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# INFLUENCE OF ELECTRONIC WORD OF MOUTH (e-WOM) ON THE DECISION TO VISIT THE NATURAL TOURIST DESTINATIONS OF PANTAI SERANG KABUPATEN BLITAR INDONESIA

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## Abstract

This research aims to find out the influence of Electronic Word of Mouth (e-WOM) on the decision to visit the natural tourist destinations of Serang Beach, Blitar Regency, Indonesia. This type of research is descriptive quantitative. The population in this study is visitors to Serang Beach Tourism with a maximum age of 30 years, have Instagram and Facebook accounts, and have seen uploaded photos of Serang Beach. The determination of the sample size is based on the tourist population of 95,381 visitors during the last 3 months. The number of respondents was 400 respondents. How to take sample members in this study using probability sampling technique where sampling is done aimlessly. The Electronic Word Of Mouth (e-WOM) variable for visiting decisions is 54.5%. The value of R square is 0.297. The adjusted value R square is 0.295. In this study, the standard deviation is 43.59. The result of obtaining f Calculated in column f is 168,341 with a significance level = 0.000. Based on the hypothesis testing criteria if f calculates the > f of the table and significance level (0.000 < 0.05). The result of the t-test gain states that H0 is accepted because of the probability value (Sig.) 0.000 < 0.05 or t count (13.823) > of the table's t value (1.966).

Key word, e-WOM, Decision to Visit

## A. Introduction

Tourism is one of the business sectors that are growing quite well which is characterized by the increasing demand for travel activities. This is caused by the mindset and behavior of many people who think that traveling is a very important thing to be used as a means of taking a break from routine. So that this can help tourism sector actors in improving their economy. Tourism is a tourism activity supported by services and facilities provided by the Government, entrepreneurs, and the community. The impact of tourism as a business is to influence the socio-economic community around. The high visit of people outside the area has a positive impact on the economy of the surrounding community. The world of tourism has now entered a new era, namely digital tourism. Digital tourism is one of three Priority programs initiated by the Ministry of Tourism (Kemenpar) in addition to homestays and air connectivity specifically to boost the tourism sector. Digital tourism is an effective strategy initiated to promote superior potential through technology-based platforms with the target of millennials.

Digital tourism promotion is the only use of social media. This way of promotion of tourist attractions that are very easy, effective, and efficient and it is very fast spread makes it easier for the manager of tourist attraction objects in the promotion. Social media can be so popular because through social media, users can have freedom of expression, facilitate sharing information and news, and show off to show their existence. With so many things that can be done through social media that in the end activities on social media unconsciously become part of a lifestyle that is inseparable from everyday life.

Community activities in sharing their experiences through social media is an activity of the Word of Mouth (e-WOM). Understanding Electronic Word of Mouth (e-WOM) in the era of digitalization technology development is currently very important for tourists. This is because of the growing phenomenon among people who like to travel and then load unique and interesting photos on social media to share experiences and information. Electronic Word of

mouth (e-WOM) refers to statements based on positive, neutral, or negative experiences made by potential, actual or former consumers about products, services, brands, or companies made available to many agencies over the internet (through websites, social networks, instant messaging, news feeds, etc.).

Blitar regency has many beach tours. One of them is Serang Beach. Serang Beach is located in Serang Village, Panggungrejo Subdistrict, Blitar Regency, East Java. The beach located approximately 45 km southeast of the city of Blitar consists of three beach complexes. Utama Beach is the venue for the ceremony of offerings on the 1st of Sura, while the second and third beaches are located west of the main beach which is bounded by hills. About 50 meters from the beach there is a fishing village. One of his search eyes in the sea and how to capture the sea products still use traditional ways. There are various types of marine products be it fish, lobster, shrimp, and many other types. And about 250 meters cottages are selling various foods, drinks. There is also a place to rent clothes to play in the water. We can find a lot of huts that trade the sea products, be it grilled fish, fried fish, seafood, smoked fish, etc. Of course, Young Coconut Ice is also a prima donna when we visit this beach. Even with all the know-how, Serang Beach holds a festival so that it can attract tourists to visit. Serang Beach can already be said to be a complete recreation area. There are already buildings for worship, extensive parking, lighting at night, bathrooms, even at night we can still enjoy the atmosphere of Serang Beach, and there are still many activities that can be done in The Beach Serang.

## B. Theoretical Studies

### 1. Marketing Management

Along with the change in time the science of marketing continues to develop. Marketing experts and practitioners express different opinions about the notion of marketing, but the notion of marketing has the same purpose and purpose.

Stanton (2013:7), suggests marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing buyers and potential buyers. According to Daryanto (2011:1), marketing is a social and managerial process in which individuals and groups get their needs and desires by creating, bargaining and exchanging something of value to each other.

Saladin (2012:3) that marketing management is an art and science to choose the target market and reach, maintain, and grow customers by creating, delivering, and communicating superior customer value. Kotler and Armstrong (2012:29) argue that marketing management is a series of processes that companies take to create value for customers and build strong relationships with them to create value from those customers.

### 2. Tourism Management

In general, management includes elements of planning, organizing, implementing, reporting, and evaluation. Following Law No. 10 of 2009 on Tourism, especially in article 7 mentioned that managing tourism concerns 4 aspects, namely the tourism industry, tourism destinations, marketing, and tourism institutions. The tourism industry concerns products and services produced by tourist providers to meet the needs of tourists.

Yoeti (1991:103), Tourism comes from two words, namely *Pari* and *Wisata*. *Stingrays* can be interpreted as many, many times, circling or complete. While tourism can be interpreted as travel or traveling which in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can also be interpreted as a trip that is done many times or circling from one place to another which in the English language is also called "Tour".

Yoeti (1996:117), Tourism is the traffic of people who leave their homes for a while, to live in other places, solely as consumers of the fruits of economic and cultural products to meet the needs of life and culture or the diverse desires of the person.

### 3. Electronic Word of Mouth (e-WOM)

The development of information systems around the world has made people's lives easier, especially since the creation of the internet. The more profitable companies are benefiting from the development of internet technology, companies can take advantage of the interactive community of customers to start a dialogue with their customers. They can build networks to create a good Electronic Word Of Mouth (e-WOM) regarding their market offerings. Internet media also makes it easier for someone to communicate and share information in finding information about a product directly with people who already have experienced it without having to face them. Before consumers purchase a product or service consumers will certainly look for information about the product or service they buy. Electronic Word of Mouth (e-WOM) is the best way to make a purchase decision today.

Jalilvand and Samiei (2012: 2) argue that electronic word of mouth is a very important place for consumers to give their opinions and is considered more effective than WOM because of its wider level of accessibility and reach than traditional offline WOM. Electronic Word of Mouth is considered to be an evolution of traditional face-to-face communication to become more modern with the help of cyberspace, or an electronic medium in computer networks that are widely used for one-way communication purposes and online reciprocity.

Hennig-Thurau et al. (2004:39) Electronic Word of Mouth (e-WOM) is a form of marketing communication that contains positive or negative statements made by potential customers, customers, and former customers about a product or company, available to many people or institutions through internet media. There is also an opinion describes that electronic word of mouth is a thing of non-formal communication that is partly for customers through internet-based technology related to the use or characteristics of a good or service (Abd-elaziz et al., 2015).

### 4. Decision to Visit

Pitana and Gayatri (2005: 71) mentions that before traveling, a prospective tourist first undertakes a mental process, to arrive at a decision, regarding when to travel, how long, where, by way, and so on. This process of making is very important for tourism development, related to various factors that influence decisions, and these factors can be influenced (intervened) in the promotion process (tourism marketing). Understanding this decision-making process is also important as a basis for promotion, it is also very important in product planning and determining market segmentation or marketing targets. This is increasingly important in a situation of increasingly tight competition, especially at a time when the market is starting to be highly segmented.

## C. Research Methods

This research was conducted in Serang Beach Tourism, Serang Village, Panggungrejo Subdistrict, Blitar Regency, Indonesia. This type of research is a type of quantitative descriptive research. The population in this study is visitors to Serang Beach With a maximum age of 30 years, have an Instagram and Facebook account and use it, and have seen photos of Serang Beach on Instagram and Facebook. The determination of the sample size is

based on the number of tourist populations visiting Serang Beach Blitar Regency with as many as 95,381 visitors during the last 3 months. Because the population of this study is very large, scattered, and very difficult to know with certainty, then sampling using the formula Slovin. Sample to be determined by the author with a 5% percentage of inaccuracy

It is known that the minimum number of samples used is 399.08 rounded to 400. How to take sample members in this study using the probability sampling technique where sampling is done randomly. In this method, the entire population has an equal chance of being sampled. Sampling uses a random sampling method in which all individuals in the population are individually or jointly given the same opportunity to be selected as members of the sample. In analyzing the data obtained to answer the problem formulation, the author identifies and processes the data, analyzes the data that is then done calculations, and applications using the relevant formula. These analysis steps include:

1. Descriptive Analysis

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The analysis in this study is to formulate and study the results of research in the form of the identity of respondents and the distribution of answers to each variable.

2. Conduct a Validity and Reliability Test

a. Validity Test

Used to test valid or not questionnaires. Questionnaires can be called if the questionnaire can reveal the precision of visitors to Serang beach Blitar Regency. Validity is indicated by the extent of the accuracy and accuracy of the measuring instrument when taking measurements. Activities are carried out with the help of SPSS or Statistical Package for Social Science. Comparison of calculated R-values or correlated item-total correlations with r table values will also be done in this test.

b. Reliability Test

Rehabilitation calculations that show how much the results of the calculation can be trusted. The results of the calculation can be said to be reliable if at several times the measurement gives consistent results. The answers respondents have given to questions tend to be the same, consistent, and stable at all times. This calculation is created using SPSS or Statistical Package for Social Science. Test analysis prerequisites

c. Normality Test

This normality test aims to find out whether the sample taken comes from a normally distributed population or not. In this study to test the normal or not the sample is calculated using the Central Limit Theorem (CLT) model. CLT states that if the sample is above or equal to 30 ( $n \geq 30$ ) then the distribution of the sample is considered to follow normal Lind (2014:300-31).

d. Heteroskedasticity Test

The heteroskedasticity test is performed using the Glejser method. If each free variable has no significant effect on absolute residual ( $\alpha = 0.05$ ) then in the regression model there is no heteroskedasticity Sanusi (2011:135).

e. Autocorrelation Test

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The autocorrelation test can be performed with the Durbin-Watson (d) test. The result of the calculation compared to the value of  $\alpha = 0.05$ . Table d has two values d: the upper limit value (dU) and the lower limit value (dL) with various values n and k.

f. Multicollinearity test

Multicollinearity tests work to find out whether the relationship between free variables occurs multicollinearity or not. Multicollinearity occurs if the correlation coefficient

between free variables is more than 0.10 and if it is smaller or equal to 0.10 then there is no multicollinearity.

### 3. Regression Analysis

#### Multiple Linear Regression

The method used to determine the cause-and-effect relationship between each variable in the study. Multiple linear regression is a linear regression model that involves more than one free variable or in English commonly called multiple linear regression. This calculation will be made with SPSS (Statistical Package for Social Science).

### 4. Test the hypothesis

Hypothesis tests are conducted so that researchers can find out whether the proposed hypothesis will be accepted or rejected.

#### a. Coefficient of Determination (R<sup>2</sup>)

The Determinant coefficient (R<sup>2</sup>) serves to determine the significance of the variable then it must be searched for the coefficient of determination (a measure that shows how much variation in the data can be explained by the regression model). The coefficient of determination indicates the magnitude of the contribution of independent variables to dependent variables. To calculate the coefficient of determination is by squaring the correlation coefficient Sugiyono (2011: 185).

#### b. Statistical test f

The statistical test F is used to show whether all the free variables included in the model have a shared influence on bound variables. F value results are calculated with SPSS tools.

#### c. Statistical test t

It shows how far the influence of one individual explanatory variable is in explaining the variation of the bound variable.

### 5. For hypothesis test, it using t-test. In t-test, it can be known the hypothesis can be accepted or rejected by using data. The results of the analysis conducted next are combined with the electronic word of mouth (e-WOM) theory and the decision to visit as a step to draw conclusions

## D. Results and Discussions

### 1. Description of Serang Beach Blitar Regency briefly

Serang village is geographically located at the position of 8°18'-23°35' South Latitude and 112°13'-56°79' East Longitude, which is one of the areas located in the Southern Blitar Regency and is in the coastal region of the Indonesian Ocean. In detail Serang Village borders:

North: Kalitengah Village

West: Ngadipuro Village

South: Kaligambir Village

East: Kaligambir Village

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The distance from the village to the center of the crowd is 14 km, which can be reached in about 30 minutes. The distance to the district capital is 45 km, with a distance of approximately 1.5 hours. The area of Serang Village is 744.5 Ha, which is divided into 3

subs namely Serang I, Serang II (Kedungkrombang, Grontol, Puthukrejo), and Serang III Hamlet (Klatak, Grobogan, Kedung Biru).

## 2. Data Analysis

### a. Descriptive Analysis

#### 1) Description of respondents

The number of respondents in this study was 400 tourists. The most dominant respondents in the study were female. Based on social media characteristics, the most dominant number of respondents were respondents who used social media both namely Instagram and Facebook with presentations of 51.0% of all respondents with the number of respondents 204 people. This shows the characteristics of respondents in table 4.1, namely respondents with female gender are more familiar using social media both Instagram and Facebook, to conduct surveys first before traveling to Serang beach. Description of respondents. Characteristics of respondent most dominant age at the age of 20 years with the number of respondents 93 people with a presentation of 23.3%. Thus based on table 4.1, tables 4.2 and 4.3 which states that respondents with the most dominant female gender of 20 years prefer to use social media both (Instagram and Facebook) before traveling to Serang Beach.

#### 2) Description of variables

This study has 2 variables, namely **Electronic Word Of Mouth (e-WOM)** and **Visiting Decision**. The results of the questionnaire answer for the electronic word of mouth (e-WOM) variable presentation overall, namely, respondents expressed strong disapproval of 0.25%, respondents expressed disapproval 0.51%, respondents who expressed disapproval 14.95%, 69.12% of respondents expressed disapproval, and respondents who expressed strongly agreed 15.15%. The results of the questionnaire answer to the visiting decision variable whose overall presentation is, respondents, expressed strong disapproval of 0.19%, respondents expressed disapproval 0.63%, respondents who expressed disapproval 2.897%, 76.96% of respondents expressed agree and respondents who expressed strongly agreed 19.40%.

### b. Validity Test and Reliability Test

#### 1) Validity Test

No statement item of the Invalid **Electronic Word Of Mouth (e-WOM)** variable, so no item is omitted. There are no statement items of invalid tourist visiting decision variables, so no items are omitted.

#### 2) Reliability Test

The **Electronic Word Of Mouth (e-WOM)** instrument of 0.948 and the **Visiting Decision** of 0.900 have met Cronbach's alpha  $> 0.6$  so that the instrument can be declared reliable or consistent.

### c. Test Analytical Prerequisites

#### 1) Normality Test

The study had a total of  $n = 400 > 30$ . This shows that the data can be said to be a normal distribution and can be referred to as a large sample. Heteroscedasticity Test The probability of significance of the Variable. **Electronic Word Of Mouth (e-WOM)** is 0.062. This means that Sig Value  $0.062 > 0.05$  so that in the regression model there is no heteroplasticity.

- 2) Autocorrelation Test  
Dw is 2,061. If included in the criteria formula then:  $1.83089 < 2.061 < 4 - 1.84091$ , so that  $1.83089 < 2,061 < 2.1591$ . So it can be concluded that there are no symptoms of autocorrelation in the regression model used.
  - 3) The Multicollinearity Test can be done by looking at the magnitude of tolerance and VIF (Variance Inflation Factor) values.
- d. Regression Analysis  
Multiple Linear Regression Test  
The constant value is 22,787, meaning that although the value of an independent variable is 0 or constant, the influence of Electronic Word Of Mouth (e-WOM) remains at 22,787. The value of the Electronic Word Of Mouth (e-WOM)(X) coefficient of 0.272 means that each addition of the e-WOM Instrument variable by 1%, then other variables are considered constant, so the influence of Electronic Word Of Mouth (e-WOM) in Serang Beach will increase by 0.272
- e. Hypothesis Test
- 1) Test coefficient of determination R<sup>2</sup>  
R = 0.545 Means the relationship between the Variable Electronic Word Of Mouth (e-WOM) to visiting decisions is 54.5%. This means that the relationship between variable X and variable Y is strongly positive. The R square value of 0.297 means that 29.7% of the Visiting Decision variable can be explained by the Electronic Word Of Mouth (e-WOM) variable. The rest were explained by other variables not studied in the study. An adjusted R square value of 0.295 means 29.5% which means the Electronic Word Of Mouth (e-WOM) variable has an effect of 0.295 or 29.5% on the Visiting Decision variable.
  - 2) Simultaneous Significant Test (Test f)  
The result of f count in column f is 168,341 with a significance level = 0.000, greater than the table f value of 3.865 with an error rate  $\alpha = 5\%$ , or  $(168,341 > 3.865)$ . The hypothesis testing criteria can be accepted, if F Calculated > F Table and its significance level  $(0.000 < 0.05)$ , this shows that free variables together have a positive and significant effect on bound variables.
  - 3) Partial Significant Test (Test t)  
H<sub>0</sub> is accepted because the probability value (Sig.) of 0.000 < 0.05 or t count (13.823) > of the table's t value (1.966). This means that the influence of Electronic Word of Mouth (e-WOM) on visiting decisions. So that the (H<sub>a</sub>) hypothesis that states the influence of Electronic Word Of Mouth (e-WOM) on Visiting Decisions is acceptable.

## E. Discussion

Descriptive analysis based on the characteristics of respondents obtained by respondents with the most dominant female gender of 20 years is more familiar using social media both (Instagram and Facebook) before doing activities to travel to Serang Beach. Based on the results of the validity test for the Variable Electronic Word Of Mouth (e-WOM) is known the value of each statement item has a higher calculated r or above of the table r which is 0.098, then the instrument for the variable Electronic Word Of Mouth (X<sub>1</sub>) is declared valid. For visiting decision variables known the value of statement items has a higher calculated r or above than the table r which is 0.098, then the instrument for the Visiting Decision variable (Y) is declared valid. The Cronbach Alpha reliability test result of  $0.965 > 0.60$  means 24



statement items on the **Electronic Word Of Mouth (e-WOM) variable** are declared reliable. And based on the results of reliability tests on Cronbach Alpha  $0.951 > 0.60$  which means 13 statement items on the visiting decision variable are declared reliable.

In the analyst prerequisite test, the normality test in this study using the CLT (Central Limit Theorem) test had a sum of  $n$  of  $400 > 30$ . This suggests that the data can be said to be normally distributed and can be referred to as large samples. The results of the heteroplastic test in this study using spearman rho test analysis if the value is significant between independent variables with absolute residuals more than 0.05 then it can be concluded that this study model does not occur heteroskedasticity. And this study showed the probability of significance of the Variable Electronic Word Of Mouth (e-WOM) of 0.062. This means that Sig Value  $0.062 > 0.05$  so that in the regression model there is no heteroskedasticity. For the results of the autocorrelation test in this study that dw value of 2,061. If entered into the criteria formula then:  $1.83089 < 2,061 < 4 - 1.84091$ , so that  $1.83089 < 2,061 < 2.1591$  conclusions do not occur autocorrelation. And from the multicollinearity test, it is concluded that all free variable values have Tolerance Value or VIF (Variance Inflation Factor). There is no multicollinearity because tolerance values of  $1,000 > 0.10$  and VIF values of  $1,000 < 10,000$ .

Based on the Multiple Linear Regression test in this study, the constant value of 22,787, meaning that although the value of independent variables is worth 0 or constant, the influence of Electronic Word Of Mouth (e-WOM) remains at 22,787. The value of the Electronic Word Of Mouth (e-WOM)(X) coefficient of 0.272 means that each addition of the e-WOM Instrument variable by 1%, then other variables are considered constant, so the influence of Electronic Word Of Mouth (e-WOM) on Serang Beach will increase by 0.272.

The hypothesis test based on the determination test (Test R<sup>2</sup>) in the study obtained a value of  $R = 0.545$  which means the relationship between the variable Electronic Word Of Mouth (e-WOM) to the Visiting Decision of 54.5%. This means that the relationship between variable X1 and variable Y is strong bound. The R square value of 0.297 means that 29.7% of the Visiting Decision variable can be explained by the Electronic Word Of Mouth (e-WOM) variable. The rest were explained by other variables not studied in the study. And the adjusted value of R square of 0.295 or 29.5% which means the Electronic Word Of Mouth (e-WOM) variable has an effect of 0.295 or 29.5% on the Visiting Decision variable. Based on the Simultaneous Test (Test F) in this study the results of the acquisition of  $f$  calculated in column  $f$  is 168,341 using 0.000 as significance level, greater than the value of  $f$  table which is 3.865 with an error rate of  $\alpha = 5\%$ , or  $(168,341 > 3.865)$  Based on hypothesis testing criteria if  $F$  Calculated  $> F$  Table and its significance level  $(0.000 < 0.05)$ , it indicates that the free variable has a positive and significant effect on the bound variable. And the Partial Test (T-Test) in this study obtained that  $H_0$  was accepted because, the probability value (Sig.)  $0.000 < 0.05$  or  $t$  count  $(13,823) >$  of the table  $t$  value  $(1,966)$ . This means that the influence of Electronic Word Of Mouth (e-WOM) on visiting decisions. So that the ( $H_a$ ) hypothesis that states the influence of Electronic Word Of Mouth (e-WOM) on Visiting Decisions is acceptable.

## F. Recommendation

The government must be more sensitive to technological developments. It is intended that tourism in Indonesia can pursue its potential by utilizing technology. One of the efforts to use technology in tourism is the implementation of technology itself as a promotional medium to market tourism in the world.

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