Increasing Electronic Word-of-Mouth Activities through Self-Congruity and Tourist Values

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The management of tourist destinations in the digital era must optimize resources and benefit from the development of digital technology, so that only tourist destinations that are suitable and provide the best value for tourists are recommended by electronic media. This research investigates the impact of self-congruity and perceived value on electronic word-of-mouth. A total sample of 400 domestic tourists at natural tourist destinations comprise the respondents. Hypotheses are tested by structural equations modelling. The results present that self-congruity has an impact on increasing emotional value and epistemic value and electronic word-of-mouth, and that consequently the emotional value and epistemic value have an impact on increased electronic word-of-mouth activity. This study explicitly examines the strong mediating role of perceived value between self-congruity and electronic word-of-mouth for tourists.

Keywords: Digital, Self-congruity, Emotional Value, Epistemic Value, Electronic Word-of-Mouth

Introduction

The development of the tourism industry in Indonesia has shown strong development and in 2017 a release issued by The World Travel & Tourism Council (WTTC) Indonesia ranked the Indonesian tourism industry 9th in a comparative analysis of the world tourism sector's contribution to the GDP of 30 countries surveyed. The WTTC Travel & Tourism Countries Power Ranking survey is based on absolute growth between 2011 and 2017 for four indicators of travel and tourism: total travel & tourism GDP; foreign visitor spending

(visitor exports); domestic spending and travel and tourism capital investment. This position ranks Indonesia highest among other Southeast Asian countries such as Thailand which is ranked 12th, the Philippines and Malaysia who share 13th ranking, Singapore ranked 16th and Vietnam 21st (www.wttc.org).

The development of tourism for Indonesia has promising potential and opportunities for the future. Indonesia's natural resources offer many opportunities due to her uniqueness as an archipelagic country situated in the tropics. The development of Indonesia's natural tourism has great potential given the superiority of the natural topography and her natural portfolio that supports the development of tourist destinations favored by tourists. The portfolio of Indonesia's destination products comprises of: natural tourism potential at 35%, marine tourism at 35%, ecotourism 45% and for adventure tourism a potential of 20% (www.kemenpar.go.id). Adventure tourism, even though it has a smaller quantity potential compared to the natural destination portfolio has had the fastest growth compared to other tourism industries and has contributed 67% of adventure tourist expenses incurred in the area (destination) visited (Adventure Travel Trade Association; www.jawapos.com).

The development of Indonesian tourism, in addition to being supported by natural resources is also supported by the internal motives of consumers, and the data indicates that the consumption pattern of the community is starting to shift from the consumption of pure goods, as well as services, to the consumption of experience, entertainment and tourism. Another factor that also contributed to these developments are technological advancements through various media platforms including print, electronic, digital and social media. These mediums contribute to the choice of tourist destinations that are increasingly recognized by the public. Tourists can share thoughts after engaging in an activity through the social media platform/s that they use, such as Facebook, Youtube, Twitter, Instagram, Line, Telegram, Whatsapp and others. The use of social media, especially by the millennial tourist can thus influence increased favour of natural attraction destination choice. Millennial tourists prefer to share their experiences by uploading, commenting, making references and giving positive reviews on social media. The development of this activity of sharing experiences on social media is termed electronic word-of-mouth (e-WOM).

Tourists are often involved in electronic word-of-mouth (e-WOM) activities or interpersonal communication as a means of sharing the best experiences they enjoyed during a trip. The e-WOM activity itself is seen as a part of the activity that occurs after the purchase process and in marketing research and consumer behavior, e-WOM is considered a tourist activity that occurs after visiting tourist destinations (Liu et al., 2012; Ekinci et al., 2013; Han et al., 2016; Serra-cantallops et al., 2018; Chen & Rahman, 2018).

E-WOM is the delivery of information from one party to the other party through electronic media and is the operationalization of consumer loyalty, behavior information sharing, by recommending others to a purchase experience. Parra-López et al., (2011) define electronic word-of-mouth as a recommendation to others through electronic media that provides the benefits of viewing maps online and sharing photos and videos to personal blogs and may also include experience rating and evaluation. The e-WOM activity in the tourism context can be influenced by personal factors specific to the individual tourists, with these factors originating from the consumer's self-concept or self-congruity (Sirgy, 1982).

Ekinci et al., (2013); Gazley & Watling, (2015); Chen & Phou, (2016); Luna-Cortés, (2017), all found that tourist destinations are chosen in accordance with the self-concept of the tourist. If a tourist identifies with the other tourists who choose/chose this destination, i.e. if they perceive the tourists who have enjoyed the destination previously, have the same image as themselves, then they will choose that same destination. It can also be said that the destination brand will identify with a potential tourists if they feel that previous tourists, who they identify with, praise the destination, because other people's opinions about the destination, e.g. if they speak badly about a destination are transferable.

Previous research related to the relationship between self-congruity and post-purchase behavior such as loyalty expressed through e-WOM, found (Ekinci et al., (2013); Giovannini et al., (2015); Mohd & Ariffin, (2016); Kim & Jang, (2017); Luna-Cortés, (2017), however that there are still unclear relationships between self-congruity and post-purchase behavior while other studies such as Han et al., (2016); Liu et al., (2012) state that self-congruity does not affect post-purchase behavior.

Based on this unclear relationship, it is necessary to make efforts to clarify the relationship of self-congruity to behavior after purchase. Whereas in the context of the destination it is assumed that what can become an important part of this consumption is how much value is obtained by tourists for the experience of visiting the tourist destination, tourists will evaluate whether something is obtained or not on the sacrifices that have been made. Likewise, it is assumed that tourists will share experiences if their visit to a tourist destination is a valuable visit (Bora et al., (2018); Mukerjee, (2018). Therefore in this study the value variable will be used as an explanatory variable between self-congruity and behavior after purchase ,which in this study is e-WOM activity.

The perceived value of the customer is an overall assessment of the utility of what is received with what has been issued (Oh, 1999; Hallak et al., 2018; Mukerjee, 2018). These perceived values can take the form of economic value, social value, novelty (epistemic) value, emotional value (Williams & Soutar, 2009), functional value, price value for money, novelty value (William et al., 2017); quality value, , price value, and experiential value

(Yang et al., 2016) and epistemic value (Prebensen & Rosengren, 2016; David, 2017). Research linking the value of experience with intention to behave has been conducted including the link with e-WOM activities (Williams & Soutar, 2009; Prebensen et al., 2012).

Based on the results of these studies, the study of consumer self-congruity and its association with e-WOM are necessary. Likewise, in the context of the consumption of tourist destinations, the dimension of self-congruity in explaining behavior after purchase including e-WOM activities, as well as in product research that is associated with specific products such as luxury brands and self-congruence has not been explained loyalty to brands (Liu et al., 2012; Han et al., 2016). Finally, the formulation of the problem in this study is whether there is an effect of self-congruity on e-WOM with emotional and epistemic values as mediating variables in natural tourist destination choices in East Java Indonesia.

Theoretical Background
E-WOM

Recommendations through WOM from friends and close relatives are the most important sources that can shape the image of a tour package or destination because they come from e.g. colleagues and relatives and e-WOM recommendation is a digitalization of traditional WOM. WOM is delivered directly from one party to another, while the delivery of e-WOM requires intermediary media, namely electronic media. E-WOM research (Goyette et al., 2010; Hennig-Thurau et al., 2010; Chu & Kim, 2011; See-To & Ho, 2014; Litvin et al., 2008) reveals that it will change the structure of travel information and consequently change the knowledge and perceptions of tourists towards various tourism products. Xiang & Gretzel, (2010); Chu & Kim, (2011); Parra-López et al., (2011) express it common that electronic media provides benefit as a place for sharing photos, videos to personal blogs, giving ratings, evaluating and viewing maps online etc. to share and make recommendations to fellow users. E-WOM is also an embodiment of attitudes and desires to behave in the future resulting from visitor ratings of experiences after experiencing a destination.

Self-congruity

The results of the study indicate that the act of consuming a product can be motivated by the uncertainty between the image of the individual and the product. Sirgy, (1982) defines self-congruity as the suitability of the product's image with the consumer's self-concept. While Lunacortés et al., (2018) state that self-congruity is the level of conformity of consumer self-perception of product images. Previous studies have linked self-congruity

with perceived value by consumers (Yusof et al., 2015; Kim & Thapa, 2017; Luna-Cortés, 2017), finding that the more appropriate the self-concept of tourists to the image or character of the tourist destinations visited, then the higher the value that will be felt by tourists. Likewise, the more appropriate the concept of one's self with the image of the tourist destination that has been visited, the higher the level of e-WOM activities carried out (Han et al., 2016; Mohd & Ariffin, 2016; Luna-Cortés, 2017). Thus, in this research the hypotheses proposed are as follows:

Hypothesis 1(H1): Self-congruity positively effects emotional value
Hypothesis 2(H2): Self-congruity positively effects epistemic value
Hypothesis 3(H3): Self-congruity positively effects electronic word-of-mouth (e-WOM) activities

Emotional Value

Values have a role in what will be done in the future. Emotional value comes from positive feelings or emotions arising from the results of consuming the product (when or using). In the context of destination consumption if the customer experiences positive feelings when experiencing the destination then the destination provides emotional value (Kumar et al., 2009). Emotional value towards the brand is related to positive feelings when using the brand which increases consumer loyalty to the brand and the value felt is a direct antecedent of the purchase decision. Emotional value is defined as the benefit derived from feelings or affect (i.e. pleasure) produced by a product (Sweeney & Soutar, 2001). Emotional value is the benefit gained from the experience of something new or different. This emotional value is also a response to considerations made by consumers. Previous studies have proved that there is a relationship between emotional value and e-WOM activities. Bora et al., (2018) and Mukerjee, (2018) found that perceived value influences the desire for e-WOM, thus it can be assumed that if tourists feel the emotional value gained, e.g. satisfaction, comfort, happiness and excitement, tourists will engage in electronic word-of-mouth (e-WOM) activities. Thus the hypothesis proposed is:
Hypothesis 4(H4): Emotional value has a positive effect on the activity of electronic word-of-mouth (e-WOM)

Epistemic Value

Epistemic or novelty value is very important in relation to experience (Weber, 2001) and reflects consumer curiosity and need to learn and experience variations in consumption in terms of tourism (Sheth et al., 1991). Epistemic value (novelty value) was not originally included in the framework of perceived value (PERVAL) yet this value is a key component of the adventure tourism experience because it includes destination activities. Epistemic

value is created when a product arouses curiosity, exposes new things and or satisfies the desire for knowledge (Sheth et al., 1991; Weber, 2001). Maghfira, (2016) refers to the aspect of surprise or the uniqueness and originality (novelty) of a product as the capacity of a product to cause curiosity, provide uniqueness and originality (novelty) or satisfy the desire for knowledge. Previous studies have found that there is a relationship between epistemic value and e-WOM activities (Antón et al., 2017) and that the epistemic value obtained influences the desire to recommend (Prebensen & Xie, 2017; Williams et al., 2017). Thus it can be assumed that if tourists feel the value of novelty in visits to tourist destinations through authentic experience that include satisfying curiosity, feeling as an adventurer, encountering a unique and new experience, then they will engage in electronic word-of-mouth (e-WOM) activities. Thus the proposed hypothesis is:

Hypothesis 5(H5): Epistemic value has a positive effect on electronic word-of-mouth (e-WOM) activities

The conceptual framework in this study is in accordance with the model developed by Liu et al., (2012); Ekinci et al., (2013); Han et al., (2016) and appears in Figure 1 below:

Figure 1. Conceptual Framework Research
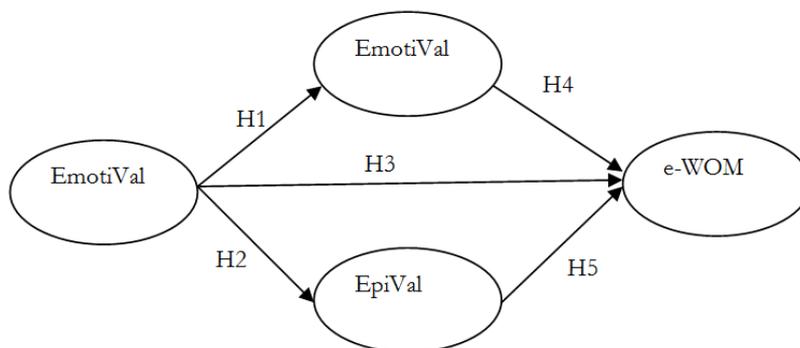
Remarks: Selfcong: Self-congruity, EmotiVal: Emotional Value, EpiVal: Epistemic Value, e-WOM: Electronic Word-of-Mouth

Research Methodology

The research approach used in this study is quantitative and required a sample of a representative population of tourists who engage in adventure activities in relevant tourist destinations. The sample comprises 400 tourists and this number is in accordance with the provisions of the minimum sample size of 100 (Hair et al., 2014). The sampling technique used non-probability sampling with accidental sampling. The research variables consist of an independent or exogenous variable of self-congruity, the variables of emotional value

and epistemic value which will be referred to as the endogenous variables and electronic word-of-mouth activity referred to in this research as e-WOM variables. The four variables tested for influence cannot be measured directly. The values of the four research variables were obtained from measurements using indicators for each variable based on the opinion of research by Williams & Soutar, (2009); Prebensen et al., (2012); Ekinci et al., (2013); Kim & Adler, (2015); Han et al., (2016); Prebensen & Rosengren, (2016) and therefore operate as research variables and indicators. The operational definition will be derived as a research instrument in the form of a research question or questionnaire.

Data collection method was a one shot approach and in more detailed units of analysis in this study, the tourist sample group engaged in tourist activities in natural tourist destinations in East Java, Indonesia. Data collection was conducted using a list of questions, consisting of questions specific to respondents' characteristics (tourist) and regarding the variables studied. With respect to the method of data management and analysis, the data collected was analyzed using the following steps: 1) Prepare by collecting and checking the completeness of the questionnaire sheets and checking the correctness of their filling; 2) Tabulate questionnaire results and score according to the established assessment system and; 3) Tabulated data are analyzed according to the stated research objectives. The analysis technique used was Structural Equation Modeling (SEM) technical analysis using the WarpPLS software program.

Findings
Validity and Reliability Test

This test was carried out to test the accuracy of the measurement scale or the validity of the data on the question items on self-congruity, emotional values, epistemic value, and e-WOM activities with the notation as in the proposed model Selfcong: Self-congruity, EmotiVal: Emotional Value, EpiVal: Epistemic Value, e-WOM: Electronic Word-of-Mouth. The measurement scale accuracy test conducted in this study includes the validity and reliability tests. The results of validity testing in combined loadings and cross-loadings output are described in Tables 1 and 2 below.

Table 1: Validity test

	Selfc on	Emoti Val	Epi Val	e-WO M	Typ e (a	SE	P valu e
SelCog 1	0.66 4	0.155	-0.00 7	0.03 8	Refl ect	0.0 46	<0.0 01
SelCog 2	0.78 0	0.107	-0.12 8	0.00 1	Refl ect	0.0 45	<0.0 01
SelCog 3	0.83 9	-0.129	-0.00 4	-0.03 2	Refl ect	0.0 45	<0.0 01
SelCog 4	0.80 7	0.017	-0.03 6	-0.01 1	Refl ect	0.0 45	<0.0 01
SelCog 5	0.79 7	0.043	0.03 1	-0.06 8	Refl ect	0.0 45	<0.0 01
SelCog 6	0.80 0	-0.158	0.13 9	0.07 9	Refl ect	0.0 45	<0.0 01
EmoV al1	-0.03 4	0.828	-0.06 1	0.07 2	Refl ect	0.0 45	<0.0 01
EmoV al2	-0.00 8	0.885	-0.05 9	-0.00 2	Refl ect	0.0 44	<0.0 01
EmoV al3	-0.10 1	0.866	0.04 3	-0.02 9	Refl ect	0.0 44	<0.0 01
EmoV al4	0.15 1	0.807	0.08 2	-0.04 1	Refl ect	0.0 45	<0.0 01
EpiVal 1	-0.02 3	0.108	0.80 7	-0.06 1	Refl ect	0.0 45	<0.0 01
EpiVal 2	-0.03 8	0.048	0.80 5	-0.01 8	Refl ect	0.0 45	<0.0 01

EpiVal 3	0.147	-0.194	0.799	0.098	Reflect	0.045	<0.001
EpiVal 4	-0.011	-0.062	0.835	-0.026	Reflect	0.045	<0.001
EpiVal 5	-0.073	0.100	0.817	0.009	Reflect	0.045	<0.001
Ewom Act	-0.020	-0.141	0.134	0.779	Reflect	0.045	<0.001
Ewom Act	0.065	-0.059	-0.048	0.831	Reflect	0.045	<0.001
Ewom Act	0.031	-0.037	0.071	0.859	Reflect	0.044	<0.001
Ewom Act	-0.036	0.057	-0.011	0.741	Reflect	0.045	<0.001
Ewom Act	-0.072	0.077	-0.081	0.812	Reflect	0.045	<0.001
Ewom Act	0.027	0.116	-0.071	0.735	Reflect	0.045	<0.001

Table 2: Reliability Test

Composite reliability coefficients			
Selfcon	EmotiVa	EpiVal	e-WOM
0.904	0.91	0.907	0.911
Cronbach's alpha coefficients			
Selfcon	EmotiVa	EpiVal	e-WOM
0.873	0.868	0.871	0.882
Average variances extracted			
Selfcon	EmotiVa	EpiVal	e-WOM
0.613	0.718	0.661	0.631
Full collinearity VIFs			
Selfcon	EmotiVa	EpiVal	e-WOM
1.599	2.156	2.069	1.403

In combined loadings and outputs cross-loadings all indicators have values above 0.5, so that all question items or indicators used to measure each latent variable, both exogenous and endogenous, are able to measure what is being measured or have fulfilled the convergent validity of an indicator. Likewise the results of the comparison between loading and cross loading obtained the loading value of all factors or indicators greater than the cross loading and the validity of the discriminant is fulfilled. This result (Hair et al., 2014), confirms that the question items are able to measure the construct measured, with the value of the item having a correlation above 0.50. This result is also supported by the average variances extracted as reflected in Table 2 above and are Selfcon of 0.613, EmotiVal of 0.718 and EpiVal of .661 and e-WOM of 0.631. All the AVE results recommended a minimum level of 0.50 (Hair et al., 2014) showing strong discriminant validity of all constructs. Thus these results can be used as a reference for further testing.

The results of the reliability test provide information that the composite value of self-congruity (Selfcong) of 0.904, emotional value (EmotiVal) of 0.910, epistemic value (EpiVal) of 0.907, and e-WOM activity of 0.911, are at a value above 0.7 as a condition for accepting composite reliability testing, while for internal reliability values consistency, using Cronbach's alpha coefficient criteria, all variables have values above 0.60 and these results explain the accuracy of the reliability measurement scale. So the questionnaire for all factors has fulfilled internal consistency reliability according to Gliem & Gliem, (2003).

Model Fit Index Test

Testing with 10 indexes was used to determine the relationship between latent variables and assumptions. The assumption is that most of the results have met the rule of thumb of all criteria in a good and ideal index so that it is concluded that the relationship model between latent variables is fit. The results of the feasibility test models built in this study are presented in Table 3 below.

Table 3: Model Fit and Quality Indices Model fit

No	Fit and Quality Indices Model	Fit of Creteria	Analysis Results	Remarks
1	Average path coefficient (APC)	$p < 0.05$	P<0.001	Good
2	Average R-squared (ARS)	$p < 0.05$	P<0.001	Good
3	Average adjusted R-squared (AARS)	$p < 0.05$	P<0.001	Good
4	Average block VIF (AVIF)	Acceptable if <= 5, Ideally <= 3.3	1.887	Ideal

5	Average full collinearity VIF (AFVIF)	Acceptable if <= 5, Ideally <= 3.3	1.807	Ideal
6	Tenenhaus GoF (GoF)	Small >= 0.1, Medium >= 0.25, Large >= 0.36	0.1	Ideal
7	Sympson's paradox ratio (SPR)	Acceptable if >= 0.7, Ideally = 1	1.000	Ideal
8	R-squared contribution ratio (RSCR)	Acceptable If >= 0.9, Ideally = 1	1.000	Ideal
9	Statistical suppression ratio (SSR)	Acceptable if >= 0.7	1.000	Ideal
10	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if >= 0.7	1.000	Ideal

Testing Model Estimation and Path Analysis

This analysis is used to determine the effect of self-congruity variables, emotional values (EmotiVal), epistemic values (EpiVal) and e-WOM activities. Data that have been obtained are then analyzed using WarpPLS 5.0. Tests were conducted by looking at the estimated value of direct influence and the results are presented in Figure 2 below:

Figure 2: Testing Estimated Value
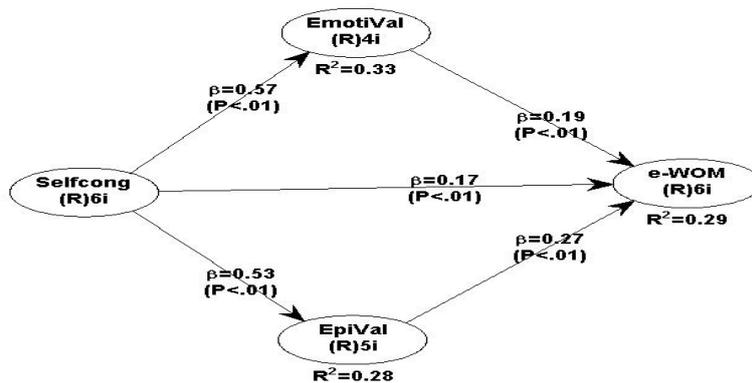
Remarks: Selfcong (self-congruity), EmotiVal (emotional value), EpiVal (epistemic value) and e-WOM (Electronic word-of-mouth activity)

Based on the results presented in Figure 2 above, the equation model can be arranged as follows: EmotiVal = 0.57 Selfcong, EpiVal = 0.53 Selfcong, e-WOM = 0.17 Selfcong +0.19 EmotiVal +0.27 EpiVal. Self-congruity coefficient (Selfcong) of 0.57, this coefficient has a positive direction on emotional value (EmotiVal), so that if the suitability of tourists with tourist destinations the greater means it has a strong and positive influence on the variable of emotional value perceived by tourists. Self-congruity coefficient (Selfcong) of 0.53 has a positive direction to the value of novelty (EpiVal), so that if the suitability of tourists with tourist destinations is greater this indicates a strong and positive influence on the value of novelty (Epival). Self-congruity coefficient (Selfcong) of 0.17, has a positive direction towards e-WOM, so that if the conformity of tourists with tourist destinations is greater, there is a strong and positive influence on e-WOM. The emotional value coefficient (EmotiVal) of 0.19, has a positive direction towards e-WOM, so that if the emotional value of tourists is greater, there is a strong and positive influence on e-WOM. The epistemic coefficient (EpiVal) of 0.27, has a positive direction on e-WOM, so that if the newness value that is felt by tourists is greater, there will be a strong and positive influence on e-WOM.

Hypothesis Testing

Hypothesis testing in this study uses multivariate analysis with structural equation modeling (SEM) assisted by the WarpPLS program and the acceptance and rejection criteria for hypotheses are performed by comparing the significance value of the p-value determined at 0.05. If the p-value is greater than the probability value of 0.05 then the hypothesis is rejected, and if the p-value of significance is less than 0.05, then the hypothesis can be accepted. Furthermore the results of the influence between variables or constructs are reported in Tables 4 and 5 below.

Table 4: Path coefficients and P values

Path coefficients				
	Selfcong	EmotiVal	EpiVal	e-WOM
Selfcong				
EmotiVal	0.572			
EpiVal	0.531			
e-WOM	0.167	0.194	0.271	
P values				
	Selfcong	EmotiVal	EpiVal	e-WOM
Selfcong				
EmotiVal	<0.001			

EpiVal	<0.001			
e-WOM	<0.001	<0.001	<0.001	

Table 5: Hypothesis Testing

No	Hypothesis	Direction of Effect	β/ Path Coefficient	P-Value	Description
1	H_1	Selfcong (self-congruity) →EmotiVal (nilai emosional)	0.572	<0.001	Supports Hypotheses
2	H_2	Selfcong (self-congruity) →EpiVal (nilai kebaruan)	0.531	<0.001	Supports Hypotheses
3	H_3	Selfcong (self-congruity) →e-WOM (electronic word-of-mouth)	0.167	<0.001	Supports Hypotheses
4	H_4	EmotiVal (nilai emosional) →e-WOM (electronic word-of-mouth)	0.194	<0.001	Supports Hypotheses
5	H_5	EpiVal (nilai kebaruan)→ e-WOM (electronic	0.271	<0.001	Supports Hypotheses

		word-of-mouth)			

The results in Table 4 above indicate that self-congruity has a positive effect on EmotiVal (emotional value) with β = 0.572, p-value <0.001, Selfcong (self-congruity) has a positive effect on EpiVal (epistemic value) with β = 0.531, p-value <0.001, Selfcong (self-congruity) has a positive effect for e-WOM with β = 0.167, p-value <0.001. Thus hypotheses H_1, H_2 and H_3 are supported. Table 5 above also shows that EmotiVal (emotional value) has a positive effect on e-WOM with β = 0.194, p-value <0.001, EpiVal (epistemic value) has a positive effect on e-WOM with β = 0.194, p-value <0.001. Hence H_4 and H_5 are supported.

Discussion

The purpose of this study was to determine the direct effect of self-congruity on emotional value and epistemic value, the effect of self-congruity on e-WOM and the influence of emotional value and epistemic value on e-WOM. Self-congruity has an effect on emotional value as found by the test results which show that the coefficient of direct influence of self-congruity on emotional value is 0.572, meaning that the self-congruity variable has a positive relationship with the variable emotional value. This result indicates that the greater the suitability of the self-concept of tourists with tourist destinations visited, the higher the emotional value felt. This result is also supported by the significance value for the self-congruity variable of 0.001 <0.05, which indicates that there is an influence between self-congruity on emotional values such as feelings of pride, comfort, happiness and confidence. The results of this study support research conducted by Kim & Thapa, (2017); Luna-Cortés, (2017) and also explain that self-congruity has a greater influence on emotional value compared to the effect on epistemic value. These findings indicate that the more in line with tourist destinations the tourist self-concept is, the greater the emotional value that will be felt by the tourists.

Self-congruity effects epistemic value and the test results show that the coefficient of direct influence of self-congruity on the epistemic value is 0.531, meaning that the variable of self-congruity has a positive relationship with the variable epistemic value which gives an indication that the greater suitability of the visitor's self-concept with the tourist destination visited, then the higher the newness value perceived by the tourist. This result is also supported by the significance value for the self-congruity variable to the newness value of 0.001 <0.05, meaning that there is an influence between self-congruity and the newness value such as in obtaining authentic and unique new experiences, satisfying curiosity and

feeling part of the tourist destination. The results of this study support research conducted by Yusof et al., (2015; Kim & Thapa, (2017); Luna-Cortés, (2017).

Self-congruity has an effect on e-WOM as the test results show that the coefficient of direct influence of self-congruity on e-WOM is 0.167 meaning that the variable self-congruity has a positive relationship with e-WOM and these results provide information that the more appropriate the visitor's self-concept of the natural attractions visited, the higher the probability that the visitor will make e-WOM recommendation by sharing the nature tourism experience through electronic media. These results are supported with significant value for the variable self-congruity of 0001 <0.05 and indicate that H_3 is accepted. Thus it can be interpreted that there is an influence between self-congruity with e-WOM which includes writing positive comments, posting positive reviews, uploading photos and or videos, giving positive recommendations, being active on social media networking groups and encouraging people others, online, to visit tourist destinations. The results of this study support research conducted by Mohd & Ariffin, (2016); Luna-Cortés, (2017) and contrary to research by Liu et al., (2012; Han et al., (2016).

Emotional value influences e-WOM as found by the test results that show that the coefficient of direct influence of emotional value on e-WOM is 0.194, meaning that the emotional value variable has a positive influence with e-WOM. These results prove that the higher the emotional value perceived by the tourist, the more the tourist will be inclined to make an e-WOM by sharing natural tourism experiences that have been undertaken through electronic media. E-WOM can take the form of writing positive comments, post experience positive reviews, uploading photos and or videos, providing positive recommendations, activity on social media networking groups and encouraging others online to visit tourist destinations. This result is also supported by the significance value for the variable emotional value of 0.001 <0.05, which indicates that there is an influence of emotional value with e-WOM. The results of this study support research conducted by Bora et al., (2018); Mukerjee, (2018).

In terms of the epistemic value effects on e-WOM, the test results show that the coefficient of direct effect on the epistemic of e-WOM is 0.271, meaning that the epistemic value variable has a positive relationship with the variable e-WOM. These results show that the higher the value of newness perceived by the tourist, the more likely the tourist will carry out e-WOM activities in sharing natural tourism experiences through electronic media. This result is also supported by the significance value for the variable epistemic value of 0.001 <0.05 which indicates that there is an effect of epistemic value with e-WOM such as writing positive comments, posting positive reviews, uploading photos and or videos, giving positive recommendations, being active on social media networking groups and encouraging others online to visit tourist destinations. The results of this study support

research conducted by Antón et al., (2017); Prebensen & Xie, (2017); Williams et al., (2017).

The results regarding perceived value of tourists and the effect on e-WOM were that the epistemic value had a greater effect on e-WOM than emotional value. In terms of this result it is possible that the more authentic the experience in terms of satisfying curiosity and enjoying a unique and new tourist experience the more likelihood that the tourist will engage in e-WOM activities to share experiences online (as detailed previously) that encourage others to visit tourist destinations. Further, there is a strong mediating role of the variable of perceived value of tourists between self-congruity to e-WOM with 2 stages through emotional value and epistemic value, Selfcong value (self-congruity)$\rightarrow$ perceived value (EmotiVal (emotional value) and EpiVal (epistemic value))$\rightarrow$e-WOM with β=0255, p-value <0.001. The results of this mediation provide information to clarify the relationship between self-congruity and the after purchase behavior specific to satisfaction, loyalty and e-WOM.

Conclusion

Summarizing the results of the study, it was concluded that self-congruity positively effects tourist emotional value, epistemic value and also e-WOM. Further, the emotional value and epistemic value affect the activity of e -WOM tourists. The implication of this research on managerial aspects of natural tourist destinations is that managers today must be able to understand tourist need for value and in the context of this study. Crucially, managers must be able to offer unique and novelty value to tourists because only tourists who gain high epistemic value will write positive comments about a destination, post positive reviews about the destination, upload photos and/or videos on social networks, provide positive recommendations of the tourist destinations, be active on social media groups that review tourist destinations and encourage others online to visit tourist destinations.

Although this empirical study proposed how to reinforce the effect of self-congruity, it had some limitations that may provide direction for future research. First, this study relied on a number of multidimensional measurement scales on the emotional and epistemic value perceived by consumers. Further research, with a multidimensional set would determine more than a value perceived by tourists. Second, surveys were only conducted on domestic tourists, therefore replicating studies with groups and other tourist sites is needed to further validate the findings. Third, this study has a paradox of influence where self-congruity has a dominant effect on emotional value compared to epistemic value, but this emotional value has not been able to increase e-WOM tourists compared to epistemic value. The study, could for example be conducted specific to exploration of beaches or cultural heritage. Fourth, this study recognizes that there may be some unexplored determinants that

influence e-WOM including factors originating external to the tourist, such as brand performance and immersion.

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