Factors' influence of E-WOM on travel intentions of tourists: A study on tourist places located in Bangladesh

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Abstract
Purpose: This study aimed to determine the effects of electronic word-of-mouth (e-WOM) on tourists' travel intentions.
Research Methodology: The researchers collected 302 data points using a five-point Likert-scale questionnaire. For this study, a descriptive research technique or methodology was used based on quantitative data. The sampling method was a non-probabilistic convenience sampling method. The SPSS 26.0 version was used for descriptive statistics analysis, reliability testing, and regression analysis.
Results: Four independent variables out of five (positive online reviews, negative online reviews, source credibility, and e-WOM quality) had a favorable impact on travelers' plans to travel. Only one variable (e-WOM quality) had no favorable results.
Limitations: The study's use of a non-probability convenience sampling strategy was constrained to a certain limited geographic area. There were also issues related to time and money in this investigation.
Contribution: This research will help travel organizations understand and acknowledge e-WOM and its significance, as well as develop strategies to manage its effects. In addition, it will help tourists select their tour destinations.
Novelty: This study addresses the impact of e-WOM on tourist decision making and explains the complex factors that affect tourists' decisions to visit a tourist place.
Keywords: *E-WOM, negative online review, positive online review, source credibility, travel intention*
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1. Introduction
Tourism is one of Bangladesh's most common and developing businesses. One of the key forces behind the nation's economy is tourism, which offers several benefits that can boost the economy significantly, create jobs, and highlight the nation's cultural legacy (Alam, Nofitri, & Ma'ruf, 2022). The emergence of E-WOM, especially social media, has had a profound impact on many aspects of tourism in Bangladesh (Mohammed, Philip, & Labaran, 2024). There are several tourist destinations in Bangladesh that are man-made, religious, cultural, historical, archaeological, and natural (Hafsa, 2020). In recent decades, the travel and tourism (T&T) area has grown to look good at economic profitability and social advancement. It glimmers growth through employment and firm establishment, and contributes notable foreign currency earnings for many countries. The sector creates huge opportunities for decreasing poverty and inequality, storing natural and cultural traditions, and improving infrastructure (Parveen, 2013). The tourism industry accounts for 4.4% of the nation's GDP and is increasing noticeably each year. Hence, it can be said that the tourism industry is going to have an important influence on Bangladesh's economy in the future (Rahman, 2021).

The tourist sector brought about 217.90 million US dollars to Bangladesh in 2020. This amounts to approximately 1% of the total earnings from foreign tourism in South Asia and 0.052 percent of the country's GDP (WorldData.info, 2018). Many natural vistas and attractions in Bangladesh are popular tourist destinations. Seashores, waterfalls, river ports, mountains, tea-producing locations, mangrove forests, safari parks, eco-squares, and parks, etc. are among the tourist attractions. Additional tourism destinations include historical and religious sites, zoos, museums, restoration parks, and kid-friendly parks. Bangladesh did not succeed in exploiting the tourism industry, in contrast to its neighbors, Malaysia, Pakistan, Thailand, India, and China (Hossaın & Wadood, 2020). Tourism is an important component of economic development. Encompassing the Sundarbans, among the expansive mangrove forests worldwide, Cox's Bazar Sea beach, one of the longest across the globe, and many other wonderful natural charms, the nation's tourism holds a huge potential to bring out both local and global travelers (Shafin & El Wadia, 2023).

Tourism and hospitality are data-driven industries (Elsaid & Sayed, 2022). The data plays a noteworthy role for every tourist. When using the Internet as their primary information source, travelers always supplement it with information from other sources, including friends, family, brochures, guidebooks, and travel advisors. The method by which information and experiences about visits are shared is changing because of developments in media (Munar & Jacobsen, 2014). The fame of e-WOM has sprung up owing to the rapid development of online media communication gleaned from social media, vlogs, blogs, websites, and so on. (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). E-WOM is explained as the dynamic and regular sharing of information among future, current, or past consumers regarding a product, brand, industry service, or company that is accessible to a mountain of persons, organizations, and institutions through the internet (Ismagilova, Dwivedi, Slade, & Williams, 2017). Tourists' online moments, travel diaries, logs, blogs, and remarks can all be considered E-WOM (Zhou, Yan, Yan, & Shen, 2020).

Tourists are progressively using different media to share their photos, trip experiences, and place images. Social media tendencies assist travelers in spreading data or information about visitable places (Roy, Datta, Mukherjee, & Basu, 2021). For a large number of tourists, e-WOM shared by other travelers on different media platforms after the tour has become prime external information for tourists to make visiting decisions. Those that are based on other travellers' experiences are more unbiased and reliable than the information found from travel companies (Vermeulen & Seegers, 2009). Nowadays, customers are highly dependent on e-WOM and media peer influence, as it is the most believable source of information. Travelers believe in other travelers, which is a significant explanation. If reviews are positive, many tourists will make to travel to a certain destination. This is how e-WOM affects travel and tourism industries. In the era of technology, the Internet and social media have created a platform for travelers to explain or share their different types of experiences, both during and after their tours, to a place through an online community, review sites, media articles, and blogs. This also refers to electronic word-of-mouth (E-WOM). Manganari and Dimara (2017) found that consumers' intentions to make reservations are directly influenced by travel reviews found online or in media. Positive reviews lead to a higher intention to make a reservation, while the presence of emoticons in unfavorable evaluations increases the review's legitimacy, but decreases customers' opinions of the hotel and their intention to make a reservation (Vickers, 2017). Therefore, academics and marketers are investigating the actual significance of reviews.

1.1 Objectives of the Study
1.1.1 Broad Objective
The main goal of this study is to determine the impact of electronic word-of-mouth (E-WOM) on tourists' travel intentions.

1.1.2 Specific Objectives
1. To determine the connection between electronic word of mouth (e-WOM) and travel intentions of tourists.

2. To explore the factors that influence electronic word-of-mouth (e-WOM) on tourists' travel decisions.

1.2 Research Questions
RQ1: Is there any impact of e-WOM on travel intention?
RQ2: How do e-WOM factors influence tourists' travel intentions?
RQ3: How can travel locations be improved to attract more tourists?

2. Literature review
2.1 Definitions of WOM and E-WOM
One of the earliest methods of disseminating information or data is word of mouth (Donthu, Kumar, Pandey, Pandey, & Mishra, 2021), which has been explained in many ways. WOM is defined as a "verbal or written communication method between a speaker or sender and an individual or group of receivers, regardless of whether they share a similar social network, to share and obtain information on an informal basis. (S. Verma & Yadav, 2021). Ernawati (2021) defined word-of-mouth (WOM) as the impact of recommendations and remarks from peers, family, coworkers, and friends on people they trust and other consumers' purchasing behavior. Consumers exchange information about a company, brand, service, or product through word-of-mouth (WOM) (Chu & Chen, 2019). However, the expansion of technology in the modern age has altered the medium of information sharing among customers. They now interface with everyone in the world, not just with their close family, colleagues, friends, and relatives. EWOM is a new medium for disseminating information.

EWOM is defined as an online community effort that incorporates a multitude of customer data from knowledgeable customer suggestions and opinions about suppliers, businesses, and goods (Donthu et al., 2021). EWOM is conceptually distinguished from other related online occurrences and is negatively influenced by customer conditions and available technology (Babić Rosario, De Valck, & Sotgiu, 2020). E-WOM is any informal or semi-formal communication directed towards consumers via online platforms that are connected to the use of, or specifications for, goods and services (Litvin, Goldsmith, & Pan, 2008). While WOM engages in face-to-face communication with known individuals, e-WOM disseminates information through online media to all individuals, whether they are known (Fakir & Miah, 2021). Electronic word-of-mouth (E-WOM), regarded as one of the most potent informal media among consumers, businesses, and society at large, is a modern type of word-of-mouth (WOM) that has emerged as a result of the Internet's advent and growth. Due to their online publication location, EWOM statements travel far more quickly than WOM statements.

2.2 Positive Online Review
Online reviews have a crucial and inevitable role in the world of e-commerce; they have a significant influence on consumers' purchasing decisions and their expenditure levels (Wu, Ngai, Wu, & Wu, 2020). Travelers can obtain vital and updated information from social media platforms. When choosing a tourist destination, peer opinions, especially those obtained from Internet travel reviews, have a significant impact (Nowacki & Niezgoda, 2020). Positive evaluations inspire optimism regarding the establishment, items, or services. According to X. Cheng, Fu, Sun, Bilgihan, and Okumus (2019), this trust and confidence frequently result in purchases and boost sales revenues. Good client feedback will make a hotel, motel, or other establishment more appealing to prospective guests (Vermeulen & Seegers, 2009). According to the broaden-and-build theory (Fredrickson, 2004), this result proves that positive emotions make people more likely to recall or accept a wide range of actions and options. Positive EWOM reviews will lead to an important surge in hotel bookings. Whenever prospective contributors read positive reviews of a motel or hotel, they would connect it with the characteristics of commiseration, which would guide them to positive views and insight towards the hotel or motel.

People can try to improve their lives through the utilization of tourist attractions in their area as they spread positive news through the media (Riyadi, Yuliari, & Perdana, 2021). This expands their interest and booking intentions (Leong, Hew, Ooi, & Lin, 2019). Pleasant online reviews are an important tool for tourist management managers to expand and preserve long-term client connections and create a

pleasant contemporary destination image. Therefore, it is important for researchers and managers to determine the process by which positive Internet reviews of a destination affect tourists' trust and travel intention. Online reviews with high emotional intensity are more likely to lead to increased trust in a location than reviews with low emotional intensity when they are favorable and appear in the media (Su, Yang, Swanson, & Chen, 2022). Social media influencers (SMIs) offer positive online evaluations, ideas, counsel, and recommendations that enhance travelers' perceptions of tourism attractions and services, while enhancing brand perception (Ragab, 2022).

H₁: *There is a positive relationship between positive online reviews and tourists' travel intention.*

2.3 Negative Online Review

According to Craciun and Moore (2019), negative evaluations typically have a greater impact on consumer behavior than favorable ones do. It is becoming increasingly clear that negative Internet evaluations that focus on various aspects of a service have similar or different impacts on brand equity, despite the fact that consumers use these reviews frequently and that unfavorable remarks can seriously damage brand equity. Negative reviews associated with tangibility, responsiveness, compassion, and empathy had a more negative impact on brand equity than bad evaluations associated with assurance and reliability (Ahmad & Guzmán, 2021). Negative EWOM has been shown to have a greater impact on a customer's final purchase decision than positive EWOM—a finding known as the negativity prejudice effect—a good deal of EWOM research centers on negative EWOM. (Stevens, Esmark Jones, & Breazeale, 2022).

Positive internet reviews have a greater influence on consumers' purchasing decisions, propagate more quickly, and have a greater overall impact than negative evaluations (Liu, Zhang, Sun, Li, & Bilgihan, 2020). More so than favorable assessments, negative cues tend to draw attention and are gradually linked to motivation. Even However, it is not hard to choose which of the significantly fewer unfavorable internet evaluations to read, which may allow the latter to be noticed more than the former despite the overwhelming majority of good reviews (Skrypczak, Tressel, Ghayour, Khosravi, & Ramsay, 2020). Unfavorable online reviews and managers' comments significantly influence prospective customers' attitudes and behaviors. These consumers peruse the specifics of reviews and responses to gain knowledge about items, services, and seller services before making online purchase decisions.

Academics and practitioners are paying increasing attention to managers' responses to unfavorable online reviews because they have a big impact on SMEs and businesses. In practice, review-response relationships between buyers and sellers are preferred on a variety of online platforms, including those for shopping (Amazon, Shopee, Aliexpress), travel (TripAdvisor, Booking), auctions, and other mobile app marketplaces (Android market) (Le & Ha, 2021). Negative EWOM far exceeds positive word-of-mouth, and the unfurling of the Internet loudens the negative EWOM and may cause tourists to replace their travel plans, which is a massive blow for local tourism. Negative EWOM has less influence on consumers with high place familiarity than on those with low place familiarity. Tourists with low familiarity have lofty intentions to tour and are less influenced by negative reviews in tourism studies.

H₂: *A positive relationship exists between negative online reviews and tourists' travel intentions.*

2.4 Source Credibility

The EWOM message could influence consumer perceptions of its adequacy and subsequent affectation of the message due to its weaver-angle quality and source credibility. O'keefe (2015) described credibility as readers' perception or judgment of the plausibility of a communicator. Online travel reviews are generally not controlled by tourist marketers, and are thus considered more truthful (Guo & Pesonen, 2022). However, in an online situation, it remains hard to determine the expertness and trustworthiness of the writer of the information because of the lack of earlier interactions and their quaintness with their identity (Tien, Rivas, & Liao, 2019). Wathen and Burkell (2002) found that source credibility is a significant factor that helps customers judge online messages or information.

People normally turn to expert instructors rather than laypersons while seeking valid statements to enhance their product- or service-related knowledge. When observing information on products and services in the media, customers can be overlooked by the high volume of EWOM communications. Source credibility is one element that readers can use to navigate through e-WOM communications. The receiver reviews the sources as acceptable when the information originating from them can be trusted (Ismagilova, Slade, Rana, & Dwivedi, 2020). Several factors, including the reviewer's rating point, language, number of attendees or followers, and contribution to the tenets, may determine the origin or reliability of a reviewer in electronic word-of-mouth (EWOM) communication. According to D. Verma and Dewani (2021), customers are inclined to trust online remarks posted by reliable sources because they perceive them as being more knowledgeable and reliable. Source credibility has been rigorously studied in marketing and its connection to consumers in online contexts. Many researchers have found that readers tend to respect and willingly accept the speech of communicators with a high level of source credibility.

According to source credibility theory, single users tend to be induced if the commenter is perceived as credible, specialist, and trustworthy. Influencers are those customers are looking at," and the company or brand's message can be magnified via word of mouth, which can capably trigger purchasing purposes (Han & Chen, 2022). According to research by Y. Cheng, Wei, and Zhang (2020), it is possible that high levels of source credibility become reasons for social media users to recognize the ones that are perfect for them among the various posts on social media and to make visible travel intentions by utilizing the travel information that they discover useful. Social media clients who perceive the reliability of the source as large may aim to travel to the places suggested by the resource. Ultimately, one of the best strategies for developing growth and advancement and fostering consumer belief is the use of advertising campaigns (Mohamed, Alakhras, Khalil, & Mohamed, 2021).

H₃: *There is a positive relationship between source credibility and tourists' travel intention.*

2.5 E-WOM Quality

The persuasive strength of various evaluations and comments included in an informative message can explain the quality of e-WOM (Bhattacherjee & Sanford, 2006). Customers' perceptions of e-WOM communication channels are influenced by the quality of the information they receive while searching (Cheung et al.(Cheung, Lee, & Thadani, 2009). The quality of information offered on an online platform is referred to as e-WOM quality (Filieri, 2015). According to Shihab and Putri (2019), the standard of a customer's review's contents as seen from the standpoint of information features determines the quality of information in E-WOM. The receiver's decision to accept or reject information is heavily influenced by the quality of the information (Citroen, 2011). This also holds for information that has been commented upon or reviewed online. High-quality online reviews, articles with hard data and evidence, systematic product comparisons, and more logical writing show that these types of reviews have a greater influence on consumer decisions than low-quality ones (Liao, Huang, & Liu, 2021).

Academics have provided quality comments and reviews that have received a great deal of attention. Quality is defined as a review's remarkable power in informational communication and is a key factor in influencing the way a consumer evaluates a message (Hussain et al., 2018). Online travelers look for information about whether the hotel, motel, or surrounding area matches the product they are looking for. They may click on an image as a methodical way to determine the quality of a review (Lu & Bai, 2021). Customers find it challenging to assess the quality of tourism and hospitality services before purchasing, because of their intangible, ephemeral, and perishable nature. Potential clients' decision-making processes become uncertain as a result of this phenomenon, which feeds the basic need to gather helpful information while considering travel possibilities (Ruiz-Mafe, Bigné-Alcañiz, & Currás-Pérez, 2020). A customer's decision to use word-of-mouth (e-WOM) while booking a tour in an online setting is mostly determined by how well informed they feel about e-WOM.

Travelers find it extremely difficult to establish tour booking intentions that rely on the information they receive from e-WOM because of the lack of quality control systems on the Internet and the inherent bias of the material. As such, people have varied perspectives (Shome, 2021). To gather pertinent

information to organize a trip, tourists employ a variety of media outlets, and in recent years, they have become increasingly dependent on search engines. Because consumers rely heavily on online communication when making purchases, marketers have developed a way to gauge the importance of online communication in their decision-making processes (S. Verma, Yadav, & Chikhalkar, 2023).

H₄: *There is a positive relationship between e-WOM quality and tourists' travel intentions.*

2.6 E-WOM Quantity

Chevalier and Mayzlin (2006) described that when the quantity of the connected E-WOM increases, consumers change their service-buying intention significantly. When looking into the vast quantity of information that people share online media, most of them may need a recommendation to support their beliefs and decrease the feeling of making bad choices, because the quantity of online media reviews or comments may be a symbol of how much the service or product is popular and worthy. Consumers' intention to purchase products and services depends on the amount of information gathered for the product or service, as well as on the product review sites; consumers tend to believe negative opinions more than positive ones (Al-Ja'afreh & Al-Adaileh, 2020).

The amount of information available to consumers influences their decision-making process when they try to reduce the feeling that their choice is incorrect or, conversely, increases their confidence that they have chosen among a variety of goods and services. If consumers are able to locate a wealth of evaluations or opinions regarding a particular good or service, this may indicate that the good or service is now much more well-known. E-WOM quantity constructs reviews clearly when a customer finds them for online reviews (Evgeniy, Lee, & Roh, 2019). Consumers depend heavily on information to gain reassurance during their decision-making process. On online media platforms, the size of the E-WOM concerning a product or service represents evidence of its acceptance among consumers (Ngarmwongnoi, Oliveira, Abedrabbo, & Mousavi, 2020). Therefore, in situations where customers lack an understanding of tourism items, the quantity of EWOM becomes even more significant. Perceived word-of-mouth (EWOM) quantity about a travel product or service establishes its worth and appeal, and subsequently suggests a greater degree of harmony among travelers (Bataineh, 2015). Many travel or tourism reviews list destinations, lodging, tourist attractions, and other popular modes of transportation in the context of travel.

H₅: *There is a positive relationship between the quantity of e-WOM and tourists' travel intention.*

2.7 Travel Intention

Electronic word-of-mouth refers to online travel reviews left by other travelers. From these reviews, viewers can imagine a destination, learn about other people's experiences, pick their favorite location out of several options, or decide when to visit a place. Numerous studies have shown that one's perspective of acts has a significant impact on intention. When a person has a favorable opinion about a location, that location is more likely to be chosen for their vacation destination (Cam, Anh, Moslehpour, & Thanh, 2019). Consumers use comments, reviews, and other content to acquire insights and analyze substitutes to reduce their choice of place. E-WOM plays an important role in building a positive or negative picture of any place and helps customers in decision-making (Azhar, Ali, Hamid, Akhtar, & Rahman, 2022).

In research on medical travelers in Cyprus, it was discovered that e-WOM is positively connected to destination beliefs and travel intentions. E-WOM is considered more reliable than general word-of-mouth because of its unknown nature and the truancy of incentives. Several tourism research documents show that E-WOM can affect the intention to travel (Farrukh, Shahzad, Sajid, Sheikh, & Alam, 2022). E-WOM is thought to be an important information source influencing tourists' tour intentions and choice of places (Jalilvand, Samiei, Dini, & Manzari, 2012). Pop, Săplăcan, Dabija, and Alt (2022) recommended that the browsing of online media reviews by probable tourists influences their perceived trust in a place and further impacts their tour intentions and purchase decisions. Tourists utilize electronic word-of-mouth (E-WOM) communication to generate ideas and limit alternatives during the level of deciding on tour planning, which is mentioned as travel intention (Alsheikh, Abd Aziz, & Alsheikh, 2021). The influence of WOM on customers' attitudes and actions has been researched and

recognized in many studies and articles. It can be declared that once an individual's viewpoint towards one place is positive, that place will likely be selected for his or her evacuation for a holiday (Cam et al., 2019). E-WOM announcements (news) or other influential origins of information on tourism destinations have a significant role in shaping the picture associated with the tourism destination. E-WOM is justified as a marketing method so that travelers can immediately acknowledge and be logical about a tourism product. Here, travelers choose the place they trust. Statements in e-WOM, whether positive or negative, can influence trust in a person's place and interest in visiting (Abubakar and Ilkan, 2016).
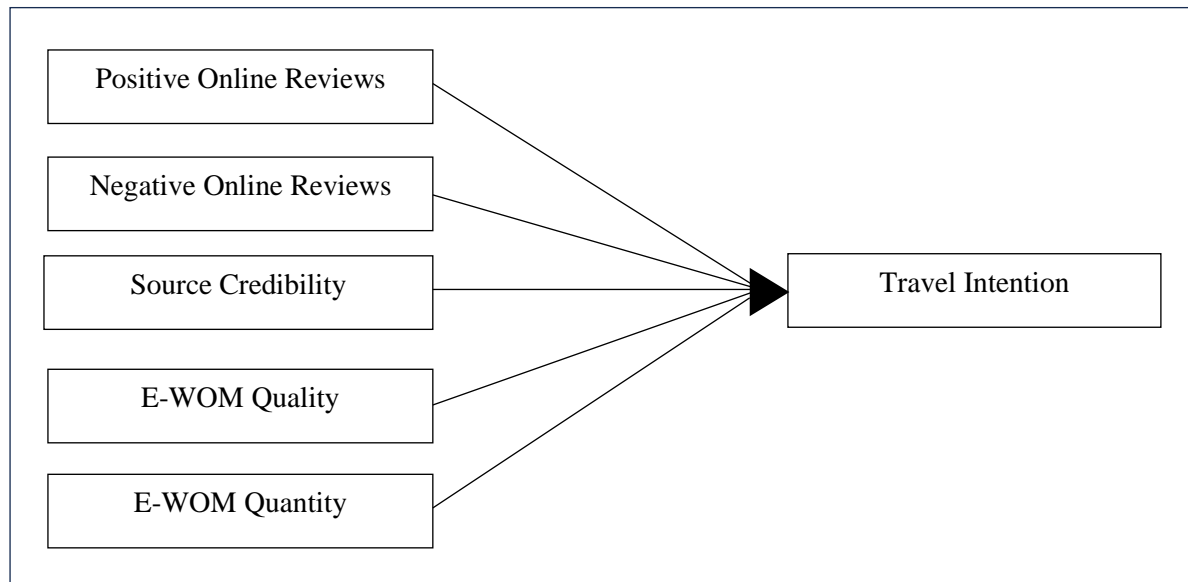

Figure 1. Conceptual Framework of the Research
Source: Author's Development

3. Research methodology
The precise steps or plan used to find, evaluate, choose, process, and look into information concerning a problem is known as research methodology. In general, the research methodology covers a few important aspects of the primary data collection and analysis process, such as the proposed research design, sample size, selection process, questionnaire advancement and distribution, and the approach for numerical analysis and examination.

3.1 Research Design
Research design involves ways that are supportive with the aim of obtaining the data for the building and solution of different research issues (Bell, Bryman, & Harley, 2022). This study falls into the descriptive category of research, based on quantitative data.

3.2 Population and Area
A person who has visited or wishes to visit a place within Bangladesh for pleasure and interest, especially during holidays, will be part of this study's population. This study focuses only on travelers who travel to different tourist destinations in Bangladesh.

3.3 Sampling Technique
The research group will consist of people who go to places for leisure and interest, particularly when they are on vacation in Bangladesh. The study sample consisted of respondents who were 18 years of age or older, as they had prior experience with Internet browsing and information gathering to help inform their decision to visit a tourist destination. Convenience sampling with non-probability was used for this investigation. Twenty-six eager visitors from Comilla University participated in the pilot study. Subsequently, 302 pieces of data were collected from the online questionnaire for data analysis.

3.4 Data Collection Procedure

Primary and secondary data were collected for this study. Secondary data collected from different journals were used to verify the research and to consider cost and time savings (Hox & Boeije, 2005). Primary data were collected using questionnaires. A quantitative study was conducted to collect, analyze, and interpret the data (Fakir, 2023). An online, self-administered survey addressed the research questionnaire (Rauber et al., 2021). The questionnaire was distributed through different types of media, like WhatsApp, Messenger, email, etc. The survey was five months.

3.5 Measurement of Dependent and Independent Variables

A five-point Likert scale was employed to gauge respondents' levels of agreement and disagreement with statements that represented independent and dependent variables. The respondents were asked to check various statements on the right side for the purpose of the study. The following response scales were provided for each statement in the survey questionnaire: 1 denotes strongly disagree, 2 denotes disagree, 3 denotes neutral, 4 denotes agree, and 5 denotes strongly agree. The Rook and Fisher (1995) scale served as the model for a five-point Likert scale.

3.6 Data Quality Assurance

The study's goals, sample size, methodology, and questionnaires are known to many researchers. To guarantee the accuracy of the results, pilot tests were conducted under the supervision of the research head. SPSS version 26.0 was used to enter the data for further analysis. To ensure data quality, researchers conducted reliability tests.

3.7 Data Analysis

Descriptive statistics, reliability, and multiple regression analyses were performed using SPSS 26.0.

4. Results and discussions

4.1 Demographic Background of Respondents

Table 1. Demographic Background of Respondents

Variables	Category	Frequencies	Percentages
Gender	Male	153	50.7%
	Female	149	49.3%
Age	15-20	59	19.5%
	21-25	227	75.2%
	26-30	10	3.3%
	31-35	3	1%
	36-40	0	0%
	40+	3	1%
Educational Qualification	Secondary School Certificate (SSC)	5	1.7%
	Higher Secondary Certificate (HSC)	32	10.6%
	Under Graduate	216	71.5%
	Graduate	33	10.9%
	Post Graduate or Above	14	4.6%

	Others	2	0.7%
	Students	277	91.7%
	Job Holder	16	5.3%
Profession	Unemployed	2	0.7%
	Business Person	4	1.3%
	Others	3	1%
	Less Than 10000	252	83.4%
	10001-20000	22	7.3%
Monthly Income	20001-30000	13	4.3%
	30001-40000	4	1.3%
	40000+	11	3.6%

Source: SPSS Output

4.2 Descriptive Statistics

According to table 02's descriptive statistics, the mean value for each of the following categories: positive online reviews (3.782), negative online reviews (3.707), source credibility (3.684), e-WOM quality (3.840), e-WOM quantity (3.694), and travel intention (3.868). The fact that all the means are above three and almost four indicates that most respondents concur with the particular comments made in the survey. One way to measure variability in a given variable's distribution is to look at the values in the standard deviation column. The standard deviation value indicates the concentration of the data around the mean; the smaller the standard deviation value, the more concentrated the data. Similarly, a high degree of similarity between the points results in a small standard deviation. Table 02 shows that all the variables had standard deviations of less than 1. The standard deviations for each variable are all very low, which further suggests that there is considerable similarity between the data points based on the results.

Table 2. Descriptive Statistics

Variables	N	Mean	Standard Deviation (SD)
Positive Online Review	302	3.782	.638
Negative Online Review	302	3.707	.648
Source Credibility	302	3.684	.590
E-WOM Quality	302	3.840	.570
E-WOM Quantity	302	3.694	.636
Travel Intention	302	3.868	.600

Source: SPSS Output

4.3 Reliability Statistics

The degree to which a measurement of a phenomenon yields a consistent and steady result is known as the reliability. Reliability testing was enhanced during the data analysis procedure. The dependability of the scale was evaluated. The dependability of the factors in gauging their consistency is shown in Table 3. Higher internal consistency is indicated by a Cronbach's alpha value of more than 0.70, and

poorer internal consistency is indicated by a value of less than 0.35, which suggests that the factor should be eliminated (Nasir & Neger, 2022). Here, Cronbach's alpha values for positive online reviews, negative online reviews, source credibility, e-WOM quality, e-WOM quantity, and travel intention are all greater than 0.60. The coefficients of Cronbach's alpha for all variables ranged from 0.619 to 0.732, indicating consistency between the items for each factor. Therefore, the questionnaire used in this study had good reliability.

Table 3. Reliability Statistics

Variables	Cronbach's Alpha
Positive Online Review	.624
Negative Online Review	.619
Source Credibility	.718
E-WOM Quality	.699
E-WOM Quantity	.732
Travel Intention	.708

Source: SPSS Output

4.4 Regression Analysis
The relationship between the dependent and independent variables was interpreted using regression analysis. The dependent variable in this study is the desire to travel, while the independent factors are the quantity, quality, and source credibility of e-WOM as well as positive and negative internet reviews.

Table 04 represents the correlation coefficients. R = 0.767 (76.7%) indicates that the independent variables have a strong relationship with the dependent variable. R^2 = .588 (58.8%) variation in travel intention (Dependent Variable) occurred due to positive online reviews, negative online reviews, source credibility, e-WOM quality, and e-WOM quantity (Independent Variables). With an adjusted R2 of 0.581, all five characteristics could influence travel intention at a variance of 58.1%. This suggests that these five elements significantly influence tourists' travel intentions.

Table 4. Model Summary

Model	R	R^2	Adjusted R^2	Standard Error of the Estimate
1	.767[a]	.588	.581	.38855

a.   Predictors: (Constant), Positive, Negative, Source, Quality, Quantity

The importance of the overall regression equation and specific partial regression coefficients was tested in this study. The level of significance of the regression equation is displayed in ANOVA Table 05. A 95 percent confidence level was used to conduct an F-test. An indicator of statistical significance occurs when the estimated F-value exceeds the F-table value. Additionally, variables are considered to have statistical significance on answers if the likelihood of significance (P-value) is less than 0.05 at a 95% confidence level (Parida, Das, Gope, & Mohanty, 1990). The significance threshold of the F value (0.000) with an F distribution is below α = 0.05, as shown in the above table. 84.519 is the computed value of F at 5 and 296 degrees of freedom. This suggests a substantial link between the independent and dependent variables. It follows that at least one of the independent variants and the overall model

are statistically significant (positive online reviews, negative online reviews, source credibility, e-WOM quality, and e-WOM quantity are effective in predicting the dependent variable (travel intention).

ANOVA

Table 5. Significant Testing for Overall Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.800	5	12.760	84.519	.000
Residual	44.688	296	.151		
Total	108.487	301			

a. Dependent Variable: Travel Intention
b. Predictors: (constant), positive online reviews, negative online reviews, source credibility, e-WOM quality, e-WOM quantity.

Table 06 and Figure 02 shows that these four factors are significantly related to tourists' travel intentions. The first factor, positive online reviews, has a positive impact on tourists' travel intentions (Sig = 0.004<0.05). So, H1 is accepted. The second factor, negative online reviews, also had a positive impact on tourists' travel intentions (Sig = 0.008<0.05). Therefore, H2 is also accepted. The following one is Source credibility had a positive influence on tourists' travel intentions (Sig = 0.000<0.05). The fourth factor is e-WOM quality, which has a positive influence on tourists' travel intentions (Sig = 0.000<0.05). Therefore, H4 is also accepted. The last factor is the quantity of e-WOM, which does not have a positive impact on the travel intention of tourists (Sig = 0.078>0.05). So, H5 is rejected.

Table 6. Coefficient Table

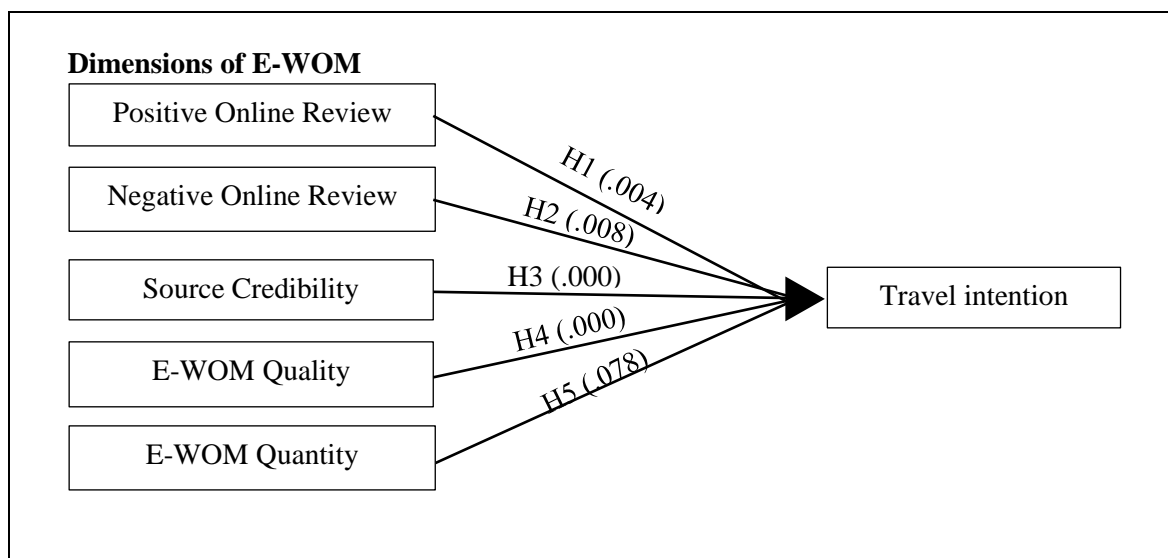| Model	Unstandardized Coefficient		Standardized Coefficient			Result
	B	Std. Error	Beta	t	Sig.	
(Constant)	.457	.169		2.771	.007	
Positive online review	.140	.048	.149	2.891	.004	Accepted
Negative online review	.128	.048	.138	2.669	.008	Accepted
Source credibility	.255	.058	.250	4.400	.000	Accepted
E-WOM Quality	.287	.058	.273	4.941	.000	Accepted
E-WOM Quantity	.100	.056	.106	1.770	.078	Rejected

Figure 2. Framework with Hypotheses Values

4.5 Overall Findings of the Study

The number of tourists visiting different places in Bangladesh is increasing daily. The implications of advanced technologies add unique dimensions, where tourists have become the latest technology-oriented in collecting information about the products or services they wish to use. Thus, they focus on e-WOM when collecting information. These results provide an explanation for the factors that have been shown and attempt to identify the aspects that significantly influence tourists' intentions to travel. Except for e-WOM quantity, all of the variables, such as positive online reviews, negative online reviews, source credibility, and e-WOM quality, have a positive connection with tourists' travel intentions. Positive online review travel intention (Sig =.004, t = 2.891), negative online review → travel intention (Sig =.008, t = 2.669), source credibility → travel intention (Sig =.000, t = 4.400), e-WOM quality → travel intention (Sig =.000, t = 4.941), and e-WOM quantity → travel intention (Sig =.078, t = 1.770).

Overall, the findings of this study support the hypotheses, with the exception of e-WOM quantity. The analysis showed that travel intention was positively correlated with positive online reviews at a significance value of 0.004, which was less than the p-value of 0.05. This indicates that travelers' travel intentions are positively and significantly correlated with positive online reviews. Travel intention was positively correlated with negative online reviews at a significance value of 0.008, below the p-value of 0.05, according to the analysis results. This takes into account the positive and strong correlation between negative online reviews and travelers' travel intentions. Travel intention was also found to support source credibility at a significance value of 0.000, which was below the p-value of 0.05. This demonstrates the connection between travellers' intended destinations and the source's credibility. Travel intention supported E-WOM quality at a significant value of 0.000, which is less than the p-value of 0.05, according to the analysis; this suggests that there is a positive and significant correlation between the quality of E-WOM and travelers' intentions to travel. The research shows that travel intention did not support E-WOM quantity at a significance value of 0.078, which is higher than the p-value of 0.05. This finding demonstrates that there is no positive correlation between travel intention and e-WOM.

5. Conclusion

This study provides significant insights into how e-WOM factors impact tourists' travel intentions. In the tourism industry, e-WOM helps tourists obtain information about tourist places and provides many ways for travel organizations to promote themselves. From this empirical study, it became clear that e-WOM factors influenced the tourism industry and had a huge impact on travelers' choices of tourist spots and their intentions to travel. The model summary and Figure 02 show that positive and negative online reviews, source credibility, and e-WOM quality have a positive effect on tourists' travel intentions. According to our research findings, we can see that e-WOM quantity has no impact on tourists' travel intentions. Travelers are mostly focused on e-WOM quality rather than quantity. If there are many reviews and information about a place, but these reviews and information are not of high quality, then a large quantity of information creates no value for travelers. It is essential for a travel organization to be aware of e-WOM factors to solve the tourist issue because e-WOM is a powerful medium to spread news about a tourist spot. This news may be positive or negative.

5.1 Implications
5.1.1 Theoretical Implications

Tour fascination is increasing in Bangladesh nowadays, despite facing some problems, and it will soon become a great sector. Most people want to travel all over Bangladesh and collect information from various sources. To collect information, people use e-WOM because collecting information is very easy. For this reason, this study makes a great effort to identify the factors that have a noteworthy impact on e-WOM in the Bangladesh tourism sector, especially for those who want to use e-WOM to collect information and make decisions about visiting a spot in Bangladesh. The current study examines the following factors: positive online reviews, negative online reviews, source credibility, e-WOM quality, and E-WOM quantity. Four independent variables—positive online reviews, negative online reviews, source credibility, and e-WOM quality— influence individuals' travel intentions, and e-WOM quantity

influences travel intention. Individuals can use this research to determine the factors to consider before making a tour plan for a spot.

5.1.2 Managerial Implications
This research makes several practical contributions that can be utilized by service vendors, website designers, hotel managers, and researchers. This study has various managerial implications that can be used by service providers, spot designers, spot managers, hotel managers, and researchers. A significant contribution of this study is that it provides deep insights into the emerging future of tourism in Bangladesh for all types of people. In addition, this study can help hotel managers, marketers, spot managers, spot designers, and so on know how to engage and keep customers or potential customers through e-WOM. From this research, tourist organizations can be made aware of their gaps, their places for improvement, their scope, and so on. Building a positive image to obtain more positive reviews is the most important aspect. They will know how to create a brand image for customers or potential customers by using e-WOM. Tourist managers are aware of profitable factors and factors that can be harmful to them. This research will be an authentic source for customers or potential customers to make wise tour decisions about a destination. On all sides, positive and negative reviews are significant for decision makers. This research can motivate travelers by informing them of all types of information.

5.2 Limitations and Future Research
This study has some limitations. This study also has certain limitations compared to existing studies (Hawlader, Rana, Kalam, & Polas, 2022), such as the study conducted in Bangladesh, so it might not be applicable in foreign countries. It is widely held that a wide range of factors influences travel intentions and decisions, making it difficult to examine them in a single study. Other pertinent elements should be considered in future research, as well as how these factors are implemented in other businesses and geographical locations. Additionally, information was gathered from the participants using an online survey that employed a self-esteem-focused questionnaire. Therefore, it was occasionally impossible to gather more accurate information about the respondents. To address the issue of erroneous data and information, additional studies will need to include face-to-face interviews, field-level surveys, and other data collection methods.

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