

The Effect of Consumer Interaction on Social Media (e-WOM) Towards Desire to Visit Tomohon City

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Abstract—Research on marketing communication has been growing ever since the internet has become one of the communication media that become basic needs. With the emergence of eWOM as form of consumer interaction for tourist destinations on social media, “the game” have changed, the more tourist destinations are exposing so that it affects the desire to travel. The aim of this research is to review more deeply about the influence of eWOM with the theory of planned behaviour, through the title of the effect of consumer interaction on social media towards the desire to visit Tomohon city. Based on the proposed hypothesis, there are four research variables, namely: eWOM, attitudes, subjective norms, perceived behavioural controls, and desire to travel. Data collection is done by observation, interview, and questionnaire methods. Data analysis techniques used to analyse data are Structural Equation Modelling (SEM). eWOM variable has an influence on attitudes, subjective norms, perceived behavioural controls and the desire to travel to Tomohon. Furthermore, this research will provide benefits to measure effectiveness in the use of social media in the tourism industry, as well as a reference in designing tourism promotion through social media.

Keywords—marketing communication, social media, theory of planned behavior

I. INTRODUCTION

One of the most phenomenal products that emerged due to the technology was social media. Nowadays, social media plays a crucial role in the distribution of information flows. For instance, In Indonesia, social media users are growing very rapidly. The emergence of social media as a place for humans to interact with each other in cyberspace is one example of products from the development of the internet, with the development of web 2.0, a technology that makes human internet users can create information based on personal experience to the public, the level of use, attachment, and participation of people on the internet is increasing

In business, users can gather in a social media account due to a response to a product launched by the company. Thus, social media users who gather in one forum will pay attention to brand image and loyalty, so that entrepreneur who utilize social media as a communication tool need to prepare a mature strategy [1]. According to Kotler and Keller [2], one important aspect in the use of social media as a marketing communication tool is word of mouth (WOM). WOM means a dialogue

between different parties on the same issue. WOM can also be defined as the process of disseminating verbal information arising from the experience of using a product. WOM means a dialogue between different parties on the same issue. WOM can also be defined as the process of disseminating word-of-mouth information arising from the experience of using a product. Brand image in cyberspace are strongly influenced by opinion articulation of a product or service made by consumers, so that this can be a boomerang for the company, if they ignore it. A dynamic consumer attitude towards brands can be influenced by opinions from influencers [3].

In the tourism marketing perspective, WOM is agreed as the main factor in influencing the desire and decision to travel to a destination. In the era of internet-wave, tourists tend to consider recommendations and reviews from other experienced travellers to determine where to make a tourist visit [4]. However, to find out more clearly about the way tourists behaviour, this study uses the Theory of Planned Behaviour (TPB) by Ajzen [5]. Quintal (in Jalilvand [6] study states that TPB can be used in explaining tourist behaviour in relation to the tourism industry. Cheng et al (2005) also carried out the same study by adding behavioural variables in the past to the TPB model. Past behaviour in the study included WOM behaviour. Jalilvand et al [3] conducted a similar study by specifying WOM research in the online world so that the eWOM variable appeared.

With the many references mentioned above, researchers tried to adopt Jalilvand et al [3] research with the object of tourists who have an interest in Tomohon tourism, which is currently considered as one of the potential destinations owned by North Sulawesi. Organizing international events such as the Tomohon International Flower Festival (TIFF), a number of prominent destinations such as Lake Linow, Mount Lokon and Bukit Doa show the existence of Tomohon which intentionally encourages economic capitalization through tourism. The tourists who have had experience with Tomohon tourism. They often share photos, activity reviews, and other things to the social media they have, one of which is Instagram. These things are interesting for researchers to do this research.

A. Research Objectives and Benefits

This study aims to find the causal relationship of marketing communication through social media interaction (eWOM)

which can influence the desire of tourists to visit Tomohon with the theory of planned behaviour approach. Research is expected to benefit the tourism industry in Tomohon, especially to the local government of Tomohon City, this research will provide benefits to measure effectiveness in the use of social media in the tourism industry, as well as a reference in designing tourism promotion through social media.

II. THEORETICAL FRAMEWORK

A. *Electronic Word-of-Mouth (eWOM)*

Some text. Based on the WOM definition proposed by Westbrook [6], electronic word of mouth (eWOM) can be interpreted as all informal communication that occurs directly between consumers through internet media related to experience in using goods and services or related to goods sellers and these services. Word-of-mouth (WOM) is influenced by two variables, namely the party that is the source of the message that influences (originator) and the party who receives the message (listener). Ditcher [4] states that consumers with a large involvement in products in general will increase WOM. The results of some of the studies above provide an initial illustration that user reviews become factors that significantly influence experience on something [7], because the true quality of a product is only seen when there are users who review it [8], and consumers modern will refer to WOM found in online media such as social media [3]. Consumers' diverse attitudes toward brands can be influenced by the opinion articulation of influencers. This also applies to the scope of tourism where tourists tend to consider recommendations and reviews from other experienced travellers to determine where to make a tourist visit [4].

B. *Social Media*

According to Kaplan and Haenlein [9], social media is defined as a collection of internet-based applications built on the basic foundations of web 2.0 ideas and technologies that provide space for users to create content. Jones [10] explained that the use of social media has increased since the media that use the internet developed user collaboration features, thus enriching information and experience gained by modern consumers in carrying out assessments on products, brands and companies. Some social media that have many users are Facebook, Instagram and Twitter a subsection.

C. *Theory of Planned Behavior*

An alternative approach to predict interest or desire that is generally used in the study of consumer behaviour is the theory of planned behaviour (Theory of Planned Behaviour) that postulated by Ajzen [5]. The theory expostulates three factors that shape interest, namely attitudes toward behaviour, subjective norms and perceived behavioural control. Behaviour will not appear without interest to do so [11]. According to TPB, interest or intention to behave is determined by the relative weight of attitudes toward behaviour, subjective norms, and behavioural perceptions.

D. *Hypothesis Formulation*

The hypothesis produces a relationship between variables that facilitate discussion of the problem, namely:

- H1: eWOM has a positive effect on attitudes towards visits to Tomohon
- H2: Attitudes have a positive influence on the desire to visit
- H3: eWOM has a positive influence on subjective norms
- H4: Subjective norms have a positive influence on the desire to travel
- H5: eWOM has a positive influence on perceived behavioural control
- H6: Perceived behavioural control has a positive influence on the desire to travel
- H7: eWOM has a positive influence on the desire to travel

III. RESEARCH METHODS

A. *Data Collection Method*

This study took 110 samples to represent the population, namely all Instagram social media users who have an interest in traveling who are members of the same online group as researchers who are active on Instagram and have never been to Tomohon before 2015. The steps taken for purposive sampling in this study are as follows.

- Create a category of friend population in online groups based on age, gender, level of education, occupation, and area of origin.
- Determine the sample that really has the desire to travel and use Instagram.
- Collecting samples up to 110 respondents and filling out questionnaires online.

For data collection, observation is done, by observing the respondent's behavior directly. As well as, questionnaires, related to responses to various research variables.

B. *Data Analysis Technique*

This study uses SEM analysis techniques to reduce measurement errors and obtain an affirmation factor analysis (Confirmatory Factor Analysis). The stages of SEM use in this study will refer to Hair et al. [12] as follows:

- Identify constructs, individually.
- Building an overall measurement model.
- Select the input matrix and model estimation.
- Assessing structural model identification
- Assessment Criteria for fit.
- Interpretation and modification of the model.

IV. RESULTS AND DATA ANALYSIS

A. Respondent Demographics

Respondents in this study were dominated by women as many as 73 respondents or 66.36% while the rest were male, which amounted to 37 people or 33.64%. Around 60.91% of respondents or 67 respondents aged 17-22 years and the rest aged 23-28 years that is equal to 35.45% (39 people), 29-34 years which is about 1.82% (2 respondents) and 35 -39 years at 1.82% (2 people). Based on occupation, most of the respondents were students, namely 76.3% (84 people), while 16.36% (18 people) were private employees, and were 1.82% of BUMN employees (2 people) while the remaining 5.45% (6 people) . When viewed in terms of income, the majority of respondents have income <IDR 3,000,000, namely 79.09% (87 people), then 18.18% of respondents (20 people) have income > IDR 3,000,000 - IDR 10,000,000, and the rest 2.73% of respondents (3 people) have income > IDR 10,000,000.

B. Data Analysis Results

In the full SEM model, the analysis is carried out by testing the suitability and statistical tests by referring to the fit model criteria. Data processing results for full SEM model analysis are presented in Figure below:

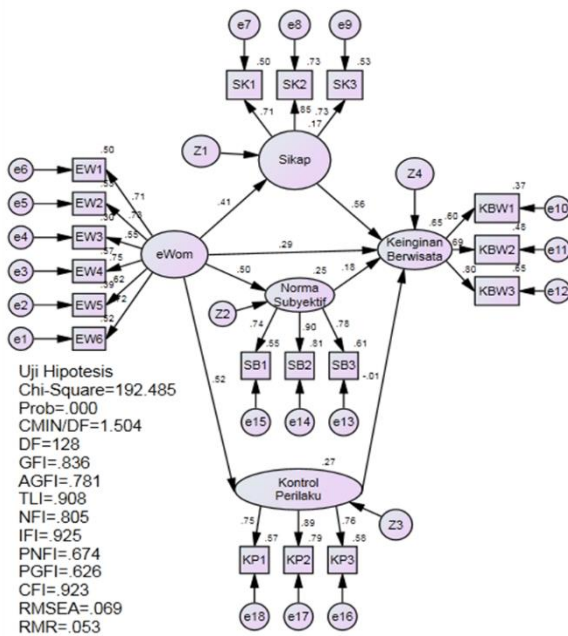


Fig. 1. Flow chart of the effect of eWOM on desire for travel

It can be seen that in the Full Model diagram there is no problem of model identification and has good goodness of fit because almost all criteria have met the recommended value. The results of the Full Model testing are summarized in Table 1.

TABLE I. GOODNESS OF FIT CRITERIA

Goodness of Fit Index	Control Off Value	Result	Information
<i>Absolute Fit Measures</i>			
X ² -chi-square	Expected to be Small	192,485	Good
Significance Probability	≥ 0,05	0,00	Poor
DF	≥ 0	128	Good
RMSEA	≤ 0,08	0,069	Good
GFI	≥ 0,90	0,836	Enough
RMR	≤ 0,05	0,053	Enough
<i>Incremental Fit Measures</i>			
AGFI	≥ 0,90	0,781	Enough
TLI	≥ 0,95	0,908	Enough
CFI	≥ 0,90	0,923	Good
NFI	≥ 0,90	0,805	Enough
IFI	≥ 0,90	0,925	Good
<i>Parsimonious Fit Measures</i>			
PNFI	0,60-0,90	0,674	Good
PGFI	0-1	0,626	Good
CMIN/DF	≤ 2,00	1,504	Good

C. Interpretation and Model Modification

1) Hypothesis testing results: Hypothesis testing is done by using the t-value value with a significance level of 0.05.

TABLE II. REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)

H	Estimate	S.E.	C.R.	P	Label
H ₁	.355	.106	3.339	***	par_14
H ₂	.510	.121	4.202	***	par_15
H ₃	.534	.123	4.326	***	par_18
H ₄	.105	.063	1.667	.096	par_16
H ₅	.167	.085	1.979	.048	par_17
H ₆	-.005	.062	-.086	.931	par_19
H ₇	.376	.093	4.033	***	par_20

The value of t-value in the AMOS 21 program is the critical ratio (C.R.) value in Regression Weights from the fit model (Full Model). If the value of the critical ratio (C.R.) ≥ 1.96 and the probability value (p) ≤ 0.05, then H₀ is rejected (the research hypothesis is accepted). Based on these rules, the whole hypothesis is accepted. Variables that have a direct influence on the variable desire to travel are eWOM variables of 0.287 and attitudes of 0.563. In addition, the eWOM variable also gives a direct influence on attitude variables of 0.406, subjective norm variables of 0.500 and behavioral control variables of 0.523.

TABLE III. TOTAL INFLUNCES

	eWOM	Attitude
Perceived behavioral control	0.523	.000
Subjective Norm	0.500	.000
Attitude	0.406	.000
Desire to Visit	0.287	.563

The total effect of attitude (0.376) has the greatest influence on the desire of travel compared to other variables. Furthermore, for the eWOM variable has the value of the total influence on behavioral control of 0.534, subjective norm of 0.510 and the effect on attitude of 0.355.

D. Discussion

1) *The effect of eWOM on attitudes, and attitudes to desire to travel:* eWOM has a positive influence of 0.355 on the attitude to travel, it means that if the eWOM value increases it will increase the attitude to travel or visiting Tomohon, assuming other independent variables are considered constant. A positive and interesting post or review can also positively influence a person's attitude in considering traveling. By consulting with people who have made posts and reviews about a destination, someone will feel safer and feel confident to choose to visit the destination. The attitude variable in this study has a positive influence on the desire to travel to Tomohon. The more interesting posts and positive reviews about Tomohon on Instagram, the more people will appreciate the quality of Tomohon tourism.

2) *The effect of eWOM on subjective norms and subjective norms on desire to travel:* In TPB, subjective norms are defined as perceptions that are formed from social pressure from outside the self which determines whether or not a behavior is performed [5]. Study concluded that peer influence and social environment are indicators of subjective norms affecting behavior in the process of technological adaptation. The results of this study indicate that eWOM has a significant influence on subjective norms, but on the other hand subjective norms do not have a significant influence on the desire to travel. The decision to travel someone's tour is mostly due to their own awareness or decision. After getting information about a destination, a personal decision will determine whether or not someone wants to travel to Tomohon.

3) *The influence of eWOM on the perceived control behavior and perceived control behavior in desiring to travel:* In the context of tourism, travel decisions and perceived behavioral controls relate to perceptions of the level of satisfaction with the destination and the possibility of visiting the destination, as well as the confidence to visit the destination [6]. In this study, the results obtained that eWOM has a significant relationship to self-control that is perceived subjectively. If you look at the demographic characteristics of respondents who showed the number as much as 76% of respondents were students / students, it is understandable why perceived behavioral control variables did not have a positive effect on the desire to travel to Tomohon. For students, where they do not have their own income, the decision to travel to Tomohon will be greatly influenced by the ability of their resources.

4) *The effect of eWOM on desire to travel:* In this study eWOM has a positive influence on the desire to travel to Tomohon. The results of this study are consistent with

previous research that found the fact that eWOM in the form of reviews from consumers influences purchasing decisions. According to Jalilvand and Samiei [3], modern consumers will seek information and ask for input from other consumers who already have experience in using the product before making a purchase. From the data obtained in this study shows that many respondents who want to travel to Tomohon after seeing interesting posts and reviews from Instagram accounts. Interesting photos of tourist sites in Tomohon affect people to prefer Tomohon compared to other destinations in Indonesia.

V. CONCLUSION AND MANAGERIAL IMPLICATION

Based on the conclusions that have been described, there are several managerial implications that can be applied by the Tourism Office and related parties such as the private sector, for example, Because the eWOM variable has an influence on attitudes, subjective norms, perceived behavioral controls and the desire to travel to Tomohon, the eWOM variable is the main focus that must be a reference for relevant Agencies such as the local Tourism Office and other parties such as the private sector to increase the number of tourists. From the statement contained in the eWOM variable, it can be seen that the statement about seeking information about the review of a destination that is intended before traveling to a destination has the highest average value, therefore the relevant parties should provide information about the tours in Tomohon online. both through websites and other social media because with this information, more and more people will read and raise the desire to travel to Tomohon. With the increasing number of tourists in Tomohon, it will increase government, private and community income in Tomohon. In addition to the need to convey tourist information through online either through the website or social media the Tourism Service and other parties such as the private sector need to control the form and content of the information conveyed to further enhance positive information related to Tomohon tourism. Collaborating with social media users such as Influencers and social media accounts that specifically promote tourism.

A. Implications for Future Research

Subsequent research is recommended to use a wider area because of the potential of tourism in Indonesia which is currently growing very rapidly. By increasing the number of samples used with a more diverse demographic mix. Marketing communication strategy has not been much discussed in this study, especially in building the value of tourism in an area so that in the future it can become a new area of research in the future.

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