

The Effect of Electronic Word of Mouth, Destination Image and Travel Motivation on Visiting Intentions on Tanahred Beach Touri, Samboja

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ABSTRACT:The purpose of this study was to determine the effect of E-Wom, Destination Image, and Travel Motivation on visiting intentions. This study used 100 respondents from the city of Samarinda as a random sample and the analysis was carried out using a non-probability technique with a coincidence-based method with a multiple linear regression analysis equation model processed using Statistical Product and Service Solutions (SPSS) 21. The results of the study prove that The electronic word of mouth (E-Wom) variable has a positive and significant effect on the intention to visit the Tanah Merah Samboja beach tourism. The destination image variable has a positive and significant effect on visiting intentions. The variable of travel motivation has a positive and significant effect on the intention to visit the Tanah Merah beach tour of Samboja.

KEYWORDS: -E-wom, destination image, travel motivation, intention to visit

I. INTRODUCTION

At this time tourism has become a necessity for people from all walks of life not only for certain circles, therefore in handling it must be done seriously and involve related parties such as local governments, communities, and the tourism sector itself, in achieving the purpose of tourism development, it is necessary to do promotions so that tourist attractions and potentials are better known and can move potential tourists to visit. The tourism industry is now competing in creating more diverse tourism products related to the preservation of the object itself following the objectives of tourism development, namely to introduce regional culture, natural beauty, and diverse customs.

The province of East Kalimantan was appointed as the new capital city of Indonesia which was inaugurated in August 2019 published in the article (<https://www.mongabay.co.id/>, 2019), the capital city of Indonesia is located in North Penajam Paser Regency and partly in KutaiKartanegara Regency. Tourism in Kalimantan itself is very different in terms of flora, fauna, culture, and indigenous tribes such as the Dayak and Malay so that it can attract foreign tourists. At this time a more in-depth study is needed to increase tourism in East Kalimantan. Currently, the largest contribution of the tourism sector to tourist visits in Indonesia comes from Bali, which is 40%. Then, 30% from Jakarta, 20% from the Riau Islands, and 10% from other areas. East Kalimantan itself has not contributed much to the tourism sector, this is because tourist destinations in East Kalimantan have not been managed and promoted properly. According to Azril Azahari as chairman of the Indonesian Tourism Intellectuals Association (ICPI) said: "with the relocation of the capital city to East Kalimantan, it is believed that it will contribute to tourist visits by 30% to 40%" (<https://ekonomi.bisnis.com/>, 2019) Therefore, tourist destinations in East Kalimantan need to be managed and promoted properly and the need for adequate accessibility so that domestic tourists and state tigers are interested in visiting the nation's capital city.

KutaiKartanegara Regency has a lot of tourism potential, namely Samboja Lodge, Lamin Etam Ambors Tourism Park, Bangkirai Hill Nature Tourism, Black River Proboscis Monkey Tour, and marine tourism, and others. Not inferior to other areas that have become tourist destinations, Samboja has marine tourism that offers stunning views of Tanah Merah Beach with the uniqueness of the sea and the beauty of the area. Some ships lean on the edge of the beach making the scenery so enchanting for domestic and foreign tourists. KutaiKartanegara Regency has a very wide area and abundant natural resources, where some of the coastal areas have a stretch of sea coast that makes the surrounding community work as fishermen. The uniqueness found in the Samboja sub-district is that it has various types of diversity of local cultural traditions where the people of Kuala Samboja always uphold customs and always prioritize social characteristics to local natives and immigrants. Tanah Merah beach also provides several facilities, such as a prayer room, toilets, photo spots, and

a play area for children as well as a good view. At the beginning of 2018, the number of visitors to the Tanah Merah beach was 3,300 visitors (<https://korankaltim.com/>). In 2019 there was an increase in visitors to 7,700 visitors (<https://kaltim.prokal.co/>) and in early 2020 the number of visitors decreased to 5,000 visitors (<https://www.merdeka.com/>). The decline in the number of visitors was due to the Covid-19 outbreak that hit almost all countries, including Indonesia. From September 2020 until January 2021, Tanah Merah beach has not been opened to the public due to the increasing number of people exposed to the Covid-19 virus, so until February, Tanah Merah Beach is still closed by local managers to reduce the number of Covid-19.

Advances in increasingly sophisticated technology make it easier for people to access the internet, especially for the current generation who are open to technology and social media. Tanah Merah Beach already has social media such as Instagram, Facebook, and YouTube which have complete features using hashtags, captions, comments, and location searches that can make it easier for potential visitors to find out about these destinations and can attract potential tourists who have never visited to come.

Before the existence of social media, the media used was word of mouth communication or what was called (WOM) word of mouth. Someone who exchanges information, comments, and invites each other through word of mouth communication. The development of the era from time to time WOM communication has also changed, the more sophisticated and widespread use of the internet WOM has developed into eWOM (Electronic Word of Mouth). Viral marketing is a form of internet-based word-of-mouth marketing (e-mouth to mouth marketing or e-word of mouth marketing) (Hasan, 2010:42). eWOM is an online-based marketing communication through internet social media that has messages containing positive or negative statements made by potential consumers or former consumers (Gustiani, 2019). The push factor is one of the factors that can influence people to visit tourist attractions. Destination image, namely the image perceived by the visitor can influence him in acting (Hidayat, 2019:56). In addition, factors that can influence the community in visiting the right tourism are travel motivation. Travel motivation is a motive that encourages and moves tourists to travel to tourism destinations (Utama, 2015: 197). Intention to visit is the motivation or encouragement felt by tourists to decide to visit a tourist destination (Ramadhani and Kurniawati, 2019).

II. LITERATURE REVIEW

2.1 Electronic Word of Mouth

Digital marketing communication is all marketing communication techniques using digital media, then all digital materials that can be used as tools or media for marketing communication for tourist destinations are used. The material starts from digital TV, social media, website to advertising in search engines (Hidayah, 2019:209). Viral marketing is a form of internet-based word-of-mouth marketing (e-mouth to mouth marketing or e-word of mouth marketing) (Hasan, 2010:42). eWOM is an online-based marketing communication through internet social media that has messages containing positive or negative statements made by potential consumers or former consumers (Gustiani, 2019). The form of word-of-mouth marketing carried out through the internet by previous consumers is a form of e-wom. e-wom indicator by (Lin et al., 2013):e-wom quality, e-wom quantity, e-wom messaging skills.

2.2 Destination Image

Destination image, namely the image perceived by the visitor can influence him in acting (Hidayat, 2019:56). Destination image is defined as the perception of an individual or group of people as a whole about a destination or a calm tourist mental image of a destination (Edyono, 2019:93). Destination image is described as the entire perception or impression displayed by the tourist destination (Ramadhani, 2019). Based on some of the explanations above, the researcher defines the image of a destination as an impression and perception that is described by a person, either an individual or a group, of a destination. Destination image indicators by (Chi and Qu, 2008):environment, price, infrastructure, accessibility.

2.3 Travel Motivation

Travel motivation is knowing the desires and goals of tourists to travel (Sari, 2020: 72). Motivation is a tendency that arises due to a need that can encourage a person to take various types of actions to meet these needs (Li and Cai, 2012). Travel motivation indicators by (Siri et al., 2012):relaxation, relieve stress, there's a novelty.

2.4 Intention to Visit

Intention can be interpreted as a struggle to achieve a goal or distinguishable characteristics of a psychological process, which includes a reference or link to an object (Amalia et al., 2019). Intention or intention is a decision taken to act in a certain way, or an urge to take an action, whether consciously or not (Ghinaldho, 2021). Intention to visit is the motivation or encouragement felt by tourists to decide to visit a tourist destination (Ramadhani, 2019). Indicators of visiting intentions by (Zarrad and Debabi, 2015): planning to visit, searching for information.

III. METHOD

The research used in this research is quantitative. The population of this research is the people of the city of North Samarinda who have never visited but have seen the Tanah Merah beach post on social media. Sampling was done using a non-probability sampling technique, namely the incidental sampling method.

The number of samples used in this study is using the formula according to (Ferdinand, 2014). The sample used by the researcher was 100 people.

3.1 Instrument Testing Techniques

Tests performed on instrument testing:

A validity test is used to measure the validity or validity of a questionnaire. validity testing is by comparing the value of Correlated Item - Total Correlation with the calculation results of the r table. If $r_{count} > r_{table}$ and the value is positive, then the questions and statements in the questionnaire can be said to be valid (Ghozali, 2013);

A reliability test is to measure a questionnaire which is an indicator or constructs. to measure the reliability test can be done by using the statistical test Cronbach Alpha (α). If the Cronbach Alpha value > 0.60 then a constructor variable is said to be reliable (Ghozali, 2013); and

Test the coefficient of determination (R^2), to measure how far the model's ability to explain independent variables with values between 0 and 1.

3.2 Classical Testing Techniques

- 1) Normality Test to test whether in a regression model, the confounding or residual variables have a normal distribution. Normal if the significance value (Sig.) > 0.05 and vice versa
- 2) Multicollinearity test to test and find out whether there is a correlation between the independent variables (independent) in a regression model used.

The existence of multicollinearity between independent variables in the regression model if the Tolerance value < 0.10 or equal to the VIF value > 10 ; and

There is no multicollinearity between independent variables in the regression model if the Tolerance value > 0.10 or the same as the VIF value < 10

- 3) Heteroscedasticity test to test whether there is an inequality of variance from the residuals of one observation to another observation in a regression model

If the significance value (Sig.) > 0.05 then there is no symptom of heteroscedasticity; and

If the significance value (Sig.) < 0.05 , heteroscedasticity symptoms occur

3.3 Hypothesis Testing Techniques

Tests carried out on hypothesis testing:

- 1) F test to show whether the independent or independent variables in the research model have a joint influence on the dependent or dependent variable. If F count is greater than F table, then H_0 is rejected and accepts H_A and vice versa
- 2) T-test to find out how far the influence of one independent variable can explain the influence of the dependent variable individually. If the result t value $> t$ table, then the alternative hypothesis is accepted, which means that the independent variable individually affects the dependent variable.

3.4 Multiple Linear Regression Analysis Technique

Multiple linear regression is a regression that connects the dependent variable (Y) with more than one independent variable ($X_1, X_2, X_3, \dots, X_n$) but still shows a linear relationship diagram.

IV. RESULT AND DISCUSSION

4.1 Validity Test

Tabel 1. Validity Test Result

Indicator	R count
NB 1	0,940
NB 2	0,903
NB 3	0,937
Ewom 1	0,931
Ewom 2	0,929
Ewom 3	0,922
Ewom 4	0,921
Ewom 5	0,900
Ewom 6	0,917
Ewom 7	0,879
CD 1	0,928
CD 2	0,942
CD 3	0,928
CD 4	0,921
CD 5	0,851
MP 1	0,960
MP 2	0,963
MP 3	0,916

Based on the table above, the results of the measurement model test can be explained as follows:

- 1) The construct of visiting intention was measured using indicators NB1-NB3
All indicators of the construct of visiting intentions are valid because they have an r count > 0.195.
- 2) The electronic word of mouth construct is measured using the EWOM1-EWOM7 indicator.
All electronic word-of-mouth construct indicators is valid because they have r count > 0.195.
- 3) The destination image construct is measured using the CD1-CD5 indicator.
All destination image construct indicators are valid because they have r count > 0.195.
- 4) Travel motivation construct is measured using MP1-MP3 indicators.
All indicators of travel motivation construct are valid because they have r count > 0.195.

4.2 Reliability Test

Table 2. Reliability test results

Research variable	Cronbach Alpha	Cronbach's Alpha	Info.
Elektronik Word of Mouth	0,967	0,60	Reliable
Destination Image	0,951	0,60	Reliable
Travel Motivation	0,941	0,60	Reliable
Intention to Visit	0,917	0,60	Reliable

Based on the results of the calculation table above, shows that the Cronbach's Alpha value of each construct in this study is > 0.60. So it can be stated that the measuring instrument used in this study is reliable.

4.3 Coefficient of Determination Results

Table 3. Test result R-Square (R²)

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,935 ^a	,875	,871	1,14327

a. Predictors: (Constant), mt, et, ct

Based on the table above, the R Square value from this test is 0.875 or 87.5%. This means that the effect given by the combination of electronic word of mouth (e-wom) variables, destination image and travel motivation on visiting intentions is 87.5%, while 12.5% is influenced by other variables outside the study.

Tabel4. Test result normality, multicollinearity, and heteroscedasticity

Classic Assumption	The calculation results	Information
Normality test	Normality Test The significance value of Kolmogorov Smirnov is the Asymp value. Sig. (2-tailed) is 0.080 exceeding 0.05 Multiple linear regression model meets the assumption of normality	Multiple linear regression model satisfies the assumption of normality
Multicollinearity Test	Tolerance values for all variables have a value of > 0.10 e-wom with a tolerance value of 0.171, destination image with a tolerance value of 0.107, e-WOM with a tolerance value of 0.134, and VIF values on all variables < 10. e-WOM with a VIF value of 5.836, destination image with a VIF value of 9.374, a travel motivation VIF value of 7.468.	Multiple linear regression model satisfies the assumption of multicollinearity
Heteroscedasticity Test	sig value. (2-tailed) on each variable is greater than 0.05. e-WOM travel motivation is 0.944 > 0.05, destination image is 0.245 > 0.05 and travel motivation is 0.187 > 0.05	Multiple linear regression model fulfills the assumption of heteroscedasticity

Table 5. Test result F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	879,432	3	293,144	224,277	,000 ^b
Residual	125,478	96	1,307		
Total	1004,910	99			

a. Dependent Variable: nt

b. Predictors: (Constant), mt, et, ct

Based on table above, the significance value of F is 0.000 < = 0.05 with a 95% confidence level. Therefore, it can be stated that simultaneously electronic word of mouth (e-WOM) variables, destination image, travel motivation have a significant effect on the intention to visit Tanah Merah beach, thus H1 is accepted and H0 is rejected.

Table 6. T. test results
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,068	,431		,159	,874
	et	,215	,037	,501	5,755	,000
	ct	,174	,072	,269	2,436	,017
	mt	,187	,094	,196	1,984	,050

a. Dependent Variable: nt

Based on the table above, the results of the t-test of variable testing (X1 or X2) against Y are explained as follows:

4.4 Results of hypothesis testing X1 against Y

Testing the electronic word of mouth (e-WOM) variable based on the t-test, the results show that the t-count value is 5.755 and the t-table is 1.984, the significant value for the electronic word of mouth variable is 0.000, which means it is smaller than 0.05. This shows that Hypothesis 1 is accepted, meaning that there is a positive and significant influence between e-WOM on the intention to visit Tanah Merah Beach, Tanjung Harapan Samboja.

4.5 Hypothesis testing results X2 against Y

Destination image variable testing based on the t-test showed that the t-count value was 2.436, which means it was greater than the t-table of 1.984, the significant value for the destination image variable was 0.017, which means it was smaller than 0.05. This shows that Hypothesis 2 is accepted, meaning that there is a positive and significant influence between the image of the destination on the intention to visit Tanah Merah Beach, Tanjung Harapan, Samboja.

4.6 Hypothesis testing results x3 against Y

The test of the travel motivation variable based on the t-test results that the calculated T value is 1.984 with a T table of 1.984, a significant value for the travel motivation variable is 0.050 equal to 0.05. This shows that Hypothesis 3 is accepted, meaning that there is a positive and significant influence between travel motivation and intention to visit Tanah Merah Beach, Tanjung Harapan, Samboja.

Based on the results of multiple linear regression analysis, the following regression equation can be generated:

$$Y = + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$= 0.068 + 0.215 EWOM + 0.174CDS + 0.187MP$$

4.7 The influence of electronic word of mouth on visiting intentions

The results of the analysis show that electronic word of mouth has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja, this is the higher the e-wom, the higher the intention to visit prospective tourists visiting the Tanah Merah beach, Samboja. E-wom quality indicator with the most dominating question item is the e-wom variable, namely, there are social media comments on the Tanah Merah beach that can help determine the decision to visit

The results of the analysis show that the e-wom variable on the e-wom quality indicator in response to the object has been able to have a dominating influence on visiting intentions, comments made on Tanah Merah beach social media help potential tourists to make their decisions, comments contained in the comments column can be understood by tourists. The e-wom quantity indicator is good and able to influence the intention to visit where tourists feel the number of recommendations, posts, and hashtags is widely encountered on social media. The indicator of the skill of sending messages carried out by potential/previous visitors contained in the comments column of social media has expertise in conveying information which information can be adopted by potential tourists.

The higher the spread of word-of-mouth information through the internet network carried out by potential consumers, the higher the intention to visit. This result is in line with Viral marketing which is a form of internet-based word of mouth marketing (e-mouth to mouth marketing or e-word of mouth marketing). The results of this study also support previous research conducted by Winarta, 2017 which states that there is a significant positive effect between EWOM on the intention to visit Raja Ampat Papua, Indonesia.

4.8 Influence of destination image on visit intention

The results of the analysis show that the image of the destination has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja. This means that the higher the image of the destination, the higher the intention to visit the Tanah Merah beach of Samboja. Based on the four indicators of destination image variables, all of them have a good influence, namely, environmental indicators are good and can influence visiting intentions. The description of the environment around the beach that has the beauty of beach sand and a clean and safe place, is following the picture in the minds of tourists, while the price indicators are good and able to influence the intention to visit. The description of the selling price of affordable food that can be bought by tourists and affordable prices for carrying out activities in this place, is following the picture in

the minds of tourists, the infrastructure indicators are good and able to influence the intention to visit. The description of the infrastructure consisting of food stalls, toilets, gazebos, and places of worship is following the image in the minds of tourists. Accessibility indicators are good and able to influence visiting intentions. The description of accessibility, namely the road that tourists will take when they want to visit the Tanah Merah beach, is following tourists who have been following the image in the minds of tourists. All of these indicators are considered following the picture in the minds of tourists.

The better the image is given by an object in terms of facilities, accessibility, price, and the environment, it can lead to intention to visit. This result is in line with destination image as the perception of an individual or group of people as a whole about a destination or a calm tourist mental image of a destination. The results of this study also support previous research conducted by (Indriyani, and Novita, 2020) stating that the image of the destination shows a positive influence on a person's intention to visit Kenjeran Beach.

4.9 Effect of travel motivation on intention to visit

The results of the analysis show that travel motivation has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja. This means that the higher the motivation for the trip, the higher the intention to visit the Tanah Merah beach, Samboja. The highest indicator or that dominates the travel motivation variable is relaxation and stress relief.

The results of the analysis show that the travel motivation variable on the relaxation indicator has been able to provide a dominating influence on the intention to visit. This means that the Tanah Merah beach is considered capable of providing comfort to relax while enjoying tourism on this beach. The indicators of relieving stress give a high influence on the intention to visit which this beach can help tourists to escape from the hectic daily routine. There are indicators that novelty has a good influence on visiting intentions, where tourists will get new places, new friends, and new knowledge after visiting the Tanah Merah beach, Samboja.

This research is in line with travel motivation as a motive that encourages and moves tourists to travel to tourism destinations. The results of this study contradict the results (Anggraini and Lupita, 2021) which state that motivation does not have a significant influence on visit intention.

V. CONCLUSION

Based on the analysis and discussion in the previous section, the following conclusions can be drawn:
The results of the analysis show that electronic word of mouth has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja
The results of the analysis show that the image of the destination has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja
The results of the analysis show that travel motivation has a positive and significant influence on the intention to visit the Tanah Merah beach, Samboja.

VI. ACKNOWLEDGEMENTS

6.1 For managers

Related to electronic word of mouth variable. Tanah Merah beach needs to maintain and improve service quality and keep abreast of new trends so that tourists always want to visit the Tanah Merah beach object.

Regarding the image variable for the Tanah Merah beach destination, it still maintains a good image and always completes facilities that can meet the needs of tourists. Because if the image of the destination is good then tourists will always remember the tourist attraction and always want to visit

Regarding the motivation for traveling to the Red Tengah Beach, it is still the thing that motivates tourists to visit.

6.2 For writers

This research has not provided maximum results and it is hoped that further researchers can explore variables other than electronic word of mouth, destination image, and travel motivation so that they can add broader knowledge and insight. For further researchers, they can examine other tourist objects, with other variables such as visiting decisions, tourist attractions.

6.3 For the government

It is hoped that the government will cooperate with the Tourism Office to provide public transportation that specifically transports tourists to visit tourist objects in Samboja, especially Tanah Merah beach.

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