



The Influence of Electronic Word of Mouth, Image of Destinations, and Tourist Facilities on the Decision to Visit at Sari Ater Hotel and Resort Subang West Java

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Abstract. This research aims to determine and explain the size of the simultaneous and partial effect of Electronic word of mouth, Citra Destination, and Tourist Facilities on the choice to visit the Sari Ater Hotel & Resort. This research proposal employs description and verification techniques. This study's population consisted of visitors to Alam Sari Ater Hotel & Resort's incidental hot springs. The sampling method employed in this study was random sampling, and 300 participants were surveyed. Purposive sampling is used as the method of sampling. This research employed SEM (structural equation model). According to the results of this study, electronic word of mouth has a good and substantial effect on visitation decisions. The choice to visit has been positively and significantly influenced by the destination's reputation. Positive and vital influences of tourist amenities on the choice to visit. Compared to electronic word-of-mouth and tourism amenities, the image of a location has a more significant overall impact on travel decisions.

Keywords: Destination Image · Tourist Facilities · E-WOM · Visiting Decision

1 Introduction

There are indications of low visits to Sari Ater Hotels and Resorts, which can be seen from the downward trend of visits. KBRN Subang (2021) stated that tourist visits to Sari Ater decreased by 90 percent during pandemic Covid19. The decrease in visits is allegedly due to the electronic word of mouth that is less supportive, the decline in the destination image, and the lack of optimal utilization of tourist facilities that can be optimized in anticipation of the Covid19 Pandemic. Whereas at this time in the Era of Digital Marketing or often referred to as the Millennial era where almost all aspects of utilizing Digital facilities, especially the use of social media in influencing guests, often become a conversation on social media, both about what experiences are obtained by former visitors and other communities that provide information to each other. People who have visited will upload posts in the form of photos and captions that they feel during their visit to Sari Ater Hotel & Resort to the media. In addition, Instagram has 17,500 followers at the end of 2019 and is likely to experience an increase in the number

of followers in the following year. People are interested in visiting this destination in several ways. One is because it gets information by word of mouth or through social networks, such as Instagram, Twitter, and Facebook.

The inhabitants of West Java have evolved into avid Internet users. According to a poll conducted by the Indonesian Internet Service Providers Association (in des.net.id, 2014), there are 3, 4 internet users in West Java. The propensity of individuals to utilize electronic media might impact their goal-setting judgments. People who receive recommendations based on word-of-mouth communication tend to be more confident that the recommender speaks honestly and is not ridden with ulterior motives.

Although, based on these data, Facebook is the social media with the most users, its user engagement towards a particular brand is lower when compared to Instagram. Instagram is also a social media that allows its users to search and obtain information about a brand and desired product. The opinion illustrates that Instagram social media users are more active in responding to content uploaded from brands that have been followed. Finding information and using it as a means and medium of exchanging information is called electronic word of mouth.

Instagram information about products or services is more quickly obtained through social media. Sari Ater Hotel & Resort has an Instagram account name that is @sariaterhotelresort, and then the Facebook name is sari ater hotel & resort; then you can also search for other information through the web www.sariater-hotel.com.

In addition, based on the initial data obtained by researchers from interviews with officers in the Marketing Department of Sari Ater Hotel & Resort, especially in the E-commerce section, there is data that many visitors are currently looking for information digitally both from google reviews and from social media owned by Sari Ater this can be seen from the number of visits on Google search and visits on FB and Instagram owned by Sari Ater Hotel & Resort.

Marketing via social media or electronic word-of-mouth is similarly tied to a destination's image. Destination image is an individual's impression of a location's attributes, which may be impacted by advertising materials, mass media, and other factors [1]. Some consumers choose a brand because they want to understand themselves and communicate aspects of themselves to others. In addition, facilities can also be a factor for consumers in making decisions in visiting. Facilities are physical resources that must exist prior to providing services to consumers [2]. Facilities in service companies determine people's choices to visit tourist attractions. Many service companies perceive that customer interaction with service facilities affects the service in customers' eyes.

This research aims to determine and explain the impact of Electronic word-of-mouth, Citra Destinations, and Tourist Facilities on tourists' decisions to stay at Sari Ater Hotel & Resort. Electronic word of mouth, destination image, and facilities will stimulate customer emotions. Emotions are now a crucial element that marketers must consider. This is because the customer's emotional state cannot be separated from the decision-making process. The emotional condition of consumers cannot be divorced from the dynamics of the consumer decision-making process. Even in the distant future, consumer emotions will influence the evaluation of product attributes. The influence of a state prior to purchase can be influenced by a person's emotions.

According to Medlik in [3], multiple factors influence travel decisions. E-WOM is one of the factors that clients evaluate. E-WOM is a favorable or adverse message delivered through the Internet to many persons and organizations by a potential consumer or former customer about a product or company [4]. Based on the findings of Nurul Retno Hapsari's research, it was also found that E-WOM had a significant influence on tourists' decisions. E-WOM comprises several social media channels that are regularly employed and accessible to the public.

In addition to E-WOM, the destination's image also influences the choice to visit. According to Fakeye and Crompton in [5], the image of a location consists of the destination's image, ideas, beliefs, emotions, and perceptions. Rizky Priyanto stated in his diary that the destination's image had a significant impact on the choice to visit. So that individuals may rapidly evaluate a location, a picture will convey its perspective on the location.

Destinations certainly have facilities that are an attraction. Therefore facilities are also a consumer factor in making decisions. Facilities provide physical equipment that provides convenience to consumers to carry out their activities so that consumer needs can be met [6]. Anjar Hari Kriswanto's research also demonstrated that the facilities had a significant impact on visitors' choices. The higher quality and assurance of a destination's amenities will have a more significant impact on the choice to come.

According to Fakeye and Crompton in [5], the image of a destination consists of its image, ideas, beliefs, feelings, and perceptions. Through social media, such as electronic word-of-mouth, it is simple to obtain a product's perspective in the present day. E-WOM is a favorable or adverse statement on a product or company delivered through the Internet to a large number of individuals and organizations by a potential consumer or former customer [4].

An image will provide its point of view for a destination so that people can quickly assess a destination. Destinations certainly have facilities that are an attraction. Therefore facilities are also a consumer factor in making decisions. Facilities provide physical equipment that provides convenience to consumers to carry out their activities so that consumer needs can be met [6].

Based on the aforementioned theoretical foundation and conceptual framework, the hypothesis for this study is:

1. There is an influence of electronic word of mouth on the decision to visit Sari Ater hotel & resort
2. There is an influence of destination image on the decision to visit Sari Ater Hotel & Resort
3. There is an influence of tourist facilities on the decision to visit Sari Ater Hotel & Resort

2 Research Method

The research methods that were utilized in this study included desk research, methods of verification, and quantitative approaches. In this investigation, descriptive methods are used to learn how customers feel about the Sari Ater Hotel & Resort, and verification research is a method for determining the link between each independent and dependent

variable. This research is then put through hypothesis testing to determine whether or not the findings support the hypotheses. Verification methods were utilized to determine the amount to which electronic word of mouth, destination image, and tourist amenities influence visitor decisions simultaneously and partly for this study. In this investigation, the variable being investigated as a dependent variable is the decision to attend, while the independent factors include electronic word of mouth, variables of destination, and aspects of the facility's image. In their study titled "The influence of Electronic Word-of-Mouth, Destination Image, and Facilities at Sari Ater Hotel & Resort," the researchers utilized both primary and secondary sources of information.

The population in this study consisted of visitors to the Alam Sari Ater Hotel & Resort Incidental Hot Spring attractions. Probability sampling was used with 300 respondents.

The study employed the Likert scale as a measurement instrument. This scale is designed to examine the attitudes, views, and perceptions of an individual or group on social events or symptoms [7]. Path Analysis is utilized in this study. The impact of Electronic word-of-mouth Variables, Destination Image Variables, and Facility Variables on Visiting Decision Variables will be examined in this study. Regression and correlation analysis is a statistical test that considers the properties of the examined variables.

3 Result and Discussion

According to Table 1, the GFI, the RMSEA, and the AGFI are three sizes obtaining suitability index models with a good match. Other suitability index models may conform with either measure, but they are still considered within marginal (marginal fit) appropriateness. Under the absolute and incremental fit criteria measures, the congruence condition measurement model is called marginal fit. However, because it is so near to meeting the size requirements for a proper fit, it does not need to be subjected to any more examination [8].

Based on the Lisrel 8:30 analysis findings, Table 2 depicts the unity hypothesis (H1) to the tenth hypothesis (H3). Based on the above results, the Sari Ater Hotel & Resort in Subang will be able to improve the decision to visit, especially in post-visit behavior (Y5), if the company has a good destination image, especially in Experience of unique tourist attractions (X6), and Electronic Word of Mouth, especially in giving positive advice to the community (X4), while implementing the precautionary principle and being supported by tourist facilities, especially in the completeness of facilities (X13). The general manager of the Sari Ater Hotel & Resort in Subang asserts that electronic word-of-mouth is still generally lacking, particularly in terms of elements that provide complete and accurate information, the degree of ease for stakeholders to access information in accordance with their rights to allow all stakeholders to provide input/opinions, and in providing access to information in accordance with the principle of openness. On this basis, it is required that the Sari Ater Hotel & Resort in Subang pay greater attention to and enhance its application of the Electronic Word of Mouth. Therefore, competency offers stakeholders comprehensive and accurate ease of access in accordance with their rights and opportunities and provides stakeholders with constructive feedback. This may be accomplished by enhancing the application system and HR capabilities. Therefore, informing, expressing ideas, and seeking information on the

Table 1. Model suitability

GOF indicator	Expected result	Estimation result	Conclusion
<i>Absolute fit</i>			
GFI	GFI > 0.90	0.91	<i>Good Fit</i>
RMSEA	RMSEA < 0.08	0.03	<i>Good Fit</i>
<i>Incremental fit</i>			
NNFI	NNFI > 0.90	0.79	<i>Marginal Fit</i>
NFI	NFI > 0.90	0.79	<i>Marginal Fit</i>
AGFI	AGFI > 0.90	0.93	<i>Good Fit</i>
RFI	RFI > 0.90	0.76	<i>Marginal Fit</i>
IFI	IFI > 0.90	0.82	<i>Marginal Fit</i>
CFI	CFI > 0.90	0.82	<i>Marginal Fit</i>

Source: results of treatment with LISREL 8:30

Sari Ater Hotel & Resort can be enhanced [9, 10]. The image of the destination of a Sari Ater Hotel & Resort in Subang is still somewhat negative, particularly in terms of a pleasant atmosphere, an experience of good entertainment, an impression of an intriguing location to relax, and an encounter with distinctive tourist attractions. Therefore, the HR capabilities possessed by the Sari Ater Hotel & Resort in Subang still require attention in order to enhance the hotel's destination image. These aspects connect to the sensations of being required by others, being easily satiated, being tired, waiting for free time, the propensity to accomplish something, laziness, and anticipation of retirement. This indicates that Hotel & Resort must strengthen its human resource competency mindset to contribute to the organization. The measures may be taken by the Subang Sari Ater Hotel & Resort through training, soft skill development, a suitable rotation system, career growth, and an open and nondiscriminatory promotion system (Vos et al., 2011; Paula et al., 2011; Hudson et al., 2011). Regarding requirements awareness, information seeking, alternative appraisal, visiting decisions, and post-visit behavior, the likelihood of visiting the Sari Ater Hotel & Resort in Subang remains relatively low. This indicates that the pace of product offers or customer service must be enhanced or rectified so that the company's tourism clients may receive greater service. Then, from the perspective of network technologies and their growth and enhancement, consumers and other stakeholders must be able to look for information about tourist places with ease (Bennett et al., 2002; Suryaningsih & Abdul, 2010).

Table 2. Hypothesis Testing

Hypothesis	Variable	Standardize coefficients	t value
H1	Electronic Word of Mouth → decision to visit	0.28	2.78
H1a	Provide information → decision to visit	0.24	2.56
H1b	Give an opinion → the decision to visit	0.27	2.77
H1c	Review the company → the decision to visit	0.31	3.17
H1d	Giving positive advice to the public → the decision to visit	0.35	3.35
H1e	Looking for information → visiting decisions	0.30	3.12
H2	Image of the destination → decision to visit	0.45	4.44
H2a	Experience of unique tourist attractions → visiting decisions	0.29	2.79
H2b	An impression of a pleasant environment → the decision to visit	0.25	2.79
H2c	Experiences of useful entertainment → visiting decisions	0.21	2.12
H2d	Impressions for an interesting relaxing place → Visiting Decision	0.26	3.75
H3	Tourist facilities → visiting decisions	0.38	3.41
H3a	Cleanliness of facilities → visiting decisions	0.28	3.41
H3b	Ease of use of facilities → visiting decisions	0.29	2.79
H3c	Completeness of facilities → Visiting Decision	0.70	10.33
H3d	The function of the facility → Visit Decision	0.30	2,32

The level of consumer decision-making at the Sari Ater Hotel & Resort in Subang is still very low, particularly on the aspects of increasing the overall level of customer happiness, which can lead to an increase in customer loyalty. This demonstrates that the Sari Ater Hotel and Resort in Subang need to have an edge when it comes to the implementation of destination image, owning and implementing Electronic Word of

Mouth, and making use of tourist amenities (Pribadi & Kanai, 2011). Mayden and Lado (2007).

3.1 Findings

The Sari Ater Hotel & Resort in Subang will be able to improve the decision to visit if the company has a good image of destinations. In contrast, the decision to visit in the tourism industry will be enhanced if the company has a trustworthy image of the destination, especially the unique tourist experience (H2a), and Electronic Word of Mouth, particularly in the giving of positive advice to the community (H1d) of implementing the precautionary principles which are supported by the cleanliness of facilities (H3a).

4 Conclusion

Electronic word-of-mouth has a favorable and significant impact on the decision to visit. Giving information, Giving opinions, Giving reviews to businesses, Giving positive advice to the community, and Looking for information all have a positive and substantial influence on visiting decisions, but Giving positive advice to the community has the most significant effect. The choice to visit has been positively and significantly influenced by the destination's reputation. Unique tourist attractions, perceptions of a pleasant atmosphere, fantastic entertainment experiences, and intriguing locations to relax all have a favorable and substantial influence on travel selections. However, distinctive attraction experiences have significant impacts on visiting decisions. Positive and vital influences of tourist amenities on the choice to visit. Cleanliness of facilities, the convenience of utilizing facilities, completeness of facilities, and facility functions all have positive and substantial effects on visiting decisions, but giving favorable recommendations to the local community has the most influence. The image of the location has been favorable, but the completeness of the amenities has the most impact on the choice to come. In comparison to electronic word-of-mouth and tourism amenities, the image of a location has a greater overall impact on travel decisions.

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