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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM), TOURISM ATTRACTION, AND TOURISM FACILITIES ON THE INTEREST IN RETURN VISIT OF TOURISTS OF PARPAREAN WHITE SAND BEACH, PORSEA DISTRICT

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Abstract:

This study aims to determine how the influence of electronic word of mouth (e-wom), tourist attraction and tourist facilities on the interest in visiting Parparean White Sand Beach, Porsea District. The population in this study were tourists who had visited more than twice in the last year as many as 150 people. The sampling technique used puporsive sampling. The results of multiple regression tests show that the electronic word of mouth (e-wom), tourist attraction and tourist facility variable has a positive effect on interest in visiting again. This research is survey research with a quantitative approach. Data collection used questionnaires while data analysis was done using multiple regression analysis. Based on the results of the Simultaneous Test (F-Test) that the variables of electronic word of mouth (e-wom), tourist attractions, tourist facilities simultaneously have a significant effect on the intention to return. With a significance acquisition value of 0.005 <0.05.

INTRODUCTION

Indonesia is an archipelagic country that has many islands with various kinds of cultural, religious, ethnic and natural diversity so that it has the potential to be developed through development in the tourism sector. According to Sianipar & Manurung (2020), Tourism is a sector that can support development physical or

non-physical area. The tourism industry continues to experience growth along with developments in transportation technology and information which is marked by the continued increase in the number of destinations in Indonesia and other countries.

The growth of parawista in Toba Regency is considered quite good. There are several tourist objects in Toba Regency that are in great demand and are quite well known by domestic and foreign tourists, namely the TB Silalahi Center Batak Museum, Parparean White Sand Beach, Lumban Bul-Bul Balige Beach, Situmurun Waterfall, Pakkodian Toba, Tara Bunga Hill, Pahoda Hill, Balige Market and others. The tourist attraction of Parparean White Sand Beach is one of the tourism objects in Toba Regency, precisely in Parparean II Village, Porsea District.

One of the many nature Tourism in Toba Regency is the object of Parparean White Sand Beach which has a high appeal and is most in demand from the atmosphere and views that are still beautiful. At Parparean Porsea White Sand Beach, the beauty of Lake Toba can be enjoyed but there are problems such as a lack of increased tourism components such as underdeveloped attractiveness, seen from the dirty condition of the beach because it is not taken care of by the beach manager and the amount of trash around the beach. The facilities are quite good, but when looking at the condition of the facilities, it can be said that the management has not been successful because there are a number of facilities that have been damaged but have not been repaired.

Electronic word of mouth (E-WOM) according to Kotler & Armstrong (2016) is marketing using the internet to create the effect of word of mouth to support marketing efforts and objectives. Utama, (2014) Tourist attraction is everything that has uniqueness, beauty, and various values in the form of natural wealth, cultural wealth and man-made products which are the target of tourist visits. Facilities are the provision of physical equipment to provide convenience to guests in carrying out activities or activities, so that needs can be met during the tour (Yunus; Budianto, 2021).

Previous research conducted by Purnama & Marlena (2022)stated that E-WOM had a positive influence on the intention to return to Mount Semeru. In the research of Kurniawan et al (2022), which states that tourist attraction has a

positive influence on tourists' intention to revisit. Research conducted by Rahmat Fajrin et al., (2021), states that facilities have a positive and significant effect on the intention to return, and finally the research conducted. This research supports the results of research conducted by Hasanah, (2020)which states that tourist facilities, tourist attractions and electronic word of mouth (E-WOM) simultaneously influence the intention to return. Based on the description above, the author wants to conduct research with the title **"The Influence of Electronic Word Of Mouth (E-WOM), Tourist Attractions, and Facilities on Interest in Revisiting Tourists at Pasir Putih Parparean Beach, Porsea District"**

METHODS

This study uses a type of quantitative research. Quantitative method is a research methodology based on the philosophy of positivism, which is used to research certain populations or samples and to test established hypotheses. In this study, 4 variables were used, namely the Electronic Word of Mouth (e-WOM) variable as the X^1 variable, the tourist attraction variable as the X^2 variable, the tourist facilities variable as the X^3 variable and the return visit variable as the Y variable. This study used a descriptive approach. The descriptive approach is a descriptive approach method that is used to determine the existence of independent variables, either only on one or more variables (independent variables or independent variables) without making comparisons to the variables themselves and looking for relationships with other variables (Sugiyono, 2009). Measurements used in this study using a Likert Scale. The Likert scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions of certain objects or phenomena (Imron, 2019). The population in this study were 150 tourists from Pasir Putih Parparean Beach, and the sample used was 150 respondents. Sampling of this study using non-probability sampling method. Methods of data collection using questionnaire techniques, and observation techniques. Data analysis used the SPSS program, and analysis in processing research data used validity and reliability tests, classic assumption tests (normality test, multicollinearity test and heteroscedasticity test), multiple regression analysis, coefficient of determination R^2, and hypothesis testing.

RESULTS AND DISCUSSION

1. Validity Test Results

a. Electronic Word of Mouth (E-WOM) Test

Table 1. Electronic Word of Mouth (E-WOM) Test

Variable	Nilai Validitas		Keterangan
	R_{hitung}	R_{tabel}	
X1_1	0,619	0,160	Valid
X1_2	0,566	0,160	Valid
X1_3	0,658	0,160	Valid
X1_4	0,579	0,160	Valid
X1_5	0,525	0,160	Valid
X1_6	0,628	0,160	Valid

Source: Data Processed Using SPSS (2023)

From the results of the validity test in Table 1, the questionnaire containing the electronic word of mouth (e-wom) variable was 6 questionnaires which had been filled out by 150 respondents in this study. One way to find out which questionnaires are valid and which are invalid, we have to find out the rtable first. The formula for rtable is df = N-2 so 150-2 = 148, so rtable = 0.1603. From the results of the validity calculation in Table 1, it can be seen that rcount > rtable, there are 6 questionnaires which are declared valid. All 6 questionnaires were declared valid because rcount was greater than rtable. So it can be concluded that the variable electronic word of mouth (e-wom) is valid.

b. Tourist Attraction Test

Table 2. Tourist Attraction Test

Variable	Nilai Validitas		Keterangan
	R_{hitung}	R_{tabel}	
X2_1	0,472	0,160	Valid
X2_2	0,461	0,160	Valid
X2_3	0,598	0,160	Valid
X2_4	0,599	0,160	Valid
X2_5	0,675	0,160	Valid
X2_6	0,684	0,160	Valid
X2_7	0,550	0,160	Valid
X2_8	0,608	0,160	Valid

Source： Data Processed Using SPSS (2023)

From the results of validity testing in Table 2, the questionnaire containing the variable tourist attraction is 8 questionnaires that have been filled in by 150 respondents in this study. One way to find out which questionnaires are valid and which are invalid, we have to find out the rtable first. The formula for rtable is df = N-2 so 150-2 = 148, so rtable = 0.1603. From the results of the validity calculation in Table 3, it can be seen that rcount > rtable, there are 8 questionnaires which are declared valid. All 8 questionnaires were declared valid because rcount was greater than rtable. So it can be concluded that the variable tourist attraction is valid.

c. Tourism Facilities Test

Table 3. Tourist Facilities Test

Variable	Nilai Validitas		Keterangan
	R_{hitung}	R_{tabel}	
X3_1	0,546	0,160	Valid
X3_2	0,617	0,160	Valid
X3_3	0,540	0,160	Valid
X3_4	0,650	0,160	Valid
X3_5	0,566	0,160	Valid
X3_6	0,634	0,160	Valid
X3_7	0,635	0,160	Valid
X3_8	0,618	0,160	Valid
X3_9	0,514	0,160	Valid
X3_10	0,636	0,160	Valid

Source：Data Processed Using SPSS (2023)

From the results of the validity test in Table 3, there are 10 questionnaires containing the tourism facility variables that have been filled out by 150 respondents in this study. One way to find out which questionnaires are valid and which are invalid, we have to find out the rtable first. The formula for rtable is df = N-2 so 150-2 = 148, so rtable = 0.1603. From the results of the validity calculation in Table 3, it can be seen that rcount > rtable, there are 10 questionnaires which are declared valid. All 10 questionnaires were declared valid because rcount was greater than rtable. So it can be concluded that the tourism facility variable is valid.

d. Interest in Returning Test

Table 4. Interest in Returning Test

Variable	Nilai Validitas		Keterangan
	R_{hitung}	R_{tabel}	
Y_1	0,582	0,160	Valid
Y_2	0,607	0,160	Valid
Y_3	0,532	0,160	Valid
Y_4	0,708	0,160	Valid
Y_5	0,565	0,160	Valid
Y_6	0,674	0,160	Valid

Source: Data Processed Using SPSS (2023)

From the results of the validity test in Table 4, the questionnaire containing the variable interest in revisiting there were 6 questionnaires that had been filled out by 150 respondents in this study. One way to find out which questionnaires are valid and which are invalid, we have to find out the rtable first. The formula for rtable is df = N-2 so 150-2 = 148, so rtable = 0.1603. From the results of the validity calculation in Table 4, it can be seen that rcount > rtable, there are 6 questionnaires which are declared valid. All 6 questionnaires were declared valid because rcount was greater than rtable. So it can be concluded that the variable interest in returning is valid.

2. Reliability Test

Table 5. Reliability Test

Variabel	Cronbach's Alpha	N of Items	Keterangan
Electronic Word Of Mouth (X1)	0,724	0,6	Reliabel
Tourist Attraction (X2)	0,750	0,8	Reliabel
Tourism Facilities (X3)	0,800	0,10	Reliabel
Interest in Returning (Y)	0,766	0,6	Reliabel

Source: Data Processed Using SPSS (2023)

The general agreement on reliability that is considered satisfactory is ≥ 0.700. If the alpha value > 0.7 means sufficient reliability. The results of the reliability test on the electronic word of mouth (e-wom) variable (X1) can be seen that the cronbach's alpha in this variable is higher than the basic value, namely 0.724 > 0.7. These results prove that all statements in the variable questionnaire (X1) declared reliable. The results of the reliability test on tourist attraction (X2) can be seen that Cronbach's alpha in this variable is

higher than the base value, namely 0.750 > 0.7. These results prove that all statements in the variable questionnaire (X2) are declared reliable. The results of the reliability test on tourist facilities (X3) can be seen that Cronbach's alpha in this variable is higher than the base value, namely 0.800 > 0.7. These results prove that all statements in the variable questionnaire (X3) are declared reliable. The results of the reliability test on intention to return (Y) can be seen that Cronbach's alpha in this variable is higher than the base value, namely 0.766 > 0.7. These results prove that all statements in the variable questionnaire (Y) are declared reliable.

3. Classical Assumption Test

a. Normality Test

Table 6. Normality Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.41403835
Most Extreme Differences	Absolute	.081
	Positive	.043
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.169[c]

Source: Data Processed Using SPSS (2023)

In the normality test, using the Kolmogrov-Smirnov test value, it will be known that the distribution and distribution are normal or not, with the basic criteria that the Kolmogrov-Smirnov test result value must be above 5% or 0.05, if the Kolmogrov-Smirnov table is considered, then a significant value of 0.169 was obtained, so that it could be concluded that the data spread normally, briefly it can be explained that 0.05 < 0.169.

b. Multicollinearity Test

Table 7. Multicollinearity Test Coefficients[a]

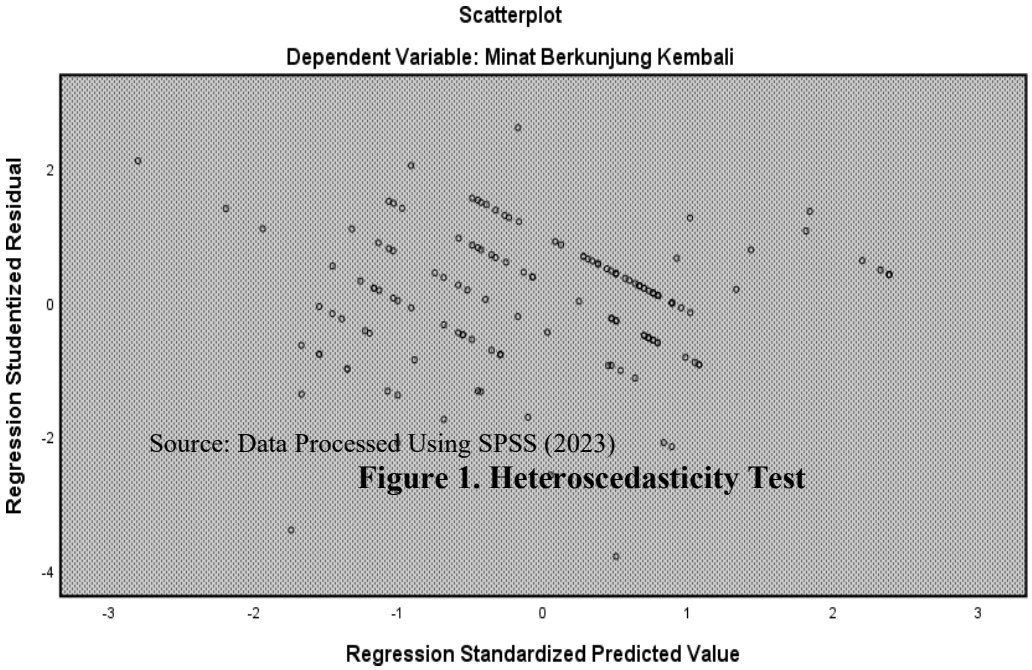
Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
	Electronic Word Of Mouth	0,910	1,099
	Tourist Attraction	0,464	2,156
	Tourism Facilities	0,460	2,175

Source: Data Processed Using SPSS (2023)

Based on Table 7. above, the multicollinearity test can be said that there is no multicollinearity, because the VIF value < 10. Electronic word of mouth (e-wom) (X1) is 1.099, tourist attraction (X2) is 2.156, tourist facilities (X3) is 2.175. So it can be concluded that the data in this study did not occur multicollinearity because the VIF value was less than 10 so that it could be stated that the model did not have multicollinearity violations.

c. Heteroscedasticity test

The following figure is the result of the heteroscedasticity test:



Source: Data Processed Using SPSS (2023)

Figure 1. Heteroscedasticity Test

Based on the results of Figure 4.1, it can be seen that the data points spread in positive and negative directions, which means they form a certain pattern, so it can be concluded that this regression model does not have a heteroscedasticity problem.

4. Multiple Linear Regression Analysis Test

Tabel 8. Multiple Linear Regression Analysis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7,819	1,672	

	Electronic Word Of mouth	0,149	0,057	0,050
	Tourist Attraction	0,150	0,055	0,074
	Tourism Facilities	0,363	0,043	0,680

a.Dependent Variable: Interest in Returning
Source: Data Processed Using SPSS (2023)

The explanation for the regression equation obtained is as follows following:

a) The constant is 7.819, which means that if it is assumed that there is no change in the electronic word of mouth (e-wom) variables, tourist attractions and tourist facilities then the intention to return is 7.819.
b) The electronic word of mouth (e-wom) variable has a positive effect of 0.149, which means that if the electronic word of mouth (e-wom) variable is increased, the interest in visiting again will increase assuming the variable tourist attraction and tourist facilities remains constant.
c) The variable of tourist attraction has a positive effect of 0.150, which means that the variable of tourist attraction is increased, the intention to return will increase assuming the variable electronic word of mouth (e-wom) and permanent tourist facilities.
d) The tourism facility variable has a positive effect of 0.363, which means that the tourism facility variable is increased, the intention to return will increase with the assumption that electronic word of mouth (e-wom) variables and tourist attraction remain constant.
e) The dominant variable or the one that most strongly influences intention to return is tourism facilities with a coefficient of 0.363, then the variable tourist attraction with a coefficient of 0.150 and the variable electronic word of mouth (e-wom) with a coefficient of 0.149.

5. Coefficient of Determination (R^2)

Tabel 9. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751[a]	.565	.556	1.428

a. Predictors: (Constant), X3, X1, X2; b. Dependent Variable: Y

Source: Data Processed Using SPSS (2023)

Based on the results of Table 9 it can be concluded that the electronic word of mouth (E-WOM) variables, tourist attractions and tourist facilities can explain the intention to return 0.565 or 56.5% while the remaining 0.435 or 43.5% is explained by other variables not examined.

6. T – Test

Table 10. Partial Test (T-Test)

Coefficients[a]

Model		T	Sig.
1	Electronic Word Of mouth	2.786	.004
	Tourist Attraction	2.949	.005
	Tourism Facilities	2.213	.002

a. Dependent Variable: Interest in Returning

Source: Data Processed Using SPSS (2023)

a. Variable X1 (Electronic Word of Mouth (E-WOM))

The statistical results of the t test for the variable electronic word of mouth (E-WOM) obtained a tcount of 2.786 and a ttable of 1.655, so tcount>ttable (2.786>1.655) with a significance of 0.004 less than 0.05 (0.004>0.05) then it is stated that electronic word of mouth (E-WOM) has a significant effect on the intention to return, meaning that H1 is accepted and H0 is rejected.

b. Variable X2 (Tourist Attraction)

The statistical results of the t test for the variable tourist attraction obtained a tcount of 2.949 and a ttable of 1.655, so tcount>ttable (2.949>1.655) with a significance of 0.005 less than 0.05 (0.005>0.05) it is

stated that tourist attraction has a significant effect on intention to return, meaning that H1 is accepted and H0 is rejected.

c. Variable X3 (Tourism Facilities)

The statistical results of the t test for the tourism facility variable obtained a tcount of 2.213 and a ttable of 1.655, so tcount>ttable (2.213>1.655) with a significance of 0.002 less than 0.05 (0.002>0.05) it is stated that tourism facilities have a significant effect on interest in visiting again, meaning that H1 is accepted and H0 is rejected.

7. Simultan Test (F – Test)

Based on the results of Table 11, the Fcount is 63,127 with a Ftable value of 2.67 (63,127 > 2.67). So the data concludes that Fcount>Ftable and sig value (0.000<0.05) then H4 is accepted and H0 is rejected, so that the Electronic Word Of Mouth (E-WOM) variable, Tourist Attraction and Tourism Facilities simultaneously have a significant effect on the intention to return

Tabel 11. Simultan Test (F – Test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	386.447	3	128.816	63.127	.000[b]
	Residual	297.926	14	2.041		
	Total	684.373	17			

a. Dependent Variable: Interest in Returning
b. Predictors: (Constant), Tourism Facilities, Tourist Attraction, Electronic Word of Mouth
Source: Data Processed Using SPSS (2023)

a. The Influence of Electronic Word of Mouth (E-WOM) On Interests to Visit Again

Based on the test results, it was shown that the electronic word of mouth (E-WOM) variable had a significant effect on the variable of intention to return. This shows that electronic word of mouth (E-WOM) is indeed one of the reasons why tourists make return visits. The numbers from the t-test results are 2.786 with a significance of 0.004 indicating that each statement used to measure the relationship between electronic word of mouth (e-wom) and an intention to return has represented the respondent's agreement that what made them interested in returning to the

sand beach Putih Parparean Porsea District is electronic word of mouth (E-WOM).

b. The Influence of Tourist Attractiveness on Interest to Revisit

Based on the test results, it is shown that the variable tourist attraction has a significant influence on the variable interest in returning. This shows that indeed tourist attraction is one of the reasons why tourists are interested in visiting again. The numbers from the t-test results of 2,949 with a significance of 0.005 indicate that each statement used to measure the relationship between tourist attraction and intention to return has represented the respondent's agreement that what makes them make a return visit to Pasir Putih Parparean Beach is a tourist attraction.

c. The Influence of Tourism Facilities on Interest to Revisit

Based on the test results, it was shown that the tourism facilities variable had a significant influence on the intention to return. This shows that indeed tourist facilities are one of the reasons why tourists are interested in visiting again. The numbers from the t-test results amounted to 2,213 with a significance of 0.002 indicating that each statement used to measure the relationship between tourist facilities and an intention to return has represented the respondents' agreement that what made them make a return visit to Pasir Putih Parparean Beach was a tourist facility.

d. The Influence of Electronic Word of Mouth (E-WOM), Tourist Attractiveness and Tourist Facilities on Interest to Visit Again.

Based on the results of the simultaneous test (F-test) it is shown that electronic word of mouth (E-WOM), tourist attraction and tourist facilities variables simultaneously have a significant influence on the variable of intention to return. This shows that indeed electronic word of mouth (e-wom), tourist attractions and tourist facilities are one of the reasons why tourists are interested in visiting again. The results of the Fcount test are 63,127 with a Ftable value of 2.67 (63,127 > 2.67). So the data concludes that Fcount>Ftable and sig value (0.000<0.05) then H^1 is accepted and H^0 is rejected, so that the Electronic Word Of Mouth (E-WOM) variable, tourist attraction and tourist facilities simultaneously have a significant effect on intention to return.

CONCLUSION

Based on the results of research conducted on the influence of electronic word of mouth (e-wom), tourist attraction, tourist facilities on the intention to return to Pasir Putih Parparean Beach, Porsea District, conclusions can be drawn.

1. Based on the Multiple Linear Regression Test, it shows that the regression coefficient X1 = 0.149, this means that the electronic word of mouth (e-wom) variable has a positive influence on the intention to return. It can be concluded that electronic word of mouth (e-wom) if improved can influence intention to return. The regression coefficient X2 = 0.150, this means that the variable tourist attraction has a positive influence on the intention to visit again. It can be concluded that if the tourist attractiveness is increased it can influence the intention to visit again. The regression coefficient X3 = 0.363, this means that the tourism facilities variable has a positive influence on the intention to return. It can be concluded that if tourism facilities are improved, they can influence the intention to return
2. Based on the results of the Partial Test (t-test) the electronic word of mouth (e-wom) variable has a significant effect on the intention to return. By obtaining a tcount (2.786) > ttable (1.655) and a significance value of 0.004 <0.05 is obtained. The variable of tourist attraction has a significant effect on the intention to revisit. By obtaining a tcount (2.949) > ttable (1.655) and a significance value of 0.005 <0.05 is obtained. The tourism facility variable has a significant effect on the intention to revisit. By obtaining a tcount (2.213) > ttable (1.655) and a significance value of 0.002 <0.05 is obtained.
3. Based on the results of the Simultaneous Test (F-Test) that the variables of electronic word of mouth (e-wom), tourist attraction, tourist facilities simultaneously have a significant effect on the intention to return. By obtaining a significance value of 0.005 <0.05.
4. From the test of the coefficient of determination (R2) of the electronic word of mouth (E-WOM) variable, tourist attractions and tourist facilities can explain the intention to return 0.565 or 56.5% while the remaining 0.435 or 43.5% is explained by other variables that not researched.

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