



The Effect of Electronic Word Of Mouth (E-WOM) on Visiting Decisions (Case Study on Bedside Camping Grounds Tourism Selorejo Village, Dau District, Malang Regency)

Nailul 'Izza Zain^a, Ida Bagus Suryawan^b, I Gede Anom Sastrawan^c

^aFaculty of Tourism, Udayana University, Bali

^bFaculty of Tourism, Udayana University, Bali

^cFaculty of Tourism, Udayana University, Bali

ABSTRACT

This study aims to determine whether Electronic Word Of Mouth (E-WOM) affects Visiting Decisions at Bedengan Campground Tourism and how the influence of Electronic Word Of Mouth (E-WOM) on Instagram social media on Visiting Decisions at Bedengan Campground Tourism.

The approach in this research is quantitative research. The population in this study were visitors to Bedengan Campground Tourism who had Instagram social media with a sample of 126 visitors. The independent variables in this study are Electronic Word Of Mouth (E-WOM) and Instagram social media, while the dependent variable is the decision to visit Bedengan Campground Tourism. The analysis techniques used are validity test, reliability test, multiple linear regression analysis, classical assumption test, and hypothesis testing with the help of SPSS.

The results showed that Electronic Word Of Mouth (E-WOM) has a positive influence on visiting decisions. This can be seen from the results of the t-test analysis showing that $t\text{-count} > t\text{-table}$ ($12.418 > 1.97928$) with significance ($0.000 < 0.05$), so this shows that Electronic Word Of Mouth (EWOM) has a significant effect on visiting decisions. Then testing Electronic Word Of Mouth (E-WOM) on Instagram social media on Visiting Decisions at Bedengan Campground Tourism. The results showed that Electronic Word Of Mouth (E-WOM) $t\text{-count} > t\text{-table}$ ($5.667 > 1.97944$) and a significance value ($0.000 < 0.05$) and Instagram social media $t\text{-count} > t\text{-table}$ ($2.395 > 1.97944$) and a significance value ($0.018 < 0.05$). Simultaneously Electronic Word Of Mouth (E-WOM) on Instagram social media has a positive and significant effect on visiting decisions by 56.7% and the remaining 43.3% is explained by other independent variables not included in this study. Based on the results obtained, it can be concluded that Electronic Word Of Mouth (E-WOM) on Instagram social media has a considerable influence on visiting decisions at Bedengan Campground Tourism..

Keywords: *Electronic Word Of Mouth (E-WOM), Instagram Social Media, Visiting Decisions*

1. Introduction

Tourism is often defined as travelling for fun. Etymologically, the word "tourism" comes from Sanskrit which consists of *Pari* which means a lot or travelling around and *Wisata* which means going. So tourism can be interpreted as a journey travelling many times to leave home or residence to travel around. Tourism is currently a global phenomenon, this is because tourism is a basic or primary need that involves hundreds of millions of people. As one of the basic needs, it is appropriate that travelling becomes a part of human rights that must be protected and respected. This is what makes tourism an inseparable part of human life because it involves social activities to economic activities. With this high foreign exchange contribution due to the soaring number of tourists.

The tourism sector is a very promising sector to continue to help in increasing the country's foreign exchange reserves. Indonesia is one of the countries whose largest national income comes from the tourism sector. With the growth and development of the tourism sector into an important and reliable industry in adding to the country's foreign exchange, the high contribution of foreign exchange is due to the soaring number of tourists. It is called an industry because of the existence of a tourism activity that economically has created a demand in which it requires a market for all tourism goods and services. So that from this can be generated from several separate companies, but complement each other. The tourism industry not only increases the

country's foreign exchange, but also adds jobs, can also increase regional income and communities around tourist attractions. Therefore, it is necessary to develop tourism that benefits local communities and benefits the economy through foreign exchange earnings. To support the development of the tourism sector in Indonesia, it is necessary to carry out a marketing strategy to attract tourists to visit.

According to Harries Madiistriyatno (2013) that one of the tourism sector policies that can affect profits in the tourism industry is market segmentation. So the importance of a marketing strategy to know the market to be achieved and in accordance with the intended market conditions. The existence of a marketing strategy with this promotion requires designing a strategy regarding the product that is owned to influence, introduce, and inform a product to tourists. To find out whether a promotion is effective or not, it can be seen from the low or high sales results. So that the results of these sales are used as a reference to make it easier for a company to see whether the promotion is effective or not.

The development of information technology that is increasingly rapid and sophisticated, supported by mobile phones and the use of the internet, makes it easy for users to access all information easily anytime and anywhere when needed. This greatly affects the number of internet users, this is evidenced by the survey results of the Indonesian Internet Service Providers Association (APJII).

Internet penetration in Indonesia in 2018 was 64.8%, in 2019-2020 it was 73.7%, and in 2021-2022 it was 77.02% or around 210,026,769 people from a total population of 272,682,600 people in Indonesia in 2021. (APJII, 2022). Currently, the tourism industry has entered a new era, namely Digital Tourism, which is one of the effective promotional strategies to be relied on by various attractive destinations and potentials on various platforms that target millennial tourists as one of the tourism targets in the future because this generation is a generation of active social media users. The millennial generation is a generation that uses information technology by searching for information, making a booking, and sharing experiences and impressions as well as an assessment of the holiday experience that has been carried out (Demanik, et al 2019). So that at this time prospective tourists are more often looking for references and more trusting opinions in the community about a product. By sharing experiences on social media this is called Electronic Word Of Mouth (E-WOM).

Electronic Word Of Mouth (E-WOM) is a comment recommended by actual and potential users of services or products in the form of positive statements and negative statements whose information is available on the Internet. So that with the Electronic Word Of Mouth (E-WOM) prospective users of services or products can get information more easily has a very important influence on tourism, because prospective tourists will look for information first before directly visiting the tourist attraction to be destination. To get a variety of information, prospective tourists will seek information from the social media of tourists who have visited the destination tourist attraction.

The pleasure of people sharing experiences and feelings on social media to capture a moment, this makes social media increasingly popular. It is recorded in the APJII survey data that the internet content that is often used by the public is 89.15% of internet penetration accessing social media in 2022. From the data that more internet penetration accesses social media and this makes it easier for potential tourists to get information, so that it has an impact on the decision to visit an existing tourist attraction. According to Kertajaya (2006) states that "customers will trust more accurate or credible sources than sales people from a company". Electronic Word Of Mouth (E-WOM) has also become a dominant channel to influence visiting decisions because of the ease of information exchange and has a considerable impact on a prospective tourist's decision to visit. Therefore, Electronic Word Of Mouth (E-WOM) currently provides very practical benefits for potential tourists. The decision to visit for tourists is likened to a decision for consumers to buy which requires several stages. As explained by Kotler and Keller (2009: 185) that a purchase starts with the stage of recognition of a need until the stage of behaviour after purchase.

Electronic Word Of Mouth (E-WOM) is a means of communication that is currently quite effective in converting an electronic communication network to an influence network, creating attention for recipients, generating interest, ultimately encouraging visitors, and influencing visitor behaviour to make visiting decisions. According to Sen and Leman 2008 in (Sindunata&Wahyudi, 2018) that the main characteristics of Electronic Word Of Mouth (E-WOM) are independent. Which means that Electronic Word Of Mouth (E-WOM) is not tied to a particular company and does not benefit any company. So that the communication process through Electronic Word Of Mouth (E-WOM) is more trusted by visitors than the source of information provided from a company.

Electronic Word Of Mouth (E-WOM) communication can be said to be effective in influencing tourists to be interested in visiting with suggestions and reviews from visitors who have visited or who have experience visiting Bedengan Campground Tourism. The existence of an internet network today that can be enjoyed by almost all people and makes it easy for users to find information very easily accessible and can tell experiences to other users via the internet so that it can definitely influence other visitors Electronic Word Of Mouth (E-WOM) in deciding on a visit.

The most popular social media is Facebook, followed by YouTube, followed by Whatsapp, followed by Instagram, and so on. Currently, the Instagram platform is the fourth platform that is often used by people to explore various information. Instagram Social Media is a platform used by its users to share photos, digital filters, and can immediately share them to several social media services. Instagram is a platform that promises various accounts, such as for entertainment accounts, information accounts, news accounts, health accounts, online shop accounts, as promotional accounts, and accounts that shape self-image, because the more followers and likes on some of the user's photos and videos the higher the number, it appears that the user has a high image. In uploading interesting videos and photos on the Instagram platform, someone will tend to comment and provide reviews from other users to visit a tourist attraction. So with this, it can show that Electronic Word Of Mouth (E-WOM) on social media affects a person's decision to visit a tourist attraction.

Malang Regency is one of the areas affected by Electronic Word Of Mouth (E-WOM) on social media. Malang Regency is located in East Java Province, Indonesia. The government centre of Malang Regency is located in Kepanjen District. Malang Regency, Batu City, and Malang City are a unified region known as Malang Raya. Malang Regency has an area of 3,534.86 Km², which is divided into 33 sub-districts. Some of the districts in Malang Regency are Dau District, Karang Ploso District, Singosari District, and many more. With the vast area and various sub-districts in Malang Regency, Malang Regency has advantages with various types of artificial and natural tourism it has. There are several types of artificial and natural tourism in Malang Regency, namely FlorawisataSanterra De Laponte, Malang Night Paradise, TigaWarna Beach, Gatra Beach, Bedengan Campground Tourism, and many more.

Bedengan Campground Tourism is one of the tourist attractions in Malang Regency that is often recommended by someone to visit on social media. This tourist spot is a natural attraction that has various attractions in it, from various kinds of plants, pine forests, clear rivers, and green grass that are suitable for camping so that the natural atmosphere is more pronounced. And around the Bedengan Campground Tourism, there is an orange picking agro-tourism on the roadside to the Bedengan Campground Tourism location.

The number of visitor visits that Bedengan Botanical Garden Tourism has only in 2021 from January to October. The total number of visitors to Bedengan Campground Tourism in these 10 months was 109,781 visitors. Currently, the frequent use of social media among the public is used as one of the media for promoting Bedengan Campground Tourism. Bedengan Campground Tourism Management has an Instagram account: @buper_bedengan. The contents of Instagram are information about Bedengan Campground Tourism, news about Bedengan Campground Tourism, and some photos and videos about Bedengan Campground Tourism made by visitors. Often nowadays, there are various contents on social media that are very interesting about Bedengan Campground Tourism made by former visitors, by recommending Bedengan Campground Tourism to be a very beautiful natural tourist destination. With the information written in posts or videos posted by visitors who have visited, it will provide considerable value to other Instagram users who are potential visitors to Bedengan Campground Tourism so that this can accelerate the development of electronic word of mouth and ultimately can influence visitors' visiting decisions.

Seeing the importance of Electronic Word Of Mouth in disseminating information on social media Instagram, makes the author question whether this can influence the decision to visit Bedengan Campground Tourism in Malang Regency. So that the author is interested in taking a research topic with the title "The Effect of Electronic Word Of Mouth (E-WOM) on Visiting Decisions (Case Study on Bedengan Campground Tourism, Selorejo Village, Dau District, Malang Regency).

2. Methodology

The analysis technique used in this study uses simple linear regression and multiple liner regression which aims to determine the relationship between the two independent variables, namely Electronic Word Of Mouth on Instagram social media on the dependent variable, namely visiting decisions.

1. Simple Linear Regression Analysis

Simple linear regression is a method used to measure how much an independent variable affects the dependent variable. This method is used as a forecast so that it can be estimated between the good or bad of an independent variable on the rise and fall of a level of the dependent variable, and vice versa. The equation can be seen in the following formula:

$$Y = \alpha + bX + e$$

Description:

Y = Visiting Decision

α = Constant

b = Regression Coefficient (direction number that shows the number of increases or decreases in the independent variable. If b (+) then increase and if b (-) then there is a decrease

X = Electronic Word Of Mouth (E-WOM)

e = Error.

2. Multiple Linear Regression Analysis

The multiple linear regression method according to Sandi, et al (2020) is a statistical tool used to determine the effect between one or more variables on one variable. By using regression analysis, predicting the value of a dependent variable on the value of the independent variable is more accurate. This analysis needs to be used to find out and answer the problem formulations that researchers have made through the data already owned by researchers. The equation can be seen in the following formula:

$$Y = \alpha + b_1.X_1 + b_2.X_2 + b_k.X_k + e \dots \dots \dots (1)$$

Description:

Y = Visiting Decision

X1 = Electronic Word Of Mouth (E-WOM)

X2= Instagram Social Media

α = Constant

b = Regression Coefficient

e = Error

3. Classical Assumptions

The classic assumption test is intended to analyse some of the assumptions of the resulting regression equation to predict. According to Santoso (2005) regression analysis there are several assumptions that must be met so that the resulting regression equation will be valid if used to predict. Classical assumptions are needed because the model of analysis used is linear regression. The classical assumptions in question consist of:

a. Data Normality Test

According to Sugiyono (2017) to find out whether the distribution of a data follows or approaches a normal distribution, it is necessary to use a data normality test. The data normality test has a way to assess, namely with a histogram approach and a graphical approach. In the histogram approach, the data can be said to be normally distributed if the data distribution does not deviate to the left or right, and in the graphical approach the data is normally distributed if the points follow the data along the diagonal line.

b. Multicollinearity Test

According to Ghozali (2017) that the multicollinearity test is used to test whether the regression found a strong or high correlation between the dependent variables. If there is a correlation between the independent variables, multicollinearity occurs, and vice versa. The regression model is said to be good if there is no correlation between the independent variables.

c. Heteroscedasticity Test

According to Ghozali (2017) the heteroscedasticity test is carried out with the aim of knowing whether a regression model occurs inequality of variance of a residual from one observation to another observation is constant, it is said to be homoscedasticity if on the contrary the variance is different, it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values. According to Ghozali (2016) the basis of analysis that can be used to determine heteroscedasticity includes:

- 1) If there is a certain pattern such as points that form a certain regular pattern (wavy widening then narrowing), then heteroscedasticity has occurred.
- 2) If there is no clear pattern such as points spreading above and below the number 0 on the Y axis, then there is no heteroscedasticity or homoscedasticity.

4. Hypothesis Testing

a. Partial Significance Test (t test)

The t statistical test is carried out with the aim of testing partially or individually whether the independent variables individually have a significant relationship or not to the dependent variable.

b. Simultaneous Significant Test (F Test)

The F test is used to test the independent variables together or the F test has an influence or not on the dependent variable.

3. Results

Overview

Malang Regency is one of the regencies in Indonesia. Malang Regency is located in East Java Province and is the second largest regency in East Java Province after Banyuwangi Regency out of 38 regencies or cities in East Java Province. Malang Regency has an area of 3,534.86 Km² or equal to 353,486 ha. Malang Regency is located at 112°17'10.90" to 112°57'00" East Longitude and 7°44'55.11" to 8°26'35.45" South Latitude. Administratively, Malang Regency has 33 sub-districts, which are further divided into several sub-districts and villages.

Most of the area of Malang Regency is mountainous. In the west and northwest, there are Mount Arjuno and Mount Kawi in these mountains, which have springs of the Berantas River, which is the longest river in East Java. In the east there is the Bromo-Tengger-Semeru mountain complex which has Mount Bromo and Mount Semeru which are the highest mountains on the island of Java. Then in the south are mountains and undulating plains. The lowlands on the south coast are quite narrow and most of the beaches are hilly. Because it is surrounded by mountainous areas, Malang Regency has a cool climate so that Malang Regency has various potentials in it such as plantations, family medicinal plants, agriculture, tourist attractions, and so on. The northern and eastern parts of Malang Regency are widely used as apple plantations. Then in the western part is widely used for planting vegetables which is one of the main vegetable producers in East Java Province. Then in the southern area it is widely used for cultivating sugar cane, salak, and watermelon. The mountainous areas of Malang Regency also have potential for tea plantations, coffee plantations, and chocolate plantations. And in the southern part of Malang Regency is a limestone mountainous area so there are many teak forests.

Bedengan Campground Tourism is one of the tourist attractions located in Malang Regency. Bedengan Campground Tour is located at Jalan Raya Selokerto Godehan, Selorejo, Dau District, Malang Regency, East Java. Bedengan Campground Tourism is a forest area owned by Perhutani which is used for tree and plant nurseries. Various types of plants are planted from durian trees, orange trees, rambutan trees, dense pine trees, and various other hard plants. In addition to having a variety of plants, Bedengan Campground Tourism has a river flowing from the Brues waterfall which is close to its location.

The history of the Bedengan Campground Tourism began as a nursery for various plants owned by Perhutani. Then over time many visitors came to visit and camp in this bed, so in 2006 Bedengan Campground Tourism was officially opened initially with the aim of making visitors who came safer because the terrain was quite heavy to get to the location. And Bedengan Campground Tourism is managed directly by local residents who have hopes that the opening of this tour can help improve the economy of local residents.

Currently, the entrance ticket for Bedengan Campground Tourism for visitors who are not camping is IDR 10,000 per person, IDR 3,000 for two-wheeled vehicles, and IDR 10,000 for four-wheeled vehicles. Then for visitors who camp is priced at IDR 15,000 per person, IDR 5,000 for two-wheeled vehicles, and IDR 15,000 for four-wheeled vehicles. For visitors who want to camp but do not have a tent, this Bedengan Campground Tour provides tent and equipment rental.

Then to rent a camping site at Bedengan Campground Tourism per night is IDR 25,000 per tent. And for activities or camping using Bedengan Campground Tourism in groups, you can rent a ground which is priced from Rp. 125,000 - Rp. 200,000, - per ground. Because Bedengan Campground Tourism has several tourist attractions, the activities that can be done at Bedengan Campground Tourism are camping, taking pictures with its natural

beauty, playing water in its clear river flow, and several other activities. Bedengan Campground Tourism also has complete facilities from renting all camping equipment, prayer rooms, bathrooms, tourist stalls, parking lots, outbound places, complete directions, and adequate trash bins.

Description of Research Data

In this study, researchers made data processing in the form of a questionnaire. The X1 variable is Electronic Word Of Mouth (E-WOM) which has 7 indicators, the X2 variable is Instagram Social Media which has 7 indicators in it, and the Y variable is Visiting Decisions which has 7 statement indicators in it. The questionnaire was distributed to 126 people who had visited Bedengan Campground Tourism, which was used as a sample in this study using a Likert scale. The provisions of this Likert scale apply to calculating the Visiting Decision variable (Y), Electronic Word Of Mouth (E-WOM) (X1), and Instagram Social Media (X2).

There are 126 respondents based on age, it can be seen that respondents aged 17-25 years are 124 (98.4%) visitors and respondents aged > 25 years are 2 (1.6%) visitors. Thus, the majority frequency of respondents in this study is aged 17-25 years as many as 124 visitors (98.4%) of the total respondents. This is because according to the Kemenpar survey (2014) that most tourist trips are carried out by easier age groups, namely tourists aged less than 25 years. So that currently tourism activities carried out by younger tourists have a market potential with large growth, because the population of students or students continues to grow. According to Dewi (2020) currently tourists who have a younger age have their own way, which tends to hold spontaneous tourist trips, and does not require a lot of time for planning.

Respondents who are students as many as 106 (84.1%) visitors, who are students as many as 9 (7.1%) visitors, who work as employees as many as 3 (2.4%) visitors, who work as entrepreneurs as many as 1 (0.8%) visitors, and who work such as housewives, freelance, unemployment, and others as many as 7 (5.6%) visitors. Thus, the majority frequency of respondents in this study was a student as many as 106 (44.2%) visitors from the total number of respondents. The large population of students shows that those who have the ability to travel in general are students, while other segment groups are relatively smaller. The implication of this is that the target target in promoting the provision of facilities and tourist needs, this group can be the main target.

There were 93 (73.8%) female respondents and 33 (26.2%) male respondents. Thus, the majority frequency of respondents in this study was female as many as 93 (73.8%) visitors out of the total number of respondents. This is because according to research conducted by Hasanah (2019) which states that in commercial tourism objects in general the most visits are women, because the hobby of men is not travelling and is more likely to work.

Respondents who came from areas in East Java Province were 108 (85.7%) visitors and respondents who came from outside the area in East Java Province were 18 (14.3%) visitors. So that the frequency of the majority of respondents in this study is visitors who come from areas in East Java Province as many as 108 (85.7%) visitors from the total number of respondents. This is because East Java Province, especially in the Greater Malang Area, is known as a city of education so that many migrants study in the area. This also causes many to travel to Bedengan Campground Tourism because the costs that must be incurred are also small, the distance is still reachable, and does not require a long time.

Description of Research Variables

There are three variables in this study, namely Electronic Word Of Mouth (E-WOM) (X1), Instagram Social Media (X2) and Visiting Decisions (Y). The description of each statement displays the answer options of each respondent for each statement given to the respondent.

Data Analysis of Electronic Word Of Mouth (E-WOM) on Visiting Decisions

1. Simple Linear Regression Analysis

Simple linear regression analysis technique is used to analyse the effect of Electronic Word Of Mouth (E-WOM) on visiting decisions at Bedengan Campground Tourism. This analysis is used to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. So based on the results of data processing using the Statistical program for social Science (SPSS) can be seen in the table below:

Model		Coefficients ^a		T	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	11,607	1,277		9,091 ,000
	Electronic Word of Mouth	,613	,049	,745	12,418 ,000

Table 1. Dependent Variable: Visiting Decision

Source: Researcher Processed Data, 2023

Based on Table 1, it can be seen that the constant value (α value) is 11.607, then for Electronic Word Of Mouth (E-WOM) (b value) is 0.613. Then the research mode is obtained as follows:

$$Y = 11,607 + 0,613$$

From the above equation, it is noticed that variable X (Electronic Word Of Mouth (E-WOM)) has a positive coefficient and means that the independent variable has a direct influence on variable Y (Visiting Decision). The research model in the form of a simple linear regression equation above can be interpreted as follows:

1. The constant value is 11.607, which means it shows the positive effect of variables on visiting decisions. If the independent variable (X) increases, the dependent variable (Y) will increase, because in the presence of (Electronic Word Of Mouth (E-WOM)), visiting decisions will increase at Bedengan Campground Tourism.

2. The regression coefficient value is 0.613, which means it shows that every time there is an increase in (Electronic Word Of Mouth (E-WOM)) by 0.613, the visiting decision at Bedengan Campground Tourism will increase by 11.607.

2. Classical Assumption Test

The results of data processing using the SPSS programme on the Effect of Electronic Word Of Mouth (EWOM) on Visiting Decisions using a simple linear regression model are required to use classical assumptions, which are as follows:

1. Normality Test

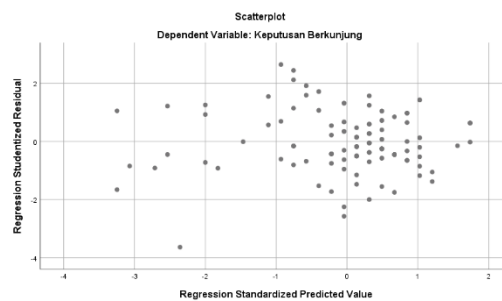
The normality test is carried out to test the normality of a data in the study used in the research regression model. Good data is data that has a normal distribution. The normality test of the research data was obtained by looking at the histogram graph with the normal curve presented in SPSS. Based on the results of data transformation, the researchers conducted a data normality test with the following results:

The test results of the One-Sample Kolmogorov-Smirnov Test are as follows:

- Reject the hypothesis if the calculated probability < the probability set at 0.05 (Sig. 2-tailed < ($\alpha = 0.05$) or the data is not normally distributed.
- Accept the Hypothesis if the calculated probability > probability is set at 0.05 (Sig. 2-tailed > ($\alpha = 0.05$) or the data is normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test tests the value in the regression model for inequality of variance between the residuals of one observation to another. The following is a scatterplot graph to analyse whether heteroscedasticity or homoscedasticity occurs by observing the dots in the figure below.



Source: Researcher Processed Data, 2023

Based on the picture above which is the result of the heteroscedasticity test, it can be seen that the points contained in the regression model are unevenly distributed and do not form a clear, regular, and systematic pattern. So it can be concluded that the regression model performed shows no heteroscedasticity.

1. Test t (Partial)

The t test or partial test is a test of independent variables partially (individually) carried out to see the significance of the effect of independent variables individually on the dependent variable. With the help of the SPSS programme, the researchers conducted tests with the confidence level used in this study is Significant level real level of 0.05 or $\alpha = 5\%$.

2. Determination Test

The coefficient of determination (R^2) test is carried out to measure how significant the model's ability to explain the variance of the dependent variable. The coefficient of determination (R-square) in this study is 0.551. This means that the Electronic Word Of Mouth (E-WOM) variable has an influence of 55.1% on visiting decisions. While the remaining 44.9% is influenced by other variables not included in this study.

Data Analysis of Electronic Word Of Mouth (E-WOM) on Instagram Social Media on Visiting Decisions

1. Multiple Linear Regression Analysis

In this discussion, researchers use associative statistics to see how much influence and relationship between each research variable, whether the relationship built is a positive relationship or a negative relationship, so that it can be interpreted into an equation model.

the constant value (α value) is 9.643, then for Electronic Word Of Mouth (E-WOM) (b value) is 0.458 and Instagram Social Media (b value) is 0.215.

Then the research model is obtained as follows:

$$Y = 9.643 + 0.458 X_1 + 0.215 X_2$$

From the above equation, it is noticed that all X variables (Electronic Word Of Mouth (E-WOM) and Instagram Social Media) have a positive coefficient and mean that all independent variables have a direct influence on variable Y (Visiting Decisions).

2. Classical Assumption Test

The results of data processing using the SPSS programme on the Effect of Electronic Word Of Mouth (E-WOM) on Instagram Social Media on Visiting Decisions using multiple linear regression models are required to use classical assumptions, namely as follows:

1. Normality Test

To determine whether the regression model on the dependent and independent variables has a normal distribution or not, if it spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfils the normality assumption.

If the data is spread up and down outside the line, and it can also be indicated that the multiple linear regression model has fulfilled the assumption of normality, namely the points have formed and followed the diagonal line in the figure. Thus, this indicates that this data is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to test whether this multiple linear regression model can find a correlation between independent variables that are similar to other independent variables. So it can be known by analysing the correlation matrix of the independent variables, it can be seen from the tolerance value and the variance inflation factor (VIF) value.

The results of the Collinearity Statistics can be seen in the output coefficients model, it is said that there is no multicollinearity if the tolerance VIF value is < 10 . The calculation results show that the tolerance VIF value for Electronic Word Of Mouth (E-WOM) (X1) and Instagram Social Media (X2) is below < 10 , so it can be concluded that there are no multicollinearity symptoms in this regression model.

3. Heteroscedasticity Test

This heteroscedasticity test aims to test whether in regression there is an inequality of variance between the residuals of one observation to another. The basis for decision making is if certain patterns such as existing points form a regular pattern, then heteroscedasticity occurs. If it does not have a clear pattern and the points spread below and above the number 0 on the Y axis, then there is no heteroscedasticity in this multiple linear regression model.

The results of the SPSS scatterplot output can be seen that the existing points do not form a certain pattern, so the data in this study can be said to be free from heteroscedasticity.

3. Hypothesis Test

Hypothesis testing in this study is as described below:

1. Test t (Partial)

The t test is carried out with the aim of testing whether the independent variable X individually has a significant relationship or not to the dependent variable Y. With the help of the SPSS program, the researchers conducted tests with the confidence level used in this study is Significance level real level of 0.05 or $\alpha = 5\%$.

The test results between the Electronic Word Of Mouth (E-WOM) (X1) variable on visiting decisions (Y) obtained a t-count of 5.667 and a t-table of 1.97944 (df = 123) with a significance level of 0.000. Because t-count $>$ t-table (5.667 $>$ 1.97944) and the significance value is smaller than 0.05 (0.000 $<$ 0.05), the hypothesis is accepted. So with this it can be stated that the Electronic Word Of Mouth (E-WOM) variable (X1) has a significant effect on visiting decisions (Y) at Bedengan Campground Tourism.

Then between the Instagram Social Media variable (X2) on the visiting decision (Y), the t-count is 2.395 and the t-table is 1.97944 (df = 123) with a significance level of 0.018. Because t-count $>$ t-table (2.395 $>$ 1.97944) and the significance value is smaller than 0.05 (0.018 $<$ 0.05), the hypothesis is accepted. So with this it can be stated that the Instagram Social Media variable (X2) has a significant effect on visiting decisions (Y) at Bedengan Campground Tourism.

The dominant variable in influencing visiting decisions at Bedengan Campground Tourism in this study is the Electronic Word Of Mouth (E-WOM) variable on the indicator that respondents get information about Bedengan Campground Tourism on social media. Because currently there are many former tourists who recommend on social media with various forms of content to travel to Bedengan Campground Tourism.

2. F Test (Simultaneous)

The simultaneous test is used to determine the effect of the independent variable Electronic Word Of Mouth (E-WOM) (X1) on Instagram Social media (X2) on the dependent variable visiting decisions (Y) together.

The result of testing the effect value of the Electronic Word Of Mouth (E-WOM) variable (X1) on Instagram Social Media (X2) simultaneously on visiting decisions (Y) is 0.000 $<$ 0.05 and the F-count value of 82.922 $>$ F-table 3.06, then the hypothesis is accepted. So it can be concluded that Electronic Word Of Mouth (E-WOM) (X1) on Instagram Social Media (X2) has a simultaneous influence on visiting decisions (Y). The most influential indicator is that respondents easily communicate with other users on Instagram social media, thus causing the rapid information obtained by respondents from one user to another.

3. Coefficient of Determination

To determine the magnitude of the contribution of Electronic Word Of Mouth (E-WOM) (X1) on Instagram Social Media (X2) to Visiting Decisions (Y) simultaneously, it can be seen based on the R-square results.

The results of the regression test of the coefficient of determination of the summary model, the coefficient of determination (R-square) obtained in this study is 0.567. This means that 56.7% of the Visiting Decision variable at Bedengan Campground Tourism can be explained by the independent variable, namely Electronic Word Of Mouth (E-WOM) (X1) on Instagram Social Media (X2). The remaining 43.3% can be explained by other independent variables that are not included in this study.

Results

In this study, researchers distributed questionnaires to 126 respondents directly at Bedengan Campground Tourism and also used google forms to see whether Electronic Word Of Mouth (E-WOM) on Instagram Social Media influenced visitors' visiting decisions. From the test results that have been carried out, it can be seen that all independent variables (Electronic Word Of Mouth (E-WOM) and Instagram Social Media) affect the dependent variable Visiting Decisions (Y). As for the results of the analysis based on the classification of respondents visiting Bedengan Campground Tourism, it is found that it is dominated by visitors with characteristics with an age range of 17-25 years as many as 124 respondents out of a total of 126 respondents who have visited Bedengan Campground Tourism.

Visitors who visit Bedengan Campground Tourism are dominated by visitors aged 17-25 years, including in the category of adolescents to adults where at that age is a productive age and because Bedengan Campground Tourism is a place that can still be reached in a short time and the price of admission is pocket-friendly so that it can attract visitors at that age to visit. According to Prayitono, et al (2021) that tourists aged 17-25 years are still productive so that they influence decision making to travel. The next characteristic is that it is dominated by student jobs as many as 106 respondents out of a total of 126 respondents who travelled to Bedengan Campground Tourism. This is because Malang is a city dubbed as the City of Education in East Java because according to Sutiaji (in Malang Times, 2023) the number of students in the Greater Malang Area currently reaches almost 1 million students. So it is not surprising that visitors to Bedengan Campground Tourism are dominated by students who are studying in Malang.

The next characteristic is dominated by visitors with female gender as many as 93 respondents out of 126 respondents who visited Bedengan Campground Tourism. According to the Adventure Travel Trade Association (ATTA) in 2020, the tourism sector is dominated by female tourists compared to male tourists. And according to the statement of Menparekraf/Sandiaga Uno (2022) stated that almost all tourism decisions are determined by women.

And based on the last characteristic that the origin of 126 respondents as many as 108 respondents came from East Java Province. This is because Bedengan Campground Tourism is located in East Java Province. Malang Regency which is the area where Bedengan Campground Tourism is located.

In this study, researchers distributed questionnaires to 126 respondents to see whether Electronic Word Of Mouth (E-WOM) influences visiting decisions at Bedengan Campground Tourism. In measuring the Electronic Word Of Mouth (E-WOM) variable, researchers use indicators that refer to the results of research (Goyette, 2010), namely intensity, opinion valence, and content. Multiple Linear Regression test results using the SPSS application.

The results of the test in this study, namely the t test (partial) regarding Electronic Word Of Mouth (E-WOM) on Visiting Decisions which states that $t\text{-count} = 5.667 > t\text{-table} = 1.97944$ and has a significance figure of $0.000 < 0.05$. So from these results it can be concluded that Electronic Word Of Mouth (E-WOM) partially has a positive and significant influence on Visiting Decisions at Bedengan Campground Tourism. The results of the analysis in this study indicate that this study has similarities with research conducted by Ahmad, hamad, Raed, and Maram (2019) which explains that Electronic Word Of Mouth (E-WOM) on Visiting Decisions has a significant effect.

In the Electronic Word Of Mouth (E-WOM) variable, there are 7 statement indicators in the research questionnaire that has been distributed to 126 samples, as for the results of the 7 indicators, namely:

- a. Respondents' answers regarding whether you often access or search for information about Bedengan Campground Tourism on social media, the majority of respondents answered Agree as many as 41 visitors with a percentage of 33% of the total number of respondents.
- b. Respondents' answers regarding you get / find positive reviews / comments on social media about Bedengan Campground Tourism, the majority of respondents answered Agree as many as 84 visitors with a percentage of 67% of the total number of respondents.
- c. Respondents' answers regarding you get/find negative reviews/comments on social media about Bedengan Campground Tourism, the majority of respondents answered Disagree as many as 46 visitors with a percentage of 37% of the total number of respondents.
- d. Respondents' answers regarding you get information on social media about Bedengan Campground Tourism, the majority of respondents answered Agree as many as 69 visitors with a percentage of 55% of the total respondents.
- e. Respondents' answers regarding you get information about services on social media at Bedengan Campground Tourism, the majority of respondents answered Agree as many as 70 visitors with a percentage of 56% of the total number of visitors.
- f. Respondents' answers regarding you get information about the prices offered at Bedengan Campground Tourism on social media, the majority of respondents answered Agree as many as 58 visitors with a percentage of 46% of the total number of respondents.

Based on the results of descriptive analysis of each indicator in Electronic Word Of Mouth (E-WOM), it is found that in the intensity sub-indicator, respondents generally access information about Bedengan Campground Tourism. With the amount of information obtained by visitors regarding a review of Bedengan Campground Tourism which can encourage visitors to decide to visit Bedengan Campground Tourism. In the opinion valence indicator from the average results, respondents often get and find various positive, negative, and recommendation reviews from reviews on social media Instagram of other visitors in visiting Bedengan Campground Tourism. So that by obtaining various negative and positive reviews from former visitors to Bedengan Campground Tourism, prospective visitors can consider whether Bedengan Campground Tourism can be used as the right travel destination for prospective visitors. And in the content indicator, on average, respondents often get and find various information about the services and prices offered by Bedengan Campground Tourism on Instagram social media.

From the results of tabulating respondents' data on the three indicators and each of their sub-indicators in this variable, the highest score is on the content indicator with a total questionnaire score of 496, on the sub-indicator of getting information about Bedengan Campground Tourism on social media. Which means that it can be interpreted that visitors pay more attention to the information content on social media obtained from Electronic Word Of Mouth (E-WOM) on social networks. So that with this, if the better the content given to visitors on the social media of Bedengan Campground Tourism, the more visitors' visiting decisions will increase to Bedengan Campground Tourism. The results of the analysis are supported by suggestions from respondents through the distribution of questionnaires.

And there are many more suggestions from visitors to Bedengan Campground Tourism regarding creating various content on social media. The results of this study are in line with the results of research conducted by Muflikahah, Mbulu, and Adi (2018) that content is an indicator that has a significant effect on visiting decisions, where the content indicator is a material that is discussed by word of mouth via the internet. However, according to the results of interviews with researchers in the public relations section of Bedengan Campground Tourism, this is not in line with the Bedengan Campground Tourism Instagram, because the manager only uses an Instagram account as a means of providing information to potential visitors.

In measuring the Instagram Social Media variable, researchers use indicators that refer to the definition of social media characters according to Sulianta (2015), which contains transparency, dialogue and communication, networking relationships, multi opinions, multi forms, and the power of online promotion. The results of this research test, namely the t test (partial) regarding Instagram Social Media (X2) on visiting decisions (Y) state that the $t\text{-count} = 2.395 > t\text{-table} = 1.97944$ ($df = 123$) and has a significance figure of $0.018 < 0.05$. So from these results it can be concluded that Instagram social media partially has a positive and significant influence on visiting decisions at Bedengan Campground Tourism.

On the Instagram social media variable, there are 7 statement indicators in the research questionnaire that has been distributed to 126 samples, as for the results of the 7 indicators, namely:

- a. Respondents' answers regarding you get information about Bedengan Campground Tourism, the majority of respondents answered Agree as many as 54 visitors with a percentage of 43% of the total number of respondents.
- b. Respondents' answers regarding you easily communicate with other users on Instagram social media, the majority of respondents answered Strongly Agree as many as 55 visitors with a percentage of 44% of the total number of respondents.

- c. Respondents' answers regarding you are easy to find relationships and easy to get information about Bedengan Campground Tourism on Instagram social media, the majority of respondents answered Agree as many as 74 visitors with a percentage of 59% of the total number of respondents.
- d. Respondents' answers regarding you get information about the opinions of Instagram social media users about Bedengan Campground Tourism, the majority of respondents answered Agree as many as 66 visitors with a percentage of 52% of the total number of respondents.
- e. Respondents' answers regarding you get clear information about Bedengan Campground Tourism on Instagram social media, the majority of respondents answered Agree as many as 61 visitors with a percentage of 48% of the total number of respondents.
- f. Respondents' answers regarding you get information about Bedengan Campground Tourism on Instagram social media with various content, the majority of respondents answered Agree as many as 70 visitors with a percentage of 56% of the total.
- g. Respondents' answers regarding you get an attractive promotion about Bedengan Campground Tourism on Instagram social media so that it can influence you in making decisions to visit, because the majority of respondents answered Agree as many as 55 visitors with a percentage of 44% of the total.

Based on the results of the descriptive analysis of each indicator on Instagram Social Media, it is found that in the transparency sub-indicator the majority of respondents who visit Bedengan Campground Tourism get their information by accessing Instagram social media to get the information they are looking for. In the dialogue and communication indicators, the average respondent of Instagram social media users easily communicates with other users on Instagram social media. The next indicator is networking relationships where in general respondents easily find new relationships and get various information about Bedengan Campground Tourism on Instagram social media. Next is the multi-opinion indicator where most respondents get information about the opinions of other users who have visited Bedengan Campground Tourism through Instagram social media, so that visitors can easily get various information from other users. The next indicator is a multi-form indicator which has two sub-indicators, as for the first, namely that the average respondent gets clear information about Bedengan Campground Tourism by accessing his Instagram social media. The second is that the majority of respondents get various information about Bedengan Campground Tourism on Instagram social media with various content owned by Bedengan Campground Tourism's Instagram social media. And the last indicator is the strength of online promotion, respondents agree that they get attractive promotions about Bedengan Campground Tourism on Instagram social media so that respondents are influenced and make decisions to visit Bedengan Campground Tourism.

Of all the sub-indicators contained in the Instagram Social Media variable indicator, which has the highest score, it is in the dialogue and communication indicator that respondents easily communicate with other users on Instagram social media. Which means it can be interpreted that visitors more often communicate with other visitors on Instagram social media to get the information they want. These results are not in line with the results of research conducted by Mutiara (2021) which states that social media Instagram is an effective promotional media used to get the majority of respondents interested. And the results of this study are not in line with the results of the research that the researchers conducted because according to the results of interviews that the researchers conducted with the manager of Bedengan Campground Tourism that it does not make Instagram social media a means of promotion.

In measuring the Visiting Decision variable used in this study, the indicators refer to purchasing decision making in the context of tourism according to Pitana and Gayatri (2005), namely the need or desire to travel, information search and assessment, evaluation of travel decisions, travel preparation and tourist experiences, and travel decisions. The results of the F test results (simultaneously) regarding the influence of Electronic Word Of Mouth (E-WOM) on Instagram social media state that the F-test value is F-count of 82.922 > F-table 3.06 and the probability is 0.000 < 0.05 which indicates that the hypothesis is accepted. This shows that simultaneously there is a significant influence between the variables of the influence of the Electronic Word Of Mouth (E-WOM) variable on the social media variable Instagram on visiting decisions at Bedengan Campground Tourism. Specifically, namely the problem recognition indicator. The results of this study are in line with the results of research conducted by Muflikah, Mbulu, and Adhi (2018) with the title The Effect of Electronic Word Of Mouth on Instagram Social Media and Tourism Product Attributes on Visiting Decisions at Floating Market Lembang. The results of this study state that Electronic Word Of Mouth and social media have an effect on visiting decisions.

So that with this it can be said that Electronic Word of Mouth (E-WOM) on Instagram social media really influences visiting decisions at Bedengan Campground Tourism. Because from the results of the interview it was explained that indeed the existence of Electronic Word Of Mouth (E-WOM) on social media Instagram has the quality of disseminating information that is fast enough and good enough in an easy way. So it can be concluded that if the more Electronic Word Of Mouth (E-WOM) on social media is used effectively, it will strengthen prospective visitors to make visiting decisions, and vice versa if the more it is not used ineffectively, it will further weaken the visiting decisions of prospective visitors who will visit. On the social media variable Instagram has 7 statement indicators in the research questionnaire that has been distributed to 126 samples, as for the results of the 7 indicators are:

- a. Respondents' answers regarding you are interested in visiting Bedengan Campground Tourism from other people through social media, the majority of respondents answered Agree as many as 70 visitors with a percentage of 56% of the total number of respondents.
- b. Respondents' answers regarding whether you search for detailed information on various social media regarding Bedengan Campground Tourism before making a visiting decision, the majority of respondents answered Agree as many as 67 visitors with a percentage of 53% of the total number of respondents.
- c. Respondents' answers regarding you are looking for various reviews / opinions on various social media about Bedengan Campground Tourism, the majority of respondents answered Agree as many as 77 visitors with a percentage of 61% of the total number of respondents.
- d. Respondents' answers regarding you are looking for various reviews / opinions on various social media regarding Bedengan Campground Tourism, the majority of respondents answered Agree as many as 77 visitors with a percentage of 61% of the total number of respondents.
- e. Respondents' answers regarding your repeat visit to Bedengan Campground Tourism, the majority of respondents answered Agree as many as 64 visitors with a percentage of 51% of the total respondents.
- f. Respondents' answers regarding whether you recommend visiting Bedengan Campground Tourism to others through social media, the majority of respondents answered Agree as many as 69 visitors with a percentage of 55% of the total number of respondents.

g. Respondents' answers regarding you gave reviews about Bedengan Campground Tourism to other people through social media, the majority of respondents answered Agree as many as 62 visitors with a percentage of 49% of the total number of respondents.

Based on the results of the descriptive analysis of each indicator on the Visiting Decision on the first indicator, namely the need or desire to travel, the majority of respondents said agree, that visitors decided to visit Bedengan Campground Tourism because of a desire in themselves after seeing Bedengan Campground Tourism from other people's social media. So it can be said that prospective visitors make tourist visits because they are influenced by the social media of former visitors to Bedengan Campground Tourism. The next indicator is the search and evaluation of information from 126 respondents, there are 67 respondents who agree that they conduct a detailed information search on various social media they have about Bedengan Campground Tourism before making a visiting decision. Then on the indicator of visiting decision evaluation, the average respondent looks for various reviews or opinions on various social media about Bedengan Campground Tourism. The next indicator is travel preparation and tourism experience, in this indicator the majority of respondents agreed that they decided to visit Bedengan Campground Tourism with various preparations such as place reservations and funds to be brought when visiting Bedengan Campground Tourism.

The last indicator is the decision to visit, this indicator has three sub-indicators. The first is that the average respondent agreed that they made a repeat visit to Bedengan Campground Tourism. This is the case if visitors are satisfied with their visiting decision and are also satisfied because the reality is in accordance with what visitors expect, so that visitors will happily make a repeat visit to Bedengan Campground Tourism. The next sub-indicator is that 69 respondents agreed that they recommend visiting Bedengan Campground Tourism to others through their social media. If visitors are satisfied with their visiting decisions, then of course visitors do not hesitate to recommend visiting Bedengan Campground Tourism. And the last sub-indicator, namely the majority of respondents agreed that respondents gave reviews about Bedengan Campground Tourism to others through their social media. This is because visitors will usually tell their experiences after visiting a place. Both sharing good experiences and unpleasant experiences, and visitors will tell their experiences according to reality when making tourist visits.

After travelling, visitors will get satisfaction with the visiting decisions that have been taken. Consumer (visitor) satisfaction is an important thing to reflect the success of producers of goods and producers of services. According to Kotler and Keller (2012), satisfaction is a feeling of pleasure or disappointment for someone resulting from comparing the performance or results of a product or service that is felt in accordance with expectations. According to Kotler (2013) that consumer (visitor) satisfaction has three indicators, namely conformity to tourist expectations, interest in visiting again, and willingness to recommend. In this study, researchers used three sub-indicators in the visiting decision indicator on the visiting decision variable and from the suggestions obtained by researchers from the questionnaires distributed can be used as a measure of visitor satisfaction when visiting Bedengan Campground Tourism.

Not only in the form of positive responses, but there are also many complaints and suggestions from visitors' experiences regarding Bedengan Campground Tourism. Among them are its difficult accessibility, inadequate facilities, and lack of responsiveness to direct messages by the manager.

And there are many more responses and suggestions from visitors regarding Bedengan Campground Tourism. In the overall response given by respondents, many visitors complained about the access road to the location which was still rocky.

With this, it can be concluded that in the indicator of the suitability of tourist expectations, there are still many responses from tourists who do not match their expectations, especially on access to Bedengan Campground Tourism and facilities at Bedengan Campground Tourism.

As for the second indicator, namely the interest in visiting again and the third, namely the willingness to recommend, these two indicators can be seen from the results of the questionnaire on the visiting decision variable on the travel decision indicator. In the indicator of interest in visiting again can be seen in the first sub-indicator on the decision indicator explaining that making a repeat visit to Bedengan Campground Tourism with 27 respondents answering strongly agree and 64 respondents answering Agree, that they will make a repeat visit to Bedengan Campground Tourism. And on the last indicator of visiting satisfaction, namely the indicator of willingness to recommend, it can be seen in the second sub-indicator on the visiting decision indicator which explains that 19 respondents strongly agreed and 62 respondents out of 126 respondents agreed that they gave reviews about Bedengan Campground Tourism to other people through their social media.

With this, it can be concluded from the complaints and suggestions sourced from the visiting experience of visitors to Bedengan Campground Tourism that the average visitor is satisfied with the visiting decision they chose. Although there are also many complaints and suggestions regarding access and facilities where these complaints are in accordance with what is in Bedengan Campground Tourism. From its accessibility which is quite difficult because it has to pass through quite long rocky roads even though with good views and lack of lighting access roads at night which is quite worrying for visitors. And regarding the facilities at Bedengan Campground Tourism are also inadequate because there is still a lack of trash bins in various corners, bathrooms are quite far away, and a few of the campsites and prayer rooms are less well maintained. From some of these things it can be concluded that some of the visitors feel less satisfied with the visiting decisions taken because the access is quite difficult and the facilities are still lacking.

4. Conclusion

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn from this study regarding the effect of Electronic Word Of Mouth (E-WOM) on Instagram social media on Visiting Decisions.

1. The results of partial data analysis show that Electronic Word Of Mouth (E-WOM) on visiting decisions has a significant influence on visiting decisions at Bedengan Campground Tourism. The results of data analysis partially show that Electronic Word Of Mouth (E-WOM) on Instagram Social Media on visiting decisions has a significant influence on visiting decisions at Bedengan Campground Tourism. All variables have an influence showing a positive value direction. Although the management of Bedengan Campground Tourism is lacking in utilising social media to the fullest because it uses social media only as a means of providing information to potential visitors to Bedengan Campground Tourism, not as a means of promoting Bedengan

Campground Tourism.

2. The results of data analysis simultaneously show that Electronic Word Of Mouth (E-WOM) and Instagram Social Media have a significant influence on Visiting Decisions at Bedengan Campground Tourism. Although there are still many responses and suggestions from visitors who are less satisfied with the visiting decisions taken because the access and facilities of Bedengan Campground Tourism have not met visitor expectations.

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