

# The Effects of Electronic Word of Mouth, Customer Attitude, and Service Quality on Revisit Intention of Wellness Tourism

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## Abstract

*This study aimed to investigate the effects of digital marketing tools (e.g., electronic word of mouth) on customer satisfaction and revisit the intention of wellness and spa tourism from the viewpoint of international tourists visiting Thailand after COVID-19. Due to the rising awareness of health and wellness, the authors intended to explore wellness tourism from the perspective of international tourists. In addition, the current research also investigated the effect of service quality and tourist attitude toward wellness/ spa tourism on tourist satisfaction and revisit intention. Data collection was from 403 international tourists visiting Thailand, and one of the primary purposes of their visits was to participate in wellness or spa services in Thailand. The results showed that satisfaction, service quality, and electronic word-of-mouth significantly influenced the intention to revisit wellness tourists. In contrast, attitude and service quality significantly affected the satisfaction of wellness tourists. The discussions, conclusions, and practical recommendations were also provided to offer the guidelines for further development of the wellness tourism industry.*

**Keywords:** *Electronic Word of Mouth, Attitude, Service Quality, Wellness Tourism.*

## Introduction

The tourism industry has been through several crises, including the oil, economic, and recently COVID-19 crises. Once again, the tourism industry has shown its ability to recover significantly after COVID-19. (Filep, King and McKercher, 2024; Hajilo *et al.*, 2024). Through the integrated efforts of several stakeholders, such as destination managers, government agencies, and local communities, tourism destinations are ready for the new wave of domestic and international tourists to visit their destinations (Calisto, Costa and Umbelino, 2024). In addition, hospitality and tourism firms have improved and developed new marketing strategies and further their efforts to achieve service excellence. The current research explored the impact of digital marketing tools, mainly electronic word of mouth (EWOM), service quality, and customer attitudes toward wellness tourism, especially after the COVID-19 crisis. Due to the effect of COVID-19, many tourists pay closer attention to health and wellness tourism. With the fast expansion and higher growth than before COVID-19, tourism demand has significantly increased to a new level. As one of the fastest-growing parts of health tourism, the growing interest in wellness tourism has significantly increased for practitioners and researchers in the tourism and hospitality areas (Dillette, Douglas and Andrzejewski, 2021).

In recent decades, the global tourism landscape has witnessed a significant transformation, characterized by a growing demand for experiences that prioritize health, well-being, and self-care. This paradigm shift has propelled the emergence of wellness tourism as a prominent sector within the broader travel industry. Wellness tourism encompasses a diverse range of activities, services, and destinations promoting physical, mental, and spiritual wellness (Dillette, Douglas, & Andrzejewski, 2021).

Thailand, renowned for its vibrant culture, stunning natural landscapes, and ancient healing traditions, has emerged as a leading destination for wellness tourism. From traditional Thai massage and holistic healing therapies to yoga retreats and wellness resorts, the country offers many wellness experiences tailored to the diverse needs and preferences of travelers seeking relaxation, rejuvenation, and personal transformation. Against this backdrop, this research proposal seeks to explore the multifaceted dimensions of wellness

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tourism in Thailand, focusing on uncovering its potential, challenges, and strategic implications for stakeholders across the industry spectrum. The concept of wellness tourism has gained increasing recognition and popularity in recent years, driven by changing consumer preferences, demographic shifts, and growing awareness of the importance of holistic well-being (Majeed and Gon Kim, 2023). This trend is expected to continue in the coming years, fueled by rising disposable incomes, aging populations, and a growing emphasis on preventive healthcare. In the case of Thailand, the country's unique cultural heritage and natural assets position it as an ideal destination for wellness tourism. Thai traditional medicine, rooted in centuries-old practices such as herbal therapy, meditation, and massage, forms the foundation of the country's wellness offerings, providing visitors with authentic and immersive experiences that are deeply intertwined with local culture and spirituality (Dillette *et al.*, 2021). Moreover, Thailand's diverse geography, encompassing pristine beaches, lush jungles, and tranquil mountains, provides an idyllic backdrop for wellness retreats, spa resorts, and outdoor activities conducive to relaxation and rejuvenation. Despite its considerable potential, wellness tourism in Thailand is experiencing potential growth and barriers to future development. These include issues related to infrastructure development, quality assurance, sustainability, and market positioning, as well as broader trends such as the digitalization of wellness services, the rise of medical tourism, and the growing importance of wellness certifications and accreditations (Chen, Huang and Ye, 2023). By conducting a comprehensive analysis of these factors, this research aims to provide valuable insights and recommendations to support the sustainable development and strategic management of wellness tourism in Thailand.

In recent years, there has been a noticeable shift in global tourism trends, with an increasing number of travelers seeking experiences that promote health, relaxation, and rejuvenation (Al-Kumaim *et al.*, 2023; Butler, 2023). This burgeoning niche within the tourism industry, known as wellness tourism, encompasses various activities and services to enhance physical, mental, and spiritual well-being. From spa retreats and yoga resorts to mindfulness workshops and eco-friendly accommodations, wellness tourism has emerged as a significant segment with considerable economic potential. Thailand stands out as a particularly compelling option among the numerous destinations vying for a share of the wellness tourism market (Sastre and Phakdee-Auksorn, 2017; Tourism Authority of Thailand, 2021). Renowned for its rich cultural heritage, breathtaking natural landscapes, and traditional healing practices, Thailand offers a unique and diverse array of wellness experiences that cater to the needs and preferences of discerning travelers (Mohsin, Lengler and Chaya, 2017). From ancient Thai massage techniques to holistic wellness retreats nestled in lush tropical settings, the country has positioned itself as a premier destination for those seeking relaxation, rejuvenation, and self-discovery. Despite its undeniable appeal, Thailand's potential as a wellness tourism destination still needs to be explored mainly and underexplored. In comparison, some research has been conducted on specific aspects of wellness tourism in Thailand, such as the prevalence of spa resorts or the economic impact of wellness-related activities, a notable lack of comprehensive studies examining the various dimensions of this burgeoning industry within the Thai context (Rütelionė, Hopenienė and Žalimienė, 2018; Wang, Togtokhbuyan and Yadmaa, 2021). Furthermore, with the rapid evolution of consumer preferences and market dynamics, there is a pressing need for up-to-date and evidence-based insights to inform strategic planning, policy formulation, and business development efforts in the wellness tourism sector.

There are four dimensions of wellness tourism: mind, body, spirit, and environment. In some cases, these four dimensions represent the holistic view of wellness tourism (Dillette, Douglas and Andrzejewski, 2021). Moreover, wellness tourism is still considered a niche tourism market compared to other tourism categories, such as city tourism. To attract international tourists (in normal circumstances), understanding their behavior and interests helps generate a suitable strategy to increase income from first-time visitors and revisit visitors. Thai government focused on to help boost the demand and attract international visitors back to the country during the recovery phase from the pandemic (Euromonitor International, 2021)

### *Wellness Tourism in Thailand*

Wellness tourism in Thailand has becoming one of the fastest growing sectors in all the tourism products from the past decades. It has gained high popularity, particularly focusing on tourism and hospitality services such as natural spas and Thai massages (Moriuchi, 2019; Moriuchi, Agrusa and Lema, 2024). Research from the recent empirical studies has highlighted the immersive experiences offered in the

country, leading to the significant and rapid growth of Thailand's wellness tourism sector (Kongtaveesawas *et al.*, 2022). Additionally, several empirical studies have emphasized the significant effect of medical tourism on Thailand's health system and economy, highlighting the significance of understanding the growth and unique characteristics of this sector (Noree, Hanefeld and Smith, 2016; Phuthong, 2021). Furthermore, the growth of health-related tourism in Thailand has been associated with effects on local well-being equality, including economic, social, healthcare, and environmental dimensions (Syah *et al.*, 2022). Additionally, Thailand has actively promoted health tourism, including various and related initiatives, including food and wellness tourism, to attract a diverse range of tourists (Nurdiansyah, 2018; Suharko *et al.*, 2018). The study of wellness tourism in Thailand directly support the greater understanding and building a new body of knowledge for a wellness tourism industry influenced by various factors such as service quality, tourist attitude, electronic word-of-mouth, and additionally external events like pandemics. Understanding these diverse aspects is essential for the continued growth and long-term sustainable development of wellness tourism in Thailand.

Little research has been conducted to investigate the importance of wellness tourism in developing countries (Meera and Vinodan, 2019), and there are several unanswered questions in this field of research, especially on the promotion of revisit intention of the wellness tourists. The benefits of the study are expected to contribute significantly to the academic literature on wellness tourism and provide practical insights and recommendations for industry practitioners and other stakeholders involved in the development and promotion of wellness tourism in Thailand. In addition, by identifying the essential factors influencing revisit intention and satisfaction of wellness tourists, this study aims to facilitate informed decision-making, foster sustainable growth, and enhance the overall competitiveness and attractiveness of the Thai tourism industry in an increasingly competitive global landscape. In this study, the authors investigated the role of electronic word of mouth, customer attitude, service quality, and satisfaction in revisiting intention in the context of wellness tourism.

Without a clear understanding of wellness tourism experiences, practitioners lack the guidelines and tools to improve their management practices to enhance the tourists' experiences and revisit intentions. Therefore, the objectives of the study are to identify the influencing factors affecting the revisit intention of the international wellness tourists and also to highlight the important factors affecting the wellness tourist satisfaction. Lastly, the current study aims to provide the practical recommendations for wellness tourism destination managers and practitioners to improve and strengthen their wellness tourism destination for the sustainable tourism development.

## Literature Review

### *Revisit Intention*

Revisit intention is the intention or inclination of tourists to return to a destination for future visits based on their satisfaction levels, perceptions, attitudes, and experiences during previous visits (Al-Kumaim *et al.*, 2023). Revisit intention reflects tourists' willingness or likelihood to revisit a tourism destination (Bigne *et al.*, 2020). It serves as an important indicator of loyalty towards the tourism destination and the probability of tourists engaging in repeat visitation, thereby leading to long-term sustainability, economic development or redevelopment, and sustainable destination competitive advantages (Chen *et al.*, 2020; Yeap *et al.*, 2020). Understanding and managing revisit intention is essential for destination marketing organizations, tourism businesses, and policymakers to develop effective strategies for attracting repeat visitors, improving destination competitiveness, and supporting destination loyalty and sustainable tourism development in various dimensions from cultural, social, political and economic aspects (Chen, Huang and Ye, 2023). Revisit intention is usually measured and analyzed in various categories of hospitality and tourism research areas to directly evaluate the overall performance of the tourism destinations, highlight the key destination aspects for long-term improvement, and offer the tangible and concrete outcomes for further destination marketing, management, and development strategies, especially to outperform other competitive tourism destinations (Leri and Theodoridis, 2021; Marandi, Tasavori and Najmi, 2024).

### *Electronic Word-Of-Mouth (EWOM)*

Electronic Word of Mouth (EWOM) can be defined as the process of tourists sharing their opinions, experiences, and recommendations about destinations, accommodations, attractions, or services through digital platforms and social media channels (Dillette *et al.*, 2021). This digital form of word-of-mouth communication influences other tourists' perceptions, decision-making processes, and behaviors in their travel planning and experiences (Eelen, Özturan and Verlegh, 2017).

This definition encompasses various online platforms where EWOM occurs, including review websites (such as TripAdvisor), social media platforms (such as Facebook, Instagram), blogs, forums, and other online communities where tourists share their travel experiences and recommendations (Jalilvand and Heidari, 2017; Nam *et al.*, 2020). This study aimed to investigate the effects of EWOM on the revisit intention of international tourists using wellness/ spa services. (Kim & Hyun, 2019) considered EWOM to be sharing content online. The following attributes were used to identify relationships among perceived value, intention to use hashtags, EWOM, and brand loyalty.

In earlier research, EWOM was found to affect the intention to revisit destination trust and the moderating roles of gender in the medical tourism industry (Abubakar *et al.*, 2017). Additionally, consumers are motivated to spread EWOM to represent their emotional response (e.g. favorable and pleasurable) towards the products, services or tourism experiences and also their revisit intention (Kim, 2017; Dillette *et al.*, 2021).

Based on previous theoretical review, the hypothesis was derived as follows:

*Hypothesis 1:* EWOM has a positive effect on revisit intention

### *Satisfaction*

Satisfaction in the tourism context can be elaborated as the degree of fulfillment or contentment experienced by tourists based on their perceptions and evaluations of various aspects of their travel experience (Abbasi *et al.*, 2021). It reflects the alignment between tourists' expectations and the actual outcomes or experiences encountered during their trip, including the quality of services, facilities, attractions, amenities, interactions with locals, and overall destination atmosphere (Hasan *et al.*, 2020).

Satisfaction (Mori, 2021) is defined as a process of post-consumption evaluation by comparing the expectations of service performance with the perceived service performance. To be more specific, while visiting a destination, tourists have a perceptible value toward the destination if their expected value before visiting the destination is lower than the value perceived during and after the visit and if tourists receive more significant benefits than actual costs spent, all together would result in tourist satisfaction (Pandža Bajs, 2015). Satisfaction plays a central role in marketing because it is a good predictor of purchase behavior (repurchase, purchase intentions, brand choice, and switching behavior) (McQuitty, Finn and Wiley, 2000; Oliver, 2000).

Satisfaction in tourism context is influenced by factors such as the perceived value for money, service quality, destination attractiveness, cultural authenticity, safety, and environmental sustainability (Vittersø *et al.*, 2017). It plays a crucial role in shaping tourists' perceptions, attitudes, loyalty, and intentions to revisit or recommend the destination to others (Yildiz, Tahali and Trichina, 2023). Tourism satisfaction is often measured through surveys, feedback forms, reviews, ratings, and other research methods to assess tourists' overall satisfaction levels and identify areas for improvement in destination management and marketing efforts (Wan Zhung, 2017). This definition captures the multidimensional nature of satisfaction in tourism and its significance in understanding tourists' experiences and behaviors within the tourism industry.

In the hospitality industry, businesses aim to understand customer satisfaction and behavior in order to develop new products or services to continue to better respond to the customer specific and ever-changing

demand. They want to build satisfaction and persuade customers to repeat purchasing. Previously the relationship between customer satisfaction and revisit intention or loyalty (Hur, Kim, & Park, 2013) was studied to identify loyalty by segmenting customers with different strategies. In other words, satisfaction influences loyalty, whereas delight affects loyalty as an emotional experience. Furthermore, tourist satisfaction can be a direct consequence of the quality of the services received or a broader concept based on emotion and pleasure (De Rojas and Camarero, 2008). The previous study also found that previous visits and satisfaction positively influenced revisit intention (Huang and Hsu, 2009). Besides, (Al-Tit, 2015) proved that customer satisfaction arbitrates the relationship between service quality and customer retention. Additionally, satisfaction positively influences their revisit intentions (Cakici, Akgunduz and Yildirim, 2019). Besides, satisfaction relates to revisit intention and satisfied tourists are more likely to recommend a destination to others (Chen and Chen, 2010).

Based on previous theoretical review, the hypothesis was derived as follows:

*Hypothesis 2: Satisfaction has a positive effect on revisit intention*

#### *Service Quality*

Service quality in the tourism context refers to the standard or level of excellence exhibited by tourism-related businesses and organizations in delivering products, services, and experiences to tourists (Costa, Moreira and Vieira, 2014; Moreno-Manzo, Gassiot-Melian and Coromina, 2022; Al-Kumaim *et al.*, 2023). It includes various aspects of customer service, interactions, and experiences that influence tourists' perceptions and evaluations of the quality of their overall travel experience (Mohaidin, Wei and Ali Murshid, 2017). Service quality is highly essential for attracting and retaining tourists, enhancing destination competitiveness, and fostering positive destination image and reputation (Kumar *et al.*, 2023).

Hapsari *et al.* (2017) studied the impact of service quality, customer engagement, and selected marketing constructs on passenger loyalty. They found that customer engagement has the most influential effect on loyalty, followed by customer satisfaction. Besides, service quality, perceived value, and customer satisfaction indirectly affect customer loyalty. Sivadas & Baker-Prewitt (2000) also examine the relationship between service quality, customer satisfaction, and store loyalty. They found that service quality influences relative attitude and satisfaction with department stores. That satisfaction relatively affects attitude, repurchase, and recommendation on store loyalty.

Oriade & Schofield, (2019) studied the role of value in service experiences, and they found attraction context, providing evidence that value substantially influences satisfaction and behavioral intention. More specifically, emotional value exerts more influence on satisfaction and behavioral intention than other forms of value. Additionally, (González, Comesaña and Brea, 2007) found buying intentions and word-of-mouth communication positively influenced by perceived quality. Hospitality and activity services positively and significantly affect the perception of the destination's affective image (Tosun, Dedeoğlu and Fyall, 2015). Therefore, the entity is advised to address its perceptions of quality. Furthermore, Ismail *et al.* (2016) studied the service quality of homestay visitors, and service quality dimensions were significant and influenced visitor satisfaction, indicating that better service quality enhances the homestay visitors' satisfaction.

Based on previous theoretical review, the hypothesis was derived as follows:

*Hypothesis 3: Service quality has a positive effect on revisit intention*

*Hypothesis 4: Service quality has a positive effect on satisfaction*

#### *Attitude*

Attitude is a psychological tendency that is presented in the evaluation of certain entities with some degree of favor or disfavor (Eagly and Chaiken, 2007). In the tourism research, attitude represents the overall evaluative stance or predisposition that the tourists hold towards specific aspects of dimensions of the

tourism experience, including destinations, attractions, accommodations, activities, services, and overall travel experiences (Nadalipour, Imani Khoshkhoo and Eftekhari, 2019; Gupta and Chomplay, 2021; Isaac and Van den Bedem, 2021). Attitudes represent tourists' subjective perceptions, beliefs, feelings, and judgments about various aspects of the tourism industry and destination offerings (Souiden, Ladhari and Chiadmi, 2017). They include both cognitive components (beliefs, perceptions) and affective components (feelings, emotions) that influence tourists' decision-making processes, preferences, and behaviors about tourism products and destinations (Jalilvand and Heidari, 2017). Investigating tourists' attitudes is essential for tourism destination marketers, businesses, and policymakers to develop effective strategies for destination marketing, product development, branding, and communication that resonate with tourists' preferences and motivations, enhance destination competitiveness, and foster positive destination perceptions and experiences. Attitudes in tourism research (Valls Giménez *et al.*, 2020) are analyzed to identify trends, segment tourist markets, tailor marketing messages, and inform destination management and development efforts aimed at enhancing tourist satisfaction, loyalty, and destination sustainability.

This psychological tendency inherently exists in every individual in the form of evaluation covering all types and categories of evaluation, both overt and covert, or in cognitive, affective, and cognitive forms. Those also include destination image (cognition and affect) that are found to be related to visitation intention and stimuli (information sources) and consumer factors (socio-psychological travel motivations). Additionally, revisiting tourists prefer fewer activities and are involved more in local life-related activities (Wang, 2004). That indicates that wellness activities, namely Thai massage, are the world heritage wisdom that relates to local daily life in all ages. Attitudes toward tourism resulting from attributes of a destination can be created from external sources, such as the attractiveness of the tourism destination or positive word of mouth (Gopalan and Narayan, 2010), but tourists can only verify their expectations after they actually visit the destination. Attitude was found to significantly affect satisfaction on revisit intention (Huang and Hsu, 2009). Additionally, tourists' attitude also affects consumers' evaluations of hospitality and tourism products (Gursoy, Spangenberg and Rutherford, 2006), considering the attitude towards the tourism benefits, either tangible or intangible benefits, as the antecedent of satisfaction. In other words, attitude can create satisfaction. Therefore, it can be concluded that the importance of attitude was the foundation for decision-making, and tourist behaviors and attitude was found to have a relationship with intention (Zainal, Harun and Lily, 2017) and attitude directly affects tourist satisfaction (Liao *et al.*, 2021)

Based on previous theoretical review, the hypothesis was derived as follows:

*Hypothesis 5:* Attitude has a positive effect on satisfaction

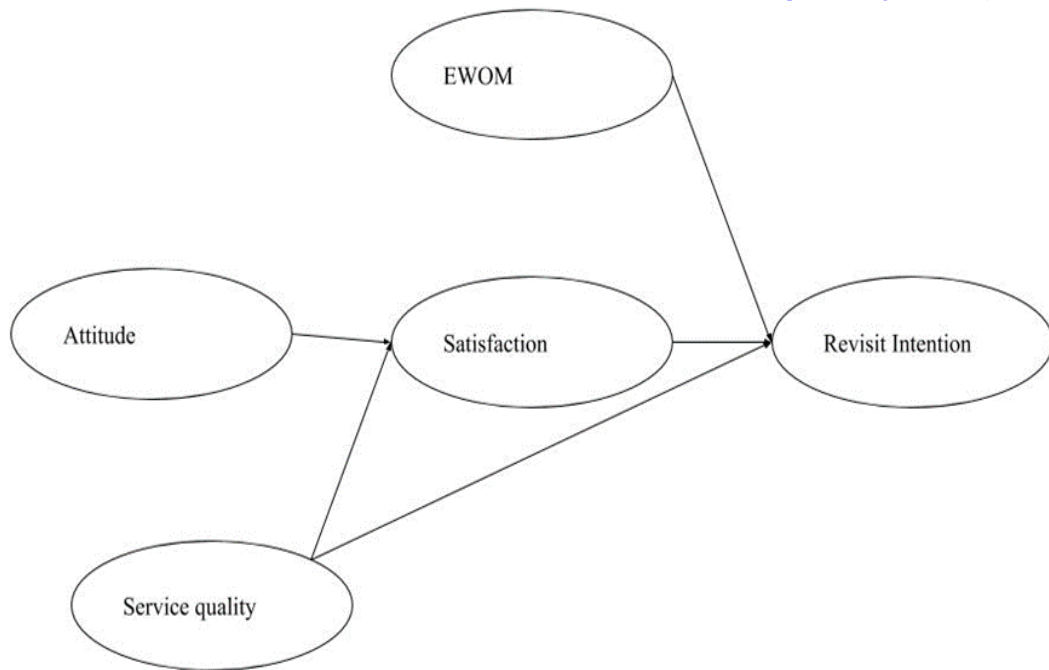
## Research Methodology

### *Research Design*

This research is quantitative, using questionnaires as the research instruments. This study was designed as a field survey of international tourists visiting wellness/ spa centers in Bangkok. The screening questions were applied prior to the data collection. The respondents were asked the following screening questions: (1) Are you an international tourist to Thailand? (2) Is one of your purposes to visit Thailand to visit the spa/wellness services? (3) During your visit, have you used any wellness/spa service center? The respondents had to answer "Yes" to all the screening questions to ensure that they actually had experiences with wellness tourism. After the data collection, 403 respondents were sampled in the study. The authors had conducted several important validity and reliability tests before the data analysis and model testing. Cronbach's Alpha for testing the reliability was used, and convergent and discriminant validity was conducted prior to further analysis with structural equation modeling for structural modeling testing. The structural equation modeling (SEM) technique indicates a good model fit.

### *Theoretical Framework of the Study*

The theoretical framework is the basis of the research. It describes the network of associations among focus variables. The proposed model is shown as follows;



**Figure 1: The Proposed Model in This Study**

### *Hypothesis*

The relationship between electronic word-of-mouth, service quality, satisfaction, and attitude on revisit intention. Thus, the following hypothesis is as follows:

- H1:** EWOM has a positive effect on revisit intention
- H2:** Satisfaction has a positive effect on revisit intention
- H3:** Service quality has a positive effect on revisit intention
- H4:** Service quality has a positive effect on satisfaction
- H5:** Attitude has a positive effect on satisfactio

*Measurement*

This study measures each variable by the following factors/ items, as shown in Table 1 below.

**Table 1: Variables, Indicators, And Sources of Questionnaire Items**

Variables	Factors/ Items	Sources
Electronic Word-of-mouth	<ul style="list-style-type: none"> <li>● I refer to EWOM information when making a (re)purchase decision.</li> <li>● EWOM information affects my (re)purchase decisions.</li> <li>● I trust the EWOM information which other people believe is useful.</li> <li>● I tell other people via online platforms about positive information about this wellness/spa center.</li> </ul>	(Jalilvand and Heidari, 2017; Serra-Cantalops, Ramón Cardona and Salvi, 2020)
Attitude	<ul style="list-style-type: none"> <li>● I feel positive about the idea of using wellness/spa service.</li> <li>● Using wellness/spa service would be very good for my health.</li> <li>● Using wellness/spa service would be valuable.</li> <li>● Using wellness/spa service would be worthwhile.</li> </ul>	(Huang and Hsu, 2009; Jalilvand and Heidari, 2017; Hsu <i>et al.</i> , 2020)
Service quality	<ul style="list-style-type: none"> <li>● The staff of this wellness/spa center deliver superior services</li> <li>● The facilities in this wellness/spa center are excellent</li> <li>● This wellness/spa center has a convenient schedule.</li> <li>● This wellness/spa center has convenient reservation and IT support systems.</li> <li>● I feel safe when I use the service of a wellness/spa center.</li> </ul>	(Hapsari, Clemes and Dean, 2017; Dedeoğlu <i>et al.</i> , 2019)
Revisit Intention	<ul style="list-style-type: none"> <li>● I intend to revisit this wellness/spa center in the future.</li> <li>● I plan to revisit this wellness/spa center in the future.</li> <li>● I would love to come to this wellness/spa center in the future.</li> <li>● I would like to visit this wellness/spa center more often.</li> </ul>	(Abubakar <i>et al.</i> , 2017; Zhang <i>et al.</i> , 2018)
Tourist satisfaction	<ul style="list-style-type: none"> <li>● Overall, this wellness/spa center was comfortable.</li> <li>● Overall, this wellness/spa center was satisfying.</li> <li>● Overall, this wellness/spa center was pleasing</li> <li>● Overall, this wellness/spa center made me content.</li> </ul>	(Kim, Vogt and Knutson, 2015; Jeong and Kim, 2020)

*Validity and Reliability of the Instrument*

Firstly, the (Index of Item-Objective Congruence: IOC) was also conducted to ensure the validity of the measurements (Tongprasert, Rapipong and Buntragulpoontawee, 2014). In the process of IOC, the experts were asked to rate from -1 (clearly not measuring), 0 (unclear), and 1 (clearly measuring). With five experts reviewing the questionnaires, the score range of the IOC from each question based on the experts was between 0.8-1.0, indicating the objective measurements or questionnaires. The criteria for acceptable IOC



scores were more than 0.5 (Jusoh, Zubairi and Badrasawi, 2018). In addition, the validity of factors/items and content validity were assured as the instrument was based on previously developed and validated instruments. Convergent validity was tested by calculating each factor's average variance extracted (AVE). The results for convergent validity presented in Table 2 indicate that the variance for each factor is greater than the minimum recommended standard of 0.50 (Dedeoğlu and Demirer, 2015), which means that the convergent validity of the measurements is verified. The square root of AVE was used to examine discriminant validity. Additionally, the square root of AVE was more significant than the squared correlation coefficients for corresponding inter-constructs

Table 2: Correlations, Squared Correlations, And Average Variance Extracted

Constructs	Items	standardized loading	AVE	Square root of AVE	Composite Reliability
Electronic word-of-mouth	● I refer to EWOM information when making a (re)purchase decision.	0.826	0.734	0.857	0.763
	● EWOM information affects my (re)purchase decisions.	0.872			
	● I trust the EWOM information which other people believe is useful.	0.872			
	● I tell other people via online platforms about positive information of this wellness/spa center.	0.857			
Attitude	● I feel positive about the idea of using wellness/spa service.	0.882	0.728	0.853	0.758
	● Using wellness/spa service would be very good for my health.	0.849			
	● Using wellness/spa service would be valuable.	0.826			
	● Using wellness/spa service would be worthwhile.	0.854			
Service quality	● The staff of this wellness/spa center deliver superior services	0.884	0.762	0.873	0.786
	● The facilities in this wellness/spa center are excellent	0.887			
	● This wellness/spa center has a convenient schedule.	0.838			
	● This wellness/spa center has convenient reservation and IT support systems.	0.882			
	● I feel safe when I use the service of a wellness/spa center.	0.812			
Revisit Intention	● I intend to revisit this wellness/spa center in the future.	0.905	0.838	0.916	0.850
	● I plan to revisit this wellness/spa center in the future.	0.913			
	● I would love to come to this wellness/spa center in the future.	0.927			
	● I would like to visit this wellness/spa center more often.	0.917			
Satisfaction	● Overall, this wellness/spa center was comfortable.	0.837	0.752	0.867	0.778
	● Overall, this wellness/spa center was satisfying.	0.903			
	● Overall, this wellness/spa center was pleasing	0.890			
	● Overall, this wellness/spa center made me content.	0.837			

According to the guideline of the past research study (Dedeoğlu and Demirer, 2015), the test results for the convergent validity indicated that the model achieved acceptable convergent validity because values of AVE were greater than .5, indicating that the measurements' convergent validity is confirmed. The authors performed validity tests on the data for the measurement model to ensure that the data were suitable for the structural equation modeling approach. Consequently, a satisfactory model fit is shown by the fit indices (CFI=0.987, RMSEA=0.057, NFI=0.979, IFI=0.987, and NNFI=0.986) that the study's authors presented. According to (Hair et al., 2010) convergent validity refers to the ability of some measures to be highly correlated with different measures of similar constructs. (Anderson and Gerbing, 1988) suggested that good convergent validity exists when the standardized factor loadings of each item exceeded 0.60. Referring to Table 2, for testing the reliability coefficients, all constructs exceeded Cronbach's alpha reliability criteria. Cronbach's Alpha typically ranges from 0 to 1. Cronbach's Alpha typically ranges from 0 to 1. The higher Cronbach's alpha values show greater scale reliability (Cronbach, 1951). The lowest Cronbach's Alpha from all constructs was 0.758, above the minimum acceptable value (0.70 or above), showing that the constructs are reliable.

#### *Common Method Bias Test*

Since the data were collected from one questionnaire to measure all the variables, including independent variables and dependent variables, the author conducted the test for common method bias. The authors adopted two methods: multicollinearity test and single-factor common method bias. Firstly, with multicollinearity method, all the variance inflation factors presented to be less than 5 for all constructs, indicating acceptable results (Daoud, 2017). Secondly, the authors used a single-factor analysis to test for common-method bias, and the common-method bias did not exist when the total explained variance of all the constructs was under 50% (Podsakoff *et al.*, 2003). In this study, the variance extracted was reported to be 31.2%, less than the recommended threshold of 50%, showing no issue of common method bias to be concerned (Fuller *et al.*, 2016).

### **Research Findings**

For demographic data, the total sample was 403. 53.5% were female tourists and 46.5% were male tourists. 56% of the international tourists were Asian tourists, 25% were European tourists, and the rest from all other countries. For the majority of occupation, 51% were company employees, 21% were self-employed, 11% were government workers, 10% were students. The main age group was 26-35, accounted for 34%, followed by 36-45 years old (27%) and 46 years old above (21%). Most of the tourists stayed for 5-10 days (52%), less than 5 days (28%) and more than 10 days (20%).

Regarding the structural model testing, the fit indices, including CFI, NFI, NNFI, and IFI, were higher than the cutting-point criteria of 0.900, and the RMSEA was below 0.08, thereby showing the acceptable fit of the proposed model (Hair et al., 2010) as shown in Table 3 and 4. In addition, the values of the AVEs were greater than 0.50, with factor loadings greater than 0.6, thereby demonstrating a good level of convergent validity (Anderson and Gerbing, 1988, 1992; Hair Jr *et al.*, 2010).

Additionally, the square roots of the AVEs showed values above the squared correlation of each link between the components, demonstrating a satisfactory level of discriminant validity based on the findings of the discriminant validity tests. (Fornell and Larcker, 1981).

**Table 3: Correlation Coefficient Matrix and The Square Root of Aves**

Items	EWOM	ATT	SQ	RI	SAT
EWOM	<b>.8507</b>				
ATT	.512	<b>.853</b>			
SQ	.367	.575	<b>.873</b>		

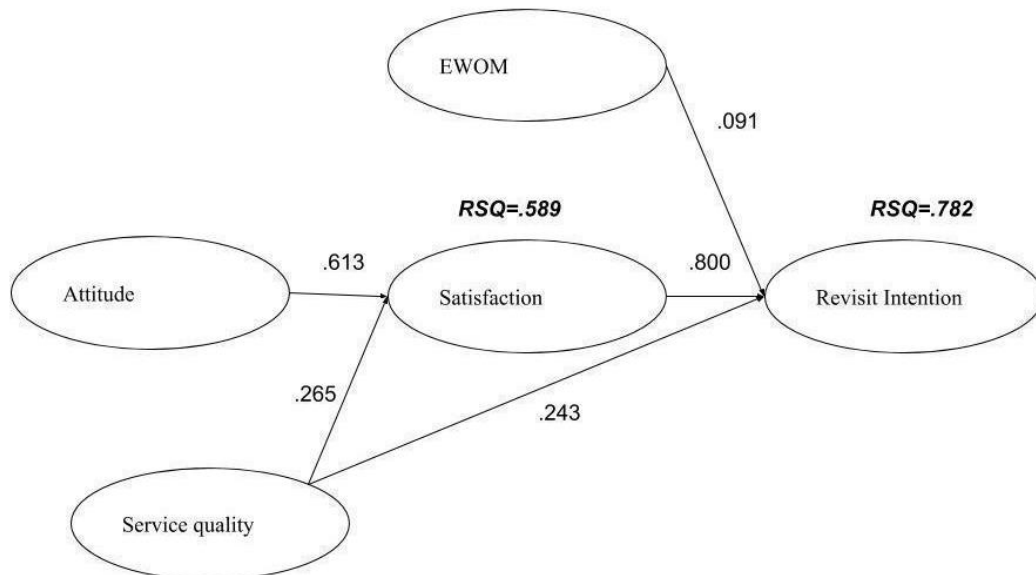
RI	.369	.585	.503	<b>.916</b>	
SAT	.324	.572	.523	.511	<b>.867</b>

Note: *EWOM* = *Electronic Word-of-Mouth*; *ATT*= *Attitude*; *SQ*= *Service quality*; *RI*= *Revisit intention*; *SAT*= *Satisfaction*

**Table 4: The Model Fit Indices (Structural Model)**

Fit Index	Model Value	Criteria
Chi-square/df (320.630/179)	1.791	<3
Normed Fit Index (NFI)	0.986	>0.900
Non-Normed Fit Index (NNFI)	0.992	>0.900
Comparative Fit Index (CFI)	0.994	>0.900
Incremental Fit Index (IFI)	0.994	>0.900
Root Mean Square Error of Approximation (RMSEA)	0.044	<0.08

The findings indicated that satisfaction had the greatest effects on the revisit intention, followed by , service quality, and electronic word-of-mouth (EWOM). Furthermore, Figure 2 shows that satisfaction was significantly positively influenced by attitude and service quality.

**Figure 2: The Structural Model and Coefficients**

Note: \*indicated a significance level at 95%; RSQ = R-squared

Table 5 indicates that EWOM, service quality, and attitude significantly and positively affect customer satisfaction/ revisit intention. Therefore, hypotheses 1 to 5 are supported.

**Table 5: Summary Of Hypothesis Testing.**

Hypothesis	<i>B</i>	<i>p</i>	Results
H1: EWOM has a positive effect on revisit intention	.091	0.000*	Supported
H2: Satisfaction has a positive effect on revisit intention	.800	0.000*	Supported
H3: Service quality has a positive effect on revisit intention	.243	0.000*	Supported

H4: Service quality has a positive effect on satisfaction	.265	0.000*	Supported
H5: Attitude has a positive effect on satisfaction	.613	0.000*	Supported

Note: \*significant at  $p < 0.05$

## Discussion

The study aimed to examine the effects of electronic word-of-mouth (EWOM), service quality (SQ), and satisfaction on the revisit intention of international tourists. According to the findings of this study, EWOM has a positive effect on revisit intention (H1). This result aligns with the previous findings that EWOM affects revisit intention (Abubakar *et al.*, 2017; Kim and Hyun, 2019).

It can be concluded that positive EWOM encourages international tourists in this study to decide to revisit. Therefore, using active digital marketing tools and social media marketing to enhance the visibility and awareness of wellness tourism destinations can effectively influence the revisit intention of the international tourists.

Based on the outcomes generated from the present study's analysis, satisfaction positively affects revisit intention (H2). As found in the previous studies (e.g. Hu & Shen, 2021 ;Kim *et al.*, 2013), customer satisfaction influences loyalty, whereas delight affects loyalty as an emotional experience. Also, past empirical research studies (McQuitty, Finn and Wiley, 2000; Oliver, 2000) proved that satisfaction plays a central role in marketing because it is a good predictor of repurchase. Besides, the findings supported by the research study of Huang & Hsu (2009) represent that previous visits and satisfaction positively influenced revisit intention. Additionally, Cakici *et al.* (2019) confirmed that satisfaction positively influenced their revisit intention.

Furthermore, service quality positively affects revisit intention (H3), which was also confirmed by previous empirical studies (Ho Kim, Jae Ko and Min Park, 2013; Tosun, Dedeoğlu and Fyall, 2015; Ting *et al.*, 2018). The service quality of wellness centers plays an important role in revisiting intention, and therefore, wellness and spa managers should regularly monitor and improve the service quality dimensions both in terms of human resource service quality and facility and other related technology to enhance the overall service quality to be above the standards and to outperform the competitors.

Service quality has a positive effect on satisfaction (H4) was confirmed. The study by Al-Tit, (2015) found that customer satisfaction is affected by service quality. Furthermore, the findings confirmed that service quality significantly influences satisfaction (Sivadas and Baker-Prewitt, 2000; Hapsari, Clemes and Dean, 2017).

Lastly, the findings of this study support previous findings that attitude positively affects satisfaction (H5). As tourist attitude is the foundation of the tourism destination's perception, the attitude toward wellness tourism is hypothesized to affect wellness tourism satisfaction. With the significant effect of tourist attitude towards satisfaction in the current study, the findings support past studies (Hasan *et al.*, 2018; Yildiz, Tahali and Trichina, 2023) showing that attitude had a significant effect on satisfaction.

## Conclusions and Recommendations

The current research study met its objectives in demonstrating the significant factors affecting tourist satisfaction and revisit intention of wellness tourists. Satisfaction with the wellness destination strongly influenced revisit intention, followed by service quality and EWOM. Attitude showed the highest influence on satisfaction, followed by service quality.

For practical recommendations from the study, the managers of wellness tourism businesses must ensure that tourists are satisfied with their experience using the health and wellness service as it is the factor that strongly influences revisit intention. To achieve satisfaction, service providers need to create a better

experience than what the tourists expect and ensure that tourists perceive the value of the service they received as higher than the actual cost they paid. Furthermore, as this study has found out that attitude influences satisfaction, service providers and promoters could promote the positive aspects of health and wellness tourism in Thailand, such as the health benefits, value, and worthwhileness of using wellness and spa services. Service quality is also an essential factor for health and wellness businesses to consider, as this study has found that service quality directly influences both satisfaction and revisit intention. To enhance service quality, health, and wellness service, providers can do several things, such as train their staff to deliver superior services, have sufficient facilities that are in excellent condition to serve tourists, have convenient reservation and scheduling systems, and make tourists feel safe while using the services. One of the main goals of this study is to investigate the effect of EWOM on the revisit intention of wellness tourists. As this study has found the positive relationship of EWOM toward revisit intention, businesses in health and wellness tourism and other promoters such as the government or other tourism agencies must be aware of information on online platforms as this information directly impacts the revisit intention of the tourists. Tourists trust the information on these online platforms, so businesses and promoters must understand the importance of online media usage, including social media and websites, presenting the perception of tourists, promoting the positive aspects, and tackling negative feedback timely to help drive the revisit intention of tourists. In addition, it is highly important for the managers to correct the negative feedback posted online and to promote the positive image and information of their wellness businesses because this online information can directly affect the attitudes of the tourists and their decision to visit or revisit the destinations in the future.

### Directions For Future Research

This study focuses on wellness/spa activities in Bangkok, representing the most popular and urban destinations, the first preferred destination for international tourists visiting Thailand. Future studies may expand the areas of research into other tourism destinations, such as nature-based or rural tourism destinations. Additionally, future research may explore other digital marketing tools, such as social media marketing, which has recently become a crucial new marketing tool, especially using generative AI-based digital marketing, such as ChatGPT. Lastly, future studies may consider collecting qualitative data through interviews or focus groups to understand more insights of the international tourists for their decision-making process and criteria for revisit intention.

### Limitations of the Study

The study is not without limitations. Based on survey research, the cross-sectional approach may not ensure that the findings will be practical and useful in the long run. In addition, the current study provided the overall and industry-wide analysis of wellness and spa tourism. However, each type of wellness and spa tourism destination may be uniquely different, and the applications of the findings and recommendations should be broadly useful, but there might be some limitations for the very unique types of wellness and spa services.

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