

The Influence of Tourist Attraction, Social Media Marketing, and Electronic Word of Mouth on Visitation Decisions at Batur Natural Hot Spring, Kintamani, Bangli

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Kintamani, one of Bali's most popular tourist destinations, offers numerous attractions that are well known to both domestic and international tourists. The development of tourist destinations is closely associated with tourists' visiting decisions. This study aims to examine the effects of tourist attraction, social media marketing, and electronic word of mouth (e-WOM) on visitation electronic word of mouth (e-WOM) on decisions at Batur Natural Hot Spring, tourists' visiting decisions at Batur Natural Kintamani, Bangli. A quantitative research approach was employed using multiple linear regression analysis. Data were collected from 97 domestic and international tourists who had visited Batur Natural Hot Spring through a structured questionnaire. The collected data were analyzed using multiple linear regression techniques. The results indicate that tourist attractions, social media marketing, and electronic word of mouth have significant positive effects, both simultaneously and partially, on tourists' visiting decisions. These findings highlight the importance of enhancing destination attractiveness, strengthening social media marketing strategies, and encouraging positive electronic word of mouth to increase tourist visits. Future studies are recommended to incorporate additional variables, such as destination image, servicescape, and the service marketing mix, to provide a more comprehensive understanding of tourists' visiting behavior.

Keywords: Electronic Word of Mouth; Social Media Marketing; Tourist Attraction; Visiting Decision

INTRODUCTION

The tourism sector, particularly in Bali, has become one of the most important contributors to Indonesia's economy. Each regency in Bali offers distinctive tourism characteristics that differentiate it from others. Bangli Regency, one of the regencies in Bali, is home to several well-known tourist destinations that attract both domestic and international visitors. Among these destinations, Kintamani is one of the most popular tourism areas, offering religious tourism, rich local wisdom, and breathtaking natural scenery.

The development of a tourist destination is closely associated with tourists' visiting decisions. A visiting decision occurs when consumers have selected a destination and decide to purchase the products or services offered at that destination (Kotler, 2018). One of the most popular tourist attractions in Kintamani is Batur Natural Hot Spring, also known as Toya Bungkah, a natural hot spring located in Batur Village, Kintamani District, Bangli Regency. The destination is fully managed by the local community of Batur Traditional Village.

During the period from 2020 to 2023, the number of visitors to Batur Natural Hot Spring increased significantly. However, despite this positive trend, the number of visitors has not yet reached the annual targets established by the management. The annual visitor data are presented in Table 1.

Table 1. Annual Visit Numbers to Batur Natural Hot Spring 2020-2023

Year	Target Number of Visits (people)	Actual Number of Visits (people)	Achievement of Target
2020	100.000	50.276	50,2%
2021	100.000	79.645	79,6%
2022	120.000	103.875	86,6%
2023	150.000	126.225	84,5%

Source: Batur Natural Hot Spring, 2023

Based on Table 1, the annual visitor target has consistently increased; however, the actual number of visitors has not yet reached the company's expected target. Interviews with several visitors indicate that Batur Natural Hot Spring possesses strong tourism potential due to its stunning natural scenery overlooking Lake Batur and Mount Abang, making it unique compared with other hot spring destinations. Nevertheless, its marketing strategy remains suboptimal, particularly in terms of social media marketing. The official Instagram account rarely publishes new posts or stories, limiting tourists' access to updated information and reducing opportunities for electronic word-of-mouth (e-WOM) interactions through social media.

Several factors are considered to influence tourists' visiting decisions, including tourist attraction, social media marketing (SMM), and electronic word of mouth (e-WOM). Tourist attraction refers to the unique characteristics or strengths of a destination that attract visitors and are supported by complementary tourism facilities (Hidayah, 2019). Previous studies have reported that tourist attractions positively influence visiting decisions (Bulan et al., 2021; Krisnayani et al., 2021; Lebu et al., 2019; Ruray & Pratama, 2020; Susianto et al., 2022). However, these findings contradict those of Octavia & Sriayudha, (2018), who found that tourist attractions do not significantly influence visiting decisions.

In addition to attractive tourism resources, an effective marketing strategy is essential for attracting both potential visitors and repeat tourists. Social media marketing enables tourism destinations to communicate information, promote attractions, and strengthen relationships with visitors. Previous studies have demonstrated that social media marketing positively affects visiting decisions (Chairiyah & Siregar, 2024; Krisnayani et al., 2021; Kurniawan & Muqtabar, 2023; Maulidini & Khalid, 2023; Simamora et al., 2023). Conversely, Siswanto (2022) and Putri and Yasri (2020) reported that social media marketing does not significantly influence tourists' visiting decisions.

Furthermore, advances in information technology have transformed traditional word-of-mouth communication into electronic word of mouth (e-WOM), allowing tourists to exchange experiences and recommendations through digital platforms. Previous studies found that e-WOM has a significant positive influence on visiting decisions (Khabibah & Andjarwati, 2022; Purwanto et al., 2021; Rakhmawati et al., 2019). In contrast, Elmas (2019) reported insignificant effects of e-WOM on visiting decisions. These inconsistent findings indicate the existence of a research gap that warrants further investigation.

Based on the theoretical background and inconsistent findings in previous studies, it is important to re-examine the effects of tourist attraction, social media marketing, and electronic word of mouth on tourists' visiting decisions at Batur Natural Hot Spring. Therefore, this study aims to analyze the influence of these three factors on tourists' visiting decisions in the context of one of Bali's leading natural tourism destinations.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1980), is one of the most influential theories for understanding human behavior. The theory explains that an individual's behavior is primarily determined by behavioral intention, which is influenced by attitudes toward the behavior and subjective norms (Ayun et al., 2024). Subjective norms refer to an individual's perception of social pressure from significant others regarding whether a particular behavior should be performed. In the context of this study, tourist attractions, social media marketing (SMM), and electronic word of mouth (e-WOM) are expected to shape tourists' behavioral intentions and ultimately influence their visiting decisions.

Visiting Decisions

Visiting decisions are conceptually similar to purchasing decisions because selecting a tourism destination involves evaluating alternatives before making a final decision (Budiono et al., 2020). A visiting decision refers to an individual's decision-making process in selecting a tourist destination that best satisfies their needs, expectations, and preferences. Therefore, visiting decisions represent the outcome of consumers' evaluation of various tourism-related factors before deciding to visit a particular destination.

Tourist Attractions

Tourist attractions refer to the unique characteristics or appealing features of a tourist destination that motivate tourists to visit. A tourist attraction becomes more attractive when it is supported by adequate accessibility, facilities, and supporting infrastructure (Hidayah, 2019). Therefore, tourist attractions represent the overall appeal of a destination that encourages tourists to choose and visit a particular tourism site.

Social Media Marketing

Social media marketing (SMM) is a marketing strategy that utilizes social media platforms to promote products, services, or destinations while encouraging user interaction and engagement with a broader audience (Atmaja et al., 2021). Compared with traditional marketing channels, social media marketing offers greater opportunities to reach potential consumers through digital platforms such as Instagram, TikTok, and Facebook (Tuten & Solomon, 2018). These platforms enable tourism businesses to disseminate information, interact directly with consumers, and build stronger relationships with potential visitors. In addition, collaborating with influencers has become a common strategy for increasing brand awareness and attracting tourists through social media campaigns (Mathea & Laksmidewi, 2024; Okadiana et al., 2019).

Electronic Word of Mouth

Electronic word of mouth (e-WOM) refers to consumers' online reviews, recommendations, and evaluations regarding products or services that are shared through digital platforms (Siswanty & Prihatini, 2020). Unlike traditional word of mouth, e-WOM enables consumers to exchange information quickly and reach a broader audience through the internet (Safitri & Sultan, 2024). Through online interactions, consumers can share their experiences, opinions, and satisfaction regarding tourism products or services, thereby influencing the perceptions and decisions of other potential tourists (Arianthi & Sampurna, 2020).

Hypotheses

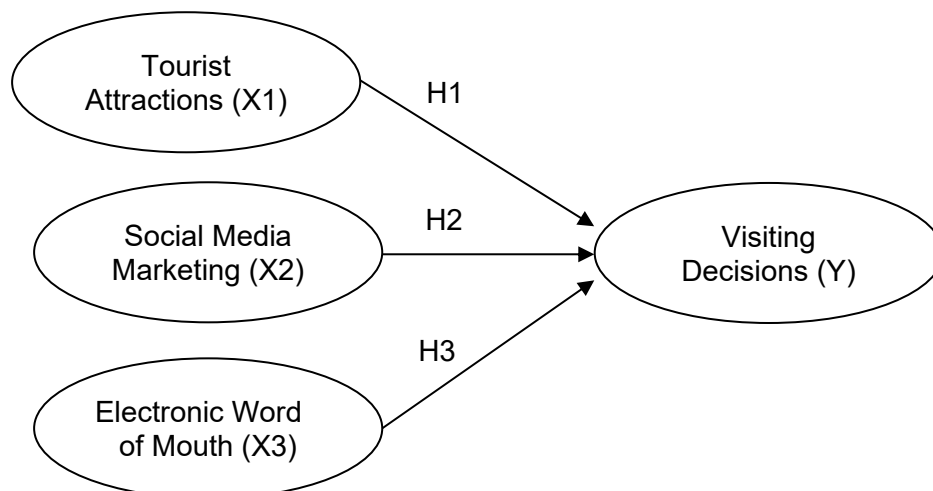
Based on the theoretical framework and previous empirical studies, the following hypotheses are proposed:

- H1: Tourist attractions positively influence visiting decisions.
- H2: Social media marketing positively influences visiting decisions.
- H3: Electronic word of mouth positively influences visiting decisions.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

This study was conducted at Batur Natural Hot Spring, located in Batur Traditional Village, Kintamani District, Bangli Regency, Bali. The study examined the influence of tourist attraction, social media marketing (SMM), and electronic word of mouth (e-WOM) on tourists' visiting decisions. The population comprised all visitors to Batur Natural Hot Spring. A sample of 97 respondents was selected using a purposive sampling technique based on predetermined criteria. Data were collected through questionnaires, interviews, and documentation. The collected data were analyzed using multiple linear regression analysis to examine the effects of the independent variables on visiting decisions.

RESULTS

Instrument Test Results

Validity Test

Table 2. Result of the Validity test

No	Variable	Question Item	Total Item Correlation	Description
1	Visiting Decision (Y)	Y. 1.1	0,782	Valid
		Y. 1.2	0,702	
		Y. 1.3	0,827	
		Y. 1.4	0,598	
2	Tourist Atractions (X ₁)	X. 1.1	0,771	
		X. 1.2	0,709	
		X. 1.3	0,704	
		X. 1.4	0,679	
3	Social Media Marketing (X ₂)	X. 2.1	0,866	
		X. 2.2	0,735	
		X. 2.3	0,738	
		X. 2.4	0,663	
4	Electronic Word of Mouth (X ₃)	X. 3.1	0,776	
		X. 3.2	0,820	
		X. 3.3	0,927	
		X. 3.4	0,697	

Source: Processed data (2024)

In this study, each statement item from the variables of tourist attraction, SMM, E-WOM, and visiting decisions has a correlation value greater than 0.3 and a significance < 0.05. hus, it can be inferred that all indicators are valid. These results suggest that the research can move forward to the subsequent tests.

Reliability Test

Table 3. Resluts of the Reliability Test

No	Variable	Cronbach Alpa	Description
1	Visiting Decision (Y)	0,912	Reliabel
2	Tourist Atractions (X ₁)	0,904	
3	Social Media Marketing (X ₂)	0.906	
4	Electronic Word of Mouth (X ₃)	0,925	

Source: Processed data (2024)

In this research, each question item from the variables of tourist attraction, SMM, E-WOM, and visiting decisions has a Cronbach's Alpha value > 0.6 . Therefore, it can be determined that the questionnaire utilized is reliable. These results suggest that the research can move forward to the subsequent tests.

Classical Assumption Test Results

Testing classical assumptions is crucial because violations of any assumption can cause regression analysis results to be biased or inaccurate, thereby affecting data-driven decision-making. By conducting classical assumption tests, regression analysis becomes stronger and more credible, ensuring that the model used is not only a good fit but also meets criteria for producing valid and reliable results. The classical assumption tests conducted in this study consist of the normality, multicollinearity, and heteroscedasticity test, which are detailed in Table 4 below:

Table 4. Recapitulation of Classical Assumption Test Results

1	Results of the Normality Test	<i>Unstandardized residual</i>	
	N	97	
	Kolmogorov-Smirnov Test Asymp. Sign (2-tailed)	0,116 ^c	
2	Results of the Multicollinearity Test	<i>Tolerance</i>	VIF
	Tourist Attraction (X_1)	0,417	2,399
	Social Media Marketing (X_{12})	0,366	2,732
	Electronic Word of Mouth (X_3)	0,518	1,930
3	Results of the Heteroskedasticity Test	Sig.	
	Tourist Attraction (X_1)	0,784	
	Social Media Marketing (X_{12})	0,251	
	Electronic Word of Mouth (X_3)	0,522	

Source: Processed data (2024)

Table 4 shows a summary of the results of classical assumption tests regarding normality, multicollinearity, and heteroscedasticity, which can be described as follows:

Results of the Normality Test

In accordance with the information presented in the Table 4, the score of 0.116 on Asymp. Sign (2-tailed) is > 0.05 . This finding indicates that the research model has a normal distribution. These results suggest that the research can move forward to the subsequent tests.

Results of the Multicollinearity Test

In accordance with the information presented in the Table 4, the results of the test do not show any signs of multicollinearity, thus it can be considered suitable for use in future research. This is evident from the tolerance value > 0.10 and the VIF value < 10 . These results suggest that the research can move forward to the subsequent tests.

Results of the Heteroscedasticity Test

As shown in the results in Table 4, Tourist Attraction, SMM, and E-WOM all indicate significance values greater than 0.05, which means that the absolute residuals are not influenced by the independent variables or their interactions (ABS_RES). These results suggest that the research can move forward to the subsequent tests.

The results of multiple linear regression analysis to evaluate the effects of Tourist Attraction (X_1), SMM (X_2), and E-WOM (X_3) on the Visiting Decision variable (Y) will be presented in Table 5 below:

Table 5. Results of Multiple Linear Regression Analysis

<i>Coefficients^a</i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,079	0,953		1,132	0,261
	Tourist Attraction	0,363	0,079	0,368	4,606	0,000
	<i>Social Media Marketing</i>	0,268	0,086	0,265	3,112	0,002
	<i>Electronic Word of Mouth</i>	0,332	0,069	0,346	4,830	0,000
Adjusted R Square		= 0,745				
F _{hitung}		= 94,267				
Sig. F _{hitung}		= 0,000				
Konstanta		= 1,079				
Regression Equation		= 1,079+0,363X ₁ +0,268X ₂ +0,332X ₃				

Results of the Coefficient of Determination Analysis

Table 5 shows that the adjusted coefficient of determination (Adjusted R²) is 0.745, indicating that 74.5% of the variance in tourists' visiting decisions is explained by tourist attraction, social media marketing (SMM), and electronic word of mouth (e-WOM). The remaining 25.5% is explained by other variables not included in this study.

Results of the F-Test

The F-test results presented in Table 5 show an F-value of 94.267 with a significance value of 0.000, which is lower than 0.05. These results indicate that tourist attraction, social media marketing, and electronic word of mouth simultaneously have a significant effect on tourists' visiting decisions.

Multiple Linear Regression Analysis

Based on the results presented in Table 5, the multiple linear regression equation is expressed as follows:

$$Y = 31.079 + 0.363X_1 + 0.268X_2 + 0.332X_3$$

The regression equation indicates that the constant value is 31.079. The regression coefficient for tourist attraction (X₁) is 0.363, while the coefficients for social media marketing (X₂) and electronic word of mouth (X₃) are 0.268 and 0.332, respectively. All regression coefficients are positive, indicating positive relationships between the independent variables and tourists' visiting decisions.

Results of the t-Test

The t-test results show that tourist attraction has a regression coefficient of 0.363, a t-value of 4.606, and a significance value of 0.000. Social media marketing has a regression coefficient of 0.268, a t-value of 3.112, and a significance value of 0.002. Meanwhile, electronic word of mouth has a regression coefficient of 0.332, a t-value of 4.830, and a significance value of 0.000. Since all significance values are below 0.05, all three hypotheses (H₁, H₂, and H₃) are accepted.

Dominant Factor Analysis

Among the three independent variables, tourist attraction has the highest regression coefficient ($\beta = 0.363$), followed by electronic word of mouth ($\beta = 0.332$) and social media

marketing ($\beta = 0.268$). These results indicate that tourist attraction is the dominant variable influencing tourists' visiting decisions at Batur Natural Hot Spring.

DISCUSSION

Influence of Tourist Attraction on Visiting Decisions at Batur Natural Hot Spring

The findings indicate that tourist attraction has a positive and significant effect on tourists' visiting decisions at Batur Natural Hot Spring. This result suggests that destinations offering unique natural attractions and adequate supporting facilities are more likely to encourage tourists to visit. Batur Natural Hot Spring offers panoramic views of Lake Batur and Mount Abang, natural hot spring pools with therapeutic benefits, and cultural experiences through the Hindu purification area. In addition, accessibility and supporting facilities, such as restaurants, pool bars, and recreational amenities, enhance visitors' overall tourism experience.

These findings support the Theory of Reasoned Action (TRA), which suggests that favorable perceptions of a destination encourage positive behavioral intentions that ultimately lead to visiting decisions. The findings are consistent with previous studies conducted by [Bulan et al. \(2021\)](#), [Krisnayani et al. \(2021\)](#), [Lebu et al. \(2019\)](#), [Ruray and Pratama \(2021\)](#), and [Susianto et al. \(2022\)](#), which reported that tourist attraction positively influences visiting decisions. However, the findings differ from those of [Martaleni et al. \(2021\)](#), who reported that tourist attraction did not significantly influence tourists' visiting decisions.

Influence of Social Media Marketing on Visiting Decisions at Batur Natural Hot Spring

The results demonstrate that social media marketing has a positive and significant effect on tourists' visiting decisions. Effective use of social media enables destination managers to promote attractions, communicate information, and build relationships with potential visitors. Attractive visual content highlighting the natural scenery, hot spring facilities, and visitors' experiences can increase destination awareness and stimulate tourists' interest in visiting.

Social media platforms such as Instagram and Facebook also provide opportunities to engage directly with potential tourists through interactive content and promotional campaigns. These findings support the Theory of Reasoned Action, which explains that marketing communication influences behavioral intention by shaping favorable attitudes toward a destination.

The results are consistent with previous studies by [Chairiyah and Siregar \(2024\)](#), [Krisnayani et al. \(2021\)](#), [Kurniawan and Muqtabar \(2023\)](#), [Maulidini and Khalid \(2023\)](#), and [Simamora et al. \(2023\)](#), which found that social media marketing positively influences visiting decisions. However, they differ from the findings of [Putri and Yasri \(2020\)](#) and [Siswanto \(2022\)](#), who reported no significant relationship between social media marketing and visiting decisions.

Influence of Electronic Word of Mouth on Visiting Decisions at Batur Natural Hot Spring

The findings further reveal that electronic word of mouth (e-WOM) positively and significantly influences tourists' visiting decisions. Positive online reviews, recommendations, and shared travel experiences increase tourists' confidence in selecting Batur Natural Hot Spring as their travel destination. Before making travel

decisions, prospective visitors often rely on online reviews to evaluate destination quality and service performance.

These findings are also consistent with the Theory of Reasoned Action, as positive recommendations from other tourists contribute to favorable subjective norms and strengthen tourists' intentions to visit. The results support previous studies by Khabibah and Andjarwati (2022), Purwanto et al. (2021), Rakhmawati et al. (2019), and Sari et al. (2022), which concluded that e-WOM positively influences visiting decisions. However, the findings differ from those reported by Elmas (2019), who found no significant effect of e-WOM on visiting decisions.

CONCLUSION

This study concludes that tourist attraction, social media marketing, and electronic word of mouth have positive and significant effects on tourists' visiting decisions at Batur Natural Hot Spring. Among these variables, tourist attraction is the most influential factor affecting visiting decisions. These findings indicate that the attractiveness of a tourism destination, supported by effective social media marketing and positive electronic word of mouth, plays an important role in influencing tourists' decisions to visit Batur Natural Hot Spring.

LIMITATION

This study has several limitations. The adjusted coefficient of determination (Adjusted R^2) indicates that the independent variables explain 74.5% of the variance in tourists' visiting decisions, while the remaining 25.5% is influenced by other factors not included in the research model. Therefore, future studies are encouraged to incorporate additional variables, such as destination image, servicescape, and the service marketing mix, to provide a more comprehensive understanding of tourists' visiting decisions. From a practical perspective, the management of Batur Natural Hot Spring is encouraged to continuously enhance the destination's attractiveness by improving existing facilities, maintaining cleanliness, and developing additional recreational amenities to improve visitor satisfaction. Strengthening collaboration with tour guides and travel agencies may also contribute to increasing tourist arrivals. In addition, management should optimize social media marketing by consistently producing high-quality and engaging digital content across various platforms to increase destination awareness and attract potential visitors. Finally, management should encourage positive electronic word of mouth (e-WOM) by delivering excellent service quality and memorable visitor experiences, thereby motivating visitors to share positive reviews and recommendations that can strengthen the destination's image and competitiveness.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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