



THE EFFECT OF A ACCESSIBILITY AND WORD OF MOUTH (WOM) ON VISITING DECISIONS (STUDY ON TOURISTS AT PURU BEACH TOURIST IN MERBAUN VILLAGE, WEST AMARASI SUB-DISTRICT, KUPANG REGENCY)

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ABSTRACT

The purpose of this study is to ascertain (1) whether accessibility influences travelers' decisions to visit the Puru Beach tourism destination. (2) Travelers' decisions to visit the Puru Beach tourism destination are somewhat influenced by word-of-mouth (WOM). (3) Travelers' decisions to visit the Puru Beach tourism destination are influenced by both accessibility and word-of-mouth (WOM) at the same time. The decision to visit is the dependent variable in this study, whereas accessibility and word-of-mouth (WOM) are the independent factors. 68 respondents made up the sample size, and accidental sampling was the method employed. Questionnaires, literature reviews, interviews, and observation were all used in the data collection process. Quantitative descriptive analysis, multiple linear regression analysis, and hypothesis testing using t-tests and F-test analysis of the coefficient of determination (R²) using the SPSS 26 program were the data analysis methods employed. According to the descriptive analysis's findings, respondents generally had very positive opinions about WOM and accessibility. From the results of the multiple linear regression analysis, the equation obtained is: $Y = 63.177 + 0.659X_1 + 0.225X_2 + 3.464$. The results of the t-test and F-test show that partially accessibility and WOM have a significant effect on the decision to visit. Based on the Adjusted R² value, it shows that the contribution of the accessibility and WOM variables to the decision to visit is 56.4%. Meanwhile, the remaining 43.6% of the Visiting Decision variable is influenced by other variables that also have an effect in this study.

Keywords: (a) Accessibility, (b) Word Of Mouth (WOM), (c) Visiting Decision.

1. INTRODUCTION

Tourism is one of the industries that can accelerate economic growth and provide jobs, increase income and living standards and stimulate other productive sectors. The development of the tourism sector is currently very rapid, making tourism one of the leading sectors in the national economy.

NTT Province has been recognized as a top tourist destination with the goal of being the entry point to Asia Pacific through tourism, distinctive arts, and culture that are bolstered by the inherent potential and distinctiveness of its people's culture. NTT Province is one of 10 provinces designated by the government as a leading tourism destination, NTT has abundant resources to support and develop the tourism sector.

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Puru Beach is one of the tourist destinations located in Merbaun Village, West Amarasi District, Kupang Regency. Puru Beach has quite promising tourism potential such as the beauty of fine, brownish-white sand and also the beautiful panorama of the south coast to be visited by local and foreign tourists. In addition, Puru Beach can provide income for Merbaun Village and the local community.

An area can be developed into a tourist attraction or a tourist village, it needs supporting elements, not only relying on natural beauty and accommodation. Accessibility includes everything that can provide convenience for tourists to visit a tourist destination (Middleton, 2001:39).

In addition to elements of accessibility such as facilities and transportation, visitors can also use information in the form of word of mouth communication about the quality and advantages of a tourist destination. One of the promotional strategies used in word-of-mouth marketing campaigns to spread knowledge about a product is word-of-mouth. Solomon (2012:76) states that WOM is information about a product sent by one individual to another.

Tourists' visiting decisions are the same as the concept of consumer purchasing decision theory, where tourists or consumers determine choices of products or services provided before deciding to visit a destination or buy a product. Schiffman and Kanuk (2008:113) state that purchasing decisions are the process of selecting products to produce a decision to buy or not to buy. The process in this purchasing decision has five stages, namely problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase decisions (Kotler & Keller, 2016:227).

Schiffman and Kanuk (2008:237) stated that the influence given by friends, neighbors and acquaintances on decisions related to consumers is often called oral communication. Where accessibility is a determining factor in the success of a tourist destination because with good accessibility such as infrastructure, good transportation, tourist satisfaction and needs can be met and with sufficient access to information, it can make it easier for tourists to visit a tourist destination.

Accessibility

Accessibility is an important facility that must be owned by a tourist destination as a connecting network to get to a tourist destination. Middleton (2001:39) states that accessibility is the relationship between the proximity of one place to another which is indicated by the ease of reaching the destination from the original location. Sunaryo (2013:173) argues that accessibility is an important requirement to make it easier for visitors to visit a tourist attraction. Accessibility is also a facility that provides convenience for tourists to reach a destination or related tourist destination. Susantono (2004:24) explains that accessibility is a measure of potential or ease for people to reach their destination on a trip. Accessibility is also an important aspect that supports the development of the tourism industry.

Soekadijo (2003:107) revealed the indicators of accessibility, namely:



- 1) Access to information, with complete information it will certainly make it easier for tourists to select the areas they will visit, this information can be in the form of promotions and publications.
- 2) Road access is an important requirement for a tourist attraction. Access to road conditions to tourist attractions must be related to public infrastructure. Road conditions to a tourist attraction greatly determine the accessibility of a tourist attraction.
- 3) There is an end to a place of travel, a tourist attraction must have a parking lot. Both road access and parking must be in accordance with the number of visitors. Tourists and the types and number of vehicles expected to be used by tourists.

Word Of Mouth (WOM)

One form of promotion in marketing is Word Of Mouth (WOM). Kotler and Armstrong (2008:128) stated that WOM has great power that impacts consumer purchasing behavior. Recommendations from trusted friends, associations and other consumers have the potential to be more trusted than from commercial sources, such as advertising and sales people. Goodman (2009:87) defines WOM as a relational concept in the form of direct informal communication between two or more customers who try to explain the effects of positive and negative WOM on product/service sales. While Mowen and Minnor (2002:180) stated that WOM communication refers to the exchange of comments, thoughts or ideas between two or more consumers, none of whom are marketing sources.

Lupiyoadi (2013:182) explains that WOM can be measured using several indicators to determine whether WOM is successful or not, as follows:

- 1) Talking about positive things, namely a form of communication carried out by marketers and customers in conveying positive things about a product or service to other people in order to provide a good impression according to their experience of a product or service, in carrying out oral communication actions.
- 2) Recommendations, which are a form of communication and promotion carried out by marketers and consumers who have purchased a product or service. to other consumers in order to increase trust and desire to choose a product or service.
- 3) Motivation, namely communication carried out by marketers and consumers to influence other people to make purchases of a product or service.

Visiting Decision

Kotler and Keller (2016:227) stated that purchasing decisions in the context of tourism are called visiting decisions, which are stages of the decision process where consumers actually purchase products or services. Buchari Alma (2011:96) argues that visiting decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, price, location, promotion, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise and what products or services will be used. Meanwhile, Intan (2016:23) in her research stated that visiting decisions are activities carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited.



Kotler, Bowen and Makens (2002:211) argue that there are five stages that consumers must go through in the purchasing decision-making process, just as someone makes a decision to visit, namely:

- 1) Need recognition is the buying process that begins when the buyer recognizes a problem or need. The buyer senses a difference between the current state and the current state. yesg actual and desired state. At this stage, marketers must determine the factors and situations that trigger the recognition of the problem by consumers.
- 2) Information search, that is, consumers who are already aroused may or may not search for further information. If the consumer's drive is large and the product that can satisfy it is easy to obtain, the consumer is likely to buy it right away.
- 3) Alternative evaluation, namely the consumer evaluation process as a cognitively oriented process, namely they assume that consumers form assessments of products primarily based on awareness and reason.
- 4) Purchase decision, namely in the evaluation stage consumers rank the brands in the choice set and create a desire to buy. Generally consumers will buy the most desired brand and there are two factors that appear between the desire to buy and the purchase decision.
- 5) Post-purchase behavior, namely after the purchase the consumer will feel satisfied or dissatisfied and will engage in post-purchase actions that are very meaningful for marketers.

2. RESEARCH METHODS

This study uses a descriptive, quantitative research methodology. One kind of research with methodical, organized, and structured requirements is the quantitative research approach.

This study used questionnaires, interviews, literature reviews, and observation as data gathering methods. Descriptive statistical analysis and linear regression analysis are the data analysis methods employed in this study. variable contribution testing (T test), multiple hypothesis testing, instrument testing, and model goodness of fit testing (F test).

Population and Sample

The population in this study was 218 people (the number of tourists visiting the Puru Beach tourist attraction in 2021). Meanwhile, the sample size in this study was determined based on the Slovin Formula so that 68 respondents were obtained. The sampling technique used in this study was the Accidental Sampling technique, namely a sample determination technique based on accidentally meeting researchers at the research location which was considered relevant to the design of this study.



3. RESEARCH RESULTS & DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression tests were carried out using multiple linear regression analysis with the help of the IBM SPSS 26 program, the results of which can be seen in table 1

Table 1
Multiple Linear Regression Test Results

| Coefficients ^a | | | | | | |
|---------------------------|---------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 63,177 | 6,141 | | 10,287 | ,000 |
| | Accessibility | ,659 | ,140 | ,494 | 4,712 | ,000 |
| | Wowmouth of | ,225 | ,104 | ,226 | 2,156 | ,035 |

a. Dependent Variable: Decision to Visit

Source: Primary data processing (SPSS 26), (2023)

Thus, the regression test in this study is correct with the following regression equation: $Y = 63.177 + 0.659X_1 + 0.225X_2 + 3.464$

The interpretation of the regression model above is as follows:

1. The constant value derived from the regression test's results is 63.177. This indicates that the magnitude of tourists' decisions to visit Puru Beach is 63.177 if accessibility and word-of-mouth (WOM) are taken to be equally zero (0).
2. The accessibility variable has a coefficient value of 0.659. This indicates that, provided the WOM component (X_2) remains constant, a one-unit increase in the accessibility variable will result in a 0.659 increase in tourists' decisions to visit the Puru Beach tourist destination.
3. The Word of Mouth (WOM) variable has a coefficient value of 0.225, meaning that, assuming that the Accessibility factor (X_1) remains constant, an increase of one unit in the WOM variable will result in a 0.225 increase in the choice to visit the Puru Beach tourist attraction.

Hypothesis Testing

Variable Contribution Test (t-Test)

The t-test can be used to test whether there is a relationship between the variables Accessibility (X_1) and Word of Mouth (X_2) with the Visiting Decision variable (Y). The test results can be seen in the following table:



Table 2
t-Test Results

| Coefficients ^a | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|--------|
| Mofrom | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 63,177 | 6,141 | | 10,287 |
| | Accessibility | ,659 | ,140 | ,494 | 4,712 |
| | Wowmouth of mouth | ,225 | ,104 | ,226 | 2,156 |

a. Dependent Variable: Decision to Visit

Source: primary data processing, (2023)

- 1). Accessibility (X1)'s Effect on Decisions to Visit (Y) It is known from the data analysis results that the sig value is equal to 0.000 and the t value is 4.712. While t_{table} It is known that the alpha of 0.05 is 1.668, so the t-test result is $t_{hitung} > t_{table}$ ($4.712 > 1.668$). Thus, it is decided to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This indicates that travelers' decisions to visit the Puru Beach tourism destination are significantly influenced by the accessibility variable.
- 2). Based on data analysis, the impact of word-of-mouth (WOM) (X2) on the decision to visit (Y) is known to have a t value of 2.156 and a sig value of 0.035. While t_{table} It is known that the alpha of 0.05 is 1.668, so the t-test result is $t_{hitung} > t_{table}$ ($2.156 > 1.668$). As a result, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. This indicates that travelers' decisions to visit the Puru Beach tourism destination are significantly influenced, at least in part, by the Word of Mouth variable.

F Test (Simultaneous Test)

The F test seeks to ascertain if the independent variables (X1 and X2), accessibility and word-of-mouth (WOM)- Have a concurrent impact on travelers decision to visit the Puru Beach tourist destination.

Table 3
F Test Results

| ANOVA ^a | | | | | |
|--------------------|------------|----------------|----|-------------|--------|
| Mofrom | | Sum of Squares | Df | Mean Square | F |
| 1 | Regression | 782,248 | 2 | 391,124 | 13,100 |
| | Residual | 1940,737 | 65 | 29,857 | |
| | Total | 2722,985 | 67 | | |

a. Dependent Variable: Decision to Visit

b. Predictors: (Constant), Word Of Mouth, Accessibility

Source: Primary data processing, (2023)

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The computed F value is 13.100 and the sig value is 0.000, according to the data calculations findings in table 4.6 using SPSS IBM V.26. After being compared with F table 3.14, the F value is greater than $F_{table}(13.100 > 3.14)$. This shows that there is a significant influence of accessibility variables and word of mouth (WOM) simultaneously on tourists' decision to visit the Puru Beach tourist attraction.

Determination Coefficient Test

The coefficient of determination value is also displayed in the multiple regression analysis findings as follows :

Table 4
Results of Determination Coefficient Test

| MSummary model | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .734 ^a | .631 | .564 | 3,464 |
| a. Predictors: (Constant), WOM, Accessibility | | | | |

Source: Primary Data Processing, (2023)

According to the processed results in the Model Summary table above, the correlation coefficient (R), or degree of link closeness between the Accessibility (X1) and Word of Mouth (WOM) (X2) variables and Tourists' Visiting Decisions (Y) is 0.734. Because it is located in the interval 0.5-1, the Accessibility (X1) and WOM (X2) variables have a strong relationship to Tourist Visiting Decisions (Y). The coefficient value (Adjusted R Square) of the accessibility variable (X1), WOM (X2) on the decision to visit (Y) is 0.564. This means that after conducting the research, it is known that 56.4% of tourists' decision to visit the Puru Beach tourist attraction is influenced by the accessibility variable (X1) and WOM (X2), while the remaining 43.6% is explained by other variables besides the variables used.

It can be concluded that H1 is accepted and H0 is rejected based on the t-test findings, which show that the t-value is greater than t-table (4.712). This indicates that decisions about travel by tourists are significantly influenced by accessibility. So the implication is that if accessibility at Puru Beach tourist attraction is well managed, it will increase tourist visiting decisions at Puru Beach tourist attraction.

Since the t-test findings show that the t-value is greater than t-table (2.156 > 1.668), it can be concluded that H0 is rejected and H2 is accepted. This indicates that consumer interest in making a purchase is significantly influenced by WOM. So the implication is that if WOM at the Puru Beach tourist attraction is well managed, it will increase tourists' visiting decisions.



The study's independent variables, accessibility and word-of-mouth (WOM), had a simultaneous impact on travelers' decisions to visit, according to the findings of multiple linear tests, with $F_{\text{count}} 13,100 > F_{\text{table}} 3.14$ (at a significant level of 0.05). This is also supported by Adjusted R Square value shows that accessibility and WOM contribute 56.4% to the decision to visit tourists at Puru Beach tourist attraction. And also supported by the R value of 0.734 which shows that the model built in this study is very good where the R value is close to 1.

4. CONCLUSION

- 1). Based on the results of descriptive analysis, the majority of respondents gave a high assessment of the variables, namely: Accessibility (X1) Word Of Mouth (WOM) (X2) and Visiting Decision (Y). Thus, visitors' perceptions of accessibility, WOM and visiting decisions at Puru Beach tourist attraction are good and categorized as high.
- 2). Accessibility variables have a significant effect on tourists' decision to visit the Puru Beach tourist attraction. The implication is that if the accessibility variables including access to information, road access, and location access to the Puru Beach tourist attraction are well managed, it will increase tourists' decision to visit.
- 3). The WOM variable has a significant effect on tourists' decision to visit the Puru Beach tourist attraction. The implication is that if the WOM variable includes positive talk, recommendations and encouragement made by tourists who have visited the Puru Beach tourist attraction, it will increase tourists' decision to visit.
- 4). Based on the results of the simultaneous test (F Test), namely Accessibility and Word of Mouth (WOM) simultaneously has a significant influence on the decision to visit tourist. This implies that the implementation of Accessibility and Word of Mouth (WOM) at the Puru Beach tourist attraction can increase tourists' visiting decisions.

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