4thICITB

Tourist Decisions Visit Attractions In Lampung Province Through Electronic Word Of Mouth (E-WOM)

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ABSTRACT

Tourism is a potential source of income. The phenomenon of the increase and decrease of visiting tourists is needed an information media to introduce the tourist attraction of Lampung Province to increase the number of tourists visiting Lampung Province. The purpose of this study was to determine the effect of Electronic Word of Mouth (E-WOM) with the Intensity dimension, Valence of Opinin, Conten on Tourist Decisions Visiting Attractions in Lampung Province. This type of research is this associative study. The sampling used in this study was purposive sampling with as many samples. Methods Analysis of data in this study using path analysis. The results of the analysis There is the influence of Intensity on the decision to visit tourists to Lampung Province. There is no effect of Valence of Opinin on decisions visiting tourists to Lampung Province. There is a Content influence on the decision to visit tourists to Lampung Province. Content variable (X3) affects the most on visiting decisions by 73.2%

Keywords: Electronic Word Of Mouth (E-WOM), Visiting Decision, Tourism Object, Lampung

INTRODUCTION

At present the tourism business is a potential source of income. The existence of tourist objects in an area can bring tourists to visit. The nature of a tourist attraction is an experience, something that is enjoyed, anticipated and remembered by tourists when visiting the area. The decision of tourists to visit a tourist attraction is a behavior that is influenced by positive things obtained by tourists about a tourist attraction through information. Lampung Province is the southernmost province on the island of Sumatra, Indonesia, which has thousands of cities in Bandar Lampung. This province

has 2 cities and 13 regencies. Lampung Province has an area of 35,376.50 km² and is located between 105 ° 45'-103 ° 48 'BT and 3 ° 45'-6 ° 45' LS. This area in the west is bordered by the Sunda Strait and in the east by the Java Sea. Some islands are included in the Lampung Province, which are mostly located in Lampung Bay, including: Darot Island, Legundi Island, Tegal Island, Sebuku Island, Ketagian Island, Sebesi Island, Poahawang Island, Krakatau Island, Putus Island and Tabuan Island. There are also Pulau Tampang and Pulau Pisang in the area of West Lampung Regency. The natural state of Lampung, in the west and south, along the coast is a hilly area as a connection from the Bukit Barisan line on the island of Sumatra. In the middle is a lowland. Whereas near the coast to the east, along the edge of the Java Sea continues to the north, is a vast waters.

Based on the data in the table, the number of tourists visiting Lampung Province in the period 2010-2016 saw an increase and decrease in the number of tourists visiting Lampung Province, where in 2011 tourist growth became 7.32% from 2010, in 2012 it increased to 13.14% from in 2011, in 2013 it increased to 31.38% from 2012, in 2014 it decreased to 30.39%, in 2015 it decreased again to 24.95%, in 2015 it increased again to 31.95%. The phenomenon of the increase and decrease of visiting tourists is needed an information media to introduce the tourist attraction of Lampung Province to increase the number of tourists visiting Lampung Province.

LITE Electronic Word Of Mouth (E-WOM) is a digitization of Word of Mouth (WOM). WOM basically contains information conveyed directly by one party to another party while E-WOM, the delivery of information is carried out requiring intermediary media, namely electronic (Internet). Nowadays, many tourists use Internet media as a media to get tourist information, share stories about their tourism experiences through internet media. Internet media that are widely used in the form of social media include Facebook, instragram as a means of promotion of tourism objects in Lampung province managed by local governments and individuals. According to Goyete et al in Ati et al (2016) E-WOM has dimensions consisting of Intensity, Valence of Opinin, Conten. Research by Xiang and Gretzel (2010) states that currently tourism marketing focuses on utilizing social media to create positive things to attract tourists to visit. Aulian Humaira's research (2016) states that E-WOM influences tourists' visiting decisions.

LITERATURE REVIEW

Word of Mouth is a form of interpersonal communication about a product or organization where the recipient of the message considers the message provider as someone who is not affected by advertising (Buttle, 2009) Along with the development of the concept, where information technology, especially Internet media, developed rapidly, Word of Mouth changed to electronic word of mouth (e-WOM), which has the core that word of mouth is done using electronic media (Goyette et al., 2010) Electronic Word of Mouth (eWOM) is a communication medium that is conducted with the aim of sharing information about a product or service that has been consumed between consumers who do not know each other and meet beforehand (Gruen, 2006). Goyette et al. (2010) explained that electronic word of mouth consists of three dimensions, namely Valence of Opinin, Conten.

a) Intensity
   Intensity in Electronic Word of Mouth (eWom) is the number of opinions written by consumers on a social networking site (Liu, 2006).
b) Valence of Opinion
   Valence of Opinion in Electronic Word of Mouth (eWom) is the opinion of consumers whether positive or negative about products, services and brands. Valence of Opinion has two properties, namely negative and positive.
c) Content
   Content in Electronic Word of Mouth (eWom) is the content of information from social networking sites related to products and services.

Purchasing decisions in this case meant visiting decisions were the stage when consumers might also form an intention to make purchases from the most preferred products, to where consumers actually make purchases (Kotler and Keller, 2012).

RESEARCH METHOD

Data analysis is the process of grouping data based on variables and respondents, tabulating data based on variables and all respondents, presenting data for each variable under study, performing calculations to test the hypotheses that have been proposed (Sugiyono, 2012). In this study using regression tests (path analysis).

FINDINGS AND DISCUSSION

Path analysis to determine the magnitude of the influence of the Intensity variable, Valence of Opinin, Content on Tourist Decisions Visiting Attractions in Lampung Province The results of the path analysis in this study are as follows:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.368	4.293		1.949	.054
	X1	.556	.213	.201	2.604	.010
	X2	-.223	.208	-.084	-1.076	.284
	X3	1.381	.123	.732	11.204	.000
a. Dependent Variable: Y						

Coefficients[a]

Based on the regression test results table obtained sig value of 0.010 and alpha value of 5% (0.05) then adjusted to the hypothesis testing criteria then the value of sig (0.010) <alpha value (0.05) then H0 is rejected means that there is the influence of Intensity (X1) towards visiting decisions

Based on the regression test results table obtained sig value of 0.284 and alpha value of 5% (0.05) then adjusted to the hypothesis testing criteria then the sig value (0.284)> alpha value (0.05) then H0 is accepted means there is no influence

Based on the regression test results table get a sig value of 0,000 and an alpha value of 5% (0.05) then adjusted to the hypothesis testing criteria then the value of sig (0,000) <alpha value (0,05) then H0 is rejected means that there is a Content influence on Decision visit

Correlations		X1	X2	X3
X1	Pearson Correlation	1	.664**	.450**
	Sig. (1-tailed)		.000	.000
	N	119	119	119
X2	Pearson Correlation	.664**	1	.470**
	Sig. (1-tailed)	.000		.000
	N	119	119	119
X3	Pearson Correlation	.450**	.470**	1
	Sig. (1-tailed)	.000	.000	
	N	119	119	119
**. Correlation is significant at the 0.01 level (1-tailed).				

Based on the correlation test results in the table, get the results:
a) The correlation between the Intensity and Valence of Opinion variables of 0.664 has a strong and unidirectional relationship between the Intensity and Valence of Opinion variables where the correlation of the two variables is significant because the significance number is 0.000 <0.001
b) The correlation between the Intensity and Content variables of 0.450 has the meaning that the relationship between the Intensity and Content variables is quite strong and unidirectional where the correlation of the two variables is significant because the significance number is 0.000 <0.001
c) The correlation between variables Valence of Opinion and Content of 0.470 has the meaning that the relationship between variables Valence of Opinion and Content is quite strong and unidirectional where the correlation of two variables is significant because the significance number is 0.000 <0.001

CONCLUSION

The results of the analysis that have been carried out are summarized as follows:
a) There is the influence of Intensity on the decision to visit tourists to Lampung Province.
b) There is no influence Valence Of Opinin on Decisions Visiting tourists to Lampung Province.
c) There is a Content influence on the decision to visit tourists to Lampung Province.
d) The effect of Intensity (X1) on Visiting Decisions (Y) is 0.201 or 20.1%
e) Effect of Valence Of Opinin (X2) on Visiting Decisions (Y) of -0.084 or -8.4%

f) Effect of Content (X3) brand on visiting decision (Y) of 0.732 or 73.2%

g) The effect of other variables outside of this path analysis model is 0.365 or 35.5%

h) Correlation between Intensity and Valence of Opinion variables is 0.664 or 66.4%

i) Correlation between Intensity and Content variables is 0.450 or 45.0%

j) Correlation between variables Valence of Opinion and Content is 0.470 or 47.0%

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