

E-WOM ANALYSIS ON TOURIST LOYALTY IN PARAPAT TOBA LAKE WHICH MEDIATED DESTINATION IMAGE

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Abstract: This study identifies the effect of e-wom on tourist loyalty in Parapat Toba Lake with destination image as a mediating variable. All tourists in Parapat Toba Lake became the object of this study with a sample of 142 people. This research is quantitative type with primary data through questionnaires. The analysis tool is SEM with the help of Amos version 20.0 with the path analysis method. The study found that e-wom had a significant effect on destination image and tourist loyalty Parapat Toba Lake. Destination image partially mediates the effect of e-wom on tourist loyalty in Parapat Toba Lake.

Key Words: E-Wom, Destination Image, Loyalty, Tourist of Parapat Toba Lake.

1. INTRODUCTION:

When we talk about North Sumatra the first time people remember is the Batak tribe, with a strong dialect and a style that is loud typical and spicy food. Yet besides that there is more that must be known and visited by the world community, North Sumatra in particular, namely Parapat Toba Lake. Parapat Toba Lake has extraordinary natural beauty. Toba Lake is a large natural lake in Indonesia which is located in the Super Volcano caldera. Toba Lake is the site of a super massive volcanic eruption that was very large in power around 69,000 to 77,000 years ago. The eruption of the volcano formed the largest lake in Southeast Asia, Toba Lake. Many tourist attractions that tourists can visit in the Toba Lake tourist area, including: Parapat, Samosir, Tongging, Balige Batak Museum, White Sand Parbaba, Bukit Indah Simarjarunjung, Sipiso-piso Waterfall, Bukit Holbung, Tomok and many others. Parapat is a tourist place which is the entrance to Toba Lake.

All of these attractions can be visited by tourists easily because of the support of good facilities and infrastructure. The support of good tourism management makes tourists get good services from every tourist attraction in the Toba Lake tourism area. The positive experience of tourists on tourist visits on Toba Lake is widely spoken by consumers through social media on the internet through Facebook, Youtube, Instagram, WhatsApp, Blacberry Massanger, Line and other social media. The willingness of tourists to tell "posting" positive experiences is known as the word of mouth in the internet world called the electronic word of mouth (e-wom).

A positive e-wom can contribute to the increasing interest of others in visiting Toba Lake. This is because e-wom has an effect on improving the image of the tourist visit area (destination image). In addition to destination image, e-wom also influences consumer satisfaction and loyalty (Setiawan et al., 2014). The more frequent and more positive wom consumers do on social media shows the greater level of consumer satisfaction and loyalty at Toba Lake as a tourist visiting area.

Consumer satisfaction and loyalty is also influenced by destination image (Setiawan et al., 2014). The positive impact of destination image is manifested in the form of high tourist satisfaction in their tourist visits, and in the future, tourists want to return to the same tourist attraction. This shows that a good image of a tourist attraction will provide positive outcomes in the form of satisfaction and loyalty.

But aside from positive experiences, it is not uncommon for tourists to post negative experiences they find when visiting Parapat Toba Lake. The lack of friendliness from the people and the traders of food and souvenirs around Parapat Toba Lake gives the impression of being uncomfortable in the hearts of tourists. The large number of water hyacinth and trash scattered around the lake reduces the beauty and cleanliness of the lake. Accommodation that is still considered less than optimal for Toba Lake worldwide is also the reason for the lack of satisfaction and loyalty of tourists to Parapat Toba Lake attractions.

2. THEORICAL BASIS:

E-Wom

Marketing communication strategies can be carried out through social media (Shimp, 2010). Social media is a collection of internet-based applications that build ideological foundations and web technologies that enable the creation

and exchange of content produced by users (Paquette, 2013). Social media has evolved from being just a place for social relations, now it has become a place for consumers to get company information and products for sale (Paquette, 2013). Social media has a strong content power as a reference for consumers in getting information about a product or service. The power of content and conversation that takes place in social media drives many companies to use it as a communication tool in marketing a company's products or services. Through social media, companies can promote a product or service and form an online community or group for consumers who like the brand / product or service used (Kaplan and Haenlein, 2010). The existence of an online community or group will enable an electronic social interaction that will encourage e-WOM.

Destination Image

Echtner and Ritchie as quoted by Kurniawan (2014) defines destination image as an impression of a place or one's perception of a certain area. Assael (2010) defines the image as the overall perception of a product that is formed from processing information from various sources, all the time. Image according to Pitana and Diarta (2009) is the trust that tourists have about products or services that tourists buy or will buy. The image / brand of a tourist area is defined by Blain et al., (2005) as a marketing activity to promote a positive image of a tourist destination in order to influence consumers' decisions to visit it.

Loyalty

In general, loyalty is interpreted as a commitment of customers to subscribe or re-buy selected products / services consistently (Hurriyati, 2005); (Hose, 2013). Whereas Kartajaya and Setiawan (2014) stated that the highest loyalty was seen from the activeness of customers in recommending brands. However, recommendations are often biased. The fact is we often hear recommendations from colleagues in the form of negative recommendations. True customer loyalty can be created if the customer becomes a defender (advocate) for the company without even incentives (Selang, 2013). So in avoiding bias by apparent loyalty, in the search for data is emphasized by the statement "with pleasure" as a form of expression without coercion.

3. MATERIALS:

Conceptual Framework

Customer loyalty is behavior related to the brand of a product, including the possibility of renewing the brand contract in the future, in the form of the possibility of customers changing their support of the brand, or in the form of the possibility of customers to enhance the positive image of a product brand. However, if the product is deemed unsatisfactory to the customer, the customer will react by exiting (the customer declares to stop buying a brand or product) and voice (the customer expresses dissatisfaction directly with the company) (Hermawan, 2017).

Based on the description, the conceptual framework in this study can be described as follows:

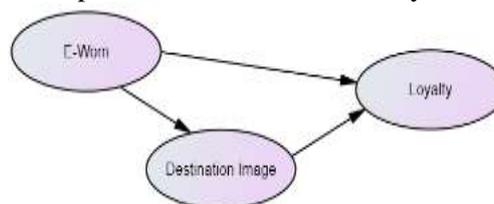


Figure 1. Conceptual Framework

Hypotheses

Research from Putra (2018) and Setiawan (2014) found that destination imagery mediates e-wom's influence on tourist satisfaction, destination image mediates the influence of e-wom on tourist loyalty, satisfaction mediates some of the influence of e-wom on tourist loyalty, and satisfaction mediates some of the influence of destination image on tourist loyalty. Surya et al (2018) found that destination image had a significant effect on tourist satisfaction and loyalty. Satisfaction mediates the influence of destination image on the loyalty of domestic tourists who have visited halal tourism in the city of Padang.

Based on previous research, the hypothesis in this study can be described as follows:

- E-wom has a significant effect on tourist satisfaction in Parapat Toba Lake.
- E-wom has a significant effect on tourist loyalty in Parapat Toba Lake.
- Satisfaction has a significant effect on tourist loyalty in Parapat Toba Lake.
- Satisfaction mediates the influence of E-wom on tourist loyalty in Parapat Toba Lake.

4. RESEARCH METHODOLOGY:

Research Approach

This research is located in Parapat Lake Toba. This type of quantitative research is associative with primary data sources. The sample is determined from the number of indicators. The number of indicators in this study is 22 indicators, $22 \times 6 = 132$. Coupled with 10 respondents in case an outlier occurs. Data collection techniques by distributing questionnaires directly to 142 tourists in Parapat Toba Lake. The questionnaire was prepared using a Likert scale (5-1, strongly agree-strongly disagree). Sampling technique using probability sampling techniques with accidental sampling. Data analysis technique used is Path analysis using Structural Equation Model (SEM).

The equation formulas in this study are:

$$Z = b_1X + Z_{10} \dots\dots\dots 1)$$

$$Y = b_1X + b_2Z + Z_{11} \dots\dots\dots 2)$$

Note:

Y = Tourist Loyalty

Z = Destination image

X = E-Wom

b_1b_2 = Regression coefficient

$Z_{10}Z_{11}$ = Errorterm

Evaluation Criteria for Goodness of Fit

The indices used to test the feasibility of the model are as follows:

Table 1. Feasibility Testing Index Model

Goodness Of Fit Index	Cut-off Value
χ^2 C-square Statistics	df, $\alpha = 5\%$
Probability	$\geq 0,05$
CMIN/DF	$\leq 2,00$
GFI	$\geq 0,90$
AGFI	$\geq 0,90$
TLI	$\geq 0,95$
CFI	$\geq 0,95$
RMSEA	$\leq 0,08$

Sumber: Ghozali (2013)

Interpretation and Model Modification The

level of significance of the relationship between variables indicated by the value CR (Critical Ratio) is identical to the t-test in regression and its probability value (P). Significant relationships are indicated by CR values greater than 2.58 and P values less than 0.05 (Ferdinand, 2014). To see the mediating effect with Sobel's repeat test decision researchers test with the Preacher's Tool.

5. RESEARCH RESULTS AND DISCUSSION:

Confirmatory Factor Analysis (CFA)

Following values for each indicator will be presented:

Tabel 1. CFA Value

			Estimate	Cut of Value	Information
X1	<---	E-Wom	,811	0,60	Valid
X2	<---	E-Wom	,726	0,60	Valid
X3	<---	E-Wom	,820	0,60	Valid
X4	<---	E-Wom	,715	0,60	Valid
X5	<---	E-Wom	,771	0,60	Valid
X6	<---	E-Wom	,808	0,60	Valid
X7	<---	E-Wom	,817	0,60	Valid
X8	<---	E-Wom	,749	0,60	Valid

			Estimate	Cut of Value	Information
X9	<---	E-Wom	,756	0,60	Valid
Z1	<---	DestinationImage	,712	0,60	Valid
Z2	<---	DestinationImage	,770	0,60	Valid
Z3	<---	DestinationImage	,745	0,60	Valid
Z4	<---	DestinationImage	,759	0,60	Valid
Z5	<---	DestinationImage	,733	0,60	Valid
Z6	<---	DestinationImage	,784	0,60	Valid
Z7	<---	DestinationImage	,720	0,60	Valid
Z8	<---	DestinationImage	,760	0,60	Valid
Z9	<---	DestinationImage	,736	0,60	Valid
Y1	<---	Loyalty	,783	0,60	Valid
Y2	<---	Loyalty	,765	0,60	Valid
Y3	<---	Loyalty	,770	0,60	Valid
Y4	<---	Loyalty	,804	0,60	Valid
Y5	<---	Loyalty	,778	0,60	Valid
Y6	<---	Loyalty	,812	0,60	Valid

Based on Table 1 above it appears that all indicators of each construct are valid, because they are greater than 0.60.

Research result

The model suitability test is carried out through a flow chart in the full model equation. The full model test is carried out in two stages: full model before modification and full model after modification. Full model test before modification is carried out to find out how far the initial model formed in meeting the Goodness Of Fit (GOF) criteria before the model is modified. The following will present a full model image before modification:

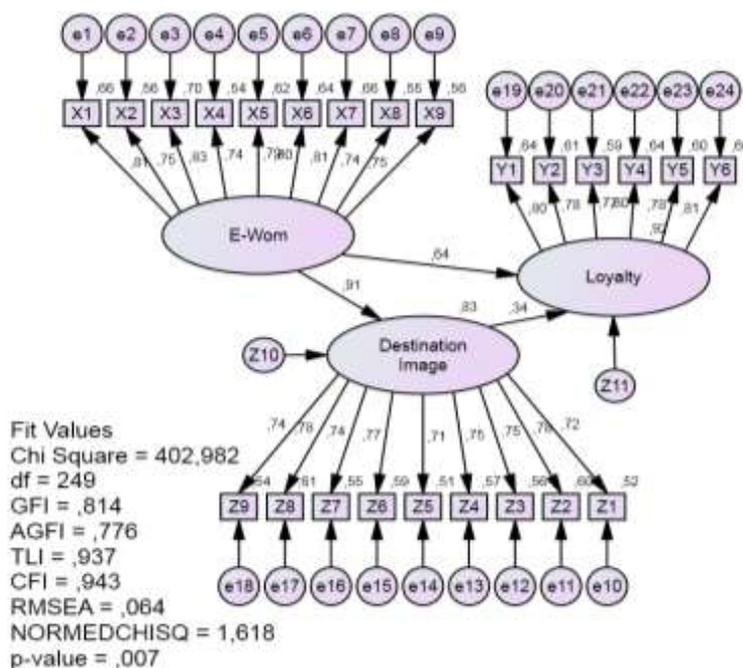


Figure 2. Full Research models Before Modified

Based on Figure 2, the Goodness of Fit (GOF) value has not been fulfilled, such as the GFI value (0.814 < 0.90), AGFI value (0.776 < 0.90) and the p-value that is not yet significant is 0.007. Because Figure 2 has not been able to explain the research model correctly and properly, so it needs to be modified. The following will present a full model image after modification:

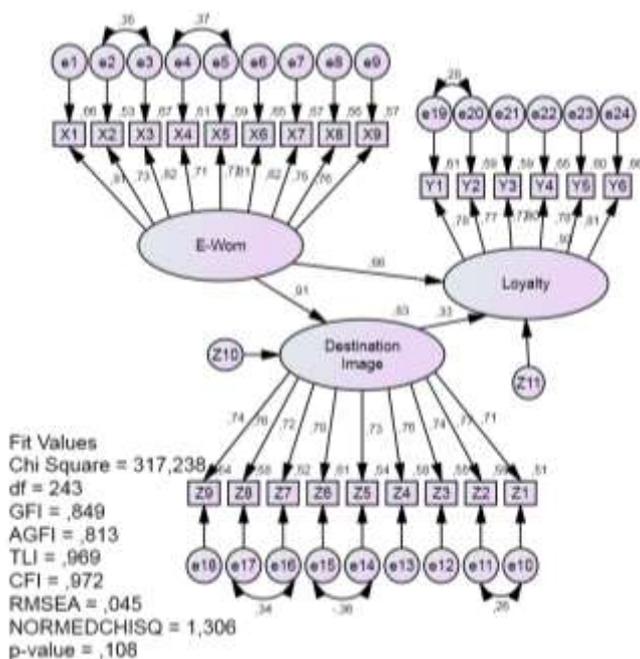


Figure 3. Full Model Research After Modification

Based on Figure 3, all constructs meet GOF criteria. Such as GFI, chi-square, TLI, CFI, RMSEA, CMIN / DF values that have met the required criteria and a p-value of 0.108 which indicates that the model formed has been very significant. Except for the GFI and AGFI values which are still marginal but are close to good.

Discussion

To see how much influence the independent variable has on the dependent variable is shown in Table 2 below:

Table 2. The Effect of the Independent Variable on the Bound Variable

			Std. Estimate	Estimate	SE	CR	P
DestinationImage	<---	E-Wom	,912	,791	,088	9,039	***
Loyalty	<---	DestinationImage	,328	,348	,142	2,846	,014
Loyalty	<---	E-Wom	,657	,603	,130	4,652	***

Source: Output AMOS-20, 2019.

Based on Table 2 above can be used to answer the equation that was made before:

Equation I : $Z = b_1X + Z_{10}$ 1)
 $Z = 0,912 X$

Equation II : $Y = b_1X + b_2Z + Z_{11}$ 2)
 $Y = 0.657 X + 0.328 Z$

Based on Table 2 will be described in detail to be able to more clearly answer the research hypothesis as follows:

Effect of E-Wom on Destination Image

Effect of e-wom on Tourist destination image is a standardized regression weight estimate of 0.912 (91.2%), a critical ratio value of 9.039 and a probability value of 0.0001. This proves that e-wom has a significant effect on tourist destination image in Parapat Toba Lake.

Effect of E-Wom on Loyalty

The effect of e-Wom on tourist loyalty is a standardized regression weight estimate of 0.657 (65.7%), a critical ratio value of 4.652 and a probability value of 0.0001. It can be concluded that e-wom has a significant effect on tourist loyalty in Parapat Toba Lake.

The Effect of Destination Image on Loyaltyinfluence of Destination Image on Tourist Loyalty

This is the standardized regression weight estimate value of 0.328 (32.8%), critical ratio value of 2.846 and probability value of 0.014. It can be concluded that destination image has a significant effect on tourist loyalty in Parapat Toba Lake.

Destination Image Mediating the Effect of E-Wom on Loyalty

To find out whether or not mediating destination Image on the effect of e-wom with tourist loyalty, can be seen in the picture of the following sobel test results:

Input:	Test statistic:	Std. Error:	p-value:
a 0.912	Sobel test: 2.25453958	0.13268164	0.02416224
b 0.328	Aroian test: 2.2446068	0.13326878	0.02479339
s _a 0.088	Goodman test: 2.2646054	0.13209189	0.02353691
s _b 0.142	Reset all	Calculate	

Figure 4. Sobel Test Results

Based on the calculation results found significance of the path -a (0,0001), lane-b (0,014), lane -c (0,0001), and lane -c '(0,024). Then it can be concluded that the destination image mediates partially the effect of e-wom on tourist loyalty in Lake Toba Parapat. This means that destination image can influence directly or indirectly to increase tourist loyalty in Lake Toba Parapat.

6. CONCLUSION The

conclusions obtained from the results of the study: 1) E-wom has a significant effect on the destination image of tourists in Parapat Toba Lake. 2) E-wom has a significant effect on tourist loyalty in Parapat Toba Lake. 3) Destination image has a significant effect on tourist loyalty in Parapat Toba Lake. 4) Destination image partially mediates the effect of E-wom on tourist loyalty in Parapat Toba Lake.

7. SUGGESTION:

Suggestions researchers submit to the Government, community and tourists to improve e-wom, destination image and loyalty of tourists in Parapat Toba Lake, namely: 1) The government is expected to play an active role in promoting Parapat Toba Lake attractions, improving infrastructure and provide counselling to the people who live around Toba Lake to maintain cleanliness and love the natural environment, 2) The community is expected to give a positive impression to the tourists so that the destination image of Parapat is delivered properly so that tourists become loyal, 3) Tourists are expected to actively post in various social media tourist attractions in Toba Lake especially Parapat so that Parapat can be better known by the world community.

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