

THE IMPORTANCE OF ELECTRONIC WORD OF MOUTH TO IMPROVE THE DECISION OF VISITING TOURISTS

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Abstract

The rapid growth of online communication makes the spread of information flow more widespread. The impact of the rapid rise of online communication is also changing consumer behavior in seeking information about goods and services to be purchased, especially products and services that have a high risk of purchase, such as tourism services and products. In this journal Ewom discusses tourism, because the author assesses that tourism has a high risk of purchasing decisions compared to the purchase of products. Consumers have the opportunity to compare information with other information to reduce the risk of high purchases. Consumers usually look for information about a service in various online platforms such as blogs, social networks, discussion forums, review sites, from all online platforms used by consumers can get information from various other consumers who have used the service first.

Keyword: Electronic Word Of Mouth, visiting decisions, Tourists

1. INTRODUCTION

The development of internet-based communication, there is a change in consumer behavior where the level of online information search becomes consumers today the smarter in finding information in various internet-based form plates, consumers can compare one product with another product easily, making it easier for consumers to determine their purchasing decisions. consumers with a high level of purchase risk will certainly be very careful in determining their purchasing decisions, one of which is the purchase in the service sector where the purchase must be made first before feeling the benefits so that the consumer will seek refrensi from people who have visited before,

consumers will read many reviews about the place to be visited, so consumers hope to get a lot of information from various sources and consumers hope to reduce the risk of purchase. In today's fast-moving era of increasingly dominating busyness and the activities of people who are getting higher, of course people will take days where they can vacation and unwind, where one way is to go on a tour or travel for a vacation and unwind.

Tourism activities for some people may have become a regular and scheduled agenda. This activity will certainly be done by looking for a conference about which places are good to visit and give a pleasant impression of tourism. In this information search period consumers in this era already use internet-based communication. Internet-based communication can be found on various internet platforms such as blogs, social media (twitter, instagram, facebook), discussion forums (kaskus.co.id), review sites.

Information scattered in online media or disarana online-based communication whether it is on social media, blogs, review sites, will make it easier for consumers to find the shortcomings and advantages of a tourist attraction to be visited so that with the increasing number of positive reviews about a tourist attraction it will be able to increase the decision to visit tourists to the place and give a good impact to the tourist attraction. communication through internet media is called electronic word of mouth. electronic word of mouth is done by consumers for other consumers to share or information about a product or service, this is maintained by the consumer voluntarily. Consumers who get more service than they expect will feel very happy and will give positive reviews about the place so that the expression of emotion of pleasure can be shared with other consumers, this is a reply from satisfactory service so that consumers voluntarily give

positive reviews, as well as unsatisfactory service will cause disappointment to the service or tourist attractions so that with consumers replying with negative reviews.

E-wom communication plays an important role in the decision-making process of consumers, consumers believe in other consumer reviews than advertising or information from companies or sources of information derived from the company itself. The decision to visit tourists is influenced by many things such as price, destination image, security, service quality, internal factors(personal characteristics) and external factors (social environment), before taking the decision to visit or travel consumers will consider the above aspects and will look for criteria that meet the needs of these consumers.

e-wom communication is needed by consumers to find information in order to find the right place and meet all consumer expectations. it makes it easier for consumers to rate a place based on information from other people's reviews that can save time and money compared to conducting a direct survey of tourist attractions. Ewom can also reduce the risk of unwanted buying.

2. ELECTRONIC WORD OF MOUTH THEORY

Henning-Thurau et al (2004) electronic word of mouth is defined as a positive or negative statement made by a customer, actual, or former customer about a product or company made available to many people over the internet. According to Thurau et al divide the dimensions of e-WOM into 8 dimensions that most affect a person in conducting e-WOM communication, namely:

- a) Platform Assistance
That is, dividing e-WOM behavior based on two ways, namely through the frequency of consumer visits on the opinion platform and the number of comments written by consumers on the opinion platform.
- b) Venting Negative Feelings
It is an expression of consumer dissatisfaction with the product or company. This effort is done in the form of negative e-WOM that is if the

customer experiences something unpleasant or negative for them.

- c) Concern for other Consumers
It is a sincere desire to provide recommendations to other consumers
- d) Extraversion/Positive self-enhancement
It is the desire of consumers to share their consumption experiences to enhance their self-image as smart shoppers
- e) Social benefits
desire to share information and interact with the social environment
- f) Economic Incentives
It is a desire to gain intensively from the company
- g) Helping the company
It is the desire of consumers to help the company
- h) Advice Seeking
desire to seek advice and recommendations from other consumers.

3. VISITING DECISION THEORY

Purchasing decisions are decisions taken by consumers to address the problems faced by using or utilizing all sorts of known information and then assessing the various alternatives to choose from (Kotler and Keller, 2004). Griffin and Ebert (2006:283) define purchasing decisions as decisions based on rational motives, emotional motives, or both.

Stages Of Decision to visit tourists according to Scholl (1977) there are four stages, namely

- a) The travel stimuli i.e. means external environmental influences such as promotion,
- b) Certain external variables are the stage of tourist confidence, the image of the destination, the tourist experience,
- c) Personal and social Factors which means personal and social factors where social problems affect tourist activities such as socioeconomic status and individual character
- d) The features of touristic services are the quality of service, price and value comparison, facilities and attractions offered.

4. THE IMPORTANCE OF EWOM TO IMPROVE TOURIST VISITING DECISIONS

Ali Hasan and Niken (2015) examined the influence of electronic word of mouth on social media on the decision to visit Nglanggeran Gunungkidul Tourism Village. The results showed that Concern for others and Assistance had no effect on visiting decisions while Expressing Positive Feeling, Economic Incentives, Helping the Company, influenced the decision to visit.

Rizky Priyanto (2016) conducted research on the Influence of Tourism Products, Destination Images, And Word Of Mouth On Visiting Decisions (Case Study on Visitors of Goa Kreo Tourism Object Semarang. This study was analyzed using multiple linear regression analysis, the results showed that tourist products, destination imagery and word of mouth have a positive and significant effect on visiting decisions.

Aulian Humaira(2016) researched on Word Of Mouth (Ewom) Electronic Factor Analysis in Influencing Tourist Visiting Decisions. This research uses Partial Least Square (PLS) analysis techniques. The results of this study showed that the dominant factor in e-wom is homophile and normative influence that has a positive and significant effect on the decision to visit wisata in Lengkawi Island.

Ati Mustikasari (2016) examines the Influence of E-WOM on The Decision to Visit Tourist Attractions in Bandung. This research uses path analysis. The results of this study are Intensity, Valance of opinion and content affect the decision to visit tourists in bandung.

Puspa Ratnaningrum Suwarduki (2016) conducted a study that aims to find out the influence of electronic word of mouth on the image of the destination and its impact on the interests and decisions of visiting researchers is carried out on active followers of indtravel instagram account who have visited tourist destinations in Indonesia. The results of this study showed that electronic word of mouth has a significant influence on visiting decisions.

5. CONCLUSION

The results of research conducted by several researchers above showed that e-WOM has a significant influence on visiting decisions In this era, electronic media and the internet are very familiar with people's lives. Most

people use electronic media as a medium to get all the information needed, one of which is about interesting tourist destinations to visit. Therefore, e-WOM can influence the decision to visit prospective tourists. When e-WOM gives a positive impression, the decision to visit prospective tourists will increase.

6. LIMITATIONS

The limitation in this research is that this article contains only theoretical concepts and research results from various available sources. expected for further research can examine using other development variables and with objects as diverse as culinary attractions and with other variables such as the use of social media and viral marketing for more maximum results.

7. ACKNOWLEDGEMENTS

The author would like to thank all those who have helped create this article, thank you for the criticism and suggestions that have been given, and the new ideas so that the author can finish this article. Hopefully in the future the author can be better at writing articles

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