

# The Influence of Social e-WOM as a Digital Marketing Strategies on Revisit Intentions for Tourism City in Indonesia

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# The Influence of Social e-WOM as a Digital Marketing Strategies on Revisit Intentions for Tourism City in Indonesia

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## Keywords:

Social e-WOM;  
Indicator Value;  
Customer Perceived Value;  
Revisit Intention;  
Tourism City

## ABSTRACT

Innovations related to information technology in pandemics, economic crises, and new marketing strategies provide unique opportunities to improve city marketing tourism. Electronic Word-of-Mouth (e-WoM) on social media is becoming critical as digital marketing information for tourists to revisit intentions. This study aims to determine the effect of digital information on the desire to review a tourist city. First, the data collection method was carried out by distributing questionnaires to 100 respondents for each YouTube, Instagram, and WhatsApp user. Then, the analytical technique used in this study was causal quantitative with a multiple linear regression method. The results show the dominance of YouTube, followed by Instagram and WhatsApp, which positively and significantly influenced the decision to revisit.



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## 1. INTRODUCTION

Business strategies, tactics, and instruments for communicating with customers and other stakeholders have changed significantly with the emergence of a phenomenon known as social media, a variety of new online information sources mainly based on customer content contributions but, to some extent, also driven by enterprises. (Berthon et al., 2012). According to Digital in Indonesia: All the Statistics You Need, 2021, this change is supported by the development of the number of internet users in Indonesia during the pandemic until 2021, showing an increase of +16% (202.6 million users) from 195.4 million users in 2020. This development increased the number of social media users by 10 million (+6.3%), and mobile connections increased by 4.0 million (+1.2%) between 2020 and 2021.

Stokes & Quirk, 2013, revealed that the use of social media is inevitable and has become a part of people's daily lives. Many companies have adopted marketing and communication strategies using social media channels like YouTube, Instagram, and WhatsApp. In today's society, the use of social media is almost inevitable. Conversations occur all the time on the World Wide Web about politics, fashion, pop stars, brands,

and to think about anything. Moreover, people can listen to, view, and read what is happening worldwide and create content, such as (micro) blogs, videos, mash-ups, and much more. (Singh & Singh, 2018). Furthermore, Oryza & Edwin, 2015, said that As social media allowed companies to develop effective and more personal marketing and communication campaigns, it also gave the public a voice and platform to share content and inform others.

Hardjono et al., 2020, define e-WOM as a communication medium to share information about a product or service consumed between consumers who do not know each other and have met before. Meanwhile, Jing Yang et al., 2015 research show that e-WOM influences consumer behavior before consumers decide to buy a product or service.

## 2. THEORETICAL BACKGROUND

### 2.1 Revisit Intention

Revisit Intention is a form of behavioral Intention when a customer wants to return to visit a place or destination, receive positive word of mouth, stay longer than expected, and buy more than expected. (Nguyen Viet et al., 2020), Kim et al., 2015, revealed that Interest in visiting means potential consumers (visitors) who have never been and are about to visit a tourist attraction.

According to Lamai et al., 2020, Interest in visiting means potential consumers (visitors) who have never been to and are about to visit a tourist attraction. Interest is the driving force that causes a person to pay attention to an object.

Songshan & Cathy H.C., 2016, suggests that four perceived values can lead to revisiting intentions, namely:

1. Travel Motivation  
We investigate the impact of various motivational factors on tourists' attitudes during a return visit to a destination and their Intention to revisit.
2. Past Experience  
To examine the effect of past travel experiences on tourists' attitudes while revisiting a destination and their Intention to revisit.
3. Perceived Contrast  
To investigate the influence or perceived constraint on the Intention of tourists to revisit.
4. Attitude  
To measure the extent to which tourist attitudes mediate the impact of certain factors on Intention to revisit.

### 2.2 S-eWOM and the influence on consumer perception and behavior

Goyette I. et al., 2010, divide e-WOM into three dimensions, namely:

#### 1. Intensity

Thoumrungroje, 2014, defines intensity in e-WOM as the number of opinions consumers have on a social networking site. Research conducted by Goyette I. et al., 2010 divides the indicators of intensity as follows:

- a) Frequency of accessing information from social networking sites
- b) Frequency of interaction with users of social networking sites
- c) Number of Reviews written by users of social networking sites.

## 2. Valence of Opinion

Consumers' positive or negative opinions about products, services, and brands. The valence of opinion has two properties, namely, negative and positive. The valence of opinion includes:

- a) Positive comments from users of social networking sites
- b) Recommendations from users of social networking sites

## 3. Content

Is the information content of social networking sites related to products and services? Indicators of Content include:

- a) New Attraction Information
- b) Spectacular Attraction Information

## 3. RESEARCH METHODOLOGY

The research method used is quantitative causal research. Quantitative research was conducted to provide evidence or field verification regarding still tentative answers. Meanwhile, causal research aims to test the hypothesis of a causal relationship from an activity carried out. (Mohajan, 2020)



Figure-1. A Model of Relationship between Social-eWOM, Perceived Value, and Revisit Intention

### 3.1 Overview of Population and Sample

The population in this study are all consumers who have used social networking sites with the criteria of being at least 17 years old, have done e-WOM on YouTube social media, Instagram, and WhatsApp, and have used e-WOM as a source of information to decide on return visits to tourist attractions. The sampling technique that will be used is judgmental sampling. Judgmental sampling is a technique where the researcher assesses whether someone who met in the field is included in the sample criteria, is worthy of filling out the questionnaire, and wants to fill out the questionnaire will immediately become a respondent for Data Development/Collection.

### 3.2 Data Types and Sources

In this study, the type of data used is quantitative data, which is recorded using numbers and classifications or information obtained from the distribution of questionnaires.

### 3.3 Method of collecting data

The data was collected by distributing questionnaires to respondents who had used and conducted e-WOM through social networking sites.

The measurement scale used in this study is a Likert scale, with a rating interval for each respondent's answer. This scale has five levels starting from a score of 1 = strongly disagree, a score of 2 = disagree, a score of 3 = neutral, a score of 4 = agree, and a score of 5 = strongly agree.

### 3.4 Variables and Variable Operational Definitions

The independent variable of this study is the dimension of e-WOM, which consists of Intensity, value of opinion, and Content, and the dependent variable is consumer perceived value. e-WOM can be measured using three dimensions:

- a) Intensity (X1)
- b) The valence of opinion (X2)
- c) Content (X3)

Consumer perceived value (Y)

The decision is to purchase, including what to buy, when, how to buy, and where to buy.

### 3.5 Data Analysis Techniques

#### 1. Validity and Reliability

A validity test is carried out to measure whether the data obtained after the research is valid data with the measuring instrument used (questionnaire). The data is said to be significant if the correlation between the variables is below 0.05, then the instrument is declared valid and vice versa. (Tanjung et al., 2020)

A reliability test is carried out to measure the data of a questionnaire, which is an indicator of a variable or construct. The test-retest is said to be reliable if the significance is below 0.05. Meanwhile, Cronbach Alpha is trustworthy if the reliability coefficient ( $r_{11}$ ) > 0.6.

#### 2. Descriptive Statistical Analysis

This analysis determines the percentage of each respondent's answer choices. According to Mishra et al., 2019, visual description or depiction of data can be done in two ways: description in the form of text and Mean.

#### 3. Analysis of Top Two Boxes and Bottom Two Boxes

Top two boxes analysis: The bottom two boxes are a method that combines the percentage of respondents' answers on a Likert scale. This analysis is used to find out how the comparison between the number of bottom options (scores 1 and 2), namely the scale strongly disagrees and disagrees with the top option (scores 4 and 5), namely the scale agrees and strongly agrees (Jones, 2020). As for the value of three means, neutral does not accumulate but is used as a comparison (Konečnik Ruzzier et al., 2014).

#### 4. Classical Assumptions

Researchers use three methods in testing classical assumptions:

- a) A multicollinearity test is needed to determine whether there are independent variables that have similarities between independent variables in a model.
- b) The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another.
- c) The normality test determines whether the data distribution follows or requires a normal distribution, namely the data distribution with a bell shape.

#### 5. Multiple Linear Regression Analysis

This analysis aims to determine how much e-WOM influences consumer revisiting decisions in



tourism cities.

**6. Multiple Correlation Coefficient Analysis**

Multiple correlation coefficient (R) is used to measure the strength of the influence between the dependent variable and the independent variable.

**7. Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination is used to determine how significant the relationship between several variables is in a more precise sense.

**8. Hypothesis Test**

It uses the F test to determine the level of significance of the influence of the independent variables simultaneously on the dependent variable. Furthermore, the T-test is used to find out whether each of the independent variables partially significantly influences the dependent variable.

**4. RESULT AND DISCUSSION**

Table 1: Relationship Analysis

Social e-WOM Components	Perceived Values	Relationships
Intensity	Travel Motivation	Positive
	Past Experience	Positive
	Perceived Contrast	Positive
	Attitude	Positive
Valence of Opinion	Travel Motivation	Positive
	Past Experience	Positive
	Perceived Contrast	Positive
	Attitude	Positive
Content	Travel Motivation	Positive
	Past Experience	Positive
	Perceived Contrast	Positive
	Attitude	Positive

Intensity:

Positive relationship with all Perceived Values, indicating that higher intensity of social e-WOM positively influences Travel Motivation, Past Experience, Perceived Contrast, and Attitude.

Valence of Opinion:

Positive valence correlates with positive influences on Travel Motivation, Past Experience, Perceived Contrast, and Attitude, underlining the importance of positive sentiments in social e-WOM.

Content:

Positive content contributes positively to Travel Motivation, Past Experience, Perceived Contrast, and Attitude, emphasizing the significance of informative and relevant content.

**Cross-Relationships:**

The positive relationships among intensity, value of opinion, and content collectively enhance travel motivation, experience, perceived contrast, and attitude.

Reciprocal influences exist, where high Travel Motivation, positive Past Experience, unique Perceived Contrast, and positive Attitude reinforce each other.

Table 2: Highlights the nuanced interplay of Social e-WOM components and Perceived Values

	<b>Intensity</b>	<b>Valence</b>	<b>Content</b>
<b>Travel Motivation</b>	High	Positive	Relevant
<b>Past Experience</b>	High	Positive	Diverse
<b>Perceived Contrast</b>	Moderate	Both	Relevant & Diverse
<b>Attitude</b>	High	Positive	Relevant & Engaging

**Intensity of Social e-WOM:**

**Positive Impact on Perceived Values:** Higher Intensity of social e-WOM correlates positively with increased perceived values in Travel Motivation, Past Experience, Perceived Contrast, and Attitude.

**Enhanced Engagement:** Users exposed to high-intensity social e-WOM tend to exhibit deeper engagement with travel-related content, leading to a more robust impact on perceived values.

**Valence of Opinion:**

**Positive Valence:** Positive opinions in social e-WOM contribute significantly to elevated levels of perceived values across all dimensions.

**Negative Valence:** While negative opinions may influence perceived values, their impact is generally less profound compared to positive valence.

**Content of Social e-WOM:**

**Relevance Matters:** Content relevance is pivotal. Well-curated and relevant content enhances perceived values more effectively than generic or unrelated information.

**Diversity in Content:** Varied content types within social e-WOM contribute differently to different dimensions of perceived values, indicating the importance of a diverse content strategy.

**Discussion:****Intensity-Valence Interaction:**

**Amplification Effect:** High-intensity social e-WOM, when coupled with positive valence, creates an amplification effect on perceived values, emphasizing the importance of crafting positive and engaging content.

**Content-Intensity Synergy:**

**Maximizing Impact:** The synergy between Content and Intensity reveals that the optimal impact on perceived values is achieved when relevant and engaging content is shared intensively, aligning with the principle of quality over quantity.

**Valence-Content Dynamics:**

Balancing Act: Positive valence in e-WOM is more effective when coupled with diverse and relevant content. This dynamic interaction underscores the need for a balanced approach to content creation and opinion sentiment.

**5. CONCLUSIONS**

The relationship between Social e-WOM components (Intensity, Valence of Opinion, and Content) and Perceived Values (Travel Motivation, Past Experience, Perceived Contrast, and Attitude) is intricate and multi-faceted. The intensity and valence of social e-WOM play significant roles in shaping perceived values, while the content's relevance and diversity amplify or attenuate these effects.

Social e-WOM, characterized by high Intensity, positive valence, and relevant Content, plays a crucial role in shaping perceptions related to Travel Motivation, Past Experience, Perceived Contrast, and Attitude.

The interplay between these components highlights the intricate and interdependent nature of the relationships, showcasing the need for a comprehensive approach to managing and leveraging social e-WOM for perceived value enhancement.

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