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**| RESEARCH ARTICLE**

## **The Effect of Electronic Words of Mouth and the Attributes of Tourism Products on Visiting Interest and Decision**

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**| ABSTRACT**

This study aims to analyze the effect of electronic words of mouth, the attributes of tourism products on visiting decisions through an interest in visiting Dago Dreampark tourism. This research uses a quantitative approach with descriptive and verification designs. The sample used is 384 respondents who are Dago Dreampark visitors and social media users. Analysis of research data using the method of Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that the path coefficient was positive and indicated that electronic word-of-mouth and the attributes of tourism products had a positive and significant effect on visiting interest. The results of the R-squared value generated in this study are included in the standard model of the strength of visit interest, which has a positive effect on visiting decisions, and the path coefficient value is positive, and the results of the R-square value generated in this study are included in the strong standard model.

**| KEYWORDS**

Electronic word of mouth, Partial Least Square, tourism product attributes, interest in visiting, visiting decisions

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### **1. Introduction**

To maintain or improve the tourism industry's capabilities depends on tourist travel decisions as seen from tourist behaviour (Vuuren & Slabbert, 2011). Previous research to overcome this can be done by applying destination attributes (Della corte, 2015), promotional strategies, developing tourism facilities and infrastructure and environmental management and tourism development (Rahayu, 2010; Nurhadi, Mardiyono & Rengu, 2014; Sheehan, Ritchie, & Hudson, 2007)

One of the tourism potentials in West Java which has its natural beauty is the West Bandung Regency which is one of the tourist areas that is a favourite of tourists to visit. The award received by West Bandung Regency shows that the tourism attractiveness of West Bandung Regency is superior compared to other cities in Indonesia. This is proved by the number of hotels, restaurants, and tourism destinations and attractions in the West Bandung Regency. Tourist attractions in West Bandung Regency have several differences, ranging from historical tourism, cultural tourism, culinary tourism, creative tourism, and others, so that West Bandung Regency received the Indonesian Sustainable Tourism Award (ISTA) from the Indonesian Ministry of Tourism for the third time in Thursday, September 26, 2019 ([wisatabandungbarat.id](http://wisatabandungbarat.id), 2019), carried out has proven to increase the number of tourist visits visiting West Bandung Regency which can be seen in table 1.1:

Year	Overseas	Domestic	Amount
2015	177.278	5.257.862	5.435.140
2016	180.143	5.568.435	5.748.578
2017	183.932	5.811.353	5.995.285
2018	194.828	6.071.990	6.266.818

Unlike the previous years, in 2018, the number of tourists who came to the West Bandung Regency increased by more than 1 million tourists. Even though the number of tourists coming to West Bandung Regency has increased, this has not stopped the West Bandung Regency from stopping to continue to be able to attract tourists to come to West Bandung Regency, then the pre-existing attractions in West Bandung Regency return to package tourism products and services so that more attracting tourists to visit.

The decision to visit is also determined by the attributes of tourism products which are attractiveness. Therefore the attributes of tourism products are a factor for tourists in making decisions. The attribute of tourism products is the provision of physical equipment that makes it easy for tourists to carry out their activities, as a result of which tourists' needs can be met (Sumayang, 2003: 124). Meanwhile (Hasan 2015: 167) states that from the (prospective) point of view of tourists considering all forms of visit, the product must be designed in a package consisting of tangible or intangible components and activities in the destination must be felt by tourists to be a suitable experience using market price. In this study, the measurement of tourism product attribute variables is based on the dimensions of Accesses, Attractions, Amenities (Camilleri, 2018). In research (Zeshasina, 2018) states that product attributes significantly influence the tourist decision process.

Based on the search for several sources of research conducted, this study focuses on research on electronic words of mouth; tourism product attributes, interest in visiting and visiting decisions. Researchers found that the research carried out is adapted from part of the integrated model that influenced tourists visiting decisions. The only difference is that only the descriptive terms used by researchers and other studies also identified visiting interests, electronic word of mouth and tourism product attributes as influencing visiting decisions.

In this research, there is still a lack of electronic word of mouth research in the scope of tourism. Consumers usually receive and respond to electronic words of mouth messages as a reliable source of interesting and useful information (Strutton and Taylor, 2012: 819). Litvin, Goldsmith and Pan (2008: 462) states that it will change the structure of travel information and then change tourists' knowledge and perceptions of various tourism products. Nowadays, tourists are increasingly using internet technology to obtain tourist information, share stories and opinions about their travel experiences on various social networking sites, as research by Xiang and Gretzel (2010: 181) states that today's tourism marketing focuses on the use of social media to create a positive and warm image for tourist destinations and also business people.

## **2. Literature Review**

### **2.1 Electronic word of mouth**

Electronic words of mouth are defined as a dynamic and continuous process of exchanging information between potential and actual consumers about a product, service, brand, or company, which is available to many individuals and institutions via the Internet (Jalilvand et al., 2013). Electronic word of mouth, as Goyette et al. (2010) argues that there are three dimensions that can be used, namely Intensity, Opinion Valence and Content.

### **2.2 Attributes Of Tourism Products**

In marketing a product or service, one strategy that is often carried out in practice is to pay attention to the strategy of the attributes offered. The tourism attribute is the overall service that is received or felt enjoyed by tourists since he left his place, arrived at the tourist destination he has chosen and returned to the house where he originally left (Camilleri, 2018). Meanwhile, according to (Camilleri 2018). The attributes of tourism products are all forms of services enjoyed by tourists which have the main elements consisting of attraction, access and facilities, stating that there are three important aspects of tourism products that influence the decision of tourists to visit

### **2.3 Visiting Interest**

In tourism theory, buying interest is also an interest in visiting. Interest in visiting is an impulse from within oneself to visit or make a visit to a place or region that attracts him to come to him (Shukla, 2013).

### **2.4 Decision-making**

The purchase decision process is a visitor behaviour to determine a decision development process in a product. The process is a solution to the price problem, which consists of five stages. Kotler and Keller (2016)

## **3. Methodology**

A quantitative approach is used in this research with the application of descriptive and verification designs. The sample used is 384 respondents who are Dago Dreampark visitors and social media users. The sampling technique carried out is based on probability sampling techniques using the random sampling method. Analysis of research data using the method of Structural Equation Modeling-Partial Least Square (SEM-PLS). (Ghozali I, 2015).

#### **4. Results and Discussion**

##### **4.1 Results of Tourist Responses to electronic words of mouth**

Based on respondents' answers to the variable electronic words of mouth, which are measured using three dimensions with eight statement items. Based on the table above, it appears that the highest percentage score value is in the dimension of 78.49%. If referring to the criteria according to Narimawati (2007: 84) is classified as good, it means that the number of respondents who have an opinion or opinion in providing information, interactions and opinions between tourists on social networking sites about a tourist spot, one of which is Dago Dreampark. According to the results of the descriptive analysis, it can be said that intensity on the electronic words of mouth is obtained from frequent access to information about Dago Dreampark tourism objects by tourists. In addition, it is also supported by reviews written by many site users or social networks about Dago Dreampark tours. However, it turns out that there are still a number of respondents or tourists who state that they rarely interact with site or social network users to discuss tourism in Dago Dreampark.

##### **4.1.1 Traveler Response Results on product attributes**

Based on the respondent's answer to the tourism product attribute variable, which is measured using three dimensions with ten statement items. Based on the table above, it can be seen that the highest percentage score is in the tourist attraction dimension of 76.91%. If referring to the criteria according to Narimawati (2007: 84) is classified as good. This means that tourist attractions are a very vital component. Therefore, a tourist spot must be unique to attract tourists. Supporting facilities must also be complete so that tourist needs are met, and accessibility to tourist attractions also plays a very important role in attracting tourists. This must be managed properly so that Dago Dreampark tourism becomes a tourist destination and tourists are willing to travel to that place.

##### **4.1.2 Results of Tourist Responses to interest in visiting**

Based on the respondent's answer to the visiting interest variable, which is measured using two dimensions with four statement items. Based on the table above, it appears that the highest percentage score is in the explorative interest dimension of 75.81%. This shows the tendency of tourists to find out in advance the experience of visiting Dago Dreampark tourism. If referring to the criteria according to Narimawati (2007: 84), it is classified as good.

##### **4.1.3 Results of Tourist Responses to visiting decisions**

Based on the respondent's answer to the visiting decision variable, which is measured using six dimensions with ten statement items. Based on the table above, it can be seen that the highest percentage score is in the Product Choice dimension of 82.59%. Meaning that tourists are interested in visiting Dago Dreampark because they get information from other people's recommendations and communication via social media, one of which is about the tourism products offered by Dago Dreampark, which spread so quickly through social media, because this can encourage visiting decisions. If referring to the criteria according to Narimawati (2007: 84) classified as Good

##### **4.1.4 Results of Verification Analysis**

This verification analysis is used to test the hypothesis based on the results of statistical calculations. The hypothesis proposed is about the effect of electronic word of mouth, the attributes of tourism products on visiting decisions through an interest in visiting Dago Dreampark. The statistical method used To test this hypothesis is Structural Equation Modeling (SEM) through the Partial Least Square (PLS) approach. In structural equation modelling, two types of models are formed, namely the measurement model (outer inner) and the structural model (inner model). The measurement model describes the proportion of the variance of each manifest (indicator) variable that can be explained in the latent variable. Through the measurement model, it will be known which indicators are domains in the formation of latent variables. After the measurement model for each latent variable is described, a structural model will be described, which will examine the effect of each exogenous latent variable on the endogenous latent variable. The results of calculations from the whole model using SmartPLS 3.0 are as follows

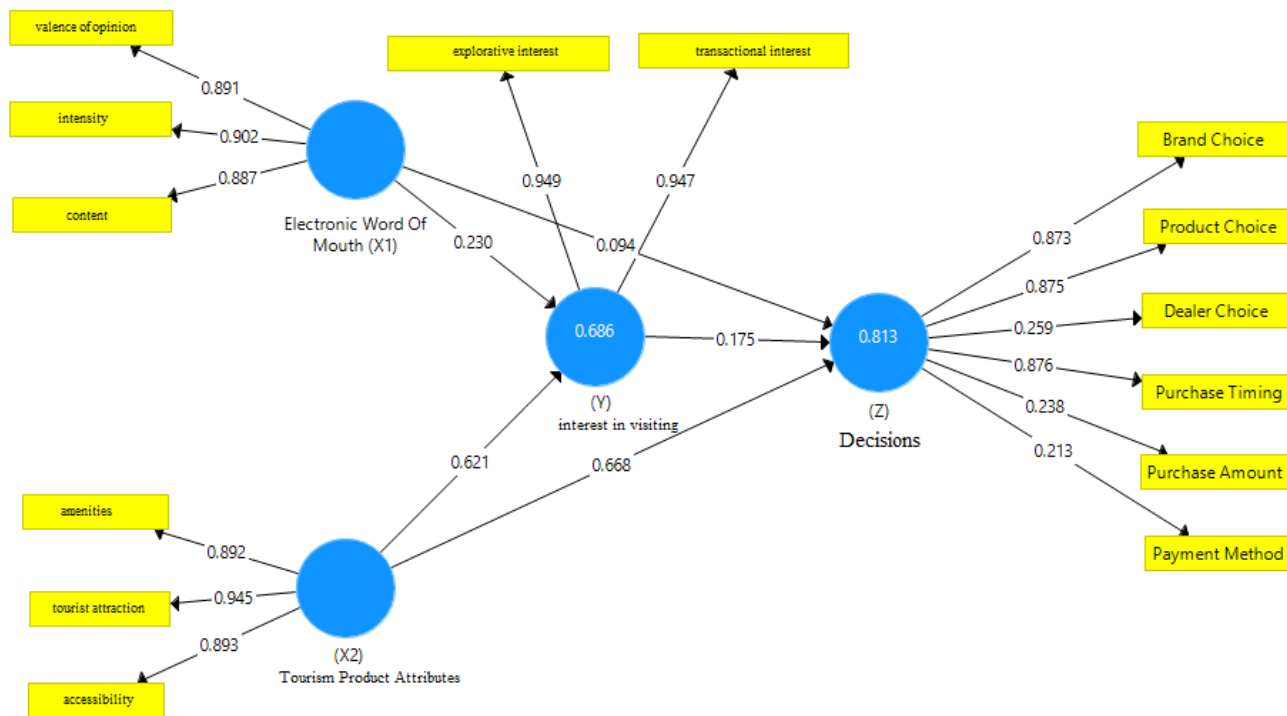


Figure 1 Research Framework

Testing of structural equation modelling with the Partial Least Square (PLS) approach is carried out to see the results of the measurement model (outer inner) and the results of the structural model (inner model) of the model under study.

**4.2 Effect of electronic word of mouth on interest in visiting (X1 -> Y)**

In hypothesis 1, information is obtained that the path coefficient value of the variable electronic word of mouth on visiting interest has a positive value of 0.221 with a statistical value of 3.933. Because the statistical value is greater than tvalue (3,933 > 1.96), H0 is rejected, and H1 is accepted, which indicates that with an error rate of 5%, it can be seen that electronic word of mouth has a significant positive effect on visiting interest in Dago Dreampark tourism, so the research hypothesis is accepted.

In this study, the measurement of electronic word of mouth variables is based on the theory from Goyette et al. (2010), which states that electronic words of mouth are dynamic and continuous information exchange process between potential and actual consumers about a product. Services, brands, or companies, which are available to many individuals and institutions through the Internet with the dimensions used, namely intensity, the valence of opinion, content. Based on recent research, 93% of consumers indicate that online reviews (a type of electronic word of mouth communication) significantly influence their purchase decisions. In this case, it is assumed to be tourist interest. In addition, many related studies have examined the effect of electronic word of mouth on purchase intention (Evans & Erkan, 2014; Gabler & Reynolds, 2013; Kala & Chaubey, 2018; Torlak et al., 2014; Zhang & Tran, 2009).

One of the high tourist visits to Dago Dreampark comes from destination information that is often promoted by the manager because the information is one of the most needed things, making it easier to find information about Dago Dreampark. Information can spread quickly through communication. Effective communication can increase sales. In terms of tourists, communication helps in the interest in visiting and making decisions. Based on some empirical data, it is stated that electronic words of mouth are considered an important source of information that affects human behaviour (Filiari et al. 2018; Filiari 2015; Floyd et al. 2014; Nam et al. 2018; Wang et al. 2015a; Yan et al. 2015), significantly influencing the way consumers make purchase decisions (Baber et al. 2016; Lee et al. 2017; Lin et al. 2018; Mauri and Minazzi 2013). This is in line with Fan and Miao (2012) 's research on the effect of electronic words of mouth on visiting interest, which has a significant relationship. Someone will make a visit to a tourist spot through interest first and then will have a high desire to visit a tourist spot. This is because they have obtained in-depth information about these tourist attractions before making a visit and have chosen according to their interests. Moreover, the results of research by Zerel and Kazemi (2015) that the effect of electronic word of mouth is positive, so that the more frequent communication of the electronic word of mouth, it has a significant impact on someone's interest in visiting to visit a tourist spot.

In line with Albarq A.N's research (2016) stated that in the tourism industry, the effect of electronic word of mouth is very important. The intangibility of tourism services cannot be evaluated prior to purchase, so purchasing these intangible products and services involves higher risk. Accordingly, consumers depend more on the interpersonal influence of online and electronic word of mouth. Purchasing Decisions in tourism terms are defined as visiting decisions. The results of research conducted by Chang et al. (2010) prove that there is an influence between the electronic word of mouth on purchasing decisions. Although the variable electronic word of mouth has a significant influence, it has a low attachment, namely 0.221; based on the facts in the field, it turns out that electronic word of mouth does not necessarily contain accurate information because it comes from sources that tend to be unknown (for example, fellow internet and certain social media users.) so as to influence interest in visiting Dago Dreampark.

#### **4.3 The influence of tourism product attributes on interest in visiting (X2 -> Y)**

In hypothesis 2, information is obtained that the path coefficient value of the variable attributes of tourism products on visiting interest has a positive value of 0.632 with a statistical value of 11.288. Because the statistical value is greater than t value (11.288 > 1.96), H0 is rejected, and H1 is accepted, which indicates that with an error rate of 5%, it can be seen that the attributes of tourism products have a significant positive effect on visiting interest in Dago Dreampark tourism, so the research hypothesis is accepted.

In this study, the measurement of tourism product attribute variables is based on the dimensions of Accesses, Attractions, Amenities (Camilleri, 2018). In research (Zeshasina, 2018) states that product attributes significantly influence the tourist decision process. (Sinsee Sankruisme, 2017: 82) states that: "Effective attributes of a given product work together to provide the benefits that cause tourists to buy". Electronic word of mouth communication messages can reduce the possibility of uncertainty for consumers when buying brands and products so that their interest in visiting can be more effective (Chatterjee, 2001; Kala & Chaubey, 2018; Tsimonis & Dimitriadis, 2014; Wang et al., 2012). This is in line with the research conducted by Zikmund and d'Amico, (2002: 226), arguing that customers do not buy goods or services, but they buy the benefits and value of something offered. Therefore, a product is a complex set of satisfaction scores, the value of which the product or service has been assigned.

Based on field observations that Dago Dreampark tourism is a natural mountain tourism with beautiful and cool nuances of pine trees. Dago Dreampark with an area of ± 13 Hectares is a natural tourist attraction that presents the natural atmosphere of the mountains with a variety of Instagram spot rides, among others, Alladin Carpets, Sky Tree, Sky Bike, Up House, Love Seat, Flying Louge, there are also tours others such as Flying Fox, Kora-Kora, ATV etc., so that the tourist attributes offered by Dago Dreampark continue to experience rapid development and continue to absorb the tourism market in the City of Bandung, and become one of the favourite tourist destinations for national and foreign tourists.

#### **4.4 Effect of visiting interest on visiting decisions (X -> Y)**

In hypothesis 3, information is obtained that the path coefficient value of the visiting interest variable on the decision to visit has a positive value of 0.791 with t statistical value of 21.338. Because the statistical value is greater than t value (21,338 > 1.96), H0 is rejected, and H1 is accepted, which indicates that with an error rate of 5%, it can be seen that interest in visiting

**Significant positive effect on the decision to visit Dago Dampampark tourism, so the research hypothesis is accepted.**

The visiting interest variable has a significant influence on visiting decisions. The inner interest of visitors to visit tourist attractions such as Dago Dreampark is the driving force for visitors to make decisions to visit Dago Dreampark or these tourist attractions. When interest arises, visitors will realize that visitors like a certain tourist spot according to their interests and want to visit it. Furthermore, when the belief in a tourist spot strengthens, it will lead to a decision to make a visit (Shrimp, 2003: 374). This is in line with research from Aulia et al. (2013) on the effect of visiting interest on visiting decisions which have a significant relationship. A person who visits a tourist spot through prior interest will have a high desire to visit the tourist spot because he has obtained in-depth information about the tourist spot before making a visit and has chosen according to his interest.

One of the reasons for someone's visiting interest in determining their visiting decision in choosing a tourist spot to visit comes from the influence of social media, which informs and communicates positive messages or impressions of a tourist spot. This is because increasingly looking for information about a tour on social media makes curiosity and curiosity arise so that visitors want to prove and there is an interest in visiting, supported by research results from Kosarizadeh and Hamdi (2015) showing that reviews on social media have a positive effect towards the interest in visiting so that in order to attract the interest of visiting visitors, the management of the tourism management must carry out a marketing strategy in terms of marketing tourism services and the advantages and qualities contained in tourism services to be able to attract or initiate. So that the visitors are interested in visiting tourist attractions and feel satisfied with the services provided by the tourism management company (Oetarjo, 2013).

In essence, tourists always have a hidden intention behind the desires of visitors to the interest in visiting, where the individuals with each other cannot know the desires and expectations of visitors because every visitor has a hidden interest (Malik et al., 2013).

There is a desire to visit a destination or tour by conducting a survey through social media. By reviewing various reviews on the internet to see a review of the number of visitors who come to attract the attention of potential visitors

## 5. Conclusion

Based on the results of distributing questionnaires from 384 respondents with 32 questions consisting of 4 variables, the value of respondents' answers to electronic word of mouth was (75.48%), attributes of tourism products (76.07%), interest in visiting (74.96%), the decision to visit (76.54%) ). These results, when referring to the criteria according to Narimawati (2007: 84), are classified as Good. Electronic word of mouth has a positive and significant effect on interest in visiting with a contribution of 16.9% as well as the attributes of tourism products have a positive and significant effect on interest in visiting with a contribution of 52% so that the overall total contribution is 68.9% while the rest is 37.4 % is the influence of other factors that are not studied. Visiting interest has a positive and significant effect on the decision to visit with a contribution of 62.6%, so the total contribution as a whole is 62.9%, while the remaining 31.1% is the influence of other factors that are not studied.

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