

The Role of E-WOM Usefulness and Social Media towards Revisit Intention for Tourist through Destination Image in Jatim Park 2 Batu City



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ABSTRACT: This research investigates the influence of E-WOM usefulness and social media on revisit intention for tourists through destination image at Jatim Park 2 in Batu City. This type of research adopts a quantitative approach with a population of 150 tourists. The sampling technique used is the non-probability sampling method. The data collection technique employs a questionnaire. The data analysis techniques utilized are descriptive analysis and multiple linear analysis. The research findings indicate that the direct influence of E-WOM usefulness on destination image is significant, social media on destination image is significant, E-WOM usefulness on revisit intention is significant, destination image on revisit intention is significant, while the direct influence of social media on revisit intention is not significant. The indirect influence of E-WOM usefulness on destination image through revisit intention yields a result of 0.307. This implies that the direct influence of E-WOM usefulness on revisit intention (0.289) is smaller than the indirect influence (0.307). Thus, indirectly, E-WOM usefulness significantly affects revisit intention through destination image, indicating partial mediation. As for the indirect influence of social media on destination image through revisit intention, the result is 0.072. However, due to the insignificant direct influence of social media on revisit intention, full mediation occurs.

KEYWORDS: e-WOM Usefulness, Social Media, Destination Image, Revisit Intention, Jatim Park 2

I. INTRODUCTION

More than 17.000 islands form Indonesia, one of the East Asian archipelagos, with a rich historical heritage, diverse culture, and natural beauty that can be compared with other countries. If managed well and appropriately, these various potentials can increase the competitiveness of Indonesian tourism in the ASEAN. Some ways to achieve this are increasing infrastructure, reducing the government rule, increasing the marketing of Indonesian tourism online and offline, and also creating excellent policies that support investment in the tourism industry (Salsabila, 2021)

Tourism also one of the sources of foreign exchange in Indonesia. Foreign exchange is the source of developing new economies and competitiveness tourism in the future, including sustainable tourism (Yakup, 2019). Batu City is one city with much potential for tourism development. Badan Pariwisata Kota Batu claims that tourism can support the economy of Batu City and its people (BPS, 2022) and will further develop.

According to BPS Batu City data (2019) and Databooks (2022), the number of tourists who came to Batu City after the COVID-19 pandemic has not matched the number of tourists who came before the pandemic. For example, the number of international tourists in 2019 was 4.622 people, while after the pandemic, the number of international tourists continuously went down. Even in 2022, there are no international tourists that come.

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Table 1: Tourist Visit in Batu City

Keterangan	2018	2019	2020	2021	2022
JTP.1	403.960,00	453.873,00	119.465,00	170.345,00	723.187,00
JTP.2	572.076,00	757.928,00	319.963,00	311.094,00	720.891,00
JTP.3	604.190,00	807.755,00	232.738,00	254.630,00	604.107,00
EGP	144.218,00	174.754,00	151.033,00	190.881,00	485.720,00
MA+	479.084,00	661.689,00	198.217,00	156.429,00	460.580,00
Baloga	-	-	3.958,00	134.413,00	153.454,00
Glow	-	5.044,00	68.141,00	155.039,00	304.253,00
Predator	165.327,00	188.344,00	73.858,00	76.238,00	170.183,00
TOTAL	2.368.855,00	3.049.387,00	1.167.373,00	1.449.069,00	3.622.375,00

This condition shows the importance of increasing marketing for the tourist destination in Batu City to attract more tourists. Not only pretty natural tourism but also heritage tourism and artificial tourism. In Malang Raya, almost all areas depend on natural tourism; only Batu City offers artificial tourism; in this case, it can attract more tourists to different destinations.

To attract more tourists, not only for the new tourists but also for the revisit tourists. According to Abbasi et al. (2021), some factors to revisit are destination image, service quality, characteristics, and travel activities that significantly affect destination image in revisiting Penang, Malaysia. On the other side, Liang and Xue (2021) stated that destination image is a mediation variable to know how the perceived risk of haze influences the intention to revisit. This case shows that destination image plays a vital role in creating the post-travel behavior of tourists.

In tourism, there is a term "revisit intention" that shows how tourists choose to revisit a place they have already visited (Sari et al., 2020). It also found that social media have a significant effect on revisiting. In Rather (2021), social media positively impacts customer engagement, brand co-creation, and return intention during the COVID-19 pandemic. In line with Putri and Yasri (2020), social media, word of mouth, and destination image are related and greatly influence tourists' decision to visit Padang City as a tourism destination.

One variable that affects tourists' willingness to revisit Batu City is e-WOM (Electronic Word of Mouth), or we know it as a conversation that spreads on the internet. In the most recent discussion, respondents are more interested in travel platforms such as Traveloka, Trip Advisor, and Pegi-Pegi because of the destination image created by the tourists who visited Jatim Park 2.

According to Mahaputra and Setiawan (2019), e-WOM influences tourists to revisit. This aligns with Harahap and Dwita (2020), who said revisit intention comes from tourists' beliefs about what other tourists think about a destination after skimming the factual reviews they receive. Farrukh et al. (2022) said that e-WOM can be essential to revisit intention.

Therefore, this research discusses the influence of e-WOM and social media on revisit intentions. Destination image becomes a central point because it results from various information tourists accept. Destination image also plays a vital role in creating perception, decision, and tourist intention to revisit.

II. METHODS

This research uses a positive paradigm as a line of thought that uses deductive reasoning and quantitative methods to obtain the truth. The research sample uses a non-probability sampling method for 150 tourists who have already visited Jatim Park 2 once or more and got information from e-WOM, especially from travel platform applications, such as Traveloka, before visiting Jatim Park 2.

To analyze the data using descriptive analysis for each variable and using inferential analysis. Showing relationship patterns involves path analysis using mediation. Direct and indirect effects from variables can be identified using path analysis. Then, a linear and multiple analysis consisted of a normality test, heteroscedasticity test, multicollinearity test, and autocorrelation test.

III. RESULTS

a. Respondent Characteristics.

Initially, the questionnaire was distributed to 150 respondents who had visited Jatim Park 2 once or more. Furthermore, the characteristics are summarized as presented in Table 2.

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Table 2: Respondent Characteristics

Characteristics	Category	N	Percentage
Gender	Female	52	34.67%
	Male	98	65.33%
Age	<30	31	20.67%
	30-39	60	40%
	40-49	25	16.67%
	>50	34	22.67%
Education	High School	28	18.67%
	Diploma (D3)	11	7.33%
	Bachelor (S1)	104	69.33%
	Master (S2)	7	4.67%
Number of Visit	1 time	53	35.33%
	2 times	47	31.33%
	3 times	23	15.33%
	>3 times	27	18%

Table 2 shows that most of the tourists are male, 30-39 years old, and have a bachelor's as their last education; most of them visit Jatim Park 2 once.

b. Validity and Reliability

To achieve the results of this study, first, researchers need to conduct validity and reliability tests of online questionnaires to 150 respondents, with 39 questions. All the r counts are greater than the r table (0,134), so all the questions are valid. As for the reliability test for four variables, it was found that all the values were greater than 0,60, so all of the variables were consistent and stable so that the data could be used for research.

c. Classic Assumption Test

This study had three classic assumption tests. First, the multicollinearity test result shows no multicollinearity in this study, whether in the first or second regression. Second, the normality test result found that the distributed data aligned with the diagonal line, so the data is normal. Last is the heteroscedasticity test, which also uses a scatter plot with no apparent pattern. Also, the dots are spreading, so there is no heteroscedasticity problem.

d. The Result of Direct and Indirect Effect

This research uses a significant value level α 5%. If a significant value is smaller than 0.05, the effect is significant, and vice versa. The summary of direct and indirect effects is explained in Table 3.

Table 3: Direct and Indirect Effects

Variable	Direct Effect	Sig.	Indirect Effect	Total Effect	Conclusion
E-WOM usefulness (X ₁) → Destination Image (Y ₁)	0,357	0,000	-	-	Significant
Social Media (X ₂) → Destination Image (Y ₁)	0,270	0,007	-	-	Significant
E-WOM usefulness (X ₁) → Revisit Intention (Y ₂)	0,289	0,003	-	-	Significant
Social Media (X ₂) → Revisit Intention (Y ₂)	-0,063	0,504	-	-	Insignificant
Destination Image (Y ₁) → Revisit Intention (Y ₂)	0,501	0,000	-	-	Significant
E-WOM usefulness (X ₁) → Destination Image (Y ₁) → Revisit Intention (Y ₂)	-	-	0,357 x 0,501 = 0,179	0,289 + 0,0179 = 0,307	Partial Mediation

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Variable	Direct Effect	Sig.	Indirect Effect	Total Effect	Conclusion
Revisit Intention (Y ₂)					
Social Media (X ₂) → Destination Image (Y ₁) → Revisit Intention (Y ₂)	-	-	0,270 x 0,501 = 0,135	-0,072	Full Mediation

Based on Table 3, it shows that the direct effect of social media on revisit intention has a significant value bigger than 0.05, so they are insignificant. Meanwhile, if it is through the destination image, it becomes significant and has a 0.072 score, so it becomes a full meditation. Next, e-WOM usefulness significantly affects revisiting intention directly or indirectly through destination image, so it becomes partial mediation. Meanwhile.

IV. DISCUSSION

a. The effect of e-WOM Usefulness towards revisit intention.

E-WOM Usefulness covers concern for others, expressing positive feelings, and helping the company significantly influence revisit intention. Just like the reviews and recommendations on the internet from tourists can help in decision-making to visit Jatim Park 2. The relevance of information conveyed through e-WOM is more relevant to the needs and preferences of potential future tourists. In this case, Jatim Park 2 management also needs to collaborate on a good marketing strategy, an excellent online reputation, and developing services and facilities that can be seen through e-WOM on the internet because it significantly affects tourists' revisit intention.

b. The effect of social media towards revisit intention

Social media did not significantly influence revisit intention. According to Sharita (2022), there are other factors that influence tourists to revisit compared to just looking at or reading reviews on social media. Social media should be a platform for tourists to tell their experiences after visiting Jatim Park 2, but this research found that it did not significantly influence revisit intention.

c. The effect of e-WOM usefulness towards destination image

E-WOM's usefulness and influence on destination image is complex and can deeply create a perception of future tourist potential. Understanding how the information circulates on the internet can be important for Jatim Park 2 management to build their marketing strategy because what people say about the destination can influence their image and online reputation. In this research, the importance of e-WOM is highlighted in creating the destination image.

d. The effect of social media towards destination image

The influence of social media on destination image can be shown from seen through its ability to shape the cognitive, affective, and conative dimensions of the destination image. High-quality social media content can increase the audience's knowledge and enhance a positive destination image, thus stimulating interest in visiting the destination.

e. The effect of destination image towards revisit intention

A positive destination image increases a person's intention to visit again. If tourists have a positive experience and feel satisfied, they create a positive perception of the destination. The perception covers aspects such as the beautiful nature, cultural diversity, service quality, and overall impression of the tourist experience.

f. The effect of e-WOM usefulness and social media towards revisit intention through destination image

This research found that e-WOM (Electronic Word of Mouth) influences destination image and revisit intention; meanwhile, the direct effect of e-WOM on revisit intention is also significant and becomes partial mediation. Therefore, social media directly influences destination image but does not influence revisit intention. Nevertheless, if it is through destination image, social media can influence revisit intention that the destination image becomes a full mediation.

V. CONCLUSIONS

Based on the result of research on the role of e-WOM usefulness and social media towards revisiting intention through destination image at Jatim Park 2 Batu, the following conclusions are drawn:

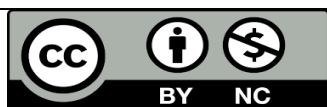
- a. E-WOM usefulness able to increase revisit intention in tourists visiting Jatim Park 2, Batu City

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- b. Social media do not significantly affect revisit intention in tourists visiting Jatim Park 2, Batu City
- c. E-WOM usefulness able to give a positive destination image in Jatim Park 2, Batu City.
- d. Social media able to give positive destination image in Jatim Park 2, Batu City.
- e. E-WOM usefulness has an influence on destination image and also influences revisit intention, so it becomes partial mediation. Meanwhile, social media influences destination image but doesn't directly influence revisit intention. So, it has to go through the destination image to become full mediation.

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