



The Effect Of Electronic Word Of Mouth (E-WOM) On Social Media On Visiting Decisions And Its Implications For Visiting Satisfaction (Survey On Sausu Glamping Beach Tourism, Parigi Moutong)

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ABSTRACT

This study examines the influence of Electronic Word of Mouth (E-WOM) on the decisions and satisfaction of tourists visiting Sausu Glamping, a beach tourism destination in Parigi Moutong, Indonesia. Using quantitative methods and involving 120 respondents, data were analyzed through Structural Equation Modeling (SEM) to test four hypotheses about the direct and indirect effects of E-WOM. The results showed that E-WOM has a significant effect on visiting decisions, and also indirectly affects tourist satisfaction through these decisions. The research instrument has proven to be valid and reliable, and the high R^2 value indicates that the research model is strong enough. This research confirms that reviews and interactions on social media play an important role in shaping visitor perceptions, decisions and satisfaction. Despite limitations in sample size and data collection methods, this study shows that E-WOM is an effective strategy in enhancing tourism experiences and can serve as a reference for destination managers and marketing activities.

INTRODUCTION

In the rapidly evolving digital age, social media has emerged as a powerful tool to influence consumer behavior, especially in the tourism industry. Consumers trust social media marketing more than traditional aspects of the promotional mix (Zahara et al., 2021). The growth of electronic networks has had a significant impact on business and consumer behavior, including in the tourism sector. The online travel e-services industry has grown rapidly and is now one of

the most visible aspects of this transition. Tourism and the internet are closely intertwined in today's society. (Muzakir *et al.*, 2021)

Social media marketing may be better because it allows direct communication, quick feedback, and more objective consumer-generated material. Electronic word of mouth (E-WOM) evolved as a digital development of traditional word of mouth communication, electronic word of mouth then became one of the strategic components in influencing consumer perceptions and decisions in the tourism industry. An interesting phenomenon at Sausu Glamping is that the popularity of this location grew not from official marketing/direct promotion from the tourism, but rather due to the influence of social media and content shared by guests. Many visitors posted their experiences on Instagram, TikTok, and other digital platforms, showcasing the beauty of the place, the convenience of the infrastructure, and moments of togetherness in nature. These posts receive widespread attention, from favorable comments, to likes, to re-sharing by other users. These contents indirectly serve as Electronic Word of Mouth (E-WOM) that influences other potential visitors' views on the appeal of Sausu Glamping. Due to the wide spread of E-WOM, Sausu Glamping experienced a significant spike in visits, even attracting tourists from outside the region who were previously unaware of this place. The expectations and views formed through social media platforms also play a role in determining the level of satisfaction of visitors after their visit. Thus, Sausu Glamping is a clear example of how E-WOM through social media can stimulate the growth of tourist destinations in a natural and customer experience-focused manner. Tourism reflects the collection of ideas and views of individuals that influence their decisions in planning a trip, such as choosing which destinations to visit or avoid, which activities to undertake, and how to interact with fellow travelers, local residents and service providers. All of these are tangible manifestations of behavior based on their thoughts and opinions. (Santi *et al.* 2015)

Indonesia has one of the highest tourism potentials in the world, which has generated considerable revenue for the government. In general, tourism is becoming a more popular component of development efforts, especially in developing and poor countries, where it has the potential to strengthen economies and reduce poverty. Tourism plays an important role in global sustainability. (Suparman *et al.*, 2024) .

The Central Bureau of Statistics (BPS) recorded the number of foreign tourists coming to Indonesia in July 2024, there were 1.31 million international visitors to Indonesia, an increase of 9.42% from the previous month. After a decline in international visitors in March 2024, the number of visits increased from April to July 2024. Meanwhile, international visitor arrivals rose 16.91% from July 2023 to this month. A further indicator of the recovery of Indonesia's tourism industry is the increase in total foreign tourist arrivals from January to July 2024, which reached 7.75 million, an increase of 20.75% over the same period in 2023.

Sausu Glamping is a natural tourist destination located on the coast of Sausu Tambu, Parigi Moutong, Central Sulawesi, facing directly to Tomini Bay. This place combines the concept of glamorous camping (glamping) with the natural beauty of the sea, making it suitable for tourists who want to rest in the open but still comfortable, this tour presents facilities in the form of tents with a capacity of 2-4 people and is equipped with mattresses, plugs, fans, this tour is also available bathrooms designed with a touch of nature. Sausu glamping tour managers also provide camping chairs in front of the tent so that tourists can enjoy the view casually. In this tour, tourists can also do various activities such as fishing, riding paddle boats, kayaks, and boats. The calm atmosphere makes Sausu glamping tour an option for tourists who want to relax and enjoy the beauty of nature.

LITERATURE REVIEW

Electronic Word Of Mouth (E-WOM)

Electronic Word of Mouth is a consumer statement about a company's product in the form of information available to individuals or organizations through internet media. (Juliana *et al.*, 2024). Sharing service evaluations in internet commerce is known as eWOM. With more and more people interacting with each other on Facebook, Instagram, WhatsApp, YouTube, Twitter, and Line, the popularity of social media platforms has transformed word-of-mouth (WOM) into electronic word-of-mouth (eWOM). This massive amount of knowledge can be shared in real time, indefinitely, and across geographical boundaries thanks to electronic word-of-mouth (eWOM). (Wahyuningsih *et al.*, 2022).

E-WOM is any positive or negative statement made by current, future, or past consumers about a business or product that can be accessed by many people online. (Putri & Bhaskara, 2023). There are three indicators of electronic word of mouth, namely:

1. Intensity, which is how much interaction is done by customers, such as reviews, opinions, or posts, to provide information about attractions on social networking sites or social media.
2. Valance Of Opinion, opinions about a product are influenced by factors such as positive or negative comments from other social media users. This includes positive or negative reviews from social media and previous travelers' recommendations.
3. Content, in the form of information provided by customers to others through social media which is usually related to the quality, price, comfort, and other attractions of a tourist attraction. For example, information about entrance ticket prices, food prices, comfort, cleanliness, lodging, and information related to other tourist attraction facilities. (Sindunata & Wahyudi, 2018)

Social Media

Built on the conceptual and technological foundations of the Web, social media is a collection of publicly accessible internet-based applications that allow users to exchange ideas, produce and modify content, and forge relationships through communication and cooperation. (Fadjar *et al.*, 2022). Businesses can increase customer engagement and build quick, easy, and convenient relationships with target customers by utilizing social media networks. (Bachri *et al.*, 2023). The existence of social media has transformed customers from passive to active by allowing them to produce content about their goods and experiences. (Fadjar *et al.*, 2022)

When assessing social media marketing, the 4Cs are used as dimensions, specifically: (1) Context: shows how the information message of each post is used by users to tell a story. (2) Communication: the way each social media user reacts to a post and ensures that they feel comfortable with the message. (3) Collaboration: working together to improve information sharing among loyal users to make everything more efficient and successful. (4) Connection: maintaining each user's relationship to create lasting harmony. (AS Nugraha & T Adialita, 2021)

Visiting Decision

When someone decides to go on a trip, they use the idea of a purchase decision. A visit decision is when a traveler actually chooses to go to a preferred tourist destination from a range of alternative destinations available. (Safitri *et al.*, 2020). There are two components that support visiting decisions, namely: Factors that encourage a person to travel and pull factors, which are factors that want to influence a person's travel destination after visiting. (Santoso *et al.*, 2019)

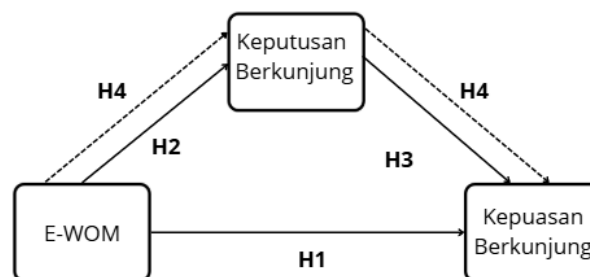
In general, men place more importance on value than women. Meanwhile, some consumers prioritize cost, risk, and involvement and expertise when acquiring goods or services. Therefore, customers' decisions regarding the goods they like and dislike are influenced by these attributes. Segmentation is essential for categorizing customers and managing the risks associated with sales volume. (Zahara & Rombe, 2017). Basically, a visiting decision is made by

someone before visiting a place by considering a number of factors. There are three indicators of visiting decisions, namely: 1) Location, 2) Price, 3) Recommendations from other people. (Yunus, 2023).

Visit Satisfaction

One of the most important success factors for increasing business revenue is customer satisfaction. Satisfied customers tend to become loyal customers by making more purchases or visits. (Wahyuningsih *et al.*, 2022). Customer satisfaction is a cumulative construct that is influenced by market expectations and perceived performance at a certain time, as well as previous satisfaction from period to period. Customer satisfaction is influenced by three factors: Performance expectations, uncertainty, and perceptions. (Wahyuningsih, 2013). Consumer happiness is very important for any company that wants to grow. Consumers who are happy with a company are more likely to support its products and become repeat customers. In addition, consumer happiness has been shown to be a key predictor of client loyalty. (Adam *et al.*, 2023). Satisfaction is the difference between consumer expectations and the reality they receive. Consumers will be very happy if the goods they receive exceed their expectations, and vice versa (Bachri *et al.*, 2023). Visiting satisfaction can also be interpreted as customer satisfaction, as for the indicators of visiting satisfaction, namely: 1) Achievement of consumer expectations or desires, 2) recommending tourist attractions visited to others, 3) service quality, 4) loyalty, 5) location, and 5) customer satisfaction. (Tampanguma *et al.*, 2022)

Figure 1 Framework Of Thought



H1: Electronic Word of Mouth (E-WOM) has a significant effect on Visitor Satisfaction.

H2: Electronic Word of Mouth (E-WOM) has a significant effect on Visiting Decisions.

H3: Visiting Decisions have a significant effect on Visiting Satisfaction.

H4: Electronic Word of Mouth (E-WOM) has a significant effect on Visiting Satisfaction through Visiting Decisions as a mediating variable.

METHODS

The type of research used is quantitative research. Quantitative research method is a research approach based on the philosophical view of positivism. This approach is applied to study certain populations or samples using measuring instruments or instruments in data collection. The data obtained is then analyzed quantitatively or statistically, with the main objective of testing previously formulated hypotheses. The positivism philosophy itself considers that reality, symptoms, or phenomena can be categorized, are relatively fixed, concrete, can be observed and measured, and the relationship between symptoms is causal or cause-and-effect. (Sugiyono, 2023). The population in this study were tourists who had visited the Sausu Glamping tour. In this study, researchers used purposive sampling technique as a sampling method. This technique was chosen because it allows researchers to determine samples based on specific criteria that are in accordance with the research focus. The number of samples taken was 120

respondents obtained from questionnaires distributed to respondents online. In this study using Structural Equation Modeling analysis. SEM is a powerful statistical method for examining complex relationships between latent variables (constructs) and manifest variables (indicators).

RESULTS

Convergent Validity

Table 1. Convergent Validity Test Results

Variables	Indicator	Loading Factors	Description
E-WOM	X.1	0,903	Valid
	X.2	0,916	Valid
	X.3	0,914	Valid
	X.4	0,910	Valid
	X.5	0,928	Valid
	X.6	0,921	Valid
	X.7	0,894	Valid
	X.8	0,920	Valid
	X.9	0,921	Valid
Visit Satisfaction	Y.1	0,926	Valid
	Y.2	0,891	Valid
	Y.3	0,927	Valid
	Y.4	0,886	Valid
	Y.5	0,945	Valid
	Y.6	0,932	Valid
	Y.7	0,913	Valid
	Y.8	0,883	Valid
	Y.9	0,861	Valid
Visiting Decision	Z.1	0,928	Valid
	Z.2	0,874	Valid
	Z.3	0,917	Valid
	Z.4	0,897	Valid
	Z.5	0,956	Valid
	Z.6	0,915	Valid
	Z.7	0,847	Valid

Source: SmartPLS processed results, 2025

Discriminant Validity

Table 2. Cross Loading

Indicator	E WOM	Visit Satisfaction	Visiting Decision	Description
X.1	0,903	0,693	0,692	Valid
X.2	0,916	0,708	0,720	Valid
X.3	0,914	0,724	0,733	Valid
X.4	0,910	0,696	0,685	Valid
X.5	0,928	0,767	0,773	Valid
X.6	0,921	0,710	0,712	Valid
X.7	0,894	0,713	0,726	Valid
X.8	0,920	0,753	0,785	Valid
X.9	0,921	0,771	0,773	Valid
Y.1	0,755	0,926	0,751	Valid
Y.2	0,726	0,891	0,723	Valid

Y.3	0,701	0,927	0,779	Valid
Y.4	0,714	0,886	0,728	Valid
Y.5	0,746	0,945	0,780	Valid
Y.6	0,725	0,932	0,776	Valid
Y.7	0,703	0,913	0,725	Valid
Y.8	0,743	0,883	0,701	Valid
Y.9	0,681	0,861	0,741	Valid
Z.1	0,713	0,749	0,928	Valid
Z.2	0,689	0,659	0,874	Valid
Z.3	0,726	0,729	0,917	Valid
Z.4	0,743	0,750	0,897	Valid
Z.5	0,764	0,788	0,956	Valid

Source: SmartPLS processed results, 2025

Average Variance Extracted (AVE)

AVE is a statistical measure used to determine how much an indicator variable can explain the latent variable or construct it represents. The minimum recommended AVE value is ≥ 0.5 .

Table 3. AVE Value

Variables	Average variance extracted (AVE)	Description
E-WOM	0,836	Valid
Visit Satisfaction	0,823	Valid
Visiting Decision	0,820	Valid

Source: SmartPLS processed results, 2025

Reliability Test

Composite Reliability and Cronbach's Alpha testing aims to test the reliability of instruments in a research model. If all latent variable values have a Composite Reliability and Cronbach's Alpha value ≥ 0.70 , it means that the construct has good reliability or the questionnaire used as a tool in this study is consistent.

Table 4. Value Cronbach's Alpha dan Composite Realibility

Variable	Cronbach's Alpha	Composite Reliability
X. E-WOM	0,975	0,979
Y. Visitor Satisfaction	0,973	0,977
Z. Visiting Decision	0,963	0,970

Source: SmartPLS processed results, 2025

Based on table 4, it can be seen that the results of Composite Reliability and Cronbach's Alpha testing show satisfactory values, namely all latent variables are reliable because all latent variable values have Composite Reliability and Cronbach's Alpha values ≥ 0.70 .

R-Square (R2) Value

Table 5. R2 Value Test Results

	R-square	R-square adjusted
Visit Satisfaction	0,726	0,722
Visiting Decision	0,645	0,642

Source: SmartPLS processed results, 2025

The R-Square value for the visit satisfaction variable is 0.726. This indicates that 72.6% of the change in visit satisfaction can be explained by the variables in the model, while the other 27.4% is influenced by external factors outside the model. The R-Square value for the visit decision variable was recorded at 0.645, which means that 64.5% of changes in visit decision can be explained by the independent variables used in this study. Both R-Square values obtained indicate that the model in this study has high predictive power. In terms of social research, R-Square values ranging from ≥ 0.6 - 0.7 or more can be considered good, because they can explain most of the variables studied.

Hypothesis Testing

Table 6. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation(STDEV)	T statistics (O/STDEV)	P values
E-WOM -> Visit Satisfaction	0,382	0,385	0,091	4,220	0,000
E-WOM -> Visiting Decision	0,803	0,803	0,037	21,547	0,000
Visiting Decision -> Visiting Satisfaction	0,514	0,512	0,091	5,676	0,000

Source: SmartPLS processed results, 2025

The following are the results of hypothesis testing on the structural model:

1. The Effect of E-WOM on Visitor Satisfaction

The test results show that the effect of E-WOM (Electronic Word of Mouth) on visiting satisfaction has a coefficient estimate value of 0.382. With a t-statistic of 4,220 and a highly significant p-value (0.000), it can be concluded that the effect of E-WOM on visiting satisfaction is significant. This shows that the more positive E-WOM received, the higher the level of visitor satisfaction.

2. The Effect of E-WOM on Visiting Decisions

The test also shows that E-WOM has a very significant influence on visiting decisions, with a coefficient estimate value of 0.803. The t-statistic obtained is 21.547, with a p-value of 0.000, which is well below the significance limit of 0.05. This indicates that E-WOM plays an important role in influencing an individual's decision to visit a place, where the influence is very strong.

3. The Effect of Visiting Decisions on Visiting Satisfaction

The last test results show that visiting decisions also have a significant effect on visiting satisfaction, with a coefficient estimate value of 0.514. The resulting t-statistic is 5.676, and the p-value obtained is 0.000. This indicates that the decision taken by individuals to visit contributes positively to their level of satisfaction, confirming the importance of the right decision in enhancing the visitor experience.

The following are the results of testing the hypothesis of the indirect effect of X on Y through Z:

Table 7. Hypothesis Test Results of Indirect Influence

	Original sample (O)	Sample mean (M)	Standard deviation(STDEV)	Tstatistics (O/STDEV)	P value
E- WOM -> Visiting Decision -> Visiting Satisfaction	0,413	0,411	0,075	5,529	0,000

Source: SmartPLS processed results, 2025

The test results show that there is a significant indirect effect of E-WOM on visiting satisfaction through visiting decisions, with a coefficient estimate value of 0.413. The obtained T-statistic is 5.529, and the highly significant p-value (0.000) indicates that this effect is not only present, but also strong. This indicates that E-WOM not only affects visit satisfaction directly, but also through the decision taken by individuals to visit. In other words, the more positive E-WOM received, the more likely individuals are to make a decision to visit which in turn increases satisfaction.

DISCUSSION

The Effect of E WOM on Visitor Satisfaction

The test results show that Electronic Word of Mouth (E-WOM) has a positive and significant effect on Visiting Satisfaction, with a coefficient value of 0.382, a T-statistic value of 4.220, and a p-value of 0.000 which is far below the 0.05 significance limit, indicating that the effect is statistically significant. This finding indicates that the more positive information or reviews submitted by previous visitors (through social media, forums, or online testimonials), the more likely new visitors will feel satisfied after making a visit.

Visitors who are exposed to positive E-WOM, not only get information about service quality, but also feel an emotional impact that can increase satisfaction (Khoirrani & Silitonga, 2023). This is in line with emotional value theory, which states that positive experiences resulting from social interactions can strengthen customer satisfaction.

The results of this study indicate that E-WOM has a significant effect on visit satisfaction, which is in line with the findings of this study (Damanik *et al.*, 2021) which reveals that E-WOM contributes to visitor satisfaction and interest in revisiting. In addition, research from (Oktavia *et al.*, 2024) also supports these results by showing that E-WOM has an effect on visiting decisions, where visitor satisfaction acts as a mediating variable.

The Effect of E WOM on Visiting Decisions

The test also shows that E-WOM has a very significant influence on visiting decisions, with a coefficient estimate value of 0.803. The t-statistic obtained is 21.547, with a p-value of 0.000, which is well below the significance limit of 0.05. This indicates that E-WOM plays an important role in influencing an individual's decision to visit a place, where the influence is very strong. E-WOM serves as a credible and relevant source of information, which can shape individuals' perceptions of a destination or service. In decision-making, individuals tend to consider the information they receive from sources that are considered trustworthy before making a decision. (Makawoka *et al.*, 2022).

Research (Purwanto *et al.*, 2021) supports these results by showing that E-WOM, along with attractiveness, contributes to visit decisions through visit interest as an intervening variable. Findings (Massie *et al.*, 2022) also in line, which shows that E-WOM in the context of digital marketing has a significant impact on visiting decisions, thus strengthening the relevance of the results of this study with previous studies.

The Effect of Visiting Decisions on Visiting Satisfaction

The last test results show that visiting decisions also have a significant effect on visiting satisfaction, with a coefficient estimate value of 0.514. The resulting t-statistic is 5.676, and the p-value obtained is 0.000. This indicates that the decision taken by individuals to visit contributes positively to their level of satisfaction, confirming the importance of the right decision in enhancing the visitor experience.

When individuals make a decision to visit, they usually consider various factors, including information received, expectations, and personal preferences. Consumer satisfaction is

influenced by the extent to which the experience obtained matches the expectations that have been previously formed (Maulidiyah & Fathor, 2024).

The results of this study indicate that visiting decisions have a significant effect on visiting satisfaction, which is in line with the findings (Ayuningtyas & Nugraha, 2021) supporting these results by showing that visiting decisions function as intervening variables that affect visitor satisfaction at Menganti Beach. The findings of Listyorini et al. (2024) are also in line, which show that visiting decisions have a significant impact on visitor satisfaction at Penglipuran Tourism Village in Bali, thus strengthening the relevance of the results of this study with previous studies (Listyorini et al., 2024).

The Effect of E-WOM on Visiting Satisfaction Through Visiting Decisions

The test results show that there is a significant indirect effect of E-WOM on visiting satisfaction through visiting decisions, with a coefficient estimate value of 0.413. The obtained T-statistic is 5.529, and the highly significant p-value (0.000) indicates that this effect is not only present, but also strong. This indicates that E-WOM not only affects visit satisfaction directly, but also through the decision taken by individuals to visit. In other words, the more positive E-WOM received, the more likely individuals are to make a decision to visit which in turn increases satisfaction.

The results of this study indicate a significant indirect effect of E-WOM on visiting satisfaction through visiting decisions, which is in line with the findings of the study (Rosi & Fathor, 2024) which reveals that E-WOM plays a role in influencing interest in visiting again through visiting decisions. Research (Khoirrani & Silitonga, 2023) also supports these results by showing that E-WOM can increase tourist satisfaction through visiting decisions taken. In addition (Kadi *et al.*, 2021) confirmed this relevance by finding that E-WOM has an effect on customer satisfaction through purchasing decisions as an intervening variable. Thus, the results of this study strengthen the evidence that E-WOM not only has a direct effect, but also through decisions made by individuals, which in turn increases visit satisfaction.

CONCLUSION

This study shows that Electronic Word of Mouth (E-WOM) delivered through social media has a significant influence on visiting decisions and visitor satisfaction at Sausu Glamping tourist destinations. Positive and interesting information spread through social media turns out to be able to influence someone in making a decision to visit. In addition, the right decision in choosing a tourist spot can increase their satisfaction while in that location. Thus, E-WOM not only has a direct impact on satisfaction, but also has an indirect effect through visiting decisions taken by tourists. These results show how important the role of social media is in shaping tourists' perceptions and experiences, and provide empirical evidence of the relationship between the variables studied.

LIMITATION

The scope of the study, which only covers one tourist destination, Sausu Glamping, means that the results cannot be generalized to other destinations that may have different characteristics. The sampling technique used also causes limitations in terms of respondent representation, as it does not represent all types of tourists. In addition, the online data collection method tends to reach respondents who are active in the digital world only, so that responses from tourists who are less active on social media are not thoroughly described. This study was also conducted in a short period of time, so it could not capture the dynamics of changes in tourist behavior over time.

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