The Influence of Service Quality, Price, and Electronic Word of Mouth on Visit Intention

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Abstract
The purpose of this study was to examine and analyze the effect of Service Quality, Price, and Electronic Word of Mouth on Visit Intention (a study of potential tourists at Selecta Recreation Park). The population in this study was someone who had never visited Selecta Recreation Park, with a sample of 200 respondents. The characteristics of the respondents are prospective tourists who are in Malang Raya and have never visited Selecta Recreation Park but know Selecta Recreation Park from Social Media Instagram, aged 17-40 years. The sampling technique uses purposive sampling. This research was conducted from June to July 2023 by distributing online questionnaires via Google Form. Data analysis techniques using multiple linear regression, t test, and dominant test. The results of this study conclude that Service Quality, Price, and Electronic Word of Mouth (E-WOM) have a positive and significant effect on Visit Intention. E-WOM has a dominant influence on Visit Intention.

Keywords: Service Quality, Price, Electronic Word of Mouth (E-Wom), Visit Intention

Abstrak
Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh Kualitas Pelayanan, Harga, dan Electronic Word of Mouth terhadap Niat Berkunjung (studi terhadap calon wisatawan di Taman Rekreasi Selecta). Populasi dalam penelitian ini adalah seseorang yang belum pernah berkunjung ke Taman Rekreasi Selecta, dengan sampel sebanyak 200 responden. Karakteristik responden adalah calon wisatawan yang berada di Malang Raya dan belum pernah mengunjungi Taman Rekreasi Selecta namun mengetahui Taman Rekreasi Selecta dari Media Sosial Instagram, berusia 17-40 tahun. Teknik pengambilan sampel menggunakan purposive sampling. Penelitian ini dilakukan pada bulan Juni hingga Juli 2023 dengan menyebarkan kuesioner online melalui Google Form. Teknik analisis data menggunakan regresi linier berganda, uji t, dan uji dominan. Hasil penelitian ini menyimpulkan bahwa Kualitas Pelayanan, Harga, dan Electronic Word of Mouth (E-WOM) berpengaruh positif dan signifikan terhadap Minat Berkunjung. E-WOM mempunyai pengaruh yang dominan terhadap Visit Intention.

Kata Kunci: Kualitas Pelayanan, Harga, Electronic Word of Mouth (E-Wom), dan Niat Berkunjung

INTRODUCTION

Visit Intention or the intention to visit a tourist destination has a strong relationship with the perceptions and values felt by tourists as consumers to evaluate the results or products they have experienced (services). This statement is in line with the opinion of Kotler & Armstrong (2012), that

"visit intention is an impulse originating from an individual's internal stimulation which encourages him to take action, where this impulse is influenced by the stimulus and positive feelings of a tourist destination".

Visit intention can be influenced by several factors such as service quality, price, and Electronic Word of Mouth (E-Wom). Service quality is something that is mandatory in a tourist destination, by creating the best service quality and carrying out activities in an intangible form but can be felt by potential tourists so that they can form visit intention. The price offered by a tourist destination will be a benchmark for forming intentions to visit because it matches the purchasing power of potential tourists. Meanwhile, Electronic Word of Mouth (E-Wom) is a consideration for prospective tourists in forming their intention to visit because positive assessments from previous tourists can increase prospective tourists' confidence in visiting.

The tourism sector in Indonesia is developing very rapidly. The development of this sector not only has an impact on increasing regional income, but also on increasing state foreign exchange earnings. Apart from that, it can also expand business opportunities and create new jobs for the community in overcoming unemployment in the region. Chandra & Damarjati (2017) the tourism sector is the easiest contributor to foreign exchange and Gross Domestic Income (GDP) in a country. In Indonesia, the largest foreign exchange contributor is projected to be proceeds from the tourism sector which will reach US$4.26 billion in 2022. (https://dataindonesia.id, 2023)

Batu City is a tourist city known for its extraordinary tourism potential. Thus, it was nicknamed Der Kleine Zwisterland or Little Switzerland on the island of Java because of its cold geographical location, making it the Switzerland of the Dutch during the colonial era. Because it has potential resources that can be utilized by the local government of Batu City to improve the welfare of the surrounding community, one of which is organizing tourism. Several places or tourist destinations in Batu City include natural tourism and artificial tourism, which can be enjoyed by tourists. Based on data obtained from the Batu City Tourism Office, it can be concluded that there are 59 tourist destinations in the city, the following are the 3 oldest tourist destinations in Batu City:

Table 1. Oldest Tourist Destinations in Batu City

No	Destination	Years
1	Selecta Recreation Park	1928
2	Cangar Hot Springs	1942
3	Tirta Nirwana Songgoriti	1969

Source: Jatim.idntimes, 2022

From table 1 above, it can be seen that the oldest tourist destination in Batu City is the Selecta Recreation Park which is in first place compared to other tourist attractions. Selecta Recreation Park is one of the oldest family tourist attractions in Batu City which is a choice for vacationing. This tourist attraction is located in Tulungrejo Village, Bumiaji District, Batu City and is always busy with tourists from both within the country and abroad.

**Figure 1.** Number of Oldest Tourist Visits in Batu City in 2021

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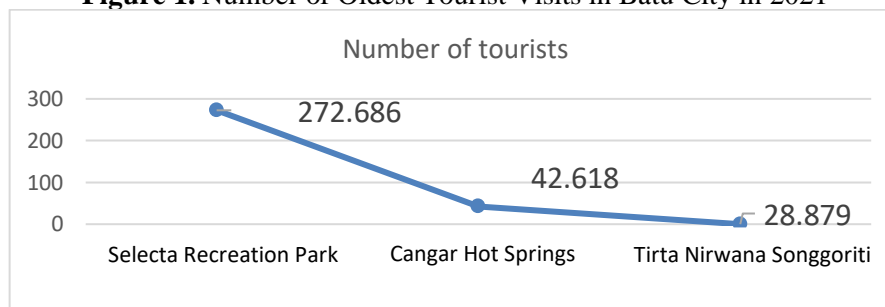
Source: BPS Kota Batu, 2022

Based on figure 1 above, it can be seen that the Selecta Recreation Park is one of the oldest family tourist attractions in Batu City but is a choice for vacationing. This shows that Selecta Recreation Park is a tourist attraction worth visiting. This tourist attraction is located in Tulungrejo Village, Bumiaji District, Batu City and is always busy with tourists from both within the country and abroad. The name Selecta Recreation Park is taken from Dutch, the Dutch word "Selectie" which means choice (Selecta.id, 2018). When the long holiday arrives, there are around 4 thousand tourists who spend their time on holiday at Selecta Recreation Park. These tourists experienced an increase of around 60% compared to weekdays. The Selecta Recreation Park still attracts visit intentions both domestically and abroad. The concept developed is a garden or flower garden with various types of flowers. Various colors and fragrant flowers are the characteristics that can be found at the Selecta tourist destination. (selecta.id, 2023).

LIBRARY REVIEW

Understanding the Theory of Planned Behavior (TPB) The theory of planned behavior is a development of the previous theory, namely the theory of reasoned action and put forward by Ajzen and Fishbein. According to Ajzen and Fishbein in Pangestu (2020), the development of the TRA theory (Theory of Reasoned) was carried out because of limitations from the start in dealing with behavior where people do not have the will in full control (Volitional Control). In TRA (Theory of Reasonable Action), the main focus of TPB is the individual's (Intention) in carrying out certain behavior.

Figure 2. Theory Of Planned Behaviour (TPB)
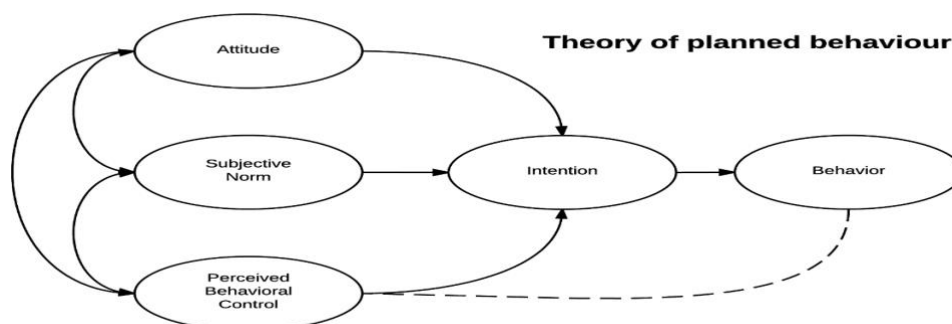

Source: Ajzen, 1991

Theory of Planned Behavior is a factor that influences a person's behavior to take action, as seen in Figure 3 Intention is a person's tendency to take an action or not take an action. It is related to marketing science, especially consumer behavior, several variables in this theoretical concept model are related to factors that influence consumers in making a decision.

To explain the dependent variable that influences the independent variable, researchers use the SOR model theoryTo explain the dependent variable that influences the independent variable, researchers use the SOR model theory to explain the dependent variable that influences the independent variable, researchers use the SOR model theory. The theory underlying this research is the SOR (Stimulus, Organism, Response) theory which believes that the causes of attitudes that can change depend on the quality of the stimuli that communicate with the organism. The essence of this theory is that any media effect on an individual must begin with attention or exposure to some media message. This theory is based on the assumption that the cause of behavioral changes depends on the quality of the stimulus that communicates with the organism. This means that the quality of communication sources (sources), for example credibility, leadership, speaking style, really determines the success of changing the behavior of a person, group or society.

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Figure 3. Classic S-O-R Model
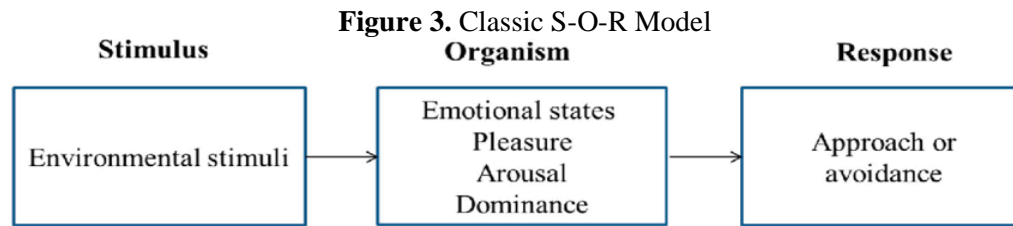
Source: Mehrabian & Russel (1974)

Mehrabian & Russell (1974) stated that emotional responses to the environment can take the form of: 1) Pleasure, which is determined based on judgments of happiness and joy. In this research, the Electronic Word of Mouth (E-wom) variable is closely related to pleasure because seeing other people's posts that show happiness will have a positive impact on those who see it, giving rise to a response of wanting to visit. 2) Arousal, which is determined based on judgement on a person's level of activity or enthusiasm due to certain environmental situations. In this research, the service quality variable has a strong relationship because when someone accidentally sees good service, they will continue to observe it and will always be enthusiastic about seeing posts from Instagram. 3) Dominance, which is measured based on a person's ability or tendency to buy something that is influenced by the environment. In this research, the price variable is closely related to the dominant response because when the price offered matches purchasing power, it will dominate someone's intention to visit. The concepts developed in this research are service quality, price, and electronic word of mouth on Visit Intention. So the concept model presented by the researcher is shown in Figure 2 below:

Figure 4. Framework of Thought
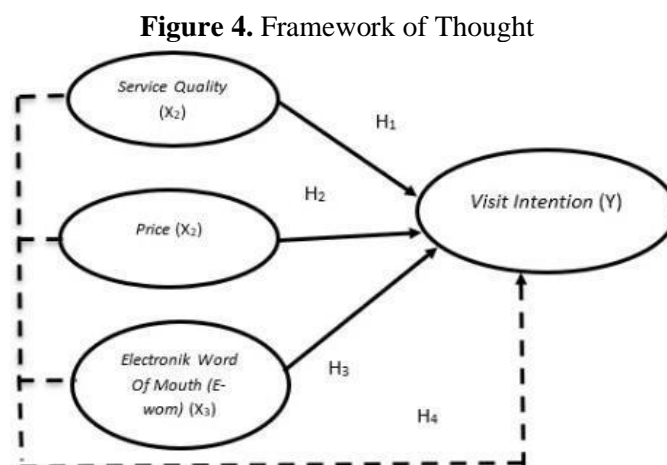
Source: data processed, 2023

From the picture of the framework above, it can explain several of the researchers' hypothesis (conjectures) regarding the results of this research, which are as follows:
H1: Service Quality has a positive and significant effect on Visit Intention at Selecta Recreation Park
H2: Price has a positive and significant effect on Visit Intention at Selecta Recreation Park.
H3: Electronic Word of Mouth has a positive and significant effect on Visit Intention at Selecta Recreation Park
H4: Electronic Word of Mouth has a dominant influence on Visit Intention at Selecta Recreation Park

RESEARCH METHODS

This research was conducted in the city of Batu in East Java province, specifically among prospective tourists at the Selecta Recreation Park. This type of research is quantitative research. The

data collection method used in this research is through distributing questionnaires as primary data and data obtained from the Selecta Recreation Park management as secondary data. This survey was assessed using a Likert scale. The testing methodology for this research instrument is based on a questionnaire which includes validity tests, reliability tests, and scale intervals. The data analysis methods used in this research are the classical assumption test, normality test, multicollinearity test, heteroscedasticity test, coefficient of determination test, multiple linear regression analysis, partial test (t), and dominant test.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study were dominated by 123 women with a share of 61.5%. Women want to visit the Selecta Recreation Park because the exterior and interior of the Selecta Recreation Park are very suitable to visit because of the flower garden where tourists can take photos with many types of flowers and the views are very interesting and can be used as content which can later be uploaded on social media. At the age of 23-28 years with a share of 48%.

Table 2. Characteristics Respondent

Characteristic	Description	Total	Percentage
Gender	Man	123	61,5%
	Woman	77	38,5%
Work	Student	86	43%
	Entrepreneur	36	18%
	Civil servants/employees/ BUMN/BUMD	25	12,5%
	Private sector employee	27	13,5%
	Other	26	13%

Source: data processed, 2023

Based on these results, it can be concluded that some potential tourists are young people, which means that at that age they really like visiting tourist attractions. This also indicates that the atmosphere at the Selecta Recreation Park is liked by young people, most of the rides at this tourist destination are classified as extreme because they are at a height that can be enjoyed by potential tourists who like challenges.

Table 3. Validity Test

Variable	Item	r hitung	r tabel	Information
	X1.1	0,548	0,138	Valid
	X1.2	0,752	0,138	Valid
	X1.3	0,619	0,138	Valid
	X1.4	0,642	0,138	Valid
	X1.5	0,429	0,138	Valid
	X1.6	0,607	0,138	Valid
	X1.7	0,737	0,138	Valid
	X1.8	0,676	0,138	Valid
	X1.9	0,644	0,138	Valid
	X1.10	0,556	0,138	Valid
Service Quality (X1)	X1.11	0,635	0,138	Valid
	X1.12	0,433	0,138	Valid
	X1.13	0,693	0,138	Valid
	X1.14	0,712	0,138	Valid
	X1.15	0,642	0,138	Valid
	X1.16	0,659	0,138	Valid
	X1.17	0,647	0,138	Valid
	X1.18	0,694	0,138	Valid
	X1.19	0,764	0,138	Valid

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	X1.20	0,653	0,138	Valid
Price (X2)	X2.1	0,712	0,138	Valid
	X2.2	0,781	0,138	Valid
	X2.3	0,797	0,138	Valid
	X2.4	0,820	0,138	Valid
	X3.1	0,857	0,138	Valid
	X3.2	0,881	0,138	Valid
	X3.3	0,856	0,138	Valid
	X3.4	0,819	0,138	Valid
	X3.5	0,740	0,138	Valid
Electronic World of Mouth (X3)	X3.6	0,781	0,138	Valid
	X3.7	0,838	0,138	Valid
	X3.8	0,832	0,138	Valid
	X3.9	0,643	0,138	Valid
	X3.10	0,819	0,138	Valid
	X3.11	0,916	0,138	Valid
	X3.12	0,786	0,138	Valid
Visit Intention (Y)	Y1.1	0,881	0,138	Valid
	Y1.2	0,815	0,138	Valid
	Y1.3	0,835	0,138	Valid
	Y1.4	0,856	0,138	Valid

Source: data processed, 2023

The table shows that each indicator of this research which includes Service Quality (X1), Price (X2), Electronic Word of Mouth (E-Wom) (X3), and Visit Intention (Y) has a calculated r result greater than r table, namely exceeding 0.138. Therefore, it can be concluded that the items or indicator statements used in this research are valid or suitable for use as data collectors for potential tourists at the Selecta Recreation Park.

Table 4. Reliability Test

Item	Koefisien Reliability	Result
Service Quality (X1)	0,918	Reliabel
Price (X2)	0,774	Reliabel
Electronic Word of Mouth (X3)	0,950	Reliabel
Visit Intention (Y)	0,868	Reliabel

Source: data processed, 2023

Based on the reliability test results above, it can be seen that the variable Service Quality (X1) has a reliability coefficient of 0.918, Price (X2) of 0.774, electronic word of mouth (E-Wom) (X3) of 0.950, and Visit Intention (Y) of 0.868 so it can be concluded that the variables used in this research are reliable because the Cronbach Alpha coefficient is above 0.60.

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.82503672
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.062
Test Statistic		.087
Asymp. Sig. (2-tailed)		.001[c]
Exact Sig. (2-tailed)		.093

Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: data processed, 2023

Based on the table it can be seen that the Exact value. Sig. (2-tailed) is 0.093, which means 0.093 > 0.05, so it can be said that the distribution of data on the variables Service Quality (X1), Price (X2), electronic word of mouth (E-Wom) (X3), and Visit Intention (Y) is normally distributed and can be used in research.

Table 6. Multicollinearity Test

t		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.983	1.018
	X2	.979	1.021
	X3	.994	1.006
a. Dependent Variable: Y			

Source: data processed, 2023

The Tolerance value for the Service Quality variable (X1) is 0.983, the Price variable is 0.979 and electronic word of mouth (E-Wom) is 0.994, and the VIF Service Quality (X1) value is 1.018, the Price variable is 1.021 and electronic word of mouth (E-Wom) of 1.006. The overall Tolerance value is > 0.1 and the VIF value is < 10, therefore it can be concluded that there is no correlation between independent variables or that in the regression model there are no symptoms of multicollinearity.

Table 7. Result of Multiple Linier Regression Analysis

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.146	2.667		3.804	.000
	X1	.059	.023	.180	2.552	.011
	X2	.150	.053	.184	3.997	.000
	X3	.418	.105	.312	2.808	.005
a. Dependent Variable: Y						

Source: data processed, 2023

Based on the table results, the following regression equation is obtained:

$Y = a + b_1(X_1) + b_2 (X_2) + b_3 (X_3)$

$= 10.146 + 0{,}059 (X_1) + 0{,}150 (X_2) + 0{,}418 (X_3)$

a: Constant value of 10,146, in this case it can be interpreted that if the variables Service Quality (X1), Price (X2) and electronic word of mouth (E-Wom) (X3) are zero, then the Visit Intention (Y) value will be equal to 10,146 or prospective tourists will continue to carry out Visit Intention (Y).

B1(X1): The Service Quality (X1) regression coefficient value is 0.059, which means that the higher the change in the value of Service Quality (X1), the higher the Visit Intention (Y).

B2(X2): The Price (X2) regression coefficient value is 0.086, which means that the higher the change in the value of Price (X2), the higher the Visit Intention (Y).

B3(X3): The coefficient value of electronic word of mouth (E-Wom) (X3) is 0.418, which means that the higher the change in the value of electronic word of mouth (E-Wom) (X3), the higher the Visit Intention (Y).

Table 8. T-Test Result

Variable	T hitung	T tabel	Sig	Note
Service Quality (X1)	3,552	1,971	0,000	Significant
Price (X2)	3,977	1,971	0,005	Significant
Electronic Word Of Mouth (E-WOM) (X3)	2,808	1,971	0,000	Significant

Source: data processed, 2023

Based on the results of the T Test in the table above, the results of the analysis can be described as follows: Service Quality (X1) on Visit Intention (Y) shows that the t value is positive at 3.552 with a significance value of 0.000, these results show the value of t>t table and significance <0.05. Price (X2) on Visit Intention (Y) shows that the t value is positive at 3.977 with a significance value of 0.005. These results show that the t value is >t table and the significance is <0.05. electronic word of mouth (E-Wom) (X3) on Visit Intention (Y) shows that the calculated t value is 2.808 with a significance value of 0.000, these results show the calculated t value>t table and significance <0.05.

This research shows the following results*:* Influence of Service Quality (X1) on Visit Intention (Y) of Prospective Tourists at Selecta Recreation Park (H1). The Service Quality variable has a positive and significant effect on Visit Intention at Selecta Recreation Park. This means that the first hypothesis is accepted. This is in accordance with research by Nastabiq et al., (2021); Oktariani et al., (2019); Oscar & Keni (2019); Githaromansa et al., (2019); Riyadi & Nurmahdi (2022) stated that service quality has a positive and significant influence on visit intention.

Influence of Price (X2) on Visit Intention of Prospective Tourists at Selecta Recreation Park (H2).The results of the analysis that have been carried out show that the Price variable has an influence on Visit Intention. This means that the second hypothesis is accepted. This accepts previous research by Kalebu et al., (2019); Retno (2018); Nuryanto & Marlena (2022); Heni et al., (2021); Oscar & Keni (2019) stated that price has a positive and significant effect on visit intention.

The influence of Electronic Word of Mouth (E-Wom) (X3) on Visit Intention (Y) at Selecta Recreation Park (H3). The results of the analysis that have been carried out show that electronic word of mouth (E-Wom) has a positive and significant effect on Visit Intention at Selecta Recreation Park. This research is supported by previous research conducted by Saputra & Widagda (2020); Are & Setyorini (2019); Syafarudin et al., (2016); Apsari (2020); Avriyanti et al., (2018); Pramono (2020) and Putri & Amalia (2018) who stated that Electronic Word Of Mouth (E-Wom) has a positive and significant effect on Visit Intention.

The dominant influence of Service Quality (X1), Price (X2) and Electronic Word Of Mouth (E-Wom) (X3) on Visit Intention (Y) (H4). Electronic Word of Mouth (E-WOM) has a dominant influence on Visit Intention so that the researcher's guess regarding the fourth hypothesis which states that electronic word of mouth (E-WOM) has a dominant influence on Visit Intention at Selecta Recreation Park is accepted. E-WOM can function as social proof about the quality and popularity of the Selecta tourist park. If many people speak positively about the place, potential visitors are likely to believe that the park is worth visiting. Additionally, E-WOM often provides more relevant and personalized information because it comes from individuals who may have similar preferences or needs to potential visitors. This can make potential visitors feel more interested in visiting the tourist park. The researcher's fourth hypothesis states that Electronic Word of Mouth (E-Wom) has a dominant influence on Visit Intention at Selecta Recreation Park, supported by Alvin Hamidun's research (2018) which

reveals that electronic word of mouth (E-Wom) has a greater influence on Visit Intention.

CONCLUSION

The Service Quality variable has a positive and significant influence on visit intention at Selecta Selecta Recreation Park. The Price variable has a positive and significant effect on Visit Intention at Selecta Recreation Park. The Electronic Word of Mouth variable has a positive and significant effect on Visit Intention. Electronic word of mouth (E-Wom) has a greater direct influence than other variables on Visit Intention so that electronic word of mouth (E-Wom) is more dominant.

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