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ANALYSIS OF THE EFFECT OF ELECTRONIC WORD OF MOUTH, TOURISM PRODUCTS AND DESTINATION IMAGES ON DECISION VISITING TOURISTS TO TOBA LAKE TOURISM (Survey of Nusantara and Foreign Tourists Using Instagram Social Media)

¹Surya Desy Elfitra;² Megasari Gusandra Saragih; ³Aal Wasilatul
Khoerunisa

Management Studies Program, Pembangunan Panca Budi University, Indonesia
Email: Elfitradesy@dosen.pancabudi.ac.id

Abstract

This study aims to clarify: the influence of electronic word of mouth, tourism products and destination image on the decision to visit tourists to the tourist area of Lake Toba. This study uses a quantitative approach with explanatory research types. This study uses three variables: electronic word of mouth, tourism products, destination image, and tourist visiting decisions. Data collection was obtained through questionnaires distributed to 397 respondents. The sampling technique used purposive sampling with the archipelago tourist population coming from outside the city of Medan, who visited at least twice to Lake Toba Attractions for tours. Data analysis of this research using descriptive analysis and linear analysis. The results showed that electronic WOM variables, tourism products, and destination image had a significant effect on the decision to visit Lake Toba tourist. Based on the results of the study, local Governments and tourism businesses must maintain the image of tourist destinations to increase of the intensity of tourist visits by promoting all types of tourism objects, in Lake Toba and optimize tourism objects in the Lake Toba region by making tourism packages interesting tourism.

Keywords: WOM Electronics, Tourism Products, Destination Image. Visiting Decision Traveler.



A. Introduction

In this decade, the tourism development has been so rapid, and there is a very global phenomenon involving millions of people, both among the public, the tourism industry and government circles. The development of tourism has undergone various changes either change the pattern, shape and nature of the activity, the encouragement of people to travel, ways of thinking, and the nature of the development itself. North Sumatra is one of the entrances of the country - the ASEAN countries. Given North Sumatra is very close to Malaysia, Singapore, and Thailand. This strategic position is an opportunity for the North Sumatra Provincial Government to increase revenue in the field of tourism. However, this sector is still not capable of generating income for the welfare of society.

Lake Toba is the largest lake in the world, and the largest and most popular in Indonesia Lake Toba area has tremendous tourism potential. Characteristics of Lake Toba area that has a high geological value, then the North Sumatra Provincial Government is currently mangajukan Lake Toba as a Global Geopark Network (GGN) proposed to Unesco. As the development of the digital age, the promotion of eco-tourism should be intensively conducted through digital. E-Tourism became kosep just as one form of digital marketing communication in marketing promotion and industrial development pariwisataapengguna social media instagram who wants to exist by uploading a picture after their visit susatu sights, even average pictures they have uploaded already edited before in order looks better than the original, the more attractive image of a tourist destination that is uploaded, the more netizenyang curious to visit these places but this opportunity has not been able to be used by the tourism industry in the Lake Toba where Electronic word of mouth (e-WOM) has not developed among tourists visiting the lake toba.

Whatever the image of an objective knowledge, prejudices, imagination and emotional thinking individuals and groups against a particular attraction. Because tourists being selective, it is important to create a positive image of a tourist destination. So it is clear that the image



of the destination correlated to the decision to visit. Whatever the image is supposed Lake Toba able to increase tourist visits, but in fact the lack of amenities and accessibility make the image of Lake Toba destination is still far from both local and foreign travelers.

B. Teoretical Base

1. Electronic Word Of Mouth

Electronic word of mouth is a derivative of the word of mouth, traditional means of communication by word of mouth through the medium of electronic, considering that today live in a world that is increasingly not limited to, the use of technology can be a means of promotion issued a low-cost but mamun can provide a high impact one example is the field of tourism, can optimize by leveraging social media as a medium to promote it. Here is some understanding of electronic word of mouth, according to some experts. According to Hasan (2010: 32) Word of mouth is the act of consumers providing information to other consumers from one person to another aorang (interpersonal) non-commercial kind of brand, product or jasa. Menurut Hennig-Thurau et al., In Suwarduki (2016) Electronic word of mouth is positive or negative statements made by potential customers or former customers about the product or the company, which is intended for a lot of people or institutions via the internet. The Internet has enabled the emergence of new forms of communication platform that can empower providers and consumers with better than Business to Consumers, and from the Consumers-to-Consum

2. Tourism products

Product is one of the variables in the marketing mix that is very important to be considered by the company. According to Kotler and Keller (2009) describes the product as "Product is anything that can be offered to the market to satisfy the desires and needs". Meanwhile, according Tjiptono (2008) product is anything that can be offered by manufacturers to note,



asked, sought, bought, used, or consumed as fulfilling market needs or desires relevant market.

According Yoeti, (2005) are all forms of travel products services enjoyed by tourists, since he left the residence, while the area of the most visited tourist destination, so he returned home to the place of origin. Meanwhile, according Suwanto (2007: 48) states that the definition of the overall tourism product is obtained and perceived service or enjoyed by tourists since he left his home to his chosen tourist destination and to return home where he set out originally.

3. Citra Destinations

Whatever image in relation to this study refers to the theory of brand image, where the brand can provide a snapshot of a brand mana product that can not be separated from the product that is a tourist destination. According to Aaker (2013) in Maghfiroh (2017) brand image is consumers perception about the brand, as reflected by the brand associations consumer held in memory. Who translated that brand image is the consumer perception of the brand that reflects the brand associations in consumer memory.

Image of a destination is an important part for sale to tourists or stakeholders. According Fakeye and Crompton in Chen and Tsai (2007) states that the destination image is a picture of thoughts, beliefs, feelings and perceptions of a destination.

Lawson and Bovy in Lopes (2011) defines that "destination image is a concept as the expression of all objectives knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location", which means it is citra destination is objective knowledge, prejudice, imagination and emotional thinking individuals and groups to specific locations.

4. Decisions viewed



The decision to visit an adaptation of the purchase decision. In principle, every kind of traveler behavior has the same underpinnings as motivation, preferences, activities of forms of travel. To get an idea of the purchasing decision, the following will put forward a definition of purchasing decisions, according to experts. According to Schiffman & Kanuk (2008: 485) purchase decision is the selection of two or more alternative purchase decision, meaning that one can make a decision, it should be available some alternative options. In other words, the purchase decision is when someone will decide whether he will buy or against a product.

Swastha and Handoko (2012: 102) explains that purchasing decisions are taken purchaser is a collection of a number of decisions. Any decision to purchase has a structure of seven components. Those components include the decision on the type of product, a decision on the form of the product, a decision on the brand, the decision about the sale, a decision on the number of products, the decision about the time of purchase, and a decision on how to purchase.

According to Kotler and Keller (2012: 166), "Buying decision process is all the experiences in learning, choosing, using, and event dispoting of a product". Which means that purchasing decisions are all in the learning experience, the selection, use, and even get rid of the product.

Buchari purchasing decisions according to Alma (2011: 96) is a consumer decisions are influenced by financial, technological, political, cultural, product, price, location, promotion, *physical evidence*, People, and process, thus forming a stance on the consumer to process all the information and conclusions in the form of responses occurring what products are purchased.

According Tjiptono (2008: 21) a purchase decision is a process where consumers know the problem, look for information about products or brands and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision.



C. Research Finding

1. Validity test

Test the validity of this research is done with Pearson correlation formula that shows the correlation more than 0.3 means that all items in the questionnaire statement is valid or true in E-WOM measure variables (X1), Product wiata (X2), the image of the destination (X3) and decision to visit (Y) so that the questionnaire can be used in making research data.

Table 1 Results of Validity Test Instruments

variables	No.Butir	Correlation Perason
E-WOM (X1)	X1.1	0.823
	X1.2	0.874
	X1.3	.869
Travel Products (X2)	X2.1	0.865
	X2.2	0,880
	X2.3	0.835
Destinations image (X3)	X3.1	0.858
	X3.2	.808
	X3.3	0.792
	X3.4	0,893
Decisions Been (Y)	Y1	0.756
	Y2	0.854
	Y3	0.826
	Y4	0,844
	Y5	0,862

Sources: Primary data is processed (2019)

2. Test Reliability

Results of instrument reliability Cronbach's Alpha good value for an item E-WOM (X1), the tourism product (X2), the image of the destination (X3) and the decision to visit (Y) is more than 0.6 means that all point statement in this study are consistent or not change when used in research data collection.



Table 2 Results of Test Reliability Instruments

variables	No. Buti	Cronbach's Alpha	
	r		
E-WOM (X1)	X1.1	0.821	0.819
	X1.2		0.715
	X1.3		0,692
Travel Products (X2)	X2.1	0.824	.749
	X2.2		0.714
	X2.3		0.805
Destinations image (X3)	X3.1	0.858	0.803
	X3.2		.837
	X3.3		.839
	X3.4		0.792
Decisions Been (Y)	Y1	0.886	0.884
	Y2		.851
	Y3		0,862
	Y4		0.856
	Y5		0,849

Sources: Primary data is processed (2019)

3. Partial Test Results

Table 3 Regression Analysis

variables	Coefficients Standardized beta	p value	Information
E-WOM (X1)	0.314	0,000	Positive and Significant
Travel Products (X2)	0.174	0,000	Positive and Significant
Destinations image (X3)	0.429	0000	Positive and Significant

Sources: Primary data is processed (2019)

4. Simultaneous Testing Results

Table 4 Regression Analysis (Test F)

Model	F	P-Value	Information
Regression	69.192	0,000	Positive and significant

Sources: Primary data is processed (2019)



D. Discussion

1. E-WOM positive and significant impact on the decision of visiting tourists to the area of Lake Toba.

Based on the results of data analysis known regression coefficient value for the E-WOM significance value of 0.314 is greater than 0,000, which means that word of mouth intensity has a positive and significant impact on the decision been visiting tourists to the area of Lake Toba. Therefore, the first hypothesis proposed in this study is proven and can be accepted. The evidence of the first hypothesis, namely E-WOM positive influence on the decision of tourists to the region berkunjungberkunjung lake Toba, because visitors often get information about tourist attractions of Lake Toba from family and friends. Visitors are also often get information about tourist attractions in the area of Lake Toba via social media and using the Internet, and others.

This is consistent with the results Hennig-Thurau et al., In Suwarduki (2016) Electronic word of mouth is the statement positive or negative conducted by potential customers or former customers about the product or the company, which is intended for a lot of people or institutions via the Internet. The Internet has enabled the emergence of new forms of communication platform that can empower providers and consumers with better than Business to Consumers, and from the Consumers-to-Consumers.

2. Travel products and significant positive effect on the decision of visiting tourists in the area of Lake Toba.

Based on the results of data analysis known regression coefficients positive valence word of mouth of 0.174 with a significance value of 0.000, meaning that the tourism product has a positive and significant impact on the decision of visiting tourists area of the lake Toba Oleh therefore the second hypothesis proposed in this study is proven and can be accepted. The evidence of the second hypothesis, namely tourism product has positive influence on the decision to visit the region of Lake Toba, as visitors get recommendations on attractions of another individual, in this



case for example of family or friends. The recommendations given by the other individual is information that is good or positive information, so that visitors feel happy when getting information about tourist attractions which attract tourists products offered and in accordance with what is cool by tourists.

This is consistent with the theory of product is one of the variables in the marketing mix that is very important to be considered by the company. According to Kotler and Keller (2009) describes the product as "Product is anything that can be offered to the market to satisfy the wants and needs". Sedangkan according Tjiptono (2008) product is anything that can be offered by manufacturers to note, asked, sought, bought, used, or consumed by the market as fulfilling the needs or desires of the relevant market

3. Image destinations positive and significant impact on the decision to visit the region of Lake Toba.

Based on the results of data analysis known destination image regression coefficient of 0.429 with a significance value of 0.000, meaning that the image destinations positive influence on the decision kekawasan travelers visiting Lake Toba. Whatever image in relation to this study refers to the theory of brand image, where the brand can provide a snapshot of a brand mmana product that can not be separated from the product that is a tourist destination. According to Aaker (2013) in Maghfiroh (2017) brand image is consumers perception about the brand, as reflected by the brand associations consumer heldin memory. Who translated that brand image is the consumer perception of the brand that reflects the brand associations in consumer memory. Image of a destination is an important part for sale to tourists or stakeholders. According Fakeye and Crompton in Chen and Tsai (2007) states that the destination image is a picture of thoughts, beliefs, feelings and perceptions of the destination's attractions.



4. E-WOM, travel products, destinations image simultaneously positive and significant influence on the decision to fellow travelers visiting the Lake Toba.

Based on the analysis, it is known that F value of 69.192 with a significance value of 0.000 (<0.05). This suggests that the E-WOM, the image of tourism products and destinations simultaneously positive and significant impact on the decisions of travelers visiting kawasan Lake Toba. The decision to visit an adaptation of the purchase decision. In principle, every kind of traveler behavior has the same underpinnings as motivation, preferences, activities of forms of travel. To get an idea of the purchasing decision, the following will put forward a definition of purchasing decisions, according to experts. According to Schiffman & Kanuk (2008: 485) purchase decision is the selection of two or more alternative purchase decision, meaning that one can make a decision, it should be available some alternative options. In other words, the purchase decision is when someone will decide whether he will buy or against a product.

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E. Conclusion

Based on the results of data analysis and discussion can be concluded:

- 1) E-WOM positive and significant impact on the decision travelers visiting kekawasan lake Toba, proven and acceptable.
- 2) Positive effect on the tourism product berkunjungwisatawan decision kekawasan lake Toba, proven and acceptable.
- 3) Destinations image keputusanwisatawan kekawasan positive effect on the lake Toba, proven and acceptable.
- 4) E-WOM, travel products, image destinations simultaneously positive and significant impact on the decision travelers visiting kekawasan lake Toba, proven and acceptable.

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