

## Article

# The Effect of Social Media Instagram, Customer Experiences and Electronic Word of Mouth toward Tourist Visiting Decision at Alam Datuk Beach, Kuala Tanjung, Indonesia

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**Abstract:** The tourism sector is one of the sectors that drives the national economy and leading sector receives special attention from the government. The primary purpose of this study is to analyze the effect of social media Instagram, customer experience and electronic word of mouth to the tourists visiting decision at Alam Datuk Beach, Kuala Tanjung, Indonesia. This type of research is explanatory research. The population in this study were all visitors who became followers of the @wisataalamdatuk Instagram account. The sampling method used accidental sampling technique. The method of data collection was done by using a questionnaire technique. Data analysis method using structural equation model (SEM). The result of this study indicates that the social media Instagram and electronic word of mouth have a significant and positive effect on tourist visiting decision. Besides that, customer experience does not significant effect on tourist visiting decision. Also, the results of this study indicate that simultaneously social media Instagram, customer experience and electronic word of mouth have a significant effect on tourists visiting decision at Alam Datuk Beach, Kuala Tanjung, Indonesia.

**Keywords:** social media; instagram; customer experience; electronic word of mouth; tourist visiting decisions.



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## 1. Introduction

The tourism sector is one of the sectors that drives the national economy. The tourism sector as a leading sector receives special attention from the government, one of which is the issuance of a law on tourism. Tourism is the whole element in which there are tourists, tourist destinations, and industry (Devy & Soemanto, 2017). The potential of tourism

in Indonesia is very large because it has a very beautiful nature, one of which is a beach tourist attraction. However, the current condition of tourism in Indonesia is still in a state of trying to get up after experiencing a slump due to the COVID-19 pandemic. Alam Datuk Beach, located in Kuala Tanjung, is one of the tourist attractions affected by the Covid-19 pandemic. Various policies have been carried out, both by the government and tourism attraction managers to be able to attract tourists to visit again. The decision to visit is a behavior to assess a profitable choice for visitors after knowing the information about a desired product. In the world of tourism, the decision to visit is assumed to have similarities with the purchase decision. Jalilvand & Samiei (2012) mentioned that the tourist visiting decisions has similarities with consumer purchasing decisions where the decision to visit is the process of a visitor assessing and choosing an option that is needed in considering visiting a tourist place or not.

The tourist visiting decisions is influenced by several factors, including social media, customer experience and electronic word of mouth. Kotler et al. (2016) stated that social media is a way for consumers to interact and share information with other users in the form of photos, audio, and video. One of the most popular social media today is Instagram. Instagram is widely used by businesspeople to support the development of tourism which is increasingly varied as a promotional. Another factor that influences the tourist visiting decisions according to research (Alwan, 2020) is Customer Experience. Customer experience is an experience that customers get through five main components, namely products, services, brands, channels and promotions (Senjaya, 2013). Tourists who get an interesting experience will be encouraged to revisit the tourist attraction they have visited.

Another factor that influences the tourist visiting decisions is electronic word of mouth (Arifianti, 2020). Wachyuni et al. (2021) stated that electronic word of mouth is communication to other people that can influence purchasing decisions and someone's buying interest through the internet. Along with the development of technology, word of mouth has turned into electronic word of mouth, through the internet people can easily share any activity they do with other people. Alam Datuk Beach, including those who promote these tourist attractions to the internet, to make it easier for people to see and then be interested in visiting this tourist attraction.

## **2. Literature Review**

### **2.1. Social Media Instagram**

Social media is a way for consumers to communicate and share information in the form of photos, audio, and video with others (Kotler et al., 2016). Van Lange et al. (2013), quoted by Nasrullah & Rulli (2018) said that social media is a platform to focus on the expression and existence of users that facilitates activities or collaborations. Therefore, it can be said as an online facilitator that strengthens relationships and communication and social bonds between users. Meanwhile, Rumiyeni & Aditya (2015) stated that social media is a medium to communicate through friends they meet both in cyberspace and the real world. Instagram is already familiar to the public; Instagram is currently widely used by teenagers and adults. This social networking service has experienced very fast development in a short time. Social media Instagram is a social network that is used to interact with fellow users and share this information in the form of photos and videos with others.

### **2.2. Customer Experience**

In the business world there is a term that the customer is king, without the customer the business will not run. Pleasing the customer's heart is something that must be done, moreover, the customer must have a good experience with the product or service, so the customer experience must be created so that the business will grow. It is said to be an experience when a customer can get the sensation or knowledge generated from the service provider. The sensation or knowledge gained is automatically stored in the customer's memory (Nasermodali et al., 2013). Wardhana (2016) explains that customer experience is a subjective customer response from the company as a result of direct or indirect interactions and the results of this interaction can leave an imprint on the customer's mind so that it can affect customer ratings. Cepciansky & Schwartz (2012) defines customer experience as an event that is considered pleasant, because this event is related to an unforgettable experience. There are four experience concepts, namely education experience, esthetic experience, entertainment experience and escapism experience.

### **2.3. Electronic Word Of Mouth**

One of the important things in marketing is word of mouth. Word of mouth is a marketing activity carried out through intermediaries to attract consumers based on experience with products, services or brands from a company (Philip Kotler, 2012). The development of the internet has led to the development of word of mouth into electronic word of mouth, where this form of electronic word of mouth is viral marketing that encourages consumers to upload photos and videos about the company's products and services online. Sinaga (2017) states that there are four rules that apply word of mouth marketing, namely making things interesting, making things easy, making people happy, and building trust and respect. The power of word of mouth lies in what is relevant for someone to talk about. In fact, several studies have

shown that reliable sources of product information come from family or friends. Based on the understanding of Electronic Word of mouth above, it can be concluded that Electronic Word of Mouth is a communication or delivery of messages to others about products or companies that can be accessed by many people via the internet.

### 2.4. Tourist Visiting Decision

In the world of tourism, purchasing decisions are equated with visiting decisions so that the theory of purchasing decisions can also be used in visiting decisions. The decision to visit is the behavior of consumers choosing a favorable option from a desired product or service. Dharmmesta & Handoko (2012) stated that the purchase decision taken by the buyer is a collection and several decisions. There are seven components of every decision made by buyers, namely about the type of product, product form decisions, decisions about brands, decisions about sales, decisions about the number of products, decisions about when to buy. Jalilvand & Samiei (2012) added that the tourist visiting decisions has similarities with consumer purchasing decisions. The decision to visit is a process in which a visitor assesses or evaluates the required alternatives based on certain considerations. Based on this understanding, it can be concluded that the tourist visiting decisions is a process in making decisions that begins with assessing a choice of profitable tourist attractions after knowing the information and evaluating a place according to needs.

### 2.5. Conceptual Framework

This conceptual framework analyzes the relationship between social media Instagram, customer experience, and electronic word of mouth as independent variables, with tourist visiting decisions as the dependent variable.

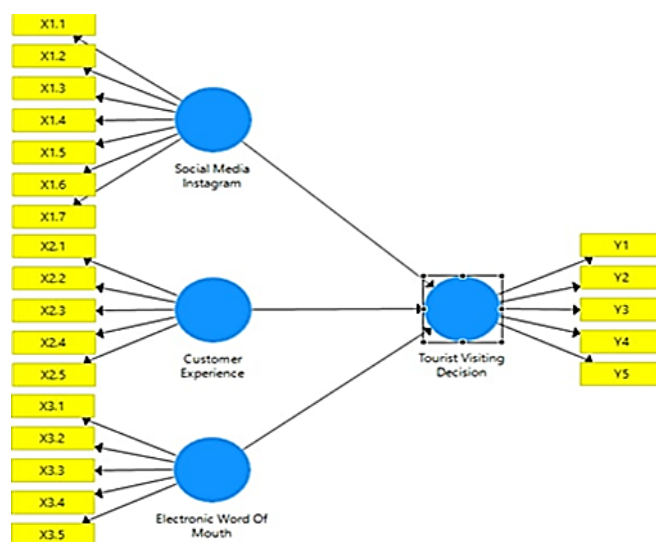


Figure 1. Conceptual Framework.

### 2.6. Hypothesis

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence that must be proven true (Sugiyono, 2013). The proposed hypotheses are:

- H1 : There is a significant positive effect of social media Instagram on tourist visiting decision.
- H2 : There is a significant positive effect of customer experience on tourist visiting decision.
- H3 : There is a significant positive effect of electronic word of mouth on tourist visiting decision.

### 3. Materials and Methods

Population is a whole related to a collection of research elements to be determined and studied and then drawn in several conclusion (Sugiyono, 2009). The population in this study were all visitors who became followers of the @wisataalamdatuk Instagram account, totaling 16,060 accounts. Sampling using accidental sampling method. The sample is calculated using the Taro Yamane formula with a significance level of 10% and produces a sample of 100 respondents.

### 3.1. Data Collection

In accordance with the type of data used in this study, namely the type of primary data. Primary data is data obtained directly from first party sources or original sources (Sugiyono, 2009). The data collection technique carried out in this study was a questionnaire. Questionnaire is a data collection technique by giving a question or a written statement to the respondent to answer it (Sugiyono, 2009). Questionnaires were distributed online via Google Form to followers of Alam Datuk Beach tourism Instagram account.

### 3.2. Data Analysis

The data analysis method used in this study is the Structural Equation Model (SEM) method using Partial Least Square (PLS) software. There are two things that are done in the analysis using PLS, namely:

#### 3.2.1. Measurement Model

Outer model analysis is carried out to ensure that the indicators used are suitable for measurement. Outer model analysis is carried out to assess validity and reliability tests.

**Validity Test-** Validity testing is carried out through convergent validity and discriminant validity tests. Convergent Validity represents the magnitude of the correlation between the measures (indicators) and their structure. Convergent validity can be met and is said to be high if it is correlated  $>0.70$  with the loading value for each item having a value of more than 0.5 to 0.6. The discriminant validity test can be seen in the cross loading value, if the cross loading value of each variable statement item to the variable itself is greater than the correlation value of the statement item to other variables (Ghozali & Latan, 2015).

**Reliability Test-** Composite reliability can be used to test reliability. If the value of composite reliability  $\geq 0.70$  then the variable can be trusted (Sekaran, 2014). Cronbach's alpha can be used to strengthen the results of composite reliability. The value of the construct is said to have high reliability. if the value achieved is  $> 0.70$ .

#### 3.2.2. Structural Model

The inner model analysis was conducted to see the relationship between the construct, the significance value and the R-Square of the research model. The structural model was evaluated using R-Square for the dependent construct, Q-Square stone-geisser test for predictive relevance and t-test for the significance of structural path parameter coefficients. R-Square - To assess the structural model, first assess the R-Square for each endogenous latent variable as the predictive power of the structural model. The R-Square values of 0.75, 0.50 and 0.25 can be concluded that the strong model is moderate and weak (Ghozali & Latan, 2015). Goodness of Fit (GoF) - Calculation of Goodness of Fit (GoF) in PLS is done by calculating Q2 (Q-Square). The magnitude of Q2 has a value with a range of  $0 < Q2 < 1$ , where the closer to 1, the better the model. The calculation formula for Q2 is:

$$Q^2 = 1 - (1 - r^2)$$

Where: Q2: Predictive Relevance Value,  $r^2$ : R-Square value of the tourist visiting decision variable

### 3.3. Hypothesis Test

Hypothesis testing in this study uses 5% alpha. Hypothesis testing in this study is divided into two parts, namely partial testing and simultaneous testing. The direct effect test will use bootstrapping, and simultaneous test will use the F-test formula.

## 4. Results and Discussion

### 4.1. Evaluation of the Measurement Model

The measurement model (outer model) is confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. The following are the results of the evaluation of the outer model in this study.

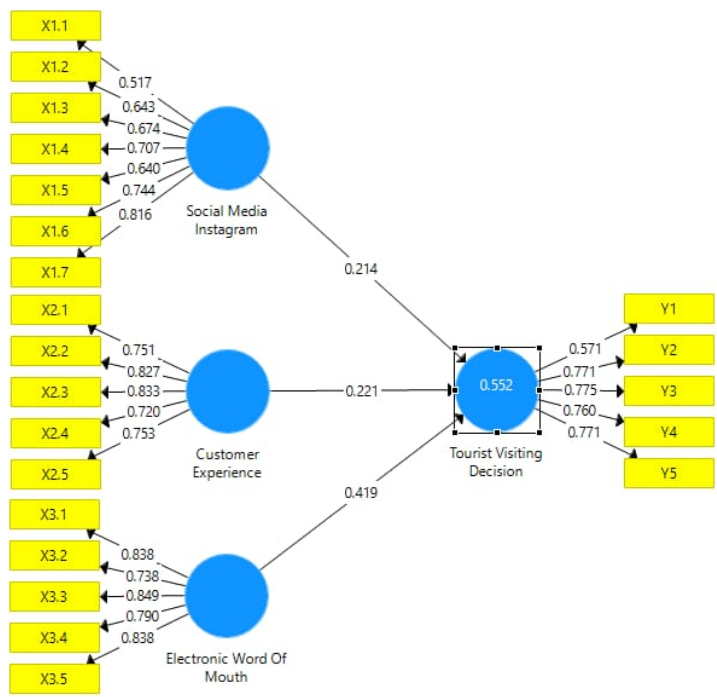


Figure 2. Measurement Model.

4.2. Construct Validity and Reliability

Testing the validity of a data can use convergent validity by looking at the value of the loading factor and discriminant validity by looking at the value of cross loading.

4.2.1. Convergent Validity

The reflective measure is said to be high if it has a correlation of more than 0.70 with the construct to be measured. However, for early stage research with the development of a measurement scale, a loading value of 0.5 to 0.60 is considered sufficient (Ghozali & Latan, 2012). The following are the results of testing the convergent validity measurement model using the loading factor.

Table 1. Validity Test Results with Loading Factor.

Item	Loading Factor
X1. 1	0.517
X1. 2	0.643
X1. 3	0.674
X1. 4	0.707
X1. 5	0.640
X1. 6	0.744
X1. 7	0.816
X2. 1	0.751
X2. 2	0.827
X2. 3	0.833
X2. 4	0.720
X2. 5	0.753
X3. 1	0.838
X3. 2	0.738
X3. 3	0.849
X3. 4	0.790
X3. 5	0.838
Y1	0.571

Y2	0.771
Y3	0.775
Y4	0.760
Y5	0.771

Table 1 shows that all loading factor values are above 0.50, so that it can be concluded that each indicator in this study is valid.

#### 4.2.2. Discriminant Validity

Discriminant validity compares the Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between constructs and other constructs in the model, then it is said to have a good discriminant validity value. The following are the results of testing the discriminant validity measurement model using cross loading, which can be seen in the Table 2 below:

**Table 2.** Result of Validity and Reliability.

Item	Social Media Instagram (X1)	Customer Experience (X2)	Electronic Word of Mouth (X3)	Tourist Visiting Decisions (Y)
X1. 1	0.517	0.407	0.554	0.373
X1. 2	0.643	0.442	0.368	0.358
X1. 3	0.674	0.416	0.365	0.327
X1. 4	0.707	0.417	0.337	0.369
X1. 5	0.640	0.437	0.312	0.430
X1.6	0.744	0.539	0.397	0.549
X1.7	0.816	0.638	0.451	0.446
X2. 1	0.550	0.751	0.431	0.448
X2. 2	0.560	0.827	0.432	0.515
X2.3	0.532	0.833	0.399	0.483
X2.4	0.483	0.720	0.537	0.390
X2.5	0.586	0.753	0.539	0.554
X3.1	0.449	0.546	0.838	0.508
X3.2	0.416	0.413	0.738	0.499
X3.3	0.514	0.566	0.849	0.608
X3.4	0.395	0.340	0.790	0.471
X3.5	0.557	0.535	0.838	0.628
Y1	0.346	0.414	0.440	0.571
Y2	0.421	0.498	0.453	0.771
Y3	0.399	0.502	0.468	0.775
Y4	0.470	0.364	0.563	0.760
Y5	0.771	0.501	0.540	0.771

Table 2 displays that all cross-loading values of each targeted indicator have a fairly high correlation with each variable compared to other variables so that it can be concluded that the above indicators are valid.

#### 4.2.3. Reliability Test

An instrument can be said to be reliable by looking at the value of Average Variance Extracted more than 0.5, Cronbach Alpha more than 0.6 and Composite Reliability more than 0.7. The following results of reliability calculations through Average Variance Extracted (AVE), Cronbach Alpha and Composite Reliability can be seen in the following Table.

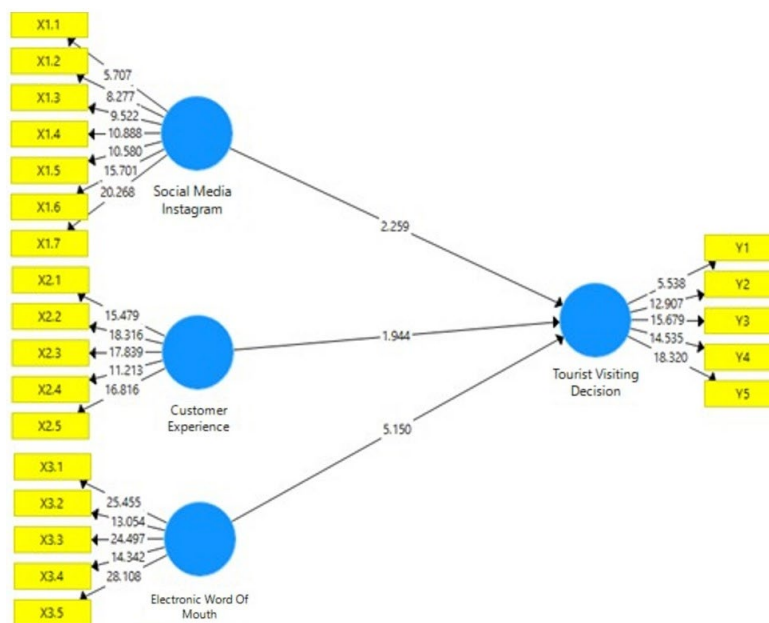
**Table 3.** Result Reliability and Convergence Validity.

	<b>Cronbach' Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Social Media Instagram (X1)	0,806	0,818	0,858	0,466
Customer Experience (X2)	0,836	0,844	0,884	0,605
Electronic Word Of Mouth (X3)	0,870	0,879	0,906	0,659
Tourist Visiting Decisions (Y)	0,781	0,789	0,852	0,539

Table 3 displays the result reliability and convergence validity. The result indicated that the Average Variance Extracted (AVE) value on the Social Media Instagram variable is less than 0.5 and other variables above 0.5, although the Average Variance Extracted (AVE) value is less than 0.5 but the Cronbach Alpha value, rho\_A, and Composite Reliability have met the requirements, then all indicators are reliable in measuring the latent variables.

**4.3. Evaluation of the Structural Model**

The evaluation of the inner model can be seen from several indicators which include the coefficient of determination (R2), Predictive Relevance (Q2) and the Goodness of Fit Index (GoF). The results of the structural model are shown in the following figure.



**Figure 3.** Result of Structural Model.

**4.3.1. Coefficient Determination**

To assess the model with PLS begins by looking at the R-square for each dependent latent variable. The results of the calculation of r2 in this study are as follows:

**Table 4.** Coefficient if Determination (R Square).

Variable	R <sup>2</sup>
Tourist Visiting Decisions (Y)	0.552

**4.3.2. Goodness of Fit Model**

GoF value in PLS analysis can be calculated using Q-square predictive relevance (Q2). The following are the results of the calculation of the Goodness of Fit Model in this study:

$$Q2 = 1 - (1 - r^2); Q2 = 1 - (1 - 0,552); Q2 = 0,552$$

The Q-square predictive relevance (Q2) value is 0.552 or 55.2%. In Table 5 it can be seen the results of direct hypothesis testing with bootstrapping.

**Table 5.** Result of Hypothesis Testing.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P Values
Social Media Instagram -> Tourist Visiting Decision	0.214	0.227	0.094	2.259	0.024
Customer Experience-> Tourist Visiting Decision	0.221	0.221	0.114	1.944	0.052
Electronic Word of mouth-> Tourist Visiting Decision	0.419	0.418	0.081	5.150	0.000

Table 5 indicates that result of hypothesis testing. The result indicates that Social Media Instagram and Electronic Word of mouth have a significant and positive effect on tourist visiting decision. Besides that, customer experience does not significant effect on tourist visiting decision. The regression coefficient of social media Instagram is 0.214, standard deviation is 0.094, t-stat is 2.259 and significant at 5 percent or 0.024. It means by assuming increase 1 percent in social media Instagram, then tourist visiting decision increased as much as 21.4 percent. Also, electronic word of mouth regression coefficient is 0.419, standard deviation is 0.081, t-stat is 5.150 and significant at 1 percent or 0.000. It means by assuming increase 1 percent in electronic word of mouth, then tourist visiting decision increased as much as 41.9 percent.

## 5. Conclusions

In conclusion, this study social media Instagram and electronic word of mouth have a significant and positive effect on tourist visiting decision. Besides that, customer experience does not significant effect on tourist visiting decision. Also, the results of this study indicate that simultaneously social media Instagram, customer experience and electronic word of mouth have a significant effect on tourists visiting decisions. Partially, social media Instagram affects the tourist visiting decisions, customer experience does not affect the tourist visiting decisions, and electronic word of mouth affects the tourist visiting decisions.

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