

Impact of e-WOM and WOM on Destination Image in Shopping Tourism Business

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Abstract

Research on e-WOM and WOM has clearly shown that they have affected the destination image, but there is still few study comparing the impact of these two variables. The purpose of this study is to determine the impact of e-WOM and WOM on destination image. Multiple regression and effective contribution analysis are used to test the hypothesis. The population of this study is shopping tourism visitors in Java, Sumatra, Kalimantan, Sulawesi, Bali & Nusa Tenggara. The sample consists of 400 respondents using proportional stratified random sampling. Based on this study, the results showed that e-WOM and WOM had a partial and simultaneous impact on the destination image. It has been shown that WOM has a greater impact than e-WOM. The conclusion obtained shows that WOM has a stronger influence on the formation of destination image in the shopping tourism business. A further consideration is provided in the discussion.

Dampak e-WOM dan WOM Terhadap Citra Destinasi Pada Bisnis Wisata Belanja

Abstrak

Penelitian tentang e-WOM dan WOM dengan jelas menunjukkan bahwa keduanya mempengaruhi citra destinasi, tetapi masih sedikit penelitian yang membandingkan dampak dari kedua variabel ini. Tujuan penelitian adalah menguji dampak dari e-WOM dan WOM terhadap citra destinasi. Metode yang digunakan dalam menguji hipotesis penelitian yaitu analisis regresi berganda dan analisis kontribusi efektif. Populasi penelitian ini adalah pengunjung wisata belanja di Jawa, Sumatera, Kalimantan, Sulawesi, Bali dan Nusa Tenggara dengan menyertakan 400 responden sebagai sampel dengan menggunakan teknik proportional stratified random sampling. Hasil penelitian menemukan bahwa WOM dan e-WOM memiliki dampak positif secara parsial dan simultan terhadap citra destinasi wisata belanja. Berdasarkan penelitian ini, ditemukan bahwa WOM berpengaruh lebih besar dibandingkan e-WOM. Kesimpulan yang diperoleh menunjukkan WOM memiliki pengaruh lebih kuat pada pembentukan destination image di bisnis shopping tourism. Diskusi lebih lengkap disajikan pada hasil penelitian ini.

JEL Classification: L83, M31, M39

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INTRODUCTION

Many significant aspects of human life have changed due to the pandemic. The best examples of what has changed over the course of the pandemic are work habits, school habits, worship, and leisure activities that have been carried out primarily from their respective homes. Many countries, including Indonesia, have imposed a variety of movement restrictions to stop the spread of the virus, and it has had a devastating impact on the tourism industry (Triyono, 2020). The pandemic has slowed down and reduced tourist visits due to concerns over the impact of the virus (Sugihamretha, 2020). In response to the current situation, a mega retail store has transformed from a retail store to a hybrid business that is focused on offering shopping tourism.

Shopping tourism in Indonesia is emerging with a unique commercial expansion and hybrid business concept. Shopping tourism refers to the megastores that offer products and services that include shopping, dining, indoor family entertainment, and game center experiences all in one place. This megastore retail rebrands itself as a new concept in shopping tourism in Indonesia, which is promoted through a massive online and offline communication strategy via the social media platforms Instagram and TV channel. They use e-WOM and WOM as one of the strategies to shape the image of their place as a shopping and tourist destination. In the pandemic era, number of visitors has decreased due to fear of the danger of contracting the virus, but this has triggered the management to maintain the image of shopping tourism by striving for positive e-WOM and WOM.

Research has shown how traditional word of mouth (WOM) and electronic word of mouth (e-WOM) affect consumer behavior and purchase decisions (Bartosik-Purgat, 2018; Badir & Andjarwati, 2020; Kajtazi, & Zeqiri, 2020). E-WOM and WOM as tools to promote business plays an important role, especially in the tourism industry. Megastore retail has developed into a leisure company and is using e-WOM and

WOM to attract potential visitors from the millennial generation. WOM and e-WOM are most well-known for influencing tourists' decisions to visit and shaping the popularity of tourist attractions (Hsu et al., 2004). Traditional WOM has become the most influential source of information for shaping the image and destination perceptions (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Hanlan & Kelly, 2004). The emergence of digital media has altered this design map to make it a more dynamic map. Yet, there are still few studies comparing their performance (Ishida et al., 2016; Jalilvand & Heidari, 2017; Porter, 2017). WOM has become a well-known marketing tool that promotes buying decisions and consumer satisfaction (Porter, 2017). This affects the use of WOM as a major marketing strategy for companies.

Based on fact that megastore uses e-WOM and WOM strategies to promote its shopping tourism concept, this study aims to examine the effect of e-WOM and WOM on the perception of the destination image of shopping tourism in Indonesia during the pandemic period. Novelty from this research can compare the effect between e-WOM and WOM that most affects the destination image. Results from this research enable us to have the insight to compare the impact between WOM and e-WOM on destination image in the shopping tourism in Indonesia. The findings of this study will also be useful as comparative findings regarding WOM and e-WOM marketing practices in developing countries.

Hypothesis Development

WOM, e-WOM, and Destination Image

WOM is known to be the oldest and most important information channel for information exchange between people (Jalilvand & Samiei, 2012; Ismagilova et al., 2017). WOM and e-WOM are considered to have power, influence, and great impact because they have a persuasive element concerning regular marketing efforts (Hennig-Thurau et al., 2015). WOM and e-WOM promote consumer purchasing power and assist in the sale of products (Boyer et al., 2015). In the tourism industry that offers high

service and trust to visitors, WOM and e-WOM are proven to have a significant role because they can create better communicate the services offered to potential visitors (Jalilvand, 2017). Experts consider WOM and e-WOM to be the same thing but also quite different (Huete-Alcocer, 2017). Many researchers simply distinguish between e-WOM and WOM based on their platform (Cheung & Thadani, 2012). However, e-WOM and WOM remain different. WOM is a form of activity between two or several individuals to exchange and provide information, communication, and conversation between consumers (Goyette et al., 2010). Yang & Mattila (2017) added the e-WOM concept as a new form of web-based WOM.

The concept of e-WOM was put forward by Litvin et al. (2008), who mentioned e-WOM as informal communication via the internet aimed at consumers who use a product or service, or the company itself. In the online field, e-WOM is separated into personal and commercial e-WOM (Ishida et al., 2016). E-WOM has a more significant impact than WOM in person on destination image, tourism attitudes, and interests in the tourism industry (Jalilvand & Heidari, 2017; Huete-Alcocer, 2017). This form of online communication has grown to be important sources of information (Sotiriadis & Van Zyl, 2013; Abubakar & Ilkan, 2016). The results of Jalilvand & Samiei (2012), along with research by Gomez-Suarez et al. (2017), revealed that this form of online communication has made it possible for consumers to be open to each other by sharing information on products, brands, and/or businesses.

WOM has been widely recognized as influential factor in consumer behavior and consumer purchasing decisions, as well as purchase intention (Litvin et al., 2008; Jalilvand & Samiei, 2012; Daugherty & Hoffman, 2014). Furthermore, Huete-Alcocer (2017) considers WOM to be particularly important for intangible goods, such as the tourism and hospitality industries. Visitor satisfaction is very important because it motivates behavioral intentions, WOM, and visiting decisions (Huete-Alcocer, 2017). This in-

dicates that overall satisfaction results in tourists' being able to visit or recommend tourist attractions (Sotiriadis & Van Zyl, 2013). Based on the previous study, the first hypothesis proposed is: H1: WOM has an impact on destination image in shopping tourism.

The role of e-WOM in shaping the destination image has become the preoccupation of several global researchers like Gretzel et al. (2018), Al-Bourini et al. (2021), Setiawan et al. (2021), and has become a valuable concept to understand how tourists select tourist destinations. Recent research has created the concept of e-WOM, which is considered one of the best promotion tools. This is because e-WOM enables broad coverage and has the capability of analyzing, capturing, managing, and interpreting the impact of communication (Litvin et al., 2008). Findings from research conducted by Goldsmith & Horowitz (2006) suggest using e-WOM rather than mass media messaging to entice consumers to visit. E-WOM has also become a marketing activity that has a significant impact on consumer purchasing decisions, in particular, because it provides online reviews (Gupta & Harris, 2010; Park & Allen, 2013). Today, e-WOM is able to reduce the perceived risk to consumers in the context of e-business (Park & Kim, 2008). Additionally, Liang et al. (2006) stated that the role of e-WOM and WOM in shaping the destination image has become a concern for several global researchers. The perception of this destination image is a concern for tourism destination managers. Tourism infrastructure is not only a major management concern, but image management is important as well. It is also one of the major concerns for the management of shopping tourism. Based on this argument, the second hypothesis proposed is:

H2: e-WOM has an impact on destination image in shopping tourism.

Businesses see WOM and e-WOM as new opportunities for identifying consumer needs (Huete-Alcocer, 2017). However, e-WOM is seen as more beneficial than WOM because it

can provide an understanding for companies about the factors that motivate consumers to write their opinions and their impact on others compared to traditional WOM (Cantalops & Salvi, 2014). Despite all its benefits, e-WOM is also considered to have an adverse impact. Positive or negative attitudes towards products or services will affect consumer interest in the future because it allows consumers to compare products or services that match their expectations (Yang & Mattila, 2017). Consumer opinions from e-WOM are considered to pose a risk to the company as they cannot be controlled (Yang & Mattila, 2017). However, in reality, Internet users are becoming more and more confident in the free reviews and reviews of other Internet users that are not affiliated with the company.

The striking difference between WOM and e-WOM is how quickly the message is broadcast, as e-WOM is broadcast over the Internet (Gupta & Harris, 2010). A further difference between e-WOM and WOM lies in the length of the communication. Since e-WOM is provided in writing, e-WOM in the form of a review or opinion will exist forever (Cheung & Thadani, 2012; Hennig-Thurau et al., 2015). Consumers depend on online media when they need product or service information because they are more quickly accessed and do not need to rely on other people to provide their opinions or to strengthen the information they have received (Huete-Alcocer, 2017). Information exchange between consumers is no longer carried out between people or face-to-face but is more mediated by ICT (Huete-Alcocer, 2017). In the tourism sector, e-WOM is considered the source of information that most affects the source of information before purchase (Sotiriadis & Van Zyl, 2013).

The image of a tourist destination is a beneficial driver of visitor popularity (Hsu et al., 2004; Baloglu & McCleary, 1999). Destination images affect tourist attitudes, buying decisions, and the subsequent development of traveler behavior as a result of WOM (Jalilvand & Heidari, 2017). The destination image is regarded as a subset of all in-depth studies of images that are influenced by a

person's psychology (Echtner & Ritchie, 1991). Chen et al. (2016) stated that the destination image is an individual's feeling about a place that is used as a destination. Moreover, Hamouda & Yacoub (2018) found that the emotional image is a component of the destination image that has an impact on the interest of visitors influenced by e-WOM. The relation between e-WOM, WOM, and the destination image was also investigated by Jalilvand et al. (2012) and Ishida et al. (2016). From these studies, e-WOM and WOM have an impact on how destination images are formed. The results of Jalilvand et al. (2012) and Ishida et al. (2016) research also provide additional information that WOM has a greater influence on the development of destination image perceptions than e-WOM. The results of previous studies comparing the effects of WOM and e-WOM are still inadequate, and the results of studies aiming to compare the effects of WOM and e-WOM are also different. Based on the previous study, the first hypothesis proposed is:

H3: WOM and e-WOM simultaneously has an impact on destination image in shopping tourism.

Research comparing the greater influence between WOM and e-WOM was conducted by Jalilvand & Heidari (2017), who found that e-WOM played a more important role in forming destination images, attitudes, and an interest in visiting compared to WOM. However, the findings from Ishida et al. (2016) conducted in China and also by Susilowati & Sugandini (2018) who examined the perception of the quality of the tourist attractions in plate-Dieng showed that WOM had a greater impact on destination image and the perceived quality of tourist attractions compared to e-WOM. The results of other research that is also concerned with WOM and e-WOM in the context of tourist attractions were conducted by Verinita & Indrianti (2019), who examined the effects of quality attributes, destination images, WOM, and e-WOM on visiting decisions and showed that e-WOM does not affect the decision to visit destination of Bukik Chi Nangkiak, Sumatra. Research that examines the

impact of WOM, e-WOM, and destination image still shows different results. These different findings are worth proving and should be examined in the context of shopping tourism in Indonesia. Particularly, in Indonesia, it is necessary to prove which of the WOM and e-WOM has the greater impact on the destination image because of the characteristics of the people who are more adept at using social media but still lack internet literacy (Febriyani, 2021). This means businesses still need to use WOM, although E-WOM is more sophisticated in the digital world nowadays. Based on this fact, the four suggested hypotheses are:

H4: WOM has a greater influence on perceived destination image than e-WOM.

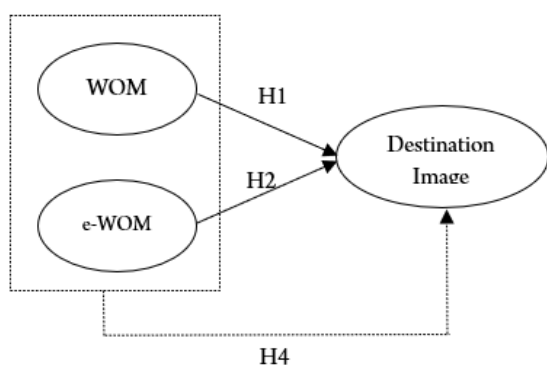


Figure 1. Research Framework

METHOD

The population of this study is shopping tourism visitors in Indonesia. We used the proportional sampling method to give a proportional amount of respondents in each island because the number of shopping tourism visitors is

unknown and spread across Java, Sumatra, Kalimantan, Sulawesi, as well as Bali and Nusa Tenggara. According to population projection data from the Indonesian Central Statistics Agency (BPS), the total population in Java, Sumatera, Kalimantan, Sulawesi, and Bali and Nusa Tenggara in 2020 will be 263,538,500. The Slovin formula is used to calculate the total sample size since we don't have the exact number of visitors on each island, and Slovin can give a generalized number of samples for research. Based on Slovin and an accuracy level of 5%, a minimum sample size of 399 respondents was needed for this research, and we rounded up this number to 400 respondents. After determining the proportion of respondents, the questionnaire is then distributed to prospective respondents via direct messages to respondents who have at least once visited shopping tourism and or visited Instagram accounts, Facebook, and discussion forums on shopping tourism. A total of 1400 direct messages with the request to fill out the questionnaire were sent to random shopping tourism visitors with a 35.2% response rate.

The sampling technique was based on proportional stratified random sampling. The use of proportional stratified random sampling is based on the difference in the number of residents on each island that is allocated to a different study population. The proportional sampling technique may result in the number of respondents representing the number of populations on different islands having balanced proportions. The formula used to determine the number of samples for each island is determined using the formula $N_{\text{sample}} = \text{Total population } (N) / \text{Total}$

Table 1. The Number of Sample Sizes

No	Island	Number of Population	Nsample = N/k*400
1	Java	152.449.900	231 sample
2	Sumatera	59.337.100	90 sample
3	Borneo (Kalimantan)	16.769.700	25 sample
4	Sulawesi	19.934.000	31 sample
5	Bali & Nusa Tenggara	15.047.800	23 sample
	Total	263.538.500	400 sample

population (k)*400 respondents.

Table 1 shows the population size of the islands according to the population. Based on the calculation of the population and the sample required in this study, the total sample proportion is in Java, totaling 231 respondents, Sumatra, 90 respondents, Kalimantan, 25 respondents, Sulawesi, 31 respondents, Bali and Nusa Tenggara, totaling 23 respondents, so that the total respondents from these 5 islands is 400 respondents. The items used for measuring the variables in this study are based on previous studies. WOM and e-WOM are measured using research from Ishida et al. (2016). The indicators used to measure the WOM and e-WOM variables in this study were adapted from Ishida et al. (2016), who examined the effect of WOM and e-WOM on destination image in Branson, Missouri. The destination image question indicator was adapted from Beerli and Martin (2004), which examined the factors composing the destination image. According to Beerli & Martin (2004), the overall image of a tourist destination depends on its cognitive and emotional image. This study uses a question that represents the cognitive and affective image to measure the destination image in its entirety. A 7-point Likert scale ranging from 1 (very negative) to 7 (very positive) was used to assess the perception of WOM, e-WOM, and destination image analyzed in this study.

The research instrument needs to be tested before it is distributed to the specified respondents to ensure that the research questions can represent the dimensions of the variables determined in this study. To test the instrument used for the questionnaire questions, this study uses the Pearson Product Moment form to verify the validity of the questions. This study uses a pilot test with 40 responders to test the validity of the elements. Using the formula $df = n - 2$, the R_{table} value for the number of respondents to the validation test is 0.3120. The item is valid if the value in $R_{count} > R_{table}$ at sig 5%. According to the results of the validity test using Pearson Product Moment, all item indicators used in e-WOM and

WOM met the specified values. This indicates all units in use are valid. Table 2 presents the validation test results.

All the data has been processed through SPSS. The data was processed by using multiple linear regression and efficient contribution analysis. As suggested in Hair et al. (2010), it is necessary to test the classic hypothesis before testing the data. For this study, normality, heteroscedasticity, and multicollinearity tests were carried out before the data was tested. The results of the classical assumption test processing revealed that the data were normally distributed using the Kolmogorov Smirnov test with a symp. sig (2-tailed) value > 0.05 , because $0.906 > 0.05$ indicated that the data met the assumption of normality. Furthermore, the correlation test and heteroscedasticity test using the Durbin-Watson value for the multicollinearity test and Glejser for the heteroscedasticity test showed that there was no heteroscedasticity or multicollinearity in the data.

Reliability tests using Cronbach Alpha have shown results for e-WOM (0.777), WOM (0.806), and destination image (0.983). This new value exceeds the critical value by 0.70. These results show that each variable studied is reliable. Multiple regression was used to test the proposed hypothesis. Multiple regression is appropriate for research with more than one independent variable to investigate the relationship of its effects to the dependent variable. To answer the research hypothesis regarding the greatest effect between traditional WOM compared to e-WOM in affecting destination image, the calculation of the Effective Contribution (EC) was used for the regression which was chosen because it is easy to calculate and can be applied to studies that are not complex. Effective contribution analysis is used to measure the size of the contribution of a predictor variable (independent variable) on the dependent variable in regression analysis by not taking into account other variables not examined. The effective contribution is calculated to determine the relative contribution of each predictor for the total

Table 2. Results of Validity Test

Variable	Indicator	Pearson Correlation	R _{table}	Conclusion
E-WOM	e-WOM1	0.584	0.3120	Valid
	e-WOM2	0.570	0.3120	Valid
	e-WOM3	0.598	0.3120	Valid
	e-WOM4	0.589	0.3120	Valid
	e-WOM5	0.574	0.3120	Valid
	e-WOM6	0.615	0.3120	Valid
WOM	WOM1	0.563	0.3120	Valid
	WOM2	0.612	0.3120	Valid
	WOM3	0.560	0.3120	Valid
Destina-tion Image	DI1	0.992	0.3120	Valid
	DI2	0.817	0.3120	Valid

population (Hadi, 2004).

RESULT AND DISCUSSION

Respondents to this study are shopping tourists in Java, Sumatra, Kalimantan, Sulawesi, Bali and Nusa Tenggara. A total of 400 respondents filled out an online survey. Of all the respondents, 53% are male and 47% are female. Meanwhile, the average age of all respondents was 20% under 21 years old, 19.5% 22–35 years old, 21.75% 36–50 years old, 18.5% of them were 51–60 years old, and 20.25 of them were more than 60 years old. The educational background of the majority of respondents is an elementary school with 20.75%, junior high school with as much as 16%, senior high school with as much as 17%, bachelor’s degree with as much as 13%, and 33.25% have a postgraduate educational background. The results for the hypothesis test are shown in table 3.

According to the data processing results of Table 3, the results for hypothesis 1 are demonstrated by the value of Tcount > Ttable or

13.930 > 1.971. So there is evidence that WOM influences the destination image. Therefore, H1 is accepted. Hypothesis 2 showed by the value of Tcount > Ttable or 2.608 > 1.971. Thus, it has been proven that e-WOM affects the destination image. As such, H2 is acceptable. Hypothesis 3 is demonstrated by the value of Fcount > Ftable or 99.533 > 3.04. Thus, it has been shown that e-WOM and WOM simultaneously influence the destination image. Therefore, H3 is accepted. The model of the research equations from the results of the data processing may be written as: $Y = 0.666 + 0.107 X1 + 0.571$.

To respond to hypothesis 4, the contribution value of each dependent variable to the independent variable was calculated. The actual contribution is determined by multiplying the magnitude of the regression coefficient by the correlation coefficient. Based on the calculation of the effective contribution analysis, the results of the effective contribution of the e-WOM and WOM variables on the perception of the destination image of shopping tourism are shown in

Table 3. Research Hypothesis Test

Variable	R ²	Adjust R ²	F	Sig.	Beta	T	Sig.
(Constant)	.334	.578	99.533	.000	.666	5.512	.000
e-WOM					.107	2.608	.009
WOM					.571	13.930	.000

Table 4. Effective Contribution Result

Variables	Regression Coeff. (β)	Correlation Coeff. (r)	R _{square}	EC = ($\beta \times r$)
e-WOM	.107	.568	.334	= 6.0776
WOM	.571	.479		= 27.350

Table 4.

Based on the analysis of the effective contribution in table 2, it can be interpreted that e-WOM contributed 6.07% to destination image while WOM contributed 27.3%. Based on this finding, the variable that has the greatest influence on the perception of the destination image is WOM. These results give a meaning that WOM has an even greater influence on visitors' image perception on shopping tourism in Indonesia.

Discussion

Hypothesis 1 proposes that the destination image is affect by WOM. The findings from this study show a significant impact of WOM on the destination image. These outcomes are similar to those of Ishida et al. (2016), who found that WOM affects destination image at tourist sites in Missouri. Another study was also conducted by Jalilvand (2017), which proved that WOM affects the destination image in Iran. These finding reinforce the results of previous studies on the role of WOM in the formation of perceptions of the image of the destination among tourists.

The results of the study prove the acceptance of hypothesis 2, namely that there is an effect of e-WOM on the destination image. These results reinforce earlier research by Setiawan et al. (2014) that demonstrates e-WOM effect on the destination image in Bali. Choirisa et al. (2021) also prove that e-WOM affects the destination image on the island of Komodo. Research on e-WOM and destination image has been carried out by many studies, with the majority of the results being the same, namely that e-WOM influences destination image. The results of that study reinforce those of previous studies.

Evidence from Hypothesis 3 indicates that WOM and e-WOM together affect the destination image on shopping tourism. These fin-

dings reinforce earlier studies that have also examined the effect of e-WOM and WOM on the simultaneous formation of destination images. Research conducted by Ishida et al. (2016) and Jalilvand & Heideri (2017) provides similar evidence. The results of this study revealed that the target image is formed as a result of the influence of WOM and e-WOM. This study provides further insight into the impact of e-WOM and WOM on the retail industry and e-WOM via social media. The magnitude of the influence of e-WOM and WOM on destination image based on the results of the study shows a percentage of 33.4%, which means that more than 66.6% are influenced by other factors. The magnitude of the influence of e-WOM and WOM based on the results proves that the destination image in shopping tourism is significantly influenced by e-WOM and WOM. This may mean that the management of shopping tourism cannot rely only on e-WOM on the chart or WOM to encourage the formation of a positive destination image in the minds of visitors. However, the magnitude of the simultaneous influence of 33.4% is also an indication of being able to manage e-WOM on the WOM because it affects the shopping tourism image by a large enough number. The results of this study reinforce previous research (Ishida et al. 2016; Jalilvand & Heideri, 2017), which also has similar research results that show the traditional influence of WOM and e-WOM on the destination image.

The results of Hypothesis 4 research indicate that WOM has a greater impact than e-WOM on the formation of destination image perceptions for Indonesian shopping tourism. These results reveal an interesting fact: even though e-WOM is one of the most recent communications in the digital media realm, the characteristics of the research respondents prove

that traditional WOM still more important in shaping the perception of destination image in shopping tourism. These results reinforce the findings from Ishida et al. (2016) and Porter (2017) that also show the same results that WOM has a more significant impact on the perception of the destination image. In this case, potential visitors to Indonesia are more confident in WOM when deciding to visit for shopping tourism. In the age of technology, where e-WOM is considered more effective in reaching consumers, this does not apply to consumers in shopping tourism in Indonesia. Research conducted by Jeong & Jang (2011) noted the potential effect of e-WOM towards customer decision-making in the context of the restaurant industry. Tsao & Hsieh (2015) concluded that e-WOM has a major impact on consumer purchasing decisions. Amezcua & Quintanilla (2016) also stated that e-WOM today has become a very powerful marketing tool because of its ability to promote businesses and companies through information and videos that involve consumers liking or providing their comments online. These studies, directly and indirectly, promote the idea that e-WOM has a stronger impact on consumer decision-making, particularly when associated with the current era of technology and communication. However, the findings of the present study do not apply to the types of consumers of shopping tourism in Indonesia.

These results provide a strategic contribution for shopping tourism managers so they can pursue marketing activities that highlight traditional WOM as well as positive e-WOM on their Instagram. According to Porter (2017), WOM also has a much larger impact on the buying attitude than e-WOM. It can be concluded that WOM is still the best way to persuade consumers to take a better stance than e-WOM. In the shopping tourism industry, WOM is more influential than e-WOM. This shows that consumers in Indonesia, who are represented by the Indonesian people in these 5 big islands, have the perception of visiting shopping tourism because of suggestions from people they know and face-to-face communication with other people

who recommend visiting shopping tourism.

CONCLUSION AND RECOMMENDATION

This research succeeds in finding and comparing the destination image impact that is caused by WOM and e-WOM. The finding of this research shows that WOM and e-WOM, partially and simultaneously, have an impact on the destination image of Indonesia's shopping tourism. The research also shows that WOM has a higher effect than e-WOM on visitors to Indonesia's shopping tourism. In general, e-WOM and WOM have long been known to influence interest and buying decisions. Within the tourism industry, e-WOM and WOM also impacted the decision to visit tourist objects. The results from this work led to the reinforcement of earlier work that also used the e-WOM and WOM dimensions in shaping a destination image. Different results will probably be generated in future studies with more specific modeling of the e-WOM and WOM dimensions by analyzing the relationship with each of the e-WOM and WOM indicators used.

The limitation of this study

This study has the limitation that it only uses one industry, which is the shopping industry, and other results may appear in different kinds of industries. For further study, researchers are encouraged to use different kinds of industry that can be related to the destination images, such as halal tourism or geo-tourism. Future studies can also be considered to use qualitative studies to enhance the motivational factor of tourists when they choose a particular destination based on the image. Further research is expected to be strengthened by using moderation variables such as intention to visit, intention to travel, and consumer trust.

Based on the findings, this study may be used as evaluation material for the management of shopping tourism to determine the most appropriate marketing strategy for the character of shopping tourism visitors in Indonesia. The results show that with the character of Indonesian visitors spread over large islands, WOM is more

effective in reaching the perception of destination image in shopping tourism than e-WOM. Another consideration of the results that have been stated is that shopping tourism management may consider optimizing e-WOM through YouTube and Facebook instead of Instagram. The data shows that YouTube and Facebook are still the most popular social media platforms. This base for the largest number of users may be the base to wait for e-WOM to be more massive than Instagram.

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