

The Effect of Tourism Attractiveness, Travel Motivation, e-WOM on Visit Decision and Satisfaction

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ABSTRACT: The objective of this research was to analysis and examine the causal relationship among tourism attractiveness, travel motivation, electronic word of mouth (e-WOM), visit decision and satisfaction. The study was carried out by employing Structural Equation Modelling (SEM). The data was processed with Smart PLS 3.0. The model is tested using data and survey of 150 respondents in Untung Java Island using purposive sampling technique. The results of the analysis showed that: (1) tourism attractiveness, travel motivation and e-WOM has a positive and significant effect on visit decision; (2) tourism attractiveness, travel motivation, e-WOM and visit decision has a positive and significant effect on Satisfaction.

KEYWORD: Tourism attractiveness, Travel motivation, e-WOM, Visit decision, Satisfaction.

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I. INTRODUCTION

There are many destination tourism in Indonesian, one of the islands in Indonesian that become the favorite destination for tourists is Bali Island. Therefore the Indonesian Ministry of Tourism created "10 New Bali" to attract foreign and local tourists also introducing other tourism potentials that Indonesian has. Thousand Island is one of the program "10 New Bali" has a lot of potential in the tourism sectors. However, the presence of tourists in Thousand Island have decrease, especially Untung Java Island. The following are data on tourist visits to Thousand Island.

Table 1. Number of Tourists in Thousand Island

Tourism Destination	2014	2015	2016	2017
Kelapa Island	44.111	27.000	35.364	45.039
Harapan Island	211.757	122.114	86.106	83.982
Tidung Island	587.063	289.975	146.351	167.162
Pari Island	476.612	207.105	116.107	116.032
Untung Java Island	1.431.895	430.899	232.669	211.744

Source: BPS (2018)

The decrease of Thousand Islands tourists can be caused by several factors such as less attractive tourism attractiveness, no motivation of tourists to travel in Thousand Island and the lack of information and promotion through e-WOM about the attractions of the Thousand Islands. Therefore, this study aims to increase Thousand Island tourists by analyzing the influence of tourism attractiveness, travel motivation and e-WOM on visit decisions and analyze the influence of tourism attractiveness, travel motivation, e-WOM and visit decisions on satisfaction.

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Dewani et al. (2019) explained that visiting a tourism spot will have its own impression for the visitors. Referring to Law No. 10 of 2009 explained that tourism attractiveness is a tourist-target consisting of natural tourist attraction, social-cultural tourism attraction, and particular interest. Heath and Wall (1992) explained the factors that become determinant of success in the development of a tourism destination covering three factors, namely attraction which motivate tourists to visit the destination consist of natural as well as artificial features. Amenities include a range supporting facilities and service which are required by tourists at the destination, such an accommodation, food, entertainment, and recreation. Access refers to the development and maintenance of transport, providing the link to the destination.

Pizam et al. (1979) defined travel motivation is as a set of attributes that cause a person to participate in a tourist. Motivation is the need that desires an individual to act in a certain way to achieve the desired

satisfaction (Berlin and Martin, 2004). Beard and Ragheb (1983) based on Maslow's model stated four motivational needs that are also the base of their Leisure Motivation Scale (LMS), the namely intellectual component where individual involve in recreational activities for learning, exploring and discovering. Social part including activities involving interpersonal relationship and need for friendship. Competence of acquiring skills component where individuals engage in recreational activities to achieve, to lead, to challenge, and competence. These activities usually are physical, in nature. The stimulus avoidance competence, which relates to the need to escape and get away from over-stimulating life situations, these moments when tourists seek to avoid social contact, seeking solitude, peace, and relaxation.

Henning-Thurau et al. (2014) defined e-WOM is as any positive or negative comment or statement by potential, former, or current customers about a product, service or company, which is made available to all users via the Internet. Chong et al. (2018) explained that e-WOM had a significant impact on the travel industry. Gretzel and Yoo (2008) further found that readers often find online reviews provided by other travelers are more up-to-date, enjoyable, and reliable than information provided by travel service providers.

Kotler and Keller (2017) explain that purchasing decisions is a process where consumers recognize the problem, find information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchasing decision. When visitors have decided on a visit, then after visiting will feel satisfied with the tourist attraction (Mardiyani and Murwatiningsih, 2015).

When tourist gets a good impression on tourist destination, it encourages the desire of tourists to revisit the tourist destination, even recommending to relatives and colleagues to visit these place (Dewani et al., 2019). Tourist satisfaction is the extent of overall pleasure or contentment felt by the visitor, resulting from the ability of the trip experience to fulfill the visitor's desires, expectations, and needs in relation to the trip (Chen and Tsai, 2007; Khoun and Ha, 2014).

Based on existing theories, there are several hypotheses proposed in this study:

H1: Tourism attractiveness has a positive and significant effect on visit decision.

Syahrul (2015) explained that tourism attractiveness has a positive and significant effect on visit decision. That is because, tourists are attracted to the attraction that exists, such as beautiful natural panorama, underwater beauty, nice white sand beach, etc. It is also supported by the research of Sutopo (2016), which also states the tourism attractiveness has a positive and significant effect on the traveler's visit decision.

H2: Travel motivation has a positive and significant effect on visit decision.

Chang et al. (2014) state that travel motivation has a positive and significant effect on visit decisions with dimensions of self-development and relaxation. Supported by the research of Setyaningsih and Murwatiningsih (2017) revealed that travel motivation has a positive and significant effect on visit decision. This is because motivation plays a role in making tourists visit tourist destinations.

H3: e-WOM has a positive and significant effect on visit decision.

Chen et al. (2015) found that e-WOM had a significant effect on the visit decision. This is because tourist who chooses to the holiday have been influenced by e-WOM in its search process. In line with the study of Chong et al. (2018), which reveals that the e-WOM has a significant influence on the visit decision. In addition, the tourist is willing to adopt information from e-WOM, and this information is useful in their planning and travel decisions.

H4: Tourism attractiveness has a positive and significant effect on satisfaction.

Cong and Dong (2017) stated that tourism attractiveness had a positive and significant effect on satisfaction. In line with the research of Frempong et al. (2015) that examines the delight of tourists with the tourist attraction of Ghana gives the result that the attraction is a significant tourist satisfaction in overall with the socio-demographic variables that cause tourists to want to visit again.

H5: Travel motivation has a positive and significant effect on satisfaction.

Research conducted by Han and Hyun (2018) found that travel motivation is a positive and significant effect on satisfaction. Supported by the study of Lu et al. (2015) shows that travel motivation is a positive and significant effect on satisfaction. When tourists are more motivated, they tend to be more satisfied with their journey.

H6: e-WOM has a positive and significant effect on satisfaction.

Prayogo et al. (2016) confirmed that e-WOM has a positive and significant impact on satisfaction. Further research conducted by Kaosiri et al. (2017) examined the influence of the Internet to the satisfaction of tourists. It is also supported by Putra research (2017) stating that e-WOM has a positive and significant impact on satisfaction.

H7: visit decision has a positive and significant effect on satisfaction.

Kristiutami (2017) revealed that the visit decision has a positive and significant effect on satisfaction. That is because the level of tourist satisfaction is very determined by the weaving aspects of the needs and desires of the tourists. In line with the research of Mardiyani and Murwatiningsih (2015) stating that there is a

direct influence of the decision of the visit to the satisfaction, because when the visitor has set the decision, then after a visit will be satisfied with the attraction

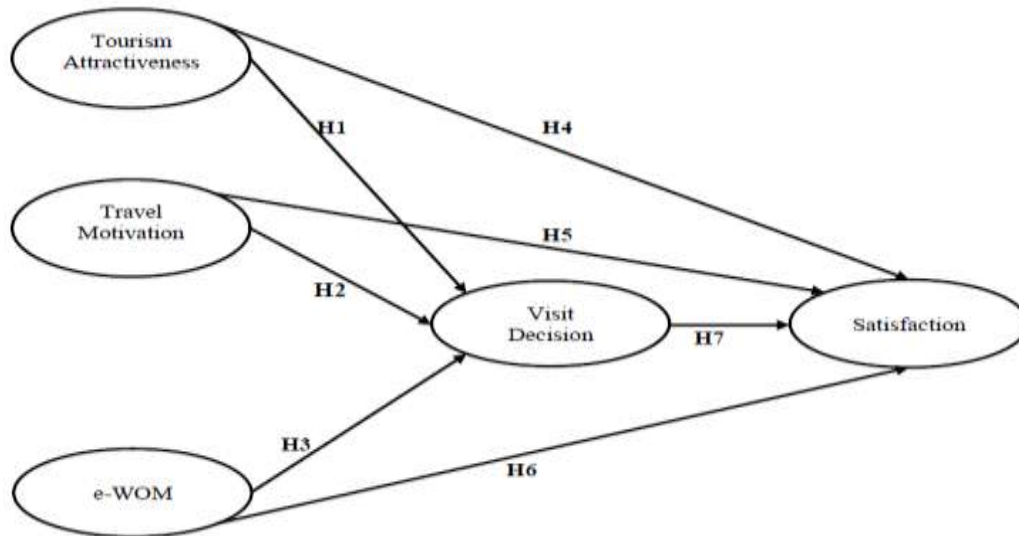


Figure 1. Research Framework

III. RESEARCH METHODS

Research conducted in Untung Java Island Java Thousand Islands. The population in this research is a tourist who has visited the Untung Java Islands. The sampling method used is nonprobability sampling with a sampling purposive technique that is based on certain criteria. The sample criteria used in this study are tourists who have come to travel in Untung Java Island in the last 5 (five) years. The number of samples according to Hair (2011) determines the number of samples of a representative beverage by advocating 5 – 10 times the number of manifest variables used in the study. Referring to this, the number of samples in this research was determined by as many as 150 tourist.

The instruments used to measure the variables of the tourism attractiveness consist of three dimensions: attractions, amenity, and accessibility (Heath and Wall, 1992). The travel motivation measurement consists of four dimensions: Intellectual component, a social component, competence of acquiring skills, and the stimulus avoidance component (Beard and Ragheb, 1983). Measurements of e-WOM using five dimensions are platform assistance, concern for others, expressing positive feelings, economic incentive, and helping the company (Henning-Thurau et al, 2014). The measurements of visit decisions using four dimensions are problem recognition, information retrieval, alternative evaluation, and visit choices (Kotler and Keller, 2017). The satisfaction of tourists is measured by three dimensions: conformity of expectations, interest to re-visit, and intention to recommend. All indicators are measured using a Likert scale with scores ranging from 1 to 5 (1 = very disagreeing to 5 = very concur). Analysis of data in this study using method PLS SEM using SmartPLS 3.0 program.

IV. RESULTS AND DISCUSSION

4.1. Descriptive Analysis of the Characteristics of Respondents

Based on data collected, shows that tourists visiting Untung Java Island, Thousand Islands, dominated by young men or millennials who like adventure, this is reinforced by male tourists who always come in large groups of 5-10 people and have knowledge about tourist objects Thousand Islands and have expenses for trips under 3 million per month. Therefore, the Tourism Department should focus on this segment as the primary target in developing strategies in an effort to increase the number of tourists in the Untung Java Island, Thousand Islands.

4.2. Structural Equation Modeling Analysis

The measurement model analysis is performed using Confirmatory Factor Analysis. Table 2. shows that there are several indicators that have a loading factor value of less than 0.50 so that the index must be removed from the model. After the model has been modified all indicators have a factor loading value of more than 0.50, so the indicator can be declared valid in forming the variables of tourism attractiveness, travel motivation, eWOM, visit decisions and satisfaction so that it can be used for further analysis.

Table 2. Results of the Confirmatory Factor Analysis

Variable	Indicators	Factor Loading		Comments
		Initial	Modification	
Tourism Attractiveness	Beautiful landscape	0,426		Invalid
	The uniqueness of the beach	0,833	0,851	Valid
	The beach is maintained and clean	0,613	0,569	Valid
	Complete water tourism recreation facilities	0,656	0,716	Valid
	Infrastructure	0,614	0,646	Valid
	The ship is very safe and comfortable	0,72	0,791	Valid
	Accessibility	0,45		Invalid
Travel Motivation	To Adventure	0,744	0,722	Valid
	To learn something new and interesting	0,499		Invalid
	To strengthen ties with family and friends	0,748	0,769	Valid
	To play water rides	0,757	0,783	Valid
	To escape from daily routine	0,739	0,755	Valid
	To refresh the mind and relaxation	0,664	0,649	Valid
e-WOM	Get information through reviews on social media	0,54	0,522	Valid
	Feel that social media is an effective tool to help promotion	0,448		Invalid
	Get a recommendation	0,733	0,726	Valid
	Get information about product options (tour packages)	0,751	0,781	Valid
	Get information the place is the right choice for traveling	0,444		Invalid
	Get information about other people's positive experiences	0,746	0,758	Valid
	Can ask things without spending a lot of money	0,776	0,8	Valid
	Feel the willingness of others to help publication	0,597	0,596	Valid
	Can feel other people want tourist attractions increasingly growing and famous	0,721	0,724	Valid
Visit decision	Need tourism services to fill vacation time	0,763	0,761	Valid
	Get tourist attraction information through social media	0,843	0,841	Valid
	When evaluating, it becomes an alternative choice	0,774	0,777	Valid
	Confident in the decision to choose a vacation	0,687	0,686	Valid
satisfaction	Overall, satisfied with the vacation experience	0,652	0,646	Valid
	The right choice, worth the time and effort spent	0,799	0,798	Valid
	Will visit again in the near future	0,707	0,713	Valid
	Will recommend to friends and family	0,678	0,678	Valid

Source: Output Smart PLS 3.0 (2019)

Tests on each proposition and hypotheses made by using the results of the structural analysis models as shown in the following Table 3

Table 3. Path Coefficients Analysis Result

No	Hypothesis	Result		
		Original Sample	T Statistics	Remarks
H1	Tourism Attractiveness -> Visit Decision	0,277	3,195	Accepted
H2	Travel Motivation -> Visit Decision	0,183	1,999	Accepted
H3	e-WOM -> Visit Decision	0,242	3,363	Accepted
H4	Tourism Attractiveness -> Satisfaction	0,125	2,064	Accepted
H5	Travel motivation -> Satisfaction	0,210	3,138	Accepted
H6	e-WOM -> Satisfaction	0,439	9,314	Accepted
H7	Visit Decision-> Satisfaction	0,263	3,848	Accepted

Source: Output Smart PLS 3.0 (2019)

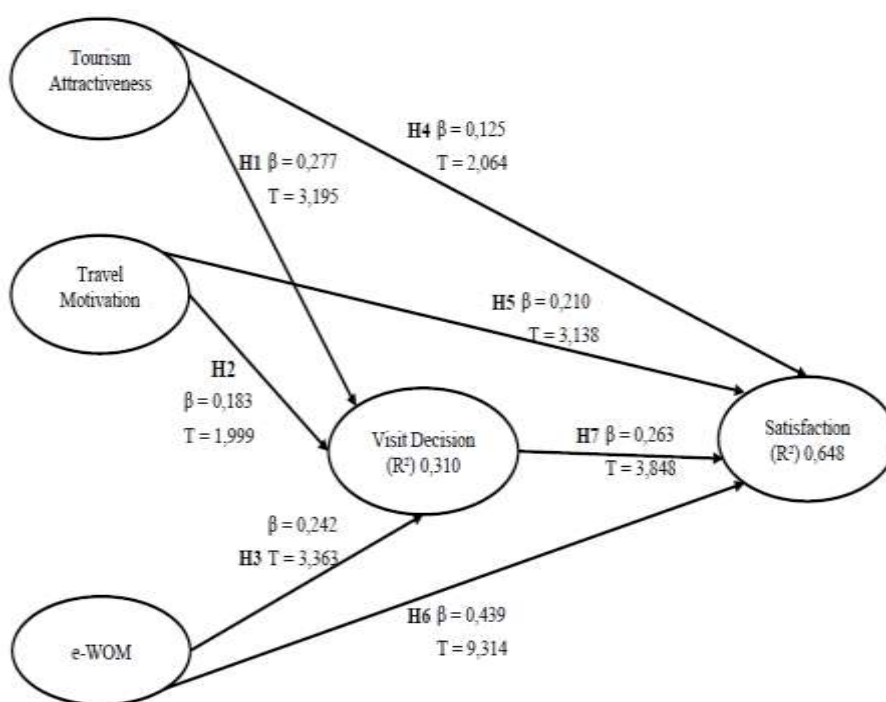


Figure 2. Path Analysis Diagram and Hypothesis Testing

Legend: *sign $\geq 1,96$

Source: Model developed in this research, 2019

Based on Table 3 about the result of the analysis of path coefficients and Figure 2 concerning path analysis diagrams, it can be seen the relationship between the five latent variables in this study.

1. First, hypothesis 1 be accepted because the t-statistic value of 3,195 is greater than 1,96 and has an Original Sample value of 0,277. It is mean, tourism attractiveness has a significant positive effect on visit decisions. These results are in line with research by Syahrul (2015) and Ariani and Wandebori (2016).
2. Second, hypothesis 2 be accepted because the t-statistic value of 1,999 is greater than 1,96 and has an Original Sample value of 0,183. It is mean travel motivation has a significant positive effect on visit decisions. The results of this study are in line with research by Chang et al. (2014) and Isa and Ramli (2014), high motivation from tourists to travel can improve the results of the visit.
3. Third, hypothesis 3 be accepted because the t-statistic value of 3,363 is greater than 1,96 and has an Original Sample value of 0,242. It is mean, e-WOM has a significant positive effect on visit decisions. These results are in line with the research of Chen et al. (2015) and Chong et al. (2018), information retrieval through e-WOM is useful in planning and decision making for tourist trips
4. Fourth, hypothesis 4 be accepted because the t-statistic value of 2,064 is greater than 1,96 and has an Original Sample value of 0,125. Its mean tourism attractiveness has a significant positive effect on satisfaction. These

results are in line with research by Le and Dong (2017) and Frempong et al. (2015), the better the tourist attraction possessed by tourist destinations, the higher the level of tourist satisfaction.

5. Fifth, hypothesis five be accepted because the t-statistic value of 3,138 is greater than 1,96 and has an Original Sample value of 0,210. Its mean travel motivation has a significant positive effect on satisfaction. This result is in line with the research of Han and Hyun (2018) and Fayet et al. (2016), a compilation of tourist motivations are met; then it will attract satisfaction for tourists.

6. Sixth, hypothesis six be accepted because the t-statistic value of 9,314 is greater than 1,96 and has an Original Sample value of 0,439. Its mean e-WOM has a significant positive effect on satisfaction. These results are in line with the research of Prayogo et al. (2016) and Kaosiri et al. (2017), e-WOM is a factor that has an important role in influencing tourist satisfaction.

7. Seventh, hypothesis seven be accepted because the t-statistic value of 3,848 is greater than 1,96 and has an Original Sample value of 0,263. Its mean visit decision has a significant positive effect on satisfaction. These results are in line with Kristiutama (2017) and Mardiyani and Murwatingsih (2015), the level of tourist satisfaction is determined by aspects of meeting the needs and desires of these tourists.

In addition to the three exogenous variables, namely tourist attraction, travel motivation, and e-WOM, which have the most influence on tourist satisfaction is the e-WOM variable. This shows that in the millennial era, tourists were more satisfied with the information they received through e-WOM towards the tourist attraction rather than the attraction itself. This is evidenced by the variable tourism attractiveness has the smallest influence on satisfaction. This means that tourists do not necessarily get satisfaction because of attractive tourist destinations. Along with the development of technology, tourists who travel today are much influenced by the posts of others. When tourists come to a tourist destination that is less attractive, but many posts or talks about the tourist destination and become viral when that's the satisfaction of tourists will be created.

V. CONCLUSION

Based on the results of the calculation analysis can be summarized as follows:

- [1] Tourism attractiveness has a significant positive effect on visit decision
- [2] Travel motivation has a significant positive effect on visit decision
- [3] e-WOM has a significant positive effect on visit decision
- [4] Tourism attractiveness has a significant positive effect on satisfaction
- [5] Travel motivation has a significant positive effect on satisfaction
- [6] e-WOM has a significant positive effect on satisfaction
- [7] visit decision has a significant positive effect on satisfaction

Suggestion: Increase information such as on Google, social media accounts (Instagram, Twitter, and Facebook) Untung Java Island regarding the price of boat tickets, admission fees, lodging fees, tourist attractions and various facilities and infrastructure in Untung Java Islands. They are inviting Influencers to promote Untung Java Islands in their social media accounts. Give a giveaway for tourists who post positive reviews on social media about their activities while on the in Untung Jawa Islands — making competitions related to water recreation tours such as jetski competitions, group competitions that can survive on a banana boat and donut boat. And make a gazebo on the bridal beach road so that tourists can enjoy the sunset and sunrises. And intents posted the Untung Java Island using the hashtag (#) to be the subject of discussion and become viral among travelers.

Future Research: Reviewing the results of the R-Square test only 31% of the independent variables (tourism attractiveness, travel motivation, and e-WOM) are able to influence the visit decision, it is strongly recommended for further research to examine other factors that influence the visit decision such as location, perception, destination image, price and service quality.

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