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The Influence of Electronic Word of Mouth (e-WOM) on Travel Decision in Bandung City

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Abstract

This research is motivated by data from We Are Social, a social marketing agency in the world, stating that Indonesian people who use social media amount to 130 million people, and the most frequently used social media in Indonesia are YouTube, Facebook, and Instagram. This study aims to determine does e-WOM influences the decision on travel in Bandung and on which social media e-WOM most influence the travel decision in Bandung. The data collection method of this study was a questionnaire that distributed to 120 respondents, who had traveled in Bandung and actively used social media (YouTube, Facebook, and Instagram) and then processed and analyzed using multiple linear regression. The results of this research state that intensity and WOM content influences travel decisions in Bandung, while positive valence and negative valence are not approved, as well as simultaneously electronic word of mouth influences the decision to travel in Bandung, and the most popular social media is Instagram. The result of this research may emphasize about creating an innovative product and technology development through e-WOM, but this could also be the big idea to be implemented in the heritage site because the word heritage is not necessarily opposite of innovative and technology but how to embrace innovation and technology to preserve heritage, therefore further study regarding how e-WOM could contribute to Heritage Site will be very much needed.

Keywords

electronic word of mouth, social media, travel decision

1 Introduction

Indonesia is one of the countries that has a fairly rapid tourism development. Bandung contributes to this development, in 2017 based on the assessment of Frontier Consulting Group and Tempo Media Group the index of Bandung City was one of the highest in Indonesia, reaching 95.30 higher than Denpasar City with a tourism index of 87.65 and Yogyakarta City is 85.68 (Jawa Barat Provincial Government, 2018). According to a 2015 CNN survey conducted on domestic and foreign tourists on Facebook, Bandung City placed the 4th position as one of the favorite destinations in Asia after Bangkok, Seoul, and Mumbai while according to the Head of West Java Tourism and Culture Office, Nunung Sobari in fifth place in the Asia Pacific region and number 21 in the world related to tourism (Wahyuni, 2015). Besides, Arief Yahya as former Minister of Tourism of Indonesia stated that Bandung City is also one of the destinations to develop destinations in West Java to become a world-class destination.

According to sources from Detik Travel, the Minister of Tourism at the Fourth Tourism National Coordination Meeting (Rakornas), expressed the aim to reach the target of tourist visits, the tourism ministry promoted Indonesian tourism through digital media (Widodo, 2016). One of these efforts is to utilize the advances in information and communication technology, this is related to "smart tourism". In accordance with Werthner & Klein (1999); Benckendorff et al (2014); Law et al (2014); Koo et al (2015) (in Yanshuo & Green, 2015) smart tourism provides information competencies generated by information and communication technology (ICT). One source for getting this information through social media.

Based on a report in January 2018 on data on the number of social media users in Indonesia issued by We Are Social a social marketing agency in the world, statements about Indonesian people who actively use social media amounted to 130 million people. Also, based on research from We Are Social, a British social media company, along with Hootsuite, out of a total of 268.2 million residents, 150 million users use

social media. The results of the study published January 31, 2019, have a duration of research from January 2018 to January 2019. Millennials, as reported by Info computers, which are generally called the Y generation and Z generation that use social media use. According to Martin & Tulgan (2006), the Y generation or millennial generation who were born in 1978 - 1989. In addition, according to data from We Are Social in January 2018, the social media platform that is most actively used by Indonesian people is YouTube, Facebook, and Instagram.

The development of digital media as a promotional tool was also felt by Bandung City. This is evident with Bandung having various social media such as Instagram, Facebook, Twitter, and website as their promotional media. Besides destinations, tourists also have a big role in promoting Indonesian tourism through social media. This can be done by sharing their perceptions and experiences while carrying out a tour. This method includes forms of Electronic Word of Mouth (e-WOM) communication.

E-WOM is a type of communication on an internet platform that is not a direct face to face communication. E-WOM communication refers to positive or negative statements made by potential and actual consumers regarding products or companies through the internet (Hennig-Thurau 2004 in Reza Jalilvand & Samiei, 2012). WOM has become an external source of information that influences buying tourism products and making travel decisions. In contrast to WOM, e-WOM provides permanent online information (in Chong, Khong, Ma, McCabe, & Wang, 2018). There are four dimensions of e-WOM, namely intensity, positive valence, negative valence, and WOM content (Goyette, Ricard, Bergeron, & Marticotte, 2010).

E-WOM is closely related to travel decisions, this is evidenced by research, one of which is carried out by abd-Elaziz et al (2015) in Widyanto, Sunarti, & Pangestuti (2017) in stating that there are influences of e-WOM indicators, namely credibility of sources, valence and sources of information against purchasing decisions. According to Loverlock, et al. (2016) in Widyanto, Sunarti, & Pangestuti (2017), recommendations from other customers are usually considered more reliable than promotions carried out by the company, this can affect someone in deciding to use or avoid a service.

According to Mathieson and Wall (in Pitana & Gayatri, 2007), a tourist's decision making process through a very important phase, namely: (1) the need or desire to travel; (2) information search and assessment; (3) the decision to travel; (4) preparation of travel and travel experiences; and (5) evaluation of tourist travel satisfaction. Based on the explanation previously stated, it shows the importance of knowing the influence of e-WOM on the decision to travel in Bandung so that what dimensions need to be analyzed and what must be maintained in promotion through e-WOM on social media. This study is expected to reveal the extent of the influence of e-WOM on travel decisions, and know that e-WOM on social media is the most effective way to become a media of information in visiting decision-making. The problem in this study is how much influence of e-WOM and its variables, namely intensity, positive valence, negative valence, WOM content, on the decision to travel in Bandung City with a focus on discussion on social media on Youtube, Facebook, and Instagram. The purpose of this research is to find out how much influence of e-WOM and the variables mentioned above on the decision to travel in Bandung City.

2 Methods

The methodology used in this research is the descriptive quantitative method. The reason for choosing this method is because in quantitative research researchers can quantify opinions, attitudes, and behaviors, and find out what the entire population feels about a particular issue (Silalahi, 2015). Associated with this study, researchers want to know and measure how much e-WOM has influenced the opinions, attitudes, and behavior of respondents in deciding to travel in Bandung.

In this study, the data collection instruments were questionnaires, by distributing questionnaires to 120 millennial generation respondents who were active in using social media and had traveled to Bandung. The data analysis technique used in this study is the multiple regression analysis. According to Silalahi (2015) multiple regression is a statistical technique that can be used to analyze the relationship between a single dependent variable (criterion) and independent variables (predictor).

3 Findings and Discussion

The results of the identification of respondent profiles in this study are based on the results of a questionnaire consisting of gender, age, origin, length of stay, income in every month, and spending money. Based on the gender of 120 respondents, the majority of respondents were female as many as 74 people (61.7%), male sex respondents were as many as 46 people (38.3%). Based on age, most respondents aged 19-24 years as many as 102 respondents (85%), then aged 25-30 years as many as 13 respondents (10.8%), followed by respondents aged 31-36 years as many as 4 respondents (3.3%), and at age 37-41 years as many as 1 respondent (0.8%). Based on the regional origin, the majority of respondents were 14.2% from Jakarta, 12.5% from Garut, 10% from Semarang, 7.5% from Padang, 7.5% from Yogyakarta and 49.1% from other regions such as Tangerang, Bekasi, Bogor, Bengkulu, Lombok, Tarakan, and others. Based on the length of stay 108 respondents (90%) traveled in Bandung for more than 24 hours and 12 respondents (10%) traveled in Bandung for less than 24 hours. Based on the average income of the majority of respondents is less than Rp. 1,500,000. as many as 40.8% of respondents. Based on spending money, the majority of respondents who traveled in Bandung City spent Rp. 500,000 - Rp. 1,500,000 (56.7% of respondents).

Based on calculations, e-WOM on Instagram influences the decision to travel in Bandung City at 93.3% of 120 respondents. Then e-WOM on Facebook influences the decision to travel in Bandung City by 65% from 120 respondents. As well, e-WOM on social media YouTube influences the decision to travel in Bandung in the amount of 59.2% of 120 respondents.

Table 1 Multiple regression equation results

Model	Unstandardized Coefficients		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-56.390	12.324		-4.567	.000
Intensity	8.692	3.134	.224	2.774	.006
Positive Valance	6.501	3.976	.151	1.635	.105
Negative Valance	4.145	6.442	.033	.643	.521
WOM Content	1.547	.279	.506	5.544	.000

a. Dependent Variable: Keputusan Berwisata

The value of the t-test for intensity (X1) is 2,774 with a significance value of 0.006 (0.006 < 0.05), then partially H1 is accepted, and H0 is rejected. In this case, it is proven that intensity significantly influences the decision to travel in Bandung, which means that the data collected successfully proves that frequency is often in accessing information, interacting, and reading comments or reviews about Bandung City tourism through social media both YouTube, Facebook and Instagram has a relationship or influence on someone's decision to travel in Bandung City.

The value of the t-test for positive valence (X2) is 1.635 with a significance value of 0.105 (0.105 > 0.05), then H0 is partially accepted, and H2 is rejected. This proves that positive valence does not affect the decision to travel in Bandung, which means that the data collected from 120 respondents failed to prove that positive comments about Bandung City tourism through YouTube, Facebook, and Instagram social media and recommendations made on social media or directly by people who have traveled in Bandung before did not have a relationship or did not influence on the decision to travel in Bandung.

The value of the t-test for negative valence (X3) is 0.643 with a significance value of 0.521 (0.521 > 0.05), then H0 is partially accepted, and H3 is rejected. This proves that negative valence does not affect the decision to travel in Bandung City, which means that the data collected from 120 respondents failed to prove that negative comments about Bandung and Bandung tourism through social media YouTube, Facebook, and Instagram have no connection or not affect the decision to travel in Bandung City.

The value of the t-test for WOM content (X4) is 5.544 with a significance value of 0.000 (0.000 < 0.05), then H4 is partially accepted, and H0 is rejected. In this case, it is proven that WOM Content has a significant effect on the decision to travel in Bandung, which means that the data collected successfully proves that the WOM Content indicator includes information about tourism in Bandung that is easy to understand, security and ease of transaction processes (booking transportation tickets, accommodation, tourist attractions)

through the internet, Bandung's tourist attractions that are affordable, attractive, and of good quality, the popularity of Bandung's City tourism on YouTube, Facebook, and Instagram social media has a relationship or influence on someone's decision to travel in Bandung City.

Table 2 Coefficient of Determination

Model	R	R.Square	Adjusted R Square	Std. Error of the estimate
1	.858 ^a	.736	.727	9.546

a. predictors: (Constant), WOM Content, Negative Valance, Intensity, Positive Valance

Multiple regression analysis is simultaneously (simultaneous) between X1, X2, X3, and X4 towards Y of 0.858. The coefficient of determination (R²) of 0.736 is used to determine the percentage effect of independent variables on the dependent variable. This means that the influence of the independent variables on changes in the dependent variable is 73.6%, while the remaining 26.4% is influenced by other variables besides the independent variables X1, X2, X3, and X4.

4 Conclusion

Based on the presentation of the data from the results of research and discussion of electronic word of mouth on the decision to travel in Bandung City, it can be concluded that intensity and WOM content significantly influence the decision to travel in Bandung City, while positive valance and negative valance do not significantly influence, and simultaneous e-WOM affects the decision to travel in Bandung City.

With the limitations of this research, it is expected that other researchers will carry out further similar research and take on a wider range of areas, not only in Bandung City; more sampling and not just millennials; take more complex methods such as the SEM method; and conduct research focused on just one social media such as only on Facebook.

The results of the study can be used as consideration and input to the Bandung City government or business people in the tourism sector to maintain and improve promotions on social media, especially Instagram because Instagram is the most effective platform to become a media of information in making decisions to travel to Bandung.

The result of this research may emphasize about creating an innovative product and technology development through E-WOM, but this could also be the big idea to be implemented in the heritage site because the word heritage is not necessarily opposite of innovative and technology but how to embrace innovation and technology to preserve heritage, therefore further study regarding how e-WOM could contribute to Heritage Site will be very much needed.

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