) of each concept is greater than the corresponding correlation coefficients of that concept with other concepts in the research model. This proves the discriminatory validity of the concepts (Fornell & Larcker, 1981). In addition, Table 5 also provides more evidence that the cross-load coefficient of observed variables on its own concept is greater than that of the other concepts, further confirming the differential value obtained in the measurements for the concept of the research model. In SmartPLS, though, the Fornell-Larcker criterion and the cross-load factor test are the accepted methods for evaluating differential validity between concepts. However, these methods have shortcomings. Henseler, Ringle, and Sarstedt (2015) used simulation studies to demonstrate that the differential value is better measured by the Heterotrait-Monotrait Ratio Index (HTMT), which they developed. According to Garson (2016), the distinguishing value between the two related variables is proved when the value of the HTMT indexes is less than 1. In addition, Henseler et al. (2015) stated that the HTMT must be lower than 0.9. As shown in Table 6, the Heterotrait-Monotrait Ratio index values for each structure are all lower than 0.9. Therefore, the criterion of discriminatory value has been established for HTMT.

Table 4. Discriminant validity (Fornell-Larcker criterion)

Constructs	Cognitive Image	Affective Image	Tourist Satisfaction	Electronic Word-of-mouth
Cognitive Image	0.756			
Affective Image	0.652	0.756		
Tourist Satisfaction	0.603	0.538	0.810	
Electronic Word-of-mouth	-0.008	-0.019	0.169	0.850

Table 5. Cross Loading

Items	Cognitive Image	Affective Image	Tourist's Satisfaction	Electronic Word-of-mouth
CI1	0.762	0.447	0.510	-0.074
CI2	0.776	0.519	0.466	0.006
CI3	0.774	0.567	0.511	0.061
CI4	0.741	0.506	0.404	-0.014
CI5	0.758	0.530	0.439	0.030
CI6	0.742	0.450	0.397	-0.035
CI7	0.738	0.411	0.451	-0.030
AI1	0.472	0.753	0.373	-0.039
AI2	0.503	0.754	0.361	-0.040

Table 5. Cross Loading (cont.)

Items	Cognitive Image	Affective Image	Tourist's Satisfaction	Electronic Word-of-mouth
AI3	0.541	0.806	0.462	-0.003
AI4	0.451	0.708	0.423	0.021
SAT1	0.509	0.448	0.797	0.116
SAT2	0.481	0.428	0.816	0.131
SAT3	0.502	0.477	0.787	0.113
SAT4	0.512	0.420	0.830	0.108
SAT5	0.432	0.400	0.820	0.223
EWOM2	0.012	0.027	0.139	0.795
EWOM3	-0.020	-0.048	0.150	0.901

Table 6. Heterotrait-Monotrait Ratio (HTMT)

Constructs	Cognitive Image	Affective Image	Tourist's Satisfaction	Electronic Word-of-mouth
Cognitive Image				
Affective Image	0.799			
Tourist's Satisfaction	0.687	0.662		
Electronic Word-of-mouth	0.101	0.095	0.231	

4.3. Evaluation of the structural model and hypotheses verification

4.3.1. Evaluation of the structural model

- Evaluation of the collinearity statistic in the PLS-SEM model

Table 7. Collinearity statistic

Constructs	Cognitive Image	Affective Image	Tourist's Satisfaction	Electronic Word-of-mouth
Cognitive Image		1.000	1.739	2.060
Affective Image			1.739	1.845
Tourist Satisfaction				1.666
Electronic Word-of-mouth				

According to Lowry and Gaskin (2014), the problem of multicollinearity exists between the corresponding exogenous variable and the endogenous variable. If the magnification coefficient of variance (VIF) is greater than 5.000 or less than 0.200 (Wong, 2013), there are multiple collinearity problems with potential variables. As shown in Table 7, all VIF coefficients are below the 5.000 thresholds. The maximum value of

VIF is 2.060 (less than 5.000) and the minimum value is 1.000 (more than 0.200), which shows that multicollinearity does not affect the latent variables.

Tenenhaus, Vincenzo, Chatelin, and Lauro (2005) and Wetzels, Odekerken-Schröoder, and van Oppen (2009) recommend that the quality of the PLS structural model should be assessed by the effect size index, communality value, and goodness-of-fit index (GoF). Specifically:

- Effect Size Index

Effect size index measures the effect of a specific exogenous latent variable on an endogenous variable when the exogenous variable is removed from the model (Hair et al., 2014). Cohen (1988) classified effect size into three groups: large effect size at F values above 0.400, average effect size at F values ranging from 0.250 to 0.400, and small effect size at an F value less than 0.100. Wetzels et al. (2009) argued that Cohen's F index corresponds to an R^2 value above 0.260 for large effects, ranges from 0.130 to 0.260 for medium effects, and falls below 0.020 for small effects. As shown in Table 8, the values of R^2 of the potential variables of the image that belong to the affective image, the tourist satisfaction of 0.425 and 0.400, respectively, are greater than 0.260. Consequently, these structures have a great influence on the model. Besides, the value of R^2 of the potential electronic word-of-mouth variable is 0.053, greater than 0.020, so it is concluded that this structure has a relatively small effect on the model.

- Communality Value

Wetzels et al. (2009) and Tenenhaus et al. (2005) use the communality value to evaluate the overall validity of the PLS model. They also argue that the communality value equivalent to AVE in the PLS model should be greater than 0.500 (Fornell & Larcker, 1981) for the model to match. As shown in Table 3, the AVE values of the structures are both greater than 0.500. Therefore, the structural model of this study has proved consistent with the experimental data.

- Goodness-of-Fit Index (GoF)

The goodness-of-fit index (GoF) is a criterion for general assessment of the appropriateness of a model. This index measures effect size association with convergence values, as suggested by Tenenhaus et al. (2005). The value of the GoF index was not output by SmartPLS, so a manual calculation had to be made. GoF is defined as the square root of the mean of the AVE values of the structures multiplied by the mean R^2 values of the endogenous latent variables. Wetzels et al. (2009) suggested that the GoF effects can be categorized as large influence (GoF = 0.360), medium effect (GoF = 0.250) and small effect (GoF = 0.100). The GoF index of this research model is 0.436, greater than 0.360, so it is concluded that it has a great influence on the model. From the above evidence, this study has demonstrated that the established PLS model is in very good agreement with the experimental data.

Table 8. Analysis results of the structural model

Dependent Variables	Independent Variables	Original Sample	T Statistics	P Values	Hypothesis	Hypotheses verification
AI (R^2 = 0.425)	← CI	0.652	12.504	0.000	H1	Supported
SAT (R^2 = 0.400)	← AI	0.252	3.172	0.002	H2	Supported
	← CI	0.439	4.941	0.000	H3	Supported
EWOM (R^2 = 0.053)	← CI	-0.212	1.495	0.136	H4	Not Supported
	← SAT	0.296	4.013	0.000	H5	Supported
	← AI	-0.100	0.992	0.322	H6	Not Supported

4.3.2. Hypotheses verification

The first, looking at Figure 2 and Table 8, we realize that the affective image is directly affected by the cognitive image (regression coefficient β = 0.652, P-value = 0.000 <0.050), so hypothesis H_1 (the cognitive image affects directly and in the same direction as the affective image) is accepted. At the same time, the cognitive image explains 42.5% of the variation of the affective image (R^2 = 0.425).

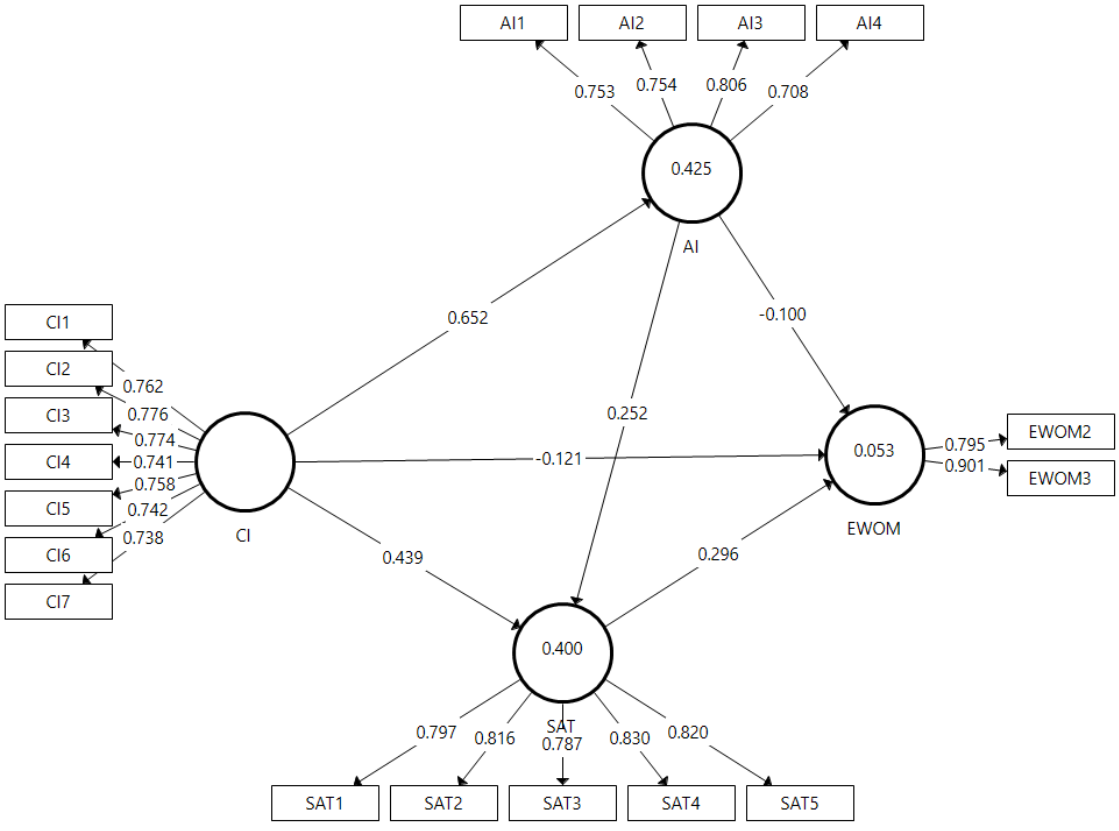

Figure 2. Analysis for the research model

The second, tourist satisfaction is directly affected by affective images (regression coefficient β = 0.252, P-value = 0.002 < 0.050) and cognitive images (regression coefficient = 0.439, P-value = 0.000 < 0.050). Therefore, hypothesis H_2 (the affective image affects directly and in the same direction as the tourist satisfaction) and hypothesis H_3 (the cognitive image affects directly and in the same direction as the tourist satisfaction) are accepted. At the same time, two factors, cognitive image and affective image, explain 40% of the variation of tourist satisfaction ($R^2 = 0.400$).

The third, electronic word-of-mouth is directly affected by tourist satisfaction (regression coefficient β = 0.296, P-value = 0.000 < 0.050), so hypothesis H_5 (tourist satisfaction affects directly and in the same direction as the electronic word of- mouth) is accepted. Meanwhile, cognitive images and affective images do not directly affect electronic word-of-mouth (P-value = 0.136 > 0.050; P-value = 0.322 > 0.050), so hypothesis H_4 (the cognitive image affects directly and in the same direction as the electronic word-of-mouth) and H_6 (the affective image affects directly and in the same direction as the electronic word-of-mouth) are not supported.

Table 9. The results of the mediating effect

Dependent Variables	Independent Variables	Specific Indirect Effects		
		Original Sample	T Statistics	P Values
SAT	← CI	0.164	2.936	0.003
EWOM	← CI	0.113	1.637	0.102
EWOM	← AI	0.074	2.267	0.024

In addition, the results of examining the indirect influence between the independent variables and the dependent variable are presented in Table 9. Specifically, the cognitive image has indirect effects on tourist satisfaction through affective images (β = 0.164, P-value = 0.003 < 0.050). Similarly, affective images have an indirect effect on electronic word-of-mouth through tourist satisfaction (β = 0.074, P-value = 0.024 < 0.050). No indirect influence between the cognitive image and the electronic word-of-mouth through the affective image or tourist satisfaction was found.

5. CONCLUSIONS, LIMITATIONS, AND FUTURE RESEARCH

The research results show that cognitive image directly affects affective image. This result is similar to the findings of Baloglu (2000) and Chiu et al. (2016). Cognitive images and affective images directly impact tourist satisfaction, a result that is similar to the results of Chiu et al. (2016), and tourist satisfaction directly affects electronic word-of-mouth, a result that is similar to the results of Joppe, Martin, and Waalen (2001). In addition, this study also showed that cognitive images have indirect effects on tourist satisfaction through affective images, similar to the study of Chiu et al. (2016). This study also found an indirect relationship between affective image and electronic word-of-mouth through tourist satisfaction, which is a new finding and a research contribution. From the findings of this study, the author proposes the following implications:

- Firstly, based on hypothesis testing results, it proves that cognitive image affects affective image and tourist satisfaction. Accordingly, when visitors have confidence or understanding of the destination at Sa Dec Flower Village, a bond will be formed, and if the initial perception of the destination is favorable, a positive sentiment will form about the destination and this affects tourist satisfaction. Therefore, it is necessary to increase tourist awareness of the Sa Dec Flower Village as a destination by diversifying tourism products, improving infrastructure for tourism, and enhancing the promotion of information about Sa Dec Flower Village.

- Secondly, based on the results of hypothesis testing proving that tourist satisfaction affects electronic word-of-mouth, when visitors experience and compare the value received with their initial expectations, they will be satisfied if the value received is equal to or greater than their expectations. Therefore, to encourage visitors to engage in electronic word-of-mouth about Sa Dec Flower Village to other potential tourists, it is necessary to focus on enhancing tourist satisfaction with the destination. To increase tourist satisfaction, the administrators of Sa Dec Flower Village need to regularly conduct surveys of visitors, and based on that information, maintain the achievements, devise solutions to overcome limitations, and improve aspects not yet highly appreciated by customers.

In addition to the results achieved, this study still has some limitations. Firstly, in this study, the author uses a nonrandom sampling method consisting of a convenient sample selection of small sample size, so the reliability and generalization ability of this study is not high. Therefore, the next research undertaken should use random sampling and a large sample size to increase the reliability of the study. Secondly, the level of explanation in the model for the electronic word-of-mouth variable is very low, meaning that there are many other variables that can better explain electronic word-of-mouth that the author has not included in the model. Therefore, future research needs to conduct an exploratory study to identify the more important factors that better explain the variation of electronic word-of-mouth. Finally, in this study, the author has not mentioned demographic factors as a control variable to consider whether or not the difference in electronic word-of-mouth behavior is based on demographic characteristics. Therefore, any future research needs to add control variables such as gender, age, and income to the research model to obtain more profound results.

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