

## The Influence of E-WOM, Destination Image and Social Media Marketing on Tourist Loyalty in Heritage Village, Malang City

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### **Abstract**

*In terms of history, there are special areas in Indonesia that are already famous for historical stories, in the eyes of foreign and domestic tourists, one of which is Malang City. Therefore, the researchers took one of the destinations located in the city of Malang, namely Kampung Heritage. The purpose of this study is to find out whether there is a direct influence of E-WOM, Destination Image, and Social Media Marketing on Tourist Loyalty. The population in this study is tourists who have visited Heritage Village with at least 4 visits, with a total of 130 respondents. . The analysis technique used in this research is using Validity Test, Reliability Test, Descriptive Statistical Analysis, Classical Assumption Test, Path Analysis, Multiple Linear Regression Analysis, and Hypothesis Testing. Based on the results of the analysis and discussion, it is known that Destination Image has no significant effect on Tourist Loyalty. Furthermore, E-WOM and Social Media Marketing, have a significant effect on Tourist Loyalty.*

**Keywords :** *E-WOM, Destination Image, Social Media Marketing, and Tourist Loyalty*

### **Introduction**

Indonesia is a country that can be said to be a paradise for foreign tourists and domestic tourists. This is because Indonesia has a wide selection of tourist destinations, ranging from artificial to natural destinations in the form of forests, oceans, and mountains. All of that will not make tourists feel bored, because each destination will definitely have a uniqueness that is not the same as one another. This is enough to make the Indonesian government happy, because tourist destinations throughout the region are able to provide a large enough economic impact. This is the reason why the government through the Ministry of Tourism often carries out promotions to various countries in order to be able to attract foreign tourists to visit, while in its own country, the Ministry of Tourism provides support for people whose regions have uniqueness and have the potential as tourist destinations to make this happen. All of this is evidenced by the increasing level of foreign and domestic tourist visits and can be seen from the following table:

**Table 1**  
**Foreign and Domestic Tourist Visits Rates 2015 – 2019**

Source: Taken from BPS Malang, 2021

Month	Number of International and Domestic Tourists in Malang City (Persons)									
	2019		2018		2017		2016		2015	
January	481.014	1.204	449.551	1098	311.371	862	267.696	763	282.715	725
February	393.514	962	367.758	859	292.508	818	246.255	764	185.504	718
March	353.076	604	329.974	591	305.669	856	248.123	754	202.342	524
April	323.707	476	302.535	464	316.402	885	257.305	727	194.389	498
May	298.398	666	278.870	639	324.308	915	243.187	688	203.710	481
June	428.816	1.258	355.753	1.137	407.008	946	320.867	693	247.410	654
July	617.108	1.847	575.858	1.346	369.655	878	385.763	759	271.825	706
August	478.658	1.796	451.675	1.745	376.665	954	353.288	704	235.388	650
September	379.145	2.299	360.055	2.176	478.700	1.066	379.339	807	231.498	681
October	372.445	1.882	352.337	1.772	524.031	1.153	383.522	881	253.906	674
November	435.283	1.648	411.428	1.566	566.657	1.245	406.619	950	310.383	769
December	609.359	1.680	573.865	1.628	63.055	1.392	495.110	1.045	757.652	1.674
TOTAL	5.170.523	16.286	4.089.386	15.021	4.335.975	11.970	3.987.074	9.535	3.376.722	8.754

Moreover, the current digital era is very closely related to tourism, automatically tourists will definitely use the internet to find information about the destinations they want. All people from young to adults, in their daily life the majority use the internet as a media to help in doing and connecting various activities ranging from finding information about jobs, news, to travel trips accurately, because it is effective and efficient, making the internet easy to find places in all places. these circles. With the internet, a person can take advantage of communication through websites, email, or social media such as Twitter, Myspace, Instagram, or Facebook, not only to find information, but someone can share their activities on their social media. In the end, by utilizing the internet, all information or news that used to be conveyed by word of mouth (WOM) now with the internet the term has changed to e-WOM or electronic word of mouth. The rapid spread of information or activities carried out by someone is caused by quite a lot of internet users, all of which is supported by a statement from the Association of Indonesian Internet Service Providers (APJII) which states that Internet users in Indonesia in November 2020 reached 196.7 million, with West Java at the top, then Central Java and East Java are in third place.

Destination image research conducted by (Sutikno et al., 2021) found results where the destination is very influential in determining whether or not to visit a tourist destination.. Currently, the development of tourism is greatly helped by the existence of social media, the number of tourists visiting destinations in Indonesia, and then sharing their activities on their

social media makes people who are friends with them see and in the end, also have the desire to visit them. One of the areas most frequently visited by tourists is the province of East Java, this is reflected in the high level of social media users in this province. The number of destinations and the high use of social media make destinations in East Java visited by many foreign tourists and domestic tourists. The city most frequently visited by tourists is Malang City, which makes it easy for tourists to recognize this city as historical places that can still be found here. The image of the city of Malang is automatically formed, because the historical buildings that are there are usually often used as attractions by tour guides, thus making the city of Malang famous. In addition, the shape of the building can still be seen by the tourists, so they don't feel cheated by the story given. Tourists who usually visit Malang will be directly directed to one of the tourist villages that is full of history, namely, Kampung Heritage which is located in an area full of the history of the formation of the city of Malang.

## Literature Review

### 1. E-WOM

Electronic Word Of Mouth or E-WOM is the first independent variable studied. With the large influence of the digital world, business owners will easily make consumers understand the products they sell *because social media makes it easier for business owners to interact with consumers and also to make promotions easier. With the influence of the digital world, a new designation emerged, namely Electronic Word Of Mouth. According to (Goyette et al., 2010) dividing E-WOM into three dimensions, namely, Intensity, Valence of Opinion, and Content.*

### 2. Destination Image

*Destination Image is the second independent variable studied. According to (Coban 2012) in his research said that the image of the destination is formed from the results of a rational assessment or cognitive image (cognitive image) and emotional assessment or affective image (affective image) of the destination itself. According to (Coban, 2012) Cognitive image is a belief and information that a person has about a destination. According to (Coban 2012) there are 6 dimensions in cognitive image, namely tourist attractions (touristy traditions), basic facilities (basic facilities), cultural attractions (cultural attractions), accessibility and tourism substructures (touristy substructures and access), natural environment (natural environment). ), and economic factors (variety and economical factors). Meanwhile, according to (Artuğer et al., 2013) effective image is a picture of a person's emotions or feelings, namely tourists, about a destination. In his research (Artuğer et al., 2013) divides the dimensions of affective image into three, namely a lively city, an exciting city, and a pleasant city.*

### 3. Social Media Marketing

Social Media Marketing is the third independent variable studied. In this era, we often encounter the use of digital media in various activities, according to (Rangkuti, 2013) Social media is a combination of information technology media via the internet, with inter-individual relationship activities so as to create new values that can improve

communication relationships between groups and individuals. socially with a wide scope.

#### 4. Tourist Loyalty

Loyalty is an attitude shown by customers to always use a product from a company in the long term, and participate in recommending products used to others (Camelis et al., 2017). In the world of tourism, loyal tourists mean that the needs they dream of and what they need can be found in the destination, giving rise to a feeling of satisfaction and finally they regularly visit the destination. Meanwhile, according to (Maharsi and Fenny 2006) defines that loyalty is the desire of consumers to reuse a product or service company that they have used before repeatedly. In this case, loyalty is closely related to one's satisfaction, satisfied tourists will loyally, without any encouragement from others, will continue to visit the destination.

#### 5. Research Conceptual Framework

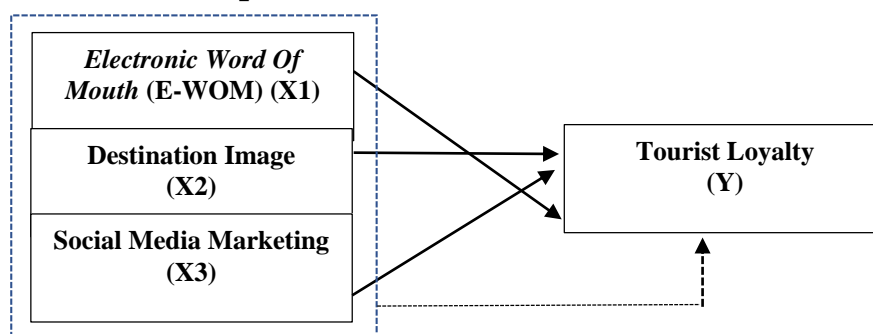


Figure 1: Research Conceptual Framework

#### Method

This research is explanatory research, (Singarimbun & Efendi, 1989) (Singarimbun, 2006) argues, explanatory research is aimed at explaining the causal relationship between research variables through hypothesis testing. The hypothesis that has been formulated will be tested to determine the relationship and influence between the variables to be studied. The variables to be investigated in this study are E-WOM, Destination Image, Social Media Marketing, and Tourist Loyalty. The approach used in this research is a quantitative approach. The population in this study are all tourists who have visited Heritage Village, with at least 4 visits, as for the research sample due to the unknown population, the researcher uses the opinion (Hair, Jr, 2015) to recommend a minimum sample size of 5 up to 10 times the number of statement items contained in the questionnaire. The number of statement items in this study is 26, using a minimum size, the sample of this study is  $5 \times 26 = 130$ . The data analysis technique uses Descriptive Statistical Analysis, Path Analysis, Classical Assumption Test and Hypothesis Testing. The variables and indicators of this research can be presented in the following table:

**Table 2**  
**Research Instruments**

Electronic Word Of Mouth (E-WOM) X1		
No	Indicator	Statement
1.	Intensity	How often do you use the internet to access information about Kampung Heritage.
		I use social media almost every day.
		Before visiting a destination, I always see reviews on social media about interesting destinations to visit.
2.	Valance of Opinion	When visiting Heritage Village, I will give a positive review, on my social media.
		I got a recommendation from my social media friend, to visit Kampung Heritage.
3.	Content	I got complete information on Kampung Heritage through social media.
		The information provided on social media is in accordance with reality.
		Entrance ticket prices have been listed on the social media owned by Kampung Heritage.
Destination Image X2		
1.	Cognitive Image	Several historical buildings are one of the unique features of Kampung Heritage.
		When walking around here we can find public facilities in the form of seats, which are scattered throughout the village.
		Kampung Heritage often conducts events related to history.
		The location is easy to find and supported by a strong history, making tourists often visit here.
		The number of trees makes tourists feel comfortable and not feel hot when visiting Heritage Village.
		With the establishment as a tourist destination, the economy of Kampung Heritage residents has increased.
2.	Affective Image	Historical factors make Heritage Village a suitable nostalgic place when visiting Malang City.
		There is still a lot of unpublished history, making tourists curious and finally visiting here.
		I feel happy to know history that I can not find in history books.

Social Media Marketing X3		
1.	<i>Content Creation</i>	The Heritage Village provides interesting information.
2.	<i>Content Sharing</i>	Always right in sharing information with tourists, through their social media
3.	<i>Connecting</i>	The social media owned by Kampung Heritage has many followers.
4.	<i>Community Building</i>	With so many hash tags about Kampung Heritage, it indicates that the social media owned is running well.
Tourist Loyalty (Y)		
1.	<i>Intention to revisit the destination</i>	I will periodically visit Heritage Village.
2.	<i>Say positive things about the destination and recommendations to others</i>	I found a lot of interesting things that can not be found in other destinations.

Source: Data processed by researchers (2021)

## Results and Discussion

### Results

Model Equation  $\rightarrow Y = \text{PY X1} + \text{PY X2} + \text{PY X3} + e$

**Table 3**  
**Multiple Linear Regression Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
(Constant)		-2,725	1,061		-2,569	0,011
E-WOM	X1	0,097	0,028	0,253	3,455	0,001
Destination Image	X2	0,059	0,039	0,155	1,517	0,132
Social Media Marketing	X3	0,142	0,065	0,203	2,198	0,030
Dependent Variable	Tourist Loyalty (Y)					
R	0,687					
R <sup>2</sup>	0,473					
R <sup>2</sup> Adjusted	0,456					
F <sub>hitung</sub>	27,999					
Line Equation	Y: a + Py X1 + Py X2 + Py X3 + e					
Result	Y: - 2,725 + 0,097 X1 + 0,059 X2 + 0,142 X3 + e					

Source: Data processed by researchers (2021)

In Table 3 it can be seen that the regression model where the significant, a value of - 2.725 means that if there is no ewom, destination image and social media marketing then tourist loyalty will decrease by 2.725. Value of the E-WOM variable (X1) = 0,097 with a

significance level of 0.001, Destination Image (X2) = 0,059 with a significance level of 0.132, Social Media Marketing (X3) = 0.142 with significance level of 0.030. This gives the conclusion that E-WOM (X1) and Social Media Marketing (X3) have a significant effect on Tourist Loyalty (Y), then Destination Image (X2) has a probability sig value of 0.132 which is greater than 0.05, meaning Destination Image (X2) has no effect on the variable of Tourist Loyalty (Y). The value of R<sup>2</sup> or R Square contained in the Model Summary table is 0.473, this shows that the contribution or contribution of the influence of X1 and X3 to Y is 47.3%, while the remaining 52.7% is a contribution from other variables. which were not included in this study.

## Discussion

### 1. The Effect of E-WOM on Tourist Loyalty

From testing using the SPSS program, the results of the second regression model (I) are known to have an effect between E-WOM on Tourist Loyalty, the result is that the X1 variable (E-WOM) obtained a t-count value = 3.455 with a significance level of 0.001, meaning that by using alpha (significant limit) 5% (0.05), it can be interpreted that the hypothesis which says that there is an alleged influence between E-WOM, Destination Image and Social Media Marketing on Tourist Loyalty in Heritage Village Malang City is acceptable. This research is in line with research conducted by (Putra, 2017)(Syarif Hidayatullah, Setiyorini, Irary Windhyastiti, 2020) (Wibowo et al., 2021), where the results of his research say that E-WOM is a factor that greatly affects one's loyalty.

### 2. The Effect of Destination Image on Tourist Loyalty

From testing using the SPSS program the results of the second regression model (I) know the effect of Destination Image on Tourist Loyalty, the result is that the X2 variable (Destination Image) obtained t value = 1.517 with a significance level of 0.132, meaning that by using alpha (significant limit) 5% (0.05) can be interpreted that the hypothesis that it is suspected that there is a direct influence between E-WOM, Destination Image and Social Media Marketing on Tourist Loyalty in Heritage Village Malang City is rejected. This is because the management of Kampung Heritage is still not strong enough to form the image they want, in this case they want to raise history as a topic that is expected to attract tourists to visit. There are several things that make the image they want is still not fully formed, one of the underlying things is the lack of interest of the villagers to help the image form. Many of the residents think that other jobs are far more productive than helping the success of the formation of the Heritage Village, for example, when tourists visit there are several houses that can still be entered and explained by the homeowner, there are also some houses that are locked because the homeowner is not there or the owner of the house does not allow tourists to enter. It is these little things that make the expected image difficult to form, so that the first impression of tourists decreases and it makes tourists hesitate to visit Heritage Village again. This study is not in line with research conducted by (Artuğer et al., 2013)(Hidayatullah et al., 2020)(Putra, 2017) that the image of the destination affects the behavior of tourists in the form of intentions to revisit and recommend others or revisit.



### 3. The Effect of Social Media Marketing on Tourist Loyalty

From testing using the SPSS program the results of the second regression model (I) know the effect of Social Media Marketing on Tourist Loyalty, the result is that the X3 (Social Media Marketing) variable obtained t value = 2.198 with a significance level of 0.030, meaning that by using alpha (significant limit) 5% (0.05) can be interpreted that the hypothesis that it is suspected that there is a direct influence between E-WOM, Destination Image, and Social Media Marketing on Tourist Loyalty in Heritage Village Malang City can be accepted. This is in line with research from (Kurnia & Rachmawati, 2020) (Alvianna, 2021) (Anibal MJ N'dami et al., 2021) which says that social media greatly affects the marketing system which leads to an increase in the number of user loyalty.

### Conclusion

This study has three variables, E-WOM, Destination Image and Social Media Marketing, of the three variables only two variables have an effect on Tourist Loyalty, namely E-WOM and Social Media Marketing, while Destination Image has no effect on Visiting Satisfaction.

Based on the description above, it can be concluded that E-WOM and Social Media Marketing have a strong enough influence to make tourists loyal, to continue visiting Heritage Village, while Destination Image is not strong enough to influence tourist loyalty when visiting Heritage Village. Because when tourists visit Heritage Village they do not see the Destination Image that is there, tourists pay more attention to E-WOM and Social Media Marketing owned by the Heritage Village, so these two variables greatly affect the loyalty of tourists when they choose Heritage Village as a destination destination. they visit.

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