

Winning The Tourism Business Competition Through Instagram Electronic Word of Mouth and Image to Increase Tourist Decision to Visit

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ABSTRACT

The tourism industry today offers increasingly competitive products to retain customers and acquire consumers. This increasingly fierce competition is a consequence of the many players in this industry, so they have to make various efforts. The researchers want to find the effect of E-WOM on the destination's image, which impacts the intention and decision to visit by proving the hypothesis regarding the relationship between these variables on visitors to Dira Park Jember. A non-probability and purposive sampling method is used as a way to collect the data; as many as 135 respondents with a minimum age of 18 years had visited tourist objects and had accessed tourist attraction information via Instagram. The researcher used Partial and SmartPLS 3.0 software to collect the data. After all of the data was examined, the researchers conclude that all hypotheses are accepted and had a significant effect. These results confirm the importance of tourism businesses paying attention to these variables in the face of competition.

Keywords: Electronic Word of Mouth, Image, Intention to Visit, Decision to Visit.

INTRODUCTION

Indonesia's tourism sector is growing rapidly, as evidenced by the emergence of various types of tourism and their uniqueness (Djunaidi et al., 2019; Wijayanto et al., 2019). This rapid development indicates major competitiveness in this industry (Dunets et al., 2019, 2020; Kovaleva, Kudanova, Shevchuk, & Uvarova, 2022). The competitiveness in the tourism industry requires business actors to develop appropriate strategies to gain a large market share (Petrović et al., 2018; Wijayanto, Triarso, Nur Taufiq, & Sugianto, 2019).

The tourism sector needs to be developed because it has an impact on increasing foreign exchange, creating jobs, and triggering economic growth (Yakup, 2019; Li, Li, Tang, & Wang, 2019; Zhang, Qin, & Tang, 2022). Indonesia is a country where most of the area is rural. Looking at the existing developments, the development of the tourism industry has begun to shift from the city center to the suburbs (Dunets et al., 2020). During the last decade, tourist villages in Indonesia have experienced relatively rapid development (Priyanto, 2016; Subekti & Damayanti, 2019).

One of the attractions in Jember Regency is Dira Park. This tourist destination is only about four years old but already has many destinations. Dira Park is the only tourist destination in Jember Regency that provides a variety of tourist rides in one location, including Waterpark, Dira Funtastic Night, lantern garden, orchid garden, Instagram-able photo spots, and others. In addition to tourist rides, Dira Park also provides supporting facilities such as shopping centers, cafes, hotels, and large parking areas. Furthermore, Dira Park has unique-shaped buildings similar to European buildings, so visitors can feel the sensation of visiting European places.

Bringing in visitors for the tourism business is not easy due to intense competition (Lau & Yip, 2020; Sheresheva, 2020). Dira Park has to compete with several tourist attractions, such as the Botanical Gardens, Galaxy Park, Puncak Rembangan, Jember Mini Zoo, Niagara Waterboom, Papuma Beach, Watu Ulo Beach, Love Bay, Tancak Waterfall, and many more. Yeh (2021) states that these attractions underscore the importance of developing strategy in this industry.

There are several factors that can influence the behavior of consumer visiting decisions. For example, service quality, price, location, and attractiveness affect the decision to visit tourism service consumers (Saputra & Suryoko, 2018). In addition, before deciding to visit a tourist attraction, a person generally collects information about positive or negative statements about the tourist object (Husic, Arslanagic, & Mujkic, 2020; Aprilia & Kusumawati, 2021).

Today's information technology has made the process of finding information easy, fast, and without the need to spend plenty of money. Exposure to social media is proof of the development of information technology. In tourism, social media is crucial as a place to search for information in the travel planning stage to decision-making (Dwityas & Briandana, 2017; Matikiti & Kruger, 2019).

In planning a trip, tourists will recognize the need to carry out travel activities by accessing content on social media by viewing pictures, watching videos, and reading text. Furthermore, tourists will collect information from other tourist activities and various choices of tourist destinations to visit. After that, they will evaluate the reviews, comments, and ratings uploaded by other travelers before making a decision (Dwityas & Briandana, 2017).

Instagram is a well-known account that provides information about certain tourist objects that most people use as a reference to visit a destination (Matikiti & Kruger, 2019). Based on NapoleonCat (2021), there are 92.5 million active Instagram users in Indonesia (33.4% of the total population in Indonesia). Millennials are the most Instagram users who find information about tourist attractions and activities and share experiences after visiting a tourist destination using hashtags to attract other users (Tong, 2018). In addition, Instagram also provides information about products or services faster for the public to obtain (Suwarduki, Yulianto, & Mawardi, 2016).

Statements given by users of tourism object services on Instagram are in the form of Electronic Word of Mouth (E-WOM). E-WOM is a good/bad comment made by the prospect and former customers addressed to society on social media (Hennig-Thurau, Kevin, Gianfranco, & Dwayne, 2004). E-WOM is a practical marketing communication tool for consumer decision-making compared to advertising (Mehyar, Saeed, & Baroom, 2020).

Consumers looking for information on tourist destinations use E-WOM communication to avoid uncertainty about a tourism brand so that consumers can make the right decisions (Luong, Vo, & Le, 2017; Alrwashdeh, Emeagwali, & Aljuhmani, 2019; Ahmad, Hamad, Raed, & Maram, 2019). Consumers trust reviews and recommendations from other consumers before making purchasing decisions (Sulthana & Vasantha, 2019). Uploads on Instagram can affect other users' visiting intentions because Instagram has a strong visualization (Shuqair & Cragg, 2017). However, research conducted by Sharma and Shukla (2017) shows that E-WOM does not directly affect purchase intention. Safitri and Astini (2021); Ariyanto and Prihandono (2018) also emphasized that E-WOM does not significantly affect the intention to visit tourist objects.

When determining the tourist objects to be visited, the destination image is one of the major aspects that will be assessed and analyzed. These assessments and evaluations will bring up tourists' perceptions of a destination which can then influence their intentions and decisions to visit (Ardiyanti, 2017). In addition, seeing interesting content on social media will create curiosity and a desire to visit and enjoy these tourist destinations (Suwarduki et al., 2016). One way to make a destination have a good image is through E-WOM (Sharma & Shukla, 2017; Karacaoglu, 2021; Aprilia & Kusumawati, 2021).

The destination's image will generate an intention to make a decision to visit it (Satyarini, Myrza, & Setarnawat, 2017; Safitri & Astini, 2021). However, other research shows that brand image insignificantly impacts purchase intention. After a strong intention appears to visit a tourist attraction, potential tourists will have the potential to make a decision to visit it (Ariyanto & Prihandono, 2018). As specified before, the researchers want to study the effectiveness of E-WOM on destination pictures that impact the intention and visit decision by proving the hypothesis regarding the relationship between these variables on visitors to Dira Park Jember.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM)

Nowadays, the internet is an effective communication medium that makes it easier for consumers to find various information before purchasing a product. In addition, they can share information and opinions on a business between consumers via the internet. Communication between consumers is known as E-WOM. Another definition is comments made by customers (can be positive or negative) addressed to social media

users (Hennig- Thurau et al., 2004). According to Litvin et al. (2008), they describe E-WOM as communication where consumers can give each other information or also receive information about a product online.

Consumers will seek information from reviews that have been made by others that already used a product through forums, websites, and social media (Sharma & Shukla, 2017). The review can give a piece of information or recommendation. As informants, they provide beneficial facts or news about those destinations/products. Meanwhile, as recommenders, they are the one who recommends whether it is good or bad reviews (Park, Lee, & Han, 2007; Chan & Ngai, 2011). Positive reviews contain pleasant experiences, while negative reviews contain unpleasant and disappointing experiences after using a product (Luong, 2017).

According to Pour, Darani, and Rahmana (2020), E-WOM might emerge as a first-rate supply of data and has an impact on customers of hospitality and tourism enterprises. Therefore, E-WOM has become a powerful marketing tool (Cheung & Thadani, 2010). Currently, consumers use E-WOM more in making purchasing decisions because they have never felt the quality of the product to be purchased (Jalilvand et al., 2012; Schindler & Bickart, 2005). E-WOM has several main elements: response, communicator, stimulus, and the recipient (Cheung & Thadani, 2010). The E-WOM indicators include reading online reviews of a product from other consumers, collecting information from product reviews, and consulting online to make decisions. They also feel concerned if they do not check some online information. But after looking at online reviews, they will develop confidence (Bambauer-Sachse & Mangold, 2011).

Hypothesis 1: E-WOM has a significant effect on the image.

Hypothesis 2: E-WOM has a significant effect on visiting intentions.

Hypothesis 3: E-WOM has a significant effect on visiting decisions.

Image

Aaker (2012) defines an image as a set of associations created or maintained by marketers. Image is also interpreted as a belief about a product or brand (Kotler & Keller, 2016). Meanwhile, Kotler, Haider, and Rein (1993) stated that a destination's image is some beliefs, thoughts, and perceptions that consumers have of a destination. The perception of the consumer's image is a crucial thing that impacts behavioral intentions (Chen & Tsai, 2007; Tasci & Gartner, 2007). This relies on the potential of tourist destinations to maintain memorable experiences (Beerli & Martin, 2004). During the trip, image determines a consumer's visiting satisfaction (Bigne et al., 2001; Chi & Qu, 2008). After visiting a destination, a positive image in consumers' minds will increase loyalty with the possibility that they will revisit or recommend it to other consumers (Baker & Crompton, 2000).

Destination image is an outcome of several pieces of information that is taken from people's opinion and thoughts. Specifically, the destination's image can be built in everyone's mind without the need to see it directly (Lopes, 2011). There are three elements that determine the formation of a destination image in tourists' determination, namely tourist motivation, demographics, and information about the tourist destination obtained from magazines, celebrities, TV, and the internet (Wang & Fesenmaier, 2005) said that the source of information through social networking sites on the internet, either through images, interactions, or multimedia on the website.

The stages of developing the image of a tourist destination, according to Tocquer and Zins (2004), consist of four stages. First, the image is unclear and unrealistic (sourced from advertisement, literacy, and WOM before the trip). Second, image distortion

(consumers will decide to have a day off, and choose the date for a staycation). Third, image enhancement (at this stage, consumers will get a direct travel experience). Fourth, the resulting image (experiences in the minds of consumers after a trip can lead to memories, disappointments, and fantasies, and then the formation of a new image will influence future decisions). The indicators for the image of tourist destinations are cognitive image, perceptual image, and eccentric image (Qu, Kim, & Im, 2011). From the explanation above, we can assume that:

Hypothesis 4: Destination image has a significant effect on visiting intentions.

Hypothesis 5: Destination image has a significant effect on visiting decisions.

Intention to Visit

The intention is a person's interest in something. Concerning tourism, the intention is a tourist's interest in a tourist destination that has attractiveness (Cahyanti & Anjaningrum, 2018). The intention to visit is a desire that arises from each individual to travel or visit a tourist destination (Chen & Tsai, 2007). According to Zarrad & Debabi (2015), visit intention is defined as all considerations and calculations between the costs and benefits obtained from several choices of available tourist destinations.

Intention to visit can be measured using four indicators: first, the transactional intention, which is someone's orientation to purchase a certain product. Second, referential intention is someone's orientation to make a point of certain goods to someone else. Third, the preferential intention is a description of consumer behavior who has a primary preference for a product. Fourth, the exploratory intention is a description of consumer behavior who is always investigating a product or brand of interest to support the positive things that exist in a product or brand (Ferdinand, 2014). To conclude all of the information above, the researcher found that:

Hypothesis 6: Intention to visit significantly affects the decision to visit.

Decision to Visit

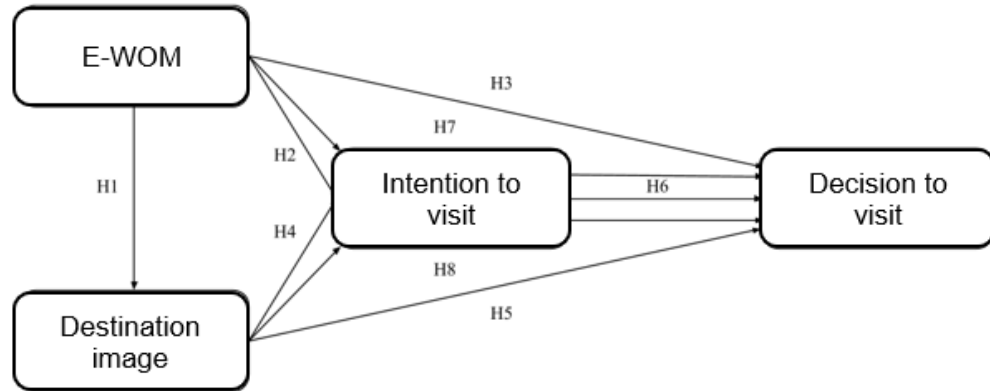
Visit decisions are usually determined by the customers' decision to of purchasing something. Visit decision is a knowledge combination process that analyzes two or more options as consideration for them to pick out (Suwarduki et al., 2016). The important thing that has a direct influence on decision-making is the comparison of two or more different behaviors, which then decide to choose only one. Consumers can make many different decisions because of the wide variety of products with many choices in each market (Tong, 2018).

There is a series of tourist visiting decision processes that are taken from consumer purchasing decisions, such as recognition, information search, alternative evaluation, visiting decisions, and post-visit behavior (Kotler & Armstrong, 2016). The indicators for visiting decisions consist of product choice, brand choice, visit channel choice, visit time, and the number of visits (Kotler & Keller, 2016). With that being said, the hypotheses are.

Hypothesis 7: E-WOM significantly affects the decision to visit decisions through visit intentions.

Hypothesis 8: Destination image significantly affects the decision to visit through visit intentions.

Figure 1. The Conceptual Model



RESEARCH METHOD

Population and Sample

The researchers took the data from those who have already visited Dira Park Jember. The sample was calculated using SEM analysis by multiplying the research indicators no less than five times and ten times at most (Ferdinand, 2014). The indicators number are 17 items. Therefore, the research sample size is $17 \times 5 = 85$ samples. However, the appropriate sample size in SEM ranges from 100-200 samples. Thus, the samples used were 135.

A non-probability sampling technique with a purposive sampling method is taken from characteristics that are considered related to the population (Sugiyono, 2016). The criteria for respondents who are considered to represent characteristics include being at least 18 years old, having visited Dira Park Jember, and having accessed Dira Park information via Instagram. Therefore, the profiles of respondents are shown below.

Table 1. Respondent Profile

Variables	Information	Percentage
Gender	Male	22,2%
	Female	77,8%
Age	18-20	23%
	21-30	52,6%
	> 30	24,4%
Occupation	Student	67,4%
	Formal worker	8,1%
	Self-employed	2,2%
	Housewife	18,5%
	Others	3,8%
Income	< 2.000.000	71,9%
	2.000.000-4.000.000	17,8%
	4.000.000-6.000.000	4,4%
	>6.000.000	5,9%
Frequency of visits (last four months)	≤ 3 times	91,1%
	4 – 6 times	6,7%
	> 6 times	2,2%

Source: Processed data (2022)

Data Analysis

The data analysis is accomplished after the respondents' data has been collected. The data is collected based on variables, and then the data will be tabulated according to the respondents' variables. After that, the data from every variable was calculated to answer the formulation's problem and the hypotheses (Sugiyono, 2016).

To prove the effect of E-WOM on the destination image and its effect on intentions and decisions to visit Dira Park Jember, the analytical tool of this research is path analysis using SmartPLS 3.0. The consideration of using this software is because PLS is a new method that does not have to input the normally distributed data. The bootstrapping method or random doubling was used in this PLS. There are three stages in the analysis of PLS: the measurement model (outer model), the structural model (inner model), and research hypothesis testing.

Measurement

The Likert measurement scale is applied here to support the research study. Usually, the Likert scale is employed to evaluate someone's attitudes, ideas, and beliefs about a popular event (Sugiyono, 2016). Then the interval scale is used, which consists of five levels on the independent variable (X) and the dependent variable (Y) indicated by the number 5 (strongly agree) and the number 1 (strongly disagree). The validity test results are shown by the value of the loading factor and discriminant validity obtained from the analysis on PLS. The test results show that all question items are declared valid because they have a value greater than 0.6, except for question items 4 and 5 on the visiting intention variable. In addition, all research instruments are declared reliable because the results are above 0.7 for all constructs (Hair, Hult, Ringle, & Sarstedt, 2017), which is indicated by the composite reliability value with a range between 0.900-0.942.

The evaluation test of the structural model is withdrawn to confirm whether the structural model is sturdy (the model parameters do not significantly change) and correct. It is shown in some indicators, such as the coefficient of determination (R^2), predictive relevance (Q^2), and goodness of fit index (GoF). The destination image's coefficient of determination (R^2) is 22.8%, the visit's intention is 54.6%, and the visit's decision is 77.9%. Meanwhile, Q^2 is used to prove that the variables used in a model have a predictive relationship with other variables with a value of 0.9225. In addition, it is essential to understand the GoF value to discover the contribution of exogenous variables to endogenous variables. The calculated data show that the GoF value is 0.427 or more than 0, so it is considered to have a good predictive value. The value of 0.427 or 42.7% indicates that the contribution of the data is 42.7%, and the remaining 57.3% is illustrated in another variable that is not in the model and errors.

RESULTS

Direct Effect Hypothesis Test

Direct effect testing is focused on hypotheses 1, 2, 3, 4, 5, and 6. This test uses path coefficients by paying attention to the t-statistics value which is greater than the t-table (1.96), and p-value <0.05, which is then concluded to ascertain whether the hypothesis is accepted or rejected. The outcome of testing the direct influence hypothesis are implemented using path coefficients, which can be seen below.

Table 2. Direct Effect Test Results

	Original Sample (O)	T-Statistics (O/STDEV)	P-Values
E-WOM → Destination image	0,474	6,464	0,000

E-WOM → Intention to visit	0,367	5,389	0,000
E-WOM → Decision to visit	0,139	2,669	0,032
Destination image → Intention to visit	0,508	5,154	0,000
Destination image → Decision to visit	0,361	4,037	0,000
Intention to visit → Decision to visit	0,619	5,514	0,000

Source: Processed data (2022)

The independent variable's effect on the dependent variable is shown in the table above. The results of hypothesis testing are accepted if the t-statistic value is greater than 1.96 and the p-value is less than 0.05. The results shown in Table 2 above reveal a significant positive effect of the independent variable on the dependent variable. So, it can be concluded that the six hypotheses that want to prove the direct effect of the independent variable on the dependent variable are accepted. From the hypothesis test, it appears that the influence of E-WOM on visiting decisions is the weakest of the others.

Indirect Effect Hypothesis Test

Table 3. Indirect Effect Test Results

	Original Sample (O)	T-Statistics (O/STDEV)	P-Values
E-WOM → Intention to visit → Decision to visit	0,384	6,123	0,000
Destination image → Intention to visit → Decision to visit	0,109	2,271	0,012

Source: Processed data (2022)

Hypothesis testing of the indirect effect of E-WOM on visiting decisions through visiting intentions and the influence of destination image on visiting decisions through visiting intentions are formulated in hypotheses 7 and 8. The researcher concludes that the t-statistic value is greater than 1.96. Meanwhile, the p-value is smaller than 0.05. With that being said, this leads to the conclusion that hypotheses 7 and 8 are acceptable. In other words, E-WOM positively affects visiting decisions through visiting intentions and the destination's image, which significantly positively affects visiting decisions through visiting intentions.

DISCUSSION

Based on the hypothesis results, it shows that E-WOM significantly determined the destination image. As Luong et al. (2017) propose that E-WOM significantly affects the brand image in choosing a certain brands in Vietnam. Tourists will first look for information in the form of reviews or recommendations from others through social media. For example, Instagram is used to find an overview through photos, videos, and reviews about tourist objects. Aprilia and Kusumawati (2021) assert that E-WOM can build an image of a certain destination when people seek information on online reviews from others. This proves that E-WOM is crucial in building the Dira Park Jember destination's image.

The results of the E-WOM test on visit intentions also have a significant effect. Previous research has shown the same result that E-WOM affects a person's intention to visit a tourist attraction (Karacaoglu, 2021). Reviews submitted by other consumers submitted through social media will encourage someone to make plans to visit tourist attractions that previous consumers have reviewed. In addition, electronic reviews are able to provide convincing information to consumers, so they will plan to buy a product (Knoll, 2016). The more positive electronic information about the product, the more companies

will benefit from online electronic-based interactions because they will consider it to visit shortly (Phang et al., 2013).

The decision to visit Dira Park Jember is also influenced by E-WOM or positive reviews expressed by consumers through Instagram. Consumers tend to seek information through reviews, comments, or opinions that have been made by other consumers after using a product. This information will be useful for making visiting decisions because consumers have felt the quality of the product (Jalilvand et al., 2010). In addition, reviews, comments, and opinions can help tourists to collect and evaluate information before deciding where they will visit (Dwityas & Briandana, 2018).

Destination image is also important for encouraging potential consumers to visit tourist objects (Aprilia & Kusumawati, 2021). The relationship between the two variables confirms that image affects the intention to visit Dira Park. The destination's image is the main factor that is assessed and evaluated by tourists. These assessments and evaluations will later affect the intention to visit. Sharma and Shukla (2017) state that a good review will generate an intention to buy or visit.

Concerning the visit decision, the destination's image needs to be continuously built by the tourism industry players. The destination's image becomes a fundamental aspect for consumers to visit certain tourist objects. The image formed based on the experience of tourists after visiting Dira Park can be considered for decision making. Following the earlier research of Satyarini et al. (2017); Luong et al. (2017), they propose that the destination's image is crucial in determining the visitor to visit a tourist object.

Before deciding to visit, consumers need to strengthen their desire or intention to visit a tourist place. A stronger intention will significantly affect the decision to visit (Satyarini et al., 2017). The research results on the connection between these two variables indicate that before visiting Dira Park, consumers have a strong intention so that the decision to visit a tourist destination can be realized.

In addition to the direct effect, this study also investigates the indirect effect. This test places the intention to visit as a mediator, and the results show that visiting decisions are influenced by E-WOM through visiting intentions (Ariyanto & Prihandono, 2018). In addition, the decision to visit Dira Park Jember is also influenced by intentions mediated by the image of the destination (Ariyanto & Prihandono, 2018). These results confirm that the positive image received by tourists influenced them to visit first. Subsequently, impacted their decision to visit. In comparison, E-WOM proves a greater impact on the decision to visit this tourist attraction which is mediated by intention rather than the image of the destination. This finding needs to be responded to by the management of Dira Park to optimize the influence of E-WOM in expanding market share.

CONCLUSION

After testing the eight hypotheses proposed, the results show that all hypotheses are accepted. To put it in another way, the relationship between the independent variables affects the dependent variable. In addition, the relationship between the independent and dependent variables mediated by the intention to visit also shows a significant effect.

After all, it indicates that E-WOM Instagram is a beneficial platform that provides information for tourists when they wish to travel. Reviews or recommendations from someone on a tourist destination online can help tourists provide information that can make it easier and help them determine the choice of tourist destinations to visit. In

addition, positive reviews from users of these products will improve the product's image, which can lead to the visitor's intention to visit the tourist attraction.

Our analysis provides information for tourism industry players, especially Dira Park Jember, that several factors influencing tourist visiting behavior must be considered. The variables studied in this study need to be considered by tourism businesses to win the competition in influencing the decision to visit potential tourists. Considering the decision to visit is a complex process, it needs to be supported by providing quality products according to consumer expectations so that they provide positive evaluations and reviews (E-WOM). Good reviews will enlarge the image and intention to visit a tourist attraction and decide to visit it. This can be done through existing and familiar social media platforms called Instagram, which has many users and the application is easy to use.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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