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The Effect Of E-Wom And Accessibility On Destination Image And Its Impact On The Decision To Visit Bukittinggi Tourism Destinations By Domestic Travelers

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ABSTRACT

The study aims to find out the effect of Electronic Word of Mouth (E-WOM) and accessibility on destination image and their impact on domestic traveler visiting decisions in Bukittinggi City Tourism Destination. The type of study was quantitative research. The population comprised all domestic travelers to Bukittinggi city tourism destination in 2017, whose exact number was unknown, then around 246 persons were selected as a research sample. The sampling technique used was a nonprobability method with an accidental sampling approach. Method of Structural Equation Modeling - Partial Least Square data analysis (SEM-PLS) was employed to analyze data. The obtained results found that the direct influence of electronic word of mouth and accessibility has a positive and significant effect on the destination image. Electronic word of mouth has no significant impact on the visiting decision, and accessibility has a positive and significant effect on the visiting decision. The destination image has a positive and significant effect on the visiting decision. Meanwhile, the indirect effect of electronic word of mouth and accessibility has a positive and significant effect on the visiting decision through the destination image.

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INTRODUCTION

Tourism is one of the most valuable assets for attracting domestic and international tourists. Several regions rely on the tourism industry as a source of tax revenue and income for businesses offering tourist services (Syahrul, 2015). Prior to the development of tourism marketing information technology, conventional media were sufficient for disseminating information and communicating with consumers in the tourism industry. However, the advanced technology of the internet has changed the information distribution pattern and communication between businesses and consumers in the tourism industry. Internet research has become necessary for planning, tourism decision-making, and satisfying all consumer demands. It is owing to the fact that the Internet is the

primary source of information with a high level of interactivity and customization, allowing it to cater to the demands of users.

Social media also contributes to the distribution of growth messages, notably in the tourist sector, which is employed as a promotional medium. The survey revealed that 87% of travelers used the internet to plan their vacations, and 40% of visitors browsed social networking sites to

choose vacation destinations based on suggestions from social media users (Dasaisa & Nevita, 2017).One of the tourist destinations is Bukittinggi, a city in the province of West Sumatra. The city possesses a million charms, incredible natural panoramas, and many tourist attraction locations, ranging from cultural and historical sites to places for recent photos. However, of the many tourist locations in Bukittinggi City, some attractions are still new and have not been improved much, but these sites have started to attract many travelers. In addition, there are also tourist destinations that previously existed and are no longer attractive because they are not maintained. After being restored, they create an attraction for travelers to visit these tourist destinations.

Based on the preliminary survey conducted in November 2017 on domestic travelers who visited tourist destinations in Bukittinggi, these tourists did not frequently agree to visit various destinations in Bukittinggi. Consequently, many tourists would not find tourist spot attractions, and they would only intend to visit Bukittinggi city if only there were newly-emerging exciting places to visit. In addition, cultural tourism artifacts (historical sites) are not particularly interesting to tourists as they are not what they once were or have developed. In addition, historical attractions in Bukittinggi are not popular tourist icons. Then, not all travelers gather information on tourist locations through electronic word-of-mouth, such as social media and the internet, regarding the cost of tour packages and group tour booking. It is because not all Bukittinggi City tourism destination programs are available online. In addition, the travelers claimed that the internet-promoted tourism destinations in Bukittinggi were sometimes limited to highlighting the newest and most intriguing tourist attractions. Moreover, road directions to tourist locations in Bukittinggi are rare, and travelers typically rely on Google Maps to locate the targeted destination if they have problems finding it.

In the tourism sector, purchasing decisions are assumed to be visiting decisions, so purchasing decision theories are likewise used for visiting decisions. Setiadi (2010) stated that consumer decision-making was a process of integrated knowledge to assess two or more alternative behaviors and select one of them provided. This integration process yielded a decision (option) that was cognitively perceived as a desire to behave. One of the factors which could affect an individual's decision to visit tourist attractions was the effect of their peers who conveyed the quality of specific tourist attractions. Generally speaking, people enjoyed uploading photos to social media and then commenting on them, demonstrating that word-of-mouth communication was not just conducted directly but also through electronic media, which was commonly referred to as electronic word of mouth. When a tourist destination was depicted in a photo uploaded to social media, it was likely to generate comments and reviews from other users (Riantika, 2016).

Furthermore, accessibility affects tourists' decisions to visit tourist destinations. Accessibility is a facility and infrastructure which attracts travelers to tourist sites and attractions. In the tourism sector, infrastructure and amenities are constructed so that consumers are able to visit tourist objects or attractions and subsequently acquire them. With accessibility, tourists can securely, comfortably, and effectively reach the destination object and tourist attraction (Payangan, 2014). In addition, the destination image is an additional draw for travelers to visit tourist destinations. Destination image consists of the objective knowledge, prejudice, imagination, and emotional feelings of individuals and groups towards a specific area. In the context of this study, destination image refers to brand image theory. The brand can offer an overview of a product that cannot be separated from its development, particularly in tourist destinations (Lopes, 2011).

RESEARCH METHOD

The type of study used was the quantitative research method. The population consisted of all domestic travelers in tourist destinations in the city of Bukittinggi in 2017, whose exact number was not known. The number of samples was calculated using the Cochran formula approach (Sarwono, 2012) with a sample of 246 domestic travelers in tourist destinations in the city of Bukittinggi in 2017. The sampling technique used was the non-probability sampling method with the accidental sampling technique (Sugiyono, 2014). The data analysis method employed was Structural Equation Modeling - Partial Least Square (SEM-PLS).

RESULTS AND DISCUSSIONS

Respondent Profiles

Based on the results of data tabulation, the characteristics of respondents who participated in this study can be grouped as shown in the table below.

Table 1. Respondent Profiles

Classification	Frequency (person)	Percentage (%)	Classification	Frequency (orang)	Percentage (%)
Age			**Income**		
17 - 22 year	73	29.7	< Rp 1.000.000	39	15.9
23 - 28 year	96	39.0	Rp 1.000.000 s/d Rp 2.000.000	81	32.9
29 - 34 year	30	12.2	Rp 2.000.001 s/d Rp 3.000.000	31	12.6
35 - 40 year	24	9.8	Rp 3.00.000 s/d Rp 4.000.000	37	15.0
> 40 year	23	9.3	> Rp 4.000.000	58	23.6
Gender			**Type of Jobs**		
Male	119	48.4	Private employee	60	24.4
Female	127	51.6	Civil servant	20	8.1
Last Education			Entrepreneur	23	9.3
Junior High School (SMP)	2	.8	Housewife	16	6.5
Senior High School (SMA)	103	41.9	Student	84	34.1
Diploma	38	15.4	An employee of state-owned enterprises (BUMN)	28	11.4
Undergraduate (S1)	94	38.2	Lecturer	3	1.2
Postgraduate (S2)	9	3.7	Shop staff	6	2.4
			Merchant	6	2.4
			n = 246		

Source: Processed results of primary data (2017)

From table 1, it can be seen that of the 246 respondents, the majority of domestic travelers in tourist places in the city of Bukittinggi have an age range of 23-28 years with 96 people (39%) and 17-22 years with 73 people (29.7%). Additionally, the majority of travelers are practically equal between males and females. In detail, 119 people (48.4%) are males, and 127 (51.6%) are females. Then, respondents with a senior high school education (SMA) were 103 people (41.9%). Next, the majority of respondents' income ranging from IDR 1,000,000 to IDR 2,000,000 amounts to 81 people (32.9%) and > IDR 4,000,000 amounts to 58 people (23.6%). Respondents as students are 84 people (34.1%), and private employees are 60 people (24.4%) of the total respondents.

Model of Measurement (Outer Model)

In the measurement model or the outer model, construct validity and construct reliability tests can be evaluated using convergent validity and discriminant validity as well as composite reliability and Cronbach alpha. The individual indicator is reliable if it has a correlation value > 0.70. However, in the research step of developing the scale, a loading of 0.50 to 0.60 is still acceptable. Suppose each construct's AVE square root value is greater than the correlation value between constructs and other constructs in the model. In that case, it is said to have a good discriminant validity value, where it is recommended that the AVE value should be greater than 0.50. Then, the construct is declared reliable if the composite reliability and Cronbach's alpha value are > 0.70 (Ghozali, 2014).

Table 1. Results of Convergent Validity, AVE, Cronbach's Alpha and Composite Reliability Test

Variable	Indicator	Outer Loadings	AVE	Cronbach's Alpha	Composite Reliability
accessibility	ak1	0.823	0.721	0.871	0.912
	ak2	0.868			
	ak3	0.842			
	ak4	0.862			
destination image	cd1	0.747	0.666	0.874	0.909
	cd2	0.811			
	cd3	0.842			
	cd4	0.826			
	cd5	0.852			
electronic word of mouth	ewom1	0.784	0.594	0.938	0.946
	ewom10	0.794			
	ewom11	0.813			
	ewom12	0.619			
	ewom2	0.741			
	ewom3	0.711			
	ewom4	0.759			
	ewom5	0.815			
	ewom6	0.803			
	ewom7	0.754			
	ewom8	0.816			
	ewom9	0.818			
visiting decision	kb1	0.724	0.507	0.918	0.930
	kb10	0.769			
	kb11	0.656			
	kb12	0.698			
	kb13	0.669			
	kb2	0.773			
	kb3	0.731			
	kb4	0.764			
	kb5	0.707			
	kb6	0.747			
	kb7	0.730			
	kb8	0.610			
	kb9	0.657			

Source: Processed results of primary data (2017)

Based on Table 2, when referencing the required initial outer loading value of 0.50, all indicators in this study met the requirements, as the value of each outer loading for each statement item was > 0.50. Therefore, all statement items were considered to be completely valid. In addition, the Average

Variance Extracted (AVE) value for the research variable was > 0.50. It indicated that each latent variable had met the criterion for measurement with excellent discriminant validity. Cronbach's Alpha and composite reliability for all constructs of accessibility, destination image, electronic word of mouth, and visiting decisions were > 0.70, indicating that all constructs in the estimated model fitted the criteria for reliability.

Structural Model (Inner model)

The structural model was evaluated using R-square for the dependent construct, Stone-Geisser Q-Square test for predictive relevance, t-test, and the significance of the coefficients of structural path parameters (Ghozali, 2014). Based on the results of data processing, the R-square estimation results are obtained, as can be seen in table 3 below:

Table 3. R-square

	R Square
Destination image	0.285
Visiting decision	0.659

The results of the R Square value in Table 3 show that the value of the destination image is influenced by electronic word of mouth, and accessibility is 0.285. The visiting decision is influenced by electronic word of mouth, accessibility, and destination image is 0.659. In addition to the R-square value, the model of PLS is also evaluated by considering the Q-square predictive relevance for the model of the construct. Q-square measured how well the model generated the observed values and its parameter estimates (Ghozali, 2014). The formula of the Q-Square calculation is provided in the following:

$Q2= 1 – (1 – R12) (1 – R22) (1 – R32) ....(1-Rp2)$

$Q^2 = 1 – (1 – R1^2) (1 – R2^2).....(1 – R3^2)$

$Q^2 = 1 – (1 – 0.285) (1 – 0.659)$

$Q^2 = 0.756$

The calculation results above show the predictive–relevance value of 0.756, this value > 0, so it can be interpreted that 75.6% of the variation in the exit intention variable is explained by the variables used in the model and other factors outside the model explain 24.4%. With these results, it is concluded that this model has predictive relevance.

Results of the Hypothesis Test

The hypothesis would be accepted if the t-statistic value exceeded the t-table value for a 0.05 significant level of 1.96 (Ghozali, 2014). The test results for the hypothesis are as follows:

Table 3. Results of the Hypothesis Test

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|)	P-values	Information
H1	electronic word of mouth_ -> destination image	0.228	0.236	0.080	2.843	0.005	H1 = accepted
H2	accessibility_ -> destination image	0.354	0.354	0.072	4.938	0.000	H2 = accepted
H3	electronic word of mouth_ -> visiting decision	0.046	0.057	0.057	0.793	0.428	H3 = rejected
H4	accessibility _ -> visiting decision	0.128	0.121	0.063	2.031	0.043	H4 = accepted
H5	destination image_ -> visiting decision	0.714	0.714	0.044	16.215	0.000	H5 = accepted
H6	electronic word of mouth -> destination image-> visiting decision	0.163	0.169	0.058	2.788	0.006	H7 = accepted

H7	accessibility -> destination image -> visiting decision	0.252	0.253	0.054	4.679	0.000	H6 = accepted

Table 4 shows that electronic word of mouth and accessibility have a positive and significant effect on the image of tourism destinations with T-statistics of 2.843 and 4.938 and p-values of 0.005 and 0.000 < 0.05. Therefore, H1 and H2 are accepted. Besides that, electronic word of mouth has no significant effect on traveler visiting decisions with a T-statistic of 0.793 and a p-value of 0.428 > 0.05, so H3 is rejected. Then, accessibility and destination image have a positive and significant effect on traveler visiting decisions with T-statistics of 2.031 and 16.215 and p-values of 0.043 and 0.000 <0.05, so that H4 and H5 are accepted. In addition, electronic word of mouth and accessibility have a positive and significant effect on traveler visiting decisions through the destination image with T-statistics of 2.788 and 4.679 and p-values of 0.006 and 0.000 < 0.05, so H6 and H7 are accepted.

Discussion

Electronic word of mouth is an excellent method for shaping and instilling the destination image for a product in the minds of domestic travelers since it allows travelers to engage in discussions about the tourism product fully. In addition, travelers' electronic word-of-mouth can be observed online through social media posts on tourist destinations they have visited. By publishing a photo of an object across all social media platforms, travelers can encourage others to see a tourist attraction. Posting photos of tourist destinations is one way to provide a stimulus for enhancing the destination image. It is related to Kotler & Keller (2016) argued that every customer has a distinct image of a brand. Potential customers can create an impression of a brand when they see, hear, read, or experience it for themselves through television, radio, or print media. Suwarduki et al. (2016), Mulyati et al. (2018), and Choirisa et al. (2021) found that electronic word of mouth had a favorable and statistically significant effect on the image of tourism destinations.

The accessibility of a tourism destination affects its popularity. According to Suwantoro (2000), accessibility is a critical factor in tourism development because it entails cross-sectoral growth. It is hard for a tourist attraction to receive tourist visits if it is not connected to the transportation network. The tourism objects are the endpoint of the tour and, therefore, must meet the accessibility standards, which means that they need to be easy to reach and locate. The results of this study are supported by research conducted by Abdulhaji & Yusuf (2016), who found that the accessibility of a travel destination had a significant effect on its image.

Nevertheless, travelers do not rely solely on electronic word-of-mouth when deciding where to travel. It is owing to other factors that may influence their decision-making and lead them to reconsider their choices. It can also be caused by whether or not the vacation spot has been previously visited, whether or not the time is right to see the holiday destination, the availability of transportation, the amount of money available that can be used to visit the tourist attraction, the accommodation provided, etc. According to Kotler & Keller (2016), after the information-seeking step comes to the appraisal of alternatives. At this point, the customer decides whether or not to make a purchase, with two general factors that can intervene between the purchase intention and the purchase decision: the attitude of others and other considerations which are in unanticipated situations. Both of these factors can abruptly change purchase intentions. The findings of this study are supported by the results of Suwarduki et al., (2016), who revealed that Electronic Word of Mouth had no significant effect on visiting decisions. In contrast, Mulyati et al. (2018) found that electronic word of mouth significantly affected travelers' visiting decisions.

In addition, accessibility also affects the visiting decision on a tourist destination; with the convenience of accessibility, domestic travelers can quickly go to any desired place. According to Wardhani et al. (2008), accessibility was the ease of visiting and having vehicle-passable roads. A tourist destination that is accessible, safe, and comfortable and may be taken by individuals or groups, as well as the existence of transportation support services, such as the road's accessibility and comfort. The results of this study were also supported by Syahrul (2015) and Mukiroh & Setiyorini (2012), who revealed that accessibility had a significant effect on visitor decisions.

Furthermore, the destination image influences travelers' decisions to visit tourist attractions—the more attractive the image, the more favorable the tourists' decisions to visit tourist destinations. According to Lawson and Bovy in Utama (2016:168), a destination image reflected an individual's knowledge, self-confidence, prejudice, imagination, and emotional thoughts regarding a particular object or place. If it is grounded in the sense of belief, prejudice, and positive reviews about a specific item, the individual will be interested in seeing and visiting it. The findings of this study were supported by the results of Mulyati et al., (2018), who found that the destination image had a significant effect on travel decisions. However, this study's findings contradicted

those of Suwarduki et al., (2016), who revealed that Destination Image had no significant effect on tourist visiting decisions.

However, the destination image as an intervening variable strengthens the relationship between electronic word of mouth and visiting decisions. The reason is that if electronic word of mouth increases on its own, it will improve the destination image, increasing the visiting decision. It means that information about tourism attractions passed from one person to another through electronic word of mouth will spread rapidly on the internet. A person can use the Internet's communication platforms, such as web pages, email, and social networking sites, to find or provide information about tourist attractions. The destination will affect the visitors' choice, which will also change as a result of a more accurate evaluation of the image destination, as revealed by the reasons for the travelers' decision to come. The findings of this study are reinforced by research conducted by Mulyati et al., (2018), which found that electronic word-of-mouth had a strongly positive effect on destination imagery-based travel decisions.

Since an intervening variable, destination image further strengthens the relationship between accessibility and visiting decisions, as an increase in accessibility will raise the destination image, increasing the number of visitors. It suggests that accessibility to tourist attractions is a factor that domestic travelers consider for each image of a travel destination, which ultimately influences the visiting decision to go to that destination. Accessibility includes transportation facilities, road conditions to tourism attractions, and the availability of facilities. Communication and the availability of directions play an essential role in facilitating domestic travelers' access to tourism objects in tourism destinations. The findings of this study are complemented by the results of Abdulhaji & Yusuf (2016) and Mulyati et al. (2018). They found that accessibility significantly affected the perception of tourist attractions. The destination image has a significant positive effect on the visiting decision

CONCLUSION

The obtained results found that the direct influence of electronic word of mouth and accessibility has a positive and significant effect on the destination image. Electronic word of mouth has no significant impact on the visiting decision, and accessibility has a positive and significant effect on the visiting decision. The destination image has a positive and significant effect on the visiting decision. Meanwhile, the indirect effect of electronic word of mouth and accessibility has a positive and significant effect on the visiting decision through the destination image.

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