



## The Influence of E-Wom (Electronic Word of Mouth) and Tourist Attractions on the Decision to Visit the Rodjo Tater Tegal Tourist Attraction

Rizka Adi Saputra<sup>1\*</sup>, Irma Solekha<sup>2</sup>, Lili Febriani<sup>3</sup>, Novita Rahmawati<sup>4</sup>, Sumarno<sup>5</sup>  
Universitas Pancasakti Tegal

**Corresponding Author** : Rizka Adi Saputra : [rizkaadisaputra2003@gmail.com](mailto:rizkaadisaputra2003@gmail.com)

---

### ARTICLE INFO

*Keywords:* e-WOM (electronic word of mouth), Attractiveness, Decision to Visit.

*Received* : 12 Oktober

*Revised* : 23 November

*Accepted:* 16 December

©2025 Saputra, Solekha, Febriani, Rahmawati, Sumarno (s): This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study has the main objective of knowing how the influence of E-WOM (electronic word of mouth) and attractiveness on the decision to visit the Rodjo Tater tourist attraction. This study uses a quantitative research type, with the method (Statistical Package for the Social Sciences) SPSS version 22. The population used in this study were all visitors at Rodjo Tater with a sample of 100 respondents, consisting of 18 questions and obtained by distributing questionnaires to all visitors to Rodjo Tater Tourism offline (paper) and online (google form). The results showed that E-WOM had a positive and significant effect on the decision to visit with a regression coefficient value (B) of 0.260, a t-count value = 8.348, and a significant value (Sig. = 0.000). This shows that E-WOM has a significant effect on the decision to visit because the Sig. value <0.05. The attractiveness variable has a positive and significant effect on the decision to visit, with a regression coefficient (B) of 0.090, a t-value of 3.953, and a significant value (Sig. = 0.000). Since the Sig. value is <0.05, it can be interpreted that variations in all independent variables, namely e-WOM and attractiveness, can influence the decision to visit.

## **INTRODUCTION**

In today's digital era, information found on the internet – such as reviews, shared experiences, and recommendations through social media – has become one of the main sources for people planning a vacation. This phenomenon is known as electronic word of mouth (e-WOM), which can reduce uncertainty, shape expectations, and influence an individual's decision to visit a tourist destination. Studies conducted in Indonesia indicate that e-WOM has a positive and significant impact on tourists' decisions to visit specific destinations [1]. In addition to e-WOM, tourist attraction – encompassing physical attributes, facilities, cultural uniqueness, and the experiences offered – is also a crucial factor influencing visitation decisions. Research conducted across various local tourist destinations shows that perceptions of attraction have a positive relationship with visit intention and decision-making: the higher the perceived attractiveness, the greater the likelihood that visitors will decide to visit. These findings are further supported by studies involving several tourism areas in Indonesia.

Several studies in Indonesia have also examined the relationship between e-WOM and aspects of destination image or attraction. The results suggest that these two factors often work together in influencing individuals' visitation decisions. e-WOM provides information and shared experiences, while tourist attraction determines whether such information motivates individuals to actually make a visit. Therefore, an analysis that integrates e-WOM and tourist attraction can provide a more comprehensive understanding of the factors influencing visitation decisions. Nevertheless, research gaps remain concerning small- or medium-scale local tourist destinations. Most existing empirical studies focus on well-known tourism areas (such as Kota Lama or agro-tourism sites), while research on distinctive local destinations such as Rodjo Tater in Tegal remains very limited. The unique characteristics of Rodjo Tater – such as its community-based scale, local facilities, and patterns of communication between residents and visitors – may influence how online information (e-WOM) is perceived and how it affects visitation decisions.

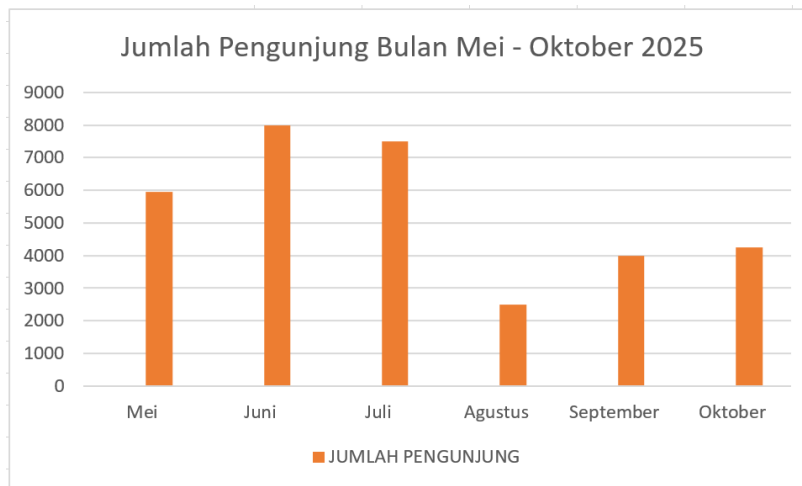
and tourist attraction works together in shaping visitation decisions. Therefore, more context-specific research is required.

Based on the explanation above, this study holds significance both academically and practically. Academically, this research aims to enrich the body of literature on local tourist destinations such as Rodjo Tater. Practically, this study is expected to provide recommendations for relevant stakeholders in the Tegal tourism sector regarding strategies for managing online content and enhancing tourist attractions. By examining the impact of e-WOM and tourist attraction on tourists' decisions to visit Rodjo Tater, this study is expected to generate empirical evidence that can be directly applied to efforts to increase visitor numbers.

**Table 1: Number of Visitors to Rodjo Tater Tourist Attraction, Tegal**

BULAN	TAHUN	JUMLAH PENGUNJUNG
Mei	2025	5,950
Juni	2025	8,000
Juli	2025	7,500
Agustus	2025	2,500
September	2025	4,000
Oktober	2025	4,250

Source: Rodjo Tater Company Data



Based on the data and the graph showing the number of visitors to the Rodjo Tater Tourist Attraction in Tegal above, it can be observed that the number of visits experienced fluctuations or variations over time, including a decline in August. The decrease in the number of visitors in August is presumed to have occurred because the month coincides with the celebration of Indonesia's Independence Day. During this period, people tend to focus more on participating in various community activities and competitions within their villages or neighborhoods. As a result, the amount of leisure time available for traveling to tourist attractions decreases, leading to a decline in visits to the Rodjo Tater Educational Livestock and Agricultural Tourism Site. Although the number of visitors increased again afterward, the figures were still unable to match the achievements recorded in June and July. This condition indicates that tourists' interest in the destination has not yet been stable and remains highly influenced by various factors. One factor strongly suspected of affecting changes in visitor numbers is the influence of information disseminated through social media via Electronic Word of Mouth (E-WOM), such as reviews, testimonials, and recommendations from previous visitors. In addition, tourism attraction factors—such as the uniqueness of the concept, the availability of facilities, and environmental comfort—also serve as major considerations for tourists when making visitation decisions. This phenomenon encourages researchers to further examine how E-WOM and tourist attraction influence tourists' decisions to visit the Rodjo Tater Tourist Attraction in Tegal.

## **LITERATURE REVIEW**

### **2.1 Visiting Decision**

The visiting decision is the final stage in the consumer behavior process, in which tourists choose to travel to a particular destination. This decision is influenced by the interaction between risk perception, destination image, and other factors such as accessibility, social recommendations, and previous experiences. When destination image and risk management successfully build trust, the likelihood of a visiting decision increases significantly. Therefore, theories related to purchasing decisions are also applied to visiting decisions. Visiting decision refers to an individual's purchasing behavior in determining a tourism destination in order to achieve satisfaction in accordance with the desires and needs of consumers and visitors [6]. The visiting decision can also be defined as an activity in which a visitor conducts an evaluation based on certain considerations .

The indicators of visiting decisions are as follows:

- a. Tourists are aware of the need to travel or to seek new experiences.
- b. Tourists search for information related to tourist attractions (through social media, friends, brochures, etc.).
  - a. Tourists compare various destinations before deciding to visit.
  - b. Tourists decide to visit a particular place based on its attractions, prices, and facilities.
- c. Tourists evaluate their satisfaction after the visit, which may influence their decision to revisit or recommend the destination to others.

### **Electronic Word of Mouth**

Marketing communication is the process of delivering information aimed at influencing consumers' attitudes and behaviors toward a product, service, or destination. In the digital context, this communication has evolved into Electronic Word of Mouth (E-WOM), which refers to the dissemination of information, opinions, or consumer experiences through electronic media such as social media, blogs, review websites, and online forums [8]. E-WOM plays an important role in shaping perceptions and trust among potential visitors because it is based on real experiences shared by other users. Positive reviews can increase interest in visiting, while negative reviews may reduce tourists' intentions to visit. This indicates that E-WOM functions as an effective and credible indirect promotional tool. Empirical studies show that E-WOM has a significant influence on tourists' visiting decisions. Information obtained online helps potential visitors assess the quality, facilities, and attractiveness of a destination before making a decision. At Rodjo Tater Tegal, visitor testimonials on social media play a major role in strengthening the positive image of the destination and increasing the number of tourists interested in visiting.

### **Indicators of Electronic Word of Mouth (E-WOM):**

- a. Frequency of viewing reviews or posts about the destination on social media.
- b. Trust in reviews or testimonials from other visitors.
- c. Clarity and completeness of information shared online.
- d. The influence of online reviews on visiting decisions.

### **Attraction**

Tourism attraction is a primary factor determining tourists' interest and visiting decisions. Kotler and Keller explain that consumer decisions are strongly influenced by perceptions of the value and benefits offered by a product or destination. In the tourism context, attractions may include natural beauty, cultural uniqueness, supporting facilities, accessibility, and the experiences offered .

Semakin tinggi persepsi wisatawan terhadap daya tarik destinasi, semakin besar pula kemungkinan mereka untuk melakukan kunjungan. Daya tarik yang kuat menciptakan motivasi emosional dan kognitif yang mendorong keputusan wisatawan. Di Rodjo Tater Tegal, kombinasi antara keindahan alam, suasana Local culture and adequate facilities are important factors in attracting tourists. In addition, the interaction between attractions and E-WOM can strengthen visit intentions. When tourists share positive experiences about a destination's attractions through social media, such information extends the reach of promotion and increases the trust of other potential visitors.

#### **Tourism Attraction Indicators:**

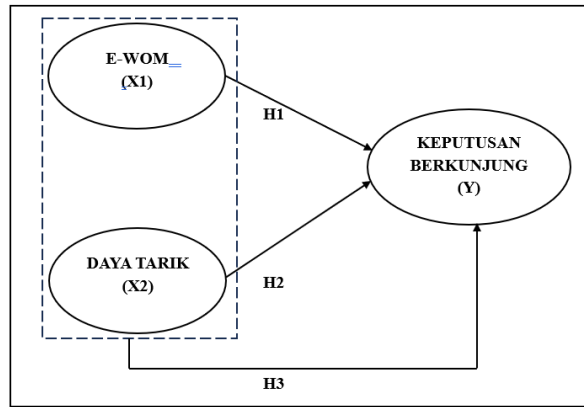
- a. The beauty and uniqueness of the tourist destination.
- b. Availability of facilities and ease of access to the tourist site.
- c. Friendliness of service and comfort of the tourist environment.
- d. Enjoyable experiences during the visit and the desire to return.

### **RESEARCH METHOD**

This study uses a quantitative research approach, which involves the use of samples and populations, with the research subjects commonly referred to as respondents . The research object is the Rodjo Tater Tegal Tourist Attraction. The subjects of this study are all tourists who have visited Rodjo Tater Tegal, including both regular visitors and first-time visitors. The population in this study consisted of 100 tourists at Rodjo Tater Tegal, and the sample size was 100 people selected using simple random sampling. The study was conducted directly at the Rodjo Tater Tegal Tourist Attraction site.

Data collection was carried out by distributing questionnaires to tourists while they were visiting the site. The data analysis techniques used in this study included validity and reliability tests, using the Statistical Package for the Social Sciences (SPSS) version 22 to determine the influence of E-WOM (Electronic Word of Mouth) and attraction variables on the visiting decision variable.

Based on the theoretical framework described above, the researcher developed a conceptual framework or empirical model to facilitate readers' understanding.



GAMBAR 1: KERANGKA KONSEPTUAL

A hypothesis is a tentative answer to a research question, predicted based on theory, and must be tested through data collection to determine whether the hypothesis can be accepted or rejected.

The hypotheses formulated by the researcher are:

H1: E-WOM has a significant and positive effect on the Visiting Decision to Rodjo Tater Tegal Tourist Attraction.

H2: Attraction has a significant and positive effect on the Visiting Decision to Rodjo Tater Tegal Tourist Attraction.

H3: E-WOM and Attraction simultaneously have a significant effect on the Visiting Decision to Rodjo Tater Tegal Tourist Attraction.

## RESULTS AND DISCUSSION

### Research Results

#### Validity Test

The validity test was conducted to determine the extent to which the questionnaire items are able to measure the intended variables. In this study, the validity test was carried out using the Corrected Item-Total Correlation method through the SPSS program. An item is considered valid if the Corrected Item-Total Correlation value is greater than 0.30. The results of the validity test for the e-WOM variable (X1) can be seen in Table 2 below:

Table 2: Validity Test Results Of The E-Wom Variable (X1)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL
X1.1	Pearson Correlation	1	.367**	.318**	.181	.239*	.253*	.620**
	Sig. (2-tailed)		.000	.001	.071	.016	.011	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.367**	1	.288**	.148	.216*	.196	.613**
	Sig. (2-tailed)	.000		.004	.141	.031	.051	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.318**	.288**	1	.295**	.256*	.193	.627**
	Sig. (2-tailed)	.001	.004		.003	.010	.054	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.181	.148	.295**	1	.416**	.357**	.631**
	Sig. (2-tailed)	.071	.141	.003		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.239*	.216*	.256*	.416**	1	.280**	.633**
	Sig. (2-tailed)	.016	.031	.010	.000		.005	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.253*	.196	.193	.357**	.280**	1	.615**
	Sig. (2-tailed)	.011	.051	.054	.000	.005		.000
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.620**	.613**	.627**	.631**	.633**	.615**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

Based on Table 2, it can be seen that all questionnaire items have a calculated r-value (r count) > 0.30 and a significance value (Sig.) <0.05, which means that all statements are valid. The highest correlation is found in X1.5 (r = 0.633), indicating that this indicator is the strongest in explaining Electronic Word of Mouth (E-WOM). The lowest correlation is X1.2 (r = 0.613), but it still meets the acceptable validity threshold. All items in the E-WOM variable are suitable for further analysis.

The results of the validity test for the Tourism Attraction variable (X2) are presented in Table 3 below.

**Table 3: Validity Test Results Of The Tourism Attraction**

		Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	TOTAL
X2.1	Pearson Correlation	1	.412**	.449**	.397**	.376**	.325**	.313**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.001	.000
	N	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.412**	1	.430**	.365**	.240*	.187	.401**	.681**
	Sig. (2-tailed)	.000		.000	.000	.016	.063	.000	.000
	N	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.449**	.430**	1	.247*	.318**	.241*	.332**	.655**
	Sig. (2-tailed)	.000	.000		.013	.001	.016	.001	.000
	N	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.397**	.365**	.247*	1	.275**	.361**	.288**	.640**
	Sig. (2-tailed)	.000	.000	.013		.006	.000	.004	.000
	N	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.376**	.240*	.318**	.275**	1	.422**	.386**	.659**
	Sig. (2-tailed)	.000	.016	.001	.006		.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.325**	.187	.241*	.361**	.422**	1	.331**	.604**
	Sig. (2-tailed)	.001	.063	.016	.000	.000		.001	.000
	N	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.313**	.401**	.332**	.288**	.386**	.331**	1	.651**
	Sig. (2-tailed)	.001	.000	.001	.004	.000	.001		.000
	N	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.711**	.681**	.655**	.640**	.659**	.604**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

### VARIABLE (X2)

Based on Table 3, it can be seen that all calculated r-values > 0.30 and Sig. (2-tailed) < 0.05, indicating that all indicators are valid. The highest correlation is found in X2.1 (r = 0.711), showing that this indicator is the strongest in describing tourism attraction. The lowest correlation is X2.6 (r = 0.604), but it is still well above the minimum threshold and therefore remains valid. This means that all items. The questions in the Tourism Attraction variable can be used as they are statistically proven to be valid. The results of the validity test for the Visiting Decision variable (Y) are presented in Table 4 below:

**Correlations**

		Y1	Y2	Y3	Y4	Y5	TOTAL
Y1	Pearson Correlation	1	.409**	.386**	.230*	.177	.636**
	Sig. (2-tailed)		.000	.000	.021	.079	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.409**	1	.370**	.327**	.338**	.675**
	Sig. (2-tailed)	.000		.000	.001	.001	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.386**	.370**	1	.487**	.473**	.763**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.230*	.327**	.487**	1	.562**	.748**
	Sig. (2-tailed)	.021	.001	.000		.000	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.177	.338**	.473**	.562**	1	.713**
	Sig. (2-tailed)	.079	.001	.000	.000		.000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	.636**	.675**	.763**	.748**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. TABLE 4: VALIDITY TEST RESULTS OF THE VISIT DECISION VARIABLE (Y)

Based on Table 4, it can be seen that all calculated r values > 0.30 and Sig. < 0.05, so all indicators are considered valid. The highest value is Y3 (r = 0.763), indicating that this indicator is the strongest in representing the Visit Decision. The lowest value is Y1 (r = 0.636), but it is still categorized as highly valid. Thus, all questionnaire items for the Visit Decision variable meet the validity criteria and can be used for the next stage of regression analysis.

b. RELIABILITY TEST

The reliability test was conducted to determine the extent to which the measurement instrument (questionnaire) provides consistent results if the measurement is repeated. In this study, reliability testing was carried out using the Cronbach's Alpha technique through the SPSS program. According to Ghozali (2021) [11], an instrument is considered reliable if it has a Cronbach's Alpha value > 0.60. The general criteria for assessing reliability are:

- c. ≥ 0.90 = Very reliable
- d. 0.70 – 0.89 = Reliable
- e. 0.60 – 0.69 = Fairly reliable
- f. < 0.60 = Not reliable

The results of the reliability test for the E-WOM variable (X1) can be seen in Table 5 below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.683	6

**Table 5: Reliability Test Of The E-Wom Variable (X1)**

Based on Table 5, the obtained value is 0.683, which means the reliability of the E-WOM variable falls into the fairly reliable category, approaching the

reliable threshold (0.70). This indicates that the statement items in this variable are consistent in measuring the concept of electronic word of mouth. The results of the reliability test for the Tourism Attraction variable (X2) can be seen in Table 6 below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.779	7

**Table 6: Reliability Test Of The Tourism Attraction Variable (X2)**

Based on Table 6, the obtained value is 0.779, which is above the 0.70 threshold, thus falling into the reliable category. This indicates that all items in the Tourism Attraction variable have a high level of internal consistency. Therefore, this questionnaire is able to produce stable and trustworthy responses. The results of the reliability test for the Visit Decision variable (Y) can be seen in Table 7 below:

**Reliability Statistics**

Cronbach's Alpha	N of Items
.747	5

**Table 7: Reliability Test Of The Visit Decision Variable (Y)**

Based on Table 7, the obtained value is 0.747, which falls into the reliable category, as it exceeds the minimum threshold of 0.70. This indicates that all items in the Visit Decision variable have a good level of suitability and interrelation with each other. In other words, the questionnaire for this variable is able to measure visit decisions consistently.

### Classical Assumption Test

#### Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed or not. A good regression model should have residuals that are normally distributed .

Table 8 below shows the results of the Kolmogorov-Smirnov normality test (Monte Carlo method):

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	3.03443278	
Most Extreme Differences	Absolute	.090	
	Positive	.067	
	Negative	-.090	
Test Statistic		.090	
Asymp. Sig. (2-tailed)		.045 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.374 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.361
		Upper Bound	.386

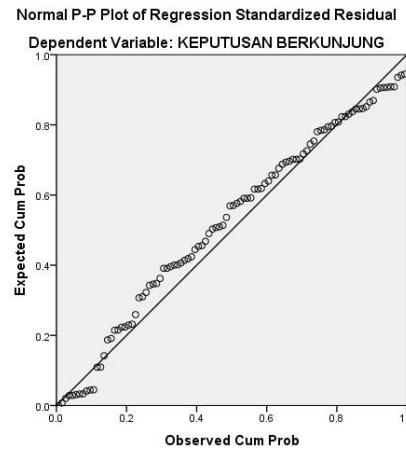
a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.  
d. Based on 10000 sampled tables with starting seed 2000000.

**Table 8: Kolmogorov-Smirnov Normality Test (Monte Carlo Method)**

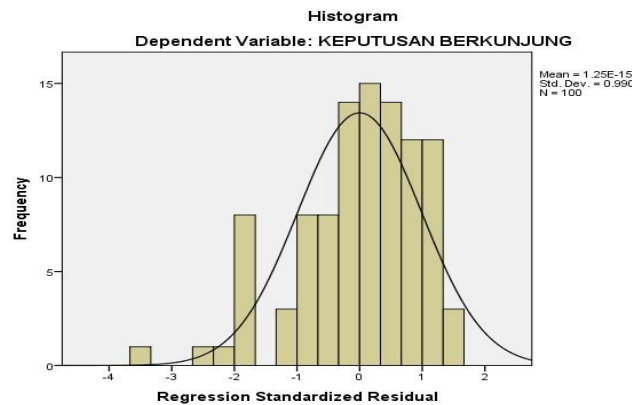
Based on the results of the Kolmogorov-Smirnov normality test (Monte Carlo method), the Asymp. Sig. value (using the standard calculation method) is

0.045. This value  $< 0.05$ , which traditionally indicates that the residuals are not normally distributed. Subsequently, using the Monte Carlo method, the Monte Carlo Sig. value (a more accurate simulation-based calculation method) is 0.374. Since the Monte Carlo Sig. value (2-tailed) is  $0.374 > 0.05$ , therefore the residual normality assumption is fulfilled.

Figure 2 shows the normal P-plot, and Figure 3 shows the residual histogram:



**Figure 2: Normal P-Plot**



**Figure 3: Residual Histogram**

From the Normal P-P Plot, it can be seen that the points are scattered around the diagonal line and follow its direction. Similarly, in the residual histogram, the data distribution forms a normal curve (mean =  $1.25E-15$ ; Std. Dev = 0.990). Based on these two graphs, it can be concluded that the residuals are normally distributed, thus the normality assumption is fulfilled.

### **Multicollinearity Test**

The multicollinearity test is used to determine whether there is a strong linear relationship among the independent variables. According to Ghozali (2021), a good regression model is one that does not exhibit multicollinearity, which occurs when the Tolerance value  $> 0.10$  and VIF  $< 10$ .

Table 9 below shows the results of the multicollinearity test:

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.111	.903		12.301	.000		
	E-WOM	.260	.031	.602	8.348	.000	.948	1.055
	DAYA TARIK WISATA	.090	.023	.285	3.953	.000	.948	1.055

a. Dependent Variable: KEPUTUSAN BERKUNJUNG

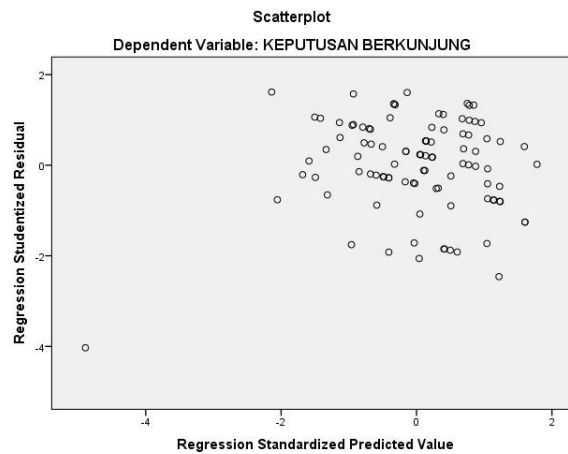
**Table 9: Multicollinearity Test**

Since all variables have Tolerance values > 0.10 and VIF < 10, it can be concluded that there is no multicollinearity in this regression model.

**Heteroscedasticity Test**

The heteroscedasticity test aims to determine whether the residual variance is the same for all observations. According to Ghazali (2021), a good regression model should exhibit homoscedasticity, meaning that heteroscedasticity does not occur. One way to check for heteroscedasticity is through a scatterplot between the Regression Standardized Predicted Value and the Regression Studentized Residual. If the points are scattered randomly (without forming a specific pattern), then heteroscedasticity does not occur.

Figure 4 shows the results of the heteroscedasticity test:



**Figure 4: Heteroscedasticity Test**

In the scatterplot, it can be seen that the points are scattered randomly above and below the Y-axis and do not form a clear pattern. Thus, it can be concluded that there are no signs of heteroscedasticity, and the regression model is suitable for use.

**HYPOTHESIS TESTING**

Hypothesis testing was conducted using multiple linear regression analysis to estimate the strength of the relationship between the independent variables, namely (X1) E-WOM and (X2) Tourism Attraction, on the dependent variable, Visit Decision (Y), as shown in the table below.

**T-Test (Partial Test)**

The t-test is used to determine the influence of each independent variable on the dependent variable partially. Based on the regression analysis results in the Coefficients table, the results are as follows:

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.111	.903		12.301	.000
	E-WOM	.260	.031	.602	8.348	.000
	DAYA TARIK WISATA	.090	.023	.285	3.953	.000

a. Dependent Variable: KEPUTUSAN BERKUNJUNG

**Table 10: T-Test (Partial Test)**

**E-WOM Variable (H1)**

The calculated t-value = 8.348, with Sig. = 0.000 < 0.05. This means that E-WOM has a positive and significant effect on Visit Decision. The regression coefficient B = 0.260 indicates that for every 1-unit increase in E-WOM, the Visit Decision will increase by 0.260 units (assuming other variables remain constant). The standardized Beta value = 0.602 shows that among the tested independent variables, E-WOM has the most dominant influence on Visit Decision. Conclusion: H1 is accepted; E-WOM has a positive and significant effect on Visit Decision.

**Tourism Attraction Variable (H2)**

The calculated t-value = 3.953, with Sig. = 0.000 < 0.05. This means that Tourism Attraction also has a positive and significant effect on Visit Decision. The regression coefficient B = 0.090 indicates that for every 1-unit increase in Tourism Attraction, the Visit Decision will increase by 0.090 units, assuming other variables remain constant. The standardized Beta value = 0.285, smaller than E-WOM, indicating a positive influence but not as strong as E-WOM. Conclusion: H<sub>2</sub> is accepted; Tourist Attraction has a positive and significant effect on Visit Decision.

**Constant**

The B value = 11.111 indicates that when E-WOM and Tourist Attraction are zero, the baseline value of Visit Decision is 11.111. The Sig. value = 0.000 < 0.05 means the constant is also statistically significant.

**Multiple Linear Regression Equation**

Based on the table above, the obtained multiple linear regression model is:

$$Y = 11.111 + 0.260 (X1) + 0.090 (X2)$$

Explanation:

- Y = Visit Decision
- X1 = E-WOM
- X2 = Tourist Attraction

This means that Visit Decision will increase as the quality of E-WOM and Tourist Attraction improves. Partially, both E-WOM and Tourist Attraction have a positive and significant effect on Visit Decision. However, E-WOM has a more dominant influence compared to Tourist Attraction because its Beta and t-count values are higher.

**F-Test (Simultaneous Test)**

The F-test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable. According to Ghozali (2021), the F-test is conducted to test the overall feasibility of the

regression model. The regression model is considered significant if the significance value (Sig.) is less than 0.05.

**Decision Criteria:**

If Sig. < 0.05, H3 is accepted (the model is significant simultaneously).  
 If Sig. > 0.05, H3 is rejected (the model is not significant simultaneously).

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.670	2	45.335	52.893	.000 <sup>b</sup>
	Residual	83.139	97	.857		
	Total	173.808	99			

a. Dependent Variable: KEPUTUSAN BERKUNJUNG  
 b. Predictors: (Constant), DAYA TARIK WISATA, E-WOM

**Table 11: F-Test (Simultaneous Test)**

Since the significance value (0.000) < 0.05, H3 is accepted. This means that E-WOM and Tourist Attraction variables simultaneously have a significant effect on Visit Decision. Therefore, the combination of these two independent variables can jointly explain changes in tourists' visit decisions, making the regression model used suitable for describing the relationship between the variables.

**Coefficient of Determination Test (R Square Test)**

The coefficient of determination (R<sup>2</sup>) is used to measure how much of the variation in the dependent variable can be explained by the independent variables. The higher the R<sup>2</sup> value (closer to 1), the better the model's ability to explain the dependent variable.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.522	.512	.926

a. Predictors: (Constant), DAYA TARIK WISATA, E-WOM

**Table 12: Coefficient Of Determination Test**

It can be seen in Table 12 that the R Square value = 0.522, indicating that 52.2% of the variation in Visit Decision can be explained by the variables E-WOM and Tourist Attraction, while the remaining 47.8% is explained by other factors not included in the model, such as facilities, services, price, or promotion. The R value = 0.722 shows that the relationship between the independent and dependent variables is considered strong, as the value is above 0.70. Furthermore, the Adjusted R<sup>2</sup> value = 0.512 indicates that after adjustment for the number of variables and the sample size, the model still has good predictive ability for Visit Decision.

## **DISCUSSION**

### **The Effect of E-WOM on Visit Decision**

The partial test results show that the E-WOM variable (X1) has a positive and significant effect on Visit Decision, with a t-count of 8.348, Sig. = 0.000, and standardized Beta of 0.602. This value indicates that the better the tourists' perception of information, reviews, and testimonials circulating on social media or the internet, the higher their decision to visit Rodjo Tater Tegal Tourist Attraction.

These findings indicate that Electronic Word of Mouth (E-WOM) is the dominant factor in tourists' decision-making process, especially in the digital era where social media serves as the primary source of information. Tourists, particularly younger generations such as Gen Z, tend to trust recommendations and experiences from other users more than direct promotions from the management of Rodjo Tater itself.

This study aligns with Saraswati et al. (2024), who found that social media E-WOM significantly affects Gen Z tourists' decisions to visit the Canggü Tourism Area. Tourists in the digital era are more active in seeking online reviews before determining which tourist destinations to visit. Similarly, Octafian et al. (2023) in Kota Lama Semarang stated that E-WOM is a key determining factor because it fosters trust and reduces perceived risk for tourists before visiting.

The dominance of E-WOM in this study also shows that the characteristics of Rodjo Tater Tegal are more likely promoted through social networks than conventional media. Many new visitors learn about this destination through photo and video posts, as well as positive reviews on platforms such as Instagram, TikTok, and Google Maps. This explains why the Beta coefficient of E-WOM (0.602) is much higher compared to Tourist Attraction (0.285). Therefore, it can be concluded that E-WOM serves as the most effective promotional tool to increase tourists' interest and visit decisions at Rodjo Tater Tegal.

### **The Effect of Tourist Attraction on Visit Decision**

The partial test results show that the Tourist Attraction variable (X2) also has a positive and significant effect on Visit Decision, with a t-count of 3.953, Sig. = 0.000, and standardized Beta of 0.285. This means that the better the tourists' perception of the destination's beauty, facilities, and comfort, the greater their tendency to visit.

However, the influence of Tourist Attraction in this study is lower compared to E-WOM. This can be interpreted as for Rodjo Tater visitors, most of whom are young, visit decisions are more influenced by perceptions on social media or the internet and current trends rather than the physical attractiveness of the destination itself. Contemporary tourists tend to seek "Instagrammable" experiences, follow digital recommendations, and prioritize the destination's image on social media. In other words, E-WOM serves as the main entry point before tourists assess the actual attractiveness of the location.

These findings remain consistent with the study by Arrazi and Nugraha (2021), which stated that tourist attraction has a positive effect

on Visit Decision in the Kota Lama Semarang area; however, its effect is not as strong as that of E-WOM. Tourist attraction acts as a reinforcing factor after tourists are exposed to engaging online information.

Nevertheless, tourist attraction remains an important component in maintaining repeat visits. Positive experiences during a visit – such as comfort, cleanliness, friendly service, and the uniqueness of Rodjo Tater – will strengthen positive reviews on social media. In other words, there is a complementary effect: E-WOM drives the first visit, while tourist attraction encourages repeat visits and subsequent positive recommendations.

#### **The Simultaneous Effect of E-WOM and Tourist Attraction on Visit Decision**

Based on the F-test results with a significance value of  $0.000 < 0.05$ , it can be concluded that E-WOM and Tourist Attraction simultaneously have a significant effect on Visit Decision. The R Square value of 0.522 indicates that these two variables can explain 52.2% of the variation in tourists' visit decisions, while the remaining 47.8% is explained by other factors such as price, facilities, service, or direct promotion.

These findings reinforce the understanding that visit decisions are not determined solely by the physical factors of a destination, but also by social perceptions and digital reputation. The interaction between tourist attraction and E-WOM creates a comprehensive destination image: strong attractions generate positive reviews, and positive reviews reinforce the perception of attractiveness in the eyes of prospective visitors. Thus, the combination of both becomes an effective strategy to strengthen Rodjo Tater's position as a leading local tourist destination.

#### **General Interpretation**

Overall, the results of this study confirm that:

1. E-WOM plays the most dominant role in influencing tourists' decisions to visit Rodjo Tater Tegal.
2. Tourist attraction functions as a reinforcing factor, not the main determinant, but remains important in maintaining tourist loyalty.
3. The combination of these two variables forms a digital trust-based tourism promotion model, in which online trust and reputation serve as the main capital to attract visitors' interest.

These findings provide practical implications for the management of Rodjo Tater to focus on:

1. Improving the quality of digital content (photos, videos, testimonials).
2. Activating E-WOM campaigns through social media.
3. Improvement of physical facilities to ensure that the real experience aligns with online expectations. With this approach, Rodjo Tater can build a positive cycle between online reviews and sustainable destination appeal.

#### **CONCLUSION**

Based on the data analysis and discussion, it can be concluded that the variables of E-WOM and tourism attractiveness have a positive and significant effect on the visiting decision to Rodjo Tater Tourist Attraction in Tegal. The

results show that the better tourists' perceptions of reviews, testimonials, and recommendations circulating on social media (E-WOM), the higher their interest and decision to visit. E-WOM has proven to be an effective promotional tool because it comes from the real experiences of other visitors, which are considered more credible than formal advertisements.

Moreover, tourism attractiveness—including natural beauty, adequate facilities, comfortable environment, and friendly service—also plays an important role in encouraging tourists' visiting decisions. The combination of E-WOM strength and destination attractiveness creates a positive image of Rodjo Tater in Tegal, which ultimately increases the number of visitors. Therefore, both factors contribute significantly to strengthening Rodjo Tater's position as one of the leading tourist destinations in Tegal.

## **SUGGESTIONS**

Based on the results of this study, it is recommended that the management of Rodjo Tater Tourist Attraction continue to leverage the power of E-WOM by actively managing social media, responding to visitor reviews, and encouraging tourists to share their positive experiences online. A consistent and creative digital marketing strategy will help expand promotional reach and increase potential visitors' trust.

Additionally, the management should continue to enhance tourism attractiveness by improving facilities, maintaining cleanliness, and introducing new innovations that provide visitors with unique and memorable experiences. Support from the local community in maintaining comfort and friendliness toward tourists is also an important aspect to strengthen the destination's positive image.

For future researchers, it is suggested to include other variables such as service quality, visitor satisfaction, or promotional strategies.

digital agar hasil penelitian lebih komprehensif dalam menjelaskan faktor-faktor yang memengaruhi keputusan berkunjung wisatawan ke destinasi lokal.

## **RESEARCH LIMITATIONS**

At the classical assumption testing stage, the initial residual data did not meet the Kolmogorov-Smirnov normality test (standard calculation) with an Asymp. Sig. value of 0.045 ( $<0.05$ ). This condition indicates that the residual data in the regression model are not purely normally distributed according to the standard methods commonly used in parametric research. Normality was only considered fulfilled after the researcher applied the Monte Carlo method, a simulation-based approach that provides more accurate estimates for data distributions that are non-normal or borderline. Although the Monte Carlo method is statistically acceptable, its use indicates that the regression model does not meet the normality assumption directly and requires a corrective method.

Furthermore, in the reliability test of the E-WOM variable, a Cronbach's Alpha value of 0.683 was obtained. Although this is  $> 0.60$ , it is still relatively low, indicating that some questionnaire items are not very strong or consistent. Nevertheless, this is still acceptable for continuing the research as it exceeds 0.60. These limitations need to be considered so that the results can be interpreted more accurately and can serve as a reference for future research.

## REFERENCES

- Arrazi, I.M., & Nugraha, H.S.J.J.I.A.B. (2021). The Influence of Attractiveness and Electronic Word of Mouth on Visiting Decisions in the Old Town Area of Semarang. *10*(1), 890–899.
- Dumadi, D., Wulandari, H., & Syaifulloh, M.J.V.J.M.D.A. (2021). The Influence of Brand Image and Ticket Price on Visitor Interest in Cemara Island Tourism, Brebes. *16*(2), 409–418.
- Hosfiar, C.R., et al. (2021). The Influence of Brand Image, Brand Awareness, and E-WOM on Purchase Intention of Bejo Red Ginger Herbal Medicine in Indonesia. *6*(10), 4920–4933.
- Ghozali, I. (2021). *Multivariate Analysis Application Using IBM SPSS 22*.
- Kotler, P., Bower, J.T., Makens, J.C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism*. UK: Pearson Education Limited.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15th ed.). Pearson Education, 15, 118.
- Octafian, R., et al. (2023). The Influence of E-WOM and Tourism Attractiveness on Tourists' Visiting Decisions in the Old Town Area of Semarang. *2*(2), 91–97.

Rumaningsih, M., Suyamto, S., & Zailani, A.J.J.E.E. (2022). Increasing Interest and Visiting Decisions Through Electronic Word of Mouth (E-WOM) Communication Among Cultural Tourism Visitors in Solo. 4(4), 512.

Saraswati, N.G.N., et al. (2024). The Influence of E-WOM on Social Media on Gen Z Tourists' Visiting Decisions to Strategic Tourism Areas in Canggu. 8(1), 74-83.

Yam, J.H., & Taufik, R.J.P.J.I.A. (2021). Quantitative Research Hypotheses. 3(2), 96-102.

Yulianto, A., & Setiadi, R. (2022). *Bimasakti Statistics: Statistics for Business, Management, and Accounting*.