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## The Effect of Electronic Word of Mouth, Destination Image on Tourist Visiting Decisions at Nagari Tuo Pariangan Tourism Object

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### Abstract

**Background:** Tourism at this time has become one of the critical needs for most of people, this can be seen from the increased interest in tourism which is side by side with digital promotion through EWOM in the tourism sector which is rampant on social media. With the high intensity of internet use, especially on social media platforms, making digital promotions through social media provides excellent tourism marketing opportunities.

**Objective:** This study aims to analyze the effect of electronic word of mouth and destination image on the decision to visit tourists at the Nagari Tuo Pariangan tourist attraction.

**Method:** The data used in this study were obtained from primary data and secondary data. The data analysis method used descriptive analysis and SEM-PLS analysis with a sample of 130 respondents, using a non-probability sampling method.

**Results:** The results of this study indicate that electronic word of mouth has a positive and significant effect on destination image, destination image has a positive and significant effect on visiting decisions, and electronic word of mouth has a positive but not significant effect on visiting decisions. However, there are mediating variables that can influence.

**Conclusion:** The results of the SEM-PLS analysis also show a positive and significant effect between the electronic word-of-mouth variables on the destination image and decision to visit.

**Keywords:** destination image; electronic word of mouth; the decision to visit; SEM-PLS

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## 1. Introduction

Tourism contributes a lot to GDP, around 4.2%, according to data from the Ministry of Tourism and Creative Economy (2021) and the targeted increase in 2022. To realize this target, the government needs to make improvements in terms of infrastructure and facilities at a tourist attraction. In addition, online promotion also needs to be done to increase the interest and image of the tourist attraction. Data from Google Trends (2021), which contains searches for Indonesians in the tourism sector, shows the high demand for domestic travel in Indonesia (Kompas.com, 2022). At this time, Indonesians tend to do research before visiting. This shows that online promotion provides an excellent opportunity to carry out digital marketing which can later increase interest in visiting potential tourists. The high opportunity for digital promotion is also supported by the growth of internet users in Indonesia; based on the We Are Social survey research (2022) results, internet users in Indonesia in the last five years have increased to reach 204.7 million users.

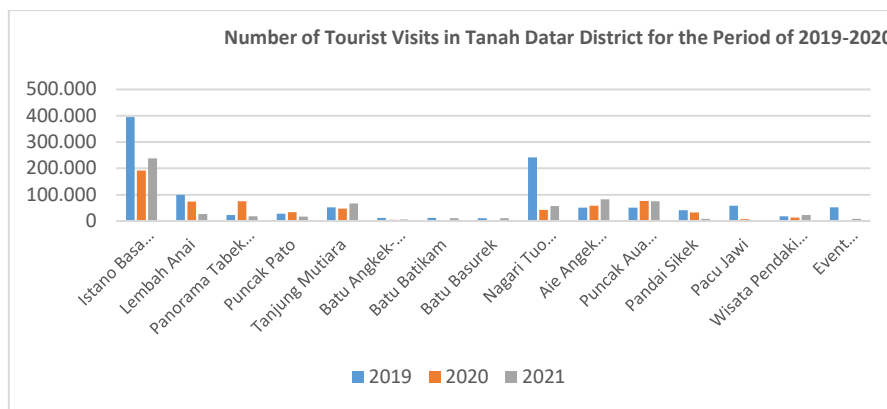
Social media, as a supporting platform for digital promotion, also plays a vital role in developing promotions in the tourism sector. Internet users reached 95% of the total users who access the internet to play social networks (Kominfo, 2021). This is also supported by data from the We Are Social survey (2022) which states that active users of social media reached 191 million users in January 2022. According to research results on the influence of EWOM in SNS (Social Networking Sites) platforms on social media, Facebook, WhatsApp, Twitter, Instagram and Google, EWOM is the dominant factor in influencing decision-making (Bataineh, 2015).

Kietzman and Canho (2013), EWOM is defined as positive or negative statements made by potential, actual, or former customers about products or companies that are usually available to many people and institutions via the internet. EWOM is kind of informal communication addressed to consumers via the internet that describes the uses or characteristics of certain goods and services, or their sellers” (Litvin et al 2008). Romadhon (2021) in his research showed that there was a significant and positive influence from eWOM on the decision to visit. So that online marketing that utilizes social media through eWOM is one of the most effective ways to carry out online marketing in tourism.

Image or can be referred to as image is the public or consumer perception of the identity of the company or its association (Arafat 2006), destination image is objective knowledge, imagination, prejudice and thoughts that involve the emotional form of groups and individuals towards the location of certain tourist objects (Lopes 2011). Tasci et al (2007) “*destination image affects many consumer behavior such as the intention to revisit, remomend or revisit a destination*”.

Destination image influences tourism to make decision to visit (Lian & Yu, 2019). So that the destination image of a tourist attraction must have a positive image to increase visits to a tourist attraction. Noviyanti et al (2020) states that there are four out of eight EWOM variables, namely venting negative feelings, concern for others, social benefits and advice seeking have a significant effect on destination image. Tourist attractions that have a good image will also have a positive influence on tourist visits through social media, where potential visitors can interact and share their experiences so that there is an exchange of information as well as promotion; this is known as electronic word of mouth (Suwarduki et al., 2016). Yovina et al (2018), destination image has a significant positive influence on visiting decisions.

West Sumatra has much potential tourism; one potential tourism is Nagari Tuo Pariangan which is in Tanah Datar Regency. Nagari Tuo Pariangan has become one of the mainstay tourist attractions in Tanah Datar Regency. Nagari Tuo Pariangan also became a topic of conversation when it was awarded the Most Beautiful Village in the World by Travel Budget Magazine, published in New York. However, this title does not make Nagari Tuo Pariangan the most popular tourist attraction and has decreased visitors.



Sources: Dinas Pariwisata dan Olahraga Kabupaten Tanah Datar Tahun 2019-2021

**Figure 1.** Data on tourist visits in Tanah Datar district for the period of 2019-2020

Figure 1 explains that Nagari Tuo Pariangan experienced a decrease in visitors from 2019 to 2020, from 242,009 to 41,665. This is the most extreme decrease in tourists compared with other tourist objects. This year Nagari Tuo Pariangan is also targeted to be included in the top 5 ADWI by the government, so it needs a promotion to be carried out by the government and the community; one of the promotional that can be done is promotion through social media in the form of information about Nagari Tuo Pariangan. This information can increase electronic word of mouth for potential visitors, which can turn to influence the destination image and the decision to visit tourists to Nagari Tuo Pariangan. However, in 2021 the number of visitors increased again, reaching 57,211.

The increase in visitors shows the high interest in visiting tourists at the Nagari Tuo Pariangan. Tourist attraction, make it be the one of tourist objects targeted to be included in ADWI's Big 5. Promotional efforts that the Office of Tourism has carried out, Youth and Sports have been assisted by Travel Budget, promotion through social media and brochures it's also often carried out, but it still needs to be improved. State officials who came were also invited to visit Nagari Tuo Pariangan and help the promotion process. Information received by potential visitors provides added value and forms a destination image for potential tourists, it can influence electronic word of mouth and can ultimately influence tourists visiting decisions. Seeing the importance of EWOM in disseminating information and the destination image of potential visitors through social media can it influence tourists' visiting decisions to Nagari Tuo Pariangan, this is also to the results of research by Harahap et al. (2019) that there is an influence between the electronic word of mouth destination image and decision to visit. So that researchers are interested in conducting research related to "The Influence of Electronic Word of Mouth, Destination Image on Tourist Visiting Decisions in Nagari Tuo Pariangan".

## 2. Method

This study uses primary and secondary data. Primary data from this study were obtained from the direct distribution of questionnaires using Google Forms. At the same time, secondary data was obtained from journals, books and the internet. Sampling in this study used non-probability sampling, a technique that only provides equal opportunities for some population members to choose samples (Sugiyono, 2018). Purposive sampling is a non-probability used in this study. Purposive sampling is a sampling technique that determines specific criteria (Sugiyono, 2018). To determine the sample, the researcher referred to the statement of Hair et al. (2010), which stated that the minimum sample size used was five times the predetermined indicator, resulting in a minimum sample of 125 samples.

Before conducting further research, it is necessary to test the questionnaire through validity and reliability tests. The validity test is used to see the similarity between the data collected and the data that occurs in the research object (Sugiyono, 2018). In the validity test, the indicator is stated to be valid if  $r\text{-count} > r\text{-table}$ , with  $r\text{-table}$  criteria at a fundamental level of 0.05. The reliability test used SPSS version 26 using 30 respondents. The reliability test is used in research so that information can be trusted as a data collection tool and is able to reveal the consistency and accuracy of factual information

(Sugiarto, 2017). Test reliability with the questionnaire instrument was declared reliable if the Cronbach Alpha value was more significant than 0.60.

Data analysis results were analyzed using descriptive analysis and variant-based Structural Equation Modeling analysis (SEM-PLS) which focused on predicting and explaining the relationship between variables.

### 3. Results

Nagari Tuo Pariangan is one of the tourist attractions in Tanah Datar Regency, which many local and foreign tourists visit. Nagari Tuo Pariangan is located on Mount Marapi, precisely in Pariangan Tanah Datar Regency, West Sumatra Province. The location is about 95 kilometres north of Padang City, and 35 kilometres from Bukittinggi. Nagari Pariangan is also between the cities of Batusangkar and Padang Panjang. Nagari Pariangan has an area of 17.97 square kilometres. Being about 500-700 meters above sea level makes the air in Nagari Pariangan cool.

Based on data from 130 respondents who filled out the research questionnaire, the characteristics of the respondents who visited Nagari Tuo Pariangan were dominated by the age range of 17 to 24 years, 77 people or 60.6% who were estimated at that age to have student status. William Strauss & Neil Howe defines Millennials as children born between 1982 and 2004 (Horovitz, 2012). This age group is the millennial generation who have patterns of interest and personality that tend to allocate their income to an experience (Moreno et al., 2017), besides that according to WTM's First Youth Travel Program in 2020, the number of millennial tourists is growing very fast and expected can reach 320 million trips, increase 47% from 217 million trips in 2013. This also caused by the majority of respondents didn't have own income, so the survey results showed that around 41.9% income of the respondents who filled out the questionnaire ranged from IDR 1,000,000-3,000,000.

Then the female gender group was the most respondents in this study, 59.2%. Respondent data shows that the most visiting tourists are from the West Sumatra region, this is in accordance with data on tourist visits in Tanah Datar Regency (Tourism, Youth and Sports Office). Respondents in this study used the internet with the most widely used social media platforms, namely Tiktok, around 31.5% and Instagram, as much as 24.6%, according to millennial characteristics in travelling, which makes social media the most significant determinant of motivation in tourism travelling (Ghandour & Bakalova, 2014). In addition, according to data from We Are Social (2022), social media is the most widely used social media by Indonesians.

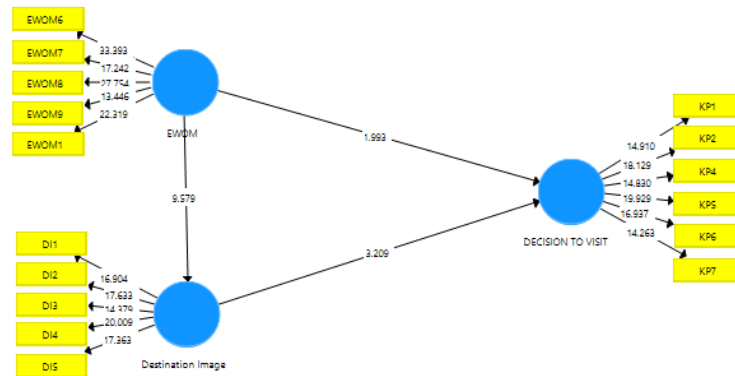
The Structure Equation Modelling – Partial Least Square (SEM-PLS) analysis stage consists of two assessments, namely the outer model and the inner model. Variant-based SEM is an analysis of variance by not linking indicators between variables in one research model through an iterative process between indicators on one variable (Hair et al. 2017). The first evaluation stage is the evaluation of the outer model. The latent variables in this study consisted of three variables, electronic word of mouth, destination image and visiting decisions. The use of this analytical method is carried out to see whether overall there is a positive influence between exogenous latent variables, destination image and electronic word of mouth on endogenous latent variables, namely visit decisions. This study has several variables that will be tested through a questionnaire used for data collection. Variables and indicators used in this study can be seen in Table 1.

**Table 1.** Operational variables

Variabel	Sub Variabel	Indikator	Kode	
Electronic Word of Mouth	Platform Assistance	Information from review	eWOM1	
		Information from comments	eWOM2	
		Platform Effectiveness	eWOM3	
	Risk reduction	Reduce purchase risk by looking at eWOM	eWOM4	
	Expressing Positive Feeling	Positive	Get information from social media and websites	eWOM5
			Positive comments from visitors	eWOM6
			Consumer satisfaction with potential tourism	eWOM7
	Helping the company		Promotion from visitors helps tourism manager	eWOM8
	Economic Incentives		Obtain incentives from eWOM communications	eWOM9
	Social Benefits		Feels the willingness for others Assist the publication of tourist attractions	eWOM10
Destination Image	Cognitive image	The quality of the experience tourists will get	DI1	
		Make an assessment through pictures	DI2	
	Unique image	Description of the natural environment, facilities and tourist attractions	DI3	
		Seeing interesting things from tourist attractions	DI4	
	Affective image	Description the feelings of tourists when visiting	DI5	
		Interested in visiting	DI6	
Decision Visit	Problem recognition	See the potential tourist objects to be addressed	KP1	
		Find attractions	KP2	
	Information search	Conduct information searches related to tourist attractions	KP3	
		Look for the reviews related with attractions	KP4	
	Alternative assessment	Conduct analysis by looking at reviews and comments related to tourist attractions	KP5	
		Comparing reviews to come	KP6	
	Make decision	Made the decision to visit	KP7	
		External information from the internet helps in deciding visits	KP8	
	Post purchase behavior	purchase	Feelings after visiting	KP9
			Recommend the attractions	KP10

Source: Primary data processed (2022)

The first step in this analysis is to evaluate convergent validity by assessing the value of the loading factor for each indicator that measures the model. A loading factor value that is  $\geq 0.7$  considered valid in measuring the model used. If the initial research model used does not meet the requirements, then indicators must be removed (dropping) to get the results of the following research model.



Sources: Primary data processed (2022)

**Figure 2.** Outer model after dropping

After dropping, some indicators do not meet the validity criteria. It is known that ten indicators must be removed, EWOM2, EWOM3, EWOM4, EWOM5, EWOM10, and KP3.KP8, KP9, KP10, and DI6. After seeing the loading factor value testing and validity testing on convergent validity, an evaluation phase was carried out on the Average Variance Extracted (AVE) value found in the construct. Hair et al. (2014) state that each construct must have an AVE value greater than 0.5. The test results show that the AVE in all constructs or latent variables has exceeded the value of 0.5. So that all latent variables have a good level of validity.

In the next stage, a discriminant validity test was carried out from the results of the value in the cross-loading calculation. An indicator is declared to fulfil the test if the intended latent variable's cross-loading value exceeds the other latent variables. The cross-loading value can be seen in Table 2.

**Table 2.** Cross loadings

	Destination Image	EWOM	Decision to Visit
DI1	0,765	0,503	0,511
DI2	0,749	0,548	0,393
DI3	0,740	0,452	0,459
DI4	0,749	0,412	0,450
DI5	0,736	0,462	0,383
EWOM6	0,490	0,885	0,389
EWOM7	0,468	0,778	0,424
EWOM8	0,494	0,863	0,396
EWOM9	0,405	0,728	0,381
EWOM10	0,655	0,777	0,521
KP1	0,533	0,407	0,783
KP2	0,505	0,429	0,767
KP4	0,391	0,415	0,737
KP5	0,408	0,374	0,797

KP6	0,362	0,374	0,767
KP7	0,467	0,434	0,737

Source: Primary data processed (2022)

The table shows that all cross-loading values for each indicator in one latent variable are more significant than those in other latent variables. So, it can be said that the correlation between the latent variables and the indicators of themselves is more excellent than the correlations of other indicators' latent variables. This shows that most indicators on the latent variable can predict their variables better than other indicators on other latent variables. After all, the variables are declared valid, then measure the reliability value. Reliability in the PLS-SEM method can be determined based on the composite reliability and Cronbach's alpha values in tables 3 and 4.

**Table 3.** Composite reliability

Variable	Composite reliability
Electronic Word of Mouth	0,904
Destination Image	0,864
Decision to Visit	0.894

Source: Primary data processed (2022)

**Table 4.** Cronbach's alpha

Variable	Cronbach's alpha
Electronic Word of Mouth	0,867
Destination Image	0,803
Decision to Visit	0.858

Source: Primary data processed (2022)

Based on the composite reliability and Cronbach's alpha tests, the composite reliability and Cronbach's alpha values for each latent variable already have a value greater than 0.7, so it can be concluded that all latent variables in this study were reliable or consistent.

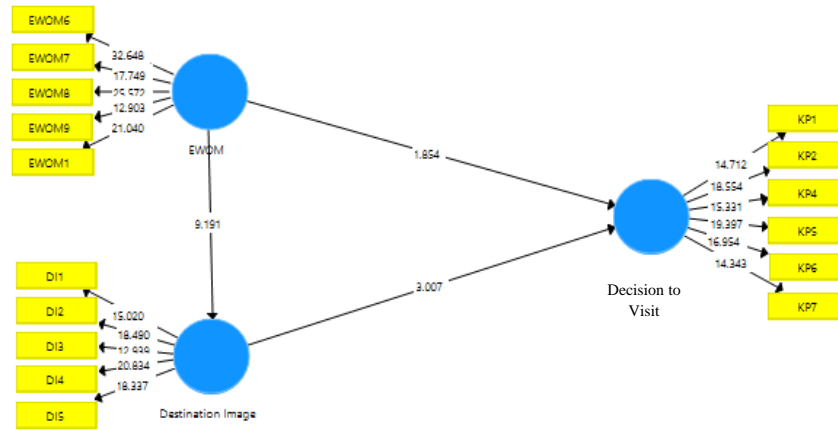
The structural model or inner model is carried out by looking at the value of the determinant coefficient or the R-Square value. The R-square value is used to see the level of variation in exogenous or independent variable changes to endogenous or dependent variables. The higher R-Square value is the better research model.

**Table 5.** R-Square

Variable	R-Square
Destination Image	0,407
Decision to Visit	0.389

Source: Primary data processed (2022)

Table 5 shows that the R-Square value of the electronic word of mouth variable is 0.407 which indicates that the independent variable is able to explain that electronic word of mouth in Nagari Tuo Pariangan is 40%, and other variables outside the model explain the remaining 60%. Meanwhile, the R Square value of the visiting decision variable is 0.389, which indicates that the independent variable is able to explain the diversity of how tourists decide to visit Nagari Tuo Pariangan by 39% and the remaining 61% is explained by other variables outside this research model. Furthermore, testing the research hypothesis was carried out by testing the direction of influence and the level of significance of the independent variables on the dependent variable in the bootstrapping calculation on the Smart-PLS application, to see whether the hypothesis that had been made previously in the initial research model could be accepted or rejected. The test results are presented in Figure 3.



Source: Primary data processed (2022)

Figure 3. Bootstrapping

The results of the Bootstrapping test in Figure 3 explain that the path coefficient value indicates the level of significance in testing the hypothesis. The path coefficient score indicated by the t-statistic must have a value above the t-table with an alpha significance of 5%, namely a t-statistic value of 1.96. Hypothesis testing is done by comparing the results of the t-statistics from the bootstrapping analysis on the path coefficient with the t-table. The hypothesis formulation will be accepted if the t-statistic value > t-table (1.96), while if the t-statistic value < t-table (1.96), then the hypothesis will be rejected. In summary, the SmartPLS output results on the path coefficient can be seen in Table 6.

Table 6. Path Coefficient

	Original Sample (O)	T Statistics ( O/STDEV )	P Value	Hypothesis
Destination Image -> Decision to Visit	0.421	3.135	0.002	Accepted
EWOM -> Destination Image	0.638	9.674	0.000	Accepted
EWOM -> Decision to Visit	0.264	1.962	0.050	Rejected

Based on Figure 3 and Table 5, the results of the calculation of the research hypothesis test are obtained as follows:

1. Effect of Destination Image on Visiting Decisions In bootstrapping, the original sample value was 0.421, and the T-statistic value was 3,135, where the value was > 1.96. This can be interpreted that H1 in this study is accepted, the destination image variable has a positive and significant influence on the visiting decision variable where the destination image owned by a tourist object, the more significant opportunity for potential visitors to decide to visit the tourist object. The final results of the research hypothesis show that destination image positively influences visiting decisions that can be accepted. This is in accordance with Chusnul Rofiah's research (2020) which states that the destination image variable can positively influence the visiting decision variable. In addition, these results are by the increasing trend of promotions carried out through social media such as TikTok, Instagram and Facebook, which show the image of the Nagari Tuo Pariangan destination.
2. Effect of Electronic Word of Mouth on Destination Image In the bootstrapping calculation, the original sample value is positive at 0.638 and the T-statistic value has a value > 1.96. This can be interpreted that the destination image variable influences the electronic word-of-mouth variable, which means that the destination image of a tourist attraction can be influenced by electronic word-of-mouth or word-of-mouth promotions carried out by tourists who have



visited Nagari Tuo Pariangan so that the final result of this research hypothesis H2 is accepted, which shows that electronic word of mouth has a positive and significant effect on the destination image variable.

3. The Effect of Electronic Word of Mouth on Visiting Decisions In the bootstrapping calculation, the original sample value was positive by 0.264. The T-statistic value was 1,962, which had a value  $<1.96$ , so H3 in this study was rejected where there was no direct effect between the electronic word-of-mouth variables on the visit decision variable. This is in accordance with Chusnul Rofiah's research (2020), where EWOM has no significant effect on visiting decisions. However, the EWOM variable has a positive effect on the destination image. Where there is a mediating variable, that is the destination image. Destination image can mediate between Electronic Word of Mouth and visiting decisions. The indirect effect calculation results were found in this study's bootstrapping calculations, as seen in Table 7.

**Table 7.** Indirect Effect

Influence	Original Sample	T-statistic	P-value
EWOM→Destination Image→ Decision to Visit	0.268	2.544	0.011

Based on Table 13, the bootstrapping calculation, indirect effect value with an original sample value of 0.268, T-statistic of 2.544 with a value of  $> 1.96$  and a p-value of 0.011  $<0.05$ . It concluded that the electronic word-of-mouth variable indirectly influences the visit decision variable. This statement also follows research conducted by Cahyani et al. 2018 that the destination image variable is a mediator that can influence the decision to visit tourists.

#### 4. Conclusions

The characteristics of tourists visiting Nagari Tuo Pariangan are dominated by female respondents, namely around 74 people or around 59.2% aged 17-24 years, domiciled in West Sumatra, with income range of IDR 3,000,000-5,000,000. Most of respondents used social media platforms such as TikTok, around 31.5% and Instagram, as much as 24.6%. The results of the SEM-PLS analysis show a positive and significant effect of destination image on the decision to visit Nagari Tuo Pariangan tourists. The results of the SEM-PLS analysis have a positive but insignificant effect between the electronic word of mouth variables on the decision to visit. However, the electronic word-of-mouth variable indirectly affects visiting decisions, mediated by the destination image variable. The results of the SEM-PLS analysis also show that there is a positive and significant effect between the electronic word-of-mouth variables on the destination image.

The government needs to improve the digital marketing strategy for the Nagari Tuo Pariangan tourist attraction via the internet by creating websites and social media such as TikTok and Instagram specifically for tourist objects which are updated regularly. In addition, the government also needs to improve the facilities at Nagari Tuo Pariangan so that it can increase the destination image at Nagari Tuo Pariangan. For the surrounding community or visiting tourists, there need to be aware of the sanitation of Nagari Tuo Pariangan to maintain the image of Nagari Tuo Pariangan as a destination. It is hoped that visitors will also increase the intensity of electronic word of mouth on social media or websites so that they can increase tourist visits to Nagari Tuo Pariangan. For further research, other variables such as consumer satisfaction, viral marketing, interest in visiting, facilities and digital content can be considered to investigate more. It is expected that the research can be used as a reference for tourism destination managers and the government to increase tourist visits. In addition, based on the questionnaire survey results, the platforms mostly used by respondents are: TikTok, Instagram and Facebook. Further research can focus on one of these platforms. Data questionnaire results also found that most of the Nagari Tuo Pariangan tourist attraction visitors were millennials, so that they could examine the millennial generation as a respondent for further research.

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