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The Impact of Smart Tourism Technology, Technology Readiness, and Electronic Word of Mouth on Gen Z Tourist Satisfaction and Intention to Revisit in Villages

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Abstract

This study examines the effects of smart tourism technology, technology readiness, and electronic Word of Mouth (e-WoM) on revisit intentions to Manding Tourism Village, with tourist satisfaction as a moderating factor. Utilizing a quantitative approach, data were collected via an online questionnaire from Indonesian tourists active on social media. All ten hypotheses were confirmed, showing that smart tourism, technology readiness, and e-WoM significantly influence both revisit intentions and tourist satisfaction. Key findings indicate that smart tourism enhances visitor experiences, while technology readiness improves the effective use of these features, particularly among Generation Z. e-WoM significantly shapes tourist perceptions and satisfaction. The results highlight the importance of tourist satisfaction in reinforcing revisit intentions and encouraging positive online reviews. The study recommends enhancing smart tourism technologies, improving technology readiness, and managing online reputation effectively. Future research should explore demographic differences and technological advancements that can further foster tourist loyalty.

Keywords: smart tourism technology, technology readiness, electronic word of mouth, revisit intentions, tourist satisfaction

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INTRODUCTION

Tourism is a very potential sector to develop, affecting regional promotion as well as local income growth (Harefa, 2020). Indonesia, rich in natural and cultural resources, has many unique islands. Tourism is projected to become one of the largest industries and sources of national income (UNWTO, 2020). Currently, various countries are trying to improve their tourism competitiveness with modern technologies, such as the Internet of Things, big data, cloud computing, and artificial intelligence (Sukma et al., 2020). These technologies are applied in smart tourism to offer innovative services and improve accessibility (Hanum et al., 2020). Smart tourism technology can improve traveler experience and customer satisfaction by facilitating interaction and trip planning (Widodo & Dasiah, 2021; Patwary et al., 2020).

Manding Village in Yogyakarta is considered an ideal location to implement smart tourism, as it is the only surviving leather craft village. The craft products in this village use unique techniques, such as embossed inlay, which creates a distinctive effect. From 2019 to 2023, Manding Village was listed as one of the most popular tourist destinations in Bantul with 887,604 visitors. The table below shows a comparison of tourist numbers between Manding Village and other tourist villages.

Table 1. Tourist Visit Data Bantul Regency 2019 - 2023

No	Tourism Name	Category	Visitor					
			2019	2020	2021	2022	2023	Total
1	Kampung Santan	Tourist Village	56.645	Pandemic		26.783	31.337	114.765
2	Manding	Tourist Village	756.628	Pandemic		55.736	75.240	887.604
3	Giriloyo Wukirsari	Tourist Village	30.750	Pandemic		25.060	40.274	96.084
4	Kaki Langit	Tourist Village	61.770	Pandemic		4.863	15.970	82.603

Source: Tourism Office of Bantul Regency Government, 2023

Although Manding Tourism Village has the highest number of visits, data shows a significant decline before and after Covid-19 due to access closures. To increase return visits, the adoption of smart tourism technology is crucial, which is expected to increase efficiency and convenience for visitors. With the application of this technology, Manding

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Village can transform into a modern and sustainable tourist destination, improving the tourist experience and enhancing aspects of safety, hygiene, and satisfaction (Tavitiyaman et al., 2021; Lee & Jan, 2023).

However, there are four research gaps that need to be noted: evidance gap, methodological gap, theoretical gap, and population gap. These gaps reflect the need for further research as many previous studies did not focus on generation Z and used less relevant approaches. On the other hand, issues in the smart tourism concept in Manding Village include informativeness, accessibility, interactivity, and personalization, which are hampered by the lack of online platforms and digital infrastructure (Shariffuddin et al., 2023).

Technological readiness is an important factor because Manding Village is targeting Generation Z. Previous research shows that technological readiness affects traveler satisfaction, but there are still methodological and population gaps that need to be addressed. In addition, some of the challenges faced are negative views towards technology, lack of knowledge, and discomfort in its use. This has the potential to stifle innovation and reduce traveler trust (Padilla & Smith, 2023).

Finally, the lack of smart tourism implementation and technology readiness impacts e-WoM, which affects travelers' satisfaction and revisit intentions. Research shows that poor tourism experiences can reduce satisfaction and reputation of Manding Village (Liu et al., 2024; Muis et al., 2020). This study aims to fill the gap by focusing on generation Z and technological aspects, and using post-pandemic quantitative methods to analyze the influence of smart tourism, technological readiness, and e-WoM on tourists' satisfaction and revisit intentions.

LITERATURE REVIEW

Expectancy-Disconfirmation Teory

This theory states that customer satisfaction is achieved when the results obtained match or exceed their expectations. Customers evaluate services based on prior expectations, which reflect predictions about experiences during transactions. In the context of service quality, these expectations are considered as consumer desires, so companies must fulfill the characteristics and benefits of the services offered (Pasianus & Kana, 2021).

Zhang et al. (2021) identified four elements in the satisfaction model: expectation, performance, disconfirmation, and satisfaction. Expectation relates to the customer's

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anticipation of service performance. Performance refers to the product's ability to fulfill customer desires. Disconfirmation is the difference between expectations and actual performance, while satisfaction occurs if performance meets or exceeds expectations. Negative disconfirmation arises if performance is below expectations, causing dissatisfaction (Elkhani & Bakri, 2017).

In the concept of expectancy-disconfirmation, there are two types of disconfirmations: positive and negative. Positive disconfirmation occurs when service performance exceeds expectations, which not only leaves consumers satisfied but also impressed, eliciting positive emotions such as happiness and surprise. Theoretically, positive disconfirmation arises from the tendency to compare reality with expectations; when the result is better, satisfaction increases significantly (Pasianus & Kana, 2021).

Smart Tourism

Smart tourism is the latest stage in tourism development influenced by advances in technology and information. The concept aims to improve traveler experience, destination management efficiency, service quality, and customer satisfaction (Hanum et al., 2020; Hendrawan et al., 2022). With the emergence of a new ecosystem, smart tourism supports technological innovation and tourist experiences in response to digitalization (Dewanto, 2022).

Technologies in smart tourism include mobile information systems that utilize physical data in the tourism environment to enhance the visitor experience (Damayanti et al., 2022; Hidayah & Suherlan, 2020). The integration of information and communication technology (ICT) aims to improve the tourist experience and enhance economic, social, and environmental sustainability. Through mobile applications, the Internet of Things, artificial intelligence, and data analytics, smart tourism creates a more responsive and informative tourism environment.

The development of smart tourism relies heavily on technology, with four key indicators according to Lee et al. in Fitria (2023): informativeness, accessibility, interactivity, and personalization.

Technology readiness

Technology readiness refers to the level of readiness of technology to be applied in a real context, including development, testing, and operational readiness (Sidauruk et al., 2023). This concept describes the tendency of individuals to adopt new technologies

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in their daily lives as well as in the workplace, focusing on the ability of technology to be accepted and used effectively (Ahmad, Pujiarti, & Sari, 2021; Barecca, 2022). In addition, technology readiness also involves the readiness of users to understand and utilize technology to meet their needs, as well as the ability of organizations to adapt and integrate new technologies into the services they offer (Faizani & Indriyanti, 2021; Afiana et al., 2022).

To measure the level of technology readiness, several positive and negative indicators can be used. According to Parasuraman in Dzulkifli, Wahyuni, and Wicaksono (2020), these indicators include optimism, which is a positive view of technology that increases efficiency; innovativeness, which reflects the desire to be a pioneer in the use of new technology; and negative aspects such as discomfort and insecurity, which indicate concern and lack of trust in technology. All these indicators contribute to an understanding of how technology is accepted and used in various service contexts, affecting user effectiveness and satisfaction.

Electronic Word of Mouth (e-WoM)

E-WoM (electronic word-of-mouth) is a positive or negative statement from customers-both potential, actual, and former-about a product or company that is disseminated online (Tingga et al., 2020). This includes communication between consumers through online media, where they share experiences and provide reviews (Khoirunisa et al., 2023). According to Tanjung & Effendy (2022), e-WoM also involves the process of disseminating information and recommendations about products, services or brands through digital platforms. Rizky et al. (2023) added that e-WoM reflects communication between users regarding products based on personal experience, while Noviana & Khuzaini (2022) emphasized its impact on consumer purchase intention.

E-WoM is measured based on several important indicators, according to Setiawan and Mahaputra in Apriastuti et al. (2022). These indicators include: Information, which relates to extensive online information sources; Knowledge, which refers to the ability of social media to provide knowledge to customers; Answer, which relates to the ability of social media to answer consumer questions; and Reliability, which refers to the conformity of information received by consumers with reality. These indicators serve as the basis for assessing the effectiveness of e-WoM in influencing consumer decisions.

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Tourist Satisfaction

Customer satisfaction is a positive feeling that arises after someone uses a product or service, where they compare product performance with initial expectations (Elliyana et al., 2020; Tjiptono, 2020). Godin (2020) states that satisfaction is achieved when the product meets or exceeds customer expectations. Daryanto and Setyobudi in Safitri & Yuni (2022) add that satisfaction is related to meeting consumer expectations and needs, while Agustina (2020) emphasizes the importance of fulfilling expectations after receiving services.

Indicators of customer satisfaction according to Hutami et al. (2020) include: (a) overall satisfaction, which assesses consumer attitudes based on a comparison of expectations and reality; (b) fulfillment of expectations, which relates to fulfilled expectations; (c) repurchase intentions, reflecting consumers' desire to repurchase; and (d) product recommendations, namely consumers' willingness to recommend products to others.

Intention to Revisit

The intention to revisit refers to an individual's desire to return to a place for a deeper understanding (Sanjaya & Mulyono, 2023). Dewi et al. (2024) emphasize that this intention reflects a wish to further explore previously visited locations. Riyanti et al. (2020) explain that this intention can relate to the same or different purposes. According to Zeithaml in Prakoso et al. (2020), the intention to revisit includes behaviors such as returning, providing positive recommendations, and increasing spending during visits. Sugandini et al. (2022) also highlight that this intention is connected to the desire to deepen knowledge through firsthand experiences.

Generation Z

A generation is defined as a group of individuals living at the same time, and there are currently five recognized generations: baby boomers (1946-1964), generation X (1965-1980), generation Y (1981-1994), generation Z (1995-2010), and generation alpha (2011-2025) (Negara, Febrianto, & Fitriana, 2022). This research will focus on generation Z, known as the generation born and raised alongside the rapid development of the internet and smartphones. They are the first group to be directly exposed to digital technology and social media, which has shaped the way they interact and live their daily lives (Irmayanti et al., 2022; Nugrahaeni, 2023).

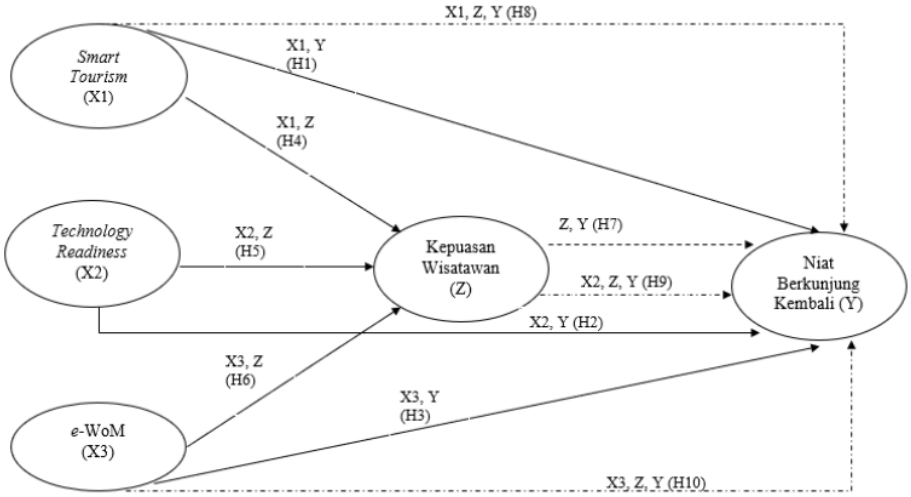
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Indicators that characterize generation Z, according to Santosa in Pitoewas et al. (2020), include several important aspects. They have great ambition and high optimism for the future, and tend to favor practical and quick solutions without going through a long process. In addition, Generation Z values freedom of opinion and expression, and has sharp critical thinking. Their desire to be recognized for their efforts and competencies, along with their excellent digital skills, show that they are adaptive and skilled individuals in facing the challenges of the digital era.

Conceptual Framework

This research refers to research conducted by Shin, Jeong, & Cho (2021). Based on the framework model by these researchers, the conceptual framework in this study is as follows:



Hypothesis

H1: Smart tourism technology affects interest in revisiting Manding Tourism Village.
H2: Technology readiness affects interest in revisiting Manding Tourism Village
H3: E-WoM affects the interest in revisiting Manding Tourism Village.
H4: Smart tourism technology affects tourist satisfaction at Manding Tourism Village.
H5: Technology readiness affects tourist satisfaction at Manding Tourism Village.
H6: E-WoM affects tourist satisfaction at Manding Tourism Village.
H7: Tourist satisfaction affects the interest in revisiting Manding Tourism Village

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H8: Smart tourism technology affects the interest in revisiting Manding Tourism Village, which is moderated by tourist satisfaction.
H9: Technology readiness affects interest in revisiting Manding Tourism Village, which is moderated by tourist satisfaction.
H10: E-WoM has an effect on interest in revisiting Manding Tourism Village, which is moderated by tourist satisfaction.

RESEARCH METHODS

This research uses a quantitative approach, based on the philosophy of positivism, to test hypotheses with statistical analysis (Sugiyono, 2020). This research is also cross-sectional, where data is collected at one time (Abdullah et al., 2022). The research population consisted of tourists in Manding Tourism Village, Bantul, with samples taken from Indonesians who had visited and were active on social media, using purposive sampling techniques (Sugiyono, 2020). The number of respondents was targeted at 190 based on the number of indicators analyzed.

Primary data were obtained through an online questionnaire, covering aspects of smart tourism, technology, e-WoM, tourist satisfaction, and revisit intentions. The research variables are divided into independent variables (smart tourism, technology, e-WoM), dependent variable (revisit intention), and mediator variable (satisfaction). Measurements used a Likert scale and data analysis was conducted with Smart PLS 4.0, including validity and reliability tests as well as descriptive and quantitative analysis. Hypothesis testing was conducted by bootstrapping to evaluate the relationship between variables.

DISCUSSION

Description of research variables

This research focuses on two main aspects: respondent description and data analysis by variable. The description of the research object focuses on Manding Tourism Village, which is located in Bantul, Yogyakarta, and has been known as a leather craft centre since 1947. The village was recognized as a Tourism Village in 1989 and has easy access for tourists.

Products offered include high-quality leather crafts, workshops, exploration of local culture, and shopping facilities. Despite its strengths, such as product quality and

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educational experiences, Manding Tourism Village also faces challenges such as suboptimal management and limited promotion.

A description of the respondents shows that the majority of visitors are Generation Z, with 22-year-olds being the most likely to visit. Most visitors come once, perhaps for a specific purpose, and most are from Yogyakarta. The dominant social media used was Instagram.

Variable analysis included smart tourism, technology readiness, e-WoM, consumer satisfaction, and return visit intention. The results show that smart tourism in Manding is very high, while technology readiness is in the medium category. e-WoM and tourist satisfaction are also high, and the majority of respondents have a strong intention to return. This reflects the positive experience felt by tourists.

Data analysis – outer model

The outer model in quantitative research describes the relationship between latent variables (constructs) and their indicators (manifest variables). In this study, the outer model was analysed through several aspects, including convergent validity, average variance extracted (AVE), Cronbach's alpha (α), and composite reliability. The following is a complete explanation of the outer model:

a. Validity – convergent validity. Convergent validity shows the factor loading value on latent variables and their indicators, with an expected value of more than 0.7. The results of this test are as follows:

Table 2. Validity – convergent validity

No	Variable	Indicator	Value Loading Factor
1.	Smart Tourism (X1)	ST1X1	0.770
		ST2X1	0.881
		ST3X1	0.861
2.	Technology Readiness (X2)	TR1X2	0.864
		TR2X2	0.786
		TR3X2	0.753
		TR4X2	0.857
3.	e-WoM (X3)	EWOM1X3	0.789
		EWOM2X3	0.934
		EWOM3X3	0.899
		EWOM4X3	0.901

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4.	Taveler Satisfaction (Z)	KW1Z	0.832
		KW2Z	0.857
		KW3Z	0.916
		KW4Z	0.823
5.	Intention to Visit Return (Y)	NBK1Y	0.871
		NBK2Y	0.913
		NBK3Y	0.871

Source: data processed by PLS (2024)

Based on the table above, all indicators in this study are valid because they have a factor loading value above 0.700. This indicates that the item or variable makes a significant contribution to the factor being measured. A factor loading value of more than 0.7 also indicates that the item is reliable, so it consistently measures aspects of the latent factor, which is important for the overall reliability of the scale or instrument used (Jamicho, et al., 2022).

b. Validity – average variance extracted (AVE). AVE is a measure in Structural Equation Modeling (SEM) analysis used to assess construct validity, the extent to which a latent variable explains the variance of its indicators.AVE measures the average variance extracted by indicators in a construct compared to the total variance, including error variance. The results of the AVE analysis:

Table 4. Validity – average variance extracted (AVE)

Variable	AVE
Tourism satisfaction (Z)	0.736
Intention to Visit Return (Y)	0.784
Smart Tourism (X1)	0.704
Technology Readiness (X2)	0.666
e-WoM (X3)	0.779

Source: data processed by PLS (2024)

The table shows that all variables in this study have values above 0.500, indicating good convergent validity. This means that over 50% of the variance of each indicator is explained by the latent variable rather than errors or other constructs. An AVE value

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greater than 0.500 confirms that the indicators effectively represent the construct being measured.

c. Reliability - Cronbach's alpha (α) and composite reliability. Reliability is assessed using Cronbach's alpha (α) and Composite reliability. A Cronbach's alpha of ≥ 0.700 indicates good internal consistency, while Composite reliability, ranging from 0 to 1, is used in PLS analysis to evaluate constructs measured by multiple indicators. Values ≥ 0.70 are generally deemed adequate, although slightly lower values may be acceptable in exploratory research. The results are as follows:

Table 5. Reliability – Cronbach's alpha dan composite reliability

Variable	Cronbach's alpha	Composite reliability (rhoa_a)	Composite reliability (rhoa_c)
Tourism Satisfaction (Z)	0.880	0.886	0.918
Intention to Visit Return (Y)	0.863	0.871	0.916
Smart Tourism (X1)	0.788	0.796	0.877
Technology Readiness (X2)	0.833	0.855	0.888
e-WoM (X3)	0.904	0.909	0.933

Source: data processed by PLS (2024)

Based on the table, the Cronbach's alpha (α) values for the variables in this study all show above 0.700, which means that the indicators are consistent in measuring each construct. These values are tourist satisfaction (0.880), intention to revisit (0.863), smart tourism (0.788), technology readiness (0.833), and e-WoM (0.904). In addition, the rho_a and rho_c values show excellent internal consistency: tourist satisfaction (0.886 and 0.918), revisit intention (0.871 and 0.916), smart tourism (0.796 and 0.877), technology readiness (0.855 and 0.888), and e-WoM (0.909 and 0.933), respectively. All values above 0.700 signify excellent reliability, so these constructs can be relied upon for further analysis and interpretation of the research results.

Data analysis – Inner model

The inner model in this study is seen from 2 aspects, namely R-Square and Q-Square. The results of the analysis of both are as follows:

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a. Inner model – R Square. This is used to measure how much the endogenous variable is influenced by other variables. The results of the R-Square analysis can be seen in the following table:

Table 6. R – Square

Variable	R-Square	R-Square adjusted
Taveler Satisfaction (Z)	0.657	0.651
Intention to Visit Return (Y)	0.676	0.669

Source: data processed by PLS (2024)

Based on the table, the R-Square value for tourist satisfaction is 0.657, which indicates that 65.7% of its variability can be explained by the independent variables in the model, signifying a moderate level of prediction. This means there is still 34.3% variability that may be influenced by other factors not included in the model. Meanwhile, for return visit intention, the R-Square value reached 0.676, which means that 67.6% of its variability can be explained by the independent variables, indicating a high level of prediction. This indicates that the model is very strong in explaining revisit intentions, with only 32.4% of the variability possibly influenced by other factors.

b. Inner model – Q Square. Q-squares measures how well the model can predict data that is not used in the model estimation process, known as “predictive relevance”. The results of the Q-squares analysis are as follows.

$$\text{Q-Square} = 1 - [(1 - R_1^2)(1 - R_2^2) \ldots (1 - R_p^2)]$$
$$= 1 - [(1-0.657)(1-676)]$$
$$= 1 - (0.343)(0.324) = 1 - 0.111 = 0.889$$

Based on the above calculations, it is known that the Q-squares value is 0.889. This value indicates that the model has excellent predictive relevance. It also confirms that the model can predict 88.9% of the variability of the data not used in the model estimation, indicating the high effectiveness of the model in predicting endogenous variables.

Partial test – Bootstrapping

Partial test Partial test is used to determine the direct relationship and indirect relationship of the variables studied. The results obtained are as follows:

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Table 7. Partial test

	Original Sample (O)	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*	Results
X1 -> Y	0,220	0,126	1,755	**0,040**	**H1 accepted**
X2 -> Y	0,208	0,119	1,746	**0,041**	**H2 accepted**
X3 -> Y	0,411	0,119	3,441	**0,000**	**H3 accepted**
X1 -> Z	0,532	0,091	5,859	**0,000**	**H4 accepted**
X2 -> Z	0,181	0,079	2,288	**0,011**	**H5 accepted**
X3 -> Z	0,294	0,093	3,173	**0,001**	**H6 accepted**
Y -> Z	0.745	0.148	5.040	**0.000**	**H7 accepted**
X1-> Z -> Y	0.396	0.107	3.704	**0.000**	**H8 accepted**
X2-> Z -> Y	0.135	0.066	2.032	**0.021**	**H9 accepted**
X3-> Z -> Y	0.219	0.076	2.891	**0.002**	**H10 accepted**

Source: data processed by PLS (2024)

The influence of smart tourism, technology readiness, and e-WoM on the intention to revisit Manding Tourism Village shows significant results. The first hypothesis (H1) reveals a p-value of 0.040, indicating that smart tourism has a positive impact on the intention to revisit. The second hypothesis (H2) shows a p-value of 0.041, confirming that technology readiness significantly increases the likelihood of tourists returning. The third hypothesis (H3) indicates that e-WoM has a significant effect (p = 0.000) on the intention to revisit, suggesting that positive online reviews enhance tourist interest.

Furthermore, the fourth hypothesis (H4) finds that smart tourism significantly affects tourist satisfaction (p = 0.000), while the fifth hypothesis (H5) indicates that technology readiness contributes to satisfaction (p = 0.011). The sixth hypothesis (H6) shows that e-WoM also significantly impacts satisfaction (p = 0.001). The seventh hypothesis (H7) confirms that tourist satisfaction significantly influences the intention to revisit (p = 0.000). Indirect effect testing reveals that satisfaction strengthens the influence of smart tourism, technology readiness, and e-WoM on the intention to revisit, highlighting those positive experiences enhance the impact of these factors.

Relationships between variables

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1. The influence of smart tourism technology on the interest in revisiting Manding Tourism Village.

   Smart tourism utilizes information and communication technology (ICT) to enhance the tourist experience by improving access to information, facilitating personalized services, and enabling real-time interactions. Manding Tourism Village exemplifies this, receiving positive feedback for its informativeness and interactivity, which align with the expectancy-disconfirmation theory, indicating that meeting tourist expectations fosters satisfaction and increases the desire to return. Features like digital navigation and personalized recommendations enhance emotional engagement and revisit intentions (Lee et al., 2023; Rahmawati et al., 2023)
2. Effect of technology readiness on interest in revisiting Manding Tourism Village.

   Technology readiness reflects an individual's willingness to adopt new technologies. In tourism, it affects how effectively tourists utilize smart features like online booking. Those with high technology readiness adapt better and engage more deeply, but Manding shows moderate readiness, indicating a need for improvement. User-friendly technology can enhance experiences and encourage repeat visits, especially as comfortable interactions lead to stronger emotional connections to the destination (Ahmad et al., 2021; Prastiyo et al., 2022).
3. The influence of E-WoM on the interest in visiting Manding Tourism Village again

   E-WoM plays a vital role in shaping tourist perceptions, often seen as more credible than traditional advertisements. Positive reviews can attract tourists, while negative ones can deter them. Manding has high ratings for e-WoM, which boosts tourists' intentions to return by meeting or exceeding their expectations shaped by online reviews. This relationship underscores the importance of positive experiences in generating satisfaction and repeat visits (Tanjung & Effendy, 2022; Widodo et al., 2023).
4. Effect smart tourism technology on tourist satisfaction in Manding Tourism Village

   Tourist satisfaction depends on how well services meet expectations. Smart tourism enhances satisfaction through personalized, efficient experiences and real-time information access. Key factors include overall product satisfaction, fulfillment of expectations, and the likelihood of recommending the destination. Positive experiences, facilitated by smart technology, lead to high satisfaction levels and stronger intentions to return (Admadianto et al., 2023; Setiawan, 2024).
5. Effect of technology readiness on tourist satisfaction in Manding Tourism Village.

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The study finds that technology readiness significantly influences tourist satisfaction, particularly among Generation Z, who expect easy access to information and tech services. When technology meets these expectations, it leads to satisfaction and enhances the overall experience. This relationship highlights the importance of providing relevant and accessible technology to boost satisfaction and loyalty (Shin et al., 2021).

6. The effect of E-WoM on tourist satisfaction in Manding Tourism Village

   Generation Z heavily relies on e-WoM for travel decisions, trusting online reviews more than traditional advertising. Their post-visit sharing further influences potential visitors. E-WoM significantly impacts tourist satisfaction by providing diverse opinions and fostering confidence in the destination, aligning with the expectancy-disconfirmation theory (Zhang et al., 2021; Saraswati et al., 2024).

7. The effect of tourist satisfaction on interest in revisiting Manding Tourism Village

   Satisfaction is linked to the likelihood of returning, as positive experiences reinforce emotional connections. Factors influencing satisfaction include overall product quality, smart tourism features, technology readiness, and e-WoM. A strong emotional attachment can enhance visitor loyalty and willingness to return (Elliyana et al., 2020; Cheng et al., 2022)

8. The effect of smart tourism technology on interest in visiting Manding Tourism Village again, moderated by tourist satisfaction.

   Smart tourism technology influences the intention to revisit Manding Tourism Village, with tourist satisfaction acting as a moderating factor. According to expectancy-disconfirmation theory, satisfaction occurs when tourists' expectations align with their experiences. When technology meets or exceeds these expectations, satisfaction increases, reinforcing the intention to return. Previous studies confirm that higher satisfaction enhances the positive impact of smart tourism on revisit intentions (Zhang et al., 2021; Sustacha et al., 2023; Lin, 2024)

9. The effect of technology readiness on interest in revisiting Manding Tourism Village which is moderated by tourist satisfaction

   Technology readiness significantly affects the intention to revisit, with satisfaction as a moderating variable. When technology facilitates a smooth experience and meets expectations, it enhances satisfaction, which in turn encourages revisits. This emphasizes the need for accessible and relevant technology to improve the tourist experience and reinforce loyalty (Shin et al., 2021).

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10. The effect of E-WoM on interest in revisiting Manding Tourism Village which is moderated by tourist satisfaction

E-WoM influences the intention to revisit Manding Tourism Village, especially among Generation Z, who rely heavily on social media for travel decisions. Satisfied tourists are more likely to share positive reviews, further enhancing the impact of e-WoM. These reviews, viewed as trustworthy, can attract new visitors, reinforcing the importance of tourist satisfaction in shaping revisit intentions (Gazzally et al., 2023).

CONCLUSION

This study indicates that smart tourism, technology readiness, and e-WoM significantly influence the intention to revisit Manding Tourism Village. All proposed hypotheses (H1-H10) were accepted, confirming that positive experiences driven by technology, readiness, and online reputation directly impact tourist satisfaction and their likelihood of returning. Tourist satisfaction plays a crucial moderating role, as satisfying experiences encourage positive reviews and recommendations.

Despite these strong findings, the study has limitations. First, a lack of specific focus on Generation Z may result in heterogeneous data, affecting analysis. Second, it did not explore tourist loyalty in depth, providing only a simplistic overview. Third, the quantitative approach limits understanding of tourists' subjective experiences, preventing a full exploration of their perspectives.

The implications suggest that Manding Tourism Village managers should continue to enhance smart tourism technologies to improve tourist experiences and satisfaction. Increasing technology readiness through training and providing good access to information is essential. Additionally, managers should focus on online reputation to boost revisit intentions and prioritize service quality to enhance satisfaction. Recommendations include improving smart tourism implementation through mobile apps and QR codes, offering technology training for tourists and vendors, and actively managing online platforms to encourage positive reviews while regularly monitoring and improving service quality. Future research should explore demographic differences and technological innovations that could support tourist loyalty.

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