

UNDERGRADUATE THESIS

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH
AND DESTINATION IMAGE ON TOURIST INTEREST
IN VISITING TANAH LOT TOURIST ATTRACTION**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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Writer

I Wayan Agus Nanda Adi Putra

ABSTRACT

Putra, I Wayan Agus Nanda Adi (2025). The Influence of Electronic Word of Mouth and Destination Image on Tourist Interest in Visiting Tanah Lot Tourist Attraction. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This research has been approved and examined by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Keywords: electronic word of mouth, destination image, tourist interest, Tanah Lot tourist attraction

This study aims to analyze the influence of electronic word of mouth (e-WOM) and destination image on tourists' interest in visiting Tanah Lot. The research employed a quantitative approach using a survey method with 108 respondents selected through purposive sampling, namely tourists who have visited Tanah Lot and have experience in providing online reviews or searching for information about Tanah Lot on digital platforms. Data were collected through online questionnaires and analyzed using multiple linear regression with SPSS Statistics 27. The results show that simultaneously, e-WOM and destination image significantly influence tourists' interest in visiting Tanah Lot, with a significance value of 0.000 (< 0.05) and an F value of 169.413. The Adjusted R Square value of 0.759 indicates that both independent variables explain 75.9% of the variation in tourist interest. Partially, both e-WOM and destination image also have a significant influence, with e-WOM being the dominant factor. However, the intensity of digital information searching among tourists is still low. Therefore, it is recommended to consistently distribute informative content through social media and other digital platforms, and to engage tourists through interactive content and hashtag campaigns such as #TanahLotExperience and #ShareYourExperience. Regarding destination image, the affective dimension still needs to be enhanced through emotional approaches, such as hospitality training for staff and creating a comfortable environment to leave a memorable impression.

ABSTRAK

Putra, I Wayan Agus Nanda Adi (2025). The Influence of Electronic Word of Mouth and Destination Image on Tourist Interest in Visiting Tanah Lot Tourist Attraction. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

Penelitian ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Kata kunci: electronic word of mouth, destination image, tourist interest, Tanah Lot tourist attraction

Penelitian ini bertujuan untuk menganalisis pengaruh electronic word of mouth (e-WOM) dan destination image terhadap tourist interest dalam mengunjungi Tanah Lot. Penelitian menggunakan pendekatan kuantitatif dengan teknik survei kepada 108 responden yang dipilih secara purposive sampling, yaitu wisatawan yang pernah berkunjung ke Tanah Lot dan memiliki pengalaman memberikan ulasan daring atau mencari informasi tentang Tanah Lot di platform digital. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS Statistik 27. Hasil penelitian menunjukkan bahwa secara simultan, variabel e-WOM dan destination image berpengaruh signifikan terhadap tourist interest berkunjung ke Tanah Lot, dengan nilai signifikansi 0.000 ($< 0,05$) dan nilai F hitung sebesar 169,413. Nilai Adjusted R Square sebesar 0,759 menunjukkan bahwa kedua variabel independen menjelaskan 75,9% variasi minat wisatawan. Secara parsial, e-WOM dan destination image juga berpengaruh signifikan, di mana e-WOM memiliki pengaruh dominan. Intensitas pencarian informasi digital oleh wisatawan masih rendah, sehingga direkomendasikan agar pendistribusian konten informatif konsisten melalui media sosial dan platform digital lainnya, serta melibatkan wisatawan melalui konten interaktif dan kampanye hashtag seperti #TanahLotExperience, #ShareYourExperience. Pada destination image, dimensi affective image masih perlu ditingkatkan melalui pendekatan emosional, seperti pelatihan keramahan bagi staf, dan lingkungan yang nyaman untuk menciptakan kesan yang berkesan.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Bali is one of Indonesia's main tourist destinations, known for its rich culture, customs, natural beauty, spirituality, and hospitality. These features make Bali a tourism icon with its unique charm (Julyantara & Sunarta, 2019). One of the most iconic is Tanah Lot, located about 13 kilometers from Tabanan city in Beraban Village, Kediri District. The temple standing on a rock in the middle of the sea is the main attraction for domestic and foreign tourists (Kusuma & Suryasih, 2016).

Even though it has great tourist potential, the increase in tourist visits is determined not only by a destination's physical attractiveness, but also by external factors such as digital reviews and electronic word-of-mouth (e-WOM). E-WOM is a form of communication that disseminates tourists' opinions, experiences, and recommendations through digital media (Hennig-Thurau et al., 2004). WOM significantly influences destination images and increases tourist interest, especially in today's digital era (Aditya & Piartrini, 2023; Choirisa et al., 2021).

Tourist reviews on platforms such as TripAdvisor, Google Reviews, and social media are very influential in shaping public perception of Tanah Lot. Testimonials about beauty, comfort, and service indirectly shape the perception of destination image and attract tourists to visit. Several previous studies have shown that e-WOM and

destination image have a positive and significant influence on tourist interest (Prayoga & Mulyandi, 2020; Aprilia & Kusumawati, 2021).

Apart from e-WOM, destination image is also an important factor that determines tourists' decisions in choosing a destination. Destination image is the impression or perception of tourists towards a destination that is formed through various sources of information (Echtner & Ritchie, 1991). Destination image isn't only influenced by physical attractiveness, but also by reviews and e-WOM on digital platforms (Illah et al., 2019). Although many studies have examined e-WOM and destination image, there is lacking on the simultaneous influence on tourist interest in iconic destinations. Most studies focus solely on one independent variable, such as research by Marleen & Iskandar (2024), Khairunnisa & Ritong (2023), Kencana & Facrureza (2023), Lestari et al. (2022), Yuliyani & Suharto (2022), Firmansyah (2021).

However, in reality, e-WOM-based promotional strategies at Tanah Lot have not been fully utilized. Based on the results of pre-research interviews, the manager admitted that negative reviews are often not addressed properly, while positive reviews have not been leveraged as a strategic promotional tool. The declining trend in the number of tourist visits to Tanah Lot in recent months highlights the urgency of this issue research. Based on visit data, the number of tourist visited in December 2024 was 164.587 people, decreased to 158.296 people in January, then dropped dramatically to 111.482 people in February, 67.025 in March, 66.782 in April, and 66.267 in May 2025. As shown in Figure 1.1 below:

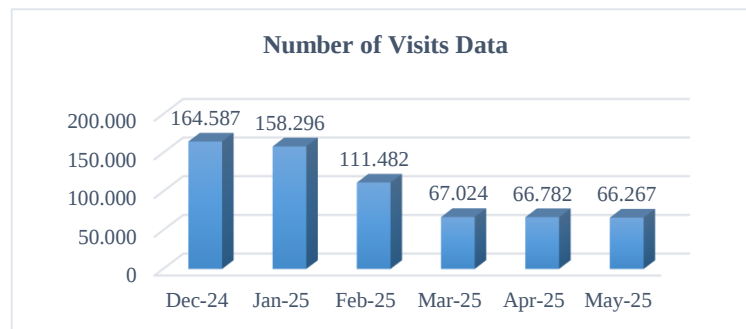


Figure 1. 1 Number of Visits Data

Source: Development and Promotion Division of DTW Tanah Lot, 2025

This significant decline raises concerns about the sustainability of tourist interest as well as the effectiveness of digital promotions and the destination image that has been built so far. Additionally, negative review images from Google Reviews show tourists complaining about the quality of service during the peak season. This reflects how negative perceptions can spread quickly digitally and affect a destination's image in the eyes of potential tourist. As example of review from google review, presented below:

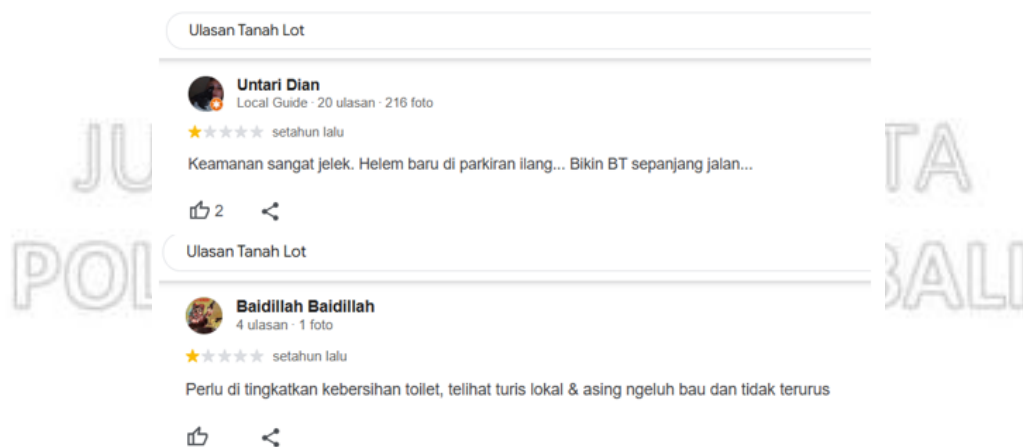


Figure 1. 2 Negative Review of Tanah Lot

Source: Google Review, 2025

By looking at the importance of e-WOM and destination image in influencing tourist decisions and the decline in tourist visits, it is necessary to conduct further

research to analyze the influence of both on tourist interest in visiting Tanah Lot. Based on this background, this study is entitled “The Effect of Electronic Word of Mouth and Destination Image on Tourist Interest in Visiting Tanah Lot Tourist Attraction”.

1.2 Research Questions

The following problem formulation can be derived from the background information above:

1. Do e-WOM and destination image simultaneously influence tourist interest in visiting the Tanah Lot tourist attraction?
2. Do e-WOM and destination image partially influence tourist interest in visiting the Tanah Lot tourist attraction?

1.3 Research Objectives

This study has been designed to accomplish several key objectives, which are outlined as follows:

1. To analyze whether e-WOM and destination image simultaneously influence tourist interest in visiting the Tanah Lot tourist attraction.
2. To analyze whether e-WOM and destination image partially influences tourist interest in visiting the Tanah Lot tourist attraction.

1.4 Research Significance

The benefits of this study consist of theoretical benefits and practical benefits, with the following description:

1. Theoretical Benefits

The research is expected to enrich scientific studies on e-WOM, destination image, and tourist interest, and serve as a useful reference for future research on these topics in the tourism sector.

2. Practical Benefits

This research provides several practical benefits. For Politeknik Negeri Bali, it contributes to the enrichment of tourism academic literature and can be used as a reference for future studies, especially those related to e-WOM, destination image, and tourist interest. For the Tanah Lot management, the findings offer useful input to evaluate and improve promotional strategies by better understanding how digital reviews and destination perceptions influence tourist interest. Lastly, for the writer, this research enhances personal insight and understanding regarding the dynamics of tourist behavior and destination marketing in the context of tourist attractions.

1.5 Limitations and Scope of Research

This study analyzes the influence of e-WOM (X1) and destination image (X2) on tourist interest (Y) in visiting Tanah Lot. The research subjects are tourists who have visited or are currently visiting Tanah Lot.

Data were collected through online questionnaires distributed to selected respondents. The study is limited by the short data collection period and does not account for perception differences between domestic and international tourists from various regions.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research findings and discussion in the previous chapter, it can be concluded that the results of this study are the same as the research hypothesis which states that e-WOM (X1) and destination image (X2) have a significant influence on tourist interest (Y) in visiting Tanah Lot tourist attraction, both simultaneously and partially. Simultaneously, the F test results show a significance value of 0.000 (< 0.05) and F count of 169,413 ($> F$ table 3.08), it means that both variables simultaneously have a significant influence on tourist interest. Adjusted R Square value of 0.759 indicates that e-WOM and destination image explain 75.9% of the variation in tourist interest.

In partially, the partial test results (t test) show a significant results with the significance value of the two variables smaller than alpha 0.05 ($0.000 < 0.05$) and the t value of each variable was greater than the t table value, namely e-WOM with a t count of ($8.708 > 1.660$) and destination image with a t count of ($8.490 > 1.660$). This means that e-WOM has a dominant influence than the destination image. That is, digital perceptions through online reviews and interactions on social media have more power in shaping tourists' interest than direct perceptions of the destination.

Based on the results of the descriptive analysis, the valence of opinion in e-WOM is the most dominant dimension influencing tourists' interest, as shown by the high

perception score of other tourist's positive reviews and recommendations. Meanwhile, the intensity dimension is the lowest. In the destination image variable, the unique image dimension is the most prominent, while the affective image still needs to be strengthened so that the emotional experience of tourists can be more memorable.

5.2 Suggestion

The lowest influence to tourist interest is the intensity in e-WOM, which indicates low digital information search activities by tourists. To increase the intensity, it can be recommended that the distribution of informative content consistently through social media and other digital platforms, and engage tourists through interactive content and hashtag campaigns such as #TanahLotExperience, #ShareYourExperience.

In the destination image, the affective image dimension still needs to be improved through emotional approaches, such as hospitality training for staff, a comfortable environment to create a memorable impression.

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