

The Influence of Ewom on Decisions to Visit Entrepreneurial Companies (Case Study of The Great Asia Africa Tourism Medium Enterprises)

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ABSTRACT

In the current era, people will compete to share their travel experiences to get feedback from their friends or colleagues. This story is an Electronic word of mouth (E-WOM) that can have a positive or negative impact on the company. E-WOM is any statement both positive and negative made by potential, actual, or past consumers about a product or company made to a large number of people or institutions via the internet (Hennig-Thurau, 2004 in Prasad, et al, 2017) . This is also used by The Great Asia Africa Lembang, one of the tourist destinations in West Bandung Regency that uses social media as a medium to promote the uniqueness of existing attractions. This study examines the effect of Electronic Word Of Mouth (E-WOM) on the decision to visit The Great Asia Africa Lembang, West Bandung Regency. The method used in the research in this journal uses quantitative methods that are analyzed by alternative partial least squares (PLS) with a sample of 270 respondents. The findings in this study indicate the influence of Electronic Word Of mouth (E-Wom) on the decision to visit tourists. The limitation in this study is only using a sample of Instagram followers from The Great Asia Africa, so it is necessary to expand the reach of the population to get more diverse responses. From the results of the research obtained, it shows that Ewom's assessment is still in the good category so that it can be improved to be very good by increasing the productivity of the content created and conducting periodic research to find out the effectiveness of the influence of Electronic Word of Mouth.

Keywords: Ewom, Visiting Decisions, Entrepreneurial, MSMEs, Tourism

1. Introduction

In the current era, people will compete to share their travel experiences to get feedback from their friends or colleagues. This story is an Electronic word of mouth (E-WOM) that can have a positive or negative impact on the company. E-WOM is any statement both positive and negative made by potential, actual, or past consumers about a product or company made to a large number of people or institutions via the internet (Hennig-Thurau, 2004 in Prasad, et al, 2017).

Social media has become a tool for companies to satisfy customers with the aim of generating positive word of mouth or E-WOM feedback and ultimately leading to brand loyalty and adding value to the organization or business (Muniz & O'Guinn, 2001; Schau et al., 2009). ; Lee et al., 2014). Referring to the results of research

conducted by SWA magazine and Onbee Marketig Research edition 15, 9-22 July 2015 regarding a word of mouth survey of tourists in Indonesia stated that to neutralize 1 negative E-WOM requires 4 positive E-WOM, the impact generated by E-WOM This WOM is 86% of respondents believe what they hear after receiving E-WOM, both negative E-WOM and positive E-WOM. 71% tell others, 70% want to try the product or service, and 68% are looking for more information.(Nurhamidah, 2016)

The satisfaction of tourists visiting a tourist destination is expected to be able to upload activities and also existing tourist destination objects for followers to see so that knowledge about destinations and direct responses can be obtained by tourism actors in building new

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communication strategies and marketing strategies. This is in line with the opinion(Tham et al., 2013)that the results of the content of a product or service received by a community on social media can be in the form of participation, sharing and creating content in an E-WOM. Understanding E-WOM in the field of business marketing is very important, because this media is more popular in online communities where consumers have the potential to reach global market share quickly and easily to influence the decision to visit a destination. The development of a social media marketing model to create the power of the E-WOM effect will be more effective in influencing the decision to visit, supported by a good tourist destination image.(Herman & Athar, 2018)

The Great Asia Africa or TGAA is one of the new destinations in Lembang, West Bandung Regency. On 27 August 2021-24 Nov 2021, TGAA's Instagram has a following of 77 thousand followers, with the percentage of males being 27.7% and females 72.2%. The age of followers is dominated by the age of 25-34 years by 52%, then 34-44 years 23.2%, and 18-24 years 17.4%.

Based on the search results on the scopus database using the search key string ("Electronic word of mouth" AND "touris*") AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j")) found 177 documents. The next step is to read the detected articles and create a classification scheme to categorize the articles.

Based on the classification mapping, the researchers found that this research has been studied since 2008. The following is a graph of research trends regarding Electronic Word Of Mouth (E-WOM).

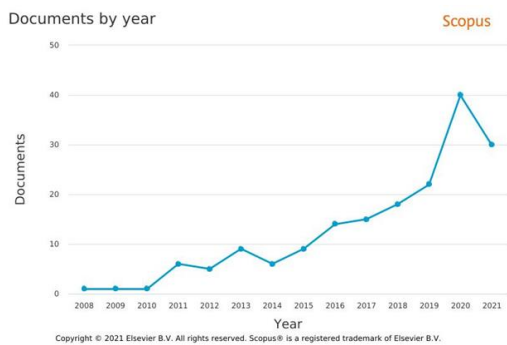


Figure 1. Study trends on Electronic word of mouth (Source: Processed by researchers 2021)

Based on the picture, it can be seen the trend of studies on Electronic word of mouth from 2008 to 2021. The total articles published during that period were 177 articles. In 2015 - 2021 the publication trend continues to increase. The highest number of publications is in 2020, which is as many as 40.

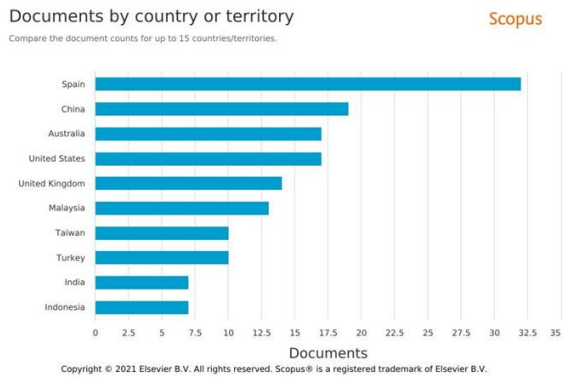


Figure 2. Grouping of articles by top ten countries (Source: Processed by researchers 2021)

The picture explains the grouping of articles based on the ten highest countries, it is known that electronic word of mouth research is generally dominated by researchers from Spain, which is as many as 31 articles. Then from China as many as 19 articles, followed by Australia and the United States with 16 articles, and the United Kingdom with 14 articles. For research on social media marketing, there are only two Southeast Asian countries that conduct research, namely Malaysia with 13 articles and Indonesia with 6 articles, so this will be a research opportunity to examine the effect of electronic word of mouth.

Based on the background of the research described to determine the extent of the success of the influence of Electronic word of mouth (E-WOM) carried out by visitors to The Great Asia Africa musing quantitative methods that were analyzed by alternative partial least squares (PLS) with a sample of 270 respondents. So the purpose of this study was to determine the effect of Social Media Marketing and Electronic Word Of Mouth (E-WOM) on the decision to visit The Great Asia Africa Lembang, West Bandung Regency.

2. LITERATURE REVIEW

Electronic Word Of Mouth (E-Wom)

According to Goyette(Goyette et al., 2010)mentions that there are several dimensions that can be used in assessing E-WOM, including:

a. Intensity

Intensity shows the opinions uploaded by consumers on a social media site. There are several indicators as follows:

1. The amount of communication between social network users
2. Reviews uploaded from social network users
3. The amount of access to information on social networks

a. Positive valence

Positive valence is a customer's positive opinion about a service, brand, or product. The indicators are as follows:

1. Good response from social network users
2. Recommendations from customers of social networks.

b. *Negative valence*

Negative valence is a negative opinion from a customer about a service, brand, or product. Indicators such as regarding, negative responses from social network users.

c. *Content*

Content in this case it is information that comes from social networks related to products or services.

The indicators include:

1. Data about the variety of a service or product.
2. Data on capacity
3. Price Data

Visit Decision

The decision to visit is an activity of consumers who make purchases of tourism products so that the theory in the decision to visit is the same as the theory of buying decisions. According to Schiffman, Kanuk (Juliatri, 2018), a buying decision is a purchase from many alternative choices, which means that a person can lead to how the decision-making process is carried out. There are indicators of purchasing decisions, namely: (Rusmiati et al., 2017):

1. Stability on a product

Stability in a product can be based on quality, quality, affordable prices, and other factors that can strengthen the consumer's desire to buy a product whether the product is really wanted to be used or needed.

2. Habits in buying products

Consumer habits can influence consumers' visiting decisions because they feel the product is too attached to their minds because they have felt the benefits of the product.

3. Give recommendations to others

In making a purchase, if consumers get the benefits in accordance with a product, they will definitely recommend the product to others.

4. Make a repeat purchase

Make repeat purchases due to customer satisfaction in using a product. They feel the product is suitable and in accordance with what they want and expect.

METHOD

This research uses survey research, by taking a sample from one population. With an explanatory research approach, this study aims to explain the causal relationship between the research variables and the test hypothesis (Nasution, et al., 2020). The population in this study are visitors to

The Great Asia Africa and obtain or seek information via the internet, social media or Instagram before making a decision to visit The Great Asia Africa Lembang in 2021. In this study, a population of 77,000 people became followers of The Great's Instagram. Asia Africa, and determined an error tolerance limit of 10% and a value of $d = 0.05$. then it can be determined using Isaac and Michael's formula, The number of samples in primary data collection was carried out on 270 samples of visitors to The Great Asia Africa Lembang. The independent variable (independent variable) in this study, namely Electronic Word Of Mouth (EWOM) (X), and one dependent variable, namely Visiting Decisions (Y). The data collection techniques used in this study were questionnaires and interviews. While the data analysis technique used is SEM - PLS analysis.

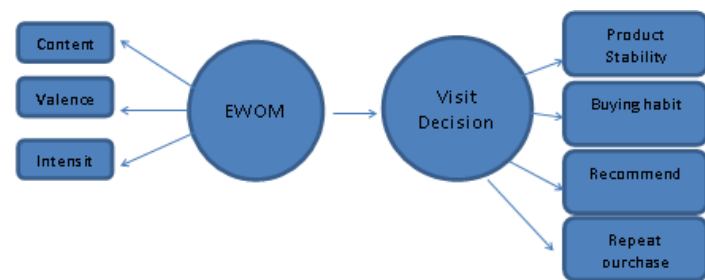


Figure 3. Data analysis technique (Source: Processed by researchers 2021)

Based on the description above, the hypothesis of this research is that Ewom influences the decision to visit tourists in The Great Asia Africa Lembang.

results

4.1 Inferential Statistical Results

This study uses the Structural Equation Model (SEM) with Partial Least Square (PLS) analysis technique. SEM-PLS analysis was carried out in three stages, namely the analysis of the outer model, inner model, and hypothesis testing.

Outer model analysis is used to ensure that the measurements used are suitable to be used as measurements (valid and reliable). Evaluation of the measurement model (outer model) includes checking individual Convergent Validity (viewed from the outer loading and AVE value), Discriminant Validity (viewed from cross loading test; Fornell-Larcker Criterion test; Heterotrait-Monotrait Ratio/HTMT test), and Composite Reliability Test . Inner model analysis is an analysis to find the influence relationship between variables presented on path coefficients or also called hypothesis testing.

Convergent Validity

Convergent validity testing aims to measure the suitability between the indicators of variable measurement results and theoretical concepts that explain the existence of indicators from the variable test. Convergent validity is related to the principle that indicators of a construct should be highly correlated. The convergent validity test can

be evaluated in two stages, namely by looking at the outer loadings and average variance extracted (AVE).

Outer loadings is a table that contains a loading factor to show the magnitude of the correlation between indicators and latent variables. The loading factor value must be greater than 0.7 then it is said to be valid and also has an AVE value above 0.5 (Chin in Kalnadi 2013).

Outer Loadings

Matrix	EWOM	Keputusan_Berkunjung
C1	0.746	
C2	0.810	
C3	0.833	
C4	0.735	
I1	0.734	
I2	0.761	
I3	0.746	
I4	0.781	
KM1		0.733
KP1		0.857
KP2		0.859
MR1		0.862
PU1		0.873
PU2		0.785
V1	0.780	
V2	0.760	
V3	0.812	

Figure 4. Outer Loadings
(Source: processed data 2022)

As for the E-Wom variable, it is explained that the Intensity dimension has an outer loading value with the highest score of 0.781. The Positive/Negative Valence dimension has the highest outer loading value with a value of 0.812. The content dimension has the highest outer loading value with a score of 0.833. From the results of the outer loading table, it shows that overall dimensions have an outer loading value of more than 0.7 so that it is said to be valid, the content dimension involved in E-WOM has the highest outer loading value and intensity is the dimension that has the lowest outer loading value.

The next variable is Visiting Decision, the overall dimension has an outer loading value of more than 0.7 so it is said to be valid for the variable. The repurchase dimension has an outer loading value with the highest score of 0.873. In another dimension, namely the stability of the product, it has the highest outer loading value with a value of 0.859. The dimension of buying habits has an outer loading value of 0.733 and provides recommendations that have an outer loading value with a score of 0.8632. From the results of the outer loading table, it shows that the repurchase dimension in the decision to visit has the highest outer loading value and buying habits

become the dimension that has the lowest outer loading value.

The next step of convergent validity is reliability. Reliability is defined as the ability of indicators to produce deep values repeatedly (consistently) in each research activity. The measurements used to test the reliability are Outer loading, Cronbach's alpha, composite reliability, and AVE.

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
EWOM	0.933	0.935	0.942	0.598
Keputusan_Berkunjung	0.909	0.911	0.930	0.689

Figure 4. Outer Loading
(Source: processed data 2022)

Based on the results of the discussion above, the average Cronbach alpha of the E-WOM variable (0.933), and the decision to visit (0.909) and Composite Reliability of the E-WOM variable (0.942), and the decision to visit (0.930). So because the results of Cronbah's alpha and Composite Reliability of each variable > 0.6 then the variable is considered reliable. Furthermore, the AVE value for each variable shows E-WOM (0.598), and the decision to visit (0.689).

R2 Value on Software Output

R Square

Matrix	R Square	R Square Adjusted
Keputusan_Berkunjung	0.706	0.705

Figure 5. R Square value
(Source: processed data 2022)

According to Chin (1998), an R square value of 0.67 is considered strong, a value of 0.33 is considered moderate, and 0.19 is considered weak. Thus this model has a strong relationship between the variables analyzed. Based on the results of R square Ewom influenced by the decision to visit by 70.6% and the remaining 29.4% influenced by other variables. From all these values, Ewom can be influenced by other factors by 29.4%. So that it becomes a proposal for further research to look for other variables that can affect Ewom.

Table 1. Path Coefficient Results

Variable	Org Sample	Sample Mean	STDEV	T-stats	P Values
Ewom-Decision to visit	0.840	0.844	0.024	35.007	0.000

Source: processed data 2022

Based on the table above, it shows that the relationship between constructs has a t-statistic value above 1.96. So it gives a positive and significant influence.

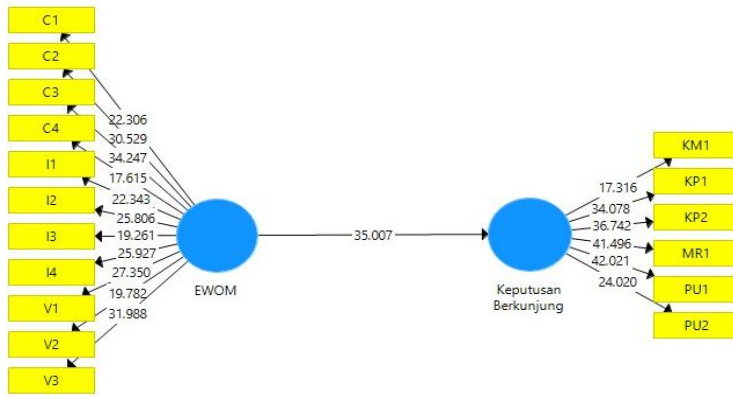


Figure 6. effect of E-WOM on visiting decisions (Source: processed data 2022)

Effect of Electronic Word Of Mouth (E-WOM) on visiting decisions. Based on the picture, it is explained that the effect of E-WOM on visiting decisions shows the t-count value of 35,007, which is greater than the t-table value of 1.962 and P-values of 0.000. it can be concluded that there is a significant influence on the hypothesis of the effect of Ewom on visiting decisions.

Empirical data found in research conducted by(Wang, 2015)of Chinese tourists through an online survey. The results showed that tourists' attitudes towards a destination were positively influenced by Argument Quality E-WOM, and positively influenced by the attitude of credible sources on E-WOM interactions related to destinations. Social media is used by companies to provide tourism-related information, services and products, and tourists use them to share information about their travel experiences. So that tourists become more selective and critical in choosing a destination because they are careful in finding adequate information about a particular destination before deciding to visit that place. This reaction can be influenced by positive E-WOM communication, positive image, and trust given to certain tourist destinations.(Aprilia & Kusumawati, 2021).

The results of research on the E-WOM variable which has 3 dimensions show that the Intensity dimension has an outer loading value with the highest score of 0.781. The Positive/Negative Valence dimension has the highest outer loading value with a value of 0.812, and the Content dimension has the highest outer loading value with a score of 0.833. From the three dimensions on the E-WOM variable, it can be seen that the intensity dimension has a lower outer loading value than the content dimension. In the Intensity dimension, the highest average score on the question "I saw reviews about The Great Asia Africa on Social Media Instagram" with a score of 3.95 which means the high number of reviews about The Great Asia Africa on Instagram Social Media so that it is trusted by tourists and influences decisions visit.(Diego et al., 2015)with the title "How online review and rating systems affect online consumer buying behavior in the hotel industry." that rational review content in E-WOM has more impact on online consumers than emotional review content. Rating scores, review content, and response message components are various indicators in influencing E-WOM that

shape online consumer perceptions of information quality. Online consumers' perceptions of source credibility can be enhanced by providing the identity of the reviewer source in E-WOM.

Bootstrapping Results

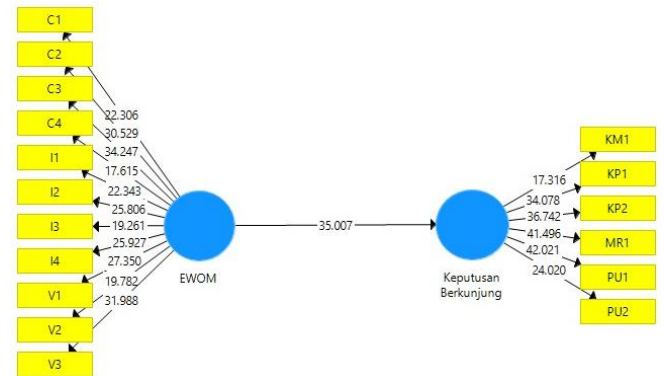


Figure 7. effect of E-WOM on visiting decisions (Source: processed data 2022)

V.CONCLUSION

Conclusion

The development of the business world is strongly influenced by technology and information. Including the marketing section that must be mastered by any line of business. The Internet performs as one of the marketing functions, works as a system to build demand, directs consumers to purchase actions, fills orders, provides customer service, and also functions as a versatile advertising medium. The internet is proclaimed as a better medium of communication because of its versatility and superiority in targeting consumers(Salmiah, 2021).

The study in this study describes the performance of Ewom in the decision to visit The Great Asia Africa Lembang through an assessment based on four dominant dimensions and is recommended to form the construct of Ewom. The overall results describe the research on Ewom's performance on the decision to visit The Great Asia Africa Lembang. In addition, it can provide new knowledge about Ewom in the tourism industry. However, this study has limitations in terms of the sample used. Thus, it is necessary to expand the sample from various social media followers owned by The Great Asia Africa Lembang to get high accuracy.

Suggestion

Suggestions for developing scientific contributions to research will be described as follows:

1. Researchers realize that there are shortcomings in this research, so that future research can better examine and study the phenomena that exist in the community regarding tourism. Research on the effect of the E-WOM variable on the decision to visit needs to add other variables to increase the

magnitude of the influence on the decision to visit, for example Social Media Engagement, Brand Image, Tourism Product Attributes. So, it can find out the weaknesses in a tourism business.

2. Further research can use an exploratory method with a qualitative approach or a mix method that is different from this research because this study uses a quantitative approach.
3. Subsequent research can expand the reach of the population not only limited to Instagram followers so that they get more diverse responses.
4. To strengthen the results of this study, it is necessary to conduct research at different research loci involving the Pentahelix Elements (Academics, Companies, Community, Government, and Media).

Practical Advice

Practical suggestions to improve visiting decisions through social media marketing and E-WOM can be explained as follows:

1. Managers can improve Electronic of mouth (E-WOM), by increasing interaction or what is commonly called engagement with active social media users on each uploaded content, as well as responsiveness in responding to comments that appear.
2. In improving the decision to visit, tourism actors must be able to adapt to changes in consumer behavior so that proactive, innovative and creative actions are needed for the products and services offered.
3. For tourism businesses, they should try to approach the government more to take advantage of the support facilities provided by the government, especially during the current pandemic situation.

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