The Role of Gender on the Effects of Product Quality Attributes and eWOM on Tourist Visit Decision and Revisit Intention: Agro-Tourism in Aceh

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Abstract— One of the tourism sectors that is currently emerging and becoming a trend in Aceh is agro-industrial tourism in the agricultural and plantation sectors or commonly referred to as agro-tourism. Aceh has quite extraordinary potential to develop this agro-industry-based tourism considering that Aceh has agricultural and plantation land that is quite extensive and fertile. This study aims to analyze how the product quality attributes and eWOM influence the visiting decision of tourists and then its impact on the intention to return to the original place after experiencing the experience of traveling and compare the results based on gender. This study combines two research methods, namely descriptive and quantitative. This study was conducted on 330 tourist that come to visit agro-tourism in Aceh. The sample taken by using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with second order method and Multiple Group Analysis (MGA) for analysis of gender. Overall, the results showed that product quality attributes and eWOM significantly effects tourist visit decision and revisit intention, and tourist visit decision also significantly effects revisit intention. Based on gender, the analysis results show that male and female are very different. The analysis results show that product quality attributes variable on tourist visit decisions and the effect of eWOM toward tourist visit decisions and revisit intention for male are not significant.

Keywords—Product Quality Attributes; eWOM; Tourist Visit Decision; Revisit Intention.

I. INTRODUCTION

The tourism industry in Indonesia is a sector that makes a major contribution to economic development and improving people's welfare. At the regional level, this sector is expected to be a support for regional income whose contribution in the future will have favorable prospects for people who flock to visit various tourist sites. The need for refreshing also seems to be something that must be done. Before traveling, usually people will also look for references to tourist destinations to be visited [1].

The nature of a tourist attraction is an experience, something that tourists enjoy, look forward to and remember when visiting the area. Tourists' decision to visit a tourist attraction is a behavior that is influenced by the positive things that tourists get about a tourist attraction through the information they obtain [2]. Therefore, effective tourism planning is a prerequisite for successful destination management, which the government needs to consider, especially in terms of boosting the economy [3].

Aceh province is the westernmost province on the island of Sumatra, Indonesia. Aceh Province covers an area of 57,956 km^2, which is divided into 23 regions, consisting of 18 districts and 5 cities. Aceh is a province that has the potential for tourist destinations with natural beauty that is still maintained such as beaches and other tourist attractions, besides that Aceh is also

known for sharia-based Islamic tourism where not a few tourists who visit Aceh want religious tourism, by visiting the tombs of Ulama and places of worship [4]. But on the other hand, even though it was sluggish during the Covid-19 virus pandemic, now along with the decreasing status of the pandemic, tourism in the Aceh region seems to be stretching and getting excited again.

One of the tourism sectors that is currently emerging and becoming a trend in Aceh is agro-industrial tourism in the agricultural and plantation sectors or commonly referred to as agro-tourism. Aceh has quite extraordinary potential to develop this agro-industry-based tourism considering that Aceh has agricultural and plantation land that is quite extensive and fertile and most of the population in Aceh depends on this sector for their lives, so that by developing this agro-tourism it is hoped that it can attract interest tourists to visit Aceh and this is also expected to be an added value for improving the economy of the people in Aceh.

From various previous research reviews, it is proposed that agro-tourism can create many benefits for the agricultural industry and local communities. Most of the studies on motivation in developing agro-tourism are closely related to the economic benefits associated with additional income for farming families from serving tourists which can offset fluctuations in agricultural prices and diversify activities [5-8]. However, in reality, local governments, especially in Aceh, local communities and academics are less interested in participating in the development of agro-tourism and the impacts (negative or positive). Meanwhile, agro-tourism has been formally introduced in several countries such as Malaysia and Thailand in 1991 and 1994 respectively [8-9] and has brought significant changes to socio-economic activities in these areas, and is an important factor for diversifying rural economy. Therefore, it is hoped that the success that has been achieved can be applied to the development of the agro-tourism industry in Aceh.

One of the main factors in attracting the attention of tourists to visit tourist areas lies in the product attributes provided, the product attributes that are of concern in this agro-tourism include attractions, facilities, accessibility and hospitality. Phenomena such as attractions must be prioritized because attractions involve all forms of activity carried out by tourists in visiting tourist attractions, so that they are able to hold visitors from doing their activities longer. Facilities such as parking, clean water, places of worship and others must also be considered, access roads to locations (accessibility) can also be obstacles and challenges in agro-tourism, so that must be of particular concern so that tourists can easily access roads leading to tourist sites. Furthermore, namely hospitality which is one of the important factors because if tourists feel comfortable, it will bring up the intention to revisit [10].

However, currently the tourism industry and its market are being dramatically affected by digital age advertising and the rise of online channels [11-12]. Using communication technology, which includes smartphones, social networks, and other emerging tools, has changed the customer's buying decision method [13-14]. As explained by [15] there are conflicting perspectives on the function of eWOM in tourism decision-making procedures. [16] stated that eWOM is the main data supply, while [17] stated that it is only a secondary and complementary data supply. However, several studies highlight the importance of eWOM as a customer source for data collection, and finally with regard to decision making in the tourism industry [18].

Therefore, the purpose of this study is to analyze how the product quality attributes and eWOM influence the visiting decision of tourists and the intention to return to the original place after experiencing the experience of traveling and compare the results based on gender. It is hoped that the results of this study can serve as initial data to formulate an effective strategy to maximize efforts to increase the attractiveness of agro-industry-based tourism in Aceh. The developed strategy is also expected to be a reference for other rural areas, of course in terms of promotion strategies for areas with agro-tourism potential that can attract tourists to visit the area.

II. THEORITICAL STUDY

A. Revisit Intention

Revisit intention is conceptually the same as the intention to repurchase (repurchase intention). In previous studies, intention was defined as "stated likelihood to engage in a behavior" [19] or "buyer's estimate of which brand he or she will purchase" [20] of returning to the same destination or the degree of willingness to revisit [21]. Revisit intention is a major research topic in tourism destinations and has been cited as an important behavioral intention [22].

In the current tourism literature, exploring tourists' revisit intentions in engaging different types of tourism is one of the main focuses [23]. Consumer preferences and needs vary and change with different views constantly. For tourism owners, how to fully

understand the buying behavior of tourists and predict their future purchase intentions is one of the most important tasks [24]. Tourist revisit intention can be seen as an individual's anticipated future travel behavior. In other words, to understand tourist behavior in the future, having better prediction techniques and explanations about tourists' revisit intentions will be able to help. [25].

Tourists who are already familiar with the attractions of the destination, imply there is little desire or intention to return. Following the cycle of motivation, achieving their goals in such cases (the desire to see and experience the charms and attractions of a place) will cause their desire to travel to a particular destination to diminish. This will trigger new cycles or processes requiring new, different needs and behaviors that are reflected in the choice of new places to visit. Such behavior demonstrates the dynamic nature and shifting motivations of tourists that drive individuals to change their experiences and preferences [26] and which can be emphasized in the case of novelty seekers [27]. This will lead to an increase in the relationship between intensity and intention to return resulting from the experience gained.

B.   **Tourist Visit Decision**

Purchasing decisions are decisions taken by consumers in buying a product after considering various information [28]. The purchase decision, in this case, is the decision to visit, which is the stage where the consumer can also form an intention to make a purchase from the product his/her likes the most, to where the consumer actually makes a purchase [29]. Consumers with a high level of purchase risk will certainly be very careful in determining their purchasing decisions, one of which is purchasing in the service sector where purchases must be made first before experiencing the benefits so that consumers will look for references from people who have visited before, consumers will read a lot a review of the place to be visited, so consumers hope to get a lot of information from various sources and consumers hope to reduce purchase risk [30].

Visit decision is often identified with the purchase decision [31]. [32] explained that purchasing decisions are a process in which consumers recognize problems, seek information about certain products or brands, and evaluate how well these alternatives can solve problems that lead to purchasing decisions. Someone who visits a tourist spot through prior intentions will have a high desire to visit the tourist spot because he has obtained in-depth information about the tourist spot before making the visit and has chosen according to his interests [33].

The buying decision process is an important process that is influenced by marketers through marketing strategy and mix. Consumers will usually evaluate their decisions and actions in buying these products or services. If a product purchased on trial turns out to be satisfactory or exceeds, the consumer is willing to make a repeat purchase. Consequently, overall satisfaction is an accumulated experience from customer expectations, purchases, and consumption experiences [34]. Therefore, satisfaction is the final construct of the purchasing decision-making process. Although repurchase intention is generally measured in conjunction with satisfaction, in this case overall satisfaction is not the only predictor but the consequences of a change in attitude can also influence the repurchase decision process.

[35] in his research stated that the intention to visit has a direct influence on the variable of the decision to visit, this shows that if the intention to visit is high, then one's motivation to visit will also be higher. [36] in his research explained that the intention to visit is an impulse that appears in the minds of prospective tourists which contributes to making decisions about visiting tourist destinations. Other studies, such as [37] state that purchasing decisions have an influence on repeat purchases. Therefore, we hypothesize:

H$_1$: Tourist visit decision has an effect on revisit intention

C.   **Product Quality Attributes**

Product is one of the variables in the marketing mix that is very important for companies to pay attention to. According to [29] a product is anything that can be offered to a market to satisfy wants and needs. According to [38] tourism product as a whole is the service obtained and felt or enjoyed by tourists since he left his hometown to the tourist destination he chose and returned to his hometown where he originally departed. Therefore, ensuring good quality product attributes is important for every tourism industry in maintaining visitor satisfaction levels.

According to [39] product attributes are components which are product properties that guarantee the product can meet the needs and desires expected by buyers. Therefore, the higher the product attribute quality assessment, the desire to visit destinations will increase. This is in line with research [40] that product quality attributes have a positive and significant effect on visiting decisions. Therefore, tourist destinations are expected to be able to provide impressive quality attributes of tourism products for tourists. [41] in his research also found that the quality of product attributes has a significant effect on the decision to visit tourist attractions in Sumedang Regency. Other studies such as [28, 42-45] also found that decisions are influenced by product quality. Destination product attributes that have different qualities significantly affect visitors at different stages of the journey. Furthermore, the product attributes of the destination determine the individual's intention to return in the future and word of mouth [46-47]. Therefore, we hypothesize:

H2: Product quality attributes has an effect on tourist visit decision

H3: Product quality attributes has an effect on revisit intention

D.   Electronic Word-of-Mouth (eWOM)

Word of Mouth is a form of interpersonal communication about a product or organization where the recipient of the message perceives the message giver as someone who is not affected by advertising [48]. Along with the development of the concept, in which information technology, especially internet media is growing rapidly, Word of Mouth has changed to electronic word of mouth (e-WOM), which essentially word of mouth is carried out using electronic media [49]. eWOM is a communication medium that is carried out with the aim of sharing information about a product or service that has been consumed between consumers who do not know each other and have met before [50]. eWOM is defined as positive or negative statements made by customers, actual customers, or former customers about products or companies that are available to people via the internet [51]. The most common means of eWOM communication are product reviews posted by consumers via the internet [52]. During pre-purchase information search, online product reviews are one of the tools that increase purchase intention [53]. According to [49] eWOM is divided into three dimensions, namely intensity, valence of opinion, and content. The first, namely the intensity of eWOM, is the number of opinions written by consumers on social networking sites. valence of opinion or opinion valence is consumer opinion both positive and negative about products, services, and brands. The last is content which is the information content of social networking sites related to products and services.

Several studies have shown the effect of eWOM on visiting decision making. As an example of research conducted by [54] which examines the eWOM factor in influencing tourist visiting decisions. The results of this study indicate that the dominant factor of homophile eWOM and normative influence has a positive and significant effect on the decision to visit tourists on Lengkawi Island. [55] examined the effect of eWOM on the decision to visit tourist attractions in Bandung. This study uses path analysis, and the results of this study indicate that eWOM has an influence on tourist visit decisions in Bandung. [56] conducted research that aimed to determine the effect of eWOM on destination image and its impact on visiting intentions and decisions showing that eWOM has a significant influence on visiting decisions.

Further research conducted by [15, 57-59] revealed that eWOM communication has a positive impact on tourists' travel intentions and their attitude to return. According to [60] consumers who are satisfied with the product or service they have purchased will have a high commitment [32] so that consumers are committed to being willing to buy or revisit. Other recent studies such as [61-63] reinforce the finding that eWOM has an influence on tourists' revisit intention. Therefore, we hypothesize:

H4: eWOM has an effect on tourist visit decision

H5: eWOM has an effect on revisit intention

E.   Gender

A large number of studies have supported the hypothesis that male and female respond to and express risk differently [64-65]. Social role theory argues that gender differences in social behavior stem from shared expectations about appropriate behavior for male and female [66]. Expression of risk varies between genders, mainly due to gender identity, which is isomorphic. For example, most male have a masculine agnatic identity, and most female have a feminine communal identity [67]. Meanwhile, risk perception is the way people of the same sex assess risk rationally, and weigh the information before making a decision. A

number of studies have supported the notion that female has a higher risk perception and/or risk aversion than male [68-69]. While others assert that female are more trusting than men [70].

Male and female differ in several dimensions in cyberspace; and these differences may arise from other social, cultural, psychological, and environmental factors [67]. Male differ from female with respect to eWOM messages and buying behavior [71]. For example, [72] stated that in the face of social and technological hazards, female are more risk averse (*i.e.* take less risks) than male, even when levels of skill and experience are similar [73-74]. Therefore, we hypothesize:

H_6: The strength of influence between eWOM, product quality, and visit decisions on return intention will differ by gender

III. METHOD

A. Research Design

This research is included in the type of descriptive-quantitative research using survey methods and distributing questionnaires. Questionnaires were distributed in areas that had agro-tourism-based tourist attractions in Aceh, including geureudong agro-tourism in Aceh Barat District, kebun kurma and kebun melon agro-tourism in Aceh Besar District, gampong bangkeh agro-tourism in Pidie District, and krueng simpo agro-tourism in Bireuen District. Samples were taken from domestic tourists who met the requirements. The sampling technique used was non-probability sampling with purposive sampling technique. Because the population size in this study was unknown, the sample was taken using the multiplication method popularized by [75-77] where the number of indicators is multiplied by 10, so the number of samples in this study is $33 \times 10 = 330$ respondents.

B. Questionnaire Design

In obtaining questionnaire data, the questionnaire was prepared using a Likert scale with 5 points on a scale of 1 (strongly disagree) to a scale of 5 (strongly agree). The preparation of the questionnaire was carried out by adapting it from previous research, then the questionnaire would be pilot tested to test the validity and reliability of the questionnaire before entering into actual research. With several considerations and matching each statement in previous research with the research that we will conduct, we determine that there are 14 indicators of product attribute quality, eWOM with 3 dimensions each, namely 3 indicators for intensity, 2 indicators for valence of opinion, 3 indicators for content, 5 indicators for decision to visit and 3 indicators for intention to return.

C. Measurement Model Analysis

The data analysis technique used in this study is quantitative analysis using the multivariate Structural Equation Modeling (SEM) technique with the second-order method using the AMOS program. Then, to fulfill the loading factor and unidimensionality tests for each latent variable, we use the Confirmatory Factor Analysis (CFA) technique in the measurement model. We use this method to ensure that the theorized constructs in a study are loaded into a number of underlying constructs or indicators. In other words, in this study the second-order method was used to analyze CFA in the measurement model for multidimensional variables, especially for the eWOM variable which has 3 (three) dimensions. First, based on the results of first-order analysis for all items in each variable and dimension, there are several items with factor loading that meet and do not meet the criteria. Furthermore, for the second-order analysis, each dimension used in the attitude variable shows a loading factor value that meets the criteria for analysis in the structural model. The recommended minimum loading factor value is ≥ 0.6.

Before building a measurement model, in SEM there are several assumptions that must be met, namely the assumption of outliers, normality, and multicollinearity. First, we test the outlier assumptions using the mahalanobis distance method. In this study we had 33 indicators for all variables, so that means the critical value of the Mahalanobis distance in this study was 54.775 (p=0.01). Furthermore, from the 330 data that has been collected earlier, now the remaining 294 data, and the rest are considered outliers and the data is discarded. Second, we test the assumption of normality with skewness and kurtosis. The results showed that the skewness and kurtosis values in this study fulfilled the requirements and were normal at the level of $p = 0.05$ (Table I). Finally, multicollinearity, the determinant value of the covariance matrix is 1.011, this result indicates that there is no multicollinearity between the correlations of exogenous variables, value > 1.

After testing the measurement model with the CFA method, overall items for each variable produce factor loading values that meet the requirements, all values ≥ 0.6 except PQA5, PQA 8 and PQA14. Furthermore, before building the structural model, validity and reliability tests were carried out with Average Variance Extracted (AVE) ≥ 0.5, Cronbach Alpha (α) ≥ 0.6 and Composite Reliability (CR) ≥ 0.7 to see whether the data used is valid and reliable for further analysis and the results of all values fulfilling the criteria, can be seen in Table I. The final stage is the evaluation of the value of the Goodness of Fit criteria which is an evaluation of the feasibility test of a model with several suitability index criteria and a cut-off value to state whether a model can be accepted or rejected. The value of the goodness of fit of measurement model obtained in this study is x^2 = 925.620, DF= 380, p= 0.000, CMIN/DF = 2.435, RMSEA= 0.059, GFI = 0.923, AGFI = 0.856, NFI = 0.951, CFI = 0.960, TLI = 0.942, PNFI = 0.861 dan PGFI = 0.824.

TABLE I. NORMALITY, VALIDITY AND RELIABILITY

	Variabel & Dimensi	*Skewness*		*Kurtosis*		*AVE*	*α*	*CR*
		Value	*c.r*	*Value*	*c.r*			
PQA	Product Quality Attributes	-0.245	-1.520**	-0.445	-1.381**	0.571	0.831	0.852
INS	*Intensity*	0.024	0.149**	0.378	1.173**	0.611	0.842	0.902
VO	*Valence of Opinion*	-0.189	-1.173**	-0.389	-1.207**	0.524	0.721	0.833
CON	*Content*	-0.211	-1.309**	-0.471	-1.461**	0.531	0.734	0.867
TVD	Tourist Visit Decision	0.012	0.074**	0.101	0.313**	0.502	0.800	0.871
RI	Revisit Intention	-0.192	-1.191**	-0.399	-1.238**	0.518	0.777	0.822

*Note : **Significant at p= 0,05 level*

IV. RESULT

A.   **Demography**

Respondents who were sampled in this study were tourists visiting agro-tourism destinations and meeting the research criteria with a total number of respondents of 330 people. Of the total respondents, 114 (34.5%) were male and 216 (65.5%) were female. For the age of the tourist, 127 (38,5%) were 18-29 years old, 98 (29,7%) were 30-39 years old, 56 (17,0%) were 40-49 years old, 43 (13,0%) were 50-59 years old and 6 (1,8%) were 60 above years old. For education, 7 (2.1%) respondents did not school, 107 (32.4%) had elementary/junior high school education, 96 (29.1%) Diploma, 88 (26.7%) bachelor degree and 32 (9, 7%) of respondents have a master's/doctoral degree. The last one is job, 42 (12.7%) of respondents work as government/BUMN employees, 63 (19.1%) private employees, 11 (3.3%) police/army, 15 (4.5%) laborers/farmers, 67 (20.3%) are self-employed, 96 (29.1%) are students and the others are 36 (10.9%).

TABLE II. CHARACTERIZATION OF THE RESPONDENT

Description	n	Precentage
Gender		
Male	114	34.5%
Female	216	65.5%
Total	**330**	**100%**
Age		
18-29 years old	127	38.5%
30-39 years old	98	29.7%
40-49 years old	56	17.0%
50-59 years old	43	13.0%
> 60 years old	6	1.8%
Total	**330**	**100%**
Education		
No school	7	2.1%
Elementary/junior high school	107	32.4%
Diploma	96	29.1%
Bachelor	88	26.7%
Master's/doctoral	32	9.7%
Total	**330**	**100%**
Job		
Government/BUMN	42	12.7%
Employees	63	19.1%
Police/army	11	3.3%
laborers/farmers	15	4.5%
Self-employed	67	20.3%
Students	96	29.1%
Other	36	10.9%
Total	**330**	**100%**

B. **Structural and Hypothesis Test**

After fulfilling the loading and multidimensional factor tests on each latent variable and dimensions using Confirmatory Factor Analysis (CFA) and fulfilling the assumptions of normality, outliers, multicollinearity, validity and reliability, structural

equation models will then be tested. After the structural model is built, an evaluation will be carried out to test the suitability of the structural model to see whether the model is acceptable or needs to be modified. After conducting a series of evaluations, the model used in this study is considered the final model of the structural model. The Goodness of Fit value obtained by the structural model in this study is almost the same as the measurement model that is x^2 = 1120.466, DF= 489, p= 0.000, CMIN/DF = 2.291, RMSEA= 0.064, GFI = 0.907, AGFI = 0.867, NFI = 0.928, CFI = 0.931, TLI = 0.953, PNFI = 0.814 dan PGFI = 0.796.

After analyzing the full structural model, the results show that all variables have a significant direct effect on t_{value} greater than t_{table} = 1,968 (p=0.05, n=294). As presented in table III, it can be seen that the effect of product quality attributes toward tourist visit decision (β = 0.328; t_{value} = 2.819), the effect of eWOM toward tourist visit decision (β = 0.223; t_{value} = 2.010), the effect of product quality attributes toward revisit intention (β = 0.262; t_{value} = 2.931), the effect of eWOM toward revisit intention (β = 0.446; t_{value} = 3.590) the effect of tourist visit decision toward revisit intention (β = 0.280; t_{value} = 2.681) all have a positive and significant effects. The results of this test prove that all endogenous variables used in this study are all influenced by their antecedents. In other words, this study has answered all hypotheses that have been built and has been proven and supports previous findings made by previous researchers. Based on these results, we then build a new model with gender as a moderator variable, namely by separating male and female, then comparing the results.

TABLE III. FULL STRUCTURAL MODEL RESULT (DIRECT EFFECT)

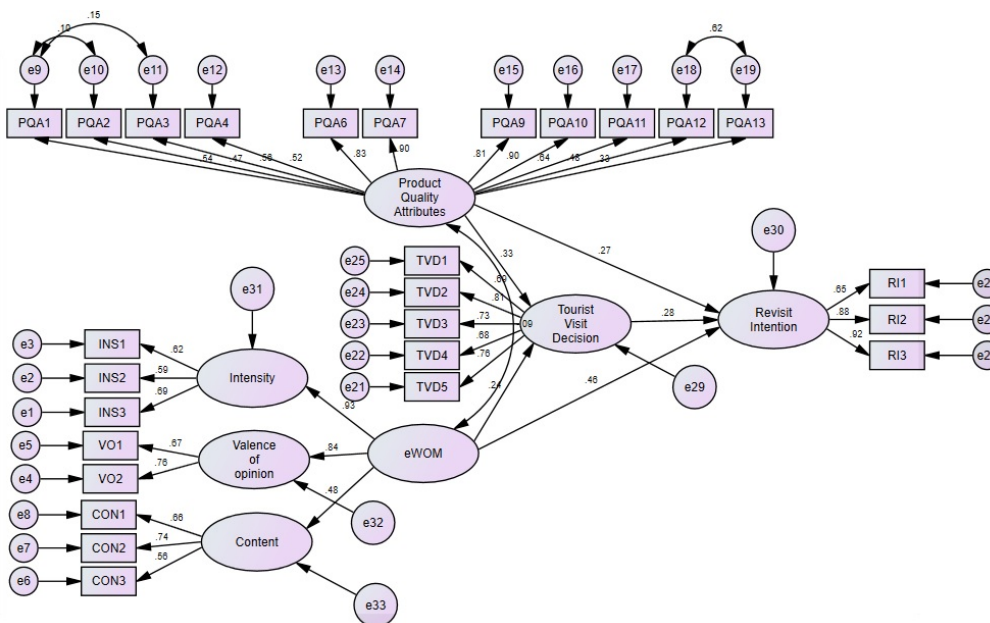| Variable	Direct Effect	S.E	*CR*	*P*
Tourist Visit Decision ← Product Quality Attributes	0.334	0.097	2.819	0.005
Tourist Visit Decision ← eWOM	0.243	0.082	2.010	0.044
Revisit Intention ← Product Quality Attributes	0.269	0.083	2.931	0.003
Revisit Intention ← eWOM	0.465	0.141	3.590	0.000
Revisit Intention ← Tourist Visit Decision	0.278	0.088	2.681	0.010

Fig. 1. Full Structural Model Analysis

After conducting a complete analysis and obtaining the results of the influence between variables, we analyze our data by separating data based on gender. After separating the data between male and female, then data analysis was carried out using the Multiple Group Analysis (MGA) method. The aim is to see how the role of gender strengthens or weakens the effect between variables, as well as how the magnitude of the effect is if it is separated by gender. Furthermore, after obtaining the results, we will compare how the effects are produced between male and female based on the variables that have been determined.

TABLE IV. MULTIPLE GROUP MODERATION ANALYSIS RESULT (DIRECT EFFECT OF MALE AND FEMALE)

| Variable	Laki-laki				Perempuan			
	Direct Effect	S.E	*CR*	*P*	Direct Effect	S.E	*CR*	*P*
Tourist Visit Decision ← Product Quality Attributes	-0.059	0.067	-0.636	0.525	0.254	0.091	2.802	0.004
Tourist Visit Decision ← eWOM	0.012	0.023	0.521	0.765	0.229	0.088	2.732	0.006
Revisit Intention ← Product Quality Attributes	0.209	0.089	2.451	0.021	0.204	0.087	2.621	0.010
Revisit Intention ← eWOM	0.024	0.037	0.649	0.663	0.450	0.153	3.542	0.000
Revisit Intention ← Tourist Visit Decision	0.339	0.113	3.014	0.001	0.186	0.072	2.532	0.015
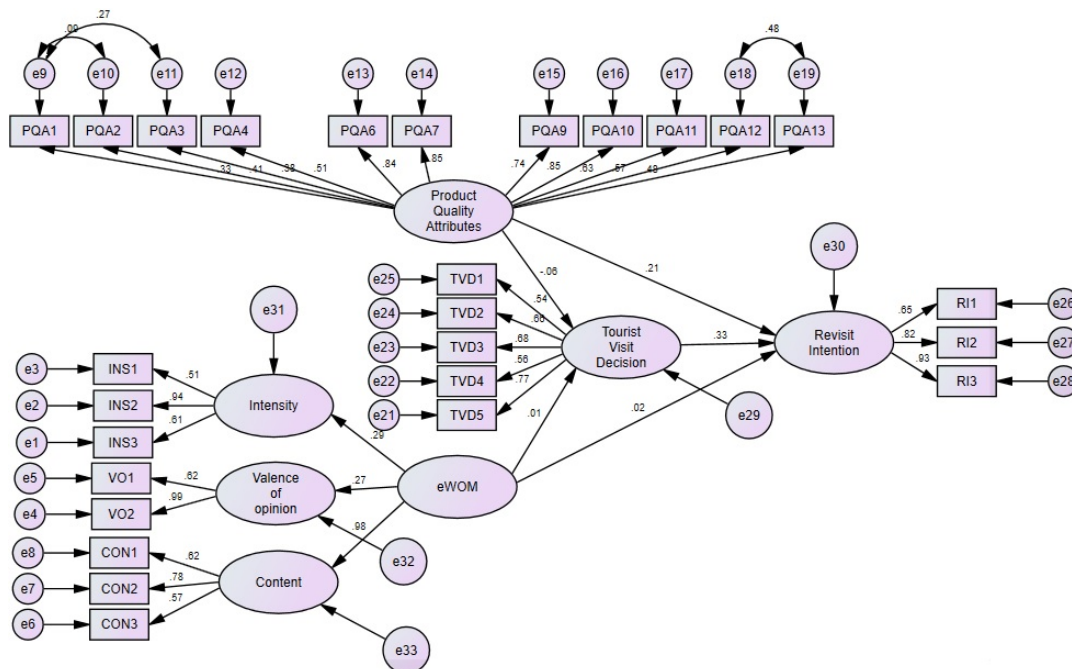
Fig. 2. Structural Model Analysis for Male
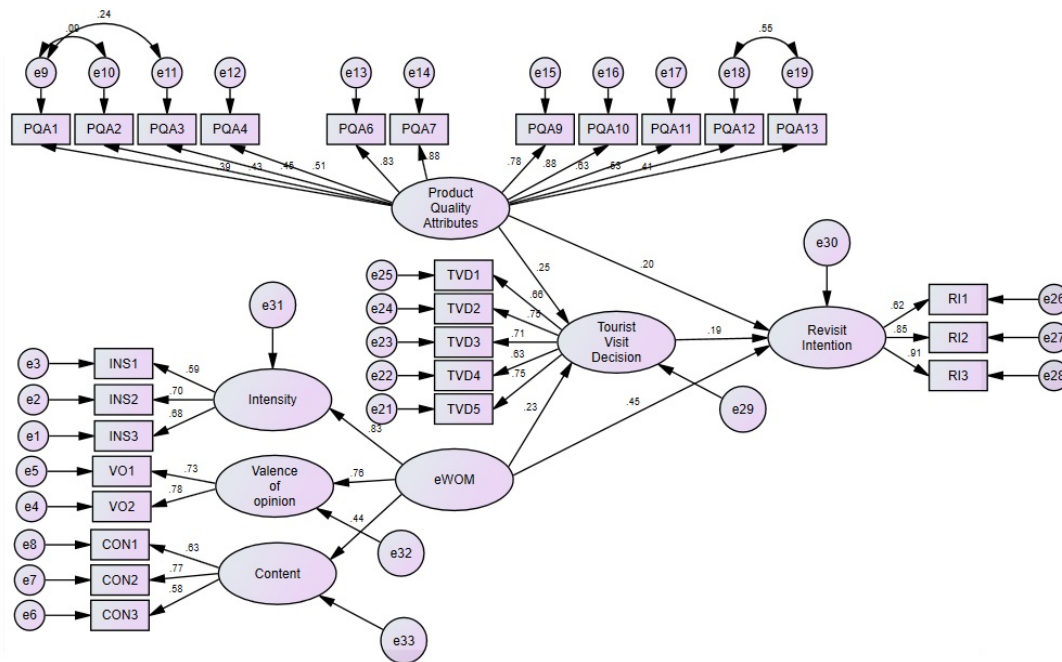
Fig. 3. Structural Model Analysis for Female

Based on the results of data analysis using MGA, it was found that there was a direct effect for each variable on the antecedents, both male and female, had a positive and significant effect, except for the effect of the product quality attributes variable on tourist visit decisions and the effect of eWOM toward tourist visit decisions and revisit intention for male. These results indicate that, there are significant differences between male and female in deciding their visits to destinations. When visiting a destination, male do not really consider the quality of the products offered and rarely access information electronically regarding the places they will visit.

V. DISCUSSION

From the results of the analysis that has been carried out, overall, the existing exogenous variables have a significant and direct positive influence on the endogenous variables. In other words, the variables in this study affect its atecedents. Based on the results of the analysis, it appears that the product quality attributes has a positive and significant effects on tourist visit decisions and revisit intention. In other words, the higher the product attribute quality assessment, the desire to visit a destination will increase [39]. Therefore, overall, the tourist respondents in this study will prefer and consider agro-tourism places that provide good and appropriate product attribute facilities before making their visit. The higher the product quality attributes provided, the higher the desire of tourists to be able to visit the place, which in the end tourists will choose and decide to visit it. Good quality product attributes will also have an impact on the desire of tourists to return. Satisfaction felt after deciding to visit an agro-tourism destination with a good level of product quality attributes will make tourists feel more comfortable in that place and the intention to return to the destination will be even greater, because the travel experience offered makes tourists not feel bored being there and intend to return to the destination.

eWOM as a variable that influences tourist visit decisions and revisit intention also has a positive and significant influence on these two variables. This result is in line with several previous studies [*e.g.* 54-59]. Based on these results it can be said that most of the agro-tourism visitors decided to visit the place also based on the positive response and information obtained through existing electronic media such as the internet. In other words, any form of positive information or words among tourists can increase the number of tourist visits to a particular destination and can enhance the positive image of that destination [78]. Furthermore, satisfaction will arise when users compare their initial expectations with their fulfilled perceptions. When the image of the destination is more positive and much talked about by people who have visited it, the desire to return becomes even greater.

Aceh has the potential for extraordinary agro-tourism destinations and has natural beauty that is still maintained, such as beaches and other tourist attractions. However, many of the tourists are people who want tours that match their expectations, so every tourist is sometimes careful in choosing their tourist destinations. Users of travel services are often divided into two groups, early users and returning users [79]. Decision making for first-time users is largely based on information collected from various sources so that it is expected to meet the expectations of travel service providers. Based on the results of the analysis that has been done, the results show that tourist visit decisions have a positive and significant influence on revisit intention. These results explain that the majority of respondents indicated their desire to return after deciding to visit the destination and were quite satisfied with everything that was offered by agro-tourism destinations in Aceh. However, it is important to remember that managing traveler expectations is very important, as expectations can affect the traveler selection process as well as the perception of the experience [80]. First, one's expectations of a destination will help tourist sites occupy a special position among the places designated during the selection process. Second, expectations can affect the perception of the destination experience. In our case, respondents have made a lot of considerations in choosing Aceh as their tourist destination, apart from religious tourism one of the considerations is the natural beauty that is offered through forest parks, villages, agriculture and plantations which are still beautiful and well maintained.

Meanwhile, based on Gender, the results we get for male and female are very different. The analysis results show that product quality attributes variable on tourist visit decisions and the effect of eWOM toward tourist visit decisions and revisit intention for male are not significant. These results indicate that, some male who have chosen their destination are not necessarily based on the quality of the product attributes offered or based on electronic information or eWOM, sometimes their expectations do not match what they feel when visiting. Destination selection is influenced by a complex and complex combination of consumer needs and destination perceptions, sometimes the price information offered does not reveal all forms of utility [81], this is what sometimes makes tourists disappointed with their visit. For some male, a good destination image does not mean that the place can satisfy their desire to travel, often a good destination image that meets initial expectations does not reflect reality. In contrast to the case for female, our results for female were significant and positive overall across variables. These findings conclude for us that female will be very careful in choosing the destinations they will visit, they will seek more information regarding the places they go to, and if it meets or exceeds their expectations, a decision will be made. For female, they will easily recommend this tourist spot if they are satisfied and will make it their first choice to visit in the future.

VI. CONCLUSION

Product quality attributes and eWOM are the main focus in this research, because both are variables that can influence tourists in choosing their destinations. In addition, choosing the right destination and in accordance with tourist expectations will also have an impact on tourists' intentions to return in the future. Therefore, special attention is needed, especially regarding this problem, the parties involved in the development of agro-tourism in Aceh must pay more attention to the quality of the product attributes offered to tourists so that they can make Aceh the main choice for tourists who want to experience agro-industry-based tourism. Apart from that, the parties involved must always maintain the good name or image of the Aceh destination in the eyes of visiting tourists. With the rapid development of technology and information that is very easy to obtain from the internet, people can easily assess and rate these tourist sites, and this will have an impact on choosing destinations both now and in the future. Existing information will continue to be updated, if the destination is not maintained it will result in a decrease in the number of visits, and vice versa if the image of the destination is well maintained it will increase the number of tourist visits, because the positive image of a destination that develops by word of mouth can make Aceh one of the the preferred destination for tourists to visit who want to experience agro-industry-based tourism.

Based on the results of studies related to gender, the male in this study did not seem to really consider their decision to visit destinations. This can be seen from the results of the analysis that has been carried out, it is easier for male in our case to decide and consider their visit to agro-tourism and not based on the quality of the product offered or information circulating on the internet. However, this is different from the majority of female tourists who choose agro-tourism in Aceh, they have special considerations in deciding their visit. This can be seen from the variables in this study that have an overall positive and significant influence, which can be concluded that female is more intense in deciding their visits than male.

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