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The influence of e-wom on instagram, destination image and domestic tourist satisfaction on the intention to revisit Jakarta aquarium and safari

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ABSTRACT

This study aims to determine the partial and simultaneous influence between E-WOM on Instagram, destination image and domestic tourist satisfaction with the intention to revisit Jakarta Aquarium and Safari. This study used multiple linear regression analysis techniques with purposive sampling techniques totaling 130 samples, which the samples were domestic tourists who had visited Jakarta Aquarium and Safari at least 2x. The results of this study show that there is a positive and significant influence of E-WOM on Instagram on the intention to revisit the Jakarta Aquarium and Safari and shows that there is a positive and significant influence of the image of the destination on the intention to revisit the Jakarta Aquarium and Safari. However, there was no significant effect of domestic tourist satisfaction on the intention to revisit the Jakarta Aquarium and Safari. In addition, the results of this study show that there is a positive and significant influence of E-WOM on Instagram, destination image and domestic tourist satisfaction together on the intention to visit Jakarta Aquarium and Safari again. With the coefficient of determination (R-Square) is 27.8% of the intention to visit Jakarta Aquarium and Safari is influenced by E-WOM on Instagram, destination image and domestic tourist satisfaction.

Keywords*: Marketing, Tourist Behaviour, Social Media*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan antara E-WOM di Instagram, citra destinasi dan kepuasan wisatawan domestik terhadap niat mengunjungi kembali Jakarta Aquarium dan Safari. Penelitian ini menggunakan teknik analisis regresi linier berganda dengan teknik purposive sampling sebanyak 130 sampel, dimana sampel tersebut merupakan wisatawan domestik yang telah mengunjungi Jakarta Aquarium dan Safari minimal 2x. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan dari E-WOM di Instagram terhadap niat untuk mengunjungi kembali Jakarta Aquarium dan Safari dan menunjukkan bahwa ada pengaruh positif dan signifikan dari citra destinasi terhadap niat untuk mengunjungi kembali Jakarta Aquarium dan Safari. Namun, tidak ada pengaruh signifikan dari kepuasan wisatawan domestik terhadap niat untuk mengunjungi kembali Jakarta Aquarium dan Safari. Selain itu, hasil penelitian ini menunjukkan bahwa ada pengaruh positif dan signifikan dari E-WOM di Instagram, citra destinasi dan kepuasan wisatawan domestik secara Bersama-sama terhadap niat untuk mengunjungi Jakarta Aquarium dan Safari lagi. Dengan koefisien determinasi (R-Square) sebesar 27,8% maka niat untuk mengunjungi Jakarta Aquarium dan Safari dipengaruhi oleh E-WOM di Instagram, citra destinasi dan kepuasan wisatawan domestik.

Kata kunci : Pemasaran, Perilaku Wisatawan, Media Sosial

INTRODUCTION

Currently, the creative economy has played an active role in the development of tourism, where there are five pillars that can be seen on the map of the creative industry. One of them is technology. The rapid development of technology today, shifting conventional communication to all-digital communication(Tanri & Kusuma, 2022). In the book Creative Economy (Sari et al., 2020), Rochmat (2020: 127) states that technology is included in the industrial pillar, because it has a function as a device that can be used to create, produce, collaborate, find information, distribution and socialize. Technology can also influence and shape the way a person conducts tourist activities in terms of planning, while on the way and even when returning from his tour (Rizkinaswara, 2019). One technology that is often used today is social media. Social media has become one of the platforms used by tourists and business actors to share information related to tourism activities through videos or photos that also allow the audience to comment or access various information related to these tourist destinations. So that this communication process is often known as electronic word of mouth E- WOM) (Yerizal & Abror, 2019).

E-WOM is one of the important containers for consumers which is considered more effective than word of mouth, because it has wider accessibility and reach (Jalilvand & Samiei, 2012). Where the channels consist of blogs, microblogs, email, consumer review sites, social media, forums and so on (Goldsmith & Horowitz, 2006). This is also associated with the habits of tourists today who look for various information first before visiting the place they want to go to (Yuliyani & Suharto, 2023) and one example of social media that is often used by tourists and business people is Instagram. E-WOM is measured through four dimensions, namely intensity, positive valence, negative valence and content (Goyette et al., 2010) With these four dimensions, E-WOM has a great influence on tourists' decisions to buy a product, especially to attract visitors to a particular tourist destination (Muis et al., 2018) E-WOM also has a positive influence on the intention to visit again (Purnama & Marlena, 2022).

In addition, E-WOM also serves as a tool to promote a tourist attraction in a more effective way by portraying a positive image of the tourist attraction. A positive destination image will certainly influence the decision to visit or the intention to visit again. This has also been proven through the results of previous research which states that the image of the destination has a positive and significant effect on the intention to visit again (Anggara, 2022; Utama, I Putu Hari Budi, dan Giantari, 2020). Image is defined as an individual's perception of the characteristics of a destination that is influenced by other sources such as information, promotion, or mass media that encourage someone to visit again (Tasci & Kozak, 2006; Yerizal & Abror, 2019). Where the measurements used to indicate destination images consist of cognitive images, affective images and unique images (Echtner, C.M; Ritchie, 1991; Qu et al., 2011)).

The formation of a destination image is not formed by itself but through one's perception of an object and the formation can come from various factors, one of which is satisfaction with the visit that has been made to the destination or tourist attraction. A strong and positive destination image can be formed by high tourist satisfaction when making a tourist visit, so that the image of the destination will affect tourist perceptions of the product elements offered by a destination or tourist attraction (Damasdino et al., 2021). Tourist satisfaction can be interpreted as a person's feelings felt after comparing a

performance or perceived result with his expectations (Supranto, 2006) Satisfaction is also defined as an emotional reaction from post- purchase customers which can be in the form of anger, dissatisfaction, irritation, neutrality or joy (Chen & Chen, 2010; Lovelock et al., 2007).

Tourist satisfaction can provide feedback in the form of recommendations on their experiences through word of mouth and can also provide new perceptions related to the image of the tourist destination and will make tourists want to visit again so as to create loyalty (loyalty). The occurrence of loyalty from tourists can be caused by tourist satisfaction and dissatisfaction when making visits that accumulate continuously and can have a great effect on the level of development of a tourist attraction (Gunteja et al., 2021). A good and pleasant experience will leave good memories and form a positive image of a tourist attraction (Arismayanti et al., 2022). Similar to previous research, that tourist satisfaction has a significant relationship with the intention to revisit (Aridayanti et al., 2020). According to Petrik Morais and Norman in (Rahmat Fajrin et al., 2021) intention to revisit is defined as the desire to travel in the future which is influenced by their attitude towards their past experiences.

Jakarta Aquarium and Safari have actively used Instagram social media as a forum to provide various information and means of interaction with other users. So, it can be concluded that Jakarta Aquarium and Safari have actively used E-WOM as a means of marketing as well as criticism and suggestions. Jakarta Aquarium and Safari has also actively carried out daily courtesy activities that are carried out every day to ask tourists satisfaction with the visit that has been done and receive opinions and suggestions from their tourists. However, these two things that have been done have not been able to show what influence these tourists have to revisit the Jakarta Aquarium and Safari.

So, this study was conducted with the aim to analyze the influence of E-WOM on Instagram, destination image and domestic tourist satisfaction partially or jointly on the intention to revisit Jakarta Aquarium and Safari. Which is where the hypothesis in this study is as follows: H1: There is an influence of E-WOM on the Instagram on the intention to revisit Jakarta Aquarium and Safari.

H2: There is an influence of destination image on the intention to revisit Jakarta Aquarium and Safari.

H3: There is an influence of domestic tourist satisfaction on the intention to revisit Jakarta Aquarium and Safari.

H4: E-WOM, destination image and tourist satisfaction with the intention to revisit Jakarta Aquarium and Safari.

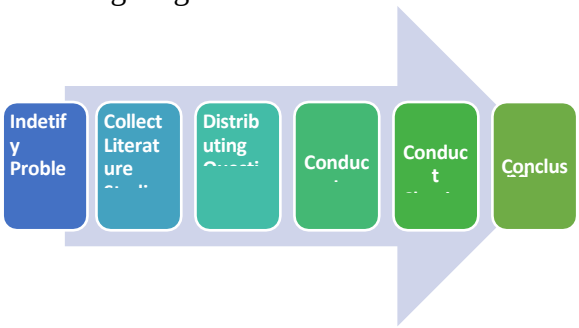
RESEARCH METHODS

This research is a quantitative descriptive and was conducted using multiple linear regression data analysis techniques through the SPSS v25 software application. Where multiple linear regression analysis is a study related to the dependence of the dependent variable with one or more independent variables that aims to estimate the average population or the average value of the dependent variable based on the value of the independent variable known in the form of coefficients for each of the independent variables (Purbani & Santoso, 2013).

In this study, the population is visitors to Jakarta Aquarium and Safari who are domestic tourists. The sampling technique used is non- probability sampling by determining the subject of research (purposive sampling) with the criteria of respondents aged over 17 years, are domestic tourists and have visited Jakarta Aquarium

and Safari min 2x. The calculation formula used is according to (Hair, J., Black, W., Babin, B., & Anderson, 2014) This is because the population size determined is not yet known with certainty. In this study there are 26 items of indicators, so that the minimum sample size needed is 130 (5x26) samples. With data collection techniques through surveys with research instruments in the form of questionnaires in the form of google forms disseminated through social media.

In conducting this research, the first thing we did was to collect issues related to the tourist attraction of Jakarta Aquarium and Safari to provide an overview of actual conditions and identify problems. Then, we also collect literature studies related to this research to serve as a reference for indicating variables and also building hypotheses. Third, conduct data collection by distributing questionnaires through Instagram. Next, conduct research instrument tests (validity tests and reliability tests) with 30 samples. After that, conduct classical assumption tests (residual normality tests, multicollinearity tests, heteroscedasticity tests, autocorrelation tests and linearity tests) and continue by hypothesis tests (multiple linear regression analysis, partial t tests, simultaneous f tests, and coefficients of determination). The last stage is drawing conclusions and suggestions that can be given to the Jakarta Aquarium and Safari as well as further research. The outline of this research can be illustrated in the following diagram.



Picture 1. Research Flows
Source: Writers, 2023

RESULTS AND DISCUSSION

This research was dominated by respondents aged 23-28 years by 43%, respondents who were students / students by 41% and dominated by respondents from West Java by 37%. Before processing data using multiple linear regression, it is necessary to test the validity and reliability of the research instrument used. The following are the results of the validity test from the data processing of 30 respondents to determine the validity or invalidity of the questionnaire used.

Table 1. Validity Test Results

Variable	Statement	Correlation	Explanation
E-WOM (X1)	Item 1	0,722	Valid
	Item 2	0,771	Valid
	Item 3	0,556	Valid
	Item 4	0,439	Valid
	Item 5	0,427	Valid
	Item 7	0,710	Valid
	Item 8	0,491	Valid
	Item 9	0,532	Valid
Destination Image (X2)	Item 1	0,487	Valid
	Item 2	0,787	Valid
	Item 3	0,636	Valid
	Item 4	0,666	Valid
	Item 5	0,539	Valid
Tourist Satisfaction (X3)	Item 1	0,588	Valid
	Item 2	0,480	Valid
	Item 3	0,649	Valid
	Item 4	0,407	Valid
	Item 5	0,606	Valid
	Item 6	0,629	Valid
	Item 7	0,612	Valid
	Item 8	0,482	Valid
	Item 9	0,478	Valid
Revisit Intention (Y)	Item 1	0,647	Valid
	Item 2	0,697	Valid
	Item 3	0,779	Valid
	Item 4	0,785	Valid

Source: Data Processing Results, 2023

Based on the results of table 1 that has been attached, the 26 statement items used in this study to measure E-WOM on Instagram, destination image and domestic tourist satisfaction and intention to revisit can be

declared valid. Each of the statement items has a positive correlation coefficient and is above 0.361 (R table 30 Sample). After conducting a validity test, it is necessary to conduct a reliability test to measure whether the research questionnaire used remains consistent if the measurement is repeated again.

Table 2. Reliability Test Results

Variable	Normal Limits	Cronbach Alpha Value	Explanation
EWOM (X1)	>0,60	0,725	Reliable
Destination Image (X2)	>0,60	0,670	Reliable
Tourist Satisfaction (X3)	>0,60	0,695	Reliable
Revisit Intention (Y)	>0,60	0,704	Reliable

Source: Data Processing Results, 2023

Based on the results of reliability tests on all variables, it shows that the Cronbach Alpha value is above 0.06. So that it can be stated if the research instrument is reliable and feasible to be used as an instrument measuring instrument. After performing both tests, it is necessary to test classical assumptions as a prerequisite for analysis before using multiple analysis regression analysis. The prerequisites for this analysis consist of normality tests, multicollinearity tests, heteroscedasticity tests, autocorrelations and linearity tests through SPSS software version 25. With the results of the classical assumption test as follows.

1. **Normality Test**

   This test is carried out to determine whether the residual value is normally distributed (Purnomo, 2016). The following are attached the results of the normality test using the Kolmogorov-Smirnov One Sample method in table 3.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
Asymp. Sig. (2-tailed)	.200[c,d]

Source: Data Processing Results, 2023

The results from table 3 show that the value of Asymp. Sig. (2-tailed) is at a score of 0.200. Thus, based on the decision-making basis of this method, if the significance value (Sig.) is above 0.05, the research data is normally distributed. So, it can be concluded that the data of this study have been normally distributed and the prerequisites for normality in the regression model have been met.

2. **Multicollinearity Test**

   This test is carried out to determine whether or not there is a relationship (correlation) between independent variables. A regression model that is free from multicollinearity is if the magnitude of the VIF < 10.00 and the tolerance value > 0.10 (Ghozali, 2018). With the results of the multicollinearity test in table 4 below.

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
EWOM	.676	1.479
CD	.486	2.058
KW	.467	2.140

Source: Data Processing Results, 2023

The results of the multicollinearity test that can be seen in table 4 show that all independent variables have tolerance values above 0.10 and VIF's below 10.00. So that a decision can be taken if this regression model does not occur multicollinearity.

3. Autocorrelation

The autocorrelation test aims to test whether there is a correlation between confounding errors (residuals) in period t with errors in period t-1 (previous). With the following results

Table 5. Autocorrelation Test Results

Durbin-Watson
2.287

a. Predictors: (Constant), KW, EWOM, CD
b. Dependent Variable: NBK

Source: Data Processing Results, 2023

Based on the results attached to table 5, autocorrelation was found. This is because the value of Durbin-Watson is 2.287. With the basis of decision-making DU < DW < 4-DU, where for 130 samples the DU value is 1.7610. So, it can be formulated as follows: 1.7610 < 2.287 > 2.239. If autocorrelation is found, it is necessary to do the Cochrane-Orcutt method to overcome the occurrence of autocorrelation by calculating the value (autocorrelation coefficient) using the p̂error value in the regression model (Nurfitri Imro'ah, 2020). Here are the results of the Cochrane-Orcutt method in table 6

Table 6. Autocorrelation Test Results with the Cochrane-Orcutt Method

Durbin-Watson
2.035

a. Predictors: (Constant), LAG_X3, LAG_X1, LAG_X2
b. Dependent Variable: LAG_Y

Source: Data Processing Results, 2023

The Cochrane-Orcutt method yields a Durbin-Watson value of 2.035. With the following formulation of 1.7610 < 2.035 < 2.239 so that it can be concluded that the regression model of this study does not occur autocorrelation.

4. Heteroscedasticity Test

This test is carried out to determine whether in the regression model there is a difference in variance from the residual of one observation to another. If there is variance from one observation to another observation, it is called homo-cedasticity and if it is different, it is called heteroscedasticity. So, in a good regression model there should be homo-cedasticity. With the test results as follows.

Table 7. Heteroscedasticity Test Results with Glejser Test Method

Variable	Sig.
EWOM	.777
CD	.756
KW	.692

Source: Data Processing Results, 2023

The results of the heteroscedasticity test based on the glacier test method showed that the independent variables used in this study did not experience symptoms of heteroscedasticity. This is because the significance value (Sig.) of the E-WOM variable on Instagram, destination image and domestic tourist satisfaction is above 0.05 (α 5%).

5. Linearity Test

Linearity tests need to be done to determine the relationship between the independent variable and the dependent variable whether linear or not. So this test is intended to be able to determine the relationship between variables located in a straight line or not (Widana & Muliani, 2020). With the results of the linearity test as follows.

Table 8. Linearity Test Results

Variable	Normal Limits	Sig. Deviation from Linearity	Explanation
NBK* EWOM	>0,05	0,284	Linear
NBK* CD	>0,05	0,082	Linear
NBK* KW	>0,05	0,010	Non-Linear

Source: Data Processing Results, 2023

The basis for decision making of this test is if the value of Sig. Deviation from Linearity is above 0.05 so there is a linear relationship. Based on table 8 that has been attached, the variables E-WOM and Destination Image (CD) have a linear relationship with the variable Intention to Visit Back (NBK) because they have a value of Sig. Deviation from Linearity above 0.05. Conversely, the tourist satisfaction variable does not have a linear relationship with the Intention to Revisit (NBK) variable has a value of Sig. Deviation from Linearity 0.10. So it is necessary to do an alternative way by transforming the data to create new variables to represent the linear part of the relationship (Hair et al., 2010) With the results of the linearity test for the variable of tourist satisfaction with the intention to visit again after carrying out the following transformation.

Table 9. Linearity Test Results After Transformation

			F	Sig.
Unstandardized Residual * Unstandardized Predicted Value	Between Groups	(Combined)	1.365	.150
		Linearity	.000	.000
		Deviation from Linearity	1.380	.142

Source: Data Processing Results, 2023

Based on the results of the linearity test, the results of the transformation carried out by adding new variables, the value of deviation from linearity is above 0.05. So that it can be decided that the variable of satisfaction of domestic tourists with the intention to visit again has a linear relationship.

After performing a series of prerequisites, the classical assumption test analysis and passing the six existing requirements. So, the next step is to test the research hypothesis using multiple linear regression data analysis techniques which also consist of t test (partial) and f test (simultaneous). The following are the results of the analysis tests that have been carried out.

Multiple Linear Regression Analysis

This analysis is used to determine the direction of the relationship between the independent variable and the dependent variable has a positive or negative relationship, and predict if the dependent variable increases and decreases. This analysis is carried out by establishing the equation as follows:

$$Y = a + b1x1 + b2x2 + b3x3 + \varepsilon$$

With the results of multiple linear regression analysis in this study, which are as follows:

Table 10. Multiple Linear Regression Test Results

Coefficients[a]			
		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	6.285	1.823
	EWOM	.138	.048
	CD	.181	.083
	KW	.067	.063
a. Dependent Variable: NBK			

Source: Data Processing Results, 2023

Based on the output results presented in table 5.12, the results of the multiple linear regression equation are obtained as follows:

$$Y = 6.285 + 0.138\ x1 + 0.181\ x\ 2 + 0.067\ x3$$

Which has the following meanings:

a. The value of the constant (a) has a value of 6.285. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables consisting of E-WOM on Instagram (X1), destination image (X2), and domestic tourist satisfaction (X3) are 0 or have not changed(Hayes, 2017) which means that there is no increase in tourists doing E-WOM on Instagram, there is no increase in positive perceptions from tourists related to the image of destinations from Jakarta Aquarium and Safari and not increasing the level of satisfaction of domestic tourists, then the value of the intention to revisit the Jakarta Aquarium and Safari remains at 6,285.
b. The regression coefficient b1 of 0.138 is the magnitude of E-WOM's contribution to Instagram influencing the intention to revisit Jakarta Aquarium and Safari. The regression coefficient of 0.138 shows that E-WOM on Instagram has a positive correlation direction towards the intention to visit Jakarta Aquarium and Safari again. This also shows that if E-WOM on Instagram increases by one unit or an increase of one tourist who does E-WOM on Instagram, then the intention to visit Jakarta Aquarium and Safari will increase by 0.138 assuming other variables are considered constant.
c. The regression coefficient b2 of 0.181 is the magnitude of the contribution of the destination image influencing the intention to visit the Jakarta Aquarium and Safari again. The regression coefficient of 0.181 shows that the image of the destination has a positive correlation direction towards the intention to revisit the Jakarta Aquarium and Safari. This also shows that if the destination image increases by one unit or increases in positive perceptions from tourists towards the destination image of the Jakarta Aquarium and Safari, then the intention to visit the Jakarta Aquarium and Safari again will increase by 0.181 assuming other variables are considered constant.
d. The regression coefficient b3 of 0.067 is the magnitude of the contribution of domestic tourist satisfaction affecting the intention to visit Jakarta Aquarium and Safari again. The regression coefficient of 0.067 indicates that domestic tourist satisfaction has a positive correlation direction with the intention to visit again. This also shows that if domestic tourist satisfaction increases by one unit or increases the level of domestic tourist

satisfaction, then the intention to visit Jakarta Aquarium and Safari will increase by 0.067 assuming other variables are considered constant.

6. Test t (Partial)

The partial t test is used to determine how influential each independent variable (X) is with the dependent variable (Y). This t test is done by comparing the t-calculated value with the 5% significant t table. The following partial t-test results are presented in table 11 below.

Table 11. Partial t-Test Results

Coefficients[a]

Model	t	Sig.
(Constant)	3.448	.001
EWOM	2.886	.005
CD	2.189	.030
KW	1.063	.290

a. Dependent Variable: NBK

Source: Data Processing Results, 2023

From the results of the analysis obtained sig value. variable E-WOM (X1) of 0.005 < 0.05 and value t-calculated (2.886) > t-table (1.9790). So based on these results, a decision can be made if H 1 is accepted and it can be concluded if partially there is a significant and positive influence between E-WOM on Instagram on the intention to visit Jakarta Aquarium and Safari again. In addition, for the destination image variable (X2) a sig value is obtained. 0.030 < 0.05 and value t-calculated (2.189) > t-table (1.9790). then based on these results a decision can be made if H2 is accepted and it can also be concluded if partially there is a significant and positive influence between the image of the destination on the intention to visit again to the Jakarta Aquarium and Safari. While the variable of tourist satisfaction (X3) obtained the sig value. amounting to 0.290 > 0.05 and t-calculated value (1.063) < t-table (1.9790). then based on these results a decision can be made if H3 is rejected and it can also be concluded if partially that there is an insignificant positive influence between domestic tourist satisfaction on the intention to revisit the Jakarta Aquarium and Safari.

7. Test f (Simultaneous)

This test is used to show whether all independent variables in the regression model of a study have a joint influence on the dependent variable. The following can be seen the results of the f test which have been presented in table 12.

Table 12. Simultaneous f Test Results

ANOVA[a]

Model		F	Sig.
1	Regression	16.180	.000[b]
	Residual		
	Total		

a. Dependent Variable: NBK

b. Predictors: (Constant), KW, EWOM, CD

Source: Data Processing Results, 2023

Based on the results of the regression presented in table 5.15 above, it is known that the significance value for the influence of X1, X2, and X3 together on Y is 0.000 < 0.05. As for the value of f-calculated (16.180) > f-¬table (2.68), a decision can be made if H4 is accepted and it is concluded that X1, X2, and X3 together have a positive and significant effect on the intention to revisit the Jakarta Aquarium and Safari.

8. Coefficient of Determination (R2)

The coefficient of determination (R2) is in the form of a number that will be converted into percent which means the percentage of contribution of the influence

of the independent variable to the dependent variable (Purnomo, 2016) with the following results.

Table 13. Results of the coefficient of determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.278	.261	1.25014
a. Predictors: (Constant), KW, EWOM, CD				

Source: Data Processing Results, 2023

The result of R Square is 0.278 or 27.8%. This result is obtained based on the formula of the coefficient of determination, namely Kd = r2 x 100%. This means that the E-WOM variable on Instagram, destination image and domestic tourist satisfaction simultaneously or together have a positive and significant effect on the variable intention to revisit by 27.8%. While the remaining 72.2% (difference from 100% - 27.8%) is influenced by other variables outside the equation of this regression.

CONCLUSION

From the results, it can be concluded that there is a significant and positive influence of E-WOM on Instagram on the intention to revisit the Jakarta Aquarium and Safari. These results prove that a good and positive E-WOM will have a significant influence on the intention of returning tourists to a tourist attraction. In addition, there is also a significant and positive influence of the image of the destination on the intention to revisit the Jakarta Aquarium and Safari. This has also proven that the better the perception of tourists about a tourist attraction, the higher the intention to revisit tourists. (Herawati et al., 2021)

However, the results of this study also found a positive but not significant influence of domestic tourist satisfaction on the intention to revisit the Jakarta Aquarium and Safari. In contrast to the simultaneous relationship, it was found that there was a significant influence together from E-WOM on Instagram, destination image, and tourist satisfaction with the intention to revisit Jakarta Aquarium and Safari.

The value of the coefficient of determination of the variables used from this study is still relatively low, therefore it is necessary to conduct further research by including other variables such as the quality of tourist attractions, prices and service quality or so on to find the remaining difference of 72.2% of the influence on the intention to visit the Jakarta Aquarium and Safari again.

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