

Revisit Intention at Klaten Tourism: A Perspective of Psychological Contract and Word of Mouth (Positive-Negative)

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Abstract

Purpose: This research investigates the relationship between Psychological Contract Fulfilment (PCF) and Psychological Contract Violation (PCV) on Revisit Intention to tourism destinations in Klaten. Given tourism's vital contribution to the global economy through economic growth, job creation, and cultural promotion, understanding factors that drive consumer revisit intention is crucial for enhancing revenue and reducing operational costs.

Methodology: This research employs a quantitative method, utilizing purposive sampling. Data were collected via questionnaires from 170 respondents who had visited Klaten tourism, and the data analysis was conducted using SEM-PLS.

Results: This study concludes that PCF enhances tourists' revisit intentions, while PCV diminishes them, highlighting the crucial mediating role of WOM. Thus, tourism managers in Klaten should prioritize fulfilling tourists' expectations to boost loyalty.

Applications/Originality/Value: The novelty of this research lies in applying PCF and PCV concepts within Klaten's tourism context and exploring the mediating role of Word of Mouth (WOM) in Revisit Intention, a relatively unexplored area in existing literature.

Keywords: *Negative WOM, NWOM, Positive WOM, PWOM, Psychological Contract, Psychological Contract Fulfilment, Psychological Contract Violation, Relational Contract, Revisit Intention, Transactional Contract, Word of Mouth*

Introduction

The concept of Revisit Intention is intended to include and elucidate an individual's inclination or desire to revisit a particular location. Implementing this technique can effectively increase profit margins and ensure the long-term viability of a firm or, in this study, a tourist destination. The tourism industry faces major growth in several countries, especially in the Asia-Pacific region (Horng et al., 2012). Tourism refers to frequent trips between destinations for entertaining and relaxing, involving plenty of tourists and contributing to the growth of various industries (Wajdi et al., 2020). Currently, tourism plays a crucial role in the global economy, creating a substantial contribution to economic growth, job creation, and also cultural development in various regions including Indonesia (Mangifera et al., 2018; Widodo, 2018).

One of the regions that plays a role in developing and utilizing its tourism potential in Indonesia is Klaten Regency in Central Java Province, with a total land area of 658.22 square kilometres, 26 districts, 10 sub-districts, and 391 villages (Muhammad, 2023). Klaten has emerged as a highly desirable tourist destination in Central Java Province because of its wide range of tourism opportunities, particularly its exceptional natural attractions such as springs (umbul), historical landmarks, culinary tourism, and cultural legacy (Rivandi, 2022).

According to the data from the Central Java DISPORAPAR during the Eid Holiday in April 2024, the amount number of tourists who had visited tourist destinations in the Klaten reached 335,793 people (Wahyu Sejati & Kurniawan, 2024). This proves that Klaten's abundant cultural and natural legacy gained popularity among local and international tourists. But no matter how good the facilities and infrastructure of the tourist destinations are, it cannot be considered appealing if it fails to attract a substantial number of visitors (Mujiono, 2020). Tourists are one of the most important aspects and have to be considered by tourism managers in developing the tourism sector because the tourist destinations which are in high demand by many tourists is the attractive tourist destinations.

Tourists who visit a destination frequently express a desire to return (Revisit Intention) following a memorable initial experience. The concept of Revisit Intention is an important sector in marketing research, with a vital role in improving the long-term viability of an organization or in this research is tourist destination. Business owners believe that there are two distinct categories of consumers: initial consumers and returning consumers (Sarkar Sengupta & Pillai, 2017). Hence,

comprehending the determinants that influence consumer Revisit Intention is important, as it can result in increased income and reduced expenditures for the organization.

This research emphasizes the concept of Psychological Contract, which is a driver of customer Revisit Intention in tourism. In other words, the psychological contract in this context describes the relationship between the tourist destination and the tourists. It encompasses the responsibilities that tourists expect must be fulfilled by the destinations and the responsibilities that tourists believe they should fulfil in return (Ismail, 2022).

Psychological Contract Fulfilment (PCF) refers to the state in which both parties have met their respective commitments. Conversely, failure to fulfil the responsibilities results in a breach referred to as Psychological Contract Violation (PCV). The Psychological Contract may be fulfilled in one of two ways the so-called Transactional or Relational Contracts (Rousseau, 1995). The transactional contract refers to a short period and profitable connection, whereas the relational contract which is in keeping long-term obligations and emotional connections is more relevant.

Apart from the Psychological Contract, Word of Mouth or WOM is a significant factor which affects Revisit Intention. WOM is a natural phenomenon of consumer behaviour that encourages discussions and brand and service appraisals (Rawal et al., 2024). WOM is the act of individuals giving suggestions, evaluations, or information about products, services, or businesses with others through direct contact or social media. The reviews could be either positive that are called Positive Word of Mouth (PWOM), or negative that are referred to Negative Word of Mouth (NWOM).

This study aims to investigate those factors that influence Revisit Intention in Klaten tourism, focusing on the effect of the Psychological Contract Fulfilment (PCF) both Transactional and Relational, and also Psychological Contract Violation (PCV), with WOM (Positive and Negative) as mediator. This current study develops the previous study conducted by Ismail (2022) and incorporating new variables. In Ismail's study, the independent variables were Transactional and Relational Contracts, and the mediating variable was PWOM, which is a part of WOM. This study presents the two new factors Psychological Contract Violation (PCV) and Negative Word of Mouth (NWOM), based on the findings of Phan and Nguyen-Viet (2022). Their research showed that Psychological Contract Violation has an effect on NWOM, and NWOM, in turn, has an influence on Repurchase Intention. Research by Phan and Nguyen-Viet (2022) did not investigate the mediating effect of NWOM between Psychological Contract Violation (PCV) and Revisit Intention.

2 Literature Review and Hypothesis Model

Literature Review

1. Psychological Contract

Psychological contract is a representation of the perceptions, belief, and informal responsibilities that exist between two parties (Godbless, 2018; Rousseau, 1995). Armstrong defines a psychological contract as an implicit, nonformal agreement that encompasses the mutual expectations between employees and employers regarding their work relationships (Dwiyanti et al., 2021). Psychological contract is created when one side or party expects that the duties of the other side towards them will be equal to the obligations they fulfil for the organization. Within the scope of this study, visitors or consumers have the belief that the tourist destination would offer them services and satisfaction, resulting in the realization of the contract, referred to as Psychological Contract Fulfilment.

Psychological Contract Fulfilment (PCF) refers to the condition in which a party (the tourist) involved in a psychological contract perceives that the other party (the tourist destination) has successfully met its duties in the reciprocal relationship (C. Lee et al., 2011). Psychological Contract Fulfilment encompasses both Transactional and Relational Contracts, as stated in the article by Hai-Ming et al. (2020).

Transactional Contracts prioritize the consumers' views and convictions regarding the brand's normative obligations, whether stated or implied, such as equitable pricing, product excellence, and service procedures. They concentrate on immediate advantages and specific economic transactions (Lin et al., 2015).

Relational Contracts are formed through social and emotional interactions, rather than purely economic transactions. They prioritize long-term commitments and emotional bonds, while also including aspects of trade relationships (Ismail, 2022). Relational Contracts are established based on the accumulation of trade perceptions, including effective communication, customer interactions, and the maintenance of long-term service partnerships. These contracts prioritize expectations derived from ongoing interpersonal interaction.

Psychological Contract Violation (PCV) refers to the employees' view that the organization has not met its responsibilities, leading to an emotional or affective condition that typically arises from this belief (Morrison & Robinson, 1997). Psychological contract violation is a perception of tourists or visitors that the tourist place they have visited has failed to fulfil their expectations.

2. Word of Mouth (WOM)

Word of Mouth (WOM) is the exchange or sharing an information, data, or a fact about a product or service between individuals, where the person receiving the information believes that the person sharing it has no intention of

promoting or selling anything (Jean Harrison-Walker, 1968). Word of Mouth encompasses the dissemination of information on a product, service, or tourist destination. It also encompasses the examination of the social and psychological effects that consumers' decisions to purchase a product, utilize a service, or visit a place may have. Therefore, WOM has a significant impact on changing customer perceptions, attitudes, and actions. Thus, WOM acts as a crucial information channel for customers during the decision-making process, ultimately influencing their repurchase or revisit intention.

Positive Word of Mouth (PWOM) is created when an organization receives favorable referrals from customers by fulfilling the psychological contracts. PWOM refers to the practice of sharing a great or good experience with a products or services to other clients (Mehmood et al., 2018). There is a strong correlation between PWOM and customers' intention to revisit. Customers typically perceive PWOM as a means to reduce different risks linked to repurchase choices, such as social, psychological, and financial risks. As a result, clients who are looking for suggestions believe that favorable recommendations help them make purchasing decisions and choose not to buy if they obtain negative recommendations (Ismail & Changalima, 2022).

Negative Word of Mouth (NWOM) pertains to dissatisfaction with a purchase or visit to a shop or a destination. It entails individuals disseminating their unfavorable experiences and adverse opinions to others, advising against purchasing or utilizing the goods (Balaji et al., 2016). Tarofder et al. (2016) suggests that firms that have unsuccessful strategies may see a rise in negative word-of-mouth (NWOM). Furthermore, customers who have had negative experiences resulting from NWOM may share their dissatisfaction with around 10-20 persons, leading to an estimated decline of 30% in sales.

3. Revisit Intention

An inclination of a tourist to come back or returning the same destination in the future is the definition of Revisit Intention (Kusumawati et al., 2020). The revisiting intention of visitors is influenced by their evaluation of perceived value and their level of satisfaction. Satisfaction engenders loyalty, fostering devoted customers who exhibit interest in repurchasing and brand transfer. That statement is corroborated by the fact that the tendency of customers to return again or revisit depends on the perceived experience from previous visits, which subsequently influences their future behaviours. Abubakar et al. (2017) devised a method to quantify the likelihood of revisiting a place, which includes three scales: intention to revisit, probability of revisiting, and desire to visit more frequently.

Those are the variables investigated in this research, that developed the study by Ismail (2022), and introduced two new variables which are PCV and NWOM. The reason why these two variables were chosen is from the study by Phan and Nguyen-Viet (2022) who investigated the influence of PCV on NWOM and NWOM on Repurchase Intention but did not explore the mediating effect of NWOM on the relationship between PCV and Repurchase or Revisit Intention. This gap suggests an opportunity for the next researcher to investigate how NWOM might be as a mediator.

Based on the Psychological Contract theory that stated if a fulfilment or violation of the Psychological Contract could impact consumer perception and consumer behaviour. PCF encompasses transactional aspect, which is related to immediate economic exchanges, and relational aspect that emphasize long-term loyalty and emotional connection, are both hypothesized to positively impact Revisit Intention when fulfilled. Conversely, PCV created from unfulfilled expectations or unmet promises, that may generate a sense of betrayal or dissatisfaction among tourists, prompting them to share their negative experiences through NWOM, potentially discouraging others from visiting.

By integrating both Positive and Negative WOM as mediators, this study aims to give an understanding of how tourists' psychological contract experiences, whether positive or negative, not just impact the individual itself but, could spread to their social environment, influencing others, which in turn can impact public perception of the destination.

Hypothesis

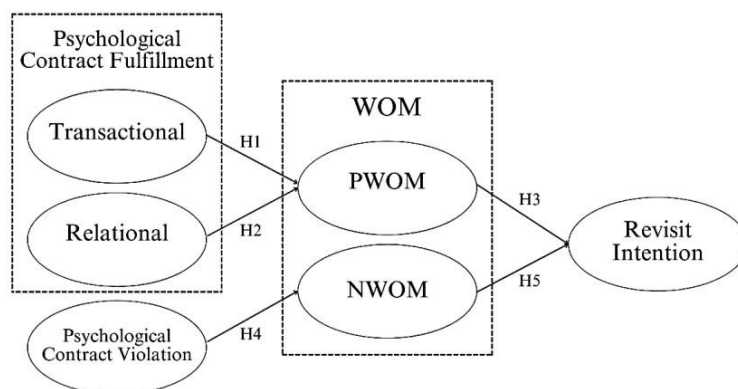


Figure 1. Conceptual model

1. PCF (Transactional and Relational) and PWOM

Generally, there is limited empirical evidence demonstrating a positive relationship between PCF (Psychological Contract Fulfilment) and Positive Word of Mouth (PWOM). Study by [Yekaterina \(2015\)](#) shows that if the customers satisfied or feel that the service provider has fulfilled the contract by providing excellent service after paying for the offered service, they will share PWOM to the others. This occurs because the fulfilment of the Transactional aspect of the contract results from the payment transaction, leading customers to recommend it to new customers and spread PWOM. Then, the Relational Contract is fulfilled by the successful relationship between customers and the service provider, becoming a longterm trust relationship. This is supported by research from [Ismail \(2022\)](#) and [Ichwandi & Immanuel \(2024\)](#), stating that Psychological Contract Fulfilment, both Transactional and Relational, positively affects PWOM. Based on this explanation, the following hypothesis can be formulated: H1: PCF (Transactional) has a positive effect on PWOM
H2: PCF (Relational) has a positive effect on PWOM

2. PCV and NWOM

Psychological Contract is based on trust, goodwill, and good intentions from both parties. Thus, if the contract is violated, there will be a breach that causes Psychological Contract Violation, which leads customers retaliate by spreading negative reviews (NWOM) about tourist destinations to the potential customers and switching to competitors ([Lin et al., 2015](#)). This is strengthened by the previous research by [Phan & Nguyen-Viet \(2022\)](#) and [Mehmood et al. \(2018\)](#), which state that PCV has a positive effect on NWOM. Thus, the formulating hypothesis is: H3: PCV has a positive effect on NWOM

3. PWOM and NWOM on Revisit Intention

In the study by [East et al. \(2017\)](#), they state that PWOM tends to increase Repurchase Intention, whereas NWOM can decrease Repurchase Intention. It shows that positive reviews from tourist about the destinations tend to influence other consumers to consider revisiting a place, while negative reviews tend to make them hesitate or even decrease their desire to revisit. ([Kitapci et al., 2014](#); [Leonnard et al., 2017](#); [Mahmudi Rosid Moch. et al., 2020](#)) state that Word of Mouth has a significant and positive effect on Revisit Intention. Additionally, [Hsieh \(2014\)](#) indicates that PWOM and NWOM significantly influence Repurchase Intention. Moreover, research by [Ismail \(2022\)](#) states that PWOM positively affects Repurchase Intention, and [Phan & Nguyen-Viet \(2022\)](#) mention that NWOM negatively affects Repurchase Intention. Hence, the proposed hypothesis is:
H4: PWOM has a positive effect on Revisit Intention
H5: NWOM has a negative effect on Revisit Intention

4. PCF (Transactional and Relational), PWOM, and Revisit Intention

When businesses provide products or services that meet customers' needs and expectations, customers' trust will be built, and they will undoubtedly give positive recommendations to other potential customers (PWOM). PWOM is crucial in mediating the relationship between PCF and Revisit Intention. When an organization fulfils a psychological contract, customers tend to share information with other consumers, highlighting the advantages of the product or service and encouraging other consumers to try the product or service. Previous research [Ismail \(2022\)](#) and [Ichwandi & Immanuel \(2024\)](#) states that PWOM mediates the relationship between Psychological Contract (Transactional and Relational) and Repurchase Intention. Based on this explanation, the following hypotheses are formulated:
H6: PWOM mediates the relationship between PCF (Transactional) and Revisit Intention
H7: PWOM mediates the relationship between PCF (Relational) and Revisit Intention

5. PCV, NWOM, and Revisit Intention

According to the seller-buyer relationship, when a company fails to provide the expected service, the chance of NWOM increases due to the breach of trust, belief and unsatisfied experience. Research by [Phan & Nguyen-Viet \(2022\)](#) states that PCV positively affects NWOM, and NWOM negatively affects Repurchase Intention. The study shows a positive relationship between PCV and Repurchase Intention. It means that the higher violation would lower the intention to return to the same spot or destination. When someone experiences PCV, they tend to speak negatively about their experience to others through NWOM, thus reinforcing the negative impact of PCV on Repurchase Intention. By this explanation, the following hypothesis is:
H8: NWOM mediates the relationship between PCV and Revisit Intention

3. Methodology

Measurement scale

The variables investigated in this research include independent, dependent, and mediating variables. The independent variables are factors or conditions presumed to cause or trigger changes in the dependent variables. On the other hand, the dependent variables are the variables that are measured or observed to determine whether changes have occurred due to the independent variables. The dependent variable is the primary focus of the study. The mediating variable transmits or conveys the effect of the independent variables on the dependent variable. In this context, the mediating variable helps to explain the mechanism or pathway through which the independent variables influence the dependent variable. In other words, the mediating variable clarifies the relationship between the independent and dependent variables. In this study, the independent variables are Psychological Contract Fulfilment (Transactional and Relational) and Psychological Contract Violation, with the primary focus or dependent variable being Revisit Intention. Additionally, WOM (Word of Mouth) serves as the mediating variable, encompassing both Positive WOM (PWOM) and Negative WOM (NWOM).

Measurement Procedure

Data was collected from respondents using a survey method, targeting tourists who visit Klaten. The survey was conducted by an online questionnaire in Google Forms to reach a wider range of participants from different geographical areas. The use of questionnaires as a means of data collection allowed the researchers to acquire data from a substantial number of respondents, which could subsequently be analysed using statistical analysis to examine the research hypotheses. During the data collection process, every measure was taken to maintain respondent anonymity and secure the confidentiality of their identities and privacy information, and ensure that the data was only utilized for research purposes. The data was processed using Structural Equation Modelling-Partial Least Squares (SEM-PLS) with the software SmartPLS version 3 (Ringle et al., 2015).

Data Collection

Purposive sampling is the sample procedure and the respondents were selected in terms of whether they had previously visited Klaten tourism area or not. Efforts were taken to make sure that women and men, young and old, people of different jobs and income levels, and tourists of varying experiences including the most popular and latest places were represented equally. Hair et al. (2022) state that the minimal sample size for research is calculated by multiplying the total number of indicators by 5 and to improve the validity and reliability of the outcomes, the sample size was maximized by increasing the number of indicators by an amount of 10. This was accomplished to ensure the sample was both representative and statistically competent. The study uses 21 questionnaire indicators and a total of 170 samples were collected.

**Table
1.
Construct Items**

Variable	Indicator	Source
PCF (Transactional)	X11. Competitive Price	Ismail (2022) (Ismail, 2022)
	X12. The price is equal to the services	
	X13. The services are excellent	
PCF (Relational)	X14. The location is worth the cost	Ismail (2022) (Ismail, 2022)
	X21. The services are fair and impartial	
	X22. Respect and appreciation	
PCV	X23. Fast services	Chih et al. (2017) (Chih et al., 2017)
	X31. Careless about complaint	
PWOM	X32. Not responsible	Sidhu et al. (2023) (Sidhu et al., 2023)
	Z11. Recommend tourist destinations	
	Z12. Suggest tourist destinations	
	Z13. Spread Positive reviews	
NWOM	Z14. Encourage friends to visit	Lee and Suh (2020) (S. B. Lee & Suh, 2020)
	Z21. Disseminate negative information	
	Z22. Do not recommend tourist destinations	
	Z23. Write negative review	

	Y1. Intend to revisit	
	Y2. Keep revisiting even if there are other options	
Revisit Intention	Y3. Loyalty to the tourist destinations	Chih et al. (2017)
	Y4. The service quality is better than the others	(Chih et al., 2017)
	Y5. Tolerance of shortcomings	

4. Result And Discussions

Result

Data of the Respondents

The data presented in **Table 2** contains the 170 respondents profile who met the specified criteria. Among the participants, 63 were male, while females constituted the majority with 107 respondents. The 20-25 age group represented the majority, comprising 54.71% of the sample, followed by respondents under 20, who accounted for 30.59%. Additionally, 77.06% of the respondents were Students, while 13.53% were Private Employees. The majority of respondents reported a monthly income of less than IDR 1,000,000, making up 60% of the sample, followed by those earning between IDR 1,000,000 and IDR 3,000,000, comprising 25.29%. Umbul Ponggok emerged as the most frequently visited tourist destination among the respondents, with 42.94% indicating it as their preferred site. Umbul Manten ranked second, with 27.65% of respondents selecting it. Additionally, Rivermoon was the most recently visited site for 31.18% of the respondents, with Umbul Sigedang following closely at 29.41%.

Table 2.
Data of the Respondents

Data Variables	Frequency	Percentage (%)
Gender		
Female	107	62.94
Male	63	37.06
Age		
< 20	52	30.59
20 - 25	93	54.71
26 - 30	16	9.41
> 30	9	5.29
Occupation		
Student	131	77.06
Private Employees	23	13.53
Civil Servants	3	1.76
Entrepreneur	7	4.12
Others	6	3.53
Monthly Income		
<Rp 1.000.000	102	60.00
Rp 1.000.000 - Rp 3.000.000	43	25.29
Rp 3.000.000 - Rp 5.000.000	15	8.82
>Rp 5.000.000	10	5.88

Outer Model

The outer model was conducted on the outer model includes evaluations of validity and reliability. Validity analysis was measured by examining the outer loading values, while reliability analysis was determined by testing the Composite Reliability (CR) values. Basen on the data in the **Table 3**, the outer loadings values for all the questionnaire items exceeded the threshold of 0.7, indicating that they are valid. In the reliability analysis, Cronbach's Alpha and Composite Reliability values were more than 0.7, suggesting that the measures are reliable or consistent. The AVE values for all constructs in this study were more than 0.5, indicating that convergent validity has been achieved. The VIF values were used to test for multicollinearity, and all constructs in this study had VIF values ranging from 1.541 to 3.762, which are below the threshold of 5 and thus considered acceptable.

Table 3.
Construct Validity and Reliability

Constructs	Validity				Reliability			
	Items	Outer Loadings	VIF	Decision	Cronbach's Alpha	CR	AVE	Decision
Transactional	X11	0.779	1.808	Valid	0.876	0.887	0.729	Reliable
	X12	0.895	2.957	Valid				
	X13	0.905	3.171	Valid				
	X14	0.831	1.878	Valid				
Relational	X21	0.906	2.764	Valid	0.911	0.911	0.848	Reliable
	X22	0.938	3.762	Valid				
	X23	0.919	3.086	Valid				
Violation	X31	0.926	2.290	Valid	0.858	0.870	0.875	Reliable
	X32	0.945	2.290	Valid				
PWOM	Z11	0.878	2.842	Valid	0.908	0.910	0.784	Reliable
	Z12	0.895	3.031	Valid				
	Z13	0.885	2.988	Valid				
	Z14	0.884	3.006	Valid				
NWOM	Z21	0.807	1.541	Valid	0.803	0.805	0.718	Reliable
	Z22	0.873	2.002	Valid				
	Z23	0.860	1.847	Valid				
Revisit Intention	Y1	0.800	2.587	Valid	0.881	0.889	0.679	Reliable
	Y2	0.789	2.500	Valid				
	Y3	0.884	2.979	Valid				
	Y4	0.772	2.266	Valid				
	Y5	0.868	3.386	Valid				

An R-squared analysis was conducted to measure the model's accuracy and predictive relevance. The results indicate that the value of R-Square for Revisit Intention of Klaten's Tourism Destination is 0.519, for PWOM is 0.466, and for NWOM is 0.238. This result indicates that the model effectively explains the relationship between both independent and dependent variables in this study.

Table 4.
R-Square Value

	<i>R-Square</i>	<i>R-Square Adjusted</i>
NWOM	0,238	0,233
PWOM	0,466	0,460
Revisit Intention	0,519	0,513

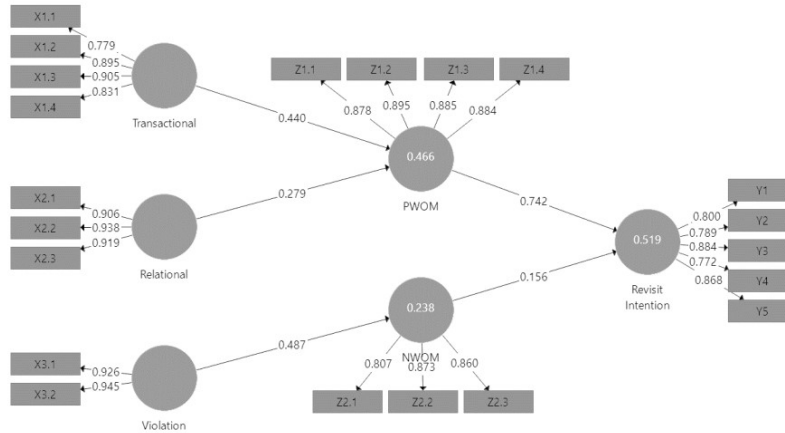


Figure 2. PLS Output Model

Inner Model

The inner model was utilized to examine the hypotheses. A bootstrapping approach with 500 subsamples was applied to analyse the hypothesis testing. The sample size of 500 was chosen based on the directional hypothesis method, which required one-tailed tests. A relationship was considered significant if the p-value < 0.05. The following data shows both the indirect and direct effects of the independent and dependent variables. The results from Table 5 indicate that the Transactional and Relational variables have a significant effect on PWOM, with p-values of 0.000 and 0.003, presenting H1 and H2 be supported. Also, the variable Violation indicated has a significant effect on NWOM, by a p-value of 0.000, which supports H3. Moreover, PWOM and NWOM have a significant effect on Revisit Intention, with p-values of 0.000 and 0.006, thus supporting H4 and H5. Furthermore, there is a significant mediating effect of Transactional and Relational variables on Revisit Intention through PWOM, with p-values of 0.001 and 0.004, that support H6 and H7. Finally, the influence of Violation on Revisit Intention through NWOM shows a significant p-value of 0.018, which means H8 is supported.

Table 5. Construct Hypothesis

	Hypothesis	Original Sample	T-Statistic	P-Value	Decision
H1	Transactional -> PWOM	0.440	3.845	0.000	Supported
H2	Relational -> PWOM	0.279	2.992	0.003	Supported
H3	Violation -> NWOM	0.487	5.890	0.000	Supported
H4	PWOM -> Revisit Intention	0.742	12.346	0.000	Supported
H5	NWOM -> Revisit Intention	0.156	2.771	0.006	Supported
H6	Transactional -> PWOM -> Revisit Intention	0.326	3.445	0.001	Supported
H7	Relational -> PWOM -> Revisit Intention	0.207	2.893	0.004	Supported
H8	Violation -> NWOM -> Revisit Intention	0.076	2.378	0.018	Supported

Discussion

This study investigates the relationship between the Psychological Contract Fulfilment (PCF) and Psychological Contract Violation (PCV) on Revisit Intention to tourism destinations in Klaten. This research indicates that the concept of PCF, which includes both transactional and relational elements, has a positive impact on PWOM (Positive Word of Mouth). It is obvious that tourists who had a pleasant experience, whether through transactional or relational experiences, tend to share positive reviews or word-of-mouth recommendations with other potential visitors. The findings correspond with

previous studies conducted by ([Ichwandi & Immanuel, 2024](#); [Ismail, 2022](#); [Yekaterina, 2015](#)) who also observed a positive correlation between PCF (Transactional and Relational) and PWOM.

Furthermore, this study indicates that there is a positive relationship between PCV and NWOM (Negative Word of Mouth). Psychological Contract which the tourists rely on and are based on trust, are violated when trust has been betrayed, leading tourists to generate negative reviews (NWOM) about the destination. The finding is supported and strengthen the study by ([Mehmood et al., 2018](#); [Phan & Nguyen-Viet, 2022](#)), which also reported a positive impact of PCV on NWOM.

Previous studies by ([Kitapci et al., 2014](#); [Leonnard et al., 2017](#); [Mahmudi Rosid Moch. et al., 2020](#)) found that WOM (Word of Mouth) significantly affect Revisit Intention. whereas Hsieh (2014) found a significant influence of PWOM and NWOM on Repurchase Intention, as well as research by [Phan & Nguyen-Viet \(2022\)](#) which shows that NWOM has a negative effect on Repurchase Intention. This study provides support for those findings, which showing that PWOM has a positive effect on Revisit Intention, while NWOM has a negative effect. This indicates that positive opinions from tourists about a destination will increase their desire to revisit, whereas negative opinions tend to deter them or reduce their intention to return.

This study also found that PWOM has a mediating effect in the relationship between PCF (Transactional and Relational) and Revisit Intention. When Psychological Contract is fulfilled, trust and good relationships with tourists are established, encouraging them to share positive recommendations (PWOM), which in turn increases the likelihood of revisiting. This finding is consistent and supports the study by ([Ichwandi & Immanuel, 2024](#); [Ismail, 2022](#)) which stated that PWOM mediating the relationship between Transactional and Relational Contract to Repurchase Intention.

Moreover, these results show that NWOM also plays a mediating role between PCV and Revisit Intention. It means that more higher the level of PCV would affect a lower Revisit Intention of the tourists to the destination. When tourists meet PCV, they tend to share unfavorable experiences through NWOM, which enhances the negative impact of PCV on Revisit Intention. This finding aligns with the research by [Phan & Nguyen-Viet \(2022\)](#), which stated that PCV significantly influences NWOM and NWOM affects Repurchase Intention.

Practically, these findings will provide tourism managers in Klaten to know the importance of meeting tourists' expectations efficiently, both transactionally and relationally. To increase Revisit Intention rates, the managers have to make sure the Psychological Contract is fulfilled. As a result, it will directly motivate the tourists to spread PWOM which will lead to the higher achievement of the business. Nevertheless, it is important to prevent the spread of NWOM by avoiding PCV, which can damage the reputation of tourist destinations and lead to decreased Revisit Intention.

The implication of this research is that the tourist managers in Klaten can understanding the importance of the factors that influencing tourist Revisit Intention. This study suggest that it is essential for tourism managers in Klaten to prioritize meeting tourist expectations to enhance their loyalty and encourage tourist revisit intention due to the destination long-term viability. In this approach, when the Psychological Contract is met, the destination can strengthen its relationship with tourists and will lead them to give positive reviews, thereby attracting more visitors and increasing Revisit Intention. On the other hand, if these expectations are not met, it may result in breaches of the psychological contract (PCV) and an increased probability of receiving unfavorable reviews, which may damage the destination's attractiveness and reputation.

5. Conclusion and Suggestions

The objective of this study is to determine how the Psychological Contract Fulfilment (PCF) and Psychological Contract Violation (PCV) influence the Revisit Intention of tourism destinations in Klaten, using Word of Mouth (WOM) as mediator. The findings indicates that PCF increases the tourist Revisit Intention, but PCV decreases it. Especially, PCF (Transactional and Relational) has a notable influence on PWOM, whereas, PCV on NWOM. There are both Positive and Negative WOM, the result of this study indicates that PWOM has a positive effect on Revisit Intention and NWOM has a negative impact. Furthermore, PWOM acts as mediator between PCF (Transactional and Relational) and Revisit Intention, while NWOM acts as a mediator between PCV and Revisit Intention. WOM plays a critical mediating function in this interaction.

Since consumers' revisit intention is influenced by their experiences with Psychological Contract Fulfilment (PCF), both transactional and relational aspects, also Psychological Contract Violation (PCV) during previous visits, tourism managers in Klaten should focus on how to meet the tourists' expectations to enhance their loyalty and encourage Revisit Intention. Although this study provides valuable theoretical and practical insights, it is limited by its emphasis on Klaten tourist destinations, which is just a small region and its only add two new variables Psychological Contract Violation and NWOM. Consequently, future research could investigate other regions (such as Jogja which is bigger than Klaten, and more famous among foreign tourists that could expand the scope of the research) and incorporate additional variables that influence revisit intention, such as customer satisfaction, or more focuses on the PCV aspect (more detailed).

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