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The Impact of E-Wom on Trust And Interest Visiting The Destination of Pahawang Island Tourism, Pesawaran District

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ABSTRACT

The development of tourism in Indonesia is increasing every year. Lampung Province, in particular, Pahawang Island has become one of the natural tourist destinations which are starting to be visited by many domestic and foreign tourists. Most of the prospective visitors will search for information before visiting directly to the tourist attractions. This information can be sourced from social media such as Instagram, Twitter, or online visitor reviews. This is known as the electronic Word of Mouth (eWOM). This fact indirectly becomes the power of eWOM as the biggest attraction of travel destinations.

The type of research used is explanatory research with a quantitative approach. Sample of this study as many as 170 respondents. Sampling technique using purposive sampling. Data collection was carried out through a questionnaire distributed online. Data were analyzed using path analysis with the IBM AMOS V.20 program.

The results showed that 1) eWOM is positively related to trust; 2) eWOM is positively related to travel intention; 3) The trust is positively related to travel intention (C.R. = 3.327; 9,988; 4,676, p <0.005

Keywords: *eWOM, Trust, Intention to visit*

INTRODUCTION

The growth of information and communication technology is increasing rapidly from time to time. This is used by business people to compete in marketing activities. Consumers are increasingly aware of the importance of using technology to support their daily lives. Regarding technology, information exchange can be done via telephone, e-mail, social media, websites, or other means of communication. This is what is commonly referred to as Electronic Word of Mouth (e-WOM). According to Jalilvand, et al., (2013), e-WOM is defined as a positive or negative statement made by former customers, actual customers, or potential customers about a product that is made open to many people through the internet. Research shows that e-WOM has a positive and significant effect on the attitude of tourists to visit Isfahan and the intention of visiting Isfahan (Iran), e-WOM also plays an important role in increasing tourist intentions to visit, creating a good image of a tourist destination and reducing expenses of promotion.

In general, e-WOM can be an online review on a website or social media (Facebook, Instagram, Twitter). E-WOM communication is one of the important things in marketing. The use of e-WOM can benefit companies with low cost and high impact, especially for products with high levels of competition such as tourism businesses. This is evidenced by the result of a survey conducted by Nielsen Global Connected Commerce (2016) which states that 63% of internet users worldwide search for information about a tourist attraction.

Pesawaran Regency is one of the regencies in Lampung Province which has a variety of attractions, especially beaches and islands. Favourable geographical conditions make this district interesting to visit as a tourist destination. According to BPS data for 2018, marine tourism objects in Pesawaran Regency have experienced a significant increase in the number of visitors in the range of 2012-2016. This proves that the efforts of the local government to develop tourism have considerable prospects. One of the attractions in the Pesawaran Regency with a fairly high number of visitors is Pahawang Island. Pahawang is an island located in the Lampung Bay region, precisely in the District of Punduh Pidada, Pesawaran Regency. According to the Pesawaran Regency BPS (2017), Pahawang Island has an area of 10.20 km2 or 1020 ha, has a sloping and hilly topography, with an average air temperature of 28.5 - 32.0 ° C. The high level of marine biodiversity on Pahawang Island is one of the tourist attractions as well as the potential for the development of marine tourism (Pesawaran District Tourism Office, 2016). The number of visitors which increases every year indicates that Pahawang Island has tourism potential to be marketed. Based on researchers' search through pre-survey using hashtag #PulauPahawang, social media users have conducted searches and reviews about Pahawang Island more than 650,000 times. This shows that Pahawang Island is quite high in obtaining marketing communication through e-WOM on social media.

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LITERATURE REVIEW AND HYPOTHESIS

According to Jalilvand et al. (2013), reviews from consumers or other visitors in sharing a review platform can directly affect consumer purchase intentions. Statements in e-WOM, both positive and negative statements can also affect a person's level of trust in visiting intentions or return visits (Abubakar et al., 2017). The results of Abubakar, et al. (2017) states that 1) e-WOM influences the intention to revisit and trust in tourist destinations; 2) trust in tourist destinations influences visiting intentions. Trust (trust) is the belief that someone will find what is desired in an exchange partner (Barnes, 2003). Trust involves a person's willingness to behave in a certain way because of the belief that his partner will provide what he expects. One's willingness to convey information will encourage the creation of purchase intentions (visiting intentions). Trust is very important in many transactional relationships that contain elements of risk, such as transaction with sellers on the internet (Reichheld & Schefter 2000). McKnight (2002) divided into three dimensions of trust based on confidence in a seller, namely benevolence, integrity and competence. Benevolence is the extent to which a business partner focuses on the welfare of consumers and for mutual benefit. Integrity is a person's belief that the company agrees in good faith about the quality of products and services provided to its customers.

Based on the background, this study aims to determine the effect of eWOM on travel trust, visitation intentions, and the effect of travel confidence on the intention to visit Pahawang Island. The research hypotheses are as follows:

1. H1: The e-WOM variable has a significant effect on the trust
2. H2: The e-WOM variable has a significant effect on the intention to visit
3. H3: The variable of trust has a significant effect on the intention to visit
4. H4: Trust mediates e-WOM intending to visit

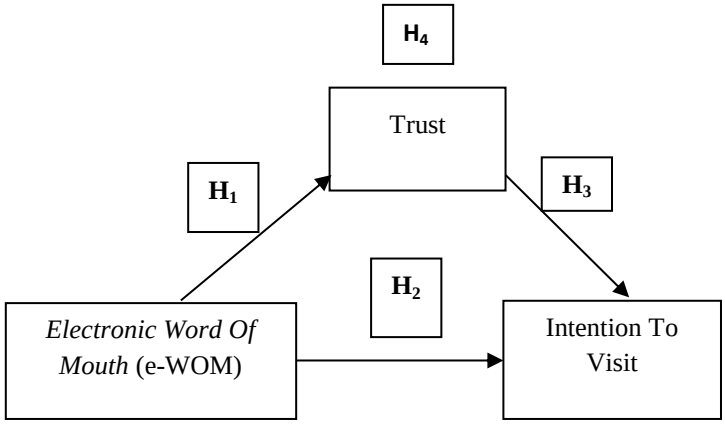

Figure 1. Research Framework

RESEARCH METHODOLOGY

This research is explanatory research with a quantitative approach. The research sample of 170 respondents who will visit Pahawang Island with the criteria of ever reading an online review of Pahawang Island tourism. The sampling technique is done by purposive sampling. The data collection method is done by distributing questionnaires online. Data were analyzed using path analysis with the IBM AMOS V.20 program.

RESULTS

The majority of respondents were female, with a percentage of 51.76%, while the remaining 48.24% were male. Respondents aged 17-22 years (13.53%), 23-28 years (41.76%), 29-34 years old (32.53%), and >35 years old (12.35%). The following is a descriptive table of respondent characteristics.

Table 1 Descriptive Respondents

Variable		Number of Respondents	Percentage Number (%)
Gender	Male	82	48.24%
	Female	88	51.76%
Age	17 – 22	23	13.53%
	23 – 28	71	41.76%
	29 – 34	55	32.53%
	> 35	21	12.35%
Education	SMP	0	0.00%
	SMA	12	7.06%
	D3	44	25.08%
	S1	83	48.82%
	S2	31	18.24%
Expenditures	<Rp. 2.000.000	46	27.06%
	Rp. 2.000.000 – Rp. 3.000.00	22	12.94%
	Rp. 3.000.000 – Rp. 4.000.000	17	10.00%
	Rp. 4.000.000 – Rp. 5.000.000	61	35.88%
	> Rp. 5.000.000	24	14.12%

Based on validity and reliability test results (Table 2), all the measurements are valid due to the loading factor and AVE value more than 0.5. Then it is reliable because the Composite Reliability and alpha value are more than 0.7 (Fornell, C., & Larcker, DF, 1981).

Indikator	Validity			Reliability				
	Estimate	C.R	P	Loading Factor	Loading Factor²	ERROR	Composite Reliability	Average Variance Extracted
EWOM1	1			0,568	0,323	0,124	0,867	0,524
EWOM2	0,831	2,761	0,006	0,445	0,198	0,296		
EWOM3	0,916	4,979	***	0,522	0,272	0,123		
EWOM4	0,923	2,812	0,005	0,476	0,227	0,205		
EWOM5	0,803	2,803	0,005	0,502	0,252	0,234		
EWOM6	0,715	2,318	0,02	0,401	0,161	0,321		
TRS1	1			0,627	0,393	0,222	0,849	0,535
TRS2	0,668	4,211	***	0,484	0,234	0,21		
TRS3	0,728	4,128	***	0,497	0,247	0,233		
TRS4	0,693	3,592	***	0,458	0,210	0,261		
TRS5	0,498	3,193	0,001	0,418	0,175	0,168		
NB1	1			0,428	0,183	0,239	0,877	0,551
NB2	1,168	2,738	0,006	0,457	0,209	0,282		
NB3	1,440	2,856	0,004	0,457	0,209	0,236		
NB4	2,291	2,908	0,004	0,673	0,453	0,194		
NB5	1,622	3,089	0,002	0,610	0,372	0,221		
NB6	1,44	2,796	0,005	0,548	0,300	0,235		

Regarding the hypothesis and research framework built in this research and based on SEM analysis model by AMOS 2.0, all the hypotheses are supported by data, as can be seen in Table 3 below.

Table 3 Results of Hypothesis Test

Keterangan			Estimate	S.E.	C.R.	P	Results
Trust	←	eWOM	0,254	0,076	3,327	***	Accepted
Intention to visit	←	eWOM	0,549	0,055	9,988	***	Accepted
Intention to visit	←	Trust	0,251	0,054	4,676	***	Accepted

Source: Primary data is processed with AMOS 2.0 (2020)

The estimated parameter of the relationship between e-WOM variables and trust is 0.254. Testing the relationship between these two variables shows the value of C.R = 3.327 with probability = 0.000 (p <0.05). So it can be concluded that the e-WOM variable influences the trust variable, thus H1 is accepted. Squared multiple correlations show the magnitude of the coefficient of determination (R-squares) for trust with a value of 0.061 which means that the effect of e-WOM on travel trust in Pahawang Island is 6.1% and other variables outside this model influence the remaining 93.9%.

Furthermore, the estimated parameter of the relationship between the e-WOM variables to visit was obtained at 0.549. Testing the relationship between the two variables shows the value of C.R = 9,988 with a probability = 0,000 (p <0.05). So it can be concluded that the e-WOM variable influences the intention to visit variables. Thus H2 is accepted.

The estimated parameter of the relationship between the variable confidence in the intention to visit obtained by 0.251. Testing the relationship between the two variables shows the value of C.R = 4.676 with a probability = 0.000 (p <0.05). So it can be concluded that the variable of trust affects the intention to visit. Thus H3 is accepted.

In addition, between the e-WOM variable and the trust variable that affect the intention to visit, the e-WOM variable has a stronger influence on the intention to visit, this is based on the estimated value of 0.549 which is greater than the estimated value of trust which is 0.251. Squared multiple correlations show the magnitude of the coefficient of determination (R-squares) for the intention to visit variable with a value of 0.477 which means the influence of e-WOM and trust in the intention to visit is 47.7% and the remaining 52.3% is influenced by other variables outside the model this.

DISCUSSION

Effect Of E-WOM On Trust

Based on the test results it is proven that there is an influence between the e-WOM variables on trust, so the hypothesis stating that "e-WOM has a significant effect on trust" (H1) is accepted.

The results showed that the application of the marketing mix was able to build positive buyer value with the existence of very dominant consumer activity in writing reviews about tourist attractions online that aims to give an impression so that consumers will want to visit these tourist attractions. These results support research conducted by Abubakar and Ilkan (2016) and Setiawan and Wibawa (2018), which states that e-WOM has a significant and direct positive effect on image and trust. The summary results of the respondents 'assessments presented in the description of the research variables also indicate that respondents' ratings of e-WOM are in the very good category to produce a level of trust in the very good category.

The results of this study also give meaning that whatever form of information obtained from e-WOM, whether positive or negative, it can be embedded directly in the minds of other potential visitors. So that potential visitors can indirectly deduce the level of trust in the Pahawang Island that they will visit. A tourist place whose level of trust has been embedded in the minds of tourists will be more famous than other tourist destinations. The opinion of other visitors is very influential in the tourism industry. Uncertainty and the existing risks become obstacles in this industry. Therefore, to reduce the ambiguity and risks faced,

potential visitors will tend to seek information from previous visitors who are experienced and can be trusted.

Effect Of E-WOM On Visiting Intentions

Based on the test results it is proven that there is an influence between the e-WOM variables on the intention to visit, so the hypothesis stating that "e-WOM has a significant effect on the intention to visit" (H2) is accepted.

The results showed that when a tourist visits, they usually look for information about the place he will visit first. In addition to information through advertisements and WOM from other users, tourists can also get information through websites or social media on the internet or better known as e-WOM. Information in the form of opinions written by other visitors who have visited the place. Opinions that are written can be either positive or negative opinions. The existence of a positive e-WOM can bring up and increase the intention to visit tourists to visit a place. This is because consumers will collect information regularly to ensure that the decision is considered appropriate after searching for information from various media sources online. The results of this study support research conducted by Albarq (2013) and Abubakar et al. (2017), which states that e-WOM influences the intention to visit again and trust in tourist attractions. This means that potential visitors find information from e-WOM more up to date, interesting, and more reliable than information presented by travel service companies.

The Effect of Trust on Visiting Intentions

The results of the study prove that there is an influence between the trust variable on the intention to visit, so the hypothesis stating that "trust has a significant effect on the intention to visit" (H3) is accepted.

Trust obtained from online media has high effectiveness and can reduce the risk of physical activity directly, this has an impact on reducing consumer uncertainty in deciding to visit the tourist sites to be visited and increasing expectations of these tourist attractions. The results of this study are following the research of Jalilvand et al. (2013) and Abubakar et al. (2017), which prove that trust influences the intention to visit again. Intention or intention is the decision to act in a certain way, or the urge to do an action, whether consciously or not. Meanwhile, the main objective of marketing is to produce a strong bond between the consumer and his product, and the raw material in producing that bond is trust. Trust means effective in reducing risk and uncertainty, and tourists tend to visit tourist attractions that are in their minds as trustworthy and reliable places (Roodurmun and Juwaheer, 2010). Therefore, trust (reliability, integrity, competence, and quality assurance) can influence the desire of tourists to visit a place.

Trust Mediating e-WOM And Intention To Visit

The result in this study, trust mediates the relationship between eWOM and intention to visit. This is evidenced by using the causal test method developed by Baron and Kenny (1986).

In other words, trust towards e-WOM is the tendency that determines the exception and internalization of online customer feedback. Influence by e-WOM can be referred to as the changes in the attitudes, behaviour or thoughts of an individual towards a product or service. That change happens afterwards (s)he meets with e-WOM comments (Litvin, Goldsmith & Pan, 2008). E-WOM comments can be classified as positive, negative and neutral. Studies indicate that the power of negative e-WOM influence is greater than the power of positive e-WOM influence (Pan & Chiou, 2011).

CONCLUSION

Based on the results and discussion above, several conclusions can be drawn as follows:

a. The test results show that there is a significant influence between e-WOM variables on trust, so the hypothesis stating that "e-WOM has a significant effect on trust", is accepted.

b. The test results show that there is a significant influence between e-WOM variables on visiting intentions, so the hypothesis stating that "e-WOM has a significant effect on visiting intentions", is accepted.

c. The test results show that there is a significant influence between the variables of trust on visiting intentions, so the hypothesis that "trust has a significant effect on visiting intentions" is accepted.

SUGGESTION

The next research is expected to be able to increase the number of respondents, bearing in mind that this study collects respondents who are not too many from the population, and can add several other variables that might affect the interest of tourist visits such as attitude, promotion, brand image, and others.

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