



Analysis of Instagram Online Promotion Factors and Electronic Word of Mouth (E-Wom) on Decisions to Visit Cikadongdong River Tubing Tourism

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Abstract This study investigates how travelers' decisions to attend the Cikadongdong River Tubing activity are influenced by online marketing and electronic word-of-mouth (eWOM). The study employed a quantitative and associative technique, collecting data using a Likert scale questionnaire and selecting a sample of one hundred visitors using deliberate non-probability selection. The data was analyzed using SPSS version 25. The findings demonstrate that online marketing (X1) and eWOM (X2) both strongly and favorably affect the decision to visit (Y). This illustrates the importance of digital engagement for the tourism sector and demonstrates the necessity of effective online marketing strategies and favorable eWOM for attracting tourists to the Cikadongdong River Tubing site.

Keywords: Online promotion, electronic word of mouth, Visiting Decision

INTRODUCTION

Indonesia features a great mix of races, ethnicities, religions, arts, and civilizations, spanning from Sabang to Merauke. Every year, the population of this enormous country increases (Komalasari & Eka Putri Suryantari, 2021). By mid-2024, Indonesia's population is expected to reach 279,035,242, or around 3.45% of the world's total population, according to Worldmeters. Indonesia attracts both domestic and foreign tourists to its natural and man-made sites due to its enormous population and hundreds of diverse islands that provide distinct attractions (Jeljeli et al., 2022; Kumar et al., 2023; Yuli & Marpaung, 2021).

Travel has become a necessity, especially for people who live in cities. Every day, they deal with demanding work schedules, a busy metropolis, and a lack of parks and kid-friendly playgrounds (Fatimah et al., 2023).

The expansion of tourist destinations demonstrates how the tourism sector is growing in tandem with developments in information technology and transportation (Putra, 2021). Destination managers are currently under pressure to develop distinctive and alluring services due to the fierce competition in the tourist industry. Tourism, as a service business, incorporates several aspects offered by a location.

West Java, which is renowned for its varied and alluring features, is essential to Indonesia's tourist boom. Majalengka Regency is a well-liked location since it offers a variety of man-made and natural attractions. From 2019 to 2023, Majalengka's visitor counts were consistent, albeit there were some noticeable variations. 2020 saw a noteworthy decrease of 47% from the year before, while 2023 saw a noteworthy gain of 28%.

Each tourist site has certain advantages and disadvantages, which play a major role in determining traveler choices. For instance, the Cikadongdong River Tubing attraction has 15,8,000 followers on Instagram (@cikadongdong_rivertubing). Every attraction has a different range of offers, and even those that are comparable have distinctive features that make them stand out (Sutrisno & Mayangsari, 2022). According to the data, there were more visitors to Cikadongdong River Tubing in 2021–2022, but in 2023, there were 14% fewer visits. The amount of visitors is changing, indicating that management has to act to avoid this from happening the next year.

There was a notable decline in the number of tourists to Cikadongdong River Tubing in 2023. This suggests that travelers' decisions to visit are influenced by the decline in visitors (Lee et al., 2022). Managers must amp up marketing with interesting material to keep clients interested in coming back. To improve visitor options at the Majalengka Regency's Cikadongdong River Tubing facility, it is important to examine and analyze many aspects of Instagram marketing and electronic word-of-mouth. The attached illustration makes this clear. This study aims to determine how internet advertisements and word-of-mouth affect consumers' decisions to participate in the Cikadongdong River Tubing activity.

The researcher's stated study challenge is to look at how online advertising and electronic word-of-mouth (eWOM) affect visitor decisions at Majalengka Regency's Cikadongdong River Tubing attraction. The study's objective is to find out how eWOM and online marketing, either utilized separately or in tandem, influence people's decisions to travel to Cikadongdong River Tubing (Agag et al., 2024; Kayeser Fatima et al., 2024; Liu et al., 2024; Mareta et al., 2022).

It may be inferred from the research done by Mangold and Faulds, Saravanakumar and Lakshmi, and Kaplan and Haenlein that social media is crucial in fostering the development of commercial actors, promotional media, and cost-effective, wide-ranging product marketing (Romdonny & Maulany, 2020).

Business actors should be able to use online marketing to more effectively manage promotional expenditures, particularly in this era of digitalization (Astuti et al., 2020). Social media is a site or forum where people can share their experiences through images or videos, and it's often thought to be rather simple to use. Social media may be used to share promotions and information in an efficient, effective, and economical manner in addition to its other functions. These social media networks include Twitter, Facebook, Instagram, TikTok, and more (Ahn & Park, 2024; Sari et al., 2021).

In recent years, social media usage has increased substantially, notably on Instagram, one of the most popular social media sites in Indonesia. Instagram may be utilized to increase the effectiveness and efficiency of the tourism business by showcasing new tourist sites, as many travelers use the app as their primary source of information when selecting a destination (Jannah et al., 2023). Utilizing social media has several benefits, such as showcasing the potential of tourism destinations and drawing in visitors. Instagram may be promoted in a number of ways, such as by using Instagram advertisements or by posting engaging material in reels.

This study looks at Instagram's creative use in the Indonesian travel and tourism sector, with a particular emphasis on how it helps with marketing and visitor attraction. Analyzing Instagram's performance as a marketing tool for travel destinations is the primary objective. The study intends to highlight Instagram's significance for industry marketing tactics and provide insights into the benefits of using the platform to promote travel.

RESEARCH METHODS

An associative technique combined with a quantitative method is used in this study (2020). Online promotion and electronic word-of-mouth are the two independent factors in the study, Journal of Management, Economic and Financial, Vol. 2, No. 4 July 2024

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whereas the choice to attend is the only dependent variable. The method used is called purposeful sampling, which Mohajan (2020) defines as the selection of samples according to predetermined standards. This approach was used to specifically target Instagram users and responses who had visited the tourist destination Cikadongdong.

19,351 people visited Majalengka Regency's Cikadongdong River Tubing attraction in 2023, based on the population count of the research. The sample size was calculated using the Slovin technique with a 10% margin of error, producing a non-probability sample of 100 respondents. The data was collected using a Likert scale in a questionnaire, and the analysis was performed using SPSS 25.

RESULTS AND DISCUSSION

Out of the 100 respondents, 46 percent were males and 54 percent were women who finished the questionnaire (Islamiyah et al., 2020). The respondents' ages were distributed as follows: A total of 9 percent of respondents were in the 29–37 age range, 13% were younger than 17, 78% were in the 18–28 age range, and no respondent was older than 38. Regarding occupation, 44% of respondents were employed professionals, and 56% were students. Every respondent has an Instagram account.

Table 1. Demographic Data

Category	Alternative Answers	Frequency (F)	Percent (100)
Gender	Man	46	46%
	Woman	54	54%
Age	<17 Years	13	13%
	18-28 Years	78	78%
	29-37 Years	9	9%
	>38 Years	0	0%
Work	Already working	44	44%
	Student / Students	56	56%
Instagram Application Users	Yes	100	100%
	No	0	0%

Instrument Testing Results

Validity test

The validity test shows the degree of consistency between the actual data collected to answer the query and the potential research data (Ristiani, 2021). A significance test is necessary to compare the obtained R_{count} value to the critical R_{table} value to assess the data's reliability. The R_{count} value must be greater than the R_{table} value in order for the data to be considered authentic. The R_{table} value is calculated using the formula $df = (N - 2)$, where (N) is the total number of respondents and (df) is the number of degrees of freedom.

$$N-2 = 98 \text{ df} = 100-2 =$$

$R_{table} = 0.196$ indicates that the R_{table} value is significant at 0.05.

Table 2. Results of the Validity Test

No	Variable	Corrected Item-Total Correlation	Description
Online Marketing (X1)			
1	X1.1	0,744	Valid

2	X2.2	0,684	Valid
3	X3.3	0,725	Valid
4	X4.4	0,718	Valid
5	X5.5	0,501	Valid
6	X6.6	0,681	Valid
7	X7.7	0,721	Valid
8	X8.8	0,738	Valid
9	X9.9	0,727	Valid
10	X10.10	0,765	Valid
Digital Referrals (X2)			
1	X2.1	0,790	Valid
2	X2.2	0,795	Valid
3	X2.3	0,847	Valid
4	X2.4	0,756	Valid
5	X2.5	0,759	Valid
6	X2.6	0,816	Valid
7	X2.7	0,743	Valid
8	X2.8	0,782	Valid
The visitation decision (Y)			
1	Y.1	0,804	Valid
2	Y.2	0,768	Valid
3	Y.3	0,669	Valid
4	Y.4	0,803	Valid
5	Y.5	0,471	Valid
6	Y.6	0,793	Valid
7	Y.7	0,820	Valid
8	Y.8	0,898	Valid
9	Y.9	0,797	Valid
10	Y.10	0,730	Valid

According to the previous table, any instrument related to the variables of online promotion (X1), electronic word-of-mouth (X2), and visiting decision (Y) is regarded as authentic.

Reliability Test

The consistency of each instrument was evaluated using Cronbach's Alpha in the reliability test (Bowo et al., 2023). Cronbach's Alpha levels of 0.60 or higher suggest dependability, whereas values below 0.60 imply unreliability.

Table 3. Results of Reliability Testing

Variable	Cornbach's Alpha	Final Analysis
Online Marketing	0,881	Reliable
Digital Referrals	0,910	Reliable
The visitation decision	0,915	Reliable

The reliability test results show in the above table that every variable has a Cronbach's Alpha value greater than 0.60. This implies that the inquiries about online advertising, accessible visitor routes, and electronic word-of-mouth (eWOM) are reliable.

Classic Assumption Test Results

Normality test

Table 4. Kolmogorov-Smirnov Test for One Sample

		Non-standard Residual
N		100
Standard Parameters ^{a,b}	Mean	0,0000000
	Standard Deviation	3,49781541
The Most Severe Disparities	Completely	0,082
	Positive	0,063
	Negative	-0,082
Examine Statistics		0,082
Asymptotic Signal (2-tailed)		,094 ^c
a. The test's distribution is normal.		
b. Based on the data.		
c. Lilliefors Significance has been corrected.		

IBM SPSS version 25 findings show that the residual data appears to have a normal distribution with an asymp.sig value of 0.94, which is more than the significance level of 0.05.

Multicollinearity Test

Table 5. Coefficients of Examining Multicollinearity using Coefficients

Statistics of Collinearity		
Model	Tolerance	VIF
1 (Constant)		
X1	0,313	3,195
X2	0,313	3,195

Data from IBM SPSS version 25 show that neither of the independent variables has a multicollinearity problem, with a variance inflation factor (VIF) of 3.195, below the limit of 10. It also confirms that the variables internet marketing (X1) and electronic word-of-mouth (X2), with tolerance values of 0.313 or 0.313 > 0.10, are not troublesome.

Multiple Linear Regression Test Results

Simultaneous Test (F Test)

Table 6. Results of the Simultaneous Test (f test)

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2656,323	2	1328,162	106,364	,000 ^b
	Residual	1211,237	97	12,487		
	Total	3867,560	99			

- a. Dependent Variable: Y
- b. P Forecasters: (Invariant), X2, X1

The output findings in Table 8 show that the f-count value is $104.354 > f\text{-table} (3.09)$ and the significance value is $0.000 < 0.05$. One may draw the conclusion that, either separately or in combination, internet advertising (X1) and electronic word-of-mouth (X2) significantly influence the decision to attend.

Partial Test (T-Test)

Table 7. Partial Test Results (t-test)

		Coefficients ^a				Statistics of Collinearity		
Model		Non-standard Coefficients		Typical Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4,928	2,550		1,933	0,056		
	X1	0,406	0,111	0,371	3,648	0,000	0,313	3,195
	X2	0,598	0,123	0,495	4,877	0,000	0,313	3,195

a. Dependent Variable: Y

a. The Impact of Online Promotion on Visiting Choices.

The degree to which internet marketing affects visitors' decisions to attend is displayed in Table 7. This is supported by the significance value of 0.000, which is less than 0.05, and the t-value of 3.648, which is higher than the crucial t-value of 1.984. Consequently, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

b. How Electronic Word of Mouth Affects Travel Decisions.

Electronic word-of-mouth is a major factor in visitor decisions, as Table 7 illustrates. This assertion is supported by the t-value of 4.877, which is more than the significant t-value of 1.984, and the significance value of 0.000, which indicates significance at the 0.05 level. Consequently, Ha is accepted whereas Ho is refused. Therefore, it is clear that Visitor Decisions (Y) are significantly influenced by both Online Promotion (X1) and Electronic Word of Mouth (X2).

Determination Coefficient Test (R Test)

Table 8. Results of the Coefficient of Determination Test (r test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,829 ^a	0,687	0,680	3,53369

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

68%, or 0.680, is the modified R Square value, also known as the coefficient of determination. This graph illustrates how online marketing and electronic word-of-mouth work together to greatly influence consumers' visitation decisions. It is believed that the remaining 32% is connected to additional factors not included in this study.

CONCLUSION

The results of the study show that decisions made by visitors (Y) about the Cikadongdong River Tubing activity are significantly influenced by internet marketing (X1). Similarly, eWOM (electronic word-of-mouth) has a big influence on visitor choices. (Y). Additionally, tourists' decisions to visit are significantly influenced by eWOM (X2) and online marketing (X1); Cikadongdong River Tubing Tourism has a coefficient of determination of 0.680, or 68%. The purpose of this study is to look at how internet marketing and eWOM affect travel decisions. The results show how important they are.

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