

E-WOM as Moderating Effect of Facility and Destination Development to Decision Visiting Perak Island Tourists

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Abstract

Pulau Perak Pulau Seribu Jakarta, has the appeal of soft white sand beaches and turquoise sea water, mangroves and other trees are no less beautiful. From the coast of Perak, the island can see directly to the sea floor, not having to dive, with white sand and coral rocks scattered at the bottom. Based on data from the Central Java Pulau Seribu Statistics Agency 2018, local tourist arrivals to Perak Island are 30 people per month and the number of foreign tourists is 5 people per month, indicating the still low number of tourist visits to Perak Island compared to tourist arrivals in the Pulau Seribu which reached 13,792 people per month. To overcome this problem, it is necessary to increase the attractiveness of tourist destinations and the development of facilities on Perak Island. The purpose of this study is to analyze the Electronic Word of Mouth (E-WoM) as moderating the development of facilities and destinations for tourists visiting the Perak Island Pulau Seribus, Jakarta. The population in this study was Perak Island tourists, with a sample of 100 tourists. The sampling method uses random sampling. Data collection methods using survey methods with research instruments is a questionnaire. The data analysis method uses Structural Equation Model-Partial Least Square 3.0 (SEM-PLS). Based on the results of data analysis it was found that the destination has a positive effect on the decision of visiting tourists, E-WoM has a positive effect on the decision of visiting tourists, E-WoM can increase the Destination of tourist visiting decisions. E-WoM cannot improve the development of facilities on tourist visiting decisions. Researchers suggest increasing the diversity of souvenirs that are typical in tourist areas. Improve the places that tourists must visit and the diversity of recreation that tourists can do. Also increases the availability and accuracy of information clearly.

Keywords: visit, destination, E-WOM, facilities, moderation

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1. INTRODUCTION

In the Pulau Seribus there are many small islands, one of which is the Perak island. Perak Island is one of the islands that is uninhabited and still natural but very interesting and has the potential to be used as a natural tourist location because it stores the beauty of white sand that stretches plus the blue ocean. This location is often a mandatory destination for travelers who stay on Harapan Island or Pulau Putri because of its proximity (Abdila, 2015). Pulau Perak has a land area of around 3.06 hectares. Not only white sand and soft beaches and turquoise sea, mangroves and trees are no less interesting to simply take pictures and enjoy the view. From the shore of the island of Perak you can see the sea floor directly with white sand and coral rocks scattered at the bottom can be seen directly from the surface without having to dive (Alpiah, 2019).

Based on data from the Central Bureau of Statistics of the Pulau Seribus 2018, the number of local tourists visiting Perak Island is 30 people per month and the number of foreign tourists is 5 people per month, indicating the low number of tourist visits to Perak Island compared to visits to Pulau Seribu which per month reaches 13,792 people per month. To overcome this problem, it is necessary to increase the attractiveness of tourist destinations and the development of facilities in Pulau Perak. The purpose of this study is to analyze the Electronic Word of Mouth (E-WoM) as moderating the development of facilities and destinations towards the decision of tourists visiting the Pulau Perak Island Pulau Seribus Jakarta

In research in developing countries, it is reviewed that tourist visiting decisions are influenced by facility development. In Pretoria, South Africa, Nthebe and Seart (2017) examined the development of tourist facilities for the intention of business tourists to visit tourist attractions. In Indonesia, some researchers also study the development of facilities for tourist visiting decisions, including Alpiah (2019), Singgih (2017), Wijayanti (2012), Purba and Simaranta (2018). It can be concluded that the development of facilities is still a problem in increasing tourist visits.

In addition to facility development, several studies on tourist visiting decisions in several countries are influenced by tourist destinations (Ambarwati, 2019, Margaretith and Altje, 2016; Wartini, 2018 and Prayogo, 2016; Boley and Green, 2016; Qing Chi and Hailin Au, 2018; and Fang Meng et al, 2018) which states that the object of natural, cultural attraction influences the decision of tourists visiting. According to Suwanto (2014) tourist objects and attractions are grouped into 3 parts: 1) Natural tourism objects and attractions, 2) Tourist objects and attractions, 3) Tourist objects and attractions of special interest, which still need to be investigated.

Besides the development of facilities and destinations, several studies of tourist visiting decisions are influenced by E-WoM (Singgih, 2017), Abubakar et al (2017) and Rizal et al (2018) which states that E-WoM has proven to influence tourist visiting decisions, as well The effect of information quality and the quality of electronic services can drive tourist visiting decisions. According to Wardiyastuti (2017) E-WoM as a form of communication that develops from WoM electronically or with the use of the internet, which is better than personal selling or conventional advertising where consumers use the internet to share experiences after using products or services, or consumers can take advantage of people's experiences others to make a purchase.

Based on the above research phenomena, it is interesting to analyze E-WOM as the Moderating Effect of Facility and Destination Development Against the Visiting decision of Pulau Perak Pulau Seribus, Jakarta.

2. CONCEPTUAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

a. Relationship between Facility Development and Tourist Visit Decision

The decision to visit a tourist is a travel activity carried out by someone with the purpose of recreation and entertainment and has preparation about travel activities. According to Edward Inskip (1991) in Sarim & Wiyana (2017), facilities are Accommodation, Restaurant, Shopping, Public Facilities. According to Ismayanti (2010) variations of tourists can be viewed from various approaches including psychography, socio-economics, geography and travel patterns. The essence of tourism is to travel both for education and training or for leisure or recreation

The theory of interest in visiting is analogous to buying interest, such as research conducted by Albaraq (2014) which states that the interest in visiting tourists is the same as the purchase interest of consumers. According to Kotler and Susanto (2000) that interest as an impulse, is a strong internal stimulation that motivates action, where this impulse is influenced by stimulus and positive feelings about the product. Based on the research results of Zabkar et al (2017), Nowacki (2009) and Nachyun et al (2015) circumstances, the quality of tourist attractions influences the decision of tourists to visit. Based on the description, the following hypotheses can be proposed:

H1: Facility development has a positive effect on tourist visiting decisions

b. Relationship between Destinations and Tourist Visit Decisions

According to Yoeti (2010). Tourist attractions, in a tourist destination there are basically three things that are always a question of tourists when visiting, namely: 1. Something to see, 2. Something to do and 3. Something to buy. According to Suwanto (2014) tourist objects and attractions are grouped into 3 parts: 1) Natural tourism objects and attractions, 2) Tourist objects and attractions, 3) Tourist objects and attractions of special interest. Meanwhile, according to the results of research by Boley and Green (2016), Qing Chi and Hailinu (2008), Devesa, et al (2010) and Fang Meng et al (2008) which state that objects of natural, cultural and motivational attraction influence tourist decisions. Based on the description, the following hypotheses can be proposed:

H2: The destination has a positive effect on tourist visiting decisions

c. E-WOM Relations and Tourist Visit Decisions

Electronic Word of Mouth (E-WoM) is a different activity in actual reality. E-WoM according to Wardiyastuti (2017) as a form of communication that develops from WoM electronically or with the use of the internet, which is better than personal selling or conventional advertising where consumers use the internet to share experiences after using products or services, or consumers can take advantage of people's experiences others to make a purchase.

The results of Abubakar et al (2017) and Rizal et al (2018) research stated that the effect of information quality and electronic service quality on satisfaction is important, which can drive tourist visiting decisions. Based on the description, the following hypotheses can be proposed:

H3: E-WOM has a positive effect on tourist visiting decisions

d. E-WOM Relationship as Moderator of Facility Development Towards Tourist Visit Decisions

According to Al Hasan and Setyaningtyas in their study (2015) said e-WoM included caring for others, expressing positive feelings, tourist publications about the tourist environment, promotional media, expressing negative feelings, quality of service, availability of clear information and accuracy, saving costs and open opportunities.

Based on research results Sunny Sun et al (2019), Ariany and Wandebory (2016) and Abubakar (2016) which stated that the attributes of tourism and electronic products by word of mouth influence the decision of prospective visitors to come to tourist attractions. Based on the description, the following hypotheses can be proposed:

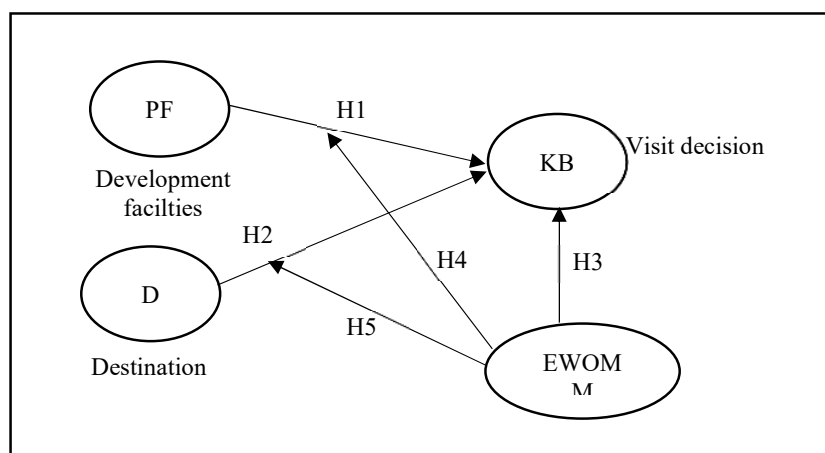
H4: E-WOM can enhance the development of facilities on tourist visiting decisions.

e. The E-WOM relationship as a destination moderator for tourists visiting decisions

According to Suwanto (2014) tourist objects and attractions are grouped into 3 parts: 1) Natural tourism objects and attractions, 2) Tourist objects and attractions, 3) Tourist objects and attractions of special interest. Meanwhile, according to the results of research by Boley and Green (2016), Qing Chi and Hailinu (2008), Devesa, et al (2010) and Fang Meng et al (2008) which state that objects of natural, cultural and motivational attraction influence tourist decisions.

Based on research results Sunny Sun et al (2019), Ariany and Wandebory (2016) and Abubakar (2016) which stated that the attributes of tourism and electronic products by word of mouth influence the decision of prospective visitors to come to tourist attractions. Based on the description, the hypothesis can be submitted as follows

Figure 1 : conceptual framework



3. RESEARCH METHOD

This study is a causal associative study, because it analyzes the role of E-WOM as a moderation in the development of facilities and destinations on the decision of tourists visiting Pulau Perak. This research was conducted from November 2019 to May 2020.

The measurement of tourists visiting Perak Island decision variables using Ismayanti (2010), Facility Development using Edward Inskip (1991) in (Sarim & Wiyatna, T, 2017), Destination Attraction (Yoeti 2010) and E-WOM (Al Hasan and Setyaningtyas, 2015). The measurement scale uses a Likert scale, with categories ranging from 1 strongly disagree, to 5 strongly agree (Sugiyono, 2009).

The population in this study were the tourists who visited the Pulau Kepulauan Pulau Seribus. With a random sampling technique, researchers distributed questionnaires to tourists vacationing in Perak Island, with a sample of 100 tourists (Hair, 2011). Methods of data analysis using Partial Least Squares (PLS) (Ghozali and Latan, 2015).

4. DISCUSSION

a. Characteristics of Respondents

Characteristics of respondents by sex, the number of female respondents is greater than male respondents. Based on age, most respondents are between 21-25 years and 26-30 years. The last education, the most high school graduates or equivalent, followed by Bachelor and Post-Graduate. Based on work, most respondents work as employees, entrepreneurs. Most respondents' income is above Rp. 5,000,000 and between Rp. 3.5,000,000 - Rp. 5,000,000.

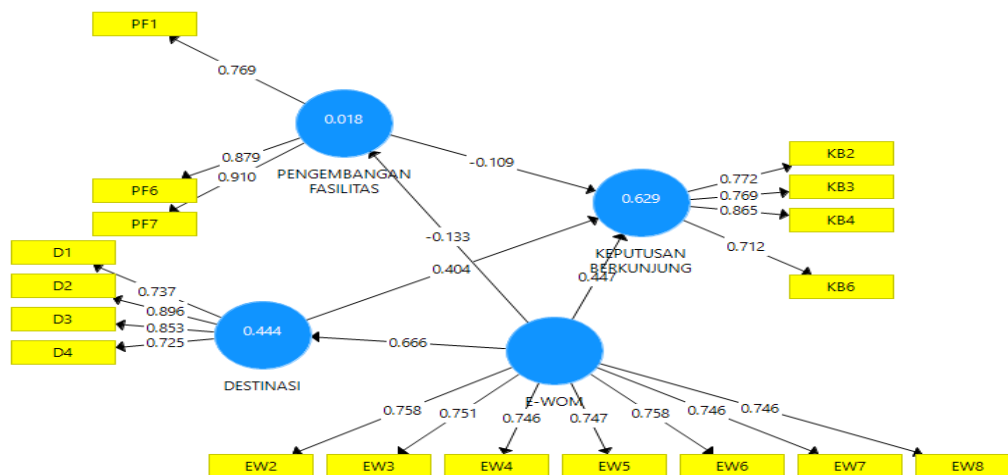
b. Partial Least Square

1). Evaluation of Measurement Model (outer Model)

a). Validity test

Testing validity in two ways, namely convergent validity and discriminant validity. According to Chin in Ghozali and Latan (2015) an indicator is said to have a good convergent validity if the loading factor value is greater than 0.7. The test results are shown in Figure 2. It can be seen that the loading factor value less than 0.7 is discarded, then analyzed again and the results obtained are a factor loading value greater than 0.7.

Figure 2 : convergent validity



Source: Data Primer, Smart PLS, 2020

Discriminant Validity can be seen on Table 1:

Table 1. Discriminant Validity

	Destination	E-WOM	Visit decision	Moderating Effect1	Facility development
Destination	0,806				
E-WOM	0,666	0,750			
Visit decision	0,703	0,730	0,782		
Moderating Effect1	-0,417	-0,528	-0,359	1,000	
Facility development	-0,015	-0,133	-0,175	0,046	0,855

Source: Data Primer, Smart PLS, 2020

Discriminate validity is analyzed by comparing the value of the square root of AVE and the correlation value between kostruk, seen in Table 1, that all square roots of each construct have a higher value than the correlation between other constructs. Thus it can be concluded that all measurement variables have good discriminant validity.

b). Reliability Test

Reliability tests were performed with Composite reliability and Cronbach Alpha. If all variable values have Composite reliability and Cronbach alpha > 0.7, then they have good reliability or the questionnaire used is reliable or consistent. In Table 2 it can be seen that each variable has a Cronbachs Alpha value and a Composite reliability of more than 0.7, meaning that each variable has a fairly high reliability.

Table 2. Cronbach Alpha and Composite Reliability

Variable	Cronbach Alpha	Composite Reliability
Facility development	0,818	0,890
Visit decision	0,787	0,862
E-WOM	0,871	0,900
Destination	0,817	0,880

Source: Data Primer, Smart PLS, 2020

2). Evaluation of Structural Model (Inner Model)

a). Model Accuracy Test (Goodness of Fit Model Test)

To assess the accuracy of the model test by looking at the value of R Square Adjusted. In Table 3 it can be seen that the R Square adjusted value has a low value for facility development (0.008), an intermediate value for the destination (0.438) and a high value for the visiting decision (0, 617). This shows that the facility development model has a model that is less appropriate than the destination and visiting decisions.

Table 3. Goodness fit model

Variable	R Square	R Square Adjusted
Facility development	0,018	0,008
Visit decision	0,629	0,617
Destination	0,444	0,438

Source: Data Primer, Smart PLS, 2020

b). Hypothesis test

To find out the significance seen by comparing the significance value that occurs with a confidence level of 0.05. If the significance value that occurs (indicated by the value of P value) <0.05, the hypothesis is accepted. The path coefficient results are shown in Table 4.

In Table 4, the influence of Destinations on the positive visiting decision is significant because the statistical T value is 3.243 > 1.96 and the P value is 0.001 <0.05. Likewise, the effect of E-Wom on the Destination was significantly positive because the T statistic was 6.359 > 1.96 and P values 0.000 <0.05. The influence of E-WOM on the decision of visiting was also significantly positive because the Tstatistic value of 3.710 > 1.96 and Pvalues 0,000 <0.05.

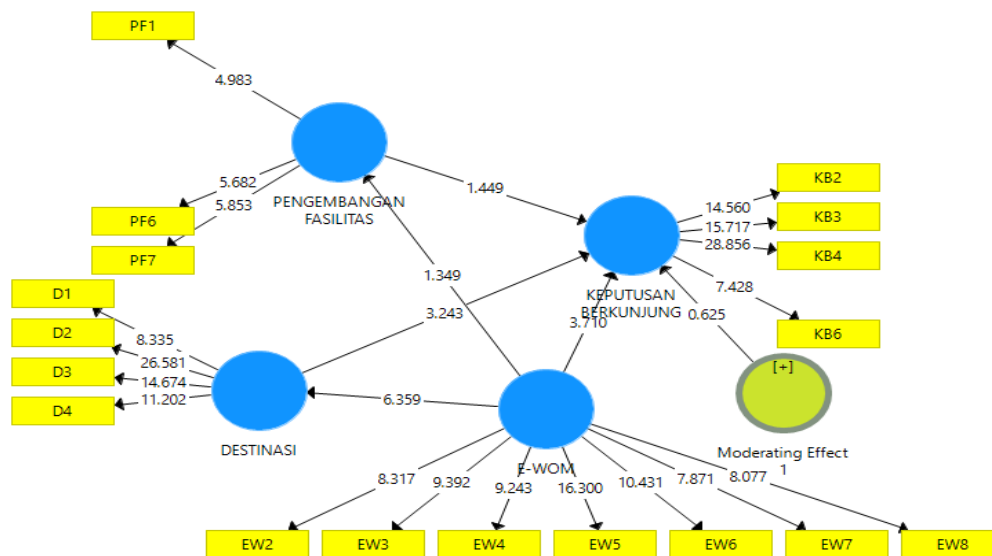
While Pangaruh E-Wom on the Development of negative facilities was not significant because the original sample value was negative, the statistical T value was 1.349 <1.96 and the P value was 0.178 > 0.05. Likewise, the effect of facility development on visiting decisions. In this study the moderating effect variable, E-WOM, did not influence the visiting decision.

Table 4. Hypothesis Result

No	Variable	Original sample	T Statistic	P value	Remarks
1	Destination → visit decision	0,412	3,243	0,001	Positive Significant
2	E-WOM → Destination	0,666	6,359	0,000	Positive Significant
3	E-WOM → visit decision	0,479	3,710	0,000	Positive Significant
4	E-WOM → facility development	-0,133	1,349	0,178	Negative , not Significant
5	Moderating effect1 → visit decision	0,023	0,625	0,532	Positive, not Significant
6	Facility development → visit development	-0,108	1,449	0,148	Negative, not significant

Source : Data primer Smart PLS, 2020

In Figure 3 it can be seen that E-Wom has a significant effect on the Destination, then the Destination has a significant effect on the decision to visit. And E-Wom has a direct influence on the decision to visit.



c. Discussion

1). Effect of Facility Development on Tourist Visit Decisions

Hypothesis testing results prove that hypothesis 1 was rejected, that the development of facilities had no effect on tourist visiting decisions. When analyzed using loading factors, the presence of souvenirs that characterize the tourist areas that can be purchased is the most dominant indicator in reflecting the development of facilities, apparently cannot improve tourist visiting decisions.

The results of this study reinforce previous research, Purba and Simaramta (2018) state that the culture of the community has no effect on tourist visiting decisions. But the results of this study contradict the results of the research of Astuti and Widayati (2019), Wijayanti (2012), tourist attraction factors have a positive effect on the

interest of tourist visits and Nthebe and Seart (2017), there is a relationship between hotel employees and tourist visits. influences tourist visiting decisions.

2). Influence of Destinations on Tourist Visit Decisions

The results of hypothesis testing prove that hypothesis 2 is accepted, that the destination has a positive effect on tourist visiting decisions. When analyzed using a loading factor, there are places that must be visited by tourists and the amount of recreation that can be done is the most dominant indicator in reflecting Destinations, can improve travel destinations so as to improve tourist visiting decisions.

These results are able to be explained by Suwanto (2014) tourist objects and attractions are grouped into 3 parts, namely 1. Natural tourism objects and attractions, 2. Cultural tourism objects and attractions 3. Tourist objects and attractions of special interest.

The results of this study also reinforce the results of previous studies Singgih (2017), Astini and Sulistyowati (2015) stated that tourist destinations or tourist products on the beach have a positive effect on tourist visiting decisions. But the results of this study also contradict the results of previous studies, Suwarduki, et al (2016) which states that the destination is not significant to tourists visiting decisions.

3). Effect of E-WoM on Tourist Visit Decisions

Hypothesis 3 was able to be proven in this study, that E-WoM had a positive effect on tourist visiting decisions. Sense of pleasure and pride when visiting attractions and the availability of information clearly and the accuracy of information as the most powerful measurement tool in measuring E-WoM so that it is most dominant in influencing tourist visiting decisions.

This result can be explained by Wardiyastuti (2017) that E-WoM as a form of communication that develops from WoM electronically or with the use of the internet, which is better than personal selling or conventional advertising where consumers use the internet to share experiences after using products or services, or consumers can use the experience of others to make purchases.

The results of this study also reinforce previous research, Wahyuningtiyas (2018) states E-WoM affects the decision of visiting tourists. But the results of this study also contradict the results of previous studies Suwarduki, et al (2016), E-WoM is not significant on tourist visiting decisions.

4). Effect of E-WoM Can Enhance Facility Development against Tourist Visiting Decisions

The results of hypothesis testing prove that hypothesis 4 is rejected, that E-WoM has no effect on the development of facilities so it has no effect on tourist visiting decisions. When analyzed using loading factors, there is a sense of pleasure and pride when visiting attractions and the availability of information clearly and the accuracy of information is the most dominant indicator in reflecting E-WoM, apparently can not improve tourist visiting decisions because it cannot improve the development of facilities as they are by -oleh / souvenir which is characteristic of tourist areas that can be bought by tourists.

According to Gruen (2006) electronic Word of Mouth (e-WoM) is a communication medium for sharing information about a product or service that has been consumed by consumers who do not know each other and meet before.

The results of this study contradict the research of Suharyono and Kusmadji (2016), that E-WoM has a positive effect on increasing consumer confidence about the information provided, positively influencing purchase intentions and purchasing decisions / tourist visiting decisions. Likewise, the results of Mahaputra and Setiawan's research (2019), that E-WoM had a significant positive effect on consumer visiting decisions / tourist visiting decisions.

5). Effect of E-WoM Can Increase Destinations Against Tourist Visiting Decisions

The results of hypothesis testing prove that hypothesis 5 is accepted, that E-WoM can men n increase destinations and positively influence tourist visiting decisions. When analyzed using a loading factor, there are places that must be visited by tourists and the amount of recreation that can be done is the most dominant indicator in reflecting Destinations, so that it can improve travel destinations and can improve tourist visiting decisions. When analyzed using loading factors, the presence of pleasure and pride when visiting a tourist attraction and the availability of

information clearly and the accuracy of information is the most dominant indicator in reflecting E-WoM, in fact it can increase the destination of recreational places that must be visited and the amount of recreation that can be done, so as to improve the Travel Destinations for Tourist visiting Decisions.

This can be explained by Kamtarin (2012), that the dissemination of information through EWOM is done through online media or the internet such as through email, blogs, chat rooms, Facebook, Twitter and various other types of social media that can cause interactions between consumers and other consumers, the existence of online social communication will automatically be able to help consumers share experiences about the products or services they have obtained in the purchasing process, in the form of a tourist visiting decision.

The results of this study also reinforce the results of previous research by Putra (2019) which states that E-WoM can increase the destination of tourist satisfaction that affects tourist visiting decisions. Also supporting research Illah et al (2019), which states that the destination image and electronic word of mouth and consumer perceptions significantly influence the decision of tourists visiting tourist attractions.

The summary of the results of the discussion above (Figure 3 Bootstrapping Results), shows that E-WoM can increase the Destination of the Tourist Visiting decision (H5 and H2 Significant), as well as E-WoM directly influence the tourist visiting decision (H3 significant). But E-WoM cannot improve the development of facilities on tourist visiting decisions (H4 and H1 are not significant). So E-WoM as a Moderating Effect variable cannot improve tourist visiting decisions

5. CONCLUSIONS AND SUGGESTIONS

a). Conclusion

Based on the previous description, it can be concluded that the Destination has a positive effect on tourist visiting decisions. E-WOM has a positive effect on tourist visiting decisions. E-WOM can improve destinations and positively influence tourist visiting decisions. E-WOM cannot improve the development of facilities on tourist visiting decisions. The development of facilities has no effect on tourist visiting decisions.

b). Suggestion

Based on the discussion and conclusions it can be suggested that to add places that must be visited by tourists and the amount of recreation that tourists can do, this is the most dominant indicator in reflecting the Destination so that it can improve tourist visiting decisions.

Increasing tourist objects and the availability of information clearly and the accuracy of information as the most powerful measurement tool in measuring E-WoM so as to increase tourist visiting decisions. Also increase the diversity of regional culture, souvenirs typical of the area so that tourists feel happy and proud when visiting tourist attractions

Suggestions for further researchers, so that more research is done on tourism in addition to tourist destinations, facility development and E-WoM, so that the world of tourism in Indonesia is more advanced.

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