EFFECTS OF ATTRACTIVENESS, PERCEIVED VALUE AND WORD OF MOUTH (WOM) ON REPEAT VISIT THROUGH SATISFACTION IN DINNIS CEMARA DIVE CENTRE WAKATOBI

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Abstract—This research aims to determine and analyze effects of attractiveness, perceived value and WOM on tourist satisfaction; effects of attractiveness, perceived value and WOM on repeat visit as well as role of satisfaction in mediating the effects of attractiveness, perceived value and WOM on repeat visit s by tourists in Dive DCDC Wakatobi Regency. There are 120 tourists as the samples. Data collection was conducted by using questionnaires, document study and observation, while the analysis tool used Structural Equation Model (SEM) with AMOS Program. Results of the research show that attractiveness and WOM have positive and significant effects on satisfaction while perceived value has positive and insignificant effects. Then, the attractiveness and WOM have insignificant effects on repeat visit while the perceived value and satisfaction have effects on repeat visit. Regarding the mediation role, it is found out that satisfaction is able to mediate the effects of attractiveness, perceived value, WOM on tourist repeat visit in Dive DCDC Wakatobi Regency.

Index Term—Attractiveness, Perceived Value, WOM, Satisfaction, Tourist Repeat visit

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1 INTRODUCTION

Fullerton and Taylor (2000) described that repeat visit is a repeat purchase intention as a strong intention to repeat purchase. Repeat visit is an emerging behavior as a response to the object which shows customer intention for repeat purchase. Meanwhile, according to Belch (2009), repeat purchase intention is a tendency to purchase a brand based on purchasing intension with considered brand attribute or characteristics. Meanwhile, Assael (1995) described that repeat purchase intension is a customer intention for repeat purchase in the future.

Repeat visit is an expectation for all businessmen to maintain their business sustainability since a repeat visit will lead to company long-term profitability. There are some opinions related to any factors that give effects on consumer decision in repeat visit, such as an opinion by Tjiptono (2000) which described that one intension for a repeat visit is caused by attractiveness. The emergence of attractiveness due to the quality and existence of a product can be caused by consumers' feeling of safe and comfortable, availability in a variety of choices and variations of product and attractiveness which leads to desire to continuously feel the perceived conditions.

Furthermore McDougall and Levesque (2000) stated that value means as difference between received benefits and spent costs. Perceived value is also used by consumers to assess any various aspects of service which is relatively proportional to the offered costs by some service providers in their competition. Customers are more likely to repurchase if there is better perceived value than any companies which also offer the same benefits. The company will strive to provide value to customers by developing emotional relationships, trying to create pride for consumers when visiting and provide the best service to consumers.

Harrison Walker (2001) explained that WOM is an informal person-to-person communication between non-commercial communicators and recipients based on brand, product, organization, or service. WOM can be positively or negatively charged. The positively charged WOM will have an effect on consumers to make repeat visits and vice versa.

Based on the description of aforementioned several theories, it can be affirmed that consumer's repeat visit can be caused by some factors namely attractiveness, perceived value and WOM.

In addition to the attractiveness factor, the perceived value and WOM, Baker and Crompton (2000) added that consumer' repeat visit is caused by their satisfaction. Gunderson et.al (1996) stated that consumer satisfaction is an evaluative evaluation of post-consumption related to product or service quality. Simamora (2006) also explained that customer satisfaction is the result of experience with the product, namely a feeling by a customer after comparing his expectations (prepurchase Expectation) with actual performance. Regarding this explanation, it can be concluded that satisfaction will have an effect on consumers' desire to make a repeat visit.

Dinnis Cemara Drive Center Wakatobi is a company engaged in tourism services visiting Wakatobi. The Cemara Drive Center Wakatobi, hereinafter briefly called as DCDCW, is a company offering various services such as land and sea transportation, restaurants, diving services and various other services.

For the last period of 4 years, tourist visits to the resort faced yet optimal development. This is indicated by the fluctuated number of visits during the past 4 years.

Based on theories, previous research and the above phenomena regarding the effects of attractiveness, perceived value, WOM on repeat visits through satisfaction, such condition serves as a motivation for the authors to conduct a study entitled: "The Effect of Attractiveness, Perceived Values, and WOM on Repeat Visit by Satisfaction in Wakatobi Regency. The purpose of this study is to determine and analyze the effect of attractiveness, perceived value and WOM on tourist satisfaction; the effects of attractiveness, perceived value on, WOM on student visit; the effect of satisfaction on repeat visit and the role of satisfaction in mediating the effects of attractiveness, perceived value and WOM on repeat visits.

2 LITERATURE REVIEW

Attractiveness
Product attractiveness can be obtained from eight statements namely product price, product advantages, company reputation, availability of supporting products, accessories and services, good and bad review of the product, product complexity, relative benefits and level of standardization; Tjiptono (2000). So, it can be said that product quality determines conditions and existence of a product. If the quality of a product is bad then a product attractiveness will be low, this is because attractiveness serves as a very important issue for the product.

Perceived Value
Kotler, Armstrong et al (2010) in Mukhtar Akhmed, et al (2011) defined perceived value as customer's evaluation of the difference between all benefits and all marketing costs that provide relatively competitive offers. Simply stated, value is the difference between benefits and spent costs. However, the expressed value emerges as a very personal one, and may vary from one customer to another. Value is a combination of quality, service, and price, also called as "three elements of customer value". Research evidence suggests that customers with perception will be more satisfied than customers without any perception on what they receive about "value for money".

McDougall and Levesque (2000) stated that value is the difference between received benefits and spent costs. There are some indicators for measuring perceived value namely; (1). A sense of family, (2) Having special power, (3) This brand has added value.

WOM
Word of mouth (WOM) is a communication process in the form of giving recommendations both individually and in groups toward a product or service that aims to provide personal information according to Kotler & Keller (2012). WOM marketing is a communication about products by considered independent people in a company which provides the product. This communication will be carried out through a medium that will be considered independent by the company. This communication can be in the form of conversation, or only one-way testimonials. For example speaking directly, by telephone, e-mail, list group, or other means of communication (Silverman, 2001).

Satisfaction
According to Philip Kotler (2006), satisfaction is a feeling of pleasure or disappointment which emerges after comparing a obtained product performance and expected results or performance. If the performance of a product meets or exceeds tourist expectations, so there will be a sense of satisfaction by each tourist, whereas if the performance of a product is below expectations, someone will feel dissatisfied and disappointed. Definition of satisfaction according to Basiya and Rozak (2012) is one measure toward performance of non-financial organizations which leads to a very significant contribution on the success of business organization goals (Basiya and Rozak).

Gunderson et.al (1996) stated that consumer satisfaction is a post-consumption evaluative evaluation related to product or service quality. Consumer satisfaction is defined as overall satisfaction, namely overall response about the level of satisfied and dissatisfied to total attributes of product or service. It is in line with an opinion by Simamora (2006) stating that customer satisfaction is the result of experience on a product, namely a customer feeling after comparing expectations (pre-purchase Expectation) with actual performance.

Repeat Visit
A repeat visit can be defined as a purchase intention, namely a strong desire to repurchase; Fullerton and Taylor (2000). Interest in repeat visits is an emerging behavior as a response to an object that indicates customer's desire to make a repeat purchase. Meanwhile, according to Belch (2009) repurchase interest is a tendency to buy a brand in accordance with its shopping motives with any considered brand attributes or characteristics.

3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

Research Conceptual Framework
Based on the description of the aforementioned theory and empirical study in the previous chapter, it can be illustrated through the research conceptual framework as the following:
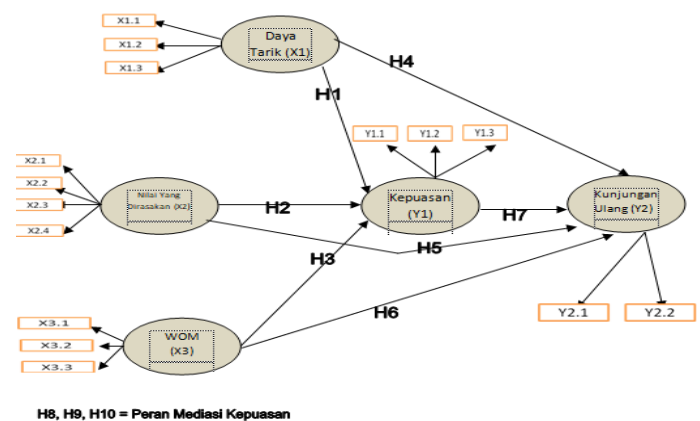

H8, H9, H10 = Peran Mediasi Kepuasan

Figure 3.1 Conceptual Framework

Research Hypothesis
Does attractiveness has significant effects on DCDCW tourist satisfaction in Wakatobi Regency

H1 There is a positive and significant effect of attractiveness on tourist satisfaction

H2 There is a positive and significant effect of perceived value on tourist satisfaction

H3 There is a positive and significant effect of WOM on tourist satisfaction

H4 There is a positive and significant effect of attractiveness on tourist repeat visit

H5 There is a positive and significant effect of perceived value on tourist repeat visit

H6 There is a positive and significant effect of WOM on tourist repeat visit

H7 There is a positive and significant effect of satisfaction on tourist repeat visit.

H8 There is a mediating role of the satisfaction effect on attractiveness to tourist repeat visit

H9 There is a mediating role of the satisfaction effect on perceived value to tourist repeat visit

H10 There is a mediating role of the satisfaction effect on WOM to tourist repeat visit

4 METHOD

Research Design

The research is conducted including a type of explanatory research. The approach in this study refers to the positivism paradigm, therefore this type of research is quantitative research. The quantitative research is based on the use of deductive logic, types of quantitative data, and use of surveys and statistical equipment. Furthermore, referring to the research objectives, this type of research is explanatory research, since it is intended to provide an explanation of the relationship between variables.

Population and Samples

Population is a generalization area consisting of objects or subjects having certain qualities and characteristics according to Sugiyono (2009). The population in this study is tourists who had visited the Dinnis Cemara Dive Center, which the tourists had visited at least 2 times. From the population, it would then be taken the research samples based on the needs.

Sample is part of the number and characteristics possessed by the population according to Sugiyono (2009). The sample size in this study was determined by the analytical tool used. The analytical tool used is SEM analysis, which empirically states that sufficient sample sizes are 100-200 samples; Ghozali (2008). Then the sample taken in the study is 5-10 times from the number of indicators. The researchers take a range of 8 with indicator numbers by 15 so that the number of samples used is 8 x 15 = 120 samples

The method used in the sampling technique is purposive sampling, the sampling technique used is non probability sampling, everyone has no the same opportunity to become a respondent. To determine who will be the respondent, this study uses accidental.

Data Collection Method

According to Arikunto (2000: 134), data collection instruments are the aids that are selected and used by researchers in collecting activities so that these activities can be systematic and they can conduct easier. Data collection methods are ways to obtain any required data and information in the research. Data collection in this research uses questionnaire, document study and observation.

Data Analysis

The analytical tool used is SEM analysis. Structural Equation Modeling (SEM), is a set of statistical techniques that allow testing on a series of relatively complex relationships simultaneously.

5 RESULT AND DISCUSSION

Analysis Confirmatory Factor – CFA Test

The measurement model with confirmatory factor analysis in this research aims to assess any indicator variables that define a construct or latent variable that cannot be measured directly. Analysis on the indicators was tested in order to give meaning to the label given to the confirmed latent variables. More clearly, the measurement model is using confirmatory factor analysis for each variable based on the developed model and the measurement indicators in this study which can be presented as follows:

Results of Estimation Loading Factor of Attractiveness Variable (X1)

Confirmatory factor analysis of observation variables which are referred to as explanatory variables of latent attractiveness, perceived value, WOM and satisfaction are presented in the following Table 5.10:

Table 5.10 Measurement of *confirmatory factors* (loading factors) of attractiveness, perceived value, WOM and satisfaction and repeat visit variables

Indicators	Factor Loading	Indicators	Factor Loading
(X1.1) Attraction	0.680	(X3.2) giving recommendation to others	0,960
(X1.2) Accessibility	0.820	(X3.3) asking / persuading other consumers	0,580
(X1.3) Facilities	0,810	(Y1.1) expectation suitability	0,780
(X2.1) Emotional value	0,990	(Y1.2) Repeat visit intension	0,841
(X2.2) Social value	0,840	(Y1.3) willingness to give recommendation	0,840
(X2.3) Performance value	0,750	(Y2.1) intension for repeat visit	0,910
(X2.4) Price / Cost	0,940	(Y2.2) repeat visit plan in the future	0,970
(X3.1) Telling positive issues	0.880	(Y2.3) expectation for repeat visit	0,890

ource: Processed Primary Data 2019

Based on Table 5.10, it shows estimation results of the variable measurement model using standardized loading factor. The results of the analysis show that the values of standardized loading factors obtained confirm that all indicator variables that have important role or contribution to latent variables are declared valid.

Structural Model Reliability Analysis

The reliability analysis of the structural model (Good-fit) is used in this study to determine the suitability of the observational data with the developed and estimated model using confirmatory analysis. The structural model in this study is the effect of: 1. Attractiveness on satisfaction, 2. Perceived value on satisfaction, 3. WOM on tourist satisfaction, 4. Attractiveness on repeat visits, 5. Ideal value that for repeat visits, 6.

WOM for repeat visits and, 7 satisfaction on repeat visits

The results of the structural model analysis are shown in Figure 5.3. as the following:
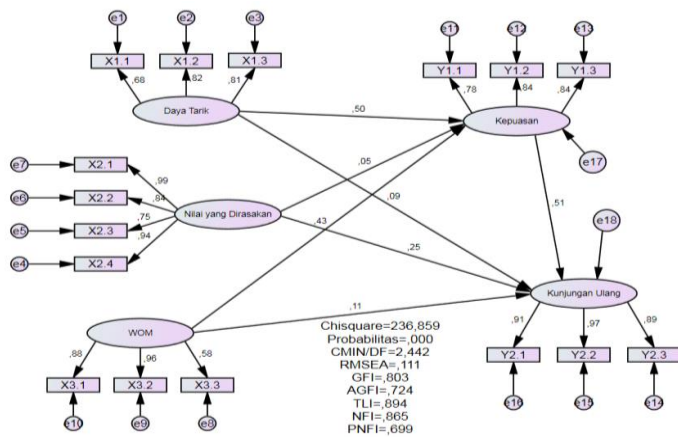

Figure 5.3. Structural Relationship Between Laten Variables

The examination results of the Fit of model in the table below show that out of the seven criteria, AGFI, GFI and Chi-Square show good models. Solimun, (2004) stated that if two or three of the Fit of models meet the criteria, then the overall relationship between variables can be further analyzed because the model is considered good. Comparison of structural model suitability index with required cut-off can be seen in table 5.17:

Table 5.17 Comparison of structural model suitability index with required cut-off

Criteria	Cut-of Value	Results of Model Evaluation	Conclusion
Chi-Square	≤ ...... which Chi Square for DF 114 Significance level of 5 %	236,859	Good
Probability	> 0,05	0,000	Marginal
CFI	> 0.90	0,803	Marginal
AGFI	> 0,90	0.724	Marginal
GFI	> 0,90	0.894	Good
NFI	> 0,90	0,865	Good
TLI	> 0.90	0,699	Marginal

Source: Processed Primary Data 2019

Structural Relationship Analysis
Structural relationship analysis is used to find out: 1. Structural relationships between indicators and their latent variables and 2. Direct and indirect relationships between latent variables in the research model. The constructed latent variables in this study are: 1. Attractiveness, 2. Perceived value, 3. WON, 4 tourist satisfaction and 5. Repeat visit.

The direct relationships in this study are 1. Attractiveness on tourist satisfaction, 2. Perceived value on satisfaction 3. Wom on tourist satisfaction, 4. Attractiveness on repeat visits, 5. Perceived value on repeat visits, 6. WOM on repeat visits, 7. Tourist satisfaction on repeat visits. While the indirect relationships in this study are 8. The effect of attractiveness on return visits through mediation of tourist satisfaction. 9. The effect of perceived value on return visits through mediation of tourist satisfaction 10. The effect of WOM on return visits through mediation of tourist satisfaction.

Table.5.18 Standardized regression weight of direct effects between latent variables.

Effects Between Variable			Standardized Path Coefficient	p-value	S.E	Information
Attractiveness	→	Satisfaction	0,717	0,000	0,159	Sig.
Perceived value	→	Satisfaction	0,038	0,563	0,066	NonSig.
WOM	→	Satisfaction	0,540	0,000	0,134	Sig.
Attractiveness	→	Repeat Visit	0,145	0,417	0,179	NonSig.
Perceived value	→	Repeat Visit	0,238	0.000	0,072	Sig.
WOM	→	Repeat Visit	0.163	0,243	0,140	NonSig
Tourist Satisfaction	→	Repeat Visit	0,597	0,000	0,148	Sig

Source: Processed Primary Data 2018

Based on the data in table 5.18, it shows that there are four variables with direct positive and significant effects as well as there are three variables with positive and insignificant effects. While the mediating role of tourist satisfaction can be seen in the following table:

Table 5.19 The mediating role of tourist satisfaction

Independent Variables	Intervening Variable	Dependent Variable	Z-value > 1,96	p-value	Information	Mediating characteristic
Attractiveness	Satisfaction	Repeat Visit	3,006	0,002	Positive & Significant	Mediating
Perceived Value	Satisfaction	Repeat Visit	0,284	0,569	Positive & Non Significant	Non Mediating
WOM	Satisfaction	Repeat Visit	2,165	0,030	Positive & Significant	Mediating

Source: Results of SEM Analysis by Amos 2019

From these findings, it can be seen that: (a) Tourist satisfaction is able to correlate the attractiveness on tourist return visits in Wakatobi Regency. (b) Tourist satisfaction is able to correlate the perceived value on tourist return visits in Wakatobi Regency. (c) Tourist satisfaction is able to correlate WOM on tourist return visits in Wakatobi Regency.

The results of the Structural Equation Model (SEM) analysis show that there is a role of tourist satisfaction on the effects of attractiveness, and WOM on tourist return visits as evidenced by the p-value values of each effect by 0.002, 0.019 and 0.030 <of alpha 0.05 or z-statistic value of 3,006, 2,165> of 1,96. While the role of satisfaction of the influence of perceived value has a positive and not significant effect on return visits with z-statistic value of 0.569 <1.96

Attractiveness With Positive and Significant effects on tourist Satisfaction
Results of the first hypothesis testing confirm that attractiveness of the DCDC dive service in Wakatobi Regency can improve tourist satisfaction. This means that changes in attractiveness are followed by improved tourist satisfaction. The underlying logic of thinking is that there will be tourist satisfaction if there are better dive and tourist destination attractiveness.

Results of the descriptive analysis show that tourist have assessed good accessibility which can be seen through conditions of roads to the resort, availability of transportation options and easy accessibility to Wakatobi entrance. However, it is still necessary to maintain and improve tourist attraction or security factors and so tourists will feel certainly protected.

Results of the factor loading analysis confirm that there are out of three indicator variables, there are two variables with the most important role or the biggest contribution in explaining latent variables namely attractiveness and accessibility

which serve as the most dominant factors. This result proves that Wakatobi diving and tourist destinations have potential to become a driving force for any tourist to visit its destination in Wakatobi Regency which has the most dominant contribution or role on the attractiveness variable.

Perceived value with positive and significant effects on tourist satisfaction

Results of the second hypothesis testing confirm that the perceived value of the DCDC dive Wakatobi Regency is not followed by improved tourist satisfaction. This means that changes in perceived value which can be seen through friendliness by officers, familiarity by employees and services given by employees with a low sense of kinship with tourists is one of the factors leading to low level of tourist satisfaction.

Based on the results of the descriptive analysis, it can be explained that tourist have assessed the emerging of good level of work values which can be seen from maintenance and clean environment of resorts, maintained quality of services and having complete equipment. Besides, the cost factor given to the tourists is also considered proportional with tourist expectations. However, it is still necessary to any attention to the issues of social values and emotional values. Because these indicators although including in the good category but both have the lowest perceived value by the tourists out of the 4 indicators. These findings indicate that these two factors lead to insignificant effects of perceived value on tourist satisfaction.

WOM with positive and significant effects on tourist satisfaction

Results of the third hypothesis testing confirm that WOM of DCDC dive in Wakatobi Regency can improve tourist satisfaction. This means that higher intensity of tourists doing WOM will lead to better tourist satisfaction. The underlying logic of thinking is when there is high level of tourist satisfaction, then they will tell positive things about the dive visited to family, people in their environment and work colleagues / community.

Descriptive analysis results can be explained that tourists who have visited the DCDC Resort in Wakatobi Regency invite and persuade family, people in their environment and work colleagues / community by telling positive things they have experienced when visiting. However, the assessment on the recommended indicators still has the lowest score so it is necessary for more attention.

Attractiveness with positive and significant effects on Repeat Visit

Results of the fourth hypothesis testing confirm that the attractiveness of the DCDC dive service in Wakatobi Regency has positive and significant effects on tourist return visits. This means that increased attractiveness is followed by increased number of repeat visits. The underlying logic of thinking is when tourists feel safe on the dive resort, tourism attractions are interesting, the visited hotels are attractive, the repeat visits will increase. Descriptive analysis results show that accessibility, facilities and attractions are indicators leading to at-

traction to visit DCDC dive, which creates willingness for tourists to visit again.

Based on the SEM Analysis Results, it is found that better attractiveness of diving and tourist destinations in Wakatobi Regency which can be seen from attraction, accessibility and facility aspects can increase satisfaction of tourists' repeat visits.

Perceived Value with positive and significant effects on repeat visit

Results of the fifth hypothesis testing confirm that the perceived value of the Wakatobi Regency DCDC dive is followed by increased number of repeat visits. This means that changes in perceived value which can be seen through friendliness by officers, familiarity by employees and services given by employees with a high sense of kinship with tourists give effects on increasing tourist repeat visits.

Results of SEM PLS analysis show that the performance value indicator has the lowest loading factor when compared with other indicators. This means that the performance value factor for DCDC dives is not maximized in providing value to tourists. The performance value referred to in this study is resort cleanliness, maintained quality of service and availability of complete equipment.

Results of the confirmatory factor analysis from the three indicators of the perceived value variable as a whole have a contribution to the value perceived by tourists. This finding confirms that better perceived value by tourists will lead to increased number of repeat visit. The perceived value by tourists has positive and significant effects on repeat visits. This result can be explained that customers will visit again if they are satisfied with the perceived value provided by the DCDC Dive service in Wakatobi Regency.

WOM with positive and significant effects on repeat visit

Results of the sixth hypothesis testing confirm that WOM of DCDC dive in Wakatobi Regency has positive and insignificant effects on repeat visits. This means that higher intensity of tourists doing WOM is not followed by an increased number of repeat visits.

Based on the descriptive analysis results, the average tourist answer to WOM on DCDC dive in Wakatobi Regency was 47.92% stating strongly disagree, disagree and neutral towards tourist willingness not to tell positive things to tourists, not to give recommendation to others or invite any prospective tourists. This condition is one of the WOM factors that does not influence on tourist return visits.

Based on the results of the Amos SEM analysis, it is found that WOM has insignificant effects on repeat visits. This finding can be emphasized that telling positive things, recommending to others and inviting or persuading other tourists do not have significant effects on tourist repeat visits. This means that potential tourists are still doubt about any information conveyed by tourists who have visited the DCDC dive in Wakatobi regency.

Such condition is a challenge for the company, because any news or information conveyed by tourists to any prospective tourists has given no optimal effects on tourist willingness and

expectations to visit. Based on this issue, the company must pay attention to the dominant factor by recommending it to potential tourists and sharing positive results.

Satisfaction with positive and significant effects on repeat visit

Results of the seventh hypothesis testing confirm that tourist satisfaction has positive and significant effects on tourist repeat visits. This means that changes in the level of improved feeling by tourists influences on the willingness to visit, plan to re-use the DCDC dive in Wakatobi Regency and expectation to get back together with family, collegueas and neighborhood.

Based on the descriptive analysis, it can be emphasized that satisfaction leads to tourist interest to visit DCDC again. The services provided by the dive are very satisfying, the value and benefits obtained are as desired and the services provided are suitable with their expectations. In addition, the satisfaction felt by tourists is also shown by their response that the service is in line with their expectations and adequate facilities.

The analysis results based on the factor loading values confirm that out of the three indicator variables that have the highest contribution in explaining the latent variables of tourist satisfaction is the interest in repeat visit manifest variable. This condition provides direction for DCDC Dive in Wakatobi Regency to concentrate on how tourists have high expectation for repeat visit.

Based on the path coefficient value, it is found that higher level of tourist satisfaction will increase the number of repeat visit, which is reflected through suitability of expectations with what tourists experience, interest in revisiting and willingness to recommend.

Tourist Satisfaction With Mediating Role of Attractiveness on Tourist Repeat Visit

Results of the eighth hypothesis testing confirm that tourist satisfaction plays a role in mediating the effect of attractiveness on repeat visits. This means that changes in attractiveness of DCDC resort services and destinations have effects on increased number of tourist repeat visits. The higher level of tourist satisfaction is caused by attraction, higher level of repeat visits.

The findings of this study support studies by Fitriandini Dwi Parastiwi and Naili Farida (2017) stating that tourist attractiveness influences on return visits through tourist satisfaction and word-of-mouth influences on repeat visits through tourist satisfaction. Whereas results of the mediation test conducted by Basiya R and Hasan Abdul Rozak (2012) show that tourist satisfaction does not mediate the relationship of natural tourist attraction to the intention of repeat visit to tourism industry.

Tourist Satisfaction With Mediating Role of Perceived Value Effecys on Tourist Repeat Visit

Results of the ninth hypothesis testing confirm that tourist satisfaction not plays a role in mediating the effect of perceived value on return visits. This means that changes in per-

ceived value by tourists at DCDC resorts and destinations not have effects on increased number of tourist repeat visits. Higher level of tourist satisfaction caused by high perceived value will lead to higher repeat visit.

The effects of the tourist perceived value on satisfaction shows that the perceived value by tourists directly gives effects on satisfaction. This means that increased value perceived by tourists in DCDC dive services and destination tourism can improve customer satisfaction. This finding is consistent with a study by Kuo, et al. (2009) stating that the perceived value by tourists has significant effects on customer satisfaction. Auka (2012) in his research shows the level of tourist satisfaction is determined by the spent costs by tourists to what they are received, this contributes to the perceived value by tourists. If there is increase level of perceived value by tourists, there will also increase satisfaction.

Lee (2010) in his research shows that business people must increase the value perceived by tourists to improve customer satisfaction. Higher level of the perceived value by tourists will lead to higher level of satisfaction (Chen and Tsai, 2008).

Tourist Satisfaction with Mediating Role of WOM Effects on Tourist Repeat Visit

Results of the tenth hypothesis test confirm that tourist satisfaction plays a role in mediating the effects of WOM on repeat visits. This means that WOM by tourists gives effects on increasing tourist repeat visits. Higher level of tourist satisfaction caused by high level of WOM will lead to higher level of repeat visit.

According to Sernovitz (2012), he described that people like the products they consume. Because they like it, consumers will be interested in discussing the product. This is the reason for themselves to talk about the products they consume. In addition, people feel good when they can talk with each other. Discussion about WOM is not only limited to product features but rather to emotional problems. When doing WOM, people can look smarter, help others, and feel themselves to be important. In addition, WOM communication makes people feel connected in a group. Discussing any products used in a group will make people feel in the same group. The desire to be part of this group is a driving for people to do WOM.

The satisfaction felt by tourists can encourage doing WOM by tourists in order to increase tourist repeat visits. Based on these findings, it can be emphasized that there will be higher level of repeat visit if tourists feel high satisfaction.

6 CONCLUSION AND RECOMMENDATION

Conclusion

Based on the research results, there are several conclusions to be formulated as follows:

1. Attractiveness has a positive and significant effect on tourist satisfaction. This means that attractiveness in DCDC resort Wakatoby Regency is followed by improved tourist satisfaction

2. The perceived value has a positive and not significant effect on tourist satisfaction. This means that the perceived value by tourists for the DCDC resort in Wakatobi Regency

is not followed by improved tourist satisfaction.

3. WOM gives positive and significant effect on tourist satisfaction. This means that WOM for DCDC services in Wakatobi Regency is followed by improved tourist satisfaction

4. Attractiveness has a positive and not significant effect on repeat visits. This means that tourist attraction is not followed by increased number of tourist repeat visits.

5. The perceived value has a positive and significant effect on increasing repeat visits. This means that an increase in perceived value is not followed by an increase in tourist return visits

6. WOM has a positive and not significant effect on increasing repeat visits. This means that things perceived and enjoyed by tourists are not conveyed to other potential tourists so they are not followed by an increase in tourist return visits.

7. Satisfaction has a positive and significant effect on tourist return visits. This means that tourist satisfaction in DCDC resort Wakatoby Regency is followed by an increase in tourist return visits

8. Tourist satisfaction is able to correlate the effect of attractiveness on tourist repeat visit.

9. Tourist satisfaction is not able to correlate the effect of perceived value on tourist repeat visit.

10. Tourist satisfaction not is able to correlate the effect of WOM on tourist repeat visit.

Recommendations

Based on the conclusions above, there are suggestions in this study based on priority namely:

1. It is necessary for DCDC Dive Managers in Wakatobi Regency to evaluate emotional value factor by tourists by providing values such as staff friendliness, employee relations with tourists and establishing family relationships with tourists.

2. It is necessary for DCDC dive in Wakatobi Regency to take an important policy in providing value to tourists. The performance value referred to in this study is resort cleanliness resort, maintained quality of service and availability of complete equipment

3. It is necessary for DCDC dive in Wakatobi Regency to provide good service to tourists so that tourists will gladly recommend their families, colleguaes and their neighborhood to recommend a visit to the DCDC resort Wakatoby Regency.

4. For further research, it is expected to develop research by adding other variables that can increase tourist return visits such as tourist confidence that can be identified to increase return visits.

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