Whether e-WOM is Important to Increase Re-Visit Intention on West Sumatera's Attraction?

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ABSTRACT

Social media is the choice of business owners as a promotional media. Sometimes, customer posts and tag the place of business in their social media are reposted as a form of customer engagement. The business owner hopes, it will make customers revisit, besides its apart of promotion for other potential customers. This also happens to some tourist destination to attract revisit intention. This research will discuss about the role of tourist attraction towards revisit intention directly and the role of tourist attraction towards revisit intention through e-WOM. In this research was conducted in several tourist destinations in West Sumatra and involve 500 respondents selected by accidental sampling. Data processing is performed using Smart PLS 3.2.8. The results of this study indicate that natural and artificial attraction directly have a significant effect on revisit intention, but natural attraction has a significant negative effect on revisit intention through e-WOM and artificial attraction has no significant effect on revisit intention through e-WOM.

Keywords: *natural attraction, artificial attraction, e-wom, and re-visit intention*

1. INTRODUCTION

Social media is widely business owner as the faster and cheaper promotion. Not only cosmetics, clothing, cafe/ restaurant used social media as the best promotional media, but also place/ tourist destination used social media to let people know their whereabouts. Through social media, people can see the information they need, whether it is informed by the business owner, or through comments from people on that social media. Usually the comments that appear on social media are not always good comments, but sometimes there are also bad comments or complaints written by people who have bought/ visited before. Sometimes through these comments will also affect potential buyer / visitors to the product/ place. Usually positive comments will be interesting buyers/ visitors to make purchases/ visit a place, but negative comments usually going to represent buyer's visitors, and also affecting the assessment of people who bought/ visit the place.

West Sumatra has a lot of natural beauty that is worth visiting. West Sumatra's natural tourist attraction is well known to foreign countries. Following the current tourism trend, West Sumatra is also trying to create instagramable tourist attractions. This aims so that visitors can share the places their visit in the social media. Usually they will really like it if the photos they share on social media have many likes from their followers. But in previous studies found that the number of likes and comments on their posts,

does not make them intend to revisit the place. (Sari & Trinanda, 2020)

Interest buy back (purchase intention) is the desire that strong to buy back called revisit intention. The application of purchase intention in the research defines that the customer will purchase back at a time when that will come as a response directly from the behavior of post-purchase in the period time specified. According to Albarq (2014), purchase intention in conjunction with the visiting tourist in the purchase of service tourism referred to as behavioral intention to visit or re-visit Intention where the concept is a combination of quality of service that is perceived, the value of service, satisfaction, and behavior intention to buy.

Attraction is something to see and enjoy that is worth selling to the tourist market. Tourist attractions can be in the form of attractions and tourist attractions. The tourism object is a static and tangible tourist attraction (Zaenuri, 2012). According to the Ministry of Tourism, tourist attraction is divided into three kinds. First, natural attractions are natural resources that have the potential and have an attraction for visitors both in natural conditions and after there is a cultivation business. The potential of natural attraction can be divided into 4 regions; flora and fauna, the uniqueness of ecosystems, natural phenomena, and cultivation of natural resources. Second, social and cultural tourism attractions can be utilized and developed as tourist objects and attractions, including museums, historical relics, traditional ceremonies, performing arts and crafts. Third, the special intention tourism

attraction is a type of tourism that has just been developed in Indonesia. This tour is prioritized for tourists who have special motivation. Thus, tourists must have expertise, for example: hunting mountain climbing, rafting, medicinal purposes, agro-tourism, and etc.

E-WOM is an informal communication tool through internet-based technology related to the use of goods and services. (Litvin et al, 2008). According to Ladhari & Michaud (2015) the impact of technological progress is increasing the number of visitors that used internet to find information about tourist destinations and make online transactions using e-WOM. Then, e-WOM is very influential in helping tourists to find information about determining the intention to re-visit trips to certain places (Abubakar & Ilkan, 2016) and one's intention to make a decision has a direct effect on the information received from e-WOM (Wu, Chen, Chen, & Cheng, 2014). A result of this research is: tourist will recommend their experience to others when their fell satisfied after visiting tourist destination. (Liu & Lee, 2016).

Hypothesis

H1: NA has an effect on Re-Visit Intention on tourist destination in West Sumatra

H2: NA has an effect on Re-Visit Intention through e-WOM on tourist destination in West Sumatra

H3: AA has an effect on Re-Visit Intention on tourist destination in West Sumatra

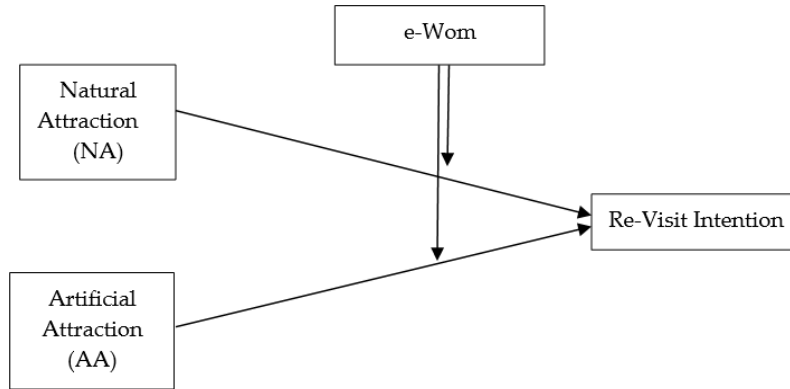H4: AA has an effect on Re-Visit Intention through e-WOM on tourist destination in West Sumatra

Figure 1. Conceptual Framework

2. METHODS

The distribution of questionnaires in this study was conducted in 5 region representing of West Sumatra. The population of this research is all of the tourists visiting West Sumatra, aged 18-60 years. The number of respondents is 500 people with accidental sampling technique. This Research used smartPLS 3.2.8 Software. According to Ghozali (2006) PLS is an analytical method in the form of soft modeling because it does not assume the data must be of a certain scale measurement. In this research we used PLS because: (a) PLS is a data analysis method based on the assumption that the sample does not have to be large, ex: the number of samples less than 100 can be analyzed and residual distribution. (b) PLS can be used to analyze theories that are still said to be weak, because PLS can be we used for predictions. (c) PLS enables algorithms using series OLS analysis so that the efficiency of olgarithic calculations is obtained. It is assumed that all variance sizes can be used to explain. Data analysis methods in this study are divided into two processes:

2.1. Outer Model

Outer model is a measurement model used to assess the validity and reliability of the model functions to define how each block of indicators relates to their latent variables.

Validity test can be done using Convergent Validity and Discriminant Validity. Test of convergent validity with reflective indicators is assessed based on loading factors (correlation between item scores / component scores with construct scores) indicators that measure the construct. Hair et al. (2006) suggested that the rule of thumb that is usually used to make preliminary checks of a factor matrix is approximately 0.3 considered to have met the minimum level, for a loading factor of approximately 0.4 is considered better and for a loading factor above 0.5 is considered significant. So, it can be concluded, the higher the value of loading factor, the more important the role of loading in interpreting the factor matrix. This study uses a loading factor of 0.5. Furthermore, the Convergent Validity value can be seen from the average variance extracted (AVE) value with the AVE value must be greater than 0.5.

The value of discriminant validity is useful to find out whether the construct has adequate discrimination. Discriminant validity occurs when two different instruments that measure two constructs that are predicted to be uncorrelated produce scores that are indeed

uncorrelated. Discriminant validity test is assessed based on cross loading measurements with the construct.

Reliability test to measure the consistency of measuring instruments in measuring a concept or to measure the consistency of respondents in answering statement items in a questionnaire or research instrument. Reliability shows the accuracy, consistency and accuracy of a measuring instrument in making measurements (Hartono and Jogiyanto, 2008). Reliability test can use the Composite reliability method which is used to measure the true value of reliability in a construct (Chin, 1995). Rule of thumb Composite reliability value must be greater than 0.7 although the value of 0.6 is still acceptable (Hair et al., 2006).

2.2. Inner Model

Inner model is evaluated using R-square to see what percentage of the direct influence of exogenous variables on endogenous variables and t test for the significance of exogenous variables on endogenous variables. In assessing the model with PLS it starts by looking at the R-square for each endogenous latent variable. Changes in R-square values can be used to assess the effect of certain exogenous latent variables on endogenous latent variables, whether they have substantive effects.

The inner coefficient value of the model shows the level of significance in Hypothesis testing. The inner model score, indicated by the T-statistic value, must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-stringed hypothesis for testing hypotheses at alpha 5 percent and power 80 percent (Hair et al., 2006).

2.3. Hypothesis Testing

Sugiyono, (2013) said that the hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of sentence questions, said to be temporary because the answers given are only based on relevant theories, not yet based on empirical facts obtained through gathering data. Hypothesis testing can be done with goodness of fit measurement models, goodness of fit is done to see the level of accuracy and the level of confidence of the research model, if the R-square value is above 1 then the research model can be said to be good, strong and reliable, conversely if R- square under 1 so the results not strong and reliable yet. The final process of this test is to see whether or not the hypotheses under study are answered where to find out whether or not the hypothesis can be seen from the T-statistic value. If the t-statistic is greater than 1.96 then the hypothesis is accepted otherwise the t-statistic is smaller than 1.96 then the hypothesis is rejected.
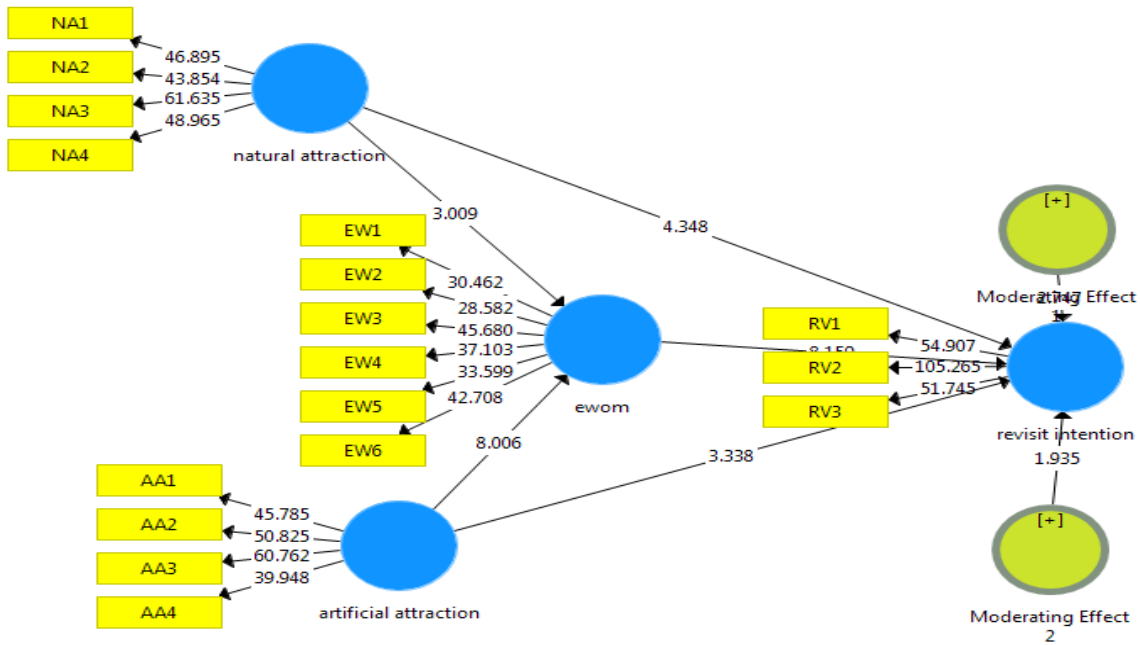
3. RESULTS AND DISCUSSION

Figure 2. Results

Table 1. Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Moderating Effect 1 -> revisit intention	-0.131	-0.133	0.048	2.747	0.006
Moderating Effect 2 -> revisit intention	0.064	0.068	0.033	1.935	0.054
artificial attraction -> revisit intention	0.185	0.188	0.055	3.338	0.001
natural attraction -> revisit intention	0.229	0.227	0.053	4.348	0.000

Sourced: Data processed, 2019

3.1. The Effect of Natural Attraction on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Natural Attraction on Re-Visit Intention was 0,000. This value smaller than 0.05, it means that Natural Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Original Sample value in this relationship is 0.229 which means that the relationship is positive. It can be translated that, an increasing in Natural Attraction 22,9% also cause an increase in Re-visit Intention as much as 22,9%. So, the first hypothesis in this study is accepted.

The results of this research are the same as the results of research conducted by Sopyan & Widiyanto, (2015), and Mostafavi Shirazi & Mat Som (2010). Although their research did not explain in detail which tourist attraction influences the re-visit intention.

3.2. The Effect of Natural Attraction trough e-WOM on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Natural Attraction on Re-Visit Intention through e-WOM was 0,006. This value smaller than 0.05, and it means that Natural Attraction affect on Re-Visit Intention. Furthermore, it also found the Original Sample value in this relationship is -0.131 which means that the relationship is negative. It can be translated that, an increasing in Natural Attraction 13,1% cause a decrease in re-visit intention as much as 13,1% trough e-WOM. So, the second hypothesis in this research is accepted.

Basically places with natural attraction, people actually prefer to visit when not many people visit the place. Usually places with natural attraction, people visit the place aim to enjoy nature, and even just to relax. When many have visitors the place, then the attraction of the place decreases. So, place with a natural attraction increase re-visit intention based on their feelings when visiting not due to e-WOM. This result in line with researched by Um, et all (2006).

3.3. The Effect of Artificial Attraction on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Artificial Attraction on Re-Visit Intention was 0,001. This value smaller than 0.05, and it means that Artificial Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Original Sample value in this relationship is 0.185 which means that the relationship is positive. It can be translated that, an increasing in Artificial Attraction 18,5% also cause an increase in Re-Visit Intention as much as 18,5%. So, the third hypothesis in this study is accepted.

The result is in line with research conducted by Sopyan & Widiyanto, (2015), and Mostafavi Shirazi & Mat Som (2010). Although their research did not explain in detail which tourist attraction influences the re-visit intention. However, based on theory, the more unique the place, the more people want to make a return visit.

3.4. The Effect of Artificial Attraction trough e-WOM on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Artificial Attraction on Re-Visit Intention through e-WOM was 0,054. This value bigger than 0.05, and it means that Artificial Attraction has no significant effect on Re-visit Intention through e-WOM. So, the fifth hypothesis in this study is unaccepted.

The research findings is people will revisit intention when performance of destination have good quality rather than satisfaction of social media they used. Tourist seemed to tell their re-visit intention based on their evaluations of experience when visited. In other words, re-visit intention in tourist could be determined more from what they were actually attracted to than by satisfied them. Furthermore it's in line with researched by Um, et all (2006).

4. CONCLUSIONS

4.1. Conclusion

Based on data processing using smartpls, natural attraction and artificial attraction have affect on re-visit intention directly. However, interestingly when the e-WOM variable becomes a moderating variable, it does not make natural & artificial attraction has a significant effect on re-visit intention.

4.2. Suggestion

Therefore, e-wom is a good media for promotion. But e-wom does not always make people revisit intention to the tourist destination in West Sumatra. However, the revisit intention arises when the place visited is either having natural or artificial attraction, has uniqueness thing, comfortable, can do many things there, and has good services. For the further, this research need another variable to see revisit intention on tourist destination in West Sumatra and consider demographical factor.

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