

UNDERGRADUATE THESIS

**THE IMPACT OF ELECTRONIC WORD OF MOUTH ON
VISIT INTENTION AT RUMAH DESA**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
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This undergraduate thesis is submitted as one of the requirements to create an Applied Bachelor's Degree in Tourism Business Management Study Program in Politeknik Negeri Bali



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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Ida Sang Hyang Widhi Wasa for bestowing upon the blessings and grace that have enabled the writer to complete this undergraduate thesis entitled “The Impact of Electronic Word of Mouth on Visit Intention at Rumah Desa” under the prescribed timeframe. This research is a prerequisite for obtaining an Applied Bachelor’s degree in the D-IV Tourism Business Management Study Program at the Tourism Department Politeknik Negeri Bali.

While preparing this research, the writer received considerable assistance, encouragement, and inspiration from numerous individuals. On this occasion, the writer would like to express the gratitude to:

1. I Nyoman Abdi, S.E., M.eCom, as the Director of Politeknik Negeri Bali who provide facilities and opportunities to learn and develop in a conducive and inspiring environment so the writer can complete this study.
2. Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par as the Head of Tourism department Politeknik Negeri Bali as well as Supervisor I for the direction and guidelines during the period of the writer’s study and support to complete this undergraduate thesis.
3. Putu Tika Virginiya, S.Pd., M.Pd, as the Secretary of Tourism Department Politeknik Negeri Bali, for the directions and guidelines during the writer’s study.
4. Dr. Made Satria Pramanda Putra, S.H., S.E., M.M as the Coordinator of the Tourism Business Management Study Program of the Tourism Department at Politeknik Negeri Bali for the advice and motivation while creating this undergraduate thesis.
5. Putu Gita Suari Miranti, S.Si., M.Si as Supervisor II, for the endless advice, support, and guidance to help the writer complete this undergraduate thesis.
6. Mr. Wayan Sudiantara and all parties at Rumah Desa have permitted the writer to conduct the undergraduate thesis.
7. The writer’s beloved parents, and all family members who always pray, show endless support, motivation, and love for the writer.

8. All beloved friends for always providing motivational encouragement, continuous support, and togetherness in going through difficult times during the preparation of this undergraduate thesis.
9. Last but not least, thanks to myself for believing in myself, doing all this hard work, never quitting, trying to do more right than wrong, and just being me at all times.

Considering the writer's limited knowledge and experiences, this undergraduate thesis may still be imperfect. The writer expects criticism and suggestions to make this undergraduate thesis better so that it can be useful for others.



Writer

Ni Made Mira Aryanti

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ABSTRACT

Aryanti, Ni Made Mira (2025). *The Impact of Electronic Word of Mouth on Visit Intention at Rumah Desa*. Undergraduate Thesis: Tourism Business Management, Tourism Department. Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, and Supervisor II: Putu Gita Suari Miranti, S.Si., M.Si.

Keywords: Electronic Word of Mouth, Intensity, Valence of Opinion, Content, Visit Intention.

Abstract: This research identifies the implementation of electronic word-of-mouth and to find out the impact of electronic word-of-mouth on the visit intention at Rumah Desa. The data of this research were collected through a questionnaire, observation, and interview. The questionnaire was conducted online in the form of a Google Form. The sampling technique employed is purposive sampling, with 68 respondents consisting of past visitors, non-visitors, and followers of Rumah Desa's social media. This research was conducted in mixed-methods analysis, which combines qualitative descriptive and Simple Linear Regression Analysis by IBM SPSS version 29. The result of this research indicates that the electronic word-of-mouth has been well implemented by descriptive statistics results, which recorded high average scores on each electronic word-of-mouth indicator, and the t-test results show a significance value of $<0,001$, indicating that electronic word-of-mouth has a positive and significant impact on visit intention.

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ABSTRAK

Aryanti, Ni Made Mira (2025). The Impact of Electronic Word of Mouth on Visit Intention at Rumah Desa. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata. Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par, dan Pembimbing II: Putu Gita Suari Miranti, S.Si., M.Si.

Kata Kunci: *Komunikasi Mulut ke Mulut Elektronik, Intensitas, Arah Opini, Isi, Minat Berkunjung.*

Abstrak: *Penelitian ini mengidentifikasi implementasi komunikasi mulut ke mulut secara elektronik dan untuk mengetahui pengaruh dari komunikasi mulut ke mulut secara elektronik terhadap minat berkunjung di Rumah Desa. Data penelitian ini dikumpulkan melalui kuisisioner, observasi, dan wawancara. Kuisisioner dilakukan secara online dalam bentuk Google Form. Dalam penelitian ini teknik pengambilan sampel yang digunakan adalah purposive sampling dengan 68 responden yang terdiri dari pengunjung sebelumnya, yang belum pernah berkunjung, dan pengikut media social Rumah Desa. Penelitian ini dilakukan dengan metode gabungan, yang menggabungkan deskriptif kualitatif dan analisis regresi linear sederhana dengan IBM SPSS versi 29. Hasil penelitian ini menunjukkan bahwa komunikasi mulut ke mulut secara elektronik telah diimplementasikan dengan baik berdasarkan hasil statistik deskriptif yang mencatat skor rata-rata tinggi pada setiap indikator komunikasi mulut ke mulut secara elektronik dan hasil uji t menunjukkan nilai signifikansi $<0,001$, menunjukkan bahwa komunikasi mulut ke mulut secara elektronik memiliki pengaruh positif signifikan terhadap minat berkunjung.*

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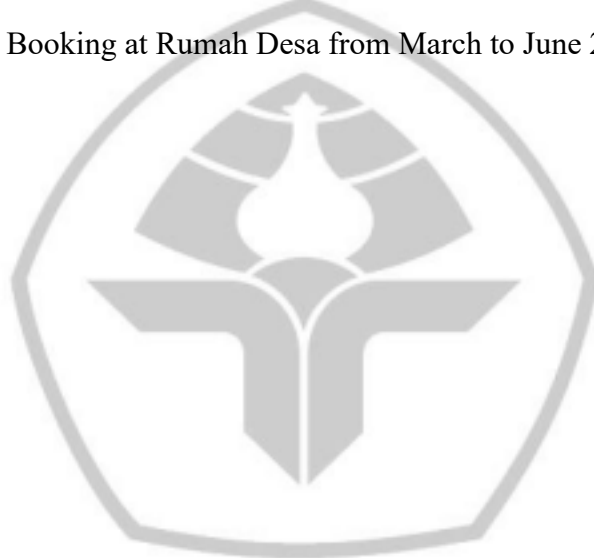
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CHAPTER I

INTRODUCTION

1.1 Research Background

The digital technology innovations had a significant impact on consumer decision making process across a range of industries. Online platforms, including reviews, recommendations, and testimonials, have provided invaluable insights and information to guide consumers' choices both daily and concerning travel experiences. Apart from direct delivery, consumers consistently rely on reviews and other people's experiences with companies (Bataineh, 2015).

In Bali, the competitive nature between tourist destinations means that tourism business must expand their market to reach a wider audience and promote their services by utilizing social media. Online reviews as a part of e-WOM are significant determining factors in visitors' decision-making processes. CNNIC's findings indicate that most consumers conduct online research before making purchases (Semuel & Lianto, 2014). Furthermore, a survey conducted by the Deloitte Consumer Products Group found that up to 60% of consumers read online reviews from other consumers, with 82% of these customers considering e-WOM into account when making purchasing decisions (Intansari, 2021). According to a study by Damarsiwi & Wagini (2018), e-WOM refers to consumer's responses to online content, which is utilized to gather information.

Besides e-WOM, the appeal of tourist attractions is also a key factor in influencing tourist's decisions to visit. As posited by Krisnayanti, tourist attractions are a unique feature of a tourist destination that can attract visitors (Krisnayanti et

al., 2021). The attractions offered by Rumah Desa are numerous and diverse, making it a popular destination for tourists. Rumah Desa offers an authentic cultural experience that enables travelers to engage directly with the local community in rural Balinese life. Furthermore, the facility offers an in-depth educational component on Balinese traditions. Some of the most popular programs are a cooking class, purification ceremony, Rumah Desa Adventure, living with locals, and rice planting, known as “Nandur.” The variety of activities available makes it an ideal destination for families, couples, and individuals of all ages.

In interviews with the owner of Rumah Desa in April 2024, it was revealed that the majority of visitors are made from online direct booking and repeater visitors. Some visitors also stated that they had been referred to Rumah Desa by a friend’s recommendation on social media and on online reviews that they are seeking from digital platforms. Previous visitors’ experiences were a significant factor in their decision to visit Rumah Desa.

To demonstrate the influence of e-WOM on visitor interest in visiting Rumah Desa, the following data on visits to Rumah Desa from June 2024 to August 2024 is presented. This period was selected to observe the impact of increased social media engagement conducted by Rumah Desa from March to May, which serves the dual purpose of direct promotion and facilitating the spread of effective e-WOM. Therefore, the visit data from June to August reflects a time when potential visitors had sufficient time to read reviews, interact with content on social media, and decide to make a visit based on recommendations or experiences shared online.

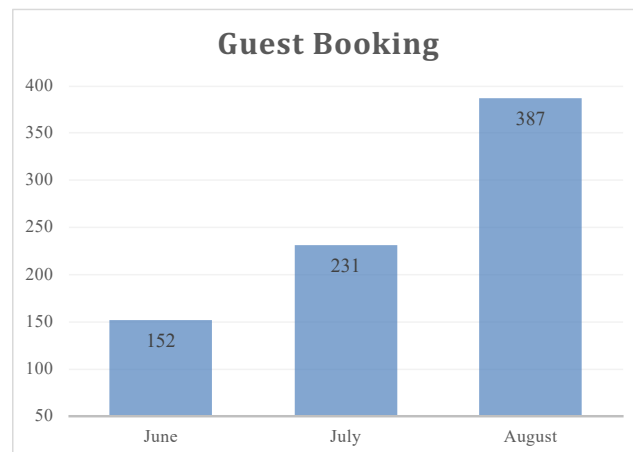


Figure 1.1 Guest Booking at Rumah Desa from June to August 2024
Source: Rumah Desa, 2024.

The data above showed that there was an increase in the number of visitors, but this only showed correlation, not causation. There are likely other factors, such as holiday seasons or special promotions, and not all forms of e-WOM work the same. Understanding these elements can help Rumah Desa develop more effective strategies to attract visitors.

However, a research gap exists in understanding the lack of new visitors, as repeater visitors who visit annually reflect guest satisfaction and loyalty, which still showed a potential gap in reaching new markets. Rumah Desa focused on new guests to expand its market reach and increase its exposure. According to Soewitoadi (2017), first-time visitors or new visitors are more interested in exploring features and beautiful scenery. They are also interested in learning new things in Bali that they have never encountered elsewhere. These findings showed that new visitors are more influenced by factors such as external information sources like online reviews, recommendations from others, and social media. This is because they lack prior experience with the destination. Meanwhile, repeater visitors are more motivated by their personal experiences and have less need for e-

WOM. New visitors tend to have a higher level of novelty-seeking motivation than repeater visitors (Nicolau et al., 2018). Seeking behavior drives exploration and that exposure to e-WOM is more powerful. It can shapes intentions among new visitors.

Thus, the writer would like to conduct research entitled “The Impact of Electronic Word of Mouth on Visit Intention at Rumah Desa” to see how such an impact works and how the implementation of e-WOM can attract visitors’ visit intention.

1.2 Research Questions

The research questions can be defined in some questions as follows:

1. How is the implementation of electronic word of mouth on visit intention at Rumah Desa?
2. How is the impact of electronic word of mouth on visit intention at Rumah Desa?

1.3 Research Objectives

This research has some aims, which can be described as follows:

1. To identify the implementation of electronic word of mouth on visit intention at Rumah Desa.
2. To find out how is the impact of electronic word of mouth on visit intention at Rumah Desa.

1.4 Research Significance

The benefits of this research consist of theoretical benefit and practical benefits, which can described as following description below:

1.4.1 Theoretical Benefit

The result of this research can contribute to enhancing understanding and knowledge regarding the impact of electronic word of mouth in tourist destinations.

1.4.2 Practical Benefit

1. Significance for Industry

The results of this research are expected to be useful for Rumah Desa to enhance its digital marketing strategy and provide guidance to enhance its online reputation to support business sustainability.

2. For Politeknik Negeri Bali

The results of this research can be used as reference material, comparison, and consideration for further research to enhance understanding and knowledge regarding the impact of electronic word of mouth on visit intention.

3. For the Writer

This research provides insight and an in-depth understanding of the impact of electronic word of mouth on consumer behavior in the tourism industry.

1.5 Limitations and Scope of Problem

The scope of this research is defined by the specific scope that focuses on:

1. The research scope focuses on observing the impact of electronic word of mouth on visit intention at Rumah Desa.
2. The research was conducted on visitors at Rumah Desa Tabanan and the variables of this research are e-WOM as independent variable and Visit Intention as a dependent variable.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the explanation of both theory and research results, the following findings can be concluded from this research, including:

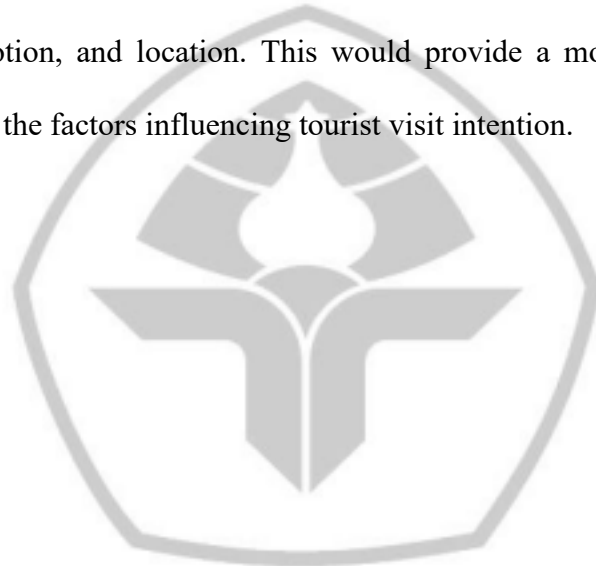
1. The implementation of e-WOM at Rumah Desa has been well implemented. This is indicated by descriptive statistics results, which recorded high average scores on each e-WOM indicator, especially the valence of opinion and content dimensions at 77,9%. The interview results mention that Rumah Desa responds to reviews with a personal approach, utilizes social media to share guest experiences, and maintains quality interactions with its audiences. These strategies shape positive perceptions and increase trust among potential travelers.
2. The t-test results show a significance value of $<0,001$, indicating that e-WOM has a positive and significant impact on visit intention. Additionally, the Adjusted R-square value of 67,2% showed that e-WOM explains most of the variation in visit intention. Meanwhile, 32,8% of the other variation is influenced by factors other than e-WOM.

5.2 Suggestion

The following suggestions can be made by the writer of this research to increase visit intention through e-WOM to Rumah Desa. First of all, Rumah Desa should continue strengthening its digital strategy. Since e-WOM has been shown to significantly influence visit intention, Rumah Desa should increase awareness by

integrating user-generated content into its official website, for example such by displaying more testimonials, photos, or videos from previous visitors. In other of that Rumah Desa should optimize the website by ensuring a responsive design and user user-friendly booking system. This would allow the positive perceptions from e-WOM to place bookings independently.

Future researchers may consider including other variables that contribute to the 32,8% variation in interest that e-WOM does not explain, such as price, attraction, promotion, and location. This would provide a more comprehensive understanding of the factors influencing tourist visit intention.



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