

The Effect of Social Media Marketing and e-WOM on Interest in Visiting Lon Beach

Social Media
Marketing and e-
WOM

Lusy Rahmawati

Faculty of Economics and Bussiness, Universitas Trunojoyo Madura; Bangkalan,
Indonesia

E-Mail: lusyrw12@gmail.com

2569

Deykha Aguilika

Faculty of Economics and Bussiness, Universitas Trunojoyo Madura; Bangkalan,
Indonesia

E-Mail: deykha.aguilika@trunojoyo.ac.id

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ABSTRACT

This study aims to analyze the influence of Social Media Marketing (SMM) and electronic word of mouth (e-WOM) on interest in visiting Lon Beach, Malang. The research sample consisted of 100 respondents determined using purposive sampling technique. Data were collected through a questionnaire measured using a Likert scale and analyzed using multiple linear regression with SPSS version 25. The results showed that SMM and e-WOM significantly influenced interest in visiting, both partially and simultaneously. The Adjusted R Square value of 0.617 indicates that 61.7% of the variation in interest in visiting can be explained by SMM and e-WOM, while the remaining 38.3% is influenced by other factors. The results of the hypothesis test show that SMM has a positive and significant influence on interest in visiting with a regression coefficient value of 0.496. Similar things were found in e-WOM with a coefficient value of 0.558. Simultaneously, these two variables have a mutually supportive relationship in increasing interest in visiting, as evidenced by the calculated F value of 80.603. This study confirms that effective social media marketing strategies and positive reviews from e-WOM can significantly increase public awareness and interest in visiting Lon Beach, Malang. These results provide important implications for tourism managers in designing digital-based marketing strategies.

Keywords: Social Media Marketing, Electronic Word of Mouth, Visiting Interest.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing (SMM) dan electronic word of mouth (e-WOM) terhadap minat berkunjung ke Pantai Lon, Malang. Sampel penelitian terdiri dari 100 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner yang diukur menggunakan skala Likert dan dianalisis menggunakan regresi linier berganda dengan SPSS versi 25. Hasil penelitian menunjukkan bahwa SMM dan e-WOM secara signifikan memengaruhi minat berkunjung, baik secara parsial maupun simultan. Nilai Adjusted R Square sebesar 0,617 menunjukkan bahwa 61,7% variasi minat berkunjung dapat dijelaskan oleh SMM dan e-WOM, sedangkan sisanya 38,3% dipengaruhi oleh faktor lain. Hasil uji hipotesis menunjukkan bahwa SMM memiliki pengaruh positif dan signifikan terhadap minat berkunjung dengan nilai koefisien regresi sebesar 0,496. Hal serupa ditemukan pada e-WOM dengan nilai koefisien sebesar 0,558. Secara simultan, kedua variabel ini memiliki hubungan yang saling mendukung dalam meningkatkan minat berkunjung, terbukti dengan nilai F hitung sebesar 80,603. Penelitian ini menegaskan bahwa strategi pemasaran melalui media sosial yang efektif dan ulasan positif dari e-WOM dapat secara signifikan meningkatkan kesadaran dan minat masyarakat untuk berkunjung ke Pantai Lon, Malang. Hasil ini memberikan implikasi penting bagi pengelola wisata dalam merancang strategi pemasaran berbasis digital.

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INTRODUCTION

Indonesia is one of the countries in the world that has the largest archipelago and has abundant natural resources with 17,508 islands inhabited by more than 360 ethnic groups (Heriansyah, 2024). This diversity makes Indonesia one of the countries with extraordinary cultural and traditional diversity in the world. Each region has its own uniqueness in art, customs, and language. Its natural beauty from mountains to beaches, as well as its diverse culinary wealth, make Indonesia an unforgettable tourist destination. Cultural tourism itself is a journey based on the need to broaden one's perspective on life by visiting interesting places to be used as tourist attractions (Hartaman et al., 2021). One of them is Madura Island which has enormous tourism potential, with many untapped views and its location close to the sea. This condition gives Madura Island a great opportunity to be developed as a tourist destination. Sampang Regency is an island in East Java, an island that has a lot of tourism potential, including biodiversity, natural beauty, and ancestral heritage that has a lot of tourism potential that can help the economy (Rosyidah et al., 2021).

The Regional Tourism Development Master Plan (*Rencana Induk Pembangunan Pariwisata Daerah/RIPPDA*) of Sampang Regency in 2015 and PERDA East Java No. 2017, there are several tourist locations that are the main destinations in Sampang Regency, Madura, including Camplong Beach, Nepa Beach, and Toroan Waterfall Beach. In addition to these locations, there is Lon Malang Beach tourism in Bira Tengah Village, Sampang, Sukobanah District, Sampang Regency. Lon Malang Beach was built in 2016 by the Head of Bira Tengah Village, and is visited by local and foreign tourists from Madura with an average number of visitors of 100-300 visitors/day, Lon Malang Beach continues to grow every year and the development of this tourist area can increase the interest of tourists to visit, create more job opportunities and increase the income of the community in the tourist area (Suning et al., 2023). The Lon Malang Sampang Beach tourist spot was chosen as a research location because it has great potential as a developing tourist destination in the Sampang area. However, there is still minimal optimal promotion, its natural beauty is not widely known, providing opportunities to increase tourist attractions through effective marketing strategies.

Tourism is the journey of a person or group of people from one place to another within a certain period of time, for the purpose of recreation and entertainment (Page, 2007). Tourism is a series of activities and provision of services that include the need for tourist attractions, transportation, accommodation, and other services intended to meet the travel needs of individuals or groups (Sugiana, 2013). Effective tourism development can encourage economic growth. Therefore, it is very important to carry out tourism improvement and development activities in order to attract tourists to visit tourist attractions. Through social media, tourists can share their experiences and also use it as a source of information in finding tourist destinations (Gohil, 2015; Arifah et al., 2024; Gumilang et al., 2024; Noor & Mulyana, 2024). This is also considered important because recently, there have been many publications on the topic that have broad scopes and perspectives (Zeng & Gerritsen, 2014).

Social media marketing (SMM) is a marketing strategy that utilizes social media platforms to promote products or services. Social media provides an overview of the scheme, aspects, and reviews of a tourism industry for the public interest so that the public can easily access information about tourist attractions (Artiningsih et al., 2020). Tourists' interest in visiting an object is a very important topic in realizing the sustainability of a tourist attraction's business (Bolang et al., 2021). Research conducted by Ariffin & Pratiwi (2024) states that interest in visiting is influenced by social media marketing. In addition to social media marketing, promotion can also be done through word of mouth. The rapid development of the internet has made word of mouth

(WOM) experience modernization as electronic word of mouth (e-WOM). Electronic word of mouth (e-WOM) is a review in the form of a website that is identified as the second most frequently used source of information to recommend products and services (Yanti et al., 2022).

Interest in visiting is basically a feeling of wanting to visit an interesting place to visit (Maulana & Kamila, 2022). Research conducted by Nasar (2022) and Farizy & Harsoyo (2023), stated that interest in visiting is influenced by e-Word of Mouth (WOM). Social media marketing and e-WOM have a positive and significant effect on visiting interest (Yanti et al., 2022; Sarifiyono & Lesmana, 2023; Nadeak & Sukarno, 2024). This is different from the research conducted by Indriyani & Artanti (2020) which stated that e-WOM did not have a significant effect on visiting interest, this could be due to other factors that could make e-WOM not a basis for tourists' considerations in making decisions.

LITERATURE REVIEW

According to Isman et al. (2020), social media marketing is a form of marketing that utilizes social media to increase brand recognition, awareness, action, and recall. Social media marketing is an online marketing strategy that uses various social media networks to achieve marketing goals (Pranata et al., 2023; Kartika & Pandjaitan, 2023; Mukti & Isa, 2024). This is in line with the opinion of As'ad & Alhadid (2014) that social media marketing is a form of strategy carried out through online networks for marketing purposes. According to Iblasi et al. (2016), the goal of social media marketing is to create content that can be shared by users with their social networks, thereby helping to increase the company's brand exposure and expand customer reach. This is in line with the opinion put forward by Mileva (2019), that social media marketing is part of internet marketing that uses various social media platforms in an effort to increase product sales. Social media marketing is a marketing technique using social media to promote products or services more specifically (Taan et al., 2021). According to Mileva (2019), displaying content effectively on an online product or service website can attract visitors' interest in the goods and services offered. There are 4 (four) indicators of social media marketing according to Ramadhani & Zaini (2023), namely, content creation, content sharing, connecting, community building.

Electronic word of mouth (E-WOM) is a form of development of word-of-mouth communication that utilizes the power of digital consumer persuasion (Tanjung et al., 2022). Electronic word of mouth (E-WOM) is communication between users through online media in the form of positive or negative statements about a product based on their personal experiences (Imbayani & Gama, 2018). This is in line with the opinion of Noviana & Khuzaini (2022), who stated that electronic word of mouth (e-WOM) is a new concept in communication, especially in marketing, where every individual can now share information based on positive or negative experiences through online platforms. According to Rusiana et al. (2023), electronic word of mouth (e-WOM) is a review or recommendation made by customers with the aim of influencing consumer purchasing interest widely, such as through review platforms or online communities. There are 3 (three) indicators of electronic word of mouth (E-WOM) according to Poernamawati (2018), namely intensity, valance of opinion, content.

Interest is a feeling experienced by consumers before they take an action and can be used as a guide to predict what they will do (Jung et al., 2022). Interest in visiting means that prospective consumers (visitors) who have visited or have not visited a tourist attraction are referred to as interest in visiting (Marpaung & Sahla, 2017). The unique interests of tourists and their desire to learn about new things including culture, environment, history, cuisine, and religion can all impact their interest in traveling (Indriyani & Artanti, 2020). Interest acts as the main driver that motivates tourists to travel and spend time in a particular location. Understanding a person's interest in visiting can help in planning a trip, choosing a destination, and organizing activities that suit the individual's preferences (Satya et al., 2019). Consumer purchasing interest is the

same as visiting interest, visiting interest is often analogous to buying interest, which is related to consumer plans to buy certain products including the number of products needed within a certain period of time (Albarq, 2014). There are 4 (four) indicators of interest in visiting according to Arumni (2013), namely preferential interest, explorative interest, transactional interest, referential interest.

H1: Social media marketing has a significant effect on interest in visiting Lon Beach

H2: e-WOM has a significant effect on interest in visiting Lon Beach.

H3: Social media marketing and e-WOM simultaneously effect the interest in visiting Lon Beach

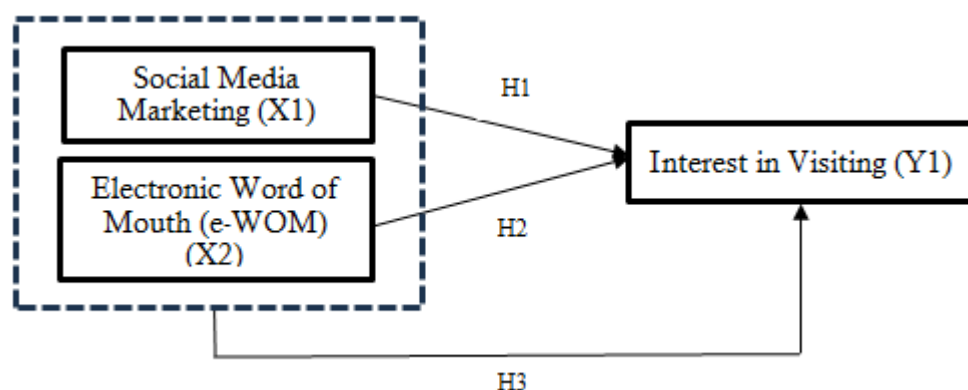


Figure 1. Conceptual Framework

METHODS

This study uses a quantitative method with a population consisting of all people who have never visited Lon Beach, Malang (Sugiyono, 2013). The research sample was determined using the Lemeshow formula, which produced a total of 96.04, then rounded up to 100 respondents. Thus, the number of samples used in this study was 100 respondents. The sampling technique applied was purposive sampling. Data were collected through questionnaires and analyzed using SPSS software version 25. The questionnaire was designed to obtain data related to respondents' perceptions of social media marketing, electronic word of mouth (e-WOM), and interest in visiting Lon Beach, Malang. The Likert scale was used to measure respondents' responses to the research variables. The collected data were analyzed using multiple linear regression. Before the hypothesis test was conducted, this study involved data instrument testing and classical assumption testing to ensure the validity and reliability of the analysis results.

RESULTS

A validity test is used to assess the level of constraints and accuracy of the questionnaire used. A questionnaire is considered valid if each statement is able to present a specific aspect that the questionnaire wants to measure (Ghozali, 2013). The questionnaire can be said to be valid if the r count value $>$ r table. The r table value is calculated with a significance level of 0.05, and the amount of data is 100. Degree of freedom (df) = $n - 2$. The amount of df means $100 - 2 = 98$ and a significance of 0.05, then r table = 0.1654. The criteria for whether the questionnaire is valid or not is if the count value $>$, then it is declared valid; conversely, if count $<$ r table, then it is declared invalid.

Table 1. Validity Test Results

Variables		r count	r table	Information
Social Media Marketing (X1)	X1.1	0.598	0.1654	Valid
	X1.2	0.609	0.1654	Valid
	X1.3	0.660	0.1654	Valid
	X1.4	0.669	0.1654	Valid
	X1.5	0.663	0.1654	Valid
	X1.6	0.578	0.1654	Valid
	X1.7	0.706	0.1654	Valid
	X1.8	0.681	0.1654	Valid
	X1.9	0.690	0.1654	Valid
Electronic Word of Mouth (X2)	X2.1	0.665	0.1654	Valid
	X2.2	0.757	0.1654	Valid
	X2.3	0.718	0.1654	Valid
	X2.4	0.692	0.1654	Valid
	X2.5	0.646	0.1654	Valid
	X2.6	0.651	0.1654	Valid
	X2.7	0.637	0.1654	Valid
Interest in Visiting (Y)	Y.1	0.706	0.1654	Valid
	Y.2	0.802	0.1654	Valid
	Y.3	0.725	0.1654	Valid
	Y.4	0.779	0.1654	Valid
	Y.5	0.773	0.1654	Valid
	Y.6	0.770	0.1654	Valid
	Y.7	0.833	0.1654	Valid
	Y.8	0.769	0.1654	Valid

The results of the validity test showed that all instrument statements related to the variables of social media marketing, electronic word of mouth, and interest in visiting have a calculated value of $r \text{ count} > r \text{ table}$. Thus, all of these statements can be used as research instruments because they are declared valid.

Reliability testing is used to determine the extent to which the questionnaire that has been given is able to produce consistent results when re-measured on the same subject but at a different time. Reliability is tested using the Cronbach Alpha method. According to Nunnally in (Ghozali, 2013), if the Cronbach Alpha value is > 0.70 then it is declared reliable, while if the value is < 0.70 then it is declared unreliable.

Table 2. Reliability Test

Variables	Cronbach Alpha	Information
Social Media Marketing (X1)	0.825	Reliable
Electronic Word of Mouth (X2)	0.804	Reliable
Interest in Visiting (Y)	0.901	Reliable

The cronbach alpha value of the variable's social media marketing, electronic word of mouth, and interest in visiting has a value greater than 0.70. Thus, indicating that the instrument or questionnaire used in this study is reliable as a measuring tool.

Normality test is conducted to test whether the confounding variables or residuals in a regression model have a normal distribution (Ghozali, 2013). This study uses the non-parametric Kolmogorov Smirnov statistical test method. If the Kolmogorov Smirnov significance value is > 0.05 then it is normally distributed, conversely if the Kolmogorov Smirnov significance value is < 0.05 then it is not normally distributed.

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.0043164.0575
Most Extreme Differences	Absolute	.057
	Positive	.043
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The results of the Kolmogorov Smirnov normality test have an Asymp. Sig. (2-tailed) value of 0.200 > 0.05. So, it can be concluded that the data is normally distributed. Normality test can not only be tested with Kolmogorov Smirnov, but also by using Probability Plot graph, which is often called P – P Plot normality test. If the data shows a distribution pattern that is parallel to the diagonal line and follows its direction, indicating a distribution that follows a normal distribution, then the regression model meets the normality assumption.

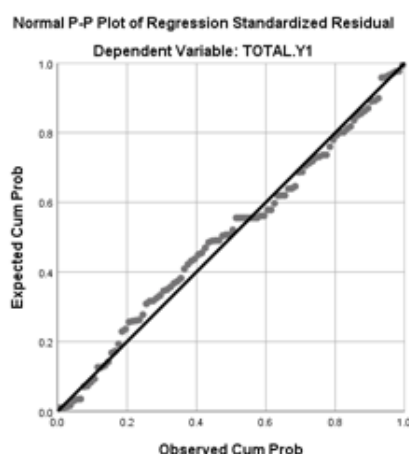


Figure 2. P – P Plot Test Results

The results of the P-P Plot normality test show that the data distribution follows the direction of the diagonal line, so it can be concluded that the data is normally distributed. The purpose of the multicollinearity test is to find out whether there is a correlation between the independent variables and the dependent variables in a model. The presence of multicollinearity can be seen from the tolerance value and the VIF (Variance Inflation Factor) value. If the tolerance value is ≤ 0.10 and the VIF value is ≥ 10 , it indicates the presence of multicollinearity symptoms, and vice versa (Ghozali, 2013).

Table 4. Multicollinearity Test Results

Model	Coll. Stat. Tolerance	Coll. Stat. VIF
(Constant)		
Social Media Marketing	0.540	1.850
Electronic Word of Mouth (e-WOM)	0.540	1.850

The results of the multicollinearity test show that the tolerance value of the social media marketing variable (X1) is 0.540, the Electronic Word of Mouth variable (X2) is 0.540. From the results of the tolerance values of the two independent variables, the values are greater than 0.10, so it can be concluded that there is no indication of

multicollinearity between the independent variables. This is also reinforced by the VIF value of the social media marketing variable (X1) of 1.850, the electronic word of mouth variable (X2) of 1.850 so that the VIF value of the two variables has a value of less than 10, which means that there is no indication of multicollinearity.

The heteroscedasticity test is used to ensure that the residual variance in the regression model is homogeneous between observations. In this study, the Park test is applied, where the data is considered free from heteroscedasticity symptoms if the significance value of the logarithm of the squared results of the independent variables on the residuals is more than 0.05 (Ghozali, 2013). Meanwhile, multiple linear regression analysis is used to measure the strength and direction of the relationship between the independent variables, namely social media marketing and electronic word of mouth, with the dependent variable, namely the interest in visiting. This method not only analyzes the relationship between variables but also shows the direction of the relationship (Ghozali, 2013). In addition, the T test is used to test the partial effect between the independent and dependent variables. The independent variable is declared to have a significant effect on the dependent variable if the significance value is less than 0.05 and t count is greater than t table.

Table 5. Results of Heteroscedasticity Test, Multiple Linear Regression and T-Test

Model		Un-std. Coef. B	Un-std. Coef. Std. Error	Std. Coef. Beta	t	Sig
Heteroscedasticity Test	(Constant)	5.919	2.063		2.870	0.005
	Social Media Marketing	0.007	0.072	0.013	0.095	0.924
	Electronic Word of Mouth	-0.199	0.092	-0.289	-2.179	0.032
Multiple Linear Regression Test and T Test	(Constant)	-1.911	2.627		-0.727	0.469
	Social Media Marketing	0.496	0.092	0.457	5.403	0.000
	Electronic Word of Mouth	0.558	0.117	0.405	4.784	0.000

The variables social media marketing (X1), electronic word of mouth (X2), and interest in visiting (Y) show a significance value of > 0.05 in the park test. This indicates that the regression model is free from heteroscedasticity symptoms. The multiple linear regression equation used in this study is $Y = -1.991 + 0.496X1 + 0.558X2 + e$. From this equation, the constant value of -1.991 indicates that if both independent variables have a value of 0, then the dependent variable is estimated to have a value of -1.991. Although negative, this constant does not affect the validity of the model because it only functions as a reference point. The regression coefficient for social media marketing (X1) of 0.496 indicates that every one-unit increase in the value of X1 will increase interest in visiting by 0.496. Meanwhile, the regression coefficient for electronic word of mouth (X2) of 0.558 indicates that a one-unit increase in the value of X2 will increase interest in visiting by 0.558. The partial test results (t) show that social media marketing has t count = 5.403 $>$ t table = 1.984 and significance 0.000 $<$ 0.05, so it has a significant effect on visiting interest. Likewise, electronic word of mouth with t count = 4.784 $>$ t table = 1.985 and significance 0.000 $<$ 0.05, also has a significant effect on visiting interest.

Simultaneous test (F) is conducted to determine whether all independent variables in the model have a joint influence on the dependent variable (Ghozali, 2013). The basis of interest in visiting the F test is, if the significance value < 0.05 and the f count value $>$ f table, it is concluded that the independent variables used have a joint influence on the dependent variable.

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1485.024	2	742.512	80.603	0.000 ^b
Residual	893.566	97	9.212		
Total	2378.590	99			

The results of the significance value are 0.000 $<$ 0.05 and the calculated f value is 80.603 $>$ 3.09, so it can be concluded that social media marketing and electronic word of mouth together (simultaneously) have an effect on visiting interest.

The coefficient of determination (R^2) is a measure used to assess how much the regression model is able to explain variations in the dependent variable (Ghozali, 2013). If the coefficient of determination (R^2) is high, then the ability of the independent variable to explain the dependent variable becomes very strong.

Table 7. Determination Coefficient Results

Model	SSO	SSE	Q^2	Fit model
Accessibility	104.000	32.007	0.692	Strong
Accountability	104.000	20.121	0.807	Strong

The Adjusted R Square value is 0.617 or equal to 61.7%. This value means that the ability of social media marketing and electronic word of mouth variables in this study contributes 61.7% to the variable of interest in visiting and the remaining 38.7% is influenced by variables outside this study. The research conducted, the results obtained showed that social media marketing has a positive and significant effect on interest in visiting Lon Malang Beach. This is proven by the results of the hypothesis test where the T count value of 5.403 is greater than the T_{table} value of 1.984 and the significance value of 0.000 is less than 0.05 so that the first hypothesis is accepted. The large coefficient value of 0.496 indicates that every one unit increase in social media marketing will increase interest in visiting Lon Malang Beach by 0.496. Social media marketing is an effective strategy in increasing public awareness and interest in visiting a tourist attraction. Based on the results of the analysis, it was found that respondents who were exposed to information about Lon Malang Beach through social media tended to have a higher interest in visiting. This is in line with research conducted by Ariffin & Pratiwi (2024), which shows that the social media marketing variable has a significant influence on interest in visiting. By utilizing platforms such as TikTok and Instagram, information about the beauty and uniqueness of Lon Malang Beach can be widely disseminated, attracting the attention of potential visitors.

The research conducted, the results obtained showed that electronic word of mouth (e-WOM) had a positive and significant effect on interest in visiting Lon Beach, Malang. This is evidenced by the results of the hypothesis test, the T value of 4.784 is greater than the T_{table} value of 1.984 and the significance value of 0.000 is less than 0.05 so that the second hypothesis is accepted. The large value of the regression coefficient of 0.558 indicates that every one unit increase in social media marketing will increase interest in visiting Lon Beach, Malang by 0.558. The results of the study also show that e-WOM plays an important role in shaping interest in visiting. Respondents who get positive recommendations from friends or influencers on social media are more likely to visit Lon Beach, Malang. The results of this study are also in line with research conducted by Nasar (2022); Yanti et al. (2022), which shows that the electronic word of mouth (e-WOM) variable has a significant effect on interest in visiting. This shows that reviews and recommendations submitted online can be a determining factor in making decisions to visit.

The research conducted, the results obtained indicate that social media marketing and electronic word of mouth (e-WOM) simultaneously influence the interest in visiting Lon Beach, Malang. This is evidenced by the results of the hypothesis test, the F count value of 80.603 is greater than the F_{table} value of 3.09 and the significance value of 0.000 is less than 0.05 so that the third hypothesis is accepted. Social media marketing and electronic word of mouth (e-WOM) in this study are simultaneously considered to influence interest in visiting Lon Beach, Malang. There is a mutually supportive relationship between social media marketing and e-WOM. Effective social media marketing can increase e-WOM, where interesting and informative content will encourage users to share their experiences. This study found that respondents who were exposed to interesting content on social media were more likely to recommend Lon Beach, Malang to others, creating a viral effect that can increase overall interest in visiting.

CONCLUSION

The results of the study on the influence of social media marketing and electronic word of mouth (e-WOM) on the interest in visiting Lon Malang Beach, it can be concluded that both variables have a significant influence both partially and simultaneously on the interest in visiting. This study shows that social media marketing and e-WOM support each other in increasing visitor interest. Positive regression coefficients for both variables indicate that every increase in social media marketing and e-WOM contributes positively to the interest in visiting. In addition, interesting and informative content on social media can create a viral effect, where respondents who are exposed to interesting content are more likely to recommend Lon Malang Beach to others. Therefore, the results of this study suggest that Lon Malang Beach managers utilize social media marketing and e-WOM more effectively to attract more visitors, with a focus on creating creative and interesting content as a powerful tool in increasing the attractiveness of tourist destinations. For further research, it is recommended that researchers explore other variables that influence interest in visiting and consider a qualitative approach to gain deeper insights.

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