

The Impact of Electronic Word Of Mouth and Tourism Product Attributes On Tourists Decision To Visit The Talaga Bodas Crater Hot Spring In Tarogong, Garut Regency, West Java

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ABSTRACT

The rapid advancement of the internet has resulted in a steady rise in the number of users each year. In Indonesia, 87.13% of the population accesses the internet primarily for social networking or to engage with various media platforms collectively known as social media. Through these platforms, users interact by commenting on shared content, creating a form of information exchange widely recognized as Electronic Word of Mouth (eWOM). This research aims to explore how Electronic Word of Mouth and tourism product attributes shape consumer responses, particularly regarding their decision to visit The Talaga Bodas Crater Hot Spring in Tarogong, Garut, West Java. Additionally, it examines the extent to which eWOM and the characteristics of tourism products influence visitors' selection of this destination. The study employs descriptive and verification research methods. Data collection was conducted through randomly distributed surveys targeting 100 respondents who had previously visited The Talaga Bodas Crater Hot Spring. Various analytical techniques were applied, including multiple linear regression analysis, correlation coefficient evaluation, determination coefficient assessment, and hypothesis testing. The results of the correlation coefficient analysis reveal a strong relationship between Electronic Word of Mouth, tourism product attributes, and tourists' decision-making process. Furthermore, findings from the determination coefficient and F-test confirm that eWOM and tourism product attributes have a significant and simultaneous impact on visitors' choices. This study concludes that Electronic Word of Mouth plays a crucial role in shaping tourist preferences, while the characteristics of tourism products also play a significant role in influencing their final decision.

Keywords: *Electronic Word of Mouth, Tourism Product Characteristics, Visitor Choices.*

1. INTRODUCTION

Every person has a variety of ongoing needs. Among these needs is the desire for leisure or travel, particularly engaging in trips to locations that offer tranquility, happiness, and a sense of accomplishment to escape the monotony of daily life. Travel plays a vital role in the economic growth of a region. In West Java, the Department of Tourism and Culture works to enhance the tourism sector and improve the quality of services provided to visitors. The sorts of tourism advanced by West Java incorporate eco-tourism, verifiable tourism, social tourism, specialty tourism, culinary tourism, devout tourism, shopping tourism, and numerous more. This assortment pulls in both universal and nearby travelers to West Java.

Bandung, the capital of West Java, makes a significant contribution to tourism with its wide range of attractions such as shopping, cultural experiences, historical sites, and outdoor activities. Its proximity to Jakarta, Indonesia's main entry point, helps attract both local and foreign visitors. The increasing number of tourists highlights the city's great tourism potential.

With a significant number of visitors coming to Bandung, local entrepreneurs see a fantastic chance to connect with their customers. This chance is particularly evident in tourism, with many domestic and foreign travelers heading to Bandung City, especially to The Talaga Bodas Crater Hot Spring located in Tarogong, Garut, West Java. This location is appealing because The Talaga Bodas Crater Hot Spring features warm pool waters set amid a tea plantation area, accompanied by cool breezes. The attractions of The Talaga Bodas Crater Hot Spring stem from its stunning natural environment, including the refreshing air that ultimately provides comfort to visitors during their trips. Below is the regular data on tourist arrivals at The Talaga Bodas Crater Hot Spring in Tarogong, Garut, West Java.

Attractions in Bandung draw both local and visiting travelers. As a result, there are many sightseeing spots to consider beyond the Talaga Bodas Cavity Hot Spring. This interest is fueled by the stories shared by previous visitors who frequently post their experiences in the form of photographs and reviews on various platforms. Social media, particularly Instagram, serves as a popular avenue for sharing pictures and engaging in comments about these places, demonstrating that word of mouth not only occurs face-to-face but also through digital platforms known as Electronic Word of Mouth. Notably, photos of tourist spots shared on individual Instagram accounts often receive comments and feedback from other users, especially if they highlight an attraction. This concept suggests that promoting an attraction indirectly encourages potential local and foreign tourists to gather information before deciding to visit. In Indonesia, internet users have seen significant growth, allowing for communication and information sharing online. Consumers are increasingly engaging by leaving comments on posted content, which social media users leverage to seek out information, thus becoming a medium for exchanging details known as Electronic Word of Mouth.

Through the Internet, clients of Social Arrange are supported to receive information and exchange communication quickly, which is crucial for making decisions before traveling. The Talaga Bodas Cavity Hot Spring Tourism focuses on the volume of visitor numbers; however, statistics reveal that the frequency of visits has fluctuated, demonstrating an increase again in 2023, despite a noted decline in the previous year's data. Electronic Word of Mouth is seen as a modern evolution of traditional in-person interactions, facilitated by the internet or digital media within a computer setup that is commonly used for both one-way and interactive online communication.

Electronic Word of Mouth has become a significant platform for consumers to share their opinions, and it is seen as more effective than traditional Word of Mouth due to its greater openness and wider reach compared to offline media. It is believed that Electronic Word of Mouth and the features of tourism products promoted via Social Networks have certain factors that affect the number of visitors to The Talaga Bodas Cavity Hot Spring. A few demonstrate that angles affecting tourists' choices to visit incorporate item characteristics and Electronic Word of Mouth. Agreeing to Aulia Azka (2017) in her investigation titled The Effect of Electronic Word of Mouth and Tourism Item Characteristics on Going by Choices at Traveler Attractions within the Ir. H. Djuanda Bandung Timberland Stop, both Electronic Word of Mouth and Tourism Item Characteristics impact tourists' choices to visit, both independently and together.

A tourism item that's showcased must have highlights to pull guests to the goal. Hence, the part of tourism items is exceptionally imperative in tourism exercises. The developing requests of travelers drive those included within the tourism segment to proceed creating tourism items. When advancing an item or benefit, a common approach taken at home is to focus on the characteristics of the product being offered. Tourism product features include all types of services experienced by travelers, including attractions (places of interest), accessibility (ease of access), and amenities (facilities). There are many factors that influence consumers in their purchasing decisions for a product or service, with one of those factors being the characteristics of the product provided. Indrasari (as cited in Tjiptono, 2019:92) identifies several key indicators of customer satisfaction, including the alignment of expectations, the inclination for repeat visits, and the likelihood of recommendations.

2. RESEARCH METHODS

Investigating the protest at The Talaga Bodas Hole Hot Spring Tarogong Garut Rule, West Java could be a company locked in in giving administrations within the shape of traveler attractions. The strategy utilized in this inquiry is clear and confirmation strategy. Examining methods that can be utilized to inquire about, to be specific Likelihood Inspecting and Test Irregular Inspecting. The number of surveys about respondents is 100 individuals. Which was carried out utilizing numerous straight relapses, speculation testing, Numerous Straight Relapse Examination. Test (F Test)/ Goodness of Fit and Theory Test (T- Test).

3. FINDING RESEARCH AND HYPOTHESIS

3.1. Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.836	4.190		6.405	.000
	X1	.243	.130	.230	3.326	.002
	X2	.457	.065	.648	7.067	.000

The regression equation can be explained as follows:

- The steady value (a) stands at 26. 836. This shows that the Traveler Going to Choice (Y) equals 26. 836 when there are no influences from Electronic Word Of Mouth (X1) or Tourism Item Properties (X2).
- The esteem of the backslide coefficient for Electronic Word Of Mouth (X1) is 0. 243. This shows a positive relationship. Hence, in the event that the Electronic Word Of Mouth calculate goes up, the variable for the decision-making prepare to buy will moreover increment by 0. 243.
- The esteem of Tourism Item Characteristics is 0. 457, showing a positive drift. In this manner, in the event that the variable for Tourism Item Characteristics increments, the variable for the acquiring choice handle will to rise by 0. 457.

3.2. Simultaneous Test (F Test)/ Godnees Fit Model Test

Table 2. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1582.812	2	791.406	32.392	.000b
	Residual	2369.938	97	24.432		
	Total	3952.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

By processing SPSS calculations, the computed value for Fcount is 32. 392. Given that there are two independent variables and a total of one hundred samples, the degrees of freedom are determined as df1 equals 2 and df2 is calculated as 100 minus 2 minus 1, resulting in 97. Consequently, since Fcount (32. 392) surpasses Ftable (3. 09), this means we reject the null hypothesis H0 and accept the alternative hypothesis H1. This suggests that Electronic Word of Mouth (X1) and the Characteristics of Tourism Products (X2) together influence Tourists' Decisions to Visit (Y).

3.3. Hypothesis Test (T-Test)

Table 3. T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.836	4.190		6.405	.000
	Electronic Word of Mouth	.243	.130	.230	3.326	.002
	Product Attributes	.457	.065	.648	7.067	.000

a. Dependent Variable: Visiting Tourist Decisions

Looking at table 3, the T-count we found is 3. 326. This number is higher than the value in the T-table, where 3. 326 is more than 1. 984, and the significance level is 0. 002, which is below 0. 05. This shows that our hypothesis is significant. Thus, we conclude to reject H0 and accept H1, indicating that Electronic Word of Mouth has a meaningful influence on the decisions of tourists to visit The Talaga Bodas Crater Hot Spring located in Tarogong, Garut Regency, West Java.

Looking at table 3 stated before, it reveals that the T-count calculated is 7. 067. This value of T exceeds the value found in the T-table, at 7. 067 is higher than 1. 984. The significance level is 0. 00, which is below 0. 05, showing that the hypothesis is significant. Thus, we conclude that H2 is accepted and H0 is rejected. This shows that the characteristics of tourism products greatly influence the choices of tourists when deciding to visit the Talaga Bodas Crater Hot Spring located in Tarogong, Garut Regency, West Java.

4. CONCLUSION

The findings from the research titled "The Impact of Electronic Word of Mouth and Tourist Product Features on Visitors' Choices to Go to The Talaga Bodas Crater Hot Spring in Tarogong, Garut Regency, West Java" lead to several insights. It can be stated that the Electronic Word of Mouth for The Talaga Bodas Crater Hot Spring in Tarogong, Garut Regency, West Java, is perceived positively. Respondents mentioned, "I found information about the tourist site at The Talaga Bodas Crater Hot Spring Tarogong Garut Regency, West Java" using social media. In this instance, participants felt they could access details about the tourist destination at The Talaga Bodas Crater Hot Spring in Tarogong, Garut Regency, West Java conveniently through social networks.

It is evident that the attributes of the tourism product offered by The Talaga Bodas Crater Hot Spring in Tarogong, Garut Regency, West Java are quite impressive. The best aspect noted is the comfortable climate characterized by cool air. Respondents have indicated that the weather at The Talaga Bodas Crater Hot Spring is pleasant and refreshing due to its altitude of 1550 meters above sea level in a tea plantation area, leading to temperatures ranging from 16 to 22 degrees Celsius. Furthermore, the inclination of tourists to visit The Talaga Bodas Crater Hot Spring shows a strong desire for such experiences. To enhance visitor interest in The Talaga Bodas Crater Hot Spring, it is vital to develop additional attractions that will capture the attention of potential tourists.

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