Electronic Word-Of-Mouth (E-Wom) Model And Consumer Decisions On Pantai Cermin Tourism

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Abstract
The main objectives of this research are to study the factors that influence Electronic Word-Of-Mouth (E-Wom) and consumer decisions and to formulate the Electronic Word-of-Mouth (E-Wom) model and consumer decisions to travel on the beach. Deli Serdang Mirror. This study uses descriptive analysis, both qualitative and quantitative. Data analysis with statistics used is the Structural Equation Modeling (Structural Equation Modeling). Based on the analysis and discussion, it is concluded that there is a significant influence of Service Quality on E-WOM. There is a significant effect of Price on E-WOM. There is a significant effect of Service Quality on Purchase decisions. There is a significant effect of E-WOM on Purchase decisions. There is a significant effect of E-WOM on Purchase decisions. There is a significant influence of Service Quality on Purchase decisions through E-WOM. And there is a significant effect of Price on Purchase decisions through E-WOM.

Keywords: Purchase Decision, Electronic Word-of-Mouth, Price, and Service Quality

I.   INTRODUCTION

Tourism is a conscious human activity that receives services alternately between people within a country itself / abroad, including people from other regions temporarily seeking satisfaction that is diverse and different from what they experience. This is the case with the Pantai Cermin area, Serdang Bedagai (Sergei) Regency, as a tourism area that has business activities for marine tourism, and natural tourism activities that can attract domestic and foreign tourists to travel. One of the things that can lead to a decision to travel is the influence of positive or negative information in electronic media or what is called electronic word of mouth (E-Wom). The effectiveness of electronic word of mouth is more effective than word of mouth communication in the offline world, due to greater accessibility and high reach where consumers use internet media to share their own experiences with a brand, product, or service that has already been used. they experienced it themselves.
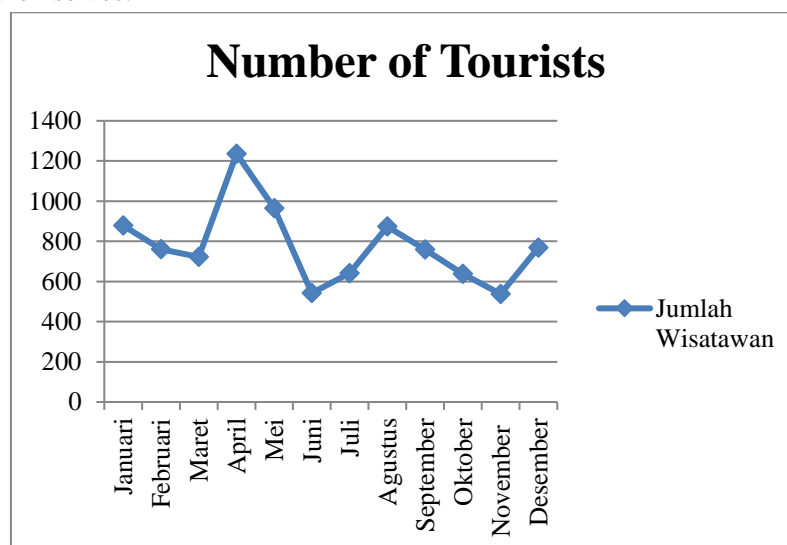
Source: Mirror Beach Manager (2021)
Fig 1. Number of Tourist Visits in 2021

Based on the data above, shows that the number of tourist visits will still fluctuate throughout 2021. It can be seen that April is the highest peak in the number of tourists who visit Mirror Beach. While June is the lowest number of tourist arrivals. Then based on a survey of 30 visitors who came to the mirror beach the results were that almost all of the respondents gave an agreeable answer to the discomfort while on the mirror beach. The existence of illegal quotes, employees are less responsive to visitor complaints and parking locations far from the beach are very unpleasant for visitors. Furthermore, so far the e-WOM communication process itself does not always talk about positive things, but at the Pantai Cermin tourism object, negative e-WOM communication occurs which has the potential to influence the decision of potential tourists to visit.The purpose of this study was to study and formulate the Electronic Word-of-Mouth (E-Wom) Model and Consumer Decisions to travel at Pantai Cermin Deli Serdang.

II.   THEORY BASIS
2.1.   Buying decision
The decision is the selection of an action from two or more choices. A consumer who wants to choose must have a choice [1]. Purchasing decisions are a series of processes that start from the consumer recognizing the problem, seeking information about a particular product or brand, and evaluating the product or brand and how well each alternative can solve the problem, which then is a series of processes that lead to a purchase decision [2]. The purchase decision is something related to the consumer's plan to buy a certain product, as well as how many units of the product are needed in a certain period [3]. The buying decision-making process for everyone is the same, what distinguishes the decision-making process is the personality traits, age, income, and lifestyle of each consumer [4]. The purchase decision is the stage of the decision process in which consumers purchase a product. This concludes that there are several types of behavior in purchasing decisions, each of which consumer behavior is influenced by habits, brands, situations, and also the number of choices that exist [5]. There are five stages of consumer behavior in making purchasing decisions, namely: Recognition of needs, information seekers, evaluation of alternatives, purchase decisions, and results [6].

2.2   Electronic Word of Mouth (E-Wom)
e-WOM is a positive or negative statement made by potential, actual, or former customers about a product or company that is available to many people and institutions through the Internet [7][8]. e-WOM is an informal communication directed at consumers through internet-based technology related to the use or characteristics of certain goods and services, or their sellers [9][10]. The existence of online communities or groups has given rise to electronic social interaction among community members which in turn encourages increased conversation or increased electronic word of mouth (e-wom) among its users [11]. With the information obtained from the internet, consumers can get to know more about products and companies so that consumers can make the right purchasing decisions. Internet technology can also help companies in starting interactive communication with consumers so that companies can create good e-WOM regarding the products offered [12]. The dimensions of e-WOM are platform assistance, venting negative feelings, concern for other consumers, extraversion/positive self-enhancement, social benefits, economic incentives, helping the company, and advice seeking. The indicators that makeup e-WOM according to them are tie strength, homophily, trust, normative influence, and informational influence [13]

2.3   Price
Monetary unit or other measures (including other goods and services) that are exchanged to obtain ownership rights or use of an item or service [14]. Price is one element of the marketing mix that generates revenue [15]. Price is a sum of money as a medium of exchange to obtain products or services or it can also be said to determine the value of a product in the minds of consumers. is an aspect that is visible to buyers, for consumers who are not very familiar with technical matters in purchasing services, often the price is the only factor they can understand, not infrequently price is used as a kind of indicator for service quality [16]. Based on the above understanding and adapted to this research, it can be concluded that the price is the sum of the value of money paid by the buyer to the seller to obtain the desired goods or services. Price is one of the determinants of consumers in determining a purchase decision on a product or service [17]. Moreover, if

the product or service to be purchased is a daily need such as food, drink, and other basic needs, consumers will pay close attention to the price.

Entrepreneurs need to pay attention to this because, in business competition, the prices offered by competitors can be lower with the same quality or even with better quality. So that in determining the price of products or services sold, both large companies and even small businesses must pay attention to consumers and their competitors [18]. Four indicators can be used as a measurement of price, namely: (1) Price affordability Affordable prices are consumer expectations before they make a purchase. Consumers will look for products whose prices they can afford. (2) Price conformity with product quality For certain products, consumers usually do not mind if they have to buy at relatively high prices as long as the quality of the product is good. However, consumers prefer products with low prices and good quality. (3) Price competitiveness The company determines the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market. (4) Price compatibility with benefits Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product [19].

2.4 Service Quality

Service quality is a statement about the attitude towards the comparison between expectations and performance [20]. Service quality is how far the difference between reality and consumer expectations for the services received/obtained [21]. In general, service quality can be seen from the comparison between consumer expectations and service performance [22]. In other words, two main factors affect service quality, namely expected service, and perceived service. If the service received or perceived is by consumer expectations, then the service quality is perceived as ideal quality, but on the contrary, if the service received or perceived is lower than expected, the service quality is perceived as low [23]. Thus whether or not the quality of service is not based on the point of view or perception of the service provider, but based on the perception of consumers [24]. The quality of a service perceived by customers consists of two main dimensions [25]. The first dimension, technical quality (outcome dimension) is related to the quality of service outputs perceived by customers, which can be further broken down into three types, namely, search quality (which can be evaluated before buying, for example, price), experience quality (can only be evaluated after consumption, for example, accuracy). time, speed of service, and neatness of results), and credence quality (difficult to evaluate customers even though they have consumed the service, for example, the quality of heart surgery) [26].

III.   IMPLEMENTATION METHOD

3.1   Types of Research

Scientific research can also be carried out by the scope of the type of explanation or type of scientific explanation that will be produced by research. This study uses an explanatory research approach, which aims to explain the causal relationship between research variables and hypotheses. According to the scope of the explanation, research can be distinguished into causality research and comparative non-causality research [27]. This research is a type of causality research. Causality research is research that wants to find an explanation in the form of a cause-and-effect relationship between several concepts or several variables developed in management [28].

3.2   Research Sites

The research was conducted at Cermin Deliserdang Beach. This location was chosen because it is a tourist place that can increase the income of the surrounding community in Pantai Cermin. Even though it is only a place on the coast, this area has many tourist sites that are willing to attract the interest of both domestic and foreign people to enjoy this area.

3.3   Population and Sample

In this study, the population used was customers who visited the Pantai Cermin Tourism location, the number of which could not be known with certainty. The criteria in this study are customers who visit the Pantai Cermin Tourism location and have visited at least 2 times. The sampling technique used is non-probability sampling, namely *purposive sampling* (*judgmental*) and *snowball sampling*. In this study, the

sample size was adjusted to the analytical model used, namely *Structural Equation Modeling* (SEM). The sample size for SEM using the *Maximum Likelihood Estimation* (MLE) estimation model is 100-200 samples [29]. Therefore, the sample used is 200 people who are customers who visit the Pantai Cermin Tourism location.

3.4   Data Collection Techniques

The data collected to support the variables studied are primary data and secondary data. While the data collection methods used are Interviews with respondents and related parties who have information about research objects and variables. A list of questions/questionnaires, which are given to visitors or tourists who are at Pantai Cermin Deliserdang. Documentation study, by collecting written documents related to research objects and variables.

3.5   Data Analysis Techniques and Hypothesis Testing

The analytical method used is a variance-based structural equation test or better known as Partial Least Square (PLS) using Smart PLS 3.0 software. The Partial Least Square (PLS) method explains that the variance-based structural equation model (SEM-PLS) can describe latent variables (directly unmeasured) and is measured using indicators (manifest variables) [30]. In this study, data analysis used the Partial Least Square (PLS) approach to test the two hypotheses proposed in this study. Each hypothesis will be analyzed using smartPLS 3 to test the relationship between variables. PLS is a component-based or variant-based Structural Equation Modeling (SEM) equation, model. PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach [31].

Four steps will be taken, namely: (1) Model specifications, create an Inner Model that describes the relationship of this research, parameter estimation is carried out by looking at the Weight Estimate value and Path Estimate value, (2) Making a path diagram. The results of the design of the inner model and outer model can then be expressed in the form of a path diagram. Two things need to be done, including compiling a structural model, namely connecting latent variables both endogenous and exogenous and exogenous variables with indicators, (3) Converting the path diagram into equations after the model is developed in a path diagram, then the path diagram is converted into a specific equation model so that it can be known what the value of the magnitude of the influence between latent variables and indicators is, (4) Estimating parameters after the model is fully specified into the equation, the next step is to estimate the parameters of the endogenous variable (Y) and the variable exogenous (X). Parameter estimation aims to estimate the theoretical model built by measuring the goodness of the model at the level of latent variables and the estimated parameters or indicators.

IV.   RESULTS AND DISCUSSION

4.1   RESULT

4.1.1 Description of Respondents' Characteristics

To find out the identity of the respondents, it can be seen the following characteristics of respondents: 1) The percentage level based on gender, out of 181 respondents, the dominant gender was male as many as 93 people amounting to 51.38%. 2) The percentage level is based on age, the majority of respondents are aged 26-35 years, with as many as 58 customers (32.04 %). 3) The percentage level based on education, it is known that the majority of respondents have an undergraduate education as many as 74 people or 40.88%. 4) The percentage level based on occupation, it is known that the majority of respondents have the status of professionals as many as 45 people (24.86 %).

4.1.2 Evaluation of Structural Model

1.   *Path Coefficient*

Seeing the significance of the influence between the constructs can be seen from the path coefficient (*path coefficient*). The sign in *the path coefficient* must be by the hypothesized theory, to assess the significance of *the path coefficient* it can be seen from the t-test (*critical ratio*) obtained from the *bootstrapping process (resampling method).* The following are the results of the t-test against the inner and outer models. The t-test performed is the result of the t-test from bootstrap calculations. The results of the t-test in the image above will then be compared with the t-table value.

Table 1. Results of *Path Coefficient* Direct Effect

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-WOM -> Purchase_Decision	0.209	0.194	0.091	2.288	**0.023**
Price -> E-WOM	0.435	0.438	0.056	7,734	**0.000**
Price -> Purchase_Decision	0.264	0.282	0.085	3.107	**0.002**
Service_Quality -> E-WOM	0.324	0.324	0.076	4.288	**0.000**
Service_Quality -> Purchase_Decision	0.403	0.405	0.07	5.788	**0.000**

Source: 2022 Data Processing Results

The test criteria is to reject Ho if p-values < = 5% (0.05). From the table. From the table above, it can be seen that:

a. The P-value for *Price* against *E-WOM is* 0.000. When compared with the value of = 5%, then P value (0.023) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *Price* on *E-WOM*. The magnitude of the influence of *Price* on *E-WOM* is 0.0435. A positive path coefficient indicates that the better the *Price*, the better the *E-WOM*.

b. The P-value for *Service Quality* against *E-WOM is* 0.000. When compared with the value of = 5%, then P value (0.000) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *Service Quality* on *E-WOM*. The magnitude of the influence of *Service Quality* on *E-WOM is* 0.324. A positive path coefficient indicates the higher the *Service Quality*, the better the *E-WOM*.

c. The P-value for *E-WOM* against the *Purchase Decision is* 0.023. When compared with the value of = 5%, then P value (0.023) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *E-WOM* on *Purchase* decisions. The magnitude of the influence of *E-WOM* on the *Purchase Decision is* 0.209. The positive path coefficient indicates the higher the *E-WOM*, the better the *Purchase Decision*.

d. The P-value for *Price* against *Purchase Decision is* 0.02. When compared with the value of = 5%, then P value (0.02) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *Price* on *Purchase* decisions. The magnitude of the influence of *Price* on the *Purchase Decision* is 0.264. A positive path coefficient indicates the better the *Price*, the better the *Purchase Decision*.

e. The P-value for *Service Quality* on *Purchase Decision is* 0.000. When compared with the value of = 5%, then P value (0.000) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant influence of *Service Quality* on *Purchase* decisions. The magnitude of the influence of *Service Quality* on *Purchase Decision* is 0.403. A positive path coefficient indicates the higher the *Service Quality*, the better the *Purchase Decision*.

Table 2. *Path Coefficient* Results Indirect Effect

Hypothesis	Original (O)	Sample Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Purchase_Decision	0.091	0.084	0.039	2.314	**0.022**
Service_Quality -> Purchase_Decision	0.068	0.065	0.037	1980	**0.042**

Source: 2022 Data Processing Results

The test criteria is to reject Ho if p-values < = 5% (0.05). From the table. From the table above, it can be seen that:

a. The P-values for *Service Quality* on *Purchase Decisions* through *E-WOM is* 0.022. When compared with the value of = 5%, then 0.022 < 0.05, so Ho is rejected. Thus, it can be concluded that there is a significant influence of *Service Quality* on *Purchase Decisions* through *E-WOM*. The magnitude of the

influence of *Service Quality* on *Purchase Decisions* through *E-WOM* is 0.091. A positive path coefficient indicates the higher the *Service Quality*, the better the *Purchase Decision* through *E-WOM*.

b.   The P-values for *Price* against *Purchase Decisions* through *E-WOM is* 0.042. When compared with the value of = 5%, then 0.042 < 0.05, so Ho is rejected. Thus, it can be concluded that there is a significant effect of *Price* on *Purchase decisions* through *E-WOM*. The magnitude of the influence of *Price* on *Purchase Decisions* through *E-WOM is* 0.068. A positive path coefficient indicates the higher the *Price*, the better the *Purchase Decision* through *E-WOM*

2.   Evaluating R ^{2}

Based on the value of R2, it is known that the variables that affect *E-WOM* such as *Service Quality*, and *Price*, together have an effect of 0.436 (43.6%), while the remaining 56.4.1% of other constructs. While the influence of *E-WOM*, service quality, and Price on *Purchase Decision* is 0.540 (54.0 %).

Table 3. Results of R ^{2}

	R Square
E-WOM	0.436
Purchase_Decision	0.540

Source: 2022 Data Processing Results

3.   *Goodness Of Fit*

To validate the model as a whole, the *goodness of fit* (GoF) is used, which is a single measure used to validate the combined performance of the measurement model and the structural model. This GoF value is obtained from the *average communalities index* multiplied by the R2 value $^{of\ the}$ model. Here are the results of the calculation *of goodness of fit* models:

Table 4. Results of *Average Communalities Index*

Latent Variable	Average Variance Extracted (AVE)	R Square
E-WOM	0.487	0.436
Price	0.358	
Purchase_Decision	0.391	0.54
Service_Quality	0.408	
	0.411	0.488
	0.448	

Based on the table above, the average result of communalities is 0.448. This value is then multiplied by R ^{2} and taken root. The calculation results show that the GoF value of 0.448 is more than 0.36 so it is categorized as a large GoF, meaning that the model is very good (has a high ability) in explaining empirical data.

4. 2.   Discussion

4.2.1   Effect of Service Quality on *Electronic Word Of Mouth (E-Wom)*

Based on data processing, it is known that the P-value for *Service Quality* against *E-WOM is* 0.000. When compared with the value of = 5%, then the P-value (0.000) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *Service Quality* on *E-WOM*. The magnitude of the influence of *Service Quality* on *E-WOM is* 0.324. A positive path coefficient indicates the higher the *Service Quality*, the better the *E-WOM*. This happens because the tourism sites in Pantai Cermin provide good service and can make consumers get the satisfaction that can be shared with others (*word of mouth*) to visit the Pantai Cermin Tourism location. The results of this study are from research conducted by [10] who found that service quality had a significant effect on word of mouth because it affected the company's long-term relationship. [8] Likewise, the results of research showed that service quality had a positive and significant effect on WOM [12].

4.2.2   Price Effect *on Electronic Word Of Mouth (E-Wom)*

Based on data processing, it is known that the P-value for *Price* against *E-WOM is* 0.000. When compared with the value of = 5%, then the P-value (0.023) < = 5% (0.05) so that Ho is rejected. Thus, it can

be concluded that there is a significant effect of *Price* on *E-WOM*. The magnitude of the influence of *Price* on *E-WOM* is 0.0435. A positive path coefficient indicates that the better the *Price*, the better the *E-WOM*. Referring to the research conducted who found that Price (Education Costs) had a significant effect on Word of Mouth [32][33][34]

4.2.3   Effect of Service Quality on Purchase Decisions

Based on data processing, it is known that the P-value for *Service Quality* on *Purchase Decision is* 0.000. When compared with the value of = 5%, then the P-value (0.000) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant influence of *Service Quality* on *Purchase* decisions. The magnitude of the influence of *Service Quality* on *Purchase Decision* is 0.403. A positive path coefficient indicates the higher the *Service Quality*, the better the *Purchase Decision*. It also explains how service quality can influence consumer decisions. So the better the quality of service provided by the company, the greater the consumer's purchasing decisions for the products provided. This is reinforced by the results of previous studies, where research shows that service quality has a significant positive effect on consumer purchasing decisions, including the results of research which show that service quality has a positive and significant effect on purchasing decisions [35][36][37].

4.2.4   Influence of Price on Purchase Decision

Based on data processing, it is known that the P-value for *E-WOM* on *Purchase Decision is* 0.023. When compared with the value of = 5%, then the P-value (0.023) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *E-WOM* on *Purchase* decisions. The magnitude of the influence of *E-WOM* on the *Purchase Decision is* 0.209. A positive path coefficient indicates the higher the *E-WOM*, the better the *Purchase Decision.*The price of a product is one of the parameters that consumers consider in making a purchase. For producers, the determination of the selling price is intended to get a return on the investment invested and make a profit from the product that has been produced. Meanwhile, for consumers, the price of the desired product must be proportional to the quality and benefits of the goods purchased. This is in line with the research conducted egarding the effect of price on purchasing decisions. From this research, it can be concluded that this research contributes to the theory that price has a positive effect on purchasing decisions. Price is also one of the factors that influence the increase in purchasing decisions [38][39][40].

4.2.5   Effect of *Electronic Word Of Mouth (E-Wom)* on Purchase Decisions

Based on data processing, it is known that the P-value for *E-WOM* on *Purchase Decision is* 0.023. When compared with the value of = 5%, then the P-value (0.023) < = 5% (0.05) so that Ho is rejected. Thus, it can be concluded that there is a significant effect of *E-WOM* on *Purchase* decisions. The magnitude of the influence of *E-WOM* on the *Purchase Decision is* 0.209. A positive path coefficient indicates the higher the *E-WOM*, the better the *Purchase Decision. Q*uality as the level of quality expected and controlling diversity in achieving that quality to meet consumer needs. The quality of the products offered must of course be to the needs and desires of consumers. If the service or ability of a product offered is good, it will produce a positive value for the Word Of Mouth [41].The results of this study support the results of previous research. Concluded that the independent variable, namely WOM, had a positive and significant effect on the dependent variable, namely purchasing decisions Thus it can be seen that the decision to visit Pantai Cermin tourism is influenced by WOM [42][36][43]

4.2.6   Effect of Service Quality on Purchase Decisions Through *Electronic Word Of Mouth (E-Wom)*

Based on data processing, it is known that the P-values for *Service Quality* on *Purchase Decisions* through *E-WOM is* 0.022. When compared with the value of = 5%, then 0.022 < 0.05, so Ho is rejected. Thus, it can be concluded that there is a significant influence of *Service Quality* on *Purchase Decisions* through *E-WOM*. The magnitude of the influence of *Service Quality* on *Purchase Decisions* through *E-WOM* is 0.091. A positive path coefficient indicates the higher the *Service Quality*, the better the *Purchase Decision* through *E-WOM*.This study obtained the results that electronic word of mouth can significantly be an intervening variable on the effect of service quality because the level of significance = 0.022 or < 0.05. So in this study, the hypothesis is accepted. Through the existence of the high word of mouth from consumers

on the quality of service at the Pantai Cermin tourism location, it implies that the quality of the services they have is good, this causes the good *word of mouth* for good service to be able to influence potential consumers who then succeed in making consumers interested and decide to make a purchase decision on the service they want to buy. The results of the study are in line with the research results of which concluded that word of mouth can significantly become an intervening variable on the influence of service quality on consumer purchasing decisions [44][45][46].

C.2.7   Effect of Price on Purchase Decisions Through *Electronic Word Of Mouth (E-Wom)*

Based on data processing, it is known that the P-values for *Price* on *Purchase Decisions* through *E-WOM is* 0.042. When compared with the value of = 5%, then 0.042 < 0.05, so Ho is rejected. Thus, it can be concluded that there is a significant effect of *Price* on *Purchase decisions* through *E-WOM*. The magnitude of the influence of *Price* on *Purchase Decisions* through *E-WOM is* 0.068. A positive path coefficient indicates the higher the *Price*, the better the *Purchase Decision* through *E- WOM*.This study obtained the results that electronic word of mouth can significantly be an intervening variable on the effect of price because the level of significance = 0.042 or < 0.05. So in this study, the hypothesis is accepted. Through the existence of the high word of mouth from consumers on prices/tariffs at Pantai Cermin Tourism, it implies that the prices offered are quite good (affordable), this causes the good *word of mouth* at reasonable prices which are finally able to influence potential consumers who then succeed. make consumers interested and decide to make a purchase decision on the service they want to buy. The results of the study are in line with the research results which concluded that word of mouth can significantly be an intervening variable on the influence of price on consumer purchasing decisions [38][47][34].

V.   CONCLUSION

Based on the analysis and discussion, it is concluded that there is a significant influence of *Service Quality* on *E-WOM*. There is a significant effect of *Price* on *E-WOM*. There is a significant effect of *Service Quality* on *Purchase* decisions. There is a significant effect of *E-WOM* on *Purchase* decisions. There is a significant effect of *E-WOM* on *Purchase* decisions. There is a significant influence of *Service Quality* on *Purchase decisions* through *E-WOM*. *And* there is a significant effect of *Price* on *Purchase decisions* through *E-WOM*.

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