

The Effect Of Electronic Word Of Mouth (E WOM) And Celebrity Endorser On The Decision To Visit Labuan Bajo

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Abstract

This study aims to determine the effect of electronic word of mouth, dan celebrity endorser on the decision to visit Labuan Bajo, 3) electronic word of mouth and celebrity endorser on the decision to visit Labuan Bajo, and 4) analyzed which of the electronic word of mouth and celebrity endorser variables had the dominant effect on the decision to visit Labuan Bajo. This type of research is quantitative. The population of this research is domestic tourists who have visited Labuan Bajo, with a sample of 70 respondents. The sampling technique used is purposive sampling technique with data collection method using a questionnaire. Some of the respondents' criteria determined are domestic tourists who have traveled to Labuan Bajo, tourists who actively use social media, and tourists who are followers of any social media or follow content from at least one of the six influencers who participated in #KembaliBerwisata campaign in Labuan Bajo. The questionnaire was made in the form of a google form to respondents and distributed online using various social media platforms. The data was calculated using validity test, reliability test, classical assumption test, and hypothesis testing. Analysis of the data used is multiple linear regression analysis. The results showed that: 1) electronic word of mouth had a significant effect on the decision to visit Labuan Bajo, 2) celebrity endorser had no significant effect on the decision to visit Labuan Bajo, 3) electronic word of mouth and celebrity endorser simultaneously effect on the decision to visit Labuan Bajo, and 4) electronic word of mouth is the variable that has the most dominant effect on the decision to visit Labuan Bajo.

Keywords : *electronic word of mouth, celebrity endorser, visit decision.*

Introduction

Labuan Bajo is a tourist destination located in West Manggarai Regency, East Nusa Tenggara. The main attraction of Labuan.Bajo is the Komodo National Park. Tourism in Labuan Bajo began to develop precisely after the Sail Komodo was held in 2013. Most tourists who come to West Manggarai Regency enjoy a variety of tourist attractions in Labuan Bajo with a total visit to Komodo National Park as much as 64% (Rosmiati et al., 2018). The popularity of Labuan Bajo is the result of the dissemination of information through word of mouth or through social media or known as electronic word of mouth (EWOM). Through the development of internet technology and social media, tourists are able to find all the information needed as a basis for making decisions to visit a tourist destination. EWOM is a form of social communication using the internet where users give

and receive information related to products/services online (GOLDSMITH, 2018). (Rukmiyati & Suastini, 2016) explained that uploaded photos or videos can represent the attractiveness of a tourist destination, as well as displaying facts about the state of a tourist destination. This statement is in line with the opinion of (Sandrio et al., 2020) that through EWOM, consumers can get information related to products or services through people known as well as people in other geographic areas who have experience with certain products or services.

Apart from EWOM, support from celebrity endorsers as messengers or information is very much needed. (Morgan & Pritchard, 2014) cited in (Alvianna et al., 2020) describe that famous figures are actors/artists, athletes or sportsmen, fashion models, and others. The use of celebrity endorsers in the world of tourism is nothing new. In 2016, Ministry Tourism and Creative Economy chose atris Pevita Pearce as celebrity endorser to promote Pesona Indonesia tourism for domestic tourists.

Information dissemination on social media through EWOM is very easy to access through various social media platforms in the form of photos, videos, reviews, etc. 88% of tourists visiting Labuan Bajo receive information from social media such as Instagram, Facebook, and so on.

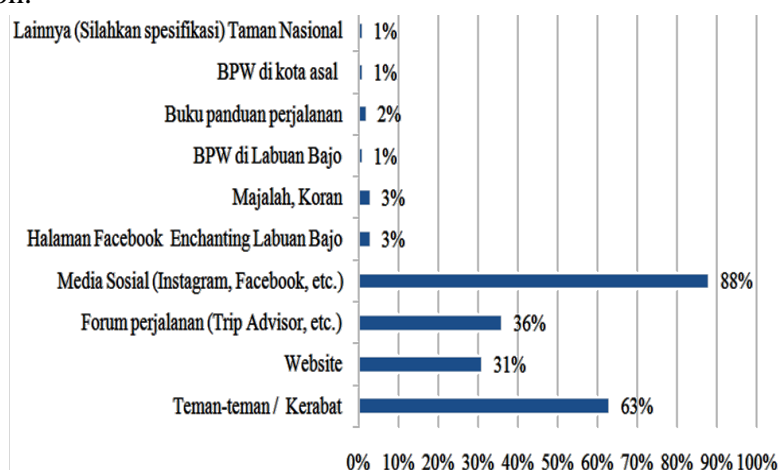


Figure 1 : Sources of Information About Labuan Bajo for Domestic Travelers in 2020
(Source: Sustour, 2021)

Utilization of media, social as a means of promotion has been implemented by most tourism actors in Labuan Bajo, including from Department of Tourism and Culture of West Manggarai Regency. Department of Tourism and Culture of West Manggarai Regency promotes all tourist attractions including Labuan Bajo through Facebook pages and Instagram accounts under the name Enchanting Labuan Bajo.

During the Covid-19 pandemic, the rate of tourist trips to Labuan Bajo decreased by 83% in 2020 (Ariesta et al., 2020). The government organized the #KembaliBerwisata campaign to generate a sense of security and trust to return to travel in the midst of the pandemic. As reported by the WE Online Editor (2020) in August 2020, Anjani Trip collaborated with six well-known influencers in Indonesia to travel to Labuan Bajo such as Awkarin, Sabian Tama, Keanu, Dara Arafah, Sarah Gibson, Sabian Tama, and Eric Carl. Although the Labuan Bajo government has never used a celebrity endorser to promote

Labuan Bajo as a tourist destination. However, with the existence of travel agents in Labuan Bajo who use celebrity endorsers to support the #KembaliBerwisata campaign, it is possible for them to participate in influencing tourists in making decisions to visit Labuan Bajo.

Literature Review

1. Electronic Word of Mouth

(Humaira & Wibowo, 2017) mention electronic word of mouth as a form of delivering information that requires electronic media as an intermediary medium. (Solichin et al., 2021) added, EWOM is the exchange of information and knowledge on an online public platform, where reviews from online users can affect other users' perceptions of certain products or services. (et al., 2021) describes five indicators of electronic word of mouth in social media which includes, 1) tie strength refers to the possibility of interaction or bonding between social media users, 2) homophily refers to a situation where a person has something in common with another person, 3) trust refers to trust in information or trust in someone to exchange knowledge/information, 4) normative influence refers to the tendency to conform self with expectations other others that can affect a person's attitudes, norms, and values, 5) informational influence refers to the tendency to receive information from products or services delivered by other people who have knowledge about certain products or services.

2. Celebrity endorser

(Nurani & Haryanto, 2010) explain that celebrity endorsers are figures who are well-known among the public because of their achievements and roles as conveyers of product/service information, which ultimately can become influencers who influence consumer attitudes and behavior. Celebrity endorsers are known by the public for their achievements in various fields or areas such as actors, athletes, entertainers (Spilski & Groeppel-Klein, 2008). (Taungke & Sunarti, 2020)(Schouten et al., 2020) defines four indicators of celebrity endorsers called as VisCAP model (Visibility, Credibility, Attraction, and Power). Visibility is an indicator of how popular or famous a celebrity is which will later become the basis for determining celebrity ratings. celebrity ratings can be judged from the number of fans and frequency of appearances. Credibility is an indicator related to the expertise and objectivity of the celebrity endorser. Where expertise here refers to how much knowledge the endorser has about the product being promoted. While objectivity refers to on the ability celebrity persuasion in influencing and convincing or giving a sense of trust to consumers for a product. Attraction is an indicator related to the response that creates interest in a celebrity which includes physical attraction/appearance and character (likeability) such as lifestyle, personality, and skills (Boyland et al., 2013). Power related to the strength of character or charisma of celebrity endorsers as communicators that can influence the thoughts, attitudes, and behavior of the general public (Schouten et al., 2020)

3. Visit Decision

(Palupi Robustin, 2020) make an analogy between visiting decisions and purchasing decisions. (Pratama et al., 2021) adds that the decision to visit means the decision to buy an intangible product or a product that is intangible, untouchable, but can be felt. (Ati

Mustikasari, 2016) argues that purchasing decisions are a summary of the information entry process, the decision consideration process, and the decision-making process. So it can be concluded that purchasing decisions are a series of stages in obtaining and evaluating information, determining alternative choices, and making decisions by consumers. Cleverdon (n.d) in (Rofiah, 2020) argues that destination area, traveling mode, time and cost, travel agent, dan source of the service are indicators that can influence the decision to visit.

Method

The type of research used is quantitative research with a sampling technique that is non-probability sampling with a purposive sampling approach. The sample of this research is 70 respondents. The respondents criteria are tourists who have traveled to Labuan Bajo, actively use social media, and the follower of any social media or follow content from at least one of the six influencers who participated in #KembaliBerwisata campaign in Labuan Bajo. Data collection was carried out from 12 to 26 Juny 2021 by distributing a questionnaire link in the form of a google form to social media such as Instagram (direct message) and Whatsapp (private mesaage). SPSS research version 16.00. The analysis carried out includes validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, F test, and coefficient of determination test.

Result

a. Validity Test

Tabel 1
The Result of Validity Test

Variable	Items	R	r_{table}	Sig.	Description
<i>Electronic Word of Mouth</i> (X ₁)	X1.1	0,451	0,235	0,000	Valid
	X1.2	0,737	0,235	0,000	Valid
	X1.3	0,717	0,235	0,000	Valid
	X1.4	0,738	0,235	0,000	Valid
	X1.5	0,715	0,235	0,000	Valid
	X1.6	0,444	0,235	0,000	Valid
	X1.7	0,756	0,235	0,000	Valid
<i>Celebrity Endorser</i> (X ₂)	X2.1	0,702	0,235	0,000	Valid
	X2.2	0,498	0,235	0,000	Valid
	X2.3	0,865	0,235	0,000	Valid
	X2.4	0,796	0,235	0,000	Valid
	X2.5	0,763	0,235	0,000	Valid
	X2.6	0,706	0,235	0,000	Valid
	X2.7	0,819	0,235	0,000	Valid
	X2.8	0,842	0,235	0,000	Valid
Visit Decision(Y)	Y.1	0,585	0,235	0,000	Valid
	Y.2	0,608	0,235	0,000	Valid
	Y.3	0,785	0,235	0,000	Valid
	Y.4	0,735	0,235	0,000	Valid
	Y.5	0,639	0,235	0,000	Valid
	Y.6	0,710	0,235	0,000	Valid

Y.7	0,753	0,235	0,000	Valid
Y.8	0,703	0,235	0,000	Valid

Source: primary data processed, 2021

Based on internal data processing, it was concluded that the 23 items tested had a positive correlation coefficient value greater than r_{table} , and the significant value was less than $\alpha = 5\%$, then all items were valid to be tested.

b. Reliability Test

Table 2
The Result of Reliability Test

Variable	Cronbach Alpha	Description
<i>Electronic word of mouth</i> (X ₁)	0,772	Reliable
<i>Celebrity endorser</i> (X ₂)	0,889	Reliable
Visit Decision(Y)	0,842	Reliable

Source: primary data processed, 2021

The results of the reliability test showed that all variables had a Cronbach Alpha value of more than 0.60, which means that all measuring variables and instrument variables from the questionnaire were reliable.

c. Multiple Linear Regression Analysis

Tabel 3
The Result of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.117	4.162		3.392	.001
	Electronic Word of Mouth	.519	.173	.408	2.991	.004
	Celebrity Endorser	.138	.108	.174	1.275	.207

Source: primary data processed, 2021

The results of the multiple regression calculation can be seen in the formulation as follows:

$$Y = 14.117 + 0.519 + 0.138$$

Based on the results of these equations, it can be explained that the constant (a) = 14.117 indicates that if there is electronic word of mouth (X₁) and celebrity endorser (X₂), the decision to visit (Y) will increase by 14.117. The regression coefficient for electronic word of mouth (X₁) is 0.519 and is positive, this indicates that electronic word of mouth has a direct relationship with the decision to visit. This means that for every one unit increase in electronic word of mouth, the visiting decision variable (Y) will increase by 0.519 with the assumption that the other independent variables from the regression code do not change. Celebrity endorser regression coefficient (X₂) is 0.138

and has a positive value indicating that celebrity endorser has a direct relationship with the decision to visit. This means that for every one-unit increase in celebrity endorser, the visiting decision variable will increase by 0.138 with the assumption that the other independent variables from the regression model do not change.

d. t Test

The t-test aims to test partially effect variable electronic word of mouth (X_1) and celebrity endorser (X_2) on visit decision (Y).

Table 4 : The Result of t Test

Source: primary data processed, 2021

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.117	4.162		3.392	.001
Electronic Word of Mouth	.519	.173	.408	2.991	.004
Celebrity Endorser	.138	.108	.174	1.275	.207

a. Dependent Variable: Visit Decision

The value of t_{table} is obtained by calculating $(\alpha/2 ; n-k-1)$, n is the number of samples and k is the number of independent variables. The result is $(0,05/2 ; 70-2-1= (0,025 ; 67)$. The result of the t_{table} value is 1,998. The value of t on electronic word of mouth (X_1) is 2,991 with t_{table} at = 5% of 1,998. This means that $t > t_{table}$ and the significant value of electronic word of mouth is greater than 0,05 ($0,004 < 0,05$) which means electronic word of mouth has a significant effect on the decision to visit. The value of t on celebrity endorser (X_2) is 1.275 and t_{table} at = 5% is 1.998. It means that $t < t_{table}$ with a significant value less than 0,05 ($0.207 > 0,05$), which means that celebrity endorsers have no significant effect on visiting decisions.

e. F Test

The F test aims to test whether all independent variables (X_1 and X_2) together have a significant effect on the dependent variable (Y).

**Table 5
The Result of F Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	381.442	2	190.721	13,618	0.000
Residual	938.329	67	14.005		
Total	1319.771	69			

Source: primary data processed, 2021

F_{table} is obtained through calculations $(k ; n-k)$, where k is the number of independent variables and n is the number of samples. It will produce the number (2 ;

$70-2) = (2 ; 68)$. So that the F_{table} value is 3.13. The calculation results show the F value of 13,618 while F_{table} is 3,13. This means that $F > F_{table}$. The significant value is smaller than 0,05 ($0,000 < 0,05$), which means electronic word of mouth (X_1) and celebrity endorser (X_2) simultaneously have a significant effect on visit decision (Y).

f. Coefficient Of Determination Test.

The coefficient of determination used to test electronic word of mouth (X_1) and celebrity endorser (X_2) simultaneously to explain visit decision (Y).

Table 6
Summary of Coefficient of Determination Test Results

Variable	Coefficient Regression (Beta)	Coefficient corelation
<i>Electronic Word of Mouth (X₁)</i>	0,408	0,521
<i>Celebrity Endorser (X₂)</i>	0,174	0,441
R	= 0,538	
R Square	= 0,289	
Adjusted R Square = 0,268		

Source: primary data processed, 2021

The value of R Square is 0,289 or 28.9%. It means that the variation in the visit decision (Y) can be explained by the electronic word of mouth (X_1) and celebrity endorser (X_2) variables of 28.9% with the remaining 71.1% caused by other variables outside the research variable. Furthermore, to test which variables has the most dominant influence on the decision to visit (Y), then the Effective Contribution (EC) is calculated to measure the contribution of the independent variable to the dependent variable in the correlation coefficient. The formula for calculating EC is as follows:

Regression Coefficient X (B_x) x Correlation Coefficient (R_{xy}) x 100%.

- 1) Effective contribution of electronic word of mouth : $0.408 \times 0.521 \times 100\% = 21.2\%$
- 2) Effective contribution of celebrity endorser : $0.174 \times 0.441 \times 100\% = 7.7\%$

Discussion

1. Effect of Electronic Word of Mouth on Visiting Decisions

Based on the results of the research that has been done, it is known that the value of tcount is 2,991 and ttable at $\alpha = 0.025$ is 1.998 ($t_{count} > t_{table}$) with a significant value of $0.004 < 0.05$. So it can be concluded that H_0 is rejected or H_a is accepted. Based on these results, the first hypothesis that suspected electronic word of mouth had a significant effect on the decision to visit Labuan Bajo was declared accepted. The results of this study are in line with the results of research from (Amelia, Rizka ; Hidayatullah, 2020)(Amelia, Rizka ; Hidayatullah, 2020) which states that electronic word of mouth has an effect on purchasing decisions.

2. The Influence of Celebrity Endorsers on Visiting Decisions

Based on the results of the research that has been done, it is known that the value of t_{count} is 1.275 and t_{table} is 1.998 or ($t_{count} < t_{table}$) with a significant value of $0.207 > 0.05$. So it can be concluded that H_0 is accepted or H_a is rejected. Based on these results, the second hypothesis that suspected celebrity endorsers had a significant effect on the decision to visit Labuan Bajo was rejected. The results of this study are not in line with the results of research from (Knoll & Matthes, 2017) which states that celebrity endorsers have a significant effect on purchasing decisions

3. Effect of Electronic Word of Mouth and Celebrity Endorser on Visiting Decisions Conclusion

Based on the results of the research that has been done, it is known that the F_{count} value is 13.618 while the F_{table} at $\alpha = 0.05$ is 3.13 ($F_{count} > F_{table}$) while the significance value is ($0.000 < 0.05$), it can be concluded that H_0 is rejected and H_a is accepted. . Based on these results, the third hypothesis which suspects that electronic word of mouth and celebrity endorser simultaneously has a significant effect on the decision to visit Labuan Bajo is declared accepted.

4. Celebrity Endorser as a Variable with Dominant Influence on Visiting Decisions

Based on the results of the research that has been done, it is known that the effective contribution value of the electronic word of mouth variable is 22.2%, while the celebrity endorser variable is only 7.7%. Based on these results, the third hypothesis, which suspects that celebrity endorsers have a more dominant influence on the decision to visit Labuan Bajo, is rejected. The results of this study are not in line with the results of research from Bramantya & Jatra (2016) which states that celebrity endorsers have a dominant influence on purchasing decisions.

Conclusions

Based on the results of the analysis, several conclusions can be drawn as follows: 1) Electronic word of mouth can influence or encourage tourists in making decisions to visit Labuan Bajo., 2) Celebrity endorsers cannot influence tourists in making decisions to visit Labuan Bajo, 3) Electronic word of mouth and celebrity endorsers simultaneously encourage tourists to make decisions to visit Labuan Bajo. 4) Electronic word of mouth has a dominant influence in encouraging tourists to make decisions to visit Labuan Bajo. in addition to the variables used in this study, to increase visits to a destination, it is necessary to also pay attention to other aspects such as attractions, amenities and accessibility of a destination (Saway et al., 2021) (Alvianna & Alviandra, 2020) (Wibowo et al., 2021) besides that the image of the destination needs to be maintained well (Hidayatullah et al., 2020)(Alvianna et al., 2020)(Cramez et al., 2021)

Suggestion

Based on the results of the discussion and conclusions, the researcher provides several suggestions to stakeholders in Labuan Bajo to improve the variables discussed, namely:

1. For the electronic word of mouth variable, the researcher suggests stakeholders to continue to increase their activity in disseminating information about Labuan Bajo by utilizing various social media platforms.
2. For the celebrity endorser variable, the researcher suggests stakeholders, especially the government, to promote Labuan Bajo more using various alternative methods, for example by using celebrity endorsers, while still paying attention to the criteria that are in accordance with the need to attract more tourists in the long term.

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