

# Linkage of Tourism Product Variable, Destination Image, and Word of Mouth to Visiting Decision at Rantih Tourism Village, West Sumatera

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**Abstract**—This study aims to analyze the influence of tourism products, destination image, and word of mouth on the decision to visit the Rantih Village. The type of this research is explorative research. The research method used is a questionnaire of 125 domestic tourists who visit the Rantih Village. The sampling technique applied in this study is Purposive Sampling with cross sectional time scope. The data were analyzed using SPSS. The results showed that the variable of tourism product and destination image did not influence the visiting decision. This shows that the increased accessibility, facilities and tourist attractions did not increase the decision of domestic tourists to visit Rantih village. This means that the nature of tourism offered by Rantih Tourist Village is more influenced by a tourist attraction rather than the completeness of tourist facilities. Improved destination image does not affect the decision of visiting tourists to the tourist Rantih Village. This is due to the Rantih Village which is still relatively new to tourists, so it does not have a strong impression yet. On the other hand, word of mouth variable shows a significant influence. This means that word of mouth as a friend recommendation becomes an important consideration that influences the decision of tourists to visit Rantih Tourist Village.

**Keywords**—tourism product; destination image; word of mouth

## I. INTRODUCTION

The Province of West Sumatra is well-known as one of the tourist destinations in Indonesia because of its charming natural beauty and diverse types of tourism. Based on statistical data, the level of tourist visits has increased from year to year.

One city in West Sumatra province that has an attractive tourist destination is Sawahlunto, also known as the City of Black, which is a coal mining city that is no longer operating as a new coal producing city. Because of that, the city of Sawahlunto developed a strategy to support its future development. Currently the city of Sawahlunto utilizes the

remnants of former mining activities as a tourist attraction so that the vision of Sawahlunto city is set as the City of Cultured Mining Tourism in 2020 [1].

One tourist attraction developed by the Sawahlunto City is Rantih Tourist Village, located in Talawi sub-district, which is located 12 km from the center of Sawahlunto. This village has a hilly topography that is passed by the Ombilin River. Rantih Village has an area of 181.5 hectares with a total of 182 family heads [1].

The atmosphere is typical of cool tropical forests with crystal clear river grooves and biodiversity. Views of the Rantih river and extensive rice fields are rarely encountered. This is the main impression of tourists when visiting the tourist village of Rantih which is in line with the increasing number of visits in 2016 to 8,307 people [1].

At present, the image of a tourist village destination in Rantih has not been reflected in the minds of visitors because they only come and enjoy village tour and do not have the impression of the Rantih Tourist Village yet. Therefore improving and developing quality tourism products is very necessary to increase tourist visits to the tourist village of Rantih.

Because previous research reveals that the higher the rating of tourists on tourism products, the higher the desire to visit these tourist destinations [2]. For this reason, it is necessary to improve the quality of unique and attractive tourism products to improve the image of Rantih Tourist Village destinations so that they have a competitive advantage for the city of Sawahlunto.

Destination image is the most important thing for the world of tourism in attracting tourists to visit. Rantih tourist village must pay attention to this matter to make it as the main tourist destination in the city of Sawahlunto. Therefore, if tourism products have received good ratings from tourists, word of mouth can play a role by increasing tourist visits.

From the description above, the researcher was interested in researching more about: "The Influence of Tourism Products, Destination Images, and Word of Mouth on Tourist Decisions to Visit Rantih Tourism Village in Sawahlunto".

Based on the description of the background, the problem can be formulated as follows: how is the influence of tourism products on the tourists' decision in visiting the Rantih Tourist Village, how is the influence of destination image on the tourists' decision in visiting the Rantih Tourist Village, how is the influence of word of mouth on the tourists' decision in visiting the Rantih Tourist Village.

Based on the formulation of the problem above, the objectives of this study are: to find out the effect of tourism products on the tourists' decision in visiting the Rantih Tourist Village, to find out the effect of the destination image on the tourists' decision in visiting the Rantih Tourist Village, to find out the effect of word of mouth on the tourists' decision in visiting the Rantih Tourist Village.

Theoretically, the results of this study are useful for increasing the understanding of the influence of tourism products, destination images, and word of mouth on the tourists' decision in visiting the Rantih Tourist Village. Practically, this research is useful for tourism managers in Rantih Tourist Village, which can be used as reference material to be able to manage tourist villages by improving the destination image and quality of tourism products, and also building word of mouth to improve the decision to visit Rantih Tourist Village.

## II. LITERATURE REVIEW

Tourism products are the most important thing in the tourism sector, because tourism products are things that will be sold to tourists. Product attributes themselves are the most important product elements for consumers and are used as a basis for decision making.

Tourism products are all forms of human activity in the destination area. Thus, tourism products are not only attractions, but cover all tourist activities, such as enjoying, seeing, feeling, listening, observing, and buying all forms of goods and services offered in the destination area [3].

According to [4] images are beliefs, ideas, and impressions that someone feels about an object. In this case, the image contained in a tourist destination is also called as the destination image. According to [5] destination image consists of culture, history and art including monument, festival and religions. Destination image are functional to psychological, attribute to holistic and common to unique [6].

[7] states that the form of word of mouth itself is in the form of praise, recommendations, and customer comments around their experience of services and products that influence customer decisions or their buying behavior.

[4] explain that purchasing decisions are decisions taken by consumers to overcome problems faced by using or utilizing all kinds of known information and various

alternatives that can be chosen. In this case, the intended purchase decision is in the form of a perspective in tourism, namely a visiting decision. The decision in question is the activity of consumers looking for information about products before making a visit, stability to choose to visit rationally, and behavior after making a visit.

According to [4] there are five stages that consumers go through in the purchasing process, namely problem recognition, information seeking, alternative evaluation, purchasing decisions and post-purchase behavior. There are two factors that influence tourists' final decision to visit tourist destinations: 1) internal factors, namely factors that come from the tourists themselves, such as health, leisure time, fear of certain conditions and so on. 2) external factors, namely factors that originate from outside of tourists related to tourist destinations and services.

The research model below shows the influence of Tourism Products, Destination Image and Word of Mouth on the decision to visit Rantih Tourist Village:

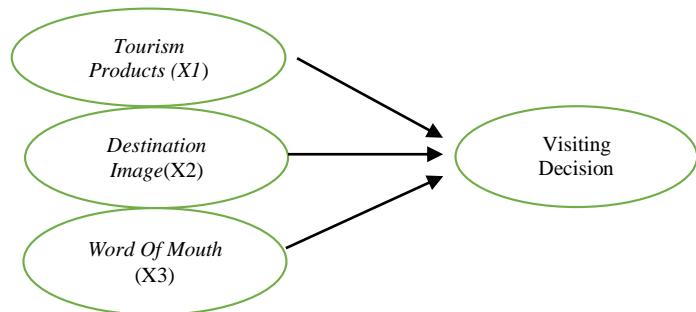


Fig. 1. Research Model

The first hypothesis states that there is an influence of tourism products on tourists visiting decisions. This is in line with research conducted by Suswantoro (2012) that tourism products have a positive effect on the decision to visit Kreo Cave Semarang. So the hypothesis can be derived as H1: Allegedly tourism products have an effect on the decision to visit Rantih Tourism Village

The image of the destination is a general impression of tourists towards a tourist destination, which was cited by [8]. The second hypothesis states that there is an influence of the destination image on visiting decisions. This indicates that the higher the destination image, the higher the decision to visit. So the hypothesis can be constructed as H2: Allegedly destination image influences the decision to visit Rantih Tourism Village.

This indicates that the higher the word of mouth the more visiting decisions to increase. Based on previous research, the hypothesis can be constructed as follows. H3: It is suspected that word of mouth has an effect on the decision to visit Rantih tourist village.

### III. RESEARCH METHOD

This study examines the effect of tourism products, destination image and word of mouth on visiting decisions. This research takes a time span of one shot or cross section, where data is taken only once in a certain period of time [9]. For the unit of analysis in this study, visitors of Rantih Tourist Village. This research uses the quantitative method

The sample in this study were visitors who had been and were visiting the tourist village of Rantih. According to [10] a study is considered representative if the number of samples used is the number of indicators multiplied by 5-10 or at least 100 (one hundred) samples or respondents. The researcher determined 125 respondents based on the number of indicators as many as  $24 \times 5 = 125$  respondents.

The sampling technique uses purposive sampling, which is to determine the research sample with several criteria, namely 1) people who have already visited, 2) people who are visiting, and 3) respondents aged at least 17 years. The type of data used in this research is primary data and secondary data. The researcher obtained direct data from the objects studied through questionnaires and secondary data from journals and other literature.

### IV. RESULTS AND DISCUSSION

This study involved 125 respondents who were visiting or who had visited before. Respondents were grouped by sex, age, hometown, final education, likes / hobbies, monthly income, number of visits, domicile, mode of transportation used, based on the attractiveness of tourist destinations and reasons for visiting Rantih tourist village.

TABLE I. MULTIPLE REGRESSION ANALYSIS

Coefficients <sup>a</sup>		Collinearity Statistics					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig	Tolerance	VIF
	B	Std Error					
1	(constant)	1,485	1,088		1,364	.175	
	Tourist Product	.22	.26	.089	.849	.397	.474
	Destination Image	.005	.59	.1010	.089	.929	.410
	Word of Mouth	.694	.099	.570	7,039	.000	.803

a. Dependent Variable visiting decision

Source: Processed from a questionnaire with SPSS 16.0

Based on table I then The regression model obtained is presented as follows:

$$Y = 1,485 - 0,022X1 + 0,005X2 + 0,694X3$$

On the results of multiple regression tests, it is found that all variables X have a positive effect on Y. The variable of tourism products (X1) has a positive effect on the variable Y of (+) 0.022. This shows that there is a unidirectional relationship between tourism products and visiting decisions. The destination image variable (X2) has a positive effect on the variable Y of (+) 0.005, this shows the existence of a unidirectional relationship between the destination image of

the visiting decision. Likewise, the X3 variable has a positive effect on Y of (+) 0.694. This shows that there is a unidirectional relationship between word of mouth and visiting decisions.

TABLE II. COEFFICIENT OF DETERMINATION

#### Coefficient of Determination

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.603 <sup>a</sup>	.364	.348		1,877

Source: Processed from a questionnaire with SPSS 16.0

Based on table II, the coefficient of determination is 0.364. This shows that the relationship of independent variables (tourism products, destination images, and word of mouth) with dependent variables (visiting decisions) is not very strong. Adjusted R Square value that has been adjusted, the value is 0.348. In this study, R Square does not show a very strong relationship between the independent variables and the dependent variable so that the variables of tourism products, destination image, and word of mouth only contribute 34.8% to visiting decisions.

This shows that tourism product variables, destination image, and word of mouth are able to explain visiting decisions by 34.8%. While 65.2% is explained by other variables not examined in this study. This proves that tourism product variables, destination image, and word of mouth do not have strong contribution to the visiting decision of the Rantih Tourist Village.

The value of t count and significance can be seen from each independent variable. The tourism product variable has a value of t count 0.849 <from t table 1.65734 with a significance of 0.397> 0.05, which means that tourism products have no effect and are not significant towards visiting decisions. Destination image variable has a value of t count 0.089 <from t table 1.65734 with a significant 0.929> 0.05, which means that destination image has no effect and is not significant for visiting decisions. Word of mouth variable has a value of t count 7.039> from t table 1.65734 with a significance of 0,000 <0.05, which means that word of mouth has a positive and significant effect on visiting decisions as seen in the table below:

TABLE III. HYPOTHESIS TEST RESULTS

Variable	t count	t table	Sig	Decision
Tourist products (X1)	0.849	1,65734	0.175	Rejected
Destination image (X2)	0.89	1,65734	0.397	Rejected
Word of mouth (X3)	7,039	1,65734	0,000	Be accepted

Source: Processed from a questionnaire with SPSS 16.0

The results of the study revealed that tourism products had no effect on visiting decisions. It can be seen in table III that tourism products have a value of t-count <from t table with a significance of 0.397> 0.05, then Ha is accepted while Ho is

rejected. This means that tourism products do not affect the visiting decision of tourists. This means that tourists do not see that tourism products are the main consideration for making a visiting decision, because tourists are more considering the factors of rural natural beauty and I ask the influence of word of mouth, from friends, from relatives or visitors who have made a visit to the tourist village of Rantih.

This study reveals that the destination image does not affect visiting decisions. It can be seen in table 4.3 that the destination image has a value t-count <from t table with a significance of 0.929> 0.05, then Ho is accepted while Ha is rejected. This means that the image of the destination does not affect the tourists' decision to visit the tourist area of Rantih. In this study, tourists do not see the image of the destination as the main consideration for making a visiting decision, because tourists consider the beauty of the countryside and the strength of word of mouth, from friends, from relatives or visitors who have made previous visits to the Rantih Tourist Village. This means that the image of the destination described by visitors is not their main consideration when visiting the Rantih Tourist Village.

This study reveals that the destination image does not affect the visiting decisions. Can be seen in table 4.3 that the destination image has a value t-count <from t table with a significance of 0.929> 0.05, then Ho is accepted while Ha is rejected. This means that the image of the destination does not affect the tourists' decision to visit the tourist area of Rantih. In this study, tourists do not see the image of the destination as the main consideration for making a visiting decision, because tourists consider the beauty of the countryside and the strength of word of mouth, from friends, from relatives or visitors who have made previous visits to the Rantih Tourist Village. This means that the image of the destination described by visitors is not their main consideration when visiting the tourist Rantih Tourist Village.

The results of the study revealed that word of mouth had an effect on visiting decisions. Can be seen in Table 4.3 that word of mouth has a value of t-count> from t table with a significance of 0,000 <0.05, then Ha is accepted while Ho is rejected. This means that word of mouth affects tourists' decision to visit the Rantih Tourist Village. Word of mouth factor is the main consideration for making visiting decisions, because tourists make information by word of mouth, information from friends, relatives or visitors who have made previous visits as an important consideration to make a decision to visit the Rantih Tourist Village, so that this causes visitors to feel interested in visiting the Rantih Tourist Village. Based on this research, it can be seen how the role of word of mouth really determines the decision to visit the Rantih Tourist Village.

## V. CONCLUSION

Tourism products do not affect the decision to visit the Rantih Tourist Village. This means that available tourism products are not a major consideration in making decisions to visit the Rantih Tourist Village. The image of the destination

does not affect the decision to visit the Rantih Tourist Village. This means that the image of the tourist village destination Rantih does not affect the decision of tourists visiting the Rantih Tourist Village. This means that destination image variables are not the main consideration for tourists in making decisions to visit the Rantih Tourist Village so that it does not affect the visiting decision. Word of mouth variables affect the decision to visit the Rantih Tourist Village. This means that the word of mouth variable is the main consideration for tourists in making decisions to visit the Rantih Tourist Village so that it influences the visiting decision.

Some of the limitations in this study are, this study was conducted at one time only, so that the data obtained was situational. This study only focuses on analyzing the influence of tourism products, destination images, and word of mouth on the decision to visit the Rantih Tourist Village.

The findings of this study provide important implications for tourism managers in the Rantih Tourist Village, namely the Rantih Tourist Village Institution, enable them to add tourism products in the form of tourist attractions that will attract visitors and increase the accessibility and tourist facilities in the Rantih Tourist Village. Creating and improving the image of an impressive destination, as well as providing good and clear information about the Rantih Tourist Village which will greatly influence the increase in the number of tourists' visits to the Rantih Tourist Village. Manager of Rantih Tourist Village to hold tourist events and attractions that attract tourists to visit the Rantih Tourist Village.

To improve the quality of tourism products to build facilities or supporting facilities for tourism in the Rantih Tourist Village such as repairing road infrastructure to the Rantih Village, adding display crafts typical of local residents, holding traditional arts festivals, expanding parking areas, and building gazebo, so that this effort can build a good destination image. Then, creating harmonious communication between village managers and government, visitors and local communities also needed to be done so that it will increase tourist visits to the Rantih Tourist Village.

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