



**THE IMPACT OF E-WOM INSTAGRAM
TO TOURISTS INTENTION TO VISIT THEMATIC CAFE IN BALI
THROUGH DESTINATION IMAGE AS INTERVENING VARIABLE
(CASE STUDY: STUDENTS OF PETRA CHRISTIAN UNIVERSITY
SURABAYA)**

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Abstract

The aim of this research is to determine the impact of e-WOM Instagram on tourist intention to visit thematic cafe in Bali through destination image as intervening variable. This is a causal study with experimental methods and quantitative approaches. Experiments were carried out on 50 respondents who actively use Instagram as a reference source for traveling. The collected data is processed by the Partial Least Square (PLS) method using Smart PLS software. The findings reveal that e-WOM Instagram affect tourist intention to visit thematic café in Bali significantly through destination image. The destination image act as a perfect mediator, because there is no direct effect of e-WOM Instagram to tourist intention to visit thematic café in Bali.

Keyword: E-WOM, Thematic Café, Destination Image, Tourist Intention.

Introduction

Research background

Eating is a human daily activity to meet physical needs. Long time ago, that might be the definition of eating, conventional. Today's, eating activity becomes more extensive functions, besides for fulfilling physical needs, it also to meet social needs. Steven Kim, founder of Qraved.com (in Jakarta Post, 2014), said that the phenomenon of eating trends in restaurants is part of social activities such as entertainment, refreshing, self-actualization, and stress relief. Lifestyle changes of people in Indonesian make the food and beverage industry grow rapidly. More and more premium coffee shops, rooftop restaurants, and themed cafés have arisen.

Of course, when traveling, tourists' eating activity is not only to meet their physical needs, but it also to meet other social needs. Furthermore, tourists' behaviour (especially for domestic tourists) in the era of current technological advances showed that updating social media is a priority. Gyimothy et al. (2000), found that around 34% - 54% of tourists mentioned that restaurants are as a



significant factor in visiting a destination. Restaurant entrepreneurs in Bali also see this as a potential business opportunity. Since 2015, various thematic cafes have begun to appear in Bali to accommodate the needs of these tourists. Just say "Da Maria", a café with coastal nuances in Italy; there is also a "Panama Kitchen & Pool", a café that offers a special atmosphere of Santorini; the other unique is "Bong Pipi Bali", a café that brings us back to remember various games in our childhood, and there are many others. Until now, there are approximately 15 thematic cafés in the area of Kuta, Canggu, and Seminyak.

Changes phenomenon in eating activity meaning, tourist behaviour, and technological advances that have been described before make the tourism industry, especially for F & B industry, needing to review their business strategies so that they can still compete. The use of social media as a marketing tool and customers engagement tools are important things to be considered. Reporting from Forbes (DeMers, 2014), Instagram is now considered the best social media platform for customers engagement tools. In a survey of more than 2,500 micro-influencers (users of social media with followers involved in large numbers), 60 percent thought that Instagram is the best platform for customers engagement tools. It was followed by Facebook, which only received support about 18%. Instagram, launched in 2010, had a huge impact on vacation destinations and the way people sharing their experiences with friends and family. Hotels and restaurants that understand the 'needs' of tourists are now choosing an 'Instagramable' design for their interiors, beautifying a special wall for photo backgrounds, and in the process, letting the photos uploaded to Instagram being their marketing tool (Anna, 2017).

Based on the described phenomena, this study needs to be done to find out whether e-WOM Instagram influences the visit intention to thematic cafés in Bali through the establishment of thematic cafés image in Bali as a tourist destination? It is hoped that this study can become a reference for people who have F & B business, especially, related to the use of Instagram for image strengthening and promotion as part of the marketing strategy.

Literature review

Tourists behaviour can be grouped in three stages of travel, those are pre-trip, during trip and post-trip. At the stage of pre-trip (planning trip), to reduce uncertainty and risk, generally, tourists look for various information at the beginning. In the past, information sources were printed media, nowadays, along with the technology development, online media and social media take over the role of that conventional media. Social media is now a forum for individuals to share information and experiences in the form of writing, photos, and videos.

There were three dimensions of e-WOM measurement according to Goyette et al. (2010), those are were intensity, valence of opinions (positive and

negative), and content. Study conducted by Hennig-Thurau et al. (2010), proving that consumers used obtained information through e-WOM as one source before they made a purchasing decision.

Cognitively, prospective tourists will process all the obtained information from e-WOM in social media. Positive e-WOM will form a positive perception of prospective tourists towards a tourist spot, and vice versa. The formed perception regarding the character of a destination is called the destination image. Chen, Y. C., Shang, R. A., & Li, M. J. (2014) revealed that destination images are formed not only through mass media information, but also from the process of collecting, selecting, and sharing other people's experiences. This is also reinforced by Jalilvand, M.A., Samiei, N., Dini, B., & Manzari.P.Y. (2012) suggesting that the e-WOM affects the establishment of destination images. The formed destination image can be either a positive image or a negative image. The more positive the destination image is formed in the minds of prospective tourists, the higher visit intention of prospective tourists to visit the destination.

Based on the theoretical study above, the researcher suspects that (figure 1):

H1. e-WOM influences the image of tourists regarding thematic cafés in Bali.

H2. Image of thematic cafés in Bali has an effect on tourists' visit intention.

H3. e-WOM has a direct effect on tourists' visit intention in thematic cafés in Bali.

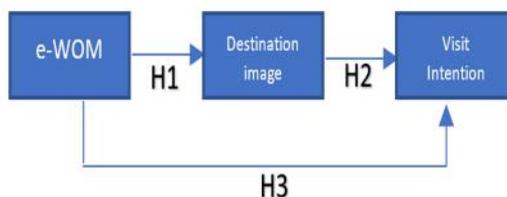


Figure 1. Research Conceptual Model

Research Method

This study used experimental method. Before the experiment began, the researcher created an Instagram account (picture 2) with the name balithematiccafé(#balithematiccafe) then the researcher filled it with captions, photos, and videos displaying decorations, menus, atmosphere, staff, and other components from thematic cafés in Bali. The experiment began by asking respondents to explore the balithematiccafé Instagram account page on their respective devices, then respondents is asked to fill out online questionnaires made by researchers on the google form. Questionnaire used a Likert scale 1-5 representing the level of approval of respondents from strongly disagree to

strongly agree with e-WOM related statements (intensity- valnce of opinion-content), the destination image (cognitive; general infrastructure-atmosphere, social environment-value for money, avective image), and visit intention to thematic cafés in Bali. One experimental session consisted of 3-5 respondents and lasted for about 20 minutes, 15 minutes exploring Instagram account and remaining 5 minutes filling questionnaire. In total, there were 50 respondents who were students of the Petra Christian University from various departments involved in this experiment. Data is processed using smart PLS 3.2.7 software and analysed with Partial Least Square techniques.

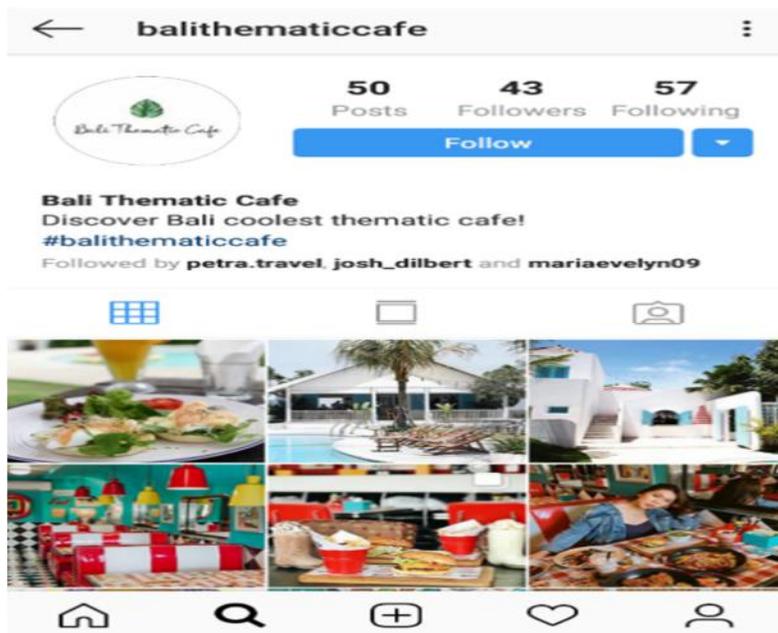


Figure 2. Account Instagram: Balithematiccafe

Result and Discussion

Table 1 contains information on variation level in the changes of independent variables on dependent variable indicated by the R-square value. The R-Square value for the destination image was 0.368. This result means that the percentage of e-WOM the influence on the destination image based on the twelve indicators studied was 36.8%, while 63.2% was influenced by other factors outside the study which are estimated to be tourists' internal factors such as socio-demographic character, motivation, and vacation experience. The R-square value for visit intention was 0.428. These result means that the large percentage of the destination image influence on visit intention based on the four



indicators studied was 42.8%, while 57.2% was influenced by other factors outside of this study such as travel constraints (e.g. time, money, and distance), tourist personal value, and special promotion.

Table 1.R-square

Variable Endogen	R-square
Destination Image	0,368
Visit Intention	0,428

In the PLS model, a goodness-of-fit assessment is discovered from Q2 value. The Q2 value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, in which the higher the R-Square, the fitter the model with the data can be. The results of calculating the Q-square value are as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1-R^2_1)(1-R^2_2) \\
 &= 1 - (1-0,368)(1-0,428) \\
 &= 0,639
 \end{aligned}$$

The result of the Q-Square calculation was 0.639 having an understanding that the PLS model developed in the study was able to predict the phenomenon of the e-WOM Instagram impact to tourists' visit intention to thematic café in Bali through a destination image which is in the amount of 63.9%.

The next stage is to test the hypothesis. Hypothesis testing results are shown in Table 2. T-statistics value was obtained from the bootstrapping procedures that exist in the PLS program. T-statistics value with a significance of 5% has value terms >1.96 so that the inner model is considered significant.

Table 2. The result of t-Test (Path Coefficient)

		Original Sample (O)	Standard Deviation	T-Statistics (O/STDEV)
H1	e-WOM » Destination Image	0,607	0,144	4,226
H2	Destination Image » Minat Berkunjung	0,771	0,147	5,249
H3	e-WOM » Minat Berkunjung	-0,237	0,197	1,203



Hypothesis 1 (H1) had a t-statistic value of 4.226 or >1.96 which meant that e-WOM Instagram had an effect on the image of thematic cafés in Bali; H1 was accepted. Kotler (2000) revealed that every customer had a certain impression of a brand after seeing, hearing, reading, or feeling the product brand. This also happened to respondents after exploring balithematiccafé Instagram account and viewing photos, videos, and reading captions related to thematic cafés in Bali. The result of H1 test was in line with the research of Jalilvand, M.A., Samiei, N., Dini, B., & Manzari.P.Y. (2012) saying that destination images were mostly formed through WOM and independent information sources.

Hypothesis 2 (H2) has a t-statistic value of 5.249 or >1.96 which meant destination image had an effect on respondents' visit intention; H2 was accepted. Lin et al. (2007) also stated that a good image of a tourist destination area would strengthen the intention of tourists to choose the tourist destination. This result is more or less influenced by the respondents' character who are students between the ages of 18-22 years. Technological advances are changing the phenomenon of youth social behavior, in which social recognition is very much needed at this time. They share photos, videos, and stories on social media to get that recognition. Therefore, respondents tended to be interested in tourist attractions that have a positive image because it can improve the respondent's self-image.

Hypothesis 3 (H3) has a t-statistic value of 1.203 or <1.96 which meant that e-WOM does not directly influence visit intention; H3 is rejected. Respondents' visit intention to thematic cafés in Bali was not directly affected by e-WOM, but having to go through destination image then a visit intention was formed (destination image became a perfect mediation variable). This may occur due to the information source. In study conducted by Terttunen (2017) stated that people do not depend on one source only when searching for information about a destination, but they use several sources. There is a big difference between the level of trust in information provided by commercial parties, tourism operators, and other tourist reviews. Travelers will consider the credibility of the source so they tend to trust e-WOM from friends and family, followed by information from travel agents, tourism websites, travel bloggers, and others. Thus, it can be concluded that respondents need other, more trusted information sources, to be able to create a direct influence relationship between e-WOM and visit intention to thematic cafés in Bali.

Conclusions and Recommendation

Through this study, it is known that e-WOM Instagram influences visit intention of students of Petra Christian University to thematic cafés in Bali through the establishment of a destination image. In this study, e-WOM sub-variables, intensity, had low value. This is due to the lack of interaction between the holders of balithematiccafé Instagram account and users. Consequently,



account credibility is still doubted by the follower as an information source before choosing a thematic café in Bali as a place to have a trip. The researcher also observed thematic café Instagram accounts in Bali, and the researcher found similar conditions.

Responding to these problems, it is advisable for the holder of Instagram account, especially, thematic cafés in Bali to try to increase the intensity of interactions between the holders of account and users, one of them, through giveaway events. The Giveaway Event needs to be dealt with various requirement to be more effective, for example by requiring giveaway participants to tell about the activities they will do if they visit thematic cafés in Bali then tag some friends, so that the thematic café gets more exposure from 1 prospective tourist and more. This method is expected to increase the dimensions of e-WOM intensity such as examples of mutual comments, likes, share, and follow on Instagram accounts related to thematic cafés in Bali. Thus, more people are aware of the existence of thematic cafés in Bali. In addition, every uploaded photo and video on the thematic café account is suggested to use the hashtag or location so that potential tourists can easily get information about thematic cafés in Bali. Tourists who visit can also share their experiences when visiting by adding the hashtag that was created by the café and tagging the café Instagram account that was visited so that uploading of tourist photos has the opportunity to be reposted by the thematic café they have tagged.

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