

THE RELATIONSHIP OF DESTINATION IMAGE, QUALITY OF TOURIST PRODUCT ATTRIBUTES, WORD OF MOUTH, ELECTRONIC WORD OF MOUTH (E-WOM) ON VISITING DECISIONS

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Abstract

This study aims to determine the effect of destination images, quality attributes of tourism products, word of mouth, electronic word of mouth (e-WOM) on the decision to visit Bukik Chi Nangkiak tourist destination, Solok Regency, West Sumatra Province. This type of research is an explanatory time horizon, with a quantitative approach. The sampling technique is purposive sampling with the criteria of respondents who have visited a tourist destination once and are 17 years old. The number of samples used in the study was 130 respondents. Data were analyzed using SPSS (Statistical Product and Service Solutions). The results revealed that the image of the destination, the quality of the attributes of tourism products, electronic word of mouth (e-wom) did not significantly influence the visiting decision. This is because the tourism destination Bukit Chi Nangkiak is a relatively new destination so that the image of the destination has not been formed in the minds of consumers. Therefore the destination image variable is not the main reason for the decision to visit the destination. The attribute quality variable of the tourism product is also insignificant because the tourism destination has not provided complete facilities and infrastructures as a tourist destination because the tourism destination is still relatively new. Likewise, the electronic word of mouth (e-wom) variable is not significant. Only the Word of Mouth variable has a significant effect on the decision to visit. This is an interesting finding because at present wom communication is no longer considered effective because the intensity of meetings between individuals is decreasing but the results of the study show a significant effect. Based on the results of the study it can be recommended that to improve the decision to visit a tourist destination an optimization of the use of communication technology is carried out. Through e-wom promotion activities such as Instagram, Facebook, Twitter, Whats App. This indicates that technological advances play a major role in promoting tourist destinations.

Keywords: Destination Image, Quality of Travel Product Attributes, Word of Mouth, Electronic Word of Mouth (E-WOM), Decision to Visit

Introduction

Tourism has an important role in improving people's economy. This can improve the economic welfare of people in the world. The increasing level of welfare will encourage people to travel as part of their lifestyle and needs.

West Sumatra Province is one of the favorite tourist destinations of tourists when filling their holidays. This is due to the availability of various choices of tourist destinations. West Sumatra is famous for beach tourism, nature tourism, cultural tourism and culinary tourism. One of the tourist destinations in West Sumatra is Solok Regency. Attractions in the District. One of them is Bukik Chi Nang Kiek. Bukik Chi NangKiek is recommended because the view on the hill is very beautiful with Singkarak lake setting (Wisatasumbar.net, 2017).

Bukik Chi Nang Kiek is a new tourist attraction that was present in September 2017 to become viral in West Sumatra. Therefore Bukik Chi Nang Kiek Tourism Object is expected to be able to build a positive destination image to attract tourists to visit. According to Acintya's research, Farida, Shinta, (2012) destination images have a positive and significant influence on visiting decisions. This study explains that the higher the assessment of the quality of the product attributes, the more the desire to visit the destination will increase. This is in line with research by Priyanto, Widiartanto, Sari (2016) where the quality of product attributes has a positive and significant influence on visiting decisions. Therefore, tourism destinations are expected to be able to provide impressive destination images and good quality tourist product attributes for tourists.

According to Aprilia's research, Kumadji, Kusumawati (2015) Word of Mouth has a positive and significant influence on visiting decisions. Because visitors will look for information before visiting tourist attractions. The information was obtained through social media shared by tourists who had visited the tour. According to the study of Bataineh (2015) prospective visitors who act as recipients of information will more easily trust information sources that have high credibility, quality of information that is relevant and has an accurate quantity in accordance with field conditions. So that e-WOM (electronic-Word of Mouth) has a positive and significant influence on visiting decision.

Destination image is one's perception of the characteristics of a destination that is influenced by information from promotions and mass media and other factors (Tasci and Kozak, 2006). According to Gitosudarmo (2007) the product attribute is a component which is the nature of the product that ensures that the product can meet the needs and desires expected by the buyer. Product attributes can be either tangible or intangible. According to Rangkuti (2009) Word of mouth is a marketing effort that triggers customers to discuss, promote, recommend, and sell a product, service, or brand to other customers. Gruen (2006) revealed that e-WOM as a communication medium to share information about a product or service that has been consumed between consumers who did not know each other and met before. According to Jalilvand, Samiei, Yaghoubi (2012) who equates that the decision to visit tourists is the same as the decision of consumer purchases. The decision to visit is the process by which a visitor makes an assessment and chooses an alternative that is needed based on certain considerations.

According to Acintya, Farida, Shinta (2012) that destination image has a significant effect on the decision to visit Borobudur Temple. Abdullah & Firdaus Research, (2015) that the quality of product attributes significantly influence the decision to visit the Sumedang Regency tourist attractions. Aprilia research, Kumadji, Kusumawati, (2015) states that word of mouth has a significant effect on the decision to visit East Java Park 2. The higher the Word of Mouth, the higher the decision to visit. Ati's research (2016) states that e-WOM significantly influences the decision to visit tourist attractions in the city of Bandung.

Based on the results of literature review and previous research, the following hypotheses can be developed: 1) it is suspected that the destination image has an influence on the decision of visiting, 2) the alleged quality of the tourism product attributes has an influence on the decision of visiting, 3) the alleged WOM has an influence on the decision of visiting and 4) It is suspected that e-WOM has an influence on visiting decisions.

Method

The research method used is a quantitative method with descriptive and explanatory research. The population in this study were all tourists visiting Bukik Chi Nangkiek Tourism Object. Research time is one shot or cross sectional. With the source of the data is primary data through questionnaires in the form of closed statement items (closed questionnaire). The questionnaire was distributed using a Likert scale to measure respondents' perceptions. The sampling technique with nonprobability sampling technique with purposive sampling method that is taking samples with criteria or characteristics of tourists who have visited Bukik Chi Tourism Object at least one visit. The sample of this study was 130 respondents who had visited the tourist area. Technical data analysis using SPSS (Statistical Product and Service Solutions). to determine the magnitude of the influence of destination images, product quality attributes, WOM, e-WOM on tourist visiting decisions.

Result

Based on the results of the study, information was obtained that female tourists were more dominant visiting that is equal to 70.8% compared to male tourists who only amounted to 29.2%. Dominant respondents are in the age range of 20-25 years which is equal to 80.8% who are in the productive age. Where at this age they like to travel with peers, have a high desire to try new things and a high desire to visit new tourist attractions that are becoming a trend

The last education was dominated by respondents with a high school education of 104 respondents or around 80%. Most of the respondents were students and students (76.9%) and most had pocket money under Rp 1,000,000, which was as much as 65.4%, and most respondents in this study were single (88.5%). Most of the respondents who visited it only once were 53.8%. This can be understood because this tourist destination is a relatively new tourist destination.

Based on the results of the hypothesis test, the following results can be obtained:

Table 1.
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.195	.753		2.914	.004		
citra	.035	.036	.096	.970	.334	.539	1.855
kualitas	.045	.032	.149	1.396	.165	.465	2.151
WOM	.193	.074	.266	2.595	.011	.501	1.994
E WOM	.114	.060	.184	1.905	.059	.564	1.772

a. Dependent Variable: decision to visit
Source: Results of Processing with SPSS (2018)

So it can be written as follows:

$$Y = 2,195 + 0,035 X1 + 0,045 X2 + 0,193 X3 + 0,114 X4$$

Information :

- Y = Visiting Decision
- a = constant
- b1, b2, b3, b4 = The coefficients of each variable
- X1 = Destination image
- X2 = Product Attribute Quality
- X3 = Word of Mouth
- X4 = e-WOM

As for the Test Coefficient of determination (R2) is :

Table 2.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.339	.318	1.14875

a. Predictors: (Constant), eWOM, destination image, WOM, quality of tourist product attributes

Source: Results of Processing with SPSS (2018)

Based on Table 2 can be obtained Adjusted R Square value of 0.318. Thus the influence of destination image (X1), product attribute quality (X2), Word of Mouth (X3), e-WOM (X4) on visiting decision variables (Y) by 31.8% while the remaining 68.2% influenced by other factors not examined in this study such as price, interest in visiting, location and tourist attraction.

Table 3.
Simultaneous Test

Model	Sum of Squares	dF	Mean Square	F	Sig
Regression	84.654	4	21.164	16,038	0,000
Residual	164.954	125	1.320		
Total	249.608	129			

a. Predictors: (Constant), X1,X2,X3

b. Dependent Variable : Y

Source: Results of Processing with SPSS (2018)

Based on the above table, the F value is 16,038 with a significance of 0,000 <0.05, which means that the variables X1, X2, X3, X4 explain the Y variable significantly. So the Destination Image variable, Product Attribute Quality, WOM, eWOM significantly influence the decision to visit Bukik Chi Nang Kiek tourist destination.

Table 4.
Significant Test

Model	t test	t table	Sig	Note
Constant	2,914	1,97912	0,004	
X1	0.970	1,97912	0,334	Not supported
X2	1.396	1,97912	0,165	Not supported
X3	2.595	1,97912	0,011	Supported
X4	1.905	1,97912	0.059	Not supported

Source: Results of Processing with SPSS (2018)

In Table 4 we can see the t value and the significance of each independent variable. In the destination image variable has a calculated value of 0.970 which is a small of the t table of 1.97912 (0.970 <1.97912) with a significance of 0.334 > 0.05 means that the destination image has no effect and is not significant to the decision of visiting. This means that the image of the destination is not an important consideration for tourists in deciding to visit a tourist destination. This indicates that this tourist destination is a relatively new tourist

destination that is present in the city of Solok so that the image of its destination has not yet been developed and has not yet formed in the minds of visitors. According to Artuger and Cetinsoz (2017) a good destination image influences the desire of tourists who come from Arab to intend to return to visit Turkey. A tourist destination needs time to build an image or reputation that will become a strong brand. In contrast to the results of research conducted by Lertputtarak (2012) that destination image becomes something that has a specific meaning in each region and this will be a unique characteristic for the destination.

The variable quality of the attributes of tourism products has a calculated value of 1.396 <from t table 1.97912 with a significance of 0.165> 0.05 meaning that the quality of the product attributes has no effect and is not significant on visiting decisions. Based on the results of descriptive analysis, it can be seen that the respondents considered a comfortable atmosphere, interesting tourist attractions such as carousel, flying fox games, swimming pool facilities, adequate APV motorbike and restaurant were not an important consideration for respondents. This indicates that in addition to all of the above it is important but no less important is providing the supporting facilities needed by parents who bring their families because there are more tourists visiting their families. They assess that there are no supporting facilities such as mosques and toilets that are needed by tourists. So that the quality of the attributes of tourism products has not been a major consideration compared to supporting facilities such as mosques and toilets that are adequate and representative.

The Word of Mouth variable has a t value of 2.595> from t table 1.97912 with a significance of 0.011 <0.05 meaning that the Word of Mouth has a positive and significant effect on visiting decisions. This indicates that word of mouth communication is still important because the memorable travel experiences they experienced encourage them to share their travel experiences with those closest to them.

The e-WOM variable has a value of t count 1.905> from t table 1.97912 with a significance of 0.059 <0.05 meaning that e-WOM has no effect and is not significant on visiting decisions. This indicates that technological advances have not had an important influence on the decision to visit the destination. This means that Facebook, Instagram, WhatsApp facilities have not been used optimally by tourists to spread information about the Bukik Chi Nang Kiek tourist destination. Where e-WOM will play a role in providing relevant and useful information to encourage the decision of potential tourists to visit tourist destinations. This situation is different from the results of research conducted by Chen, Nguyen, Klaus and Wu (2015) which states that e-WOM affects the consumer's decision making process for a vacation in England.

Conclusion

Based on the results of the study it can be concluded as follows: 1) Destination image variable does not significantly influence the decision to visit Bukik Chi Nang Kiek. This is because Bukik Chi Nang Kiek is a relatively new tourist attraction in operation in September 2017. So that information obtained by visitors is still relatively small and so that the image of the destination has not been formed in the minds of tourists. Destination image will be formed if the tourist attraction has been in operation for at least five years; 2) The quality of tourism product attributes does not significantly influence the decision to visit Bukik Chi Nang Kiek tourism. This is due to the fact that visitors have not considered the quality of product attributes such as Ferris wheel, swimming pool, flying fox, and APV trailer motorcycles provided at Bukik Chi Nang Kiek as important. This can be seen from the responses given by respondents who refer to managers to pay more attention to the availability of mosques and representative toilets which are important considerations for tourists; 3) Word of mouth has a significant effect on the decision to visit Bukik Chi Nang Kiek tourism. This means that the communication media from mouth to mouth is still an important thing. This is due to the relatively new tourist destination so that the travel experience is important to tell directly to the others; 4) e-WOM did not significantly influence the decision to visit Bukik Chi Nang Kiek tourism. This is due to the fact that the role of e-WOM has not been an important consideration for making decisions on visiting tourist destinations. This is quite contradictory with the current millennial era where technological advancements are the most effective and efficient promotion media. This is due to this tourist destination located in the city of Solok which is a small city that is part of the province of West Sumatra; 5) Destination Image, Product Attribute Quality, WOM, eWOM significantly influence the decision to visit Bukik Chi Nang Kiek tourism. This is due to the fact that a good travel destination image, good tourism product attributes, word of mouth communication and positive e-WOM towards the destination experience experienced will influence the decision to visit Bukik Chi Nangkiak

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