

## THE EFFECT OF E-WOM AND TOURISM PRODUCT ATTRIBUTES ON VISITING DECISIONS IN LAKE CIPONDOH TOURIST DESTINATION, TANGERANG CITY, BANTEN PROVINCE

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*E-WOM, Tourism Product Attributes, Visiting Decisions*

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### Abstract

*This study aims to determine the effect of E-WOM and tourism product attributes on visiting decisions. The population in this study were visitors who traveled to Lake Cipondoh, Tangerang City. The sample in this study amounted to 100 respondents. The sampling technique used was accidental sampling. The partial research results of E-WOM and tourism product attributes had a significant effect on visiting decisions. Lake Cipondoh managers are expected to increase visitor enthusiasm by creating websites and social media, then adding attractions and special*

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## INTRODUCTION

The interest of the Indonesian people to travel, the tourism industry is undergoing rapid changes. Various business opportunities in tourism services began to penetrate, ranging from ticket reservations and accommodation to alternative travel options. The decision to visit tourists comes from travel references, books, blogs, social media, and information services to experiences gained from other people (Aprilia & Kusumawati, 2021). This is done so that fans of tourism activities have many choices of traveling and measuring the amount of budget that must be spent later. References widely used by people in choosing tourist attractions are references obtained from relatives or known people; in its development, references to tourist attractions can also be obtained from social media (Mustikasari & Widaningsih, 2017).

Along with the development of technology, now word of mouth has experienced a paradigm shift. In the past, word of mouth was carried out face-to-face with known people, but now word of mouth can be done by utilizing internet technology (Gosal et al., 2020). Along with this paradigm shift, word of mouth through internet media is called Electronic Word Of Mouth (E-WOM) (Susilawati, 2017). With the existence of social media, everyone can easily interact and convey messages in the form of photos and videos. This is what makes many people interact with social media. Every message uploaded on social media, both photos, and videos, can be seen by many people. This is what makes every photo and video can be information for everyone who sees it. Whether they realize it or not, tourist photos uploaded on social media can provide information and generate attraction to the stage of an action for the people who see them (Sari et al., 2019).

One of the tourism industries that use social media in marketing and interacting with consumers is the Cipondoh Lake tourist destination in Tangerang City, Banten Province, which implements the E-WOM strategy to interact with visitors through social media namely Facebook, Twitter, and Instagram. Potential customers can read reviews and interact with other people about something or reviews written by visitors based on their visiting experience. Tourism as this industry to become a mainstay in the economy of a region, careful planning and cultivation are needed. For tourist trips to tourist destinations to be satisfied, it is necessary to manufacture tourism products that are to the needs and desires of tourists (Ingkadijaya et al., 2021). ). The decision-making to travel is more complex than the decision-making to buy luxury goods. Many factors need to be considered so that the tours that tourists follow can be satisfying, can feel the money we pay, and provide enjoyment for families (Elmas, 2019). A vital factor that becomes the basis for making a tourist's decision to visit is the attribute of tourism products. Consists of tourist attractions, amenities, and accessibility (Nurbaeti et al., 2021). The third aspect must be packaged so that it can be more attractive and provide comfort for potential tourists (Dethan et al., 2020). Various things can cause tourists to visit a tourist destination. One of them is how effective the product attributes contained in it are. The attributes of tourism products are the overall services obtained and enjoyed by tourists after leaving their place of residence to their

chosen tourist destination and returning to their home where they originally departed (Malisti et al., 2019).

The Cipondoh Lake tourist destination, as one of the tourism assets in Tangerang City, Banten Province, needs to be considered considering that this tourist area has a natural attraction that similar tourism objects do not have. One of the ways to improve visiting decisions is to increase the attributes of tourism products in Cipondoh Lake tourist destinations. Ensure that visitors will first assess whether the alternative destinations in their choice are feasible or not to visit. They need to make sure in terms of attractiveness the tourist attraction is by what they need, besides that the facilities and accessibility are sufficient. Based on what has been explained, it can be seen that there is a relationship between the attributes of tourism products as part of marketing and the decision to visit tourists. To find out how effective the influence of Cipondoh Lake tourism product attributes on the decision to visit tourists, it is necessary to research to increase visiting decisions.

## **RESEARCH METHODS**

The type of research used is explanatory research which seeks to explain and see the relationship between the variables contained in the study and explain the influence of the independent variables on the variables, in addition to testing the proposed hypothesis, which has been formulated previously. The study was conducted at the Cipondoh Lake tourist destination from February 2022 to April 2022. The population in this study were visitors who traveled to Cipondoh Lake, Tangerang City, Banten Province. The sample in this study found 100 respondents because, according to Sugiyono (2017), the appropriate sample size in the survey is between 30 to 500. The sampling technique used is non-probability sampling with accidental sampling, which is a technique of making samples based on a chance meeting with visitors. Smart PLS processes the data with multiple regression analysis methods.

## RESULTS AND DISCUSSION

Tabel 1. Respondent Characteristics

| Keterangan      |                     | Frequency  | Percent     |
|-----------------|---------------------|------------|-------------|
| Place of Origin | Jabodetabek         | 73         | 73%         |
|                 | Outside Jabodetabek | 27         | 27%         |
|                 | <b>Total</b>        | <b>100</b> | <b>100%</b> |
| Gender          | Male                | 34         | 34%         |
|                 | Female              | 66         | 66%         |
|                 | <b>Total</b>        | <b>100</b> | <b>100%</b> |
| Age             | 17 - 30 years old   | 49         | 49%         |
|                 | 31- 45 years old    | 37         | 37%         |
|                 | > 45 years old      | 14         | 100%        |
|                 | <b>Total</b>        | <b>100</b> | <b>100%</b> |

Based on table 1, it shows that the number of research respondents 73 people (73%) came from Jabodetabek and 27 people came from outside Jabodetabek (27%). Thus, it can be said that more visitors visit the Cipondoh Lake tourist destination than Jabodetabek.

Tabel 2. Validity Test

| Variabel                   | Indikator | Loading Factor |
|----------------------------|-----------|----------------|
| E-WOM                      | X1        | 0,712          |
|                            | X2        | 0,734          |
|                            | X3        | 0,810          |
|                            | X4        | 0,827          |
|                            | X5        | 0,766          |
| Tourism Product Attributes | Z1        | 0,744          |
|                            | Z2        | 0,822          |
|                            | Z3        | 0,705          |
|                            | Z4        | 0,713          |
|                            | Z5        | 0,729          |
| Visiting Decisions         | Y1        | 0,747          |
|                            | Y2        | 0,778          |
|                            | Y3        | 0,796          |
|                            | Y4        | 0,708          |
|                            | Y5        | 0,843          |

Source: Data Processed (2022)

Based on table 2 above, it can be seen that all indicators of the E-WoM variable, tourism product attributes and visiting decisions meet validity because they have a loading factor value above 0.70.

Tabel 3. Reliability Test

| Variabel                   | Cronbach's Alpha | Composite Reliability |
|----------------------------|------------------|-----------------------|
| E-WOM                      | 0,834            | 0,719                 |
| Tourism Product Attributes | 0,799            | 0,706                 |

|                    |       |       |
|--------------------|-------|-------|
| Visiting Decisions | 0,751 | 0,818 |
|--------------------|-------|-------|

Source: Data Processed (2022)

Based on table 3, it shows that the composite reliability test and Cronbach's Alpha show a satisfactory value, that is, all latent variables are reliable because all latent variables have composite reliability values and Cronbach's alpha is 0.70.

Tabel 4. R-Square

| Variabel           | R-Square |
|--------------------|----------|
| Visiting Decisions | 0,475    |

Source: Data Processed (2022)

Based on table 4, the Adjusted R-Square value for the decision to visit is 0.475. These results indicate that 47.5% of the visiting decision variables are influenced by E-WOM and Tourism Product Attributes. While the remaining 52.5% is influenced by other factors outside of this study.

Table 5. Direct Effect

| Variabel                   |                      | Original Sample (O) | Standar Deviation (STDEV) | t-Statistic (O/STDEV) | P Values |
|----------------------------|----------------------|---------------------|---------------------------|-----------------------|----------|
| E-WOM                      | → Visiting Decisions | 0.111               | 0.034                     | 3.264                 | 0.012    |
| Tourism Product Attributes | → Visiting Decisions | 0.127               | 0.019                     | 6.684                 | 0.000    |

Source: Data Processed (2022)

Based on table 5, the t-statistic value of E-WOM on visiting decisions is 3.264, which means the t-statistic value (3.264) < t-table (1.661), so it can be concluded that E-WOM has a significant effect on visiting decisions. This research is in line with Arrazi & Nugraha (2001) and Kurniawan & Maftukhah (2020), which showed that tourists visit a tourist destination because they get information about these tourist attractions; the information comes from tourists who already have experience visiting the destination. Tour is through social media.

This study shows that E-WOM has a significant effect; this is because many visitors who visit Lake Cipondoh utilize and build networks to create good E-WOM, including Instagram, Facebook, Twitter, and Facebook, which are considered to make it easier for visitors to communicate and share information in finding information. About Lake Cipondoh tourist destinations with visitors who

already have and are experienced without meeting face to face. Before visitors visit Lake Cipondoh, visitors will certainly look for information about the tourist destinations of Lake Cipondoh that will be visited. Positive comments from fellow visitors who use social media tend to be widely used as a consideration for making decisions to visit Cipondoh Lake tourist destinations. E-WOM is the most suitable way to decide to visit the Cipondoh Lake tourist destination. Because this is considered quite effective and effective, visitors to Lake Cipondoh have social media. They feel more trust in the opinions, comments, and opinions of friends and other people written on social media in deciding to visit Lake Cipondoh tourist destinations.

Based on table 5, the t-statistic value of tourism product attributes has a significant effect on visiting decisions is 6.684, which means the t-statistical value ( $6.684 < t\text{-table } (1.661)$ ), so it can be concluded that tourism product attributes have a significant effect. Influence the decision to visit. This research is in line with research conducted by Hapsari et al. (2014) and Verinita & Indrianti (2019), showing that product indicators consisting of tourist attractions, amenities, and accessibility must be packaged in such a way that they can be more attractive and provide comfort. For potential tourists.

This study shows that the attributes of tourism products have a significant effect; this is because visitors visit Cipondoh Lake according to what is needed and the benefits of the tour to be visited. Attributes of tourism products at Lake Cipondoh have many attractions such as floating duck rides, water bikes, fishing, camping, and enjoying the beauty of the lake by boat. Then the facilities provided by Lake Cipondoh also have sufficient facilities for tourists, including parking areas, prayer rooms, toilets, trash cans, rest areas, and food stalls. Furthermore, access to Lake Cipondoh is very easy to reach and accessible to visitors because it is located on Jalan K.H. Hasyim Ashari, Cipondoh, Tangerang City, opposite the Cipondoh District office, Tangerang, and the highway can be passed by a variety of public or private vehicles.

## **CONCLUSIONS AND SUGGESTIONS**

E-WOM has a significant effect on visiting decisions because visitors who have experience traveling to Lake Cipondoh and have social media, then provide information to other visitors who have not traveled to Lake Cipondoh about positive comments about tourist destinations are considered quite effective and efficient in making decisions to visit destinations Cipondoh Lake tour. Attributes of tourism products significantly affect the decision to stay because tourist destinations in Lake Cipondoh have complete and fun attractions that visitors can enjoy for sightseeing. Then the adequate facilities of Lake Cipondoh make it easier for visitors to carry out activities comfortably and safely. Furthermore, the accessibility of Lake Cipondoh has the availability of easy access for tourists, thus providing visitors to tourist sites on time according to visitor plans.

Managers of Lake Cipondoh tourist destinations are expected to further increase visitor enthusiasm by creating websites and social media specifically for Lake Cipondoh tourist destinations so that there is no mismatch of information obtained by visitors. It is recommended that managers create interesting content in disseminating information about Lake Cipondoh tourist destinations in terms of tourist attractions to create positive news about Lake Cipondoh tourist destinations. That way, visitors will be more interested in visiting Cipondoh Lake tourist destinations and more actively seeking information before visiting Cipondoh Lake tourist destinations. The manager also adds that the Tangerang City Regional Transportation Service must protect existing attractions and attractions to add road markings to Tangerang City tourist destinations.

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