



The effect of electronic word of mouth on destination image and their impact on visiting interest and decisions

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Article Info

ISSN (online): 2582-7138

Volume: 03

Issue: 05

September-October 2022

Received: 13-08-2022

Accepted: 15-09-2022

Page No: 299-304

Abstract

The rapid development of information and communication technology can be used as a means to introduce Indonesian tourism brands. One way that can be done is by stimulating the occurrence of electronic word of mouth communication between tourists through Instagram social media. Electronic word of mouth communication that occurs is recognized to be able to instill the image of the destination in the minds of tourists so that it can foster tourist interest and decisions to visit tourist destinations. The purpose of this study was to examine the effect of Electronic Word of Mouth on the Image of Indonesian tourist destinations and its impact on Visiting Interests and Decisions. The survey was conducted on active followers of the Instagram account. Data analysis was performed using descriptive analysis and path analysis. The results showed that Electronic Word of Mouth had a significant effect on Destination Image, Electronic Word of Mouth had a significant effect on Visiting Interest, Electronic Word of Mouth had an insignificant effect on Visiting Decisions, Destination Image had a significant effect on Visiting Interests, Destination Image had no significant effect on Decisions. Visiting and Visiting Interests have a significant effect on Visiting Decisions. The findings in this study indicate that electronic word of mouth through social media Instagram is an effective way to shape the image of the destination and attract tourists so that it can influence visiting decisions.

Keywords: Electronic word of mouth, destination image, visiting interest, visit decision

Introduction

Currently, information and communication technology in the world is growing rapidly from year to year, especially after the development of smartphones. Smartphone technology makes it easier for users to access the internet anywhere and anytime. So that this also affects the increase in internet users, including in Indonesia. Based on data obtained from the Association of Indonesian Internet Service Providers (APJII) the increase in the number of internet users in Indonesia increased by more than 13% annually (des.net.id: 2015).

It should be noted that the penetration of internet users is 34.9 percent. This means that internet users in 2014 reached 88.1 million people out of a population of around 252 million people (technology.news.viva.co.id: 2015). Based on its usefulness, the Chairperson of APJII, Pengerapan in technology.news.viva.co.id (2015) stated that up to March 2015, there were 87.4% of netizens using the internet to access social networks or social media, followed by searching for information or browsing with a percentage of 68.7%, and the last instant messaging by 59.9% (technology.news.viva.co.id). Through the presentation of the data, it can be concluded that the majority of internet users use the internet to access social media in their daily lives.

The function of social media itself at this time has grown from being previously only used to connect with family and friends, now it has developed as a medium for consumers to get company information or products being sold (Shankar in Paquette: 2013). Currently, not only companies provide information about products, but also consumers who have using the product does not hesitate to share information about the experience when using the product. Nowadays consumers are increasingly critical in choosing goods and are observant to find information about a product first before making a purchase.

Social media itself is divided into several sites, research from We Are Social explains that the majority of social media sites accessed by internet users in Indonesia are 93% of internet users accessing Facebook, 80% accessing Twitter, 74% internet users accessing Google+, 39 % of internet users access Likedin and 32% of internet users also access Instagram (technasia.com). Although based on these data, Facebook is the social media that has the most users, but its user involvement in a particular brand is lower when compared to Instagram. This is a concern for marketers and catapulted the Instagram brand because half of these Instagram users follow their favorite brands through social media. Instagram is also a social media that allows its users to search and obtain information about a desired brand and product.

The same opinion was previously conveyed by Elliott in (blogs.forrester.com:2020) who explained that six of the seven social networks studied by Forrester Research explained that the level of engagement of social media users on brands was less than 0.1%. This is different from Instagram, research from Forrester Research suggests that accounts from well-known brands that upload content on Instagram generate user engagement rates for a brand with a figure of 4.21% (blogs. forrester). This opinion illustrates that Instagram social media users are more active in responding to uploaded content from brands they have followed.

The involvement of consumers in responding through comments on the uploaded content is what is used by Instagram social media users to find information and is used as a means and media for exchanging information referred to as electronic word of mouth. Hennig-Thurau *et al.*, (2004)^[8], suggests that electronic word of mouth is a positive or negative statement made by potential or former customers about a product or company, which is intended for many people or institutions via the internet. Goldsmith and Horowitz (2016)^[7] state that the use of the internet has changed the way consumers communicate and share opinions or reviews about products or services that have been consumed, including through social media Instagram. Through social media Instagram, information about products or services is obtained more quickly. Instagram users simply enter a keyword, content with the category they are looking for will appear.

Electronic word of mouth communication that is formed on Instagram social media allows users to share information on tourist destinations. The Indonesian Ministry of Tourism has created a brand or brand for Indonesian tourism in the form of "Wonderful Indonesia" and "Pesona Indonesia". The two tourism brandings were created to market Indonesian tourism and to homogenize the keywords of Indonesian tourism. The "Wonderful Indonesia" and "Pesona Indonesia" brands can be found by Instagram account users around the world who want to know about Indonesian tourism destinations. This is an effective way to promote Indonesian tourism, this is in line with the opinion previously conveyed by Elliott in (blogs.forrester.com: 2014) which states that Instagram is the best social media for communicating brands.

The more a lot of content is uploaded and the tourism brand hashtag is included, followed by comments from other users that can improve the image of this Indonesian tourism destination itself. Increasing the image of Indonesia's tourism destinations will certainly bring profit for the country. Seeing the interesting content on Instagram, it will create curiosity and a desire from other people to come to visit and enjoy these tourist destinations.

Literature Review

Electronic Word of Mouth

Hennig-Thurau *et al.*, (2004)^[8], argues that electronic word of mouth is a positive or negative statement made by potential or former customers about a product or company, which is intended for many people or institutions via the internet. Consumers tend to accept suggestions from relatives, friends, and colleagues because of the high credibility among them when talking about the products they consume. The Word of Mouth Association (WOMMA) simply defines word of mouth marketing as a person's act of sharing interesting information with others (womma.org: 2013) Hennig-Thurau *et al.* reflecting on electronic word of mouth through the following eight dimensions: Platform assistance, Concern for other, Economic Intensives, Helping company. Expressing Positive Emotion, Venting negative feelings, Social Benefits, and Advice seeking.

Destination Image

Image or image can be interpreted as a public perception of the identity of the company or association (Arafat, 2016)^[2]. Meanwhile Lawson and Bovy in Lopes (2011)^[14] define that destination image is a concept as the expression of all objectives knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location", which means the image Destination is the objective knowledge, prejudice, imagination and emotional thoughts of individuals and groups towards a particular location. Destination image in relation to this research refers to the brand image tori, where the brand can provide an overview of a product which is a brand this cannot be separated from its products, namely tourist destinations. Schiffman and Kanuk (2008: 135)^[21] state that there are seven factors that can form a brand image including quality or quality, trustworthy or reliable, usefulness or benefits, service, risk, price, and the image owned by the brand itself.

Interested Visit

Interest in visiting is basically an impulse from within the consumer in the form of a desire to visit a place or area that attracts a person's attention. In relation to tourism, the theory of interest in visiting is taken from the theory of buying interest in a product, so that in several categories, buying interest can be applied to interest in visiting. Kotler (2000:165)^[12] explains that interest is an impulse, or a strong internal stimulus that motivates action where this impulse is influenced by positive stimuli and feelings for the product Schiffman and Kanuk (2007:201)^[21] suggest that buying interest is a psychological activity that arises because the existence of feelings and thoughts about a desired product or service. Based on the opinions stated above, it can be concluded that visiting is an impulse that arises from within a person to act before making a decision to visit a tourist destination. According to Ferdinand (2002: 129)^[6], buying interest can be identified through indicators including transactional interest, referential interest, preferential interest, and exploratory interest.

Visit Decision

In relation to the world of tourism, purchasing decisions are assumed to be visiting decisions so that theories regarding purchasing decisions are also used in visiting decisions. Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and

choose one of them (Peter and Olson, 2000: 162) ^[17]. Swastha and Handoko (2012: 102) ^[24] explain that the purchase decision taken by the buyer is a collection of a number of decisions. Each purchase decision has a structure of seven components, including decisions about product types, about product form, decisions about brands, decisions about sales, decisions about product quantities, decisions about when to buy, and decisions about how to buy.

Relationship of Electronic Word of Mouth with Destination Image, Visiting Interests and Visiting Decisions

Electronic word of mouth communication by tourists on Instagram will be very influential in improving the image of the tourist destination itself. Posting pictures on Indtravel's Instagram accounts is always followed by hashtags or hashtags "Wonderfull Indonesia" and "Pesona Indonesia" which are brands of Indonesian tourism, so the talk about tourism itself will be influenced by the brand of that tourism. So in relation to this research, the destination image theory used was adopted from the brand image theory.

The opinion expressed by Shimp (2020) ^[23] explains that brand image is a type of association that arises in consumers' minds when remembering a particular brand. Every customer has a certain impression of a brand, which will arise after seeing, hearing, reading or feeling the product brand, either through TV, radio, or print media (Kotler: 2000) ^[12]. The more often consumers read, hear, find or talk about the brand of a business agency, it can be concluded that the brand image of the agency is also getting stronger.

The results of research conducted by, prove that Electronic Word of Mouth has an influence on Brand Image. Another study from Jalilvand (2012) ^[11], also produced the same opinion, namely that Electronic Word of Mouth has an influence on Brand Image. Interest in visiting based on a theory derived from buying interest basically occurs because of an impulse that arises in a person to buy goods or services. Research from Semuel and Lianto (2014) ^[22] also states that Electronic Word of Mouth has been shown to significantly influence Purchase Interest. The better or better someone's review on electronic media, the higher buying interest will be.

Purchasing Decisions in tourism terms are defined as Visiting Decisions. The results of research conducted by Chang *et al.*, (2010) ^[4] proved that there are the influence of Electronic Word of Mouth on Purchase Decisions. Another study from Themba and Monica (2013) ^[25] also shows that consumer involvement in electronic word of mouth communication on a brand, consumer opinions and information seeking has a positive effect and significantly influences purchasing decisions. The results of research conducted by Semuel and Lianto (2014) ^[22] explain that Brand Image has a significant effect on Purchase Interest. This means that a product with a good or good brand then consumers are more likely to repeat purchases at that brand. For this reason, Semuel and Lianto (2014) ^[22] explain that the level of brand image has an impact on buying interest. According to Peter and Olson (2000:162) ^[17] Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. If consumers do not have experience with a product, consumers tend to trust the preferred or well-known brand (Schiffman and Kanuk 2008: 173) ^[21].

Based on the results of research conducted by explains that brand image has a significant influence on purchasing decisions. Placement of the brand image in the minds of consumers must be done continuously so that the brand image

created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and consumers are likely to buy the brand in question. Herche in Yoestini and Eva (2007:267) ^[28] states that high consumer buying interest will encourage consumers to buy a product, but on the contrary, low consumer buying interest will prevent consumers from buying the product.

Research Hypothesis

- H1:** Electronic Word of Mouth variable has a significant effect on Brand Image
- H2:** Variable Electronic Word of Mouth has a significant effect on Visiting Interest
- H3:** Variable Electronic Word of Mouth has a significant effect on Visiting Decisions
- H4:** Brand Image Variable has a significant effect on Visiting Interest
- H5:** Brand Image Variable has a significant effect on Visiting Decisions
- H6:** Visiting Interest Variable has a significant effect on Visiting Decisions

Methodology

This research is a type of explanatory research with a quantitative approach. The research was conducted online by distributing valid and reliable questionnaires to active followers of the Indtravel Instagram account. The variables studied included Electronic Word of Mouth, Destination Image, Visiting Interests, and Visiting Decisions. The sample in this study were 113 respondents obtained from the Machin and Champbel formula with $r = 0.33$; $= 0.05$ (5%) in the two-way test, and $= 0.05$ (5%). The sampling technique used in this study is probability sampling with purposive sampling. The data in this study were analyzed using descriptive analysis and path analysis.

Results and Discussion

The results of the descriptive analysis showed that of the 113 respondents in this study, there were 46 (43.4%) male respondents and 64 (56.6%) female respondents, all of whom were Indonesian citizens. Based on the type of work the majority of respondents are students with a percentage of 66.4% with an average age of >20-23 years. The Electronic Word of Mouth variable consists of 7 indicators and 14 items with the following mean items: X1.1= 4.01; X1.2= 4.03; X2.1= 4.14; X2.2=4.04; X3.1= 4.21; X3.2= 4.24; X4.1= 4.14; X4.2= 4.05; X5.1= 3.67; X5.2= 3.35; X6.1= 3.91; X6.2= 4.14; X7.1= 3.36; X7.2= 3.56. The Destination Image variable consists of 7 indicators and 14 items with the following mean items: Y1.1.1= 4.16; Y1.1.2= 4.13; Y1.2.1= 4.24; Y1.2.2= 4.23; Y1.3.1= 4.20; Y1.3.2= 4.16; Y1.4.1= 3.68; Y1.4.2 = 3.65; Y1.5.1 = 3.37; Y1.5.2= 3.33; Y1.6.1= 3.62; Y1.6.2= 3.65; Y1.7.1= 4.00; Y1.7.2= 3.89.

Visiting Interest Variables consist of 4 and 8 items with the mean items as follows: Y2.1.1 = 4.31; Y2.1.2= 3.78; Y2.2.1= 4.04; Y2.2.2= 3.99; Y2.3.1= 3.91; Y2.3.2= 3.95; Y2.4.1= 3.50; Y2.4.2= 3.64. The fourth variable in this study is the Visiting Decision variable which is an endogenous variable in this study. This variable consists of one indicator and 5 items, with the mean items as follows: Y3.1= 3.96; Y3.2= 4.02; Y3.3= 3.77; Y3.4= 4.00; Y3.5= 3.78.

Path Analysis

Table 1

Hypothesis	Variable Endogenous	Variable Exogenous	Beta	tcount	Prob.	description
H1	Electronic Word of Mouth	Destination Image	0,62 5	8,44 4	0,000	Sig.
H2	Electronic Word of Mouth	interest to visit	0,46 1	6,91 8	0,00 0	Sig.
H3	Electronic Word of Mouth	decision to visit	0,17 9	1,68 2	0,09 5	Td k Sig.
H4	Destination Image	interest to visit	0,39 2	5,02 6	0,00 0	Sig.
H5	Destination Image	Decision	0,05 9	0,59 7	0,56 4	Td k

Model Accuracy

The accuracy of the hypothetical model from the research data is measured by the correlation coefficient of determination (R^2) in the three equations. The results of the calculation of the accuracy of the model for this study are as follows: $R^2 = 1 - (1 - R_{21}) (1 - R_{22}) (1 - R_2)$

$$= 1 - (1 - 0,391) (1 - 0,593) (1 - 0,431)$$

$$= 1 - (0,609) (0,407) (0,569)$$

$$= 1 - 0,141$$

$$= 0,859 \text{ or } 85,9\%$$

The results of the calculation of the accuracy of the model of 85.9% explain that the contribution of the model to explain the structural relationship of the four variables studied is 85.9%. While the remaining 14.1% is explained by other variables not included in this research model.

Effect of Electronic Word of Mouth on Destination Image

The results of the path analysis explain that the Electronic Word of Mouth variable has a significant effect on the Destination Image variable, this is indicated by the path coefficient value (β) of 0.625 with a probability of 0.000 ($p < 0.05$). The results of this test indicate that the Electronic Word of Mouth variable has significant influence on the Destination Image variable. This is because Instagram users' impressions of the tourism brands "Pesona Indonesia" and "Wonderful Indonesia" can arise after viewing posts or reading comments on Indtravel's Instagram accounts. This is in line with the opinion expressed by Kotler (2000) ^[12] that every customer has a certain impression of a brand, which arises after seeing, hearing, reading or feeling the product brand, either through TV, radio, or print media.

The results of this study are in line with previous research conducted by Jalilvand (2012) ^[11] which showed that Electronic Word of Mouth had an influence on Brand Image. The results of this study also strengthen the research conducted by Samuel and Lianto (2014) ^[22], Torlak *et al.*, (2014) ^[26], which state that there is a significant positive relationship between Electronic Word of Mouth and Brand Image. Based on these results, it can be concluded that the Electronic Word of Mouth variable which consists of Platform Assistance, Concern for Other, Helping the Company, Expressing Positive Emotion, Venting negative Feelings, Social Benefits, and Advice Seeking is an effective way to shape and instill the image of a destination. Products and associations in the minds of consumers by involving consumers directly to participate in discussions about product brands and associations.

The Effect of Electronic Word of Mouth on Visiting Interest

The results of the path analysis explain that the Electronic Word of Mouth variable has a significant effect on Visiting Interest, this is indicated by the path coefficient value (β) of 0.461 with a probability of 0.000 ($0.000 < 0.05$). The results of this test indicate that the Electronic Word of Mouth variable has a significant influence on the Visiting Interest

variable. This is due to the existence of electronic word of mouth communication that occurs on the Indtravel Instagram account, so that it becomes a strong internal impulse or stimulus that motivates Indtravel Instagram account followers to take action, where this impulse is influenced by the stimulus in the form of sharing information between users and posting. Tourist destinations from the admin of the account. This reason is in line with the opinion expressed by Kotler (2000:165) ^[12] which states: states that interest is an impulse, or a strong internal stimulus that motivates action where this drive is influenced by the stimulus.

The results of this study are in line with previous research conducted by Torlak *et al.* (2014) ^[26] which showed that there was a significant positive relationship between Electronic Word of Mouth and Purchase Intention. The results of this study also strengthen research conducted by Samuel and Lianto (2014) ^[22] which states that Electronic Word of Mouth has a positive effect on Buying Interest.

Effect of Electronic Word of Mouth on Visiting Decisions

The results of the path analysis explain that the Electronic Word of Mouth variable has no significant effect on visiting decisions. This is indicated by the path coefficient value (β) of 0.179 with a probability of 0.095 ($0.095 > 0.05$). This is due to the existence of factors that can influence decision making so that it can change interest in visiting. The results of this study are in accordance with the five-stage model of the consumer buying process by Kotler & Keller (2009:185) ^[13] which states that after the information search stage, the next stage is the evaluation of alternatives at this stage the consumer will determine whether to make a purchase decision or not. Kotler and Keller (2009: 189) ^[13] also explain that there are two general factors that can intervene between purchase intentions and purchase decisions, namely the attitude of others and unanticipated situational factors. Both of these factors can appear suddenly to change purchase intentions. The results of this study are in line with research conducted by Wijaya & Eristia (2014) ^[27], which shows that Electronic Word of Mouth has no significant effect on purchasing decisions. Furthermore, the results of this study also strengthen the research conducted by Safitri (2015) ^[20] which states that partially there is an insignificant influence between Electronic Word of Mouth on purchasing decisions.

The Effect of Destination Image on Visiting Interest

The results of the path analysis explain that the Destination Image variable has a significant effect on Visiting Interest, this is indicated by the path coefficient value (β) of 0.392 with probability of 0.000 ($0.000 < 0.05$). The results of this test indicate that the Destination Image variable has a significant influence on the Visiting Interest variable. This is due to the credibility and trust of Indtravel Instagram account followers towards tourism brands, both "Pesona Indonesia" and "Wonderful Indonesia" so that it triggers interest in visiting tourist destinations. This reason is in line with the opinion expressed by Aaker & Keller (1990) ^[13] in Samuel and Lianto

(2014) ^[22], a good brand image can increase loyalty, trust and also consumer interest in buying products from brands they trust. The results of this study are in line with previous research conducted by Samuel and Lianto (2014) ^[22] which showed that brand image proved to have a significant effect on purchase intention. The results of this study also strengthen the research conducted by Torlak et al., (2014) ^[26].

The Influence of Destination Image on Visiting Decisions

The results of the path analysis explain that the Destination Image variable has no significant effect on visiting decisions, this is indicated by the path coefficient value (β) of 0.059 with a probability of 0.564 ($0.564 > 0.05$). This is because the Destination Image attached to Indonesian tourism is not able to directly influence the decision to visit local tourists, so other driving factors are needed such as Electronic Word of Mouth as a mediator to introduce the brand so that it can trigger an impulse in the form of Visiting Interest. Based on descriptive analysis, the decision to visit Indtravel Instagram followers based on tourism brands has the lowest mean item value, which is 3.77. So it can be concluded that local tourists do not only consider the brand of tourism, but rather consider other things before making a decision to visit. The results of this descriptive analysis are in line with the opinion conveyed by in Rahayu and Arianti (2014) ^[19] which explains that to build a country's image improvement (especially in the tourism sector), the country should concentrate more on product development and marketing rather than pursuing branding targets. So based on these results it can be concluded that to encourage consumers to make a decision to visit an association brand must be widely introduced to tourists, especially the "Pesona Indonesia" brand which is targeted to promote tourist destinations to domestic tourists, one of which is through the social media Instagram owned by the association.

The Influence of Visiting Interests on Visiting Decisions

Hasil analisis jalur menerangkan bahwa variabel Minat Berkunjung berpengaruh signifikan terhadap Keputusan Berkunjung, hal ini ditunjukkan oleh nilai koefisien jalur (β) sebesar 0,474 dengan probabilitas sebesar 0,000 ($0,000 < 0,05$). Hasil uji ini menunjukkan bahwa variabel Minat Berkunjung memiliki pengaruh yang signifikan terhadap variabel Keputusan Berkunjung. Hal ini karena minat merupakan faktor pendorong bagi seseorang untuk melakukan keputusan berkunjung, seperti yang diungkapkan oleh Harche dalam Yoestini dan Eva (2007:267) ^[28] dimana minat beli konsumen yang tinggi dapat mendorong konsumen tersebut untuk membeli suatu produk, begitu pula sebaliknya minat konsumen yang rendah dapat mencegah konsumen untuk membeli suatu produk. Hasil penelitian ini juga memperkuat penelitian yang dilakukan oleh Aprilia *et al.*, (2015) ^[1] dan Putra *et al.*, (2015) ^[18]. Berdasarkan hasil tersebut dapat disimpulkan bahwa minat berkunjung merupakan dorongan yang muncul dalam benak calon wisatawan yang memberikan kontribusi untuk mengambil keputusan mengunjungi destinasi wisata.

Conclusions

1. Electronic Word of Mouth has a significant effect on the Destination Image variable, with a path coefficient value (β) of 0.625 or 62.9% and a probability of 0.000 ($p < 0.05$).
2. Electronic Word of Mouth has a significant effect on

Visiting Interest. with a path coefficient value (β) of 0.461 or 46.1% with a probability of 0.000 ($0.000 < 0.05$).

3. Electronic Word of Mouth has no significant effect on Visiting Decisions with a path coefficient value (β) of 0.179 or 17.9% with a probability of 0.095 ($0.095 > 0.05$).
4. Destination Image has a significant effect on Visiting Interest. This is evidenced by the path coefficient value (β) of 0.392 or of 39.2% with a probability of 0.000 ($0.000 < 0.05$).
5. Destination Image has no significant effect on Visiting Decisions. This is evidenced by the path coefficient value (β) of 0.059 or 5.9% with a probability of 0.564 ($0.564 > 0.05$).
6. Visiting Interest has a significant effect on Visiting Decisions. This is evidenced by the path coefficient value (β) of 0.474 or 47.4% with a probability of 0.000 ($0.000 < 0.05$).

Suggestion

1. It is necessary to pay attention to external factors that can influence the decision to visit, such as improving the quality of tourist destinations both in terms of facilities and infrastructure, as well as cooperating with travel tours and publishing them widely to provide convenience for prospective tourists in terms of paying visit fees through tour packages. So that it can facilitate prospective tourists who are interested after knowing information from social media to make vacation plans.
2. To attract the involvement of tourists in marketing tourist destinations, it would be much better if photo and video contests were held regularly every year.
3. Further research is expected to be able to add brand awareness or destination awareness variables so that later it can be known the level of Instagram account followers in recognizing Indonesian tourism brands.
4. Further research is expected to be carried out specifically for foreign tourists so that it can be known further the influence of electronic word of mouth on social media Instagram and destination image in the minds of foreign tourists in influencing their interest and decision to visit so that it can be used as a comparison to plan a more appropriate marketing strategy for attract foreign tourists.
5. Further research is expected to take research locations on similar Instagram accounts that have 11 times more followers, namely the My Trip My Adventure Instagram account. However, in posts that are uploaded, it is very rare to include brand hashtags from tourism, both "Pesona Indonesia" and "Wonderful Indonesia".

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