

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
DESTINATION IMAGE AND NOVELTY SEEKING ON
TOURIST INTEREST IN VISITING PONTIANAK CITY**

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ABSTRACT

The number of visits to Pontianak City is increasing. One of them is one reason for the increasing intensity of this visit is the existence of new tourist attractions, unique culinary with delicious taste and very distinctive culture in Pontianak City. We can find this on the internet especially social media. This study aims to analyze the influence of electronic word of mouth (e WOM), destination image, and novelty seeking on tourists' interest in visiting Pontianak City. In this study, the method used is a quantitative research method with descriptive analysis. This type of research is path analysis research . The results of the study indicate that electronic word of mouth (e-WOM) and novelty seeking influence on the interest of tourists visiting Pontianak City. Electronic word of mouth (e-WOM) influences destination image, but destination image does not influence the interest of tourists visiting Pontianak City. Destination image mediates the relationship between e-WOM and interest in visiting and also shows results that do not influence the interest in visiting. Electronic word of mouth (e-WOM) about the destination image of Pontianak City must be improved, so that it can attract tourists to visit. Pontianak City. The factors of tourist interest in visiting Pontianak City are not only those studied by researchers. Therefore, further research is needed on the factors that influence tourist interest in visiting Pontianak City and the scope of the research can reach the entire province of West Kalimantan.

Keywords: Electronic word of mouth (e-WOM), destination image, novelty seeking, interest in visiting.

I. INTRODUCTION

Pontianak City is the capital of West Kalimantan province. After the Covid-19 pandemic, which made people unable to freely activities, now many Indonesians are starting to visit many places. places. One of the locations that has become a visiting destination is the city of Pontianak. According to data from the Pontianak City Statistics Center (BPS), the intensity of visits by domestic and foreign tourists has increased after through the Covid-19 pandemic, even surpassing the number of foreign tourist visits in December 2019 where foreign tourists in December 2019 where Covid 19 had not yet entered Indonesia. Table 1.1 presents data on the number of domestic and foreign tourist visits in Pontianak and foreign tourists in 2018-2022.

YEAR	NUMBER OF TRAVELERS		TOTAL
	NUSANTARA	STATE	
2018	1,077,356	47,681	1,125,037
2019	1,155,291	34,461	1,189,752
2020	695,068	12,998	708,066
2021	839,764	11,392	851,156
2022	971,147	14,350	985,497

Source : satudata.pontianak.go.id, 2024

This means that the intensity of visits to Pontianak City is increasing. From the data above, it can be seen that the intensity of visits by domestic and foreign tourists in Pontianak City is increasing. One of the reasons for the increasing intensity of visits is the existence of new tourist attractions, unique culinary delights and a very distinctive culture in Pontianak City. We can find this on the internet, especially social media. The development of internet users triggers a very in the community. Table 1.2 presents internet penetration in Indonesia from 2018 to 2024.

Table 1. 1 Internet Penetration in Indonesia 2018 – 2024

Year	Penetration Rate
2018	64,80%
2020	73,70%
2022	77,01%
2023	78,19%
2024	79,50%

Source: APJII, 2024

According to Loncaric et al. (2016), before choosing a tourist destination, tourists tend to spend a lot of time searching for information to support their decision making. There are so many presentations of information on the internet so that there is interest in visiting tourists. Table 1.3 presents about tourist attractions in Pontianak City.

Tabel 1. 2 Pontianak City Tourist Attractions

Tourist Attractions	Address
Equator Monument	Jalan Khatulistiwa, North Pontianak
Kuantan Tourism Village	Jalan Imam Bonjol, Benua Melayu Laut Village, South Pontianak District
West Kalimantan Provincial Museum	Jalan Jenderal Ahmad Yani, Pontianak

Radankng House

Jalan Sultan Syahrir, Kota Baru,
Pontianak

Sumber : Diadona.ID, 2020

According to Sanique Nandika et al., 2023, when referring to tourists' interest in tourist objects given as tourist destinations by tourist destination organizers, the term “interest” is used in the field of tourism research. In the field of tourism, we can interpret interest in visiting with the desire of people to visit a place which is a manifestation of their action of interest in tourist destinations.

e-WOM is a form of statement that can be positive or negative and is reviewed by individuals who have made purchases and negative and reviewed by individuals certain company and the use of a product sold by a particular company and the information is written in media that is easily seen by a wide audience. information is written in media that is easily seen by a wide audience through the internet (Himmah & Prihatini, 2021). via the internet (Himmah & Prihatini, 2021). Through social media, consumers can consumers can access reviews of a destination which is a source of reference for tourists (Barkah & Febriasari, 2021).

At this time, many tourists make visits to capture moments through photos or videos. or video. The photos or videos will then be shared on social media that allowing people to interact with each other virtually (Muis et al. al., 2020). Through the internet tourists will talk to each other, exchange information, and comment on each other's tourism promotion through social media can be said to be a relatively new method and has an said to be a relatively new method and has a major impact in encouraging tourist mobility (Zulis et al., 2020). in encouraging tourist mobility (Zulzilah et al., 2019).

Like one of the social media applications, Twitter. Twitter is an application that can share text, photos and videos and was founded in March 2006. Twitter is a place for people to express, share many things. Through the Twitter application with the account name Zakky @zqhr, sharing his experiences when visiting Pontianak City. The internet makes it easier for people to access tourist destinations (Muis et al., 2020). Through e-WOM, destination image and novelty seeking are formed, which have an impact on tourist interest in Pontianak City. impact on tourist interest in visiting Pontianak City. In Figure 1.2 shows user responses to e-WOM.



Figure 1. 1 User Response to e-WOM
Source: twitter.com/Zakky, 2022

Destination image is a person's perception of products, objects, behaviors, and events driven by beliefs, feelings, and a series of goals that have ideas and expectations for a particular place (Setiawan et al., 2019). Destination image is able to move and encourage tourists to determine their choice of tourist destinations (Setiawan et al., 2019). Image will form an influence on public interest.

Novelty Seeking is able to reflect tourists' preferences for new experiences and is generally recognized as a stable and consistent personality trait over time. It can be interpreted that novelty seeking is a preference of tourists to get new experiences and is generally known as a stable and consistent personality trait over time. new experiences and is generally recognized as a stable and consistent personality trait over time.

From the explanation above, researchers are interested in conducting research on the influence of electronic word of mouth (e-WOM), destination image and novelty seeking on tourist interest in visiting Pontianak City. seeking on tourists' interest in visiting Pontianak City. The ease of obtaining information through social media that presents information about tourist destination cities is thought to cause destination image and novelty seeking among tourists. seeking among tourists. This will ultimately have an impact on tourist interest.

II. LITERATURE REVIEW

2.1 Destination Image Mediates e-WOM Variables on Interest in Visiting Pontianak City

Before visiting a place, visitors will usually look for information related to existing destinations. An easy way for visitors who are looking for information about destination travel is the use of e-WOM (Ladhari & Michaud, 2015). The widespread use of media can have an impact with the emergence of electronic word of mouth (EWOM) which makes tourists get an idea of the destinations that will be visited in the future (Anggraini & Lupita, 2021). eWOM is considered an important source of information that can influence the travel intentions and goals of tourists. Because it is considered more trustworthy because the source is clear, certain, interesting and from a known person. Interest in visiting is basically an encouragement from within the consumer in the form of a desire to visit a place or area that attracts that person's attention (Ratnaningrum et al., 2016). In relation to tourism, the theory of visiting interest is taken from the theory of buying interest in a product, so that in several categories of buying interest it can be applied to visiting interest.

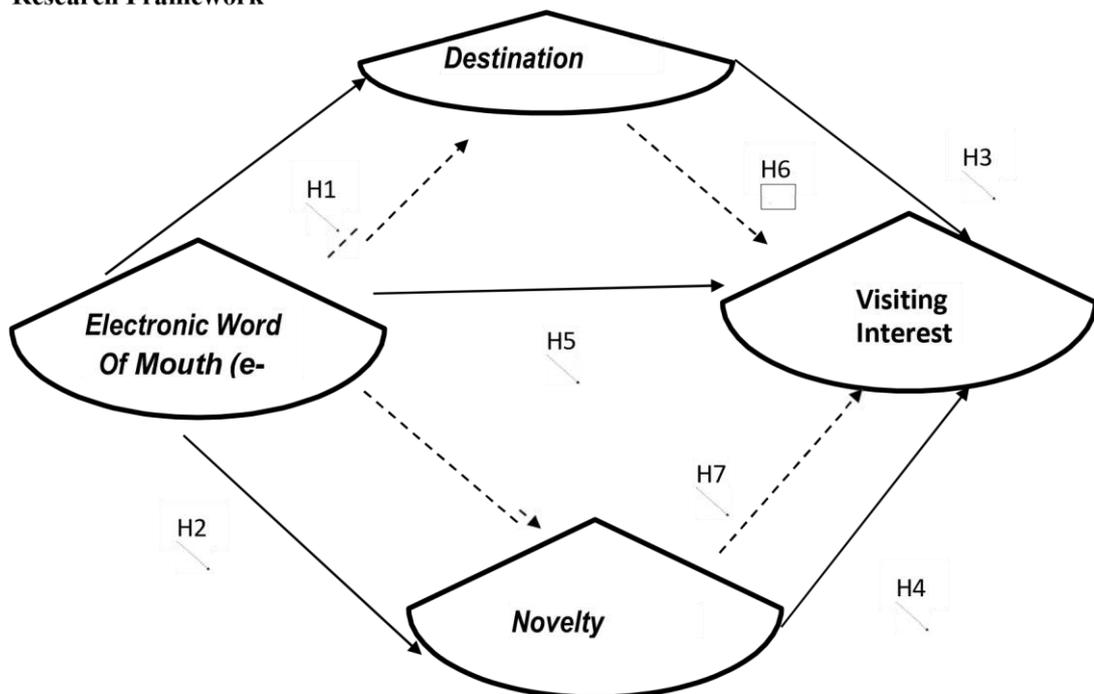
2.2 Novelty Seeking Mediates e-WOM Variables on Interest in Visiting Pontianak City

Novelty seeking has been identified as an important factor influencing tourist behavior (Mak, 2016). Only novelty seeking can influence the formation of tourist satisfaction variables (Toyama & Yamada, 2012). Novelty seeking and satisfaction are the two variables that most influence intention to visit (Assaker et al., 2011). Individuals who are interested in an object will have the strength or drive to get the object (Peter et al., 2013). People such as youth, women and netizens spend more time browsing the

internet to share pictures, songs, data and stories with friends (Hermawan & Nirwandar, 2013). The internet and social media such as Instagram, Facebook, Twitter and blogs facilitate e-WOM. Through the internet and social media, the reach to introduce destination image and novelty seeking is wider, which of course has an impact on e-WOM.

H2: Novelty Seeking mediates the relationship between electronic word of mouth (e-WOM) and tourists' interest in visiting Pontianak City.

Research Framework



III. RESEARCH METHODOLOGY

Form of Research

In this study the method used is quantitative research method with descriptive analysis. Quantitative method is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2022). This type of research is path analysis research or path analysis.

The characteristics applied in this study are male and female respondents who have never been to Pontianak City but have an interest in visiting Pontianak City. In addition, respondents are individuals who are at least 17 years old. The method used in this research

is partial least square-structural equation modeling (PLS-SEM). The minimum number of samples that should be used is 10 times the total number of indicators (Hair et al., 2019). The number of indicators used in this study were 13 indicators to measure 3 variables, so the minimum sample required was $13 \times 10 = 130$ respondent samples.

Data Collection Technique

The data collection techniques used in obtaining the data needed in this study include:

1. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2022).
2. Literature studies will be used when determining research topics and problem formulations (Darmidi, 2011). Where this literature study is used to assist data collection during the field.

Data Analysis Technique

The scale used in this study is the Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2022). PLS-SEM analysis usually consists of two sub models, namely the measurement model or often called the outer model and the structural model or often called the inner model. The author analyzed the data using the Partial Least Square (PLS) method using SmartPLS software version 3.0.

IV. RESULTS AND DISCUSSION

Description of Respondent Characteristics

The characteristics of respondents based on gender can be seen that there are 80 women (59%) and 56 men (41%). Data regarding age is considered as a basis for knowing the dominance of the identity of respondents who are considered mature to think about the places they want to visit in this study. Judging from the characteristics of respondents based on age, it can be seen that the most respondents are at the age of 20-25 years, namely 97 people (71%), followed by 26-30 years of age as many as 25 people (18%), 31-35 years of age as many as 9 people (7%) and > 36 years as many as 5 people (4%). So it can be seen that most respondents are at a mature age who start thinking about various places to visit. Judging from the characteristics of respondents based on occupation, it can be seen that the most respondents have jobs as students as many as 65 people (48%), the second most jobs are others as many as 37 people (27%), private employee jobs as many as 29 people (21%) and ASN / PNS as many as 5 people (4%). Measurement Model Test (Outer Model)

Validity Test

1. Convergent validity

The convergent validity value is the correlation value between the latent variable and its indicators. Then the use of outer loading is to measure how close the relationship between the indicator and the latent variable is. The value of indicators that are valid is > 0.7. For e-WOM variables whose indicators are valid are X13, X14 and X15. For destination image variables whose indicators are valid are X21, X22, X23 and X24. For

novelty seeking variables whose indicators are valid are X32, X33, X34 and X35. For the visiting interest variable which includes valid indicators are X41, X42 and X43. Below is table 4.4 convergent validity test.

Tabel 4. 3 Uji Validitas Konvergen (Convergent validity)

Variabel	Jumlah Item	Validitas Konv	
		Muatan Faktor	Nilai AVE
e-WOM	3	0,881 – 0,892	0,784
Destination Image	4	0,864 – 0,908	0,789
Novelty Seeking	4	0,833 – 0,871	0,726
Minat Kunjung	3	0,768 – 0,910	0,730

Sumber: Data Olahan SmartPLS, 2024

2. Distriminant Validity

One method to assess discriminant validity is to examine the cross-loading of indicators. The indicator's outer loading on the related construct should be greater than its entire construct loading on other constructs i.e., cross-loading. The presence of cross-loadings that exceed the indicator's outer loading indicates a discriminant validity problem.

Table 4.4 Distriminant Validity Test

	AT	MK	NS	e-WOM
Destination Image	0,889			
Visiting Interest	0,701	0,854		
Novelty Seeking	0,812	0,788	0,852	
e-WOM	0,856	0,690	0,719	0,885

Source: SmartPLS 2024 Processed Data

Based on the data in table 4.5 above, it can be seen that the cross-loading of the outside of the loading indicator on the construct is greater than the entire loading construct on other constructs. This shows that the discriminant validity test is valid.

3. Reliability Test

To test reliability, it can be done through composite reliability, a variable can be said to be reliable when it has a composite reliability value ≥ 0.7 .

Table 4.5 Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability	Description
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e-WOM	0,862	0,916	significant
Destination Image	0,911	0,937	significant
Novelty Seeking	0,874	0,914	significant
Visiting Interest	0,817	0,890	significant

Source: SmartPLS Processed Data, 2024

Based on the data in table 4.3.3 above, it can be seen that the composite reliability value of all variables has a value of > 0.7 . The value of the e-WOM variable is 0.916, destination image is 0.937, novelty seeking is 0.914 and visiting interest is 0.890. This shows that the reliability test is significant.

Structural Model Test (Inner Model)

1.) Coefficient of Determination (R^2)

According to Ghazali (2011), the coefficient of determination aims to measure how far the model's ability to apply variations in the dependent variable. Based on data processing that has been done using SmartPLS 3.0 obtained the R-Square value as follows:

Tabel 4.6 Coefficient Determination (R-square)

Variabel Dependen	Variabel Independen	R Square	Description
Destination Image		0,732	Medium
Minat Kunjung	e-WOM	0,653	Medium
Novelty Seeking		0,518	Medium

Sumber: Data Olahan SmartPLS, 2024

The R-Square table is used to see the influence of the e- WOM variable on Destination Image with a value of 0.732 and is stated to have a medium value. R- square is used to see the effect of the e- WOM variable on Novelty Seeking with a value of 0.518 and is stated to have a medium value. R-square is used to see the effect of the e-WOM variable on visit interest with a value of 0.653 and is stated to have a medium value.

2.) Hypothesis Test

a. Direct Effect Hypothesis Test

If the t-statistic value > 1.967 and the t-table value of 5% significance, the effect is significant. For the P value, it is declared accepted if the P value < 0.05 . The results of the direct effect hypothesis can be seen from the table 4.5.1 about the results of testing the direct effect as follows:

Table 4.7 Direct Effect Test Results

Path Coefficiencies (Hipotesis)		Original Sample (O)	T Statistics	P Values	Description
e-WOM	Destination Image	0,856	21,312	0,000	Significant
e-WOM	Novelty Seeking	0,719	10,321	0,000	Significant
Destination Image	Visiting Interest	-0,042	0,256	0,798	Not Significant
Novelty Seeking	Visiting Interest	0,621	5,861	0,000	Significant
e-WOM	Visiting Interest	0,280	1,979	0,048	Significant

Sumber: Data Olahan SmartPLS, 2024

Based on the data in table 4.7 above, the results of testing four hypotheses show significant and positive results and one hypothesis shows insignificant and negative results based on the T Statistics value, P Value and original sample (O). The numerical value in the first hypothesis shows a weight of 21.312 with a p-value of 0.000, so there is a direct and significant influence between e-WOM and destination image. Testing the direct effect of e-WOM and novelty seeking shows a weight of 10.321 with a p-value of 0.000. Testing the direct effect of novelty seeking and visit interest shows a weight of 5.861 with a p-value of 0.000. Testing the direct effect of e-WOM and visit interest shows a weight of 1.979 with a p-value of 0.048. The test of the insignificant direct effect between destination image and visit interest has a T Statistics value < 1.967 , which is 0.256. For the value of P Value < 0.05 , which is 0.798.

a. Indirect Effect Hypothesis Test

The results of the indirect effect hypothesis can be seen from table 4.5.2 regarding the results of indirect effect testing as follows:

Table 4.8 Indirect Effect Test Results

Specific Indirect Effects (Hipotesis)			Original Sample (O)	T Statistics	P Values	Description
e- WOM	Destination Image	Visiting Interest	-0,036	0,255	0,799	Not Significant

e- WOM Novelty Visiting 0,447 5,030 0,000 Significant Seeking Interest

Sumber: Data Olahan SmartPLS, 2024

Based on the data in table 4.8 above, the results of testing one hypothesis show significant and positive results and one hypothesis shows insignificant and negative results based on the T Statistics value, P Value and original sample (O). Destination image mediates between e-WOM and visit interest, not significant. Tourists know the destination image of Pontianak city through e- WOM, it does not cause tourists to come to visit by looking at the destination image in Pontianak city.

V. 3. CONCLUSIONS

Based on the results of the discussion above, the conclusions in this study are:

- 1.) Electronic word of mouth (e-WOM) has a positive effect on destination image in Pontianak City. With e-WOM, the destination image in Pontianak City is recognized and it is proven that e-WOM has a positive effect on destination image in Pontianak City through this research.
- 2.) Electronic word of mouth (e-WOM) has a positive effect on novelty seeking in Pontianak City. The uniqueness obtained is a new experience for tourists who come. Various unique experiences such as culinary, ethnic and cultural differences from other cities.
- 3.) Destination image has no effect on visiting interest. Tourists come not because they see the destination image in Pontianak City, tourists come precisely because of novelty seeking in Pontianak City.
- 4.) Novelty seeking has a positive effect on visiting interest. Tourists are interested in coming to Pontianak City because they are curious about the uniqueness of Pontianak City's culinary, ethnic, cultural and tourism. With novelty seeking in Pontianak City, it makes Pontianak City worth visiting.
- 5.) Electronic word of mouth (e-WOM) has a positive effect on interest in visiting Pontianak City. With information, reading online reviews and finding positive comments, tourists visit Pontianak City. Coupled with positive online reviews, it increases the interest of tourists to come to Pontianak City.
- 6.) Destination image does not mediate the relationship between electronic word of mouth (e-WOM) and visit interest. Electronic word of mouth (e-WOM) does not affect visit interest if it is mediated by destination image. However, if it is not mediated, it has an effect. So, destination image is not a consideration for tourists to come to Pontianak City.
- 7.) Novelty seeking mediates the relationship between electronic word of mouth (e-WOM) and visit intention... Electronic word of mouth (e-WOM) affects visit interest if mediated by novelty seeking. With electronic word of mouth (e-WOM) which easily introduces novelty seeking in Pontianak City, tourists have an interest in visiting Pontianak City. Based on the above conclusions, the following suggestions are proposed:
 - 1.) Electronic word of mouth (e-WOM) about the destination image of Pontianak City must be improved, so that it can attract tourists to visit Pontianak City.
 - 2.) Novelty seeking in Pontianak City must be improved, this is because although in this study novelty seeking has a positive effect on visiting interest, Pontianak City is not considered more unique than other cities.
 - 3.) The factors of tourist interest in visiting Pontianak City are not only those studied by researchers, but there are still many other factors. Therefore, there is a need for further research on the factors that influence tourist

interest in visiting Pontianak City and the scope of research can be up to the entire province of West Kalimantan.

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