

Visiting Behavior From the Lens of Electronic Word of Mouth, Destination Image, and Tourist Attraction

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Abstract—This study aims to determine the effect of electronic word of mouth, destination image, and tourist attraction on interest in visiting Kampung Naga tourism objects in Tasikmalaya Regency. The object of this research is tourists who have never visited Kampung Naga attractions. The study sample consisted of 120 respondents. The sampling technique in this study was a questionnaire and the data sources used were primary data. The analysis of the data used is quantitative descriptive analysis. Data analysis was performed using Partial Least Square (PLS) analysis with the Smart PLS 3.0 program. The results of the study showed that electronic word of mouth and tourist attraction had a positive and significant effect on visiting interest, while the destiny image had no effect on visiting interest. Therefore, the accepted assumption is that there are two independent variables that support the hypothesis and one independent variable that does not support the hypothesis.

Keywords: *electronic word of mouth, destination image, tourist attraction, interest in visiting*

I. INTRODUCTION

Tourism is "a variety of tourism activities and is supported by facilities and services provided by the local community, fellow tourists, local government and employers" (Law No. 10 of 2009). Domestic tourism continues to be developed and directed to foster a sense of love for the homeland and the nation and instill the soul, spirit and noble values of the nation in order to further strengthen unity and unity in addition to increasing economic activities. Efforts to foster and develop domestic tourism are also aimed at improving the quality of national culture, introducing the richness of historical heritage and natural beauty including maritime nature throughout the country (Ministry of Tourism, Posts and Telecommunications of the Directorate General of Tourism in 2008).

Viewed from the graph of the projection of the foreign exchange tourism ranking in 2011-2019, it can be seen that in 2019 the tourism industry is projected to be the largest foreign exchange earner in Indonesia, which is US \$ 24 billion, surpassing the Oil and Gas, Coal and Palm Oil sectors. Viewed from the table of tourism foreign exchange ranking in 2013-2016, it can be seen that tourism commodities contributed second to CPO. This shows that tourism in Indonesia is a

source of large foreign exchange earnings after oil and gas, coal and apparel. Every year Indonesian tourism continues to increase, this provides an opportunity that the tourism sector will potentially be the biggest foreign exchange contributor to Indonesia.

One of the destinations for tourism in Indonesia is Tasikmalaya. The city of Tasikmalaya has recently been one of the cities that has become a tourist attraction destination in the West Java region. Local wisdom, culture, and the beauty of natural resources are the main attraction for the tourism sector in this city. The government efforts of Tasikmalaya Regency in promoting tourism are through various existing media, among others, by launching the official website of the Tasikmalaya District Tourism Office [1]. Tourism potential owned by Tasikmalaya Regency is one of Kampung Naga's cultural tours.

Kampung Naga has for years been one of Indonesia's tourism assets that has been visited by many tourists. Some of the peculiarities of Kampung Naga community customs, including the number of houses not more than 113 buildings, the same form of houses, namely roofed fibers or thatch, walls made of fiber - rattan fibers or bamboo cubicles, above the door there is a kind of woven called angina sign. Buildings cannot use paint except white chalk. In addition to residential buildings, there are also other typical buildings, namely *Bale Patemon* (meeting building), *leuit* (rice barn), *masigit* (mosque) and *Bumi Ageung* [2].

Kampung Naga tourism has been widely discussed by travelers. On social media such as search sites on the internet there have been many publications about the charm of Kampung Naga tourism. Electronic word of mouth has a positive and significant influence on visiting intention [3]. destination image has a positive and significant effect on visiting interest [4]. Another research that supports, is research conducted by Suwarduki et al., which states that destination image has a significant effect on visiting interest [5]. Tourist attraction, accessibility, facilities, and information show all these variables have a positive and significant effect on the interest of visiting tourists [6]. Security partially affects the interest of visiting tourists [7]. Sihombing stated that location is one of the factors that influences tourists' interest in visiting other than natural beauty and recreational facilities [8].

Kampung Naga tourism as a tourist destination is expected to have good and positive electronic word of mouth so that the satisfaction of visiting tourists can increase in the hope that they will be interested in visiting and recommending relatives, colleagues and other people to also visit Kampung Naga tourism. And must have a destination image and strong attraction. In addition, the local government can also evaluate the extent to which electronic word of mouth, destination image, tourist attraction and interest in visiting tourists.

II. METHOD

A. Research Design

The research conducted by the author is causal research, where this study aims to test hypotheses about causes - the consequences of a problem. Causal is a causal relationship where the independent variable influences the dependent variable [9]. In this case, to find out whether there is an influence between electronic word of mouth (X1), destination image (X2), and tourist attraction (X3) variables, it affects the interest in visiting (Y) to Kampung Naga Tourism Objects in Neglasari Village, Salawu Tasikmalaya Regency.

B. Population and Sample Research

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn [10]. In this study, the population of the study were all people who had not, or had visited Kampung Naga Tourism Object in Tasikmalaya District.

Said that the sample is part of the number and characteristics possessed by the population. The sampling technique used in this study is incidental sampling. Incidental sampling is a technique for determining samples based on coincidences, that is, anyone who accidentally / incidentally meets with a researcher can be used as a sample, if it is seen by the person who happened to be found it fits the data source. Based on a population that is not known with certainty, the sampling technique used is the technique by Hair et al., [10] where the indicator is multiplied by 5 to 10. The number of samples used in this study are:

$$\begin{aligned} \text{Amount of Sample} &= \text{Indicator} \times 7 \\ &= 17 \times 7 \\ &= 119 \end{aligned}$$

C. Time and Place of Research

This research was conducted in March 2018 until November 2018, the study began with activities identifying problems, collecting data and literature that strengthens variables.

III. FINDINGS AND DISCUSSION

A. Convergent Validity

An indicator is said to have good validity if the value is greater than 0.70, while the loading factor of 0.50 to 0.60 can

be considered sufficient. Based on these criteria if there is a loading factor below 0.50 it will be dropped from the model [9].

The output of the correlation between the indicator and the construct can be seen in the following figure 1.

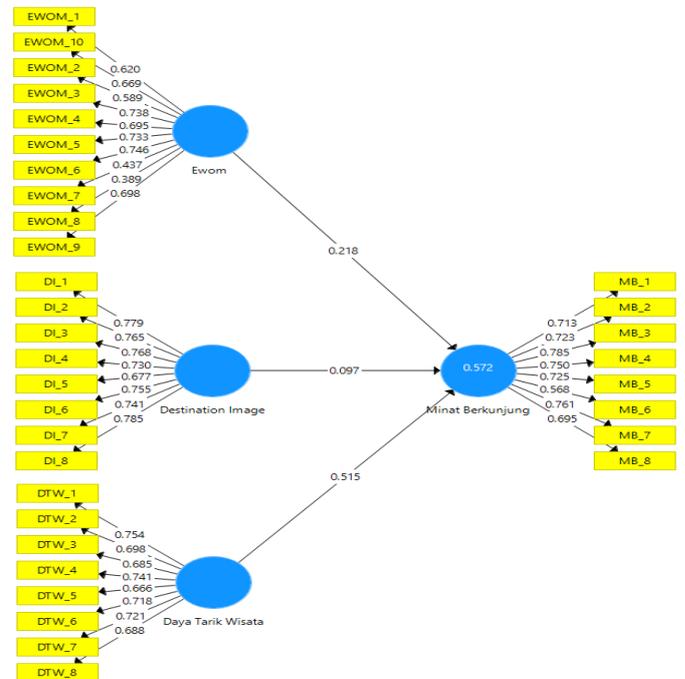


Fig. 1. The output of the correlation between the indicator and the construct.

Structural model of data processing using SmartPLS 3.0. Can be seen in the picture where there is an outer model value or correlation between constructs with variables that have not met convergent validity, there are indicators that have a factor loading value of less than 0.50.

B. Discriminant Validity

Testing Discriminant validity, a reflexive indicator can be seen in cross-loading between indicators and their constructs. An indicator is declared valid if it has the highest loading factor to the intended construct rather than loading factors to other constructs.

Another method for viewing discriminant validity is to look at the square root value of average variance extracted (AVE) of each construct with a correlation between the construct and other constructs in the model.

- (Fornell-Larcker Criterion)

Based on that the square root of average variance extracted (AVE) value of each construct is greater than the correlation between one construct and the other construct in the model. Therefore, it can be said to have good discriminant validity values.

C. Composite Reliability and Cronbach Alpha

Composite reliability testing aims to test the reliability of the instrument in a research model. If all the values of the

latent variable have a composite reliability value or Cronbach alpha ≥ 0.7 it means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent.

TABLE I. THE VALUE OF COMPOSITE RELIABILITY AND CRONCBACH ALPHA

Variable	Croncbach's Alpha	Composite Reliability	Explanation
Electronic Variable Word of Mouth (X1)	0.817	0.873	Reliable
Destination Image (X2)	0.861	0.896	Reliable
Tourist Attraction (X3)	0.810	0.867	Reliable
Visiting Interest (Y)	0.862	0.894	Reliable

Based on the Table 1 can be seen that the value of Composite Reliability and Croncbach Alpha has fulfilled the requirements of having a value > 0.7 so that it can be said that the electronic variable word of mouth, destination image and tourist interest is reliable or considered reliable for measuring the unit of analysis being observed.

D. Inner Model

Testing the inner model is the development of models based on concepts and theories in order to analyze the relationship between exogenous and endogenous variables described in the conceptual framework. Inner model analysis is carried out with the aim to ensure that the structure model is robust and accurate. Testing of the structural model is done by looking at the R-square value which is a goodness-fit model test.

TABLE II. R-SQUARE VALUE (R²)

Variable	R-square
Visiting Interest (Y)	0.584

Based on the Table 2 can be seen that the R-square value (R²) of the variable interest in visiting is 0.584, which means that the electronic variable word of mouth, destination image, and tourist attraction affect visiting interest by 58.4% while 41.6% is influenced by other variables which was not examined in this study.

E. Predictive Relevance (Q2)

Predictive Relevance (Q2) for structural models measures how well the observation value is generated by the model and also its parameter estimation. Valid only for contemplating endogenous factor models, Predictive Relevance (Q2) is greater than 0. In the same way, a Predictive Relevance (Q2) with 0 or negative values indicates the model is not relevant to the prediction of endogenous factors given. To calculate Predictive Relevance (Q2) the following formula can be used:

$$Q2 = 1 - (1 - R^2) (1 - R^2) \dots \dots (1 - R^2)$$

Calculation:

$$Q2 = 1 - (1 - R^2) (1 - R^2) \dots \dots (1 - R^2)$$

$$Q2 = 1 - (1 - 0,584)$$

$$Q2 = 1 - (0,584)$$

$$Q2 = 0.416$$

Based on the results of the Predictive Relevance (Q2) test, a value of 0.416 is produced where the value shows a value greater than 0 so that it can be said that the model is considered relevant to the prediction of endogenous factors given. This means that the observation value produced by the model is good.

F. Goodness of Fit Model (Gof)

Goodness of Fit (GoF) describes the level of suitability of the overall model calculated from the residual square of the predicted model compared to the actual data introduced by Ghozali [11]. This GoF index is a single measure used to validate the combined performance of the measurement model (outer model) and structural model (inner model). The value of Goodness of Fit (GoF) index is obtained from the average communalities index multiplied by the value of the R² model, [12]. GoF values stretch between 0-1 with interpretations as follows:

Good GoF Goodness of Fit (GoF) = 0.1

Moderate or Moderate Goodness of Fit (GoF) = 0.25

Large Goodness of Fit (GoF) = 0.36

Formula for Goodness of Fit (GoF):

$$\begin{aligned}
 \text{GoF} &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0.571 \times 0.584} \\
 &= \sqrt{0.333} \\
 &= 0.58
 \end{aligned}$$

Based on the results of the calculation of Goodness of Fit (GoF), it can be seen that the results are 0.58 and included in the Big GoF. Therefore, it can be concluded that the performance between the measurement model and the structural model has a large GoF which is equal to 0.58 or above 0.36. This means that the sample covariance matrix is compatible with the population covariance matrix.

G. Hypothesis Testing

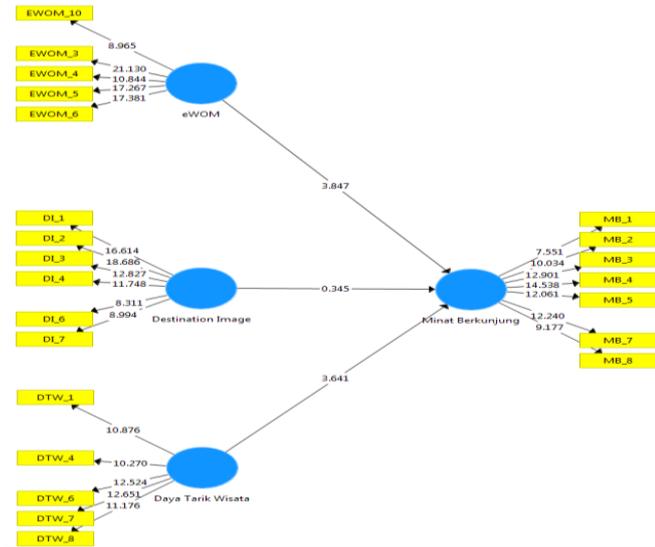


Fig. 2. Hypothesis testing.

Based on the figure 2 can be seen that the relationship between electronic word of mouth and visiting interest is significant because it has a t-statistic value > 1.96 which is equal to 3.847 with an original sample estimate of 0.274 which shows that the direction of electronic word of mouth relationship with visiting interest is positive. From the explanation above H1 hypothesis in this study it can be concluded that electronic word of mouth has a positive and significant effect on visiting interest.

Then for the relationship between destination image and visiting interest is not significant because it has a t-statistic value of only 0.345 which means that the value is <1.96 with an original sample estimate of 0.054 which indicates the direction of the destination image relationship with visiting interest is positive. From the explanation above the H2 hypothesis in this study it can be concluded that the destination image is positive not significant towards visiting interest, the reason is because tourists feel happy if they have the opportunity to visit and feel the cultural atmosphere that is still very well maintained by the people of Kampung Naga, but tourists in this research are just interested in not feeling a visit, so that tourists have not felt the impression and feeling of visiting Kampung Naga tourist attraction in Tasikmalaya Regency

In the hypothesis H3 in the relationship between tourist attraction and visiting interest is significant because it has a T-statistic value > 1.96, which is 3.641 with an original sample estimate of 0.531 which indicates the direction of the relationship of tourist attraction to visiting interest is positive. So it can be concluded that the H3 hypothesis in this study can be concluded that tourist attraction has a positive and significant effect on visiting interest.

H. Results

1) *Effect of electronic word of mouth on visiting interests:* The effect of electronic word of mouth is proven by testing

hypotheses with a t-statistic value of $3.847 > 1.96$ with an original sample estimate value of 0.274. Based on research conducted by researchers it can be concluded that electronic word of mouth has a positive and significant effect on interest in visiting Kampung Naga tourism.

This is in line with the research conducted by Ferdinand [13], namely the effect of electronic word of mouth, visiting interest, and visiting decisions which states that the results of the study indicate that electronic word of mouth variables have a significant positive influence on visiting interests. The more frequent visitors are involved in electronic word of mouth through social media, the more will be the intention of someone to visit Kampung Naga tourism.

2) *Effect of destination image on visiting interests:* The influence of destination image can be seen in testing the hypothesis with a t-statistic value of $0.345 < 1.96$ with an original sample estimate value of 0.054. Based on research conducted by researchers it can be concluded that the destination image is not significant in the influence of interest in visiting Kampung Naga attractions. This is not in line with Jimenez and Mendoza research [14], namely the influence of destination image, satisfaction intention to recommend on interest in visiting Yogyakarta, which states that the image of Yogyakarta has a significant effect on willingness or interest of tourists to recommend visits to Yogyakarta to people who have never visited the city of Yogyakarta.

Based on the destination image indicator shows that the destination image in Kampung Naga tourism includes aspects of functional characteristic attributes, holistic functional characteristics, psychological characteristics, and holistic psychological character that includes all about visitors' impressions and feelings towards Kampung Naga tourism are important things that affect interest in visiting Kampung Naga tourism. The existence of a good impression can lead to a feeling of curiosity that gave rise to interest of tourists to visit Kampung Naga tourism.

Based on the explanation above, it can be concluded that destination image or destination image is also an important factor in creating someone's interest to visit Kampung Naga tourism. Where with the existence of information about a good image or image, more and more people will be curious so that interest arises to visit Kampung Naga tourism.

The statement above is in line with the research of Prayogo [15], with research titles Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists, which states that destination image has a significant effect on interest in visiting China.

3) *Effect of tourist attraction on visiting interests:* The effect of tourist attraction is evidenced by testing hypotheses with a t-statistic value of $3.641 > 1.96$ with an original sample estimate value of 0.531. Based on the research conducted, the researcher gave the conclusion that tourist attraction has a positive and significant effect on interest in visiting Kampung Naga tourism.

Facilities (amenities) in this case also affect someone's interest to visit Kampung Naga tourism. The existence of

adequate facilities in Kampung Naga tourism can lead to the desire of someone to visit because with the complete facilities that exist in a tourist attraction makes it easy for visitors to do various kinds of activities such as places of worship, toilets, rest areas etc.

Based on the explanation above, it can be concluded that tourist attraction which includes indicators of originality and natural bolt, variety, scarcity, and wholeness that includes aspects of attractions, accessibility and facilities available at Kampung Naga tourism is an important factor that is the reason for visitors to visit Kampung Naga tourism. Therefore, these aspects must be maintained and well developed in order to remain attractive.

The research above is in line with the research conducted by Suwarti [16] stated that the quality of tourist attraction had a significant positive effect on the interest in visiting the Cahaya Lumba Beach.

IV. CONCLUSION

Based on the results of the analysis that has been done, the conclusions obtained in the "Analysis of the Effects of Electronic Word of Mouth, Destination Image, and Tourist Attraction on the interest in visiting Kampung Naga Tourism Object in Tasikmalaya Regency" are as follows:

- Electronic word of mouth has a positive and significant effect on interest in visiting Kampung Naga attractions in Tasikmalaya Regency. The reason someone visits Kampung Naga is because tourists feel confident to visit Kampung Naga tourism objects after hearing reviews from other travelers on social media. This means that the more someone is involved in electronic word of mouth interactions through social media, the more one's will be developed to make a visit.
- Destination image does not affect the interest in visiting Kampung Naga attractions in Tasikmalaya Regency. In the variable destination image, it can be concluded that it is a consideration for someone to visit a Kampung Naga tourist attraction because in this study the respondents did not know the atmosphere and facilities in Kampung Naga. This relates to the destination image indicator, namely the impression and feeling of someone when visiting a place, so that in this study the destination image does not affect the interest in visiting Kampung Naga attractions.
- Tourist attraction has a positive and significant effect on interest in visiting Kampung Naga attractions in Tasikmalaya Regency. The reason someone visits Kampung Naga tourism on a variable tourist attraction is because the natural beauty of Kampung Naga tourism makes tourists interested and interested in visiting Kampung Naga attractions. In addition, the quality of attraction of Kampung Naga tourist destinations such as

locations has proven to be significant in influencing tourists' interest in visiting Kampung Naga tourism objects.

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