

Electronic Word Of Mouth On Visiting Decisions (Case Study On Google Review Lokawisata Baturraden)

Wisi Wulandari*¹, Albert Sianturi², Alma Rahmadiani³, Bagas Nurinto⁴, Khofifah J Raudhatul⁵, Aurellia Marsha⁶, Megaswara Rizqy⁷, Salsabila M Yulia⁸

Politeknik Pariwisata NHI Bandung¹⁻⁷
Email: w.wulandari@stp-bandung.ac.id

Abstract

This study aims to discuss how the influence of Electronic Word of Mouth on the Google Review platform results in decisions for tourists who will visit a tourist attraction. This research was conducted on 7 - 9 November 2022, located at Lokawisata Baturraden. This study uses a quantitative research method, with the data obtained will be rated on a Likert scale from a sample of 100 tourists who have decided to visit after receiving information in the form of reviews from Google Reviews. Regarding the sampling, the purposive sampling technique. The analytical method used in this study is descriptive analysis.

Keywords: E-WoM, Tourism Marketing, Buying Decisions

A. INTRODUCTION

Indonesia has entered an era of modernization where the internet has been massively used in society. Nowadays, people's lives are very dependent on the internet. This can be seen based on the information in the Central Statistics Agency 2020, which states that the percentage of people aged five years and over in Indonesia who accesses the internet has increased yearly. In 2020 internet users reached 57.73% and then experienced an increase in 2021, reaching 62.10% (Statistics, 2021). The increasing use of the internet, the more effective and efficient the activities carried out in people's daily lives.

In the tourism industry, the use of the internet is used for the management of a tourism destination. Based on the destination manager side, the internet is used to promote and offer tourist products a destination provides for tourists in the country to the whole world effectively, efficiently, and without certain restrictions (Suleman, 2013). As for tourists, the internet is used to share experiences in the form of reviews after ending with a tourist attraction on a platform using digital media. With the provision of reviews based on the experience of these tourists, it is used as one of the phenomena to market the tourist attraction itself, and the reviews become part of the Electronic Word of Mouth (E-WOM).

According to (Hennig-Thurau et al., 2004) E- WOM is a form of tourism marketing communication that contains positive or negative statements made by tourists about a tourist attraction, which is available to the general public through the internet media. E-WOM communication involves providing information exchange that can be accessed not only by tourists but by everyone using various technologies, such as online discussion forums, blogs, social media, and review sites that can facilitate the exchange of information between communicators digitally. One E-WOM media commonly used to find information in the form of a review site is Google Review.

Google Review is a feature integrated with Google Maps and Google My Business created by Google. The way Google Review works can be seen in several conditions. First, when the user searches for a place when someone searches for a place to be visited through Google, then in the top search, they will see results that lead to the Google Maps site. Google Review will automatically appear when the visitor has visited a place. This is because, without realizing it, the user will provide an automatic notification about Google Reviews by activating

* Corresponding author

the location feature on the phone, telling the user to review the place he has just visited automatically. Thus, it can be concluded that Google Review is big data that contains information in the form of experience reviews after tourists visit a destination (Haq & Rachmat, 2020). However, not all tourist destination managers take advantage of the use of the internet and technology to maximize their marketing activities. This can be seen in one of the tourist attractions in Banyumas Regency, the Baturraden Tourism Center.

Baturraden Tourism Center is one of the prima donna tourist attractions in Banyumas Regency annually. This can be seen from the number of tourist arrivals visiting the Baturraden Tourism Center compared to other tourist attractions in Banyumas Regency. Baturraden tourism is an attraction whose information has been widely spread on the internet and can be accessed by all tourists. Based on the various forms of digital marketing communication available, E-WOM Lokawisata Baturraden is included as a review site on the Google Review platform with very high traffic. This is evidenced by the reviews and ratings of tourists touching more than 20,000 positive and negative reviews and continuously increasing daily. Tourists can freely exchange information, give opinions, and comment tar to give feedback on Baturraden Tourism Lokawisata in the Google Review forum. By interacting with tourists on the Google Reviews platform, there is a process called E-WoM. E- WoM at the Baturraden Tourism Center comes from the experience of different tourists visiting the Baturraden Tourism Center. Therefore, whether tourists are affected to visit the Baturraden Lokawisata requires research testing.

Tourism Marketing

Pemasaran is a system that regulates and designs planning, determining prices, promoting, and distributing products following consumer wishes (Stanton, 2005). (Kotler & Amstrong, 2012) states that marketing is a form of achieving feedback results following what is expected by the target market. Digital marketing communication is any method of marketing communication using digital media or channels. Digital media is electronic media that uses digital codes connected to the internet.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (Henning-Thurau et al., 2004) is a negative or positive statement made by actual, potential, or previous consumers who talk about a product or company, and this information is available to people or individuals through the internet. Electronic Word of Mouth is an evolution of traditional communication with face-to-face so that it becomes more modern with the help of cyberspace or an electronic medium in computer networks that are widely used for one-way communication purposes or with online reciprocity. Electronic Word of Mouth (Gruen, 2006) is a communication medium to share information about a product or service consumed between consumers who do not know or meet each other.

A study (Hennig-Thurau, 2004) stated that there are several forming factors of the Electronic Word of Mouth (E-WOM). First is Platform Assistance: E-WOM behavior can be done utilizing how much frequency of customer visits on a media digital-based opinion and the total number of reviews written and shared by customers on an online-based opinion platform. Secondly, Venting Negative Feelings: This factor aims to prevent potential customers from experiencing problems that previous customers have gone through. An online platform will display an E-WOM in the form of negative comments. That is a customer who experiences unpleasant activities or experiences negative emotions for them. That online platform is used to help potential consumers to reduce the sense of dissatisfaction they feel. Thirdly, Concern for Other Consumers: one of the E-WOM platforms contains sincere wishes to help potential customers make purchase decisions. Fourth, Extraversion/Positive self-enhancement: This factor focuses on the perceived psychological benefits of E-WOM users aiming to express positive feelings and self-improvement. This contrasts with the previous shaping factor, namely Venting Negative Feelings. Fifth, Social Benefit: customers write positive and negative comments on opinion platforms. This

behavior indicates that customers are participating in the virtual presence of a gathering by platform users and allows them to get social benefits from these comments; 6) Helping the Company: factors forming E-WOM consists of satisfaction results written by customers on a platform opinion on products and desires, to help a company. The customer engages with E-WOM communications to give the company a "reward" based on whether the original experience it experienced was positive or good. Therefore, customers' comments will impact the company's whether it will become more successful or vice versa; 7) Advice Seeking: consumer consumption occurs when someone reads a review on a.

Visiting Decisions

The decision to visit in services or tourism can use the concept of purchasing decisions. This is supported based on research by Arista, Darsiharjo, & Marhanah (2017), explaining the theory that underlies visiting decisions, namely using the concept of purchasing decisions. According to Kotler and Armstrong (2004), purchasing decisions are the stage of the purchase decision-making process where consumers will purchase.

Based on this understanding (Kotler, P. & Keller, 2012), issuing a model of the stages of the purchasing decision process consists of 1) Need Recognition: At the initial stage, the customer will determine the need or problem. The occurrence of identification occurs due to the demand for the way of life and the needs needed by the customer; 2) Information Search: after clearly identifying the needs, the customer will start looking for solutions for his satisfaction based on his needs; 3) Alternative of the Evaluation Results: After the customer has received adequate information regarding the needs to be purchased, the customer can also evaluate alternatives, which is where this alternative evaluation can be helpful to reevaluate by intuition whether the need should be purchased. The influence or opinion of others can also influence the buyer's success rate in making decisions; 4) Purchase Decision: After the customer has evaluated the needs using evaluation alternatives, the customer can make a purchase decision. However, purchasing decisions have not been entirely successful and can fail due to their intuition or the attitudes of those around them; 5) Post-Purchase Behavior: post-purchase behavior is an aspect that the manager cannot ignore. The post-purchase aspect can determine whether a customer can become our regular customer or vice versa. If customers are dissatisfied, you must and can think of solutions to build a good relationship with customers to maintain loyalty.

Today, the visiting decision process can be done more effectively and efficiently. This is because the information from previous tourists is considered more reliable. After all, the tourist talks directly about the experience he experienced when visiting a tourist attraction. This is proven by research conducted by (Lovelock & Wright, 2007), explaining that recommendations from other customers who have visited/used it can be considered more trusting than promotional activities from the company. It can certainly affect the decision of other customers to use or avoid a service

B. RESEARCH METHOD

The research carried out at the Baturraden Tourism Center uses quantitative methods. This is because it will aim to test both theories based on the variables to be studied regarding the influence of E-WOM and visiting decisions. Furthermore, the data collection will be conducted through interviews with the managers of the Baturraden Tourism Center and the distribution of prisoners (questionnaire) to tourists who have or often use Google Review in the form of google forms and paper questionnaires.

C. RESULTS AND ANALYSIS

Electronic Word of Mouth (E- WOM) Condition on Google Review of Baturraden Tourism Center

After conducting research, the results of how the condition of E-WOM in Baturraden Tourism Center was obtained. Following the theory issued by (Hennig-Thurau et al., 2004), E-WOM is "a negative or positive statement made by actual, potential, or previous consumers who talk about a product or company, and this information is available to people or individuals through the internet media." Based on this definition, explaining that the review in Google Maps Baturraden Tourism Lokawisata is a form of E-WOM because the review contains positive and negative statements spread by tourists who have visited Baturraden Tourism Lokawisata where the review displays information for tourists who will come to Baturraden Tourism Center. Furthermore, a more profound explanation related to the condition of E-WOM on the Google Review of the Baturraden Tourism Workshop can be seen from the research results.

The results of the respondents showed that the E-WOM contained in the Google Review of the Baturraden Tourism Center was dominated by only displaying the advantages of the Baturraden Tourism Center itself. This is following the indicator issued by (Hennig-Thurau et al., 2004), namely Positive Self Enhancement, which means that E- WOM on Google Review of Baturraden Tourism Center focuses on the psychological benefits of tourists who have visited by expressing their feelings and positive experiences after visiting Baturraden Tourism through an opinion platform. This contrasts with the results of the research on E- WOM with the lowest score, which shows that tourists are reluctant to write or share negative experiences they feel through Google Reviews. This statement shows that the Venting Negative Feelings indicator is not dominant in the Baturraden Tourism Lokawisata Google Review, meaning that tourists who have visited Baturraden Tourism Center are reluctant to share their negative experiences and feelings on Google Review.

Decisions on Tourists at Baturraden Tourism Center

Based on the study results, most tourists visiting Baturraden Tourism Center aim to rest or relax. Based on the interview results, this can be seen that Baturraden Tourism Center is a type of natural tourism targeted at all circles that aim to heal by enjoying the natural beauty and fresh air. Then, from the results of the questionnaire filled out by tourists, it is stated that tourists feel satisfied after visiting the Baturraden Tourism Center. This follows the theory (Kotler, Philip & Armstrong, 2004) that post-purchase behavior is an aspect that managers cannot ignore. The post-purchase aspect can determine whether a customer can become our regular customer or vice versa. Therefore, based on research that has been carried out, tourists are satisfied with what is offered by the Baturraden Tourism Center, so that they can become regular customers. Because this study showed that tourists who came to Baturraden Tourism Center filled respondents with the classification of visiting more than one visit received results as many as 53 respondents (53%). This shows that tourists who visit more than once are classified as regular customers of the Baturraden Tourism Center. This shows that most tourists who come to Baturraden Tourism Center have known the attraction for a long time and have visited Baturraden Tourism Center before. So that there are tourists who come to Baturraden Tourism Center do not use E-WOM because they already know the information in advance. They only make E-WOM a platform that provides information development about Baturraden Tourism Center.

Positive Influence Among Google Review Users On Travelers' Visiting Decisions to Baturraden Tourism Center

This study tried to find out whether there was a positive influence of E-WOM on visiting decisions. Based on the analysis of data, it is known that the strength of the relationship between the variables is 0.401. Based on the value of the strength of the relationship, according to De Vaus (2022), the coefficient number included in the

strength of the relationship between variables is a moderate to strong correlation. The coefficient number is included in the number with a positive sign which means that the relationship between variables is unidirectional. Thus, the relationship between variables will be strong with a positive direction. This shows that the stronger the value of E-WOM, the stronger the decision to visit tourists to Baturraden Tourism Center.

Based on the model summary table, the R square is 0.161 or 16.1%; this figure shows that the variable E can explain the variability of visiting decisions- WOM, which consists of the indicators Platform Assistance, Venting Negative Feelings, Concern for Other Consumers, Extraversion/ Positive Self-Enhancement, Social Benefits, Helping the Company, and Advice Seeking by 16.1%. At the same time, the remaining 83.9% is influenced by other factors. Researchers assessed other factors influencing the decision to visit other Baturraden Tourism Sites, including Word of Mouth (WOM) or word-of-mouth marketing.

Word of Mouth (WOM) is a communication tool with an informal nature that contains the experience that customers experience after using a product or service. This makes WOM an important information media because it is essential in purchasing. After all, it significantly impacts customer actions (Litvin et al., 2008). Based on the results of interviews with the manager, explaining that the Baturraden Tourism Center is not marketed, it is already crowded, especially during the peak season. These tourists know about the Baturraden Tourism Center from relatives or family. The research results also show that tourists who come to Baturraden Tourism Center are dominated by searching for information through relatives or family, followed by Google. Therefore, the role of E-WOM in Baturraden Tourism Center is only used as a platform to search for developments related to Baturraden Tourism.

D. CONCLUSION

The research that has been carried out aims to analyze the influence of Electronic Word of Mouth (E-WOM) in Google Review on the decision to visit the Baturraden Tourism Center. The Electronic Word of Mouth in Google Review is independent, while the visiting decision is dependent. Based on the research results described in Chapter 4, it can be concluded that there is an influence between the Electronic Word of Mouth in Google Review on the decision to visit the Baturraden Tourism Center. Obtained by as many as 100 respondents who often or have used Google Review before visiting the Baturraden Tourism Center, and data analysis using SPSS for each research measurement to draw conclusions. Electronic Word of Mouth (E-WoM) on Google Review social media positively influences the decision to visit tourists at the Baturraden Tourism Lokawisata destination. This shows that the more Electronic Word of Mouth (E-WoM) in Google Reviews received, the greater the influence on the number of visits to Baturraden Tourism Destinations.

Recommendations that can be given are that managers should be more aware of the reviews that travelers have given in Google Reviews. The ways that managers can do in paying attention to Google Review reviews that have been given are: 1) Baturraden Tourism Lokawisata must continue to maintain and improve the quality of tourist products for customers. So that tourists feel satisfied and will talk about and recommend this Baturraden Tourism Lokawisata to potential tourists by writing a Google Review review; 2) Pengelola Lokawisata can be more interactive related to the replies given to the reviews given by tourists. The manager can provide flattery and feedback for these tourists if there are positive reviews. Meanwhile, if there are negative reviews, the manager can apologize, and the review can be used as an evaluation so that the tourism venue can be even better; 3) The manager completes the general data as needed to add an overview of the Baturraden Tourism Center so that Google Review can be used as an equivalent promotional tool with social media. Due to the content of Google Reviews that displays exciting content, photos and videos, completeness of general information about Baturraden Tourism Center, and others; 4) Managers can also provide a Social Media Strategist who must have a good understanding of the opinions of their customers. Because the opinions given by these tourists are part of E-WOM,

the involvement of tourists (Customer Engagement) with managers can be used as the primary reference by Social Media Strategists to develop long-term relationships and attract new customers.

REFERENCES

- Haq, F. U., & Rachmat, H. (2020). Penggunaan Google Review Sebagai Penilaian Kepuasan. *Journal of Sustainable Tourism Research*, 2(1), 10–12.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.).
- Kotler, Philip & Armstrong, G. (2004). *Principles of Marketing*.
- Kotler, Philip & Armstrong, G. (2012). *Principles of Marketing*.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Lovelock, C. H., & Wright, L. K. (2007). *Principles of service marketing and management*.
- Prawira, M. F. A., Susanto, E., Goeltom, A. D. L., & Furqon, C. (2022). Developing Cashless Tourism from a Tourist Perspective: The Role of TAM and AMO Theory. *Journal of Environmental Management and Tourism*, 13(8), 2104–2112. [https://doi.org/10.14505/jemt.v13.8\(64\).03](https://doi.org/10.14505/jemt.v13.8(64).03)
- Stanton, W. (2005). *Prinsip Pemasaran* (Y. Lamanto (ed.); 7th ed.). Penerbit Erlangga.
- Statistik, B. P. (2021). *Statistik Telekomunikasi Indonesia 2021* (E. Sari, L. Anggraini, & F. Herbowo (eds.)). Badan Pusat Statistik.
- Suleman. (2013). Pemanfaatan Ict (Information and Communication Technology) Dalam Promosi Pariwisata Di Indonesia. *Bianglala Informatika*, 1(1). <https://ejournal.bsi.ac.id/ejurnal/index.php/Bianglala/article/view/546>
- Susanto, E., Adiwarna Prawira, M. F., Raharso, S., & Sumardi, V. (2022). Strategic Environmental Analysis of River-Based Special Interest Tourism Development in Sukabumi City. *International Journal of Social Science Research and Review*, 5(3), 212–225. <https://doi.org/10.47814/ijssr.v5i3.227>