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The Influence of Electronic Word of Mouth on Instagram Towards Visiting Interest to Heha Ocean View

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Heha Ocean View is a tourist attraction in Gunungkidul, Special Region of Yogyakarta. Many visitors are willing to come for tours even though it is far from the city center. It provides various interesting photo spots with a sea background that can be called Instagramable. Therefore, Heha Ocean View has become a topic of conversation on various digital platforms. Especially on Instagram, resulting in community engagement in the form of Electronic Word of Mouth which spreads this tourist attraction. This study aims to analyze the influence of Electronic Word of Mouth on Instagram towards visiting interest to heha ocean view. This research uses explanatory quantitative research methods with data obtained from questionnaires distributed to 100 followers of the @HehaOceanView Instagram account, which is then analyzed using simple linear regression. The results of this study show the influence of Electronic Word of Mouth on Instagram towards visiting interest to Heha Ocean View with an influence size of 53%. Based on the results of the analysis, it can be concluded that in this digital era, there are many ways to achieve community engagement, one of which is through Electronic Word of Mouth through digital platforms such as Instagram. Like how Electronic Word of Mouth can make tourists interested in visiting Heha Ocean View. However, as active users of social media, we must always be critical of the information we obtain, especially if we look at how Electronic Word of Mouth shapes individual attitudes and behavior.

1. Introduction

In this modern era, almost all activities cannot be separated from increasingly developing technological sophistication, especially marketing activities. Marketers can formulate appropriate marketing strategies using digital platforms such as social media, especially for building brands and community engagement. One strategy that can be used is Electronic Word of Mouth (E-WOM), namely marketing that uses the internet to create a word-of-mouth effect in supporting the business and objectives of the marketing itself (Kotler & Keller, 2021). This strategy is used by the Heha Ocean View tourist attraction in Gunungkidul to attract tourists. By utilizing the digital platform, namely Instagram, Heha Ocean View can form a community engagement that can attract tourists through information about their tourist attractions on Instagram. As a marketing communication strategy, Instagram is a promising tool for supporting engagement (Thomas et al., 2020).

The existence of E-WOM on Instagram regarding the Heha Ocean View tourist attraction can be proven by the existence of 12.4 thousand Instagram posts using the hashtag #hehaoceanview. These 12.4 thousand posts certainly generated interactions in the form of likes and comments. Heha Ocean View also has an official Instagram account that has received a "blue tick" or has been verified by Instagram. The account called @hehaoceanview has 57 thousand followers. The large number of followers of the official Heha Ocean View Instagram account certainly has a relationship with E-WOM and someone's interest and decision to visit. Mobile devices increase the number of E-WOMs

because they allow people to access the internet anytime and anywhere. The large amount of E-WOM information on the internet will make it easier for consumers to search for the information they need. E-WOM information can also be disseminated in a short period (King et al., 2014). However, it is not only positive reviews that can spread quickly; negative comments can also spread rapidly to consumers, so E-WOM can also damage the company's image (Ferguson & Johnston, 2011).

E-WOM generally contains persuasive messages that can attract the interest of readers. Some individuals use critical thinking to process messages to receive persuasive messages, and others use less critical thinking. The communication theory that discusses how people process persuasive messages is the Elaboration Likelihood Model or ELM (Littlejohn et al., 2017). The information processed by the central pathway is often determined by how much the audience receives the information, reasonable reasons, and evidence supporting the conclusion (Dainton & Zelle, 2022). Still, it is insufficient if the audience does not take the information. Suppose they have no personal interest in this information. Audiences often find the issue relevant to processing the message in the central pathway (Littlejohn et al., 2017). The more the audience absorbs information, the more they are influenced by that information compared to the character of the communicator (Griffin, 2012). Even if the information is processed centrally by the audience, more is needed to guarantee that it will positively impact their opinions. This can affect the audience differently if the communicator's argument needs to be stronger. However, this can also cause the audience to develop a sense of indifference towards the communicator's message (Anggraeni & Amali, 2023), which is why the audience's desire to understand the message is insufficient. For the audience to understand the information completely, the audience must first be in a position to understand the message completely (Dainton & Zelle, 2022). Apart from the central route, there is another route called the peripheral route, where audiences process information more simply and tend to assess the information quickly (Littlejohn et al., 2017).

The peripheral route is often used when the audience considers the communicator credible, liked by the public, and someone who is regarded as an expert; if the communicator meets the criteria, then the message will only have a persuasive impact on the audience (Griffin, 2012). Peripheral communication may exhibit the following symptoms: (1) authority, where the communicator, to persuade the audience to accept the ideas or actions they represent, the communicator uses his or her sense of power; (2) commitment, where the communicator directs attention to the audience's devotion to a particular product, social cause, organization, and political party; (3) contrast, where the contrast effect requires the communicator to create an unequal comparison; (4) liking, where the communicator uses the audience's favorite public figure to convey an idea in the hope that the audience will find the idea interesting if they like the public figure; (5) reciprocity, where the communicator directs attention to the relationship of give and take in an effort to convince the audience; scarcity, when the communicator acknowledges the audience's concern about missing something; and (6) social proof, which refers to the way a message spreads and has the ability to persuade listeners persuasively due to the idea that "everyone is doing it" (Dainton & Zelle, 2022).

The impact of E-WOM on the tourism industry is increasingly acknowledged as a pivotal factor influencing tourists' interest in visiting specific destinations. E-WOM, the dissemination of opinions, recommendations, and experiences through online platforms, plays a significant role in shaping perceptions and decisions within the tourism sector (Choirisa et al., 2021). Unlike tangible products, the evaluation of tourism services largely relies on subjective assessments, making E-WOM particularly influential in guiding potential visitors' choices. Interest in visiting a destination can be understood as a positive disposition, compelling individuals to contemplate and plan a trip (Ulya et al., 2023). In exploring the concept of visit interest, researchers have identified four dimensions that contribute to overall interest: transactional interest, preferential interest, referential interest, and exploratory interest (Ferdinand, 2014). These dimensions encompass various aspects of individuals' inclinations towards a destination, ranging from practical considerations like cost and convenience to more subjective factors such as personal preferences and curiosity. Understanding how E-WOM interacts with these dimensions is crucial in deciphering its impact on tourists' intent to visit specific locations. For instance, positive reviews and recommendations shared online may enhance transactional interest by affirming the value and quality of the tourism experience while also fostering exploratory interest by sparking curiosity about unexplored aspects of the destination.

Thus, investigating the relationship between E-WOM and interest in visiting Heha Ocean View becomes paramount for tourism researchers. Scholars can glean insights into how digital communication shapes tourists' perceptions and behaviors by examining how online discourse influences different dimensions of interest. This understanding not only contributes to theoretical advancements in consumer behavior and marketing but also holds practical implications for destination management and online reputation management strategies in the increasingly digitalized landscape of the tourism industry.

2. Method

This research is an explanatory type of research with quantitative methods. Explanatory research explains the position between the variables studied and the relationship between one variable and another through testing hypotheses that have been formulated (Kriyantono, 2009). The quantitative research method is where the researcher does not emphasize the depth of the data; the most important thing is to be able to record as much data as possible from a vast population (Bungin, 2005). Based on the description above, the researcher decided to use a quantitative explanatory research method because this research method is research to be carried out by the researcher. This research aims to determine the influence of E-WOM on Instagram on interest in visiting the Heha Ocean View tourist attraction and how much influence the E-WOM on Instagram has on interest in visiting the Heha Ocean View tourist attraction in Gunungkidul.

Researchers have identified specific characteristics of a population that must be investigated and conclusions drawn (Sugiyono, 2018). More than 57,000 Instagram users who follow the @hehaoceanview account are used as the population for this research, and sampling from a population must be truly representative. The sample is part of the population's number and characteristics. Hence, the researcher used the Slovin formula with a margin of error of 10%, which was applied to calculate the population used in this research. Based on calculations, researchers have collected answers from 100 followers to collect research samples. Next, the existing data will be processed using SPSS version 23 by carrying out several tests as data analysis techniques, including a simple linear regression test, t-test, and coefficient of determination.

3. Result and Discussion

3.1. Presenting the Results

Table 1. Simple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	14.004	3.135		4.467	0.000
E-WOM influence on instagram	0.899	0.086	0.728	10.508	0.000

Simple Linear Regression is used to determine whether there is a possible difference in the visiting interest variable if E-WOM on Instagram changes. Based on the results of Simple Linear Regression, $Y=14.004+0.899$ is obtained, where the consistency value of the visiting interest variable is 14.004, and the regression coefficient for the E-WOM variable on Instagram is 0.899.

This means that every additional E-WOM value on Instagram will influence the visiting interest variable by 0.899, and the direction of the influence of E-WOM on Instagram on visiting interest is positive.

Table 2. T-test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.004	3.135		4.467	0.000
E-WOM influence on instagram	0.899	0.086	0.728	10.508	0.000

The t-test is used to test the hypothesis; based on the results above, a significance value of 0.000 is obtained, which is smaller than 0.05, and the t-test value is 10.508, which is greater than the t-table, namely 2.626. In other words, the hypothesis that E-WOM on Instagram influences interest in visiting the Heha Ocean View tourist attraction is accepted. The explanation concluded that the E-WOM variable on Instagram contributed to the visiting interest variable.

Table 3. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.728 ^a	0.530	0.525	3.415

The coefficient of determination determines how much influence the E-WOM variable on Instagram has on the visiting interest variable in percentage form. Based on these results, an R Square value of 0.530 was obtained, which means that E-WOM on Instagram can influence interest in visiting the Heha Ocean View tourist attraction by 53%, while the other 47% is not found in the R Square of this research.

3.2. Create a Discussion

The research results above show that the variable influence of E-WOM on Instagram contributes positively to interest in visiting the Heha Ocean View tourist attraction. So, the higher the influence value of E-WOM on Instagram, the interest in visiting the Heha Ocean View tourist attraction will also be higher; in other words, the presence of E-WOM on Instagram as a strategy in marketing communication activity will increase interest and maintain or shape the image of the object—Heha Ocean View tourism (Shimp, 2003), which ultimately can influence consumers' purchasing decisions. The use of Instagram social media as a communication medium is excellent in influencing decisions, where there is a message that the public can receive through this digital platform. A product can be considered perfect if a visual can attract consumers' attention. If the product or service is attractive, consumers will purchase without thinking twice. To persuade someone by using various kinds of signals to reach a purchasing decision requires credibility of a service that can convince buyers, and for products, a unique dimension is added to the products to differentiate them from other products (Moser, 2008).

The Elaboration Likelihood Model (ELM) is a persuasive theory that tries to predict when and how someone will be compelling or not when they receive a message. ELM begins with the reasons and evidence behind the conclusion that humans sometimes test messages in challenging ways, using critical thinking, and sometimes do so in more straightforward, less critical ways. There are two routes in ELM when someone processes information: the central and peripheral routes (Littlejohn et al., 2017). These two routes differ if someone with a low effort to process a marketing communication message uses the peripheral route, where factors outside the message content or non-argumentation are more influential for the person concerned in determining action. Suppose a person indeed processes the persuasive messages. In that case, he receives by not solely focusing on the content of the message he receives but paying more attention to the attractiveness of the messenger, product visuals, or other peripheral aspects. He is seen as using the peripheral route. When individuals process information through a central route, they carefully think critically and respond to

arguments. If the personal changes, it leads to relatively lasting changes, which may influence how they behave (Hoyer et al., 2016).

The amount of critical thinking applied to an argument depends on motivation and individual ability. In ELM theory, this condition occurs when consumers process communication messages via peripheral channels. Information processing on the peripheral route does not involve critical thinking; individuals must look more closely at the arguments' strengths and make quick judgments based on simple cues. Factors such as the communicator's interest and credibility, consensus among those hearing the message, and the mood at the time are all possibilities to consider when choosing a peripheral route (Hoyer et al., 2016). When the audience does not have the motivation and ability to process information, the communicator can consider a quick way to change the attitude of persuasion through the peripheral route, even though the resulting change in attitude does not last long.

Peripherals are often applied by people who use peripheral routes because they have low effort to process marketing messages. This peripheral route can influence them not through the content of the message but outside the content, such as by displaying attractive product visuals in advertisements, which can be an example. Peripheral clues for the audience, namely messages or visual support, trusted sources, or any objects that can have a positive impact. So, it can be concluded that this research using the peripheral route gave results, namely that there was a decision of interest in visiting the Heha Ocean View tourist attraction after seeing Instagram posts @hehaoceanview and reviews from other Instagram users, which had a good impact on the Heha Ocean View tourist attraction. The messages displayed on Instagram social media then form E-WOM with reviews and responses that generate interaction on Instagram. E-WOM is a marketing strategy that uses the internet to create a word-of-mouth effect to support marketing efforts and goals (Kotler & Keller, 2021).

Various studies have shown that E-WOM can influence purchasing interest (Nasar, 2022; Then & Felisa, 2021). E-WOM will be the right choice for promotions in a company's business processes because of its facilities, such as through websites, forums, messengers, and social media. This causes electronic media to become one of the promotion places. E-WOM can influence consumer behavior, including consumer buying interest or purchase intention toward products. Purchase interest arises when internet users read positive and enjoyable comments (Aynie et al., 2021).

E-WOM is a negative or positive statement made by actual, potential, or previous consumers regarding a product or company where this information is available to people or institutions through internet media (Hennig-Thurau et al., 2004). E-WOM is a continuation or extension of traditional human communication into a new generation in cyberspace. E-WOM implementation occurs on social networking sites; apart from that, it can be found on other sites, such as blogs and sites that provide discussion forums. Consumers can exchange information about food products they have tried on social media and internet sites (Aynie et al., 2021).

E-WOM on Instagram as a marketing strategy has succeeded in becoming a reliable source for tourist attraction, which can convince the communicant or audience and ultimately believe the message that has been conveyed. In general, a consumer will be easily influenced after seeing a convincing explanation, and this is proven by looking at the purchasing decisions of @hehaoceanview followers who have visited the Heha Ocean View tourist attraction. The Instagram account @hehaoceanvi. It can provide good communication by promoting products in its content, allowing audiences to be interested in the advertisements in each piece of content. Utilizing this communication opportunity can become an attraction for someone. E-WOM will generate interest in visiting the Instagram account followers @hehaoceanview after seeing or being involved in the E-WOM that occurs in the comment column on each account post. This will change the audience's perception after seeing posts and reviews from other Instagram users. Apart from that, this will also positively impact the attraction of new customers.

This proves that E-WOM on Instagram is very influential in convincing consumers to succeed in producing results that cause interest in visiting the Heha Ocean View tourist attraction. Using E-WOM as a marketing strategy takes work; it must include dimensions such as intensity, valence of opinion, and content to attract consumer interest. In this research, E-WOM on Instagram positively or positively impacted attracting interest in visiting the Heha Ocean View tourist attraction. E-WOM on the @hehaoceanview Instagram account can make people believe or believe in the information or messages conveyed through interactions or reviews provided by other Instagram users, thus creating interest or decisions to visit the Heha Ocean View tourist attraction. This is based on the assumptions

of ELM theory in the type of message where the peripheral route causes behavior to occur in the decision of interest in visiting, and the audience can evaluate the existing message communication well.

The results of hypothesis testing using the t-test show a significant influence between E-WOM on Instagram and interest in visiting the Heha Ocean View tourist attraction. This can be seen from the results of the determination test that E-WOM on Instagram has a 53% influence on visiting interest. In comparison, other factors can affect the other 47%. The existence of previous research with similarities strengthens the results of this research, with the title E-WOM marketing strategy in e-commerce in facing the digital era 4.0 in Indonesia. This research shows that E-WOM influences someone in choosing or deciding about a product online because the information obtained is very relevant in making someone make their choice (Putro et al., 2023).

4. Conclusion

Based on these results and explanations, this research concludes that the E-WOM influences interest in visiting the Heha Ocean View tourist attraction. These results are supported by the t-test where the significance value is $0.000 < 0.05$, and the t-test value is 10.508, more significant than the t-table 2.626. In other words, the hypothesis that E-WOM on Instagram influences interest in visiting the Heha Ocean View tourist attraction is accepted.

The magnitude of the influence of the E-WOM variable on Instagram on the interest variable in visiting the Heha Ocean View tourist attraction is 53%. In comparison, the other 47% cannot be determined in this research. Therefore, researchers suggest further research to determine different factors influencing the variable interest in visiting, such as brand image, ambassadorship, or endorsement. Researchers also advise Heha Ocean View to maximize its promotion through social media marketing, influencers, or brand ambassadors with a large fan base in Indonesia.

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