

# The Effect of Electronic Word of Mouth Communication through Instagram on the Decision of Domestic Tourists Visiting Peucang Island

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## ABSTRACT

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*The purpose of this research is to analyze the influence of word of mouth intensity, positive valence word of mouth, and word of mouth content partially and simultaneously to the decision of domestic tourists visiting Peucang Island tourism object in Pandeglang. The population in this study were individuals who had made tourist visits at Peucang Island at Ujung Kulon National Park in Pandeglang. This research uses non probability sampling method with purposive sampling technique, and the sample used is 120 people. The result of data analysis shows that: 1) Word of mouth intensity has a positive and significant influence on the decision of domestic tourists visiting Peucang Island in Pandeglang District; 2) Word of mouth positive valence through social media instgram has a positive and significant influence on the decision of domestic tourists visiting Peucang Island in Pandeglang; 3) Word of mouth content through social media instgram have a positive and significant influence on the decision of domestic tourists visit Peucang Island in Pandeglang; 4) Word of mouth intensity, positive valence word of mouth and word of mouth content, meaning word of mouth intensity, positive valence word of mouth and word of mouth content through social media instgram simultaneously has a positive and significant influence on the decision of domestic tourists visiting Peucang Island in Pandeglang.*



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## A. INTRODUCTION

The tourism industry in Indonesia is one sector that contributes greatly to economic development and improving people's welfare. At the regional level, this sector is expected to be a supporter of regional income, whose contribution in the future has favorable prospects for people who flock to visit various tourist sites. Whether it's for natural tourism, artificial tourism, shopping tourism, cultural tourism, marine tourism, religious tourism, historical tourism. The need to freshen up also seems to be a mandatory thing to do. Before traveling, people also look for references to tourist destinations to be visited.

Pandeglang Regency, Banten Province is one of the areas that has tourism potential through its natural wealth. One of the famous tourist attractions in the Pandeglang area

is the Ujung Kulon National Park which is often referred to as a Natural World Heritage Site. The Ujung Kulon National Plant is administratively located in Sumur and Cimanggu Districts, Pandeglang Regency, Banten Province. In 1991, the UNESCO World Heritage Commission designated Ujung Kulon National Park as a Natural World Heritage Site which is an award for the potential of the area which is rich and extraordinary in biodiversity, including the presence of the Javan rhinoceros, forest landscapes, beaches and marine waters that are beautiful and rich in flora. and fauna.

Ujung Kulon National Park is an area for nature conservation and high biodiversity and can be used as a vehicle for nature tourism and a repository for the development of science, research and education. Ujung Kulon National Park is a natural tourism area that has the potential to attract many domestic and foreign tourists. Ujung Kulon National Park not only provides panoramic tours of the forest inhabited by the one-horned rhino, but also has a very enchanting beach panorama. Its management area includes the Ujung Kulon Peninsula, Panaitan Island, Peucang Island, Handeuleum Island and Mount Honje.

Peucang Island with its enormous diversity of natural tourism potential has become one of the priorities for developing natural tourism in Ujung Kulon National Park. With an area of  $\pm 450$  Ha, Peucang Island has several tourist attractions, including adventures on the Coral Copong tracking route, marine tourism in the waters around Peucang Island, wildlife attractions in the Cidaon Shepherd and historical tours of Tanjung Layar. To attract visitors, various ways are carried out by the manager of the Ujung Kulon National Park, one of which is by utilizing technology, especially internet-based media to promote a variety of tourism objects, including the Peucang Island area.

Internet technology is used as a means to update and provide information, the internet makes marketing and tourism movements closely related to produce changes in demand and supply in tourism activities, the availability of technology is used to facilitate communication with relations, simplify and accelerate coverage to the tourist industry community, both one to one, one to many, and many to many, conveying information to customers (Hasan, 2015). One of the internet-based technology media used to promote tourism objects is Instagram. Instagram is possible to be used as a promotional media because it has a feature to store information in the form of photos, promotional sheets, pamphlets, photo and video events as well as comments from visitors who convey their experiences after visiting a tourist attraction. Zhang, Q.J., Craciun, G., and Shin. D. (2010:1-6) states that the Internet is currently very much needed by consumers to search for information that can be easily accessed and most consumers can tell their experiences through the internet and influence other consumers through electronic word of mouth (e-WOM).

This study tries to describe the extent of the influence of electronic word of mouth through social media Instagram in influencing the decision of tourists to visit Peucang Island. Goyette, I., Richard, L., and Marticotte, F. (2010:9) state that electronic word of mouth in social media Instagram consists of three dimensions, namely word of mouth intensity, positive valence word of mouth, and word of mouth content. Word of mouth intensity is defined as the frequency with which individuals get information about products and/or services from other people. Kartika C. & Pirantei D. (2015:109) explains that word of mouth that is carried out with high intensity can add or reproduce an individual's information. Positive valence word of mouth is defined as the degree of discussion of products and/or services that have a positive value from others (Paragita, M.R. 2013: 11). Positive word of mouth occurs when there are good testimonials about

the product or company. Stating that positive word of mouth is more often conveyed by message givers than negative word of mouth. Word of mouth content is defined as the core of positive product and/or service discussions with other people (Goyette, I., Richard, L., and Marticotte, F. 2010:11). Loh, A. (2011:46) states that, the content of word of mouth is usually about convenience, price, quality, and the type or form of products and/or services.

## **B. METHODS**

This study uses a quantitative approach. Quantitative research is an approach that describes or explains a problem whose results can be generalized. The data generated in quantitative research is data in the form of numbers, or qualitative data that is scored (scoring) (Sugiyono. 2012:23). This study was conducted to analyze how much influence electronic word of mouth through social media Instagram (X) has on the decision to visit (Y) as the variables in the study which can be seen through several indicators including: *word of mouth intensity*, *positive valence word of mouth*, *word of mouth content*.with data collection techniques in the form of questionnaires, interviews and documentation. The number of samples used in this study were 120 respondents who were Instagram followers using non-probability with purposive sampling technique.

## **C. RESULT AND DISCUSSION**

### *word of mouth intensity*

Based on the results of data analysis, it is known that the regression coefficient value of word of mouth intensity is 0.988 with a significance value of 0.000, meaning that word of mouth intensity has a positive and significant influence on the decision to visit the Ujung Kulon National Park tourist attraction, Peucang Island, Pandeglang Regency.

Word of mouth intensity has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park tourism object, Peucang Island, Pandeglang Regency, because visitors often get information about the Ujung Kulon National Park attraction in Peucang Island from other people, such as from family or friends. Visitors also often get information about the attractions of Ujung Kulon National Park Peucang Island compared to other attractions in Pandeglang. Visitors often get information about Ujung Kulon National Park attractions on Peucang Island because visitors often talk about Ujung Kulon National Park attractions on Peucang Island with other people, such as from family or friends. The intensity occurs when visitors often talk about attractions on Peucang Island, Ujung Kulon National Park.

With the high intensity of visitors in discussing Peucang Island attractions with other people, it can increase visitor decisions to visit Ujung Kulon National Park attractions Peucang Island. This is in accordance with the opinion of Paragita (2013: 2) which states that word of mouth carried out with high intensity can add or reproduce an individual's information. In addition, the results of this study are in accordance with and strengthen the results of research conducted by Adeliastari et al., (2014), Hikmawati (2015), Hapsari et al., (2014), and Nurgiyantoro (2014) which prove that word of mouth intensity has a positive effect. to purchasing decisions.

### *Positive valence word of mouth*

Based on the results of data analysis, it shows that Positive valence word of mouth has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park tourist attraction, Peucang Island, Pandeglang Regency. It is known that through

the results of data analysis, it is known that the regression coefficient value of positive valence word of mouth is 0.641 with a significance value of .000, meaning that positive valence word of mouth has a positive and significant influence on the decision to visit domestic tourists at the Ujung Kulon National Park tourism object, Peucang Island, Pandeglang Regency.

Positive valence word of mouth has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park attraction, Peucang Island, Pandeglang Regency, because visitors get recommendations about the Ujung Kulon National Park attraction in Peucang Island from other individuals, in this case for example from family or friends. The recommendations given by other individuals are good information or positive information, so that visitors feel happy when they get information about the tourist attraction of Ujung Kulon National Park Peucang Island. With the positive information provided by other individuals to these visitors, it can improve the visitor's decision to visit the Peucang Island tourist attraction. This is in accordance with the opinion of Buttle (2009: 408) which states that positive word of mouth is more often conveyed by message givers than negative word of mouth. Positive valence word of mouth is characterized by recommendations about a company from other individuals, good information about the company, a feeling of pleasure when hearing the goodness of a company (Goyette et al., 2010: 13). In addition, the results of this study are in accordance with and strengthen the results of research conducted by Adeliyasi et al., (2014), Hikmawati (2015), Hapsari et al., (2014), and Nurgiyantoro (2014) which prove that positive valence word of mouth has an effect on positive on purchasing decisions.

#### *Word of mouth content*

Based on the results of data analysis, it is known that word of mouth content has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park tourism object, precisely Peucang Island, this is based on the regression coefficient value of word of mouth content of 0.905 with a significance value of 0.000, meaning word of mouth content has a positive and significant influence on the decision to visit domestic tourists at the Ujung Kulon National Park, Peucang Island, Pandeglang Regency.

Ticket prices and food, quality, and fame of the Ujung Kulon National Park attraction on Peucang Island. With the information that has content about these things, visitors can get an overview of the tourist attraction of Ujung Kulon National Park, precisely Peucang Island, so that it can increase the decision to visit the Ujung Kulon National Park tourist attraction, Peucang Island. This is in accordance with the opinion of Moore (2010: 100) which states that consumers usually like to share their experiences after consuming products and/or services to other individuals. In addition, the results of this study are in accordance with and strengthen the results of research conducted by Adeliyasi et al., (2014), Hikmawati (2015), Hapsari et al., (2014), and Nurgiyantoro (2014) which prove that word of mouth content has a positive effect. to purchasing decisions.

Based on the results of an analysis of three word of mouth indicators, namely word of mouth intensity, positive valence word of mouth, and word of mouth content, it can be said that word of mouth has a considerable influence on tourist decisions to visit Ujung Kulon National Park on Peucang tourist attraction. islands. The influence of tourists' decisions to visit is due to the information obtained by potential tourists through comments submitted by Instagram social media users who have visited Peucang Island in Ujung Kulon National Park. The comments (word of mouth) they get through the

display of photos or video footage uploaded by each account related to the tourist destination of Peucang Island in Ujung Kulon National Park. The comments obtained through the appearance of social media Instagram have a tendency towards positive comments so that they will also create a positive impression and a sense of security for every potential visitor who will make a tourist visit to Ujung Kulon National Park, especially Peucang Island. The power of positive messages through positive comments (positive valence word of mouth) encourages the desire of potential visitors to make choices about objects that are discussed on Instagram social media so that it affects the interest of visitors to come and choose to travel to Peucang Island. In addition to repeated comments that result in the intensity of information and positive comments that give a positive impression, the influence is also present through the content of the message conveyed when making comments so that it can influence interest in visiting Peucang Island, Ujung Kulon National Park.

#### **D. CONCLUSION AND SUGGESTIONS**

Based on the results of the analysis conducted by the researchers, it can be concluded that:

- a. Word of mouth intensity through social media Instagram has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park, Peucang Island, Pandeglang Regency, proven and acceptable. It can be seen from the F Word of Mouth Intensity (X1) Test Against Tourist Decisions (Y), because the probability is much smaller than 0.05 ( $0.000 < 0.05$ ) and Fcount is greater than Ftable ( $118.383 > 2.68$ ) then it can be it is stated that the independent variable Word of Mouth Intensity (X1) affects the tourist decision variable (Y). This means that Ho1 is rejected while Ha1 is accepted. So it can be said that there is an influence between Word of Mouth Intensity (X1) on tourist decisions (Y).
- b. Positive valence word of mouth through social media Instagram has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park tourist attraction, Peucang Island, Pandeglang Regency, proven and acceptable. Based on the ANOVA test or F test listed in table 4.19 above, the Fcount of 39.453 is obtained with a significance level of 0.000. Because the probability is much smaller than 0.05 ( $0.000 < 0.05$ ) and F count is greater than F table ( $39.453 > 2.68$ ), it can be stated that the independent variables including Positive Valence Word of Mouth (X2) affect the tourist decision variables ( Y). This means that Ho2 is rejected while Ha2 is accepted. So it can be said that there is an influence between Positive Valence Word of Mouth (X2) on tourist decisions (Y).
- c. Word of mouth content through Instagram social media has a positive effect on the decision to visit domestic tourists at the Ujung Kulon National Park, Peucang Island, Pandeglang Regency, proven and acceptable. Based on the ANOVA test or F test listed in table 4.20, the Fcount of 154.685 is obtained with a significance level of 0.000. Because the probability is much smaller than 0.05 ( $0.000 < 0.05$ ) and Fcount is greater than Ftable ( $154.685 > 0.68$ ), it can be stated that the independent variables including Word of Mouth Content (X3)

affect the tourist decision variable (Y). ). This means that Ho3 is rejected while Ha3 is accepted. So it can be said that there is an influence between Word of Mouth Content (X3) on tourist decisions (Y)

From the results of this data analysis, the author concludes that the form of promotion that is more widely accepted by domestic tourists who are respondents in this study is from Instagram, seen from as many as 78 people (65.00%) respondents getting information through the accounts @twobrothers\_adventure @rhino\_adventure and #islandpeucang. Then Electronic Word of Mouth because Instagram Social Media affects the decision of tourists to visit Peucang Island.

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