



Analysis of e-WOM and Destination Image on Visit Intention

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Abstract: The global spread of the Coronavirus impacts the Indonesian economy, particularly in the tourism industry, Various kinds of tourist attractions in Indonesia are threatened with closing due to the COVID-19 pandemic, and various sectors - supporting tourism sectors such as hotels, restaurants, and retail entrepreneurs are also affected by this coronavirus. Alamendah Tourism Village is one of the tourist attractions affected by the Covid-19 pandemic. This research aims to analyze the impact of e-WOM and destination image on visit intention for the Alamendah Tourism Village, this research uses quantitative method and descriptive causality research. This research was conducted on 100 respondents who had never visited Alamendah Tourism Village. Data was collected by distributing questionnaires, and the data were processed using SPSS 21. The t-test f-test and coefficient determination are used to test hypotheses. It was discovered that the e-WOM had a significant and strong impact on visiting interest and that the destination image also had a significant and strong impact on visit intention. Furthermore, the e-WOM and destination image have a significant and strong impact of 45,9% on visit intention simultaneously, with the rest being influenced by other variables.

Keywords: Destination Image; e-WOM; Visit Intention

INTRODUCTION

The spread of the coronavirus, which has spread throughout the world, impacts the economic sector in Indonesia, one of which is the tourism sector. Various kinds of tourist attractions in Indonesia are threatened with closing due to the COVID-19 pandemic, various sectors - supporting tourism sectors such as hotels, restaurants, and retail entrepreneurs are also affected by this Coronavirus.

Alamendah Tourism Village is one of the tourist attractions affected by the Covid-19 pandemic. Alamendah Tourism Village is a tourist place that offers several diverse tourist objects, namely farming, making processed foods, and SME souvenirs, practicing Pencak silat, watching karinding art performances, milking cows, studying coffee processing, and cycling around the village. The variety of tourist objects offered by the Alamendah Tourism Village can attract visitors to the Alamendah Tourism Village. Due to the COVID-19 pandemic, Alamendah Tourism Village experienced a decrease in visitors during COVID-19, even with the many attractions offered by the Alamendah Tourism Village. Alamendah Tourism Village can increase the number of tourists who come to Alamendah Tourism Village.

Along with the development of the era, there are many ways to increase tourist visits, not only with conventional promotions that take quite a lot of time and energy but also using social media to increase tourist visits, seeing a large number of social media users in Indonesia, will make more audiences see the content – content shared on social media. According to We Are Social (2021) of 274.9 million people in Indonesia, 125.6% of Indonesia's population are Unique Mobile users, 73.7% of Indonesia's population are internet users, and 61.8% of Indonesia's population are active social media users. It can be concluded that the average internet user in Indonesia is quite a lot.

Widyanto & Widayanto (2019) explained that the presence of visitors who have come to a place or tourist attraction and sharing it on social media facilitates the exchange of information with potential visitors.

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Word-of-mouth is a marketing activity through personal mediation, verbal, written, or electronic means of communication connected to the internet, based on product or service experiences. Word-of-mouth is generally an activity that aims to provide review information or views about products or services to those closest to them, regardless of whether the product or service is safe for other potential consumers (Joesyiana, 2018). Viral marketing also known as Electronic Word of Mouth (e-WOM), is marketing that uses the internet to generate word of Mouth and support business and marketing objectives.

Electronic Word of Mouth (eWOM) plays a crucial role in shaping the decisions of travelers and serves as a source of motivation for them to consider revisiting (Azhar et al., 2022). The swift expansion of the internet has progressively supplanted face-to-face consumer discussions about products with electronic word-of-mouth communication (eWOM). This takes the form of online product reviews and ratings on websites, forums, and social media platforms (Rani & Nagesh, 2019).

Furthermore, Chen & Tanpachai (2020) define the image of a destination as the main factor that influences decisions that are following tourist destinations. Destination image is a term accepted by researchers and marketers and plays a vital role in travel decisions. The following are the dimensions of the destination image according to Hanif et al. (2018), namely as follow: (1) Cognitive Image: is a belief in information about a destination; (2) Affective Image consists of feelings or emotions that appear pleasant, uplifting, relaxing, and entertaining while at the destination or destination.

Kotler & Armstrong, (2018) define that interests and attitudes are the basis of prejudice, and interest is also essential in decision-making. Interest in a person's visit stems from the desire to enjoy the company's products and services. Consumers realize that they like the particular product (interest) they want during the interest generation phase. Interest in visiting is the desire to go to exciting places. Usually, people who visit a place such as a tourist spot will first look for reviews on social media, called the Electronic Word of Mouth (e-WOM). Electronic Word of Mouth (e-WOM) allows users to interact directly on social media and interact by sharing their experiences in a forum. Communication through word of mouth is based on the needs of each party to share information to achieve several different goals (Putri & Sumaryono, 2021).

According to Leong et al. (2022), Electronic Word of Mouth refers to the dissemination of information, reviews, and recommendations for products and services via social media. Viral marketing is as contagious as a virus, another form of word of mouth, shared by consumers via voice, video, and online writing reviewing products and services developed by companies.

Based on previous research from Azhar et al. (2022) that the influence of e-WOM has a direct positive influence and significantly on the image of the city, attitudes towards city tourism, and intention to visit, it was revealed that e-WOM also affects the intention to visit indirectly through the image of the city, and also Adam et al. (2023) indicates that scholars have recognized various factors with the capacity to impact intentions for revisiting in tourism. These factors encompass eWOM activities, the marketing mix, and the image associated with the destination.

The purpose of this research is to find out whether there is an effect of e-WOM and destination image on interest in visiting the Alamendah Tourism Village. Based on the theory and various findings, the following hypotheses can be formulated:

- H1: There is a positive influence of Electronic Word of Mouth on interest in visiting partially.
- H2: There is a positive effect of Destination Image on interest in visiting partially.
- H3: There is a positive effect of E-Word of Mouth and Destination Image on the interest of visiting simultaneously.



METHODS

This study uses quantitative methods with descriptive analysis; this study aims to see whether e-WOM and destination image influence interest in visiting the Alamendah tourism village. The study was conducted on 100 people who had never visited the Alamendah tourist village. The data used are primary data obtained from distributing questionnaires in the form of Google Forms to 100 respondents. The types of questions on the questionnaire use a Likert scale to measure the value of each question variable.

The data is tested with a validity test to measure its accuracy. According to Sugiyono (2019), validity is the level of accuracy between the data generated on the object and the data collected by researchers to find the validity of the item. Then the data is tested with a reliability test. According to Sugiyono (2019), reliability testing means the extent to which measurements using the same object provide the same data. To find out whether there is a causal relationship between the two variables or to examine how much influence e-WOM and destination image have on the dependent variable, namely interest in visits. This study uses multiple linear regression analysis, and to find out if there are deviations from the classical assumptions or multiple regression equations, this test uses classical assumption tests, such as normality test, heteroscedasticity test, and multicollinearity test.

The t-test was used to determine whether there is an effect of the variable e-WOM and destination image on the interest in visiting variables. Furthermore, the f-test was used to determine whether there was an effect of the variable e-WOM and the destination's image on the interest in visiting simultaneously. Lastly, the coefficient of determination (R^2) is used to measure how the model can explain the variability in the dependent variable.

Based on the theoretical review and description, a framework of thought is formed and describes the independent variables, namely (X1) e-WOM, (X2) Destination Image, and the dependent variable, namely (Y) Visiting Interest. Figure 1. The framework of thinking is formed as follows:

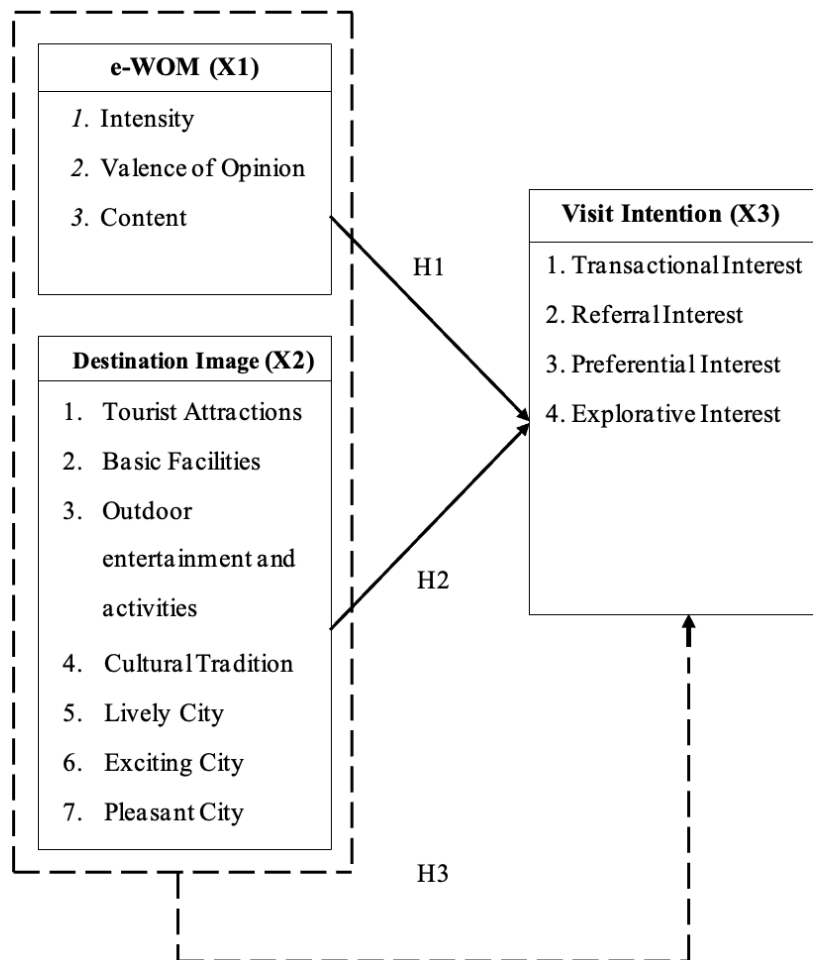


Figure 1. Framework Theory

Source: Data that has been processed by the author (2021)

RESULTS AND DISCUSSION

Based on 100 data that has been obtained, it can be seen in Table 1 that most of the respondents' gender is female as much as 67% and the remaining 33%, then the average age of respondents is 18-25 years.

Table 1. Respondents Profile

| Profile | Criteria | Percentage |
|---------|-----------------|------------|
| Gender | Male | 33% |
| | Female | 67% |
| Age | 17-25 years old | 84% |
| | 26-35 years old | 6% |
| | 36-45 years old | 7% |
| | >45 years old | 3% |

Source: Data that has been processed by the author (2021)



Validity Test and Reliability Test

A validity test is the level of accuracy between the data generated on the object and the data collected by researchers to find the item's validity. The validity tests of all questionnaire items were declared valid, because the level of confidence = 95 percent ($\alpha = 5$ percent), degrees of freedom (df) = $n - 2 = 100 - 2 = 98$, obtained r table = 0.195. where r-calculation on all question items > r-table 0.195.

Table 2. Validity Test Result

| No | Variables | Item | r count | r table | Description |
|----|-------------------|-------|---------|---------|-------------|
| 1 | e-WOM | V1.1 | 0,825 | 0,195 | Valid |
| | | V1.2 | 0,816 | 0,195 | Valid |
| | | V1.3 | 0,873 | 0,195 | Valid |
| | | V2.1 | 0,755 | 0,195 | Valid |
| | | V2.2 | 0,721 | 0,195 | Valid |
| | | V2.3 | 0,596 | 0,195 | Valid |
| | | V2.4 | 0,664 | 0,195 | Valid |
| 2 | Destination Image | V2.5 | 0,671 | 0,195 | Valid |
| | | V2.6 | 0,683 | 0,195 | Valid |
| | | V2.7 | 0,785 | 0,195 | Valid |
| | | V2.8 | 0,775 | 0,195 | Valid |
| | | V2.9 | 0,753 | 0,195 | Valid |
| | | V2.10 | 0,673 | 0,195 | Valid |
| | | V3.1 | 0,819 | 0,195 | Valid |
| 3 | Visit Intention | V3.2 | 0,850 | 0,195 | Valid |
| | | V3.3 | 0,791 | 0,195 | Valid |
| | | V3.4 | 0,891 | 0,195 | Valid |

Source: Data that has been processed by the author (2021)

In the reliability test, a question or question is said to be reliable if the alpha coefficient value is greater than 0.7. If the value of Cronbach's alpha <0.7, then the research instrument is not reliable. Furthermore, it is proven that in this study, all variables > Cronbach's alpha value of 0.7 or all questionnaire items are reliable.

Table 3. Reliability Test Result

| Variables | Cronbach's Alpha | Coefficient Standard | Description |
|-------------------|------------------|----------------------|-------------|
| e-WOM | 0,784 | 0,7 | Reliable |
| Destination Image | 0,889 | 0,7 | Reliable |
| Visit Intention | 0,883 | 0,7 | Reliable |

Source: Data that has been processed by the author (2021)

Classical Assumption Test

Normality Test

This test uses the Kolmogorov-Smirnov test, and the data is said to be normal or valid if the arithmetic value > 0.05. The normality test results using the Kolmogorov-Smirnov method are said to be normal or valid.

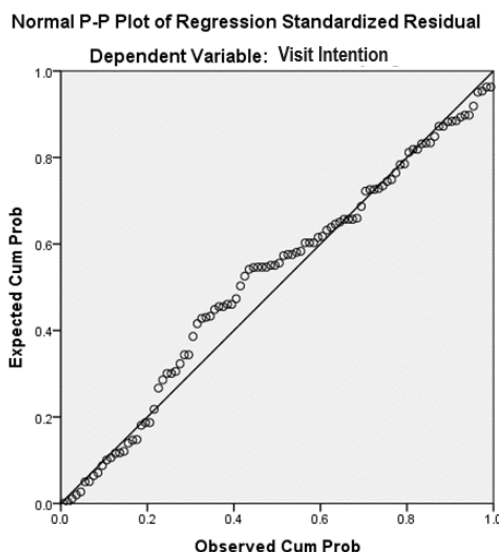


Figure 2. Normal P-Plot

Source: Data that has been processed by the author (2021)

The results obtained are significant (asyp. Sig. (2-tailed)) 0.165. Due to the significance result (asyp. Sig. (2-tailed)) of $0.165 > 0.05$, it can be stated that the data in this study were normally distributed.

Multicollinearity Test

The multicollinearity test determines whether the regression model shows a correlation between the independent variables. According to Ghazali (2018), the determinants of the multicollinearity test can be done in two ways: (1) If the tolerance is greater than 0.10, it means that the tested data does not have multicollinearity; (2) If the VIF value is greater than 10.00, it means that the tested data does not show multicollinearity.

Table 4. Multicollinearity Test Result

| Model | Collinearity Statistics | |
|-------------------|-------------------------|-------|
| | Tolerance | VIF |
| (Constant) | | |
| 1 e-WOM | .610 | 1.638 |
| Destination Image | .610 | 1.638 |

Source: Data that has been processed by the author (2021)

Based on the results of data processing, the results of the multicollinearity test are obtained, namely the tolerance value of 0.610 for both variables and the VIF value of 1.638. It can be concluded that these two variables, namely the e-WOM variable and the destination image, show a correlation.

Heteroscedasticity Test

The heteroscedasticity variance test determines whether there is an inequality of variance from the remaining observations from one regression model to another. This study's non-uniform variance test method is Spearman's correlation method, which correlates the independent variables with the residuals. This test was run at a



significance level of 0.05, followed by a two-tailed test. If the correlation between the independent and residual variables has a significance greater than 0.05, there is no problem with the heteroscedasticity variance.

Table 5. Heteroscedasticity Test Result

| Model | Sig |
|------------------------|-------|
| e-WOM (X1) | 0,646 |
| Destination Image (X2) | 0,906 |

Source: Data that has been processed by the author (2021)

Based on the data processing results, it is obtained that the e-WOM variable has a sig value of 0.646 > a value of 0.05. The destination image variable has a sig value of 0.906 > a value of 0.05, and the variable interest in visiting has a sig value of 0.864 > an arithmetical value of 0.05. Then it can be concluded that all variables do not have symptoms of heteroscedasticity.

Multiple Linear Regression

Table 6. Multiple Linear Regression Result

| Model | Coefficient |
|------------------------|-------------|
| Constant | .666 |
| e-WOM (X1) | .387 |
| Destination Image (X2) | .253 |

Source: Data that has been processed by the author (2021)

This analysis was conducted to determine whether there is a causal relationship between the two variables or to examine how much influence e-WOM and Destination Image have on the dependent variable, namely Visiting Interest. As seen from Table 6, the multiple linear regression model can be formulated as follows:

$$Y = 0,666 + 0,387X1 + 0,253X2$$

Based on the multiple linear regression analysis that has been carried out, the results show that the e-WOM variable ($X1 = 0.387$) has the most significant influence on visit intention (Y).

Descriptive Analysis

Table 7. Descriptive Analysis

| No | Variables | High Scores | Low Scores | Average | Category |
|----|-------------------|-------------|------------|---------|-----------|
| 1 | e-WOM | 83% | 77% | 81% | Very Good |
| 2 | Destination Image | 86% | 81% | 83% | Very Good |
| 3 | Visit Intention | 83% | 76% | 79.5% | Good |

Source: data that has been processed by the author (2021)



Based on the data that has been processed, the results obtained are variable (X1) or e-WOM, with a total of 3 statement items with an average result of 81%, which means very good, with the largest value being 83% and the smallest being 77%. Furthermore, the variable (X2) or destination image with a total of 10 statement items with an average result of 83%, which means very good, with the largest value of 86% and the smallest value of 81%, and the variable (Y) interest in visiting, with a total of 4 statement items with the average result is 79.5% which means good, with the largest value of 83% and the smallest value of 76%.

Partial Hypothesis Testing (t-Test)

Table 8. t-Test Result

| | Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|-------------------|-----------------------------|-------|---------------------------|-------|------|
| 1 | (Constant) | .666 | 1.711 | | .389 | .698 |
| | E-WOM | .387 | .134 | .275 | 2.881 | .005 |
| | Destination Image | .253 | .051 | .471 | 4.925 | .000 |

Source: Data that has been processed by the author (2021)

Simultaneous Hypothesis Testing (f-Test)

Table 9. f Test Result

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 367.792 | 2 | 183.896 | 41.176 | .000 ^b |
| | Residual | 433.208 | 97 | 4.466 | | |
| | Total | 801.000 | 99 | | | |

Source: Data that has been processed by the author (2021)

Based on the data that has been processed and produces statistical results in Table 8 and Table 9 that show and prove that all hypotheses have an influence and are significant, the discussion is as follows:

- Hypothesis 1: The structural equation, shows that the e-WOM variable on the visiting interest variable has a very strong influence value, this is evidenced by the t-calculation value of 2.881 > t-table 1.985, the researcher concludes that e-WOM has a positive and significant effect on visiting interest, with the results of hypothesis testing accept *H1* and reject *H0*.
- Hypothesis 2: This second hypothesis measures the destination image variable on the visiting interest variable. The result is that the destination image has a significant and strong influence on visiting interest, this is evidenced by the t arithmetic value of 4.952 > t table 1.985, the researcher concludes that the destination image has a positive and significant effect on interest in visiting, with the results of hypothesis testing accepting *H2* and rejecting *H0*.
- Hypothesis 3: This third hypothesis is to simultaneously measure the e-WOM and destination image variables on the visiting interest variables. The result is that e-WOM and destination image have a strong and significant influence on visiting interest. This is evidenced by the f-calculation



41.176 > 3.09 f-table. In the table, the researcher concludes that e-WOM and destination image have a positive and significant effect on visiting interest simultaneously, with the hypothesis testing accepting H_3 and rejecting H_0 .

Coefficient of Determination

Coefficient of determination (R^2) is intended to measure the extent to which the model can explain the variability contained in the dependent variable.

Table 10. Coefficient of Determination Result

| R | R Square |
|-------|----------|
| 0.678 | 0.459 |

Source: Data that has been processed by the author (2021)

Based on Table 10, it can also be concluded that the R Square value is 0.459, which means that the effect of the e-WOM (X1) and Destination Image (X2) variables simultaneously on the Visiting Interests (Y) variable is 45.9%, and other variables influence the remaining 54,1%.

CONCLUSION

Based on the results of previous research and discussion, it can be concluded that e-WOM has a strong influence on visiting interest, the more positive e-WOM about Alamendah Tourism Village, the more people are interested in visiting Alamendah Tourism Village. Destination image strongly influences visiting interest; namely, the image of the Alamendah Tourism Village destination affects the interest of visiting people who have never visited the Alamendah Tourism Village. Then e-WOM and the image of the destination strongly influence visiting interest, where the better the e-WOM and the image of the destination in the Alamendah Tourism Village, the more people will visit there.

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