The Influence of Social Media and E-WOM on Tourists' Intention to Revisit Teluk Kiluan, Lampung

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Abstract. The purpose of this study was to analyze the usage of social media and electronic word of mouth (e-WOM) by tourists in Teluk Kiluan, Lampung, and to examine their effect on revisit intention. The independent variables were the usage of social media and e-WOM, and the dependent variable was tourists' revisit intention. Data was obtained through the distribution of questionnaires to tourists. The research method used was descriptive quantitative with multiple linear regression analysis. The influence of social media and e-WOM on tourists' revisit intention was tested using the F-test to examine the simultaneous effect and the T-test to examine the partial effect. The results of the study showed that the use of social media by respondents was high. The use of electronic word of mouth (e-WOM) by respondents was also high. The respondents' revisit intention was high. In addition, there was a fairly strong relationship between social media and e-WOM with revisit intention. The coefficient of determination showed that social media and e-WOM affected revisit intention by 45.1%, while the remaining 54.9% was influenced by other factors not included in this study. The hypothesis test results showed that social media and e-WOM had a simultaneous effect on revisit intention. The destination management organization (DMO) of the Teluk Kiluan as a tourist destination is recommended to continue developing and maintaining the quality of the tourist destination so that the tourists' expectations obtained through e-WOM meet the actual experience.

1 Introduction

Numerous studies have examined the function of social media in the tourism business. The previous researcher investigated how tourist destinations used social media as a marketing tool and apply various tactics regarding their use of social media [1]. Other scholars have examined how travelers utilize social media to organize their travels. In addition, they illustrated some of the difficulties that tourists confronted when utilizing social media [2]. Regarding the impact of social media on a destination image, a destination marketing organization restores a destination image through its official Twitter platform [3]. Other studies have also examined the role of social media in shaping a destination image [4, 5].

The majority of an earlier study on social media focused on its effect on customers who changed their behavioral intentions [6]. Exposure to mass and social media can affect tourists' intentions to visit a destination [7]. The use of social media is the most significant factor that influences the participants' perceptions of functional and hedonic qualities, which in turns influences tourist intentions to visit a destination [8]. In addition, a destination's Facebook page might affect tourists' visiting intentions, therefore destination management organizations (DMOs) should focus on building their Facebook fans [6]. Other researchers conducted a study on the perceptions and intentions of US tourists to visit South Korea. They discovered that familiarity with a destination can boost tourists' understanding of it and influence their inclination to visit that destination [9].

The level of social media users in Indonesia has increased every year, even because of the Covid-19 has made a very significant increase. Out of a total population of 274.9 million people, active social media users now reach 170 million, with diverse social media usage [10]. This data shows the great attention of the Indonesian people to social media. The average time spent using social media is almost 3 h a day with the high number of Instagram and TikTok users, which are dominated by users aged 15–25 years [11]. Their main activities are uploading photos on Instagram or uploading videos on TikTok, then commenting on each other shows the occurrence of e-WOM communication. With many accounts on Instagram and TikTok that focus on tourist attractions, it is certainly very helpful in the introduction and marketing of these tourist attractions. If there are photos or videos of tourist attractions that are uploaded and get good comments and reviews, it will certainly attract other tourists to visit the tourist attraction.

Indonesia is an archipelagic country that is famous for its tourist destinations. Lampung Province is one of the ffavoritetourist destinations in Indonesia. One of the potentials for marine tourism in Lampung is Teluk Kiluan (Kiluan Bay). Teluk Kiluan is famous for its many dolphins and whales. The location is 73 km from Bandar Lampung. The trip to Teluk Kiluan can be taken ±3–4 h from the city of Bandar Lampung, using private vehicles or using public transportation. Teluk Kiluan is like a hidden paradise at the end of Lampung Province where tourists can enjoy the views of the beach with greenish stone gradations equipped with clean water, coral reefs, and ornamental fish. Apart from seeing hundreds of dolphins, tourists can also go swimming, snorkeling, fishing, boating, or just playing on the beach [12]. Due to the 2018 tsunami in the Sunda Strait region, tourist visit decreased greatly to 75% of the usual number. In addition, the Covid-19 pandemic also had a big impact on Teluk Kiluan in terms of tourists visits. Therefore, efforts should be made to increase tourist visits to the area. One effort that can be done is to take advantage of the existence of social media and people's preferences to be involved in e-WOM.

Social media consists of social networking sites, online communities, user-generated services (such as blogs), video sharing sites, online review/rating sites, where people publish, or edit, produce, and design content [13]. Social media research classifies consumer activity into two categories; consumption (observing or stalking) and contribution (posting) activities [14]. Characteristics of social media that are widely used today are network, information, archives, interaction, social simulation, content, and share [15].
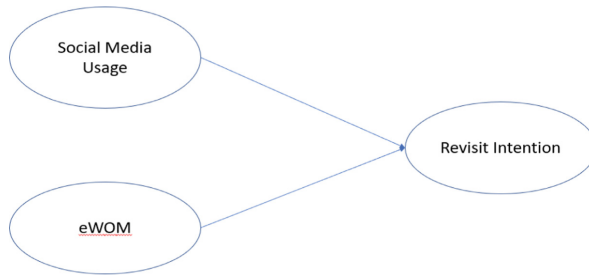
Fig. 1. Research Model.

Meanwhile, e-WOM is defined as "any positive or negative statement made by potential, current, or former customers about a product or company that is available to many people and institutions via the Internet" [16]. E-WOM communication has become an important platform for consumer opinion and because of its ease of accessibility and high reach, it is more effective than communication through WOM offline [16–18].

E-WOM is measured based on some characteristics [19], namely: (1) Intensity which mean the number of opinions written by consumers on a random networking site. (2) Valence of Opinion which includes the opinion of consumers or tourists both positive and negative about products, services and brands. (3) Content which consists of information from online networking sites or interesting media related to products and services which includes information about the variety of products/services sold, product/service quality, prices offered, transaction security and internet networking sites provided.

Consumers of tourism services are often divided into two classes. Early consumers and returning consumers [20]. Decision making for first-time consumers is largely based on information gathered from various sources that generate the desired expectations of the tourism service provider. Empirical evidence in the hotel and travel industry suggests that e-WOM can influence travelers' travel intentions and/or return visits [21]. This article argues that e-WOM should have the same effect on the intention to return to a tourist destination. Tourist intentions are often divided into two phases of tourist behavior. The first is the intention to visit which occurs before visiting the destination, and the second is the intention to visit in the future, which occurs after the tourist visits the destination [22].

This study aims to explore the use of social media and e-WOM by social media users who have visited Teluk Kiluan and how it affects their intention to revisit this tourist destination. The research model is depicted in Fig. 1.

2   Method

This study used a quantitative descriptive method where the respondents of this study were social media users who have visited Teluk Kiluan. The independent variables of this research were social media and e-WOM, while the dependent variable was revisit intention. The primary data collection instrument used was a questionnaire to gain the respondents' demographic data and the three variables studied. The scale used was a Likert scale with a range of 1–4. The questionnaire was tested for validity and reliability

Table 1. Interpretation of Mean Value.

Interval	Social Media	E-WOM	Revisit Intention
1.00–1.74	Very low	Very low	Very low
1.75–2.49	low	low	low
2.50–3.24	high	high	high
3.25–4.00	Very high	Very high	Very high

before being distributed to respondents. The interpretation of mean score with a Likert scale shown in Table 1 as follow:

The data analysis method was to calculate the frequency of the respondents' demographic indicators, and the mean value of the indicators for each variable under study. Furthermore, the relationship between the observed variables was analyzed by the correlation coefficient and the coefficient of determination. Multiple linear regression analysis was used to determine the influence of the independent variables, namely: social media (X1), electronic word of mouth (X2), on dependent variable, namely revisit intention (Y). The T-test was used to find out whether the independent variable partially influence dependent variables. Meanwhile, the F-test was used to determine whether the independent variables simultaneously affect the dependent variable.

3   Result and Discussion

3.1   Respondents' Profile

Among 104 respondents, the majority of them were women (61.6%), aged 18–28 years (95%), students (86.5%), using social media Instagram (36.5%), followed by TikTok (22.1%) and WhatsApp (19.2%). Using social media 2–3 h per day (45.2%), and coming from outside Lampung (8.7%). Thus, the respondents were dominated by young people who were students and used social media quite often.

3.2   Reliability and Validity Test

The validity test was carried out on the social media variable which consisted of eight indicators, the e-WOM variable which consisted of seven indicators, and the revisit intention variable which consisted of six indicators. The results showed that the calculated r of each indicator was greater than the r table 0.193 at the 5% significance level. Thus, it can be concluded that all indicators used to measure each variable being tested were valid.

The reliability test of the questionnaire was carried out using the Cronbach's Alpha analysis technique. In this study, using 104 questionnaires that have been distributed to respondents. From the results of the reliability test, the results obtained with a Cronbach's Alpha value of 0.820 which is included in the very reliable category.

3.3 Recapitulation of Mean Value

Mean value of social media variable shown in Table 2.

Mean value of variable E-WOM shown in Table 3.

Mean value of revisit intention variable shown in Table 4.

Table 2 depicts that the usage of social media by respondents who are tourists is high with a mean value of 3.19 (scale 1–4). The highest usage is to form a wider network, while the lowest usage is to seek information about Teluk Kiluan Lampung.

Table 3 showed that the usage of electronic word of mouth (e-WOM) by respondents is also high with a mean value of 3.09 (scale 1–4). The highest usage is in terms of using content to discuss positive things about the tourist attraction of Teluk Kiluan, Lampung, while the lowest usage is in the intensity of using e-WOM to find information.

Table 2. Mean Value of Social Media Variable.

Sub Variables	Indicator	n	Mean value of indicator	Category
Network	I use social media to build network	104	3.37	Very high
Information	I use social media to seek information about Teluk Kiluan	104	2.99	High
Archive	I use social media to keep information about the activities I do in Teluk Kiluan	104	3.21	High
Interaction	I use social media to interact with other social media users who have been to Teluk Kiluan	104	3.16	High
Social simulation	I can imagine what Teluk Kiluan looks like from the information, photo, video in social media.	104	3.27	Very high
User content	I use social media to make a content about Teluk Kiluan for public.	104	3.10	High
	I use social media to read contents of other users to find information about Teluk Kiluan	104	3.24	High
Share	I use social media to share my opinion and data that I have about Teluk Kiluan,	104	3.22	High
Mean Value of Social Media Usage			3.19	High

Table 3. Mean value of Variable E-WOM.

Sub Variables	Indicators	n	Mean Value of Indicator	Category
Intensity	I often access information about tourist attraction in Lampung on social media.	104	3.05	High
	I often exchange opinions with other social media users about the tourist attraction of Teluk Kiluan.	104	3.05	High
Valence of Opinion	I receive positive information about Teluk Kiluan.	104	3.07	High
	I talk about positive things to others about the tourist attraction of Teluk Kiluan.	104	3.18	High
Content	I discuss the tourist attraction of Teluk Kiluan on social media.	104	3.16	High
	I discuss the safety of Teluk Kiluan on social media.	104	3.12	High
	I discussed the costs incurred when traveling in Teluk Kiluan on social media.	104	3.07	High
Mean Value of E-WOM			3.09	High

Table 4 shows that respondents' interest in Teluk Kiluan Lampung is high with a mean value of 3.09. The highest score of sub variable is future visit with the indicator of the intention to revisit Teluk Kiluan in the future (3.23). Meanwhile the lowest sub variable is preferential choice with the indicator of being a destination priority compared to other destinations.

3.4 Correlation Coefficient Test

The results of correlation test shown in Table 5.

The results of correlation test show that there is a positive moderate relationship between social media usage and revisit intention and a strong relationship between e-WOM and revisit intention.

3.5 Coefficient of Determination Test

The coefficient of determination measures the influence of the independent variables; Social Media (X1) and Electronic Word of Mouth (X2) on the dependent variable;

Table 4. Mean Value of Revisit Intention Variable.

Sub Variables	Indicators	n	Mean Value	Category
Future visit	I will visit Teluk Kiluan again	104	3.23	High
Recommend for Future choice	I will recommend Teluk Kiluan to other people.	104	3.14	High
	I will ask others to travel to Teluk Kiluan.	104	3.15	High
Preferential choice	Teluk Kiluan Lampung will be my tourism destination priority compared to other destinations.	104	3.12	High
Future exploration	I will look for more information about the tourist attraction of Teluk Kiluan.	104	3.18	High
	I will find out other people's experiences visiting the tourist attraction of Teluk Kiluan.	104	3.19	High
Mean Value of Revisit Intention			3.09	High

Table 5. Correlation Test Result.

Pearson Correlation	Y (Revisit Intention)	Correlation category
X1 (Social media usage)	0.571	Moderate
X2 (E-WOM)	0.630	strong

revisit intention (Y). The results of the coefficient of determination test indicate that the R Square value is .451. This indicates that Social Media (X1) and Electronic Word of Mouth (X2) have a 45.1% effect on the dependent variable revisit intention (Y). The remaining 54.9% is influenced by issues outside the scope of this research.

3.6 F-Test

The results of F-test shown in Table 6.

Table 6. The result of F-test.

Model		Sum of squares	df	Mean Square	F	Sig
1	Regression	603.593	2	301.796	41.531	.000[b]
	Residual	733.946	101	7.267		
	Total	1337.538	103			

Table 7. The result of T Test.

Model	Unstandardized coefficients		Standardized coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	4.122	1.957		2.106	.038
TOTAL_X1	.277	.087	.294	3.273	.002
TOTAL_X2	.423	.088	.448	4.809	.000

Table 6 shows the significance value of F Sig (0.000) ≤ α (0.05), so X1 (usage of social media) and X2 (E-WOM) simultaneously affect Y (revisit intention) to Teluk Kiluan, Lampung.

3.7 T-Test

The result of T Test shown in Table 7.

Table 7 shows the results of the T-test analysis to find whether there is a partial relationship between each independent variable and dependent variable or not. X1 (usage of social media) shows a significance value of 0.003 which is smaller than (0.05), so it can be concluded that there is a significant relationship between the usage of social media and revisit intention. Meanwhile, X2 (e-WOM) shows a significance value of 0.000 which is also smaller than (0.05), so it can be concluded that there is a significant relationship between e-WOM and revisit intention. This result is aligned with the findings of previous studies [7, 23].

4   Conclusion

There was a moderate relationship between social media (X1) and revisit intention (Y) to Teluk Kiluan, Lampung and a strong relationship between electronic word of mouth (E-WOM) (X2) and revisit intention (Y). The coefficient of determination result showed that the independent variables social media (X1) and Electronic Word of Mouth (X2) affected the dependent variable of revisit intention by 45.1%. While the remaining 54.9% was influenced by other factors that were not included in this study. The results of the hypothesis test showed that there was a significant effect of social media on revisit intention, a significant effect of E-WOM on revisit intention, and the simultaneous effect of social media and E-WOM on revisit intention. This research has a limitation regarding respondents whose majority were students with the ages under 30. Therefore, future research with different sample group of occupation and ages is recommended for the purpose of generalization.

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