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The Role of Mediation Electronic Word of Mouth (E-WOM) in Relationship Quality of Services and Tourism Products Against Visiting Decisions

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Abstract: The purpose of this study was to analyze the mediating role of electronic word of mouth in the relationship between tourism products and service quality on the decision to visit tourists to Pangandaran Beach. This research is explanatory, and the data collection is done by distributing questionnaires. This study's sample amounted to 95 visitors to Pangandaran beach, selected using the purposive sampling method. Based on the analysis using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach, the results indicate that service quality and tourism products significantly affect visiting decisions. However, electronic word of mouth does not mediate the relationship between service quality and tourism products on tourists visiting decisions.

Keywords: Visiting Decisions; Tourism Products; Service Quality; Electronic Word of Mouth

JEL Classification: Q26, Q57

Introduction

Indonesia's tourism sector has experienced very significant development, which can be seen from the contribution of tourism sector revenue to GDP. According to data from the Ministry of Culture and Tourism, in 2018, foreign exchange earnings from the tourism sector in 2017 reached the US \$ 14.2 billion, equivalent to 169 Trillion, and ranks fourth after the oil and gas, coal, and palm oil sectors. Besides, the tourism sector is also considered an advantage because most of its activities are in the service sector and are the most sustainable commodity and touch down to society's lowest level (Kompas.com, 2019).

The national tourism sector's role is increasingly important in line with the development and contribution made through foreign exchange earnings, regional development, and the absorption of investment and labor and business development that is spread across various parts of Indonesia. The tourism industry increase also impacts other economic sectors, such as hotels and restaurants, transportation, the handicraft industry, and others (Kemenpar, 2018).

Based on data released by the Badan Pusat Statistik (BPS) on February 1, 2019, it shows that the number of foreign tourist visits to Indonesia in the December 2018 period reached 1.41 million visits or an increase of 22.54 percent compared to the December 2017 period, which was only 1.15 million visits. Compared to November 2018, the number of foreign tourist visits in December 2018 increased by 21.43 percent based on the regions' order with the enormous foreign exchange earnings. During 2018, the number of foreign tourist visits to Indonesia reached 15.81 million visits, an increase of 12.58 percent compared to the number of foreign tourist visits in the same period in 2017, which totaled 14.04 million visits.

West Java is one of Indonesia's provinces with various natural beauty charms that deserve to be visited by local and foreign tourists. One of the tourist destinations in West Java that has become a tourist attraction is in the Pangandaran Regency area. Pangandaran Regency is an expanded area of Ciamis Regency, where ten sub-districts are members of Pangandaran Regency, and 27 other sub-districts still belong to Ciamis Regency. Pangandaran is one of the districts that have the most significant potential in the tourism sector. The tourism sector is a leading sector that generates the most considerable regional income for the local government. This regency, located at the southern tip of West Java, has various tourist destinations, ranging from beach tours, cave tours, cultural tourism, and others. The main asset owned by Pangandaran Regency is beach tourism, which is most visited by local and foreign tourists (tribunnews.com, 2018)

The enormous tourism potential in Pangandaran Beach has made the local government continue improving and organizing the beach into a world-class tourist attraction to encourage an increase in visits by local and foreign tourists to Pangandaran Beach tourist destinations. The efforts made, namely, improving Pangandaran Beach, which is free of street vendors along the coast (PKL), designing beaches like Hawaii Beach, and making access to coastal locations easier by widening land, reactivation of railroads, and developing airports for commercial aircraft. Besides, to make Pangandaran a world-class tourist destination, the three A requirements must be met to reach international standards. The three A's are attractions, accessibility, and amenities. Attractions include tourist objects in the form of exciting natural, cultural, and artificial attractions. Accessibility, namely infrastructure leading to tourist areas and supporting infrastructure for tourist objects, such as international class airports. As well as amenities is the availability of five-star public facilities, ranging from hotels, restaurants, souvenir shops, parks to health facilities and other public facilities. Besides, three C's are needed in transforming a tourist area, namely CEO commitment, change agent, and competence (Republika.co.id, 2018).

According to Putranegara and Pradhanawati (2016) Decision making to take a tour is more complicated than deciding to buy luxury goods. A vital factor that forms the basis of decision-making for visiting tourists is tourism products. Tourists will look for information on how tourism products are in a destination, from various angles and the information needed. The poor management of tourism products in a destination will be very influential for tourists visiting tourist attractions. According to Zakia and

Widiartanto (2016), there are three essential aspects of tourism products that need managers' attention in the tourism sector. Namely, the attraction of tourist objects (tourist attractions), ease of reaching tourist destinations (accessibility), and facilities available at tourist destinations (amenities). Research conducted by Ramadhan and Nugraha (2016), Huda, Rachma, & Hufron (2019), Pamungkas, Arifin, and Hufron (2018) stated that tourism products have a positive and significant effect on visiting decisions. Meanwhile, Dani and Thamrin's (2019) research states that tourism products have a negative but significant effect on visiting decisions.

Apart from tourism products, service quality is also essential in consumer decisions to visit a place. In simple terms, service quality can be expressed as a comparison between the service consumers expect and the service it receives. Two main factors affect service quality, namely expected service and perceived service, which explains that if the service received or perceived is under expectations, the quality of service is perceived as ideal quality. Whereas the service received is lower than the expected quality, the quality services are perceived as bad (Putranegara & Pradhanawati, 2016). In simple terms, service quality can be defined as "a measure of how well the level of service provided is under customer expectations" (Tjiptono, 2017:142). In research conducted by Purnamasari and Budiarmo (2019), it is stated that service quality has a positive and significant effect on visiting decisions. Meanwhile, Deni and Winarni's research (2017) states that service has a negative and insignificant effect on the number of tourists. Research conducted by Pallefi and Widiartanto (2017) states that service quality positively and significantly affects visiting satisfaction.

Besides, in introducing or marketing a tourist object, a media that can provide more information about the tourist object is needed. Word of Mouth is a promotional medium that is considered the most honest opinion of a consumer. However, now this type of opinion occurs offline and online following advances in information technology. WOM that occurs online is called the Electronic Word of Mouth (Illah, Sularso, & Irawan, 2019). According to Toruan and Priansa (2018), e-WOM refers to statements based on positive, neutral, or negative experiences made by potential, actual or former consumers about products, services, brands, or companies made available to many and institutions via the internet. Research conducted by Ramadhan and Nugraha (2016), Illah et al. (2019), Sari and Pangestuti (2018), and Ardiyanto and Nugraha (2018) stated that electronic word of mouth has a positive and significant effect on visiting decisions. Meanwhile, research conducted by Suwarduki, Yulianto, and Mawardi (2016) states that *electronic word of mouth* has no significant effect on visiting decisions.

This study replicates research by Putranegara and Pradhanawati (2016), which concluded that service quality and *electronic word of mouth*. On the decision to visit the tourist attraction of Goa Pindul Yogyakarta. The difference with this study lies in the respondents, and also the analysis method used was previously used regression analysis. In contrast, this study used the method of analysis of *Partial Least Square*(PLS). Through this research, will be analyzed "Role of Mediation *Electronic Word Of Mouth (E-Wom)* in Relationship Service Quality and Tourism Products on Visiting Decisions (Studies on Pangandaran Beach Visitors).

According to Yoeti (2018: 113), tourism is a trip made from one place to another, and in English, it is called a "tour." Tourism is a tour carried out repeatedly / traveling, both planned and unplanned, producing a total experience for the perpetrators (Hidayah, 2018: 03).

According to Yoeti (2018: 177), in terms of tourism marketing, especially in developing new products, a tourist destination has many things that can be offered as a tourist attraction to markets that vary with tourists' tastes. According to Kotler and Armstrong (2012), marketing is a social and managerial process in which individuals and groups get what they need and want by creating and exchanging products and values. From this definition, it can be concluded that tourism marketing is an activity to introduce or market the uniqueness or products to attract tourists.

According to Zakia and Widiartanto (2016), products in the tourism industry are a product line, namely products used simultaneously. Meanwhile, according to Pamungkas et al. (2018), a product is a subjective understanding of the producer or something that can be offered to achieve organizational goals by meeting consumer needs and activities. There is also service such as tourism products. According to Hidayah (2018: 150), when referring to many references and Law No. 10 of 2009 concerning Tourism, basically destination products consist of 3 elements, which are commonly referred to as 3 A, namely Attractions, Amenities, and Accessibility.

According to Putranegara and Pradhanawati (2016), they describe tourism products an integrated product arrangement consisting of tourism objects, tourist attractions, transportation (transportation services), accommodation, and entertainment, where each element is a prepared company and offered separately. From this definition, it can be concluded that a tourism product is a crucial aspect inherent in a tourist attraction, which includes the attraction of a tourist attraction (tourist attraction), the ease of reaching a tourist destination (accessibility), and the facilities available to tourist destinations (amenities).

According to Kotler & Armstrong (2012), service quality is any activity or benefit that a party can provide to another intangible and does not result in ownership of something. Its production can or cannot be linked to a physical product. Meanwhile, according to Tjiptono (2017), the quality of service (*service quality*) is a measure of how good the level of service provided is under customer expectations.

According to Tjiptono (2017), service quality is determined by its ability to meet customer needs and desires according to customer expectations. In other words, the main factors affecting service quality are expected service and perceived service. From this definition, it can be concluded that service quality is the company's ability to meet and satisfy customer needs and desires under customer expectations.

According to Sari and Pangestuti (2018), EWoM is a form of marketing communication that contains positive or negative statements made by potential consumers and former consumers about a product available to many people through social media. Internet.

According to Hasan (2010: 32), WoM (Word of Mouth) is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercial, both brands, products, and services. EWoM is a marketing communication conducted online through internet social media (Schiffman and Kanuk) (Sari & Pangestuti, 2018). Suwarduki et al. (2016) reflect 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, dan advice seeking.

Based on the explanation, it can be concluded that EWoM is an online-based marketing communication through internet social media that has messages or reviews containing positive or negative statements made by potential or former consumers. With the EWoM, communication between producers and consumers or fellow consumers can be more comfortable and faster and under today's progress.

The decision to visit is a process for making decisions that begin with introducing consumers' needs and wants, obtaining information, assessing and comparing several existing purchase alternatives (Kotler & Armstrong, 2012).

According to Huda et al. (2019), The decision to visit is an action taken by a consumer to decide. It starts with introducing consumer needs and desires, obtaining information, assessing, and comparing the various alternatives that can be selected. The trust level of visitors can be in the form of praise, recommendations, and positive comments. According to this definition, it can be concluded that the decision to visit is a series of processes carried out by consumers to determine the decision to visit. It begins with identifying consumers' needs and desires, obtaining information, assessing and comparing various alternatives that can be selected, and following by making decisions.

Research Method

Respondents are tourists who are traveling at Pangandaran Beach attractions. Data analysis using PLS-SEM 3.0. PLS-SEM analysis consists of two sub-models: the measurement model, the outer model, and the structural or inner models. We will check reliability and validity through the outer model, and for the inner model, we check the correlation of variables.

The method being used in this research is a structural model test with two models. The first model has E-WOM as the dependent variable, and the second model has visiting decisions as a dependent. While E-WOM just using two independent variables, the visiting decision has three independent variables included with E-WOM. The model is as follow:

$$\begin{aligned} X_1 &= \alpha + \beta_1 TP + \beta_2 SQ + \epsilon \\ X_2 &= \alpha + \beta_1 TP + \beta_2 SQ + \beta_3 E\text{-WOM} + \epsilon \end{aligned}$$

- X₁ = E-WOM
- X₂ = Visiting decision
- TP = Travel Product
- SQ = Service Quality
- A = Constanta
- β₁₋₃ = Coefficient
- ε = Error-term

Measurement Model Test (Outer Model)

The evaluation of the measurement model or outer model is carried out to assess its validity and reliability. The outer model with reflexive indicators is evaluated through convergent and discriminant validity of the latent construct-forming indicators and composite reliability for the indicator block. The outer model measures the value of outer loading > 0.5-0.6, the AVE value > 0.5, and the composite reliability value of 0.7.

Table 1 Variables, Indicators, Loading Factor Round 1, Loading Factor Round 2, Loading Factor Round 3, AVE, and Composite Reliability

Variable	Indicator	Loading Factor Round 1	Loading Factor Round 2	Loading Factor Round 3	AVE	Composite Reliability
Travel products	Tourist Attraction / Attraction (PW1)	0.768	0.827	0.880	0.739	0.850
	Amenities / Facilities (PW2)	0.812	0.821	0.840		
	Accessibility to Tourism Objects (PW3)	0.715	Rejected	Rejected		
	Accessibility to Tourism Objects (PW3)	Rejected	Rejected	Rejected		
Service quality	Reliability (KP1)	Rejected	Rejected	Rejected	0.665	0.922
	Responsiveness (KP2)	0.839	0.836	0.836		
	Responsiveness (KP3)	0.825	0.814	0.814		
	Assurance (KP4)	0.800	0.818	0.818		
	Empathy (KP5)	0.861	0.863	0.863		
	Tangibles (KP6)	0.823	0.831	0.831		
	Tangibles (KP7)	0.714	0.724	0.724		
Electronic Word of Mouth	Read reviews or information (EWM1)	0.786	0.823	0.823	0.654	0.882
	Read reviews / information to make decisions (EWM2)	0.862	0.879	0.879		
	Interact with other visitors (EWM3)	0.802	0.817	0.817		
	Restless when not reading information (EWM4)	Rejected	Rejected	Rejected		
	Gathering information (EWM5)	0.709	0.705	0.706		
Visiting Decision	Interested in Visiting (KB1)	0.801	0.804	0.808	0.885	0.885
	Intend to Visit (KB2)	0.820	0.821	0.824		
	Visiting the Right Tourist Object (KB3)	0.818	0.816	0.810		
	Feeling Happy While Visiting (KB4)	0.805	0.803	0.802		

AVE: Average Variance Extract

^aThe Value Received from the Loading Factor is more significant than 0.5

^bThe Received value of AVE is greater than 0.5

^cAccepted Value of Composite Reliability is more significant than 0.7

Result and Discussion

Structural Model Test (Inner model)

The evaluation of the structural model or inner model aims to predict the relationship between variables.

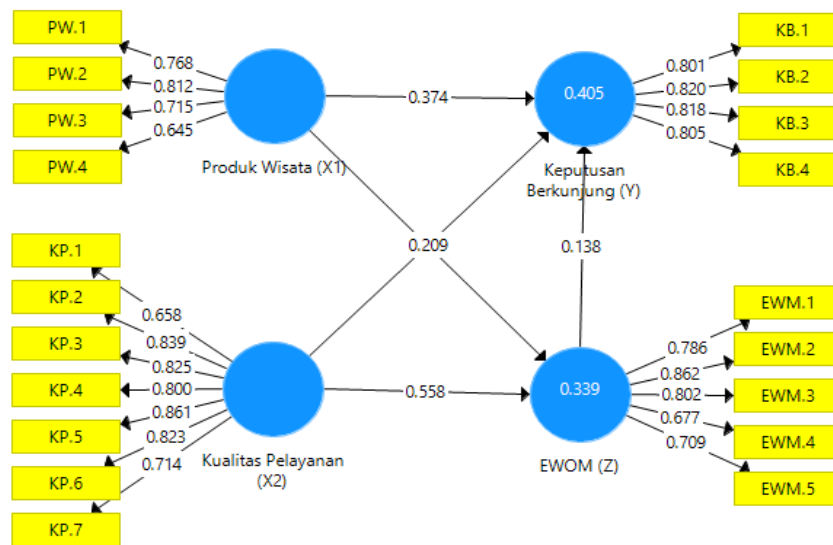


Figure 1 Visiting Decision Model Test

Figure 1 results from PLS version 3.0 regarding the influence of tourism products and service quality on visiting decisions through electronic word of mouth. Based on Figure 1, the R^2 value 0.405 showed that 40.5% variability in the construction of visiting decisions was influenced by tourism product factors, service quality, and electronic word of mouth. Meanwhile, the R^2 value shows that 33.9% of the variability in the construction of electronic word of mouth is influenced by factors of tourism products and service quality.

Table 2 Results of Acceptance / Rejection of the Direct Effect Hypothesis

Hypothesis	Original Sample (O)	Mean	STDEV	T Statistics	P-Value	Ket
Service Quality -> E_WOM	0.547	0.551	0.104	5,243	0,000	H1 Accepted
Travel Products -> E_WOM	0.044	0.046	0.087	0.500	0.617	H2 Rejected
Tourism Products -> Visiting Decisions	0.443	0.444	0.121	3,652	0,000	H3 Accepted
Service Quality -> Visiting Decision	0.220	0.22	0.136	1,619	0.106	H4 Denied
Electronic Word of Mouth -> Decision to Visit	0.106	0.112	0.099	1,072	0.284	H5 Denied

Table 2 all relationships positively affect the original sample value, which shows a positive value. The original sample values indicate that the relationship can lead to positive or adverse effects. So the factors of tourism products and service quality have a positive influence on electronic word of mouth. Besides, the factors of tourism products, service quality, and electronic word of mouth also positively influence visiting decisions.

Table 2 also shows that service quality significantly affects electronic word of mouth, and tourism products significantly affect visiting decisions. The relationship of service quality to electronic word of mouth and tourism products on visiting decisions also has a significant effect seen from the value of t statistic $> t_{table}$ (1.66177). From these results, it can be concluded that H_2 and H_3 are accepted. The hypothesis is accepted because the P values < 0.05 . However, it can also be seen that tourism products have no significant effect on electronic word of mouth. Service quality has no significant effect on visiting decisions, and electronic word of mouth has no significant effect on visiting decisions. It can be seen from the value of t statistic $< t_{table}$ (1.66177) from these results. It can be concluded that H_1 , H_4 , and H_5 are rejected. The hypothesis is rejected because the P-value > 0.05 .

Table 3 Results of Acceptance / Rejection of the Indirect Effect Hypothesis

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P-Value	Information
Travel Products → EwoM → Visit Decision	0.005	0.006	0.014	0.321	0.748	H6 Denied
Service Quality → Electronic Word of Mouth → Visiting Decision	0.058	0.063	0.058	0.998	0.319	H7 Denied

Based on Table 3, the relationship between the influence of tourism products on the decision to visit through electronic word of mouth has a positive direction from the original sample value, indicating a positive value. The original sample values indicate that the relationship can lead to positive or adverse effects. So the factors of tourism products on the decision to visit through electronic word of mouth have a positive influence. Besides, the service quality factor also has a positive influence on the decision to visit through *electronic word of mouth*.

Table 3 also shows that tourism products have no significant effect on the decision to visit through electronic word of mouth. Service quality has no significant effect on the decision to visit through electronic word of mouth. Seeing from the value of t statistic $< t_{table}$ (1.66177) in other words, electronic word of mouth does not mediate the relationship between tourism products and service quality on visiting decisions. From these results, it can be concluded that H_6 and H_7 are rejected. The hypothesis is rejected because the P values > 0.05 .

Travel Products against electronic Word of Mouth

The analysis results that tourism products have carried out have no significant positive effect on *electronic word of mouth*. Tourism products are said to be less successful because tourists are not satisfied with information and reviews related to Pangandaran Beach tourism products obtained and shared by tourists through *electronic word of mouth*. The results of this analysis do not support the study conducted by Putranegara and Pradhanawati (2016), which states that there is an influence between tourism products on *electronic word of mouth* (EWoM).

Quality of Service to Electronic Word of Mouth

Based on the analysis that has been done, the quality of service has a significant positive effect on electronic word of mouth. The attitude of visitors in sharing reviews or information about Pangandaran Beach attractions through *electronic word of mouth* is influenced by the quality of service provided by the manager to visitors. The better the quality of service provided by the Pangandaran Beach tourism objects' manager, the better the impression or information visitors share through electronic word of mouth (EWoM). In line with Putranegara and Pradhanawati's (2016) research, there is an influence between service quality on electronic word of mouth (EWoM).

Tourism products against visiting decisions

The analysis results carried out that the tourism product has a significant positive effect on visiting decisions. It is predictable because Pangandaran Beach managers have made improvements and innovations for the development of tourism products. There are some improvements that the management has made include. They are the coastal area arrangement designed like a beach in Hawaii, improving public facilities for tourists' needs. Another improvement is easing access to Pangandaran Beach by repairing roads and procuring the Pangandaran train to facilitate tourists' access to Pangandaran Beach attractions. It is in line with research results from Ramadhan and Nugraha (2016), Huda et al. (2019), Pamungkas et al. (2018), Ardiyanto and Nugraha (2018), which states that tourism products have a positive and significant effect on visiting decisions.

Service Quality for Visiting Decisions

That service quality has a positive but insignificant effect against visiting decisions. It can be indicated because the Pangandaran Beach tourism object manager's quality of service is unsatisfactory or does not give a deep impression on tourists' minds. This study's results are not in line with the research conducted by Purnamasari and Budiarmo (2019) state that there is a positive and significant influence between service quality on visiting decisions.

Electronic Word of Mouth on Visiting Decisions

The analysis that has been done shows that *Electronic Word of Mouth* has a positive effect that is not significant against visiting decisions. It is related to tourists' dissatisfaction with the information and reviews available in the electronic media word of mouth, thus reducing tourists' interest to make visiting decisions. Other indications can also be caused because the information and reviews obtained by tourists are not searched and obtained through internet media, but directly through word of mouth from the closest people such as family, friends, friends, and others to influence tourists visiting decisions. This study's results are in line with Suwarduki et al. (2016) state that electronic word of mouth has a positive and insignificant effect on the decision to visit. Not in line with research which is conducted by Putranegara and Pradhanawati (2016), Illah et al. (2019), Sari and Pangestuti (2018), Ardiyanto and Nugraha (2018), who states that electronic word of mouth has a positive and significant effect on visiting decisions.

Tourism Products on Visiting Decisions through Electronic Word of Mouth (EWoM)

From the analysis results that have been done, tourism products have no significant positive effect on the decision to visit through electronic word of mouth. It can be caused because tourists are not satisfied with the quality of information and reviews related to the tourism products available electronic word of mouth. Another indication may also be that tourists' information and reviews are obtained directly by word of mouth from the closest people. The results are not supportive of the study conducted by Putranegara and Pradhanawati (2016). Electronic word of mouth (EWoM) can mediate the influence of tourism products on visiting decisions.

Service Quality for Visiting Decisions via Electronic Word of Mouth (EWoM)

From the results of the analysis that has been done, Service quality has no significant positive effect on the decision to visit through *electronic word of mouth*. It can be because tourists are not satisfied with the information and reviews regarding the quality of service available in *electronic word of mouth*. Other indications can also be that tourists' information and reviews are obtained directly by word of mouth from the closest people. The results of this study do not support the study conducted by Putranegara and Pradhanawati (2016). Electronic word of mouth (EWoM) can mediate the effect of service quality on visiting decisions.

Conclusion

Based on the results, we can get some conclusions. The tourism product factor has no significant positive effect on electronic word of mouth. Service quality factor has a significant positive effect on electronic word of mouth. Tourism product factor has a significant positive effect on visiting decisions. Service quality factor positive effect is not significant against visiting decisions. Factor electronic word of mouth positive effect is not significant against visiting decisions. Factor electronic word of mouth does not

mediate the relationship between tourism products and visiting decisions. Factor electronic word of mouth does not mediate the relationship between service quality and visiting decisions

Suggestion

Based on the research that has been done, there are still many deficiencies in it. The suggestions that can be given are; for Pangandaran Beach Tourism Object Managers, This study's results are expected to contribute, especially in formulating promotional activities and improving Pangandaran Beach tourism objects' services. Such as providing adequate places of worship and a rescue team that is always on standby and moving fast so that visitors feel safe. For Further Researchers: The analysis result shows that the R-square value is 40.5%, which means that 59.5% of variables are outside the model. The next researcher expects to add other variables that are thought to influence visiting decisions, such as destination image, promotion, or tourist attraction. Besides that, it can also add other destinations that are in the research subject area. For Visitors to Pangandaran Beach Tourism Objects. Able to provide a better picture regarding conditions, services, facilities, and others related to Pangandaran Beach tourism object so that tourists can be more confident and quick to choose the desired tourist spot's location.

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Taryadi & Miftahuddin
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