

Building Visit Intention to Local Destination Panorama Pabangbon through Electronic Word-of-mouth (eWOM) and Visitors' Trust

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ABSTRACT

The tourism sector has developed into an industry that has an essential role in economic growth in the world. Even though the tourism sector was most affected during the Covid-19 crisis, tourism potential needs to continue to receive support, especially in the recovery and development process, especially local tourism. Tourists will be excited to visit a destination that has credibility and popularity. Based on the ease of access to information via the Internet, potential tourist destinations will receive a good assessment in the form of electronic word-of-mouth (eWOM). This study aims to determine the process of the two factors that form the tourist's intention to visit a local tourist attraction. This quantitative research is conducted based on the perceptions of 130 tourists who had no experience visiting these attractions. Respondents to this study have also seen information about this local tourist attraction through an online platform. Data is processed using SPSS. The results showed that eWOM and trust increase tourist interest in visiting. This research provides theoretical and practical advice.

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1. INTRODUCTION

The role of the tourism sector in the global economy is quite high, making the tourism sector a potential industry to support the country's economic development. Because of the huge contribution from the tourism sector (Abdillah et al., 2022), Indonesia needs this sector to support its economic growth. Indonesia is a country that has a wealth of natural resources and strives for beautiful tourism. Indonesia continues to attract the attention and interest of tourists, both domestic and foreign tourists. Good management for sustainable tourism will support Indonesia's natural preservation and build the economy of the surrounding community. Therefore, the tourism sector needs support from tourist visits and the acceleration of the achievement of sustainable development goals.

Applying the right marketing strategy to a tourist attraction is one of the steps in the process of achieving tourism development goals. Several factors can influence tourists' desire to visit a tourist attraction such as the desire to see places that have never been seen, learn something, avoid weather, and the desire to do activities outside the routine and recreation. Beautiful natural scenery,

culture, history, and people in tourist areas are also factors driving the desire to travel. Factors that influence tourist interest need to be studied further so that they can support the determination of the right marketing strategy for tourist attractions, especially local tourism. One of the local tourism objects that have the potential to continue to develop is Panorama Pabangbon which includes the Pabangbon tourist village in Leuwiliang District, Bogor Regency. This tourist attraction is captivating because of the pine forest and various photo spots.

Currently, access to information via the internet is simple and provides flexibility for tourists to search for tourist objects in their wishing lists. Social media is one of the most popular platforms for finding information about tourist destinations. Other travelers can easily share information about their experiences when visiting destinations through social media. Prospective visitors will be more comfortable receiving information that is easy to believe, comes from sources that have high credibility, and shows good quality and accuracy (Bataineh, 2015). Information that makes it easy for tourists, reliable, and also available online in the form of recommendations from other visitors is known as electronic word-of-mouth (eWOM). One person-to-person communication technique online that would be an essential source for purchasing decisions is known as eWOM (Yang, 2016). Social media provides information in the form of eWOM with easy and convenient access for its users (Suwarduki et al., 2016).

Social media visited by potential tourists will provide access to information and build trust in a destination. Electronic word-of-mouth (eWOM) is a prominent channel in influencing purchasing decisions (Cheung et al., 2009) enclosed when visits to tourist destinations. Although several previous studies discuss the significant role of eWOM on buying interest, there is still little research linking eWOM with trust in tourists' interest in visiting local tourist destinations, namely Panorama Pabangbon. Therefore, this study aims to determine the relationship between eWOM and trust in shaping tourists' interest in visiting Panorama Pabangbon.

Electronic word-of-mouth (eWOM)

Word-of-mouth is informal advertising originating from influencers in social networks (Rita et al., 2019). Consumers who already have experience tend to include products, brands, and services in their conversations, consciously or unconsciously they will talk about it to others verbally (word of mouth). WOM has become a trusted source of information for tourists because it is considered credible. Facts received from eWOM are assessed by millions of online readers based on their abilities and insights (Ahmad, 2018), as well as influencing their decision processes (Erkan & Evans, 2016).

Word-of-mouth (WOM) which is available online or known as electronic WOM (eWOM) influences a provider of information in influencing decision-making, especially products that can only be consumed through direct experience. Electronic word-of-mouth (eWOM) is unsolicited, namely communication without face-to-face between the sender and recipient, where the information can be sent to recipients who do not need information about a product and do not necessarily want it (Hennig-Thurau et al., 2004). The spread of eWOM Therefore, eWOM can spread quickly in a wide range (Humaira & Wibowo, 2017).

Trust

As a form of marketing communication, eWOM can contain positive and negative statements so that it becomes a force in creating enormous traction for marketing (Verma & Yadav, 2021). Tourists search for information before deciding to travel to a destination. eWOM can be available in the form of reviews about products or tourist destinations so that it becomes a source of information that builds tourist trust (Akdin, 2021).

Trust plays a role in building relationships between individuals and products. Trust is a person's willingness to accept the risk of his decision to trust an individual (Morgan & Hunt, 1994). Trust is formed by interaction and experience. Trust is created or formed because of the expectation that other parties or parties who are trusted will act by the wishes and needs of consumers (Bawono et al., 2018). Consumer trust is defined as consumer expectations that service providers can be trusted or relied upon in fulfilling their promises (Sirdeshmukh et al., 2002).

Consumers who already have trust in an object such as a tourist destination will provide benefits to the sustainability of the object. Business requires trust (Rizanata, 2014). Trust is a cognitive component of consumer attitudes (Shimp, 2010). The consumer's belief in a product that the product or service will meet the consumer's expectations so that repeated use will occur is referred to as trust. Consumption interest in the service industry is strongly influenced by trust (Palmer, 2008). Therefore, trust makes visitors feel safer and more confident when consuming products and services available at tourist destinations.

Visit intention

Visit intention in tourism can also be referred to as the desire of tourists to travel for recreational and entertainment purposes. A person's motivation to pay attention to an object is called interest. The source of someone's motivation to do something is interesting, where a person can be influenced by internal, social, and emotional factors (Schiffman & Wisenblit, 2015). Consumer interest in a product can be expressed in the same way as tourist interest in visiting certain destinations (Kotler et al., 2017).

Tourist decisions in the process of selecting tourist destinations are influenced by tourist motivations such as interests, preferences, and information seeking. In the decision process, the consumer selects several choices and then chooses the one that according to him provides the lowest risk. Consumers will choose products according to existing alternatives and buy the product they like the most (Kotler & Keller, 2016). Consumer decisions are influenced by credibility and trust in brands or products (Abdillah, 2023). Therefore, tourists will choose tourist destinations that are considered credible and trusted to have a low-risk impact on tourists. This research model is showed by Figure 1. The Research hypothesis:

H1: Electronic word-of-mouth has a positive and significant effect on visit intention

H2: Trust has a positive and significant effect on visit intention

H3: Electronic word-of-mouth has a positive and significant effect on Trust

H4: Electronic word-of-mouth and Trust simultaneously influence Visit Intention

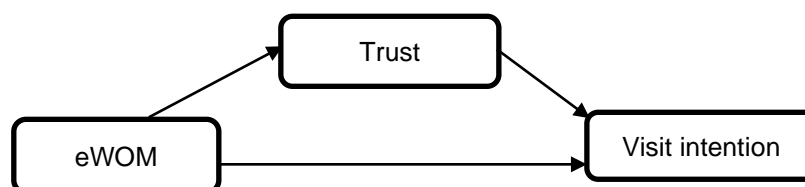


Figure 1. Conceptual model

2. RESEARCH METHOD

This research uses purposive sampling where the sample used as a data source is a population of respondents who are determined based on a particular purpose. The characteristics that are expected to be respondents in this study are tourists who have never visited Pabangbon tours, are over 17 years old, and have accessed Pabangbon travel information online. The number of respondents in this study was 130 people. Research data were analyzed using SPSS to obtain the results of validity, reliability, coefficient of determination, and hypothesis testing.

3. RESULTS AND DISCUSSIONS

The first part of this descriptive study shows the demographic data of respondents that consists of age, gender, and occupation. Table 1 shows that the majority of respondents in this study (53%) are aged between 21-25, while the least proportion of respondents are aged 31-35 years. For gender, the male respondents (75%) are greater than female respondents (25%). Furthermore, 43% of respondents have jobs as private workers.

Tabel 1. Respondent Profile

	N	Percentage
Age		
17 – 20	16	12%
21 – 25	69	53%
26 – 30	19	15%
31 – 35	11	8%
>36	15	12%
Gender		
Men	98	75%
Women	32	25%
Occupation		
civil servant	2	2%
worker	56	43%
private	23	18%
student	37	28%
others	12	9%

Source: authors data research (2023)

The main research analysis was conducted via SPSS. This analysis consists of the validity and reliability of each research variable, analysis of hypotheses, and analysis of the coefficient of determination. Each indicator's variable (Table 2) has a factor loading of more than 0.5 (≥ 0.5). The standard loading factor that acceptable for research is 0.5 or higher (Hair et al., 2014) So it stated that all the variables are valid. Reliability analysis was carried out by looking at the value of Cronbach's alpha (CA) of each variable. Table 2 shows that all variables in this research are reliable (CA ≥ 0.6). The recommended value for Cronbach's alpha is 0.6 (Hair et al., 2014).

Table 2. Validity and Reliability test

Variable	Indicator	Loading factor	Reliability
Electronic Word-of-mouth (eWOM)	Get recommendations from other visitors about places worth visiting	0.72	0.74
	Get information about attractions online	0.68	
	Information about the quality of tourist attractions by online	0.79	
	Information about prices offered by attractions by online	0.80	
Trust	Trust the attractions as promised	0.67	0.77
	Believe that good service is available at tourist attractions according to promises	0.80	
	Trust the tourist attraction to maintain the safety of visitors	0.81	
	Trust the tourist attractions are well available	0.79	
Visit intention	Conducting tourist visits to fulfill expectations/desires	0.58	0.70
	Doing tourist visits according to the ability	0.58	
	Always make tourist visits to the destination.	0.87	
	Decided to visit the destination whenever the opportunity arose	0.86	

Source: authors data research (2023)

The results of the research hypothesis analysis show that H1-H4 is supported. The statistical analysis proves that the relationship between eWOM and visit intention has a significant effect ((tvalue=4.15, p-value=0.000). The second hypothesis (H2) tested the relationship between eWOM and trust. The results showed that eWOM and trust have a positive and significant relationship (Table 3). The analysis also proves that the relation between trust and visit intention is positively significant (H3 supported). In the last hypothesis (H4) it is known that both eWOM and trust simultaneously positively shape visit intentions (Table 3). Some research underpinned this study result about the role of eWOM and trust effect on visit intention (Doosti et al., 2016; Lai et al., 2022; Mahmud et al., 2020; Mehyar et al., 2020; Widodo et al., 2019).

Table 3. Hypothesis test

Hypothesis	β	F	t-value	p-value	Result
eWOM \rightarrow Visit intention (H1)	0.37	-	4.15	0.000	H1 supported
eWOM \rightarrow Trust (H2)	0.67	-	9.20	0.000	H2 supported
Trust \rightarrow Visit Intention (H3)	0.25	-	2.91	0.004	H3 supported
eWOM and trust simultaneously affect visit intention (H4)	-	33.969	-	0.000	H4 supported

Source: authors data research (2023)

The results of the significant t-test analysis at alpha 5% (Table 3) show that if there is no change in trust, the increase of positive eWOM about a destination by one unit will increase by 0.37 of visit intention. Meanwhile, if there is no change in eWOM, then every one-unit increase in the trust will increase visit intention by 0.25. The mediation analysis in this study is not include in hypothesis test. The result shows the significant result when trust becomes a mediator ($t_{\text{value}}= 3.78$, $p\text{-value}= 0.000$). The previous research also support the direct and indirect effect of trust on visit intention (Mahmud et al., 2020; Widodo et al., 2019).

Table 4. Coeficient Determination

R	R Square
0.59	0.35

Source: authors data research (2023)

Analysis of the coefficient of determination in this study was carried out to determine the effect of the independent variables in the model (eWOM and trust) in explaining the independent variable (Munawaroh et al., 2023) which in this study was visit intention. The analysis results of Table 4 show that the model's R-value is 0.59 while the R^2 value is 0.35. This proves that eWOM and trust explain visit intention by 35% while the remaining 65% is explained by other factors.

4. CONCLUSION

Based on the study results, it is known that eWOM and trust can build tourists visit intention at the Panorama Pabangbon. The attractions that attract the most interest and the most trusted reviews as eWOM need to be further studied and developed by the management of tourist destinations so that they can attract more visitors. Increasing the credibility of local tourist destinations also needs to be done through various marketing promotion activities. Future research can examine other factors (internal and external) that influence the motivation of tourists to visit a local tourist destination such as Panorama Pabangbon.

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