

The Influence of e-WOM on Visit Decisions

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Abstract. *This study aims to determine the effect of intensity, valance of opinion, and content on visit decisions. The population in this study are tourists visiting Bokori Island. The number of samples of 96 respondents obtained through the Lameshow formula for infinite populations, respondents obtained by accidental sampling method. The data collection method in this study is to use a questionnaire. This study uses multiple linear regression analysis. The results of this study indicate that: intensity, valance of opinion, and content have a significant effect on the visit decision.*

Keywords: *eWOM, intensity, valance of opinion, content, visit decision, tourism industry*

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I. Introduction

Bokori Island is a tourist destination which is currently very developed, located in Soropia District, Konawe Regency. The effort made by the government in improving the quality of tourist objects is to carry out infrastructure development aimed at supporting tourism in the form of clean water facilities, electricity, cottages which are places for tourists to rest to make Bokori Island better and a tourist spot that is quite feasible to be visited. visit. The number of visitors to the Bokori Island tourist attraction in 2021 was 11,921 and increased by 89.18 percent to 22,552 visitors in 2022. (<https://sultra.antarane.ws.com/berita/437574/peningkatan-amount-kunjungan-wisatawan>). Tourist visit is a term that is often used for people who visit tourist attractions (Putra et al, 2017).

Visitors to the Bokori Island tourist attraction are dominated by domestic tourists from various regions in Southeast Sulawesi Province, and some others come from foreign tourists or foreign tourists. Bokori Island as a tourist visit object has various uniqueness such as its natural beauty which is still maintained, stretches of fine white sand, coconut trees, villas for rent, and the natural beauty of Bokori Island. The strategic location of Bokori Island, not far from Kendari City, makes this tourist attraction relatively easy to access, so it becomes one of its advantages. All of this is a consideration for domestic and foreign communities to decide to visit Bokori Island tourist attractions.

The decision to visit is analogous to the purchase decision, as mentioned in (Suwarduki, et al, 2016; Aprilia et al, 2015; Putra et al, 2017). According to Kotler and Keller (2009), purchasing decision is a stage where the consumer has a choice and is ready to make a purchase or exchange between money and a promise to pay for the ownership or use of an item or service. One of the variables that influence tourists' decisions to visit is electronic word of mouth, as the results of research from; Angraini, and Supriyanto and Fianto (2019).

Electronic word of mouth (e-WOM) are positive and negative statements made by potential, actual, or former customers regarding a product, service or destination that are made available to many people and institutions via the internet (Kotler & Keller, 2009).

The concept of e-WOM is an effective way of introducing a tourist attraction. This is because information technology is now considered an inseparable part of human life (Hamid, 2011). Reviews of tourist objects in e-WOM. According to Pantano et al (2011) in Di Virgilio and Di Pietro (2012), the internet can be used as a means of communication due to reviews and comments written by netizens. Reviews about destinations and tourist objects in particular will reduce the cognitive load and risks used during the decision-making process and support travelers to make better choices (Pantano et al., 2011 in Di Virgilio and Di Pietro, 2012). Based on the background above, this study aims to determine the effect of e-WOM on visiting decisions on Bokori Island

II. Literature Review

Visit Decision

Reisinger (2009) defines visiting decisions related to the stages taken by a tourist to visit a tourist object, namely the existence of needs, information search, alternative selection, visiting actions and post-visiting evaluation. Thus, in the context of tourism, the decision to visit a tourist object is a series of processes in which tourists obtain information and evaluate tourist information, determine alternative choices and make the most appropriate decision to visit tourist attractions.

Damanik & Weber (2006) mentions five indicators of visiting decisions, namely: destination area. The destination area is related to the relationship between the destinations of tourists and the needs of visitors and the availability of information related to tourist destinations. traveling mode. Traveling mode includes access to transportation to arrive at tourist destinations, the diversity of available means of transportation and the convenience of available means of transportation. Time and cost, is a tourist trip according to the set time including the opening and closing hours of the intended tourism. Tourist trips depend on travel costs and tourist trips depend on free time to travel. Travel agent, is the dependence of tourists on travel agents when traveling. Service sources, the diversity of types of services such as tour guides, souvenir centers, photographers.

Purchasing decision indicators, according to Kotler & Keller (2009), consist of; product choice, channel choice, brand choice, time choice, number of consumer purchases, and choice of payment method. Furthermore, according to Kotler (2000) purchasing decision indicators consist of; stability in a product, the habit of buying products, and providing recommendations to others.

e-WOM

Community activities in sharing their experiences through social media are Electronic word of mouth (e-WOM) activities. According to Kotler & Keller (2009) word of mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices related to the experience of purchasing services or the experience of using a product or service. Furthermore, Thureau et al (2004) explain that e-WOM is positive and negative statements made by potential, actual, or former customers regarding a product or company that are made available to many people and institutions via the internet. Samuel & Lianto (2014) explained that e-WOM is a change from word of mouth, where traditional interpersonal communication changes to cyberspace communication.

Jeong & Jang (2011) explained the difference between traditional WOM and e-WOM, namely; a) WOM is done face-to-face, while e-WOM is done online; b) WOM is conducted in a limited manner while e-WOM has high accessibility; c) e-WOM enables website users to develop virtual relationships with consumers or other groups; d) e-WOM is posted or accessed anonymously online or by anonymous persons, whereas traditional WOM has a high degree of credibility, direct conversation with known persons; e) the level of trust of recipients of WOM information is higher because it is supported by body language and voice intonation, while e-WOM is not.

Sa'ait et al (2016) explained that there are several indicators to measure e-WOM among consumers, namely; a) relevance, namely e-WOM displays relevant information according to what is sought by potential customers; b) accuracy, namely e-WOM displays information that matches the actual situation; c) timeliness, namely e-WOM displays the latest and valid information to be used as a reference; d) comprehensiveness, i.e. e-WOM displays overall information.

Goyette et al (2010) also explain the dimensions of e-WOM, namely; intensity, valance of opinion, and content. dividing e-WOM into three dimensions, namely: intensity, valance of opinion, and content. In that study, the intensity indicators used were; a) the frequency of accessing information from social networking sites, b) the frequency of interactions with users of social networking sites, c) the number of reviews written by users of social networking sites. The valence of opinion dimension indicators used are; a) positive comments from users of social networking sites; b) recommendations from users of social networking sites. Furthermore, for the content dimension, the indicators used are; a) information on variations, information on quality, and information on prices offered. The e-WOM dimension from Goyette et al (2010) is used as a variable in this study, and uses indicators from these three variables.

The relationship between e-WOM and Visit Decision

The independent variables in this study are; intensity, valence of opinion, and content, while the dependent variable is visit decision. The following is the conceptual framework in this study:

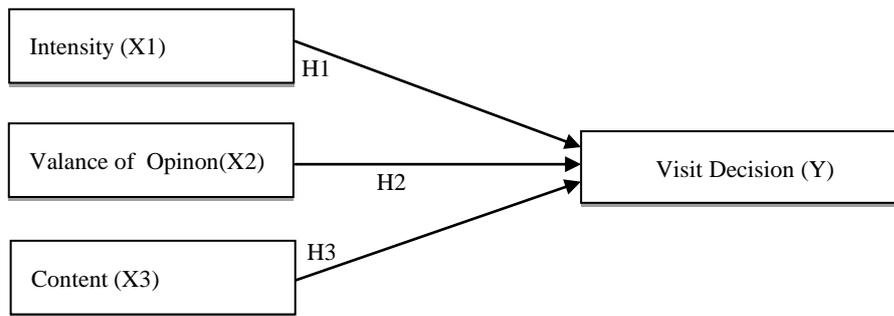


Figure1. Conceptual Model and Research Hypothesis

Research from; (Bunga, 2015; Sindunata&Wahyudi, 2018; Nursavira&Nurainun, 2022), found that the intensity variable has a significant effect on purchasing decisions. Likewise research from; (AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari & Muhammad Saputra, 2019), found that intensity has a significant effect on visiting decisions. This means that the increasing intensity shown by the increasing frequency of people accessing information and interactions on social networking sites, as well as the reviews written by users of social networking sites regarding the Bokori Beach tourist attraction, the more people's decisions to visit Bokori Beach tourism objects. Based on the results of these studies, the first hypothesis is formulated as follows;

H1: Intensity has a significant effect on the decision to visit Bokori Island

Research from; (AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari & Muhammad Saputra, 2019), found that valanc of opinion has a significant effect on visiting decisions. Likewise research from SiennyThio (2014) and Nursavira&Nurainun (2022), who found that valance of opinion has a significant effect on purchasing decisions. This means that the valance of opinion increases as shown by the more opinions of social media users on social networking sites, both positive and negative, regarding Bokori Island attractions, so people's decisions to visit Bokori Beach attractions increase. Based on the results of these studies, the second hypothesis is formulated as follows;

H2: Valance of opinion has a significant effect on the decision to visit Bokori Island.

Research from; (Bunga, 2015; Sindunata&Wahyudi, 2018; Nursavira&Nurainun, 2022), found that the content variable has a significant effect on purchasing decisions. Likewise research from; (AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari & Muhammad Saputra, 2019), found that content has a significant effect on visiting decisions. This means that the increasing content indicated by the complete information regarding a variety of supporting facilities, information on the quality of tourist objects and supporting facilities and the costs associated with Bokori Island tourist objects, the more people's decisions to visit Bokori Beach attractions. Based on the results of these studies, the first hypothesis is formulated as follows;

H3: Content has a significant effect on the decision to visit Bokori Island

III. Research Method

This research was conducted on Bokori Island, Southeast Sulawesi. The population in this study were tourists visiting Bokori Island. The characteristics of the population in this study are infinitive, the sample size is 96 respondents, determined by the Lameshow formula for invinite populations, the respondents are obtained by accidental sampling method. Data collection using a questionnaire. The type of scale that will be used to answer the statements in the questionnaire is a five-point Likert scale. Data analysis was performed using multiple linear regression analysis method, using SPSS software version 26.0.

IV. Data Analysis and Results

The age of the respondents in this study was dominated by the age group between 26 to 35 years, namely 42.71 percent. Based on gender, female respondents were more dominant than male respondents, namely 52.08 percent. Furthermore, based on the type of work, respondents were dominated by private employees as much as 39.58 percent. The full characteristics are listed in Table 1.

Table 1. Characteristics of Respondents

NO	Description	Number of Respondents	Percentage (%)
Age (Years)			
1	<= 25	24	25,00%
2	26 – 35	41	42,71%
3	36 – 45	18	18,75%
4	>= 46	13	13,54%
Total		96	100
Gender			
1	Male	46	47,92%
2	Female	50	52,08%
Total		96	100,00%
Type of Work			
2	Civil Servants	25	26,04%
3	Private Employees	38	39,58%
4	Entrepreneur	33	34,38%
Total		96	100,00%

Source: Primary data, processed, 2022

Respondents' responses to the indicators of variable intensity, valance of opinion, and average content tend to agree.

Table 2. Perception of respondents

Variable/Indicator	Average Indicator	Average Variable
Variable Intensity		
Frequency of accessing information from social networking sites	4,05	4,04
Frequency of interaction with users of social networking sites	4,03	
The number of reviews written by users of social networking sites	4,03	
Variabel Valance of Opinion		
Positive comments from users of social networking sites	4,05	4,04
Recommendations from users of social networking sites	4,02	
Variabel Content		
Variation information in tourist objects	3,98	3,98
Price information offered	3,99	
Information quality of tourist attraction facilities	3,96	
Variabel Visit Decision		
Great for visiting	4,19	4,13
Habit of visiting tourist objects	4,13	
Recommended to visit attractions	4,09	

Source: Primary data, processed, 2022

The resulting F-Value is 64,759 with a significance of 0,000, which is smaller than the level of significance set at 0.05 (5%). This means that the model in this study is fit.

Table 3. Model feasibility test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,522	3	9,174	64,759	,000 ^b
	Residual	13,033	92	,142		
	Total	40,554	95			
a. Dependent Variable: Visit Decision						
b. Predictors: (Constant), Content, Intensity, Valance of Opinon						

Source: Primary data, processed, 2022

The value of the correlation coefficient (r) is 0.824 or 82.4%, meaning that the correlation between the intensity, valance of opinion, and content variables and the visit decision variable is in the strong category.

Table 4. Correlation coefficient and determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824 ^a	,679	,668	,37638
a. Predictors: (Constant), Content, Intensity, Valance of Opinon				

Source: Primary data, processed, 2022

The coefficient of determination (r-square) is 0.679 or 67.9%, meaning that the contribution of the intensity, valance of opinion, and content variables to the decision to visit variable is 67.9%, while the contribution of other variables not examined in this study is 32.1%.

Table 5. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,713	,247		2,884	,005
	Intensity	,268	,128	,273	2,088	,040
	Valance of Opinon	,326	,127	,338	2,573	,012
	Content	,251	,123	,255	2,040	,044
a. Dependent Variable: Visit Decision						

Source: Primary data, processed, 2022

The resulting regression model is as follows:

$$Y = 0.273X_1 + 0.338X_2 + 0.255X_3$$

The variable intensity regression coefficient is 0.273, and the t-value is 2.088 with a significance value of 0.040, smaller than the level of significance which is set at 0.05. These results indicate a unidirectional relationship between intensity and visit decision, and the first hypothesis which states that intensity has a significant effect on visit decision is accepted. This means that the increasing frequency of people accessing information and interactions on social networking sites, as well as reviews written by users of social networking

sites regarding Bokori Beach attractions, will increase people's decisions to visit Bokori Beach attractions, with a significant increase.

The regression coefficient value of the valance of opinion variable is 0.338, and the t-value is 2,573 with a significance value of 0.012, which is smaller than the significant level set at 0.05. These results indicate a unidirectional relationship between valance of opinion and visit decision. This means that the more opinions of social media users on social networking sites, both positive and negative, about the Bokori Island tourist attraction, the more people's decisions to visit the Bokori Beach tourist attraction increase, with a significant increase.

The variable content regression coefficient is 0.255, and the t-value is 2.040 with a significance value of 0.044, which is smaller than the significant level set at 0.05. These results indicate a unidirectional relationship between content and visit decision. This means that the more complete the information regarding the variety of supporting facilities, information on the quality of tourist objects and supporting facilities and the costs associated with Bokori Island tourist objects, the more people's decisions to visit Bokori Beach attractions increase, with a significant increase.

V. Discussion

According to Goyette, et al (2010), intensity is the feasibility of consumers in providing information, interactions and opinions between consumers on social networking sites. More intensity in eWOM communication can increase emotional attachment to a product, and in the end can shape purchasing decisions. Intensity in this study is the frequency of people accessing information and interactions on social networking sites, as well as reviews written by users of social networking sites about Bokori Beach attractions.

The results of this study support the results of research from; (Bunga, 2015; Sindunata&Wahyudi, 2018; Nursavira&Nurainun, 2022), who found that the intensity variable has a significant effect on purchasing decisions. The results of this study also support the results of research from; (AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari & Muhammad Saputra, 2019), who found that intensity has a significant effect on visiting decisions.

According to Khan (2006), valence of opinion is the opinion of every consumer that comes from their own person. The valence of opinion in this study is the opinion of the public on social networking sites, both positive and negative, regarding the Bokori Island tourist attraction.

The results of this study support the results of research from; (AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari & Muhammad Saputra, 2019), who found that valence of opinion has a significant effect on visiting decisions. The results of this study also support the results of the research by SiennyThio (2014) and Nursavira and Nurainun(2022), who found that valence of opinion has a significant effect on purchasing decisions. However, the results of this study do not support the results of research from Sri Marini, Aprilia, &Wibawa (2022), and Novita Sari & Muhammad Saputra (2019), who found that valence of opinion has no significant effect on visiting decisions. The results of this study also do not support the results of research from Ramadhani (2014), Antonio & Anthonia (2021) who found that valence of opinion has no significant effect on purchasing decisions.

According to Sangadji (2013) Content is a stimulus received by consumers that tends to be associated with the context or situation that surrounds the consumer. Content contains information from social networking sites regarding tourist attractions on Bokori Island. The information contained in the Content is in the form of information regarding the variety of supporting facilities, information on the quality of tourist objects and supporting facilities as well as costs related to Bokori Island tourist objects.

The results of this study support the results of research from; (Bunga, 2015; Sindunata&Wahyudi, 2018; Nursavira&Nurainun, 2022), who found that the content variable has a significant effect on purchasing decisions. The results of this study also support the results of research (Adelia, et al. 2010; AtiMustikasari& Sri Widaningsih, 2017; Sri Marini, et al, 2022; Novita Sari& Muhammad Saputra, 2019), who found that intensity had a significant effect on visiting decisions.

The three variables in this study, namely intensity, valance of opinion, and content, are known to have a significant effect on visiting decisions. The results of this study indicate that e-WOM regarding Bokori Island is a variable that significantly influences the decision to visit. This means that with e-WOM, visitors will get more and more information about Bokori Island tourism objects and be interested in making visits. e-WOM can make tourism objects more widely known by the public, because visitors can share information related to experiences about tourist objects more broadly and then this information can be shared and reach more by the public. This wider range of information has made more and more people know information about Bokori Island and can decide to visit Bokori Island.

The results of this study support the results of research by Anggraini, Supriyanto and Fianto (2019), Ramadhan and Susanta (2016), and Ardiyanto and Susanta (2018) who found that e-WOM has a significant influence on visiting decisions. However, this research contradicts research conducted by Rofiah (2020) which

found that e-WOM had no significant effect on visiting decisions. However, this research contradicts research conducted by (Ariyanto, 2018; Suwarduki et al, 2016; Rofiah et al, 2020; Kumalasari et al, 2022; Chusnul, 2020) which found that electronic word of mouth (E-WOM) had an effect on not significant to the decision to visit.

VI. Limitations Research

This research does not distinguish between the goals of visitors to Bokori Island attractions, namely whether it is only for sightseeing or also for the purpose of creating content on social media. Therefore, further research can use the purpose of visiting as a control variable.

VII. Conclusion

Based on the research results it is known that; variable intensity, valance of opinion, and content have a significant effect on visit decisions.

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