

THE INFLUENCE OF WORD OF MOUTH AND SOCIAL MEDIA ON CONSUMER SATISFACTION AND THEIR IMPACT ON VISITOR LOYALTY AT BATU FLOWER GARDEN TOURISM OBJECT

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ABSTRACT

This type of research is Field Research and the design of this research uses a quantitative approach. The variables described in this study are Word Of Mouth, Social Media Customers, Consumer Satisfaction, and Consumer Loyalty. The population of the research to be carried out is the people of East Java who are 19 years old and have visited the Batu Flower Garden. The sample in this study were people who had visited Batu Flower Garden. Of the samples used in this study were 160 samples. The sampling technique used was purposive sampling and the data collection technique in this study used an e-questionnaire and measurements in this study used a Likert scale. The data analysis technique used in this research uses the Partial Least Square (PLS) approach. The results of this study concluded that Word Of Mouth Research has a positive and significant influence on consumer satisfaction. Batu Flower Garden social media also has a positive influence on Consumer Satisfaction. The satisfaction of consumers who visit Batu Flower Garden has a positive influence on consumer loyalty. Word Of Mouth has a significant impact on Consumer Loyalty. Batu Flower Garden social media has a good influence on Consumer Loyalty.

Keyword: Word of Mouth, social media, Consumer Satisfaction, Consumer Loyalty, Batu Flower Garden.

1. INTRODUCTION

Indonesia has considerable potential to become a world tourist destination. One of the areas in Indonesia that have very good tourism potential is the city of Batu. Batu City is a very popular city with its tourist destinations in East Java. Batu City is one of the areas in East Java that has tourism potential with a high selling value and can attract tourists from various regions to visit.

Based on the Batu City data portal from January to April 2022 (when the covid-19 pandemic took place), it was found that the highest number of visitors was Jatim Park II with a total number of 319,963 visitors. The least number of visitors is the Batu Rafting tourist vehicle with a total of 333 visitors. The Coban Rais Tourism Wana object, which is located in the Batu Garden Flower tourism area, has a total of 25,503 visitors. Wana Wisata Coban Rais or Batu Flower Garden has 13 photo spots, but the drawback of Batu Flower Garden is that each photo spot is subject to an entrance fee, not included in the first ticket to enter Wana Wisata Coban Rais because not all visitors try all photo spots. In addition, for public transportation for visitors, an Ojek fee is charged if visitors are willing to use their services. Entrance ticket prices that do not include all rides at Batu Flower Garden are used as the main reason because consumers prefer

other tourist attractions in Batu which are more interesting and have lots of games and already include access tickets for all rides and photo spots, for example, Jatim Park and Museum Angkut. The number of visitors to Coban Rais Tourism Object is not as much as the Jatim Park Group, Selecta Recreational Park, and Angkut Museum. It makes researchers interested in conducting research that raises research topics related to Batu Garden Flower, which is a tourist location within the Coban Rais Tourism Area. Some interesting photos with the theme of Batu Garden Flower tourism have been uploaded through many social media, especially on Instagram.

With regard to internet access, which is almost spread throughout the region, many activities have emerged using the internet, one of which is the company's online marketing activities. Many companies and tourist attractions take advantage of this opportunity to gain profit for them, one of which is by marketing and promoting tourism objects through the internet, this is often known as social media marketing. Indonesia's huge tourism potential is the main capital to attract domestic and foreign tourists (Priatmoko, 2017). Directly or indirectly, tourism provides benefits in the form of a country's foreign exchange. Currently, tourism has become a fairly large foreign exchange-producing sector and occupies the fourth position after mining and plantation products (Hania, 2016). The contribution of the tourism sector to an area has an impact on all parties involved in the tourism industry to manage tourism professionally. Tourism is a promising land, so in early 1969 the government issued a decision regarding the development of National Tourism (Disbudpar, 2014). Since then the government has started to prioritize the development of the tourism sector and has the belief that tourism can become a mainstay sector (Mardiyani and Murwatiningsih, 2012).

Uploads of social media users about an object that is currently viral are often used as a reference to make a choice to visit a tourist destination. Not infrequently new tourist objects that have not been exposed by many people become suddenly famous because of uploading photos of other people on social media (Rizki and Pangestuti, 2017). Apart from social media, promotion can also be done through word of mouth. Word of mouth is a statement about a product that is conveyed to others (Artanti, 2016). Word of mouth obtained from someone who has a love for a product is more real and honest than information from an advertisement (Naufal and Maftukhah, 2017).

Research conducted by Yu et al. (2017) succeeded in showing that customer satisfaction has a positive effect on word of mouth, meaning that the greater the satisfaction felt by customers, it will cause them to make positive recommendations by word of mouth to others. Customer satisfaction is important for service providers, because happy customers spread satisfaction to potential customers, thereby increasing the company's reputation.

Research conducted by Chiguvi and Guruwo (2017) investigated the impact of customer satisfaction on consumer loyalty. The results of this research have shown that there is a positive relationship between customer satisfaction and customer loyalty.

In this modern era, information via the internet is getting easier. Likewise with social media, the easier it is to access, the more social media users. As time goes by, more and more tourists will visit the Batu Garden Flower Object and take pictures to then upload them on their social media. The more tourists and uploads on social media it will cause the more word of mouth that occurs in the community so that consumers feel satisfied and loyal to visit the location of the tourist attraction.

2.LITERATURE REVIEW

2.1 Word of Mouth

Kotler and Keller (2016: 645) argue that word of mouth is a very powerful marketing tool. In general, word of mouth is a communication made by individuals or groups that are used to provide recommendations for products that have been used. There are 5 indicators that become the benchmark that word of mouth can be said to be optimal. The five indicators refer to Sernorvirtz (2012: 19), namely: Talkers, Topics, Tools, Taking Part, and Tracking.

Social media

Purwiantoro et al., (2016) say that social media is one of the media that facilitates interactive communication between entrepreneurs and anyone, including consumers, and various interested parties, whenever and wherever. 5 indicators become benchmarks on the social media variable. The five indicators refer to Khairuni, (2016), namely: participation, openness, conversation, community, and connectedness.

Consumer Satisfaction

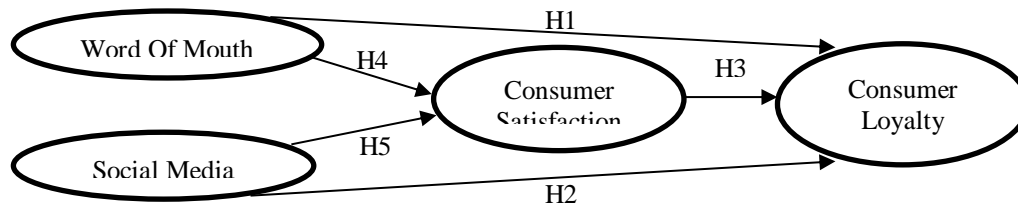
Kotler and Keller (2009:138) consumer satisfaction is also defined as a feeling of pleasure or disappointment felt by someone arising from comparing their expectations of a product or service. Consumer Satisfaction has referred to several explanations that have been put forward by Kotler and Armstrong (2013: 61), namely: perceived quality, perceived value, and customer expectations.

Consumer Loyalty

According to Griffin in Fian (2016), consumer loyalty is a consumer's commitment to a store brand, or supplier based on a very positive attitude and is reflected in consistent repeat purchases. Consumer Loyalty indicators have referred to several explanations that have been put forward by Kotler and Keller (2012: 208), namely: repeat purchases, retention, referrals.

Conceptual framework

The conceptual framework of this research is to examine the effect of Word Of Mouth and Social Media on Consumer Satisfaction and Their Impact on Consumer Loyalty. Using tourist attractions as research locations as well as the use of social media that is tested to consumers at the end of tourist sites. In this study, it will be explained about the relationship between the variables being tested. Through social media, researchers will distribute questionnaires that are shown to the research sample. Based on the above analysis, the conceptual framework of this research is shown in the figure below:



Picture Conceptual Framework

Hypotheses

The hypotheses in this study are as follows:

H1: Word of mouth has a positive and significant effect on consumer satisfaction

H2: Social Media has a positive and significant effect on Consumer Satisfaction

H3: Consumer Satisfaction has a positive and significant effect on Consumer Loyalty

H4: Word of Mouth has a positive and significant effect on Consumer Loyalty

H5: Social Media has a positive and significant effect on Consumer Loyalty

3.METHOD

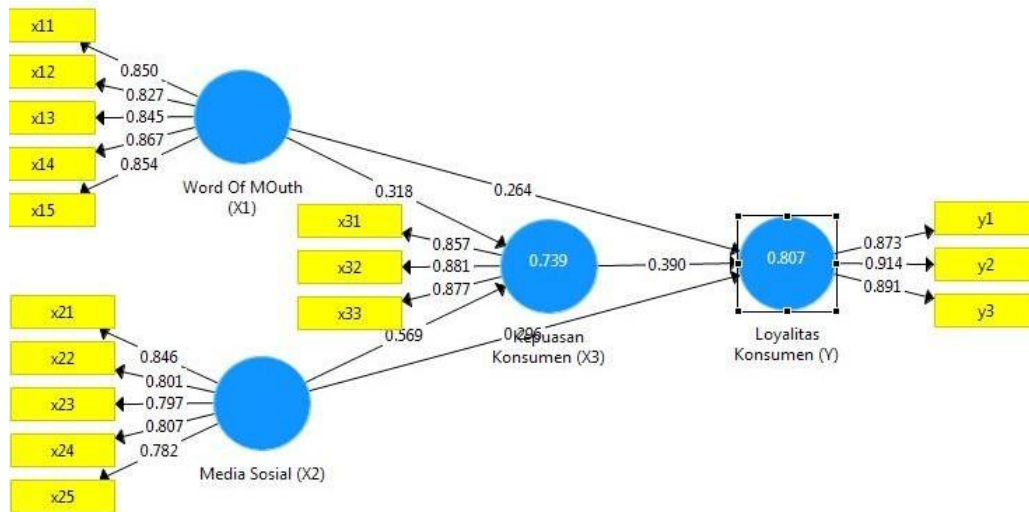
This type of research is Field Research and the design of this research uses a quantitative approach. The variables described in this study are Word Of Mouth, Social Media Customers, Consumer Satisfaction, and Consumer Loyalty. The communication approach used in this research is a survey method. Using an intercept survey which is a direct approach to visitors when conducting survey activities at the research location.

The population of the research to be carried out is people who have visited and have visited Batu Flower Garden. The sample in this study were people who had visited Batu Flower Garden. In this study, the number of indicators used were 16 indicators. Therefore the number of samples required is $16 \times 10 = 160$ samples. So the samples used in this study were 160 samples.

The sampling technique used in this study is non-probability sampling, which is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples, Sugiyono, (2019: 131). Purposive samples to be taken in this study are those who have the following criteria: People who have visited Batu Flower Garden, domiciled in East Java and are 19 years old and over. The data collection technique in this study used an e-questionnaire and the measurement in this study used a Likert scale. The data analysis technique used in this research uses the Partial Least Square (PLS) approach.

4.RESULT AND DISCUSSION

Outer Model



Picture 1 Measurement Outer Model

Based on Picture 1 above, it can be seen that all items in the research variable have a loading factor value above 0.5. Therefore, there is no problem with convergent validity in the model tested on Smart PLS.

Table 1 Results of Average Variance Extracted (AVE)

Variable	AVE
Word Of Mouth (X1)	0.720
Social Media (X2)	0.651
Consumer Satisfaction (X3)	0.760
Consumer Loyalty (Y)	0.798

Source: SmartPLS Data Processing Results (2022)

Based on table 1 above, it can be concluded that the evaluation of the measurement model results in this study has good discriminant validity. It can be seen that the AVE value in table 1 above as a whole is not less than a value of 0.5. The AVE value in each variable has a good reliability value, it can be seen that the AVE value in the Word Of Mouth (X1) variable is 0.720. Social Media (X2) is 0.651, Consumer Satisfaction (X3) is 0.760 and Consumer Loyalty (Y) is 0.798.

Table 2 Composite Reliability Results

Variable	<i>Composite Reliability</i>
Word Of Mouth (X1)	0.928
Social Media (X2)	0.903
Consumer Satisfaction (X3)	0.905
Consumer Loyalty (Y)	0.922

Source: SmartPLS Data Processing Results (2022)

The variable is declared reliable if the composite reliability value is above 0.70. Based on the table above, it can be seen that the composite reliability value for all variables has a value greater than 0.70. Based on table 2 above, it can be concluded that all of the research variables have met composite reliability.

Inner Model

The results of the evaluation of the structural model testing (inner model) using Smart PLS can be seen from the results of the Rsquare value for each variable.

R-square analysis

According to Ghozali and Latan (2012) when using the SEM-PLS inferential statistical test termed the structural model (Inner Model) can be seen through the R-square (R2) value, the value of 0.67 is a strong influence, 0.33 is a moderate effect and 0.19 gives a weak effect. The test results can be seen in detail in the following table.

Table 3 Results of R-Square

Variabel	<i>R-Square</i>
Consumer Satisfaction (X3)	0.739
Consumer Loyalty (Y)	0.807

Source: SmartPLS Data Processing Results (2022)

Based on table 3 above, it can be seen that the Consumer Satisfaction variable (X3) has an R-square value of 0.739 which gives an indication of a strong influence. Consumer Loyalty Variable (Y) has an R-square value of 0.807 which indicates a strong influence.

Predictive Relevance (Q2)

In the results of the SEM-PLS model the overall goodness of fit assessment has been known from the Q2 value (predictive relevance). The goodness of fit model test is carried out using the coefficient of total determination, where the test results can explain how much the path model formed is able to represent the data observed through the results of the study. Based on Table 4.13 regarding the R-square value, the predictive relevance values can be calculated as follows:

$$\text{Value } Q2 = 1 - (1 - R1^2) \times (1 - R2^2)$$

Value Q2 = $1 - (1 - 0,739) \times (1 - 0,807)$

Value Q2 = $1 - (0,261 \times 0,193)$

Value Q2 = $1 - 0,05$

Value Q2 = 0,95

Keterangan :

Q2 : Value of Predictive Relevance

R1² : Value of R-Square variable Consumer Satisfaction (X3)

R2² : Value of R-Square Consumer Loyalty variable (Y)

Based on the results of the calculation of the value of Q2 above, it can be seen that the value of Q2 is 0.9, which means that the diversity of data from the structural model designed in the study can be explained by 95% and the remaining 5%. In this study, it can be stated that it has a good goodness of fit, because the magnitude of Q2 has a value with a range of $0 < Q2 < 1$, where the closer to 1 means the better the model.

Table 4 Results of f-square values

Latent Variable Relationship Predictor	f-square value	Information
<i>Word Of Mouth (X1) -> Satisfaction Consumer (X3)</i>	0.096	Weak
<i>Word Of Mouth (X1) -> Loyalty Consumer (Y)</i>	0.082	Weak
<i>Social Media (X2) -> Satisfaction Consumer (X3)</i>	0.307	Currently
<i>Social Media (X2)-> Loyalty Consumer (Y)</i>	0.086	Weak
<i>Consumer Satisfaction (X3) -> Consumer Loyalty (Y)</i>	0.206	Currently

Source: SmartPLS Data Processing Results (2022)

Based on table 4 above, it can be concluded that the influence of the Word Of Mouth variable (X1) on the Consumer Satisfaction variable (X3) is 0.096 with a weak category. The effect of the variable value of Word Of Mouth (X1) on Consumer Loyalty (Y) is 0.082 with the weak category. The influence of the value of the Social Media variable (X2) on the variables of Consumer Satisfaction (X3).

Hypothesis Testing

Table 5 Path Coefficient of Hypothesis Testing

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Information
Word Of Mouth (X1) -> Consumer Satisfaction (X3)	0.318	0.093	3.422	0.001	Significance
Word Of Mouth (X1) -> Consumer Loyalty (Y)	0.264	0.086	3.075	0.002	Significance
Social Media (X2) -> Consumer Satisfaction (X3)	0.569	0.089	6.404	0.000	Significance
Social Media (X2) -> Consumer Loyalty (Y)	0.296	0.099	2.996	0.003	Significance
Consumer Satisfaction (X3) -> Loyalty Consumer (Y)	0.390	0.079	4.910	0.000	Significance

Source: SmartPLS Data Processing Results (2022)

H1 = Word Of Mouth (X1) has an effect on the Consumer Satisfaction variable (X3). The results of the H1 test show that the path coefficient value of the Word Of Mouth variable on Consumer Satisfaction is 0.318 with a t-count value of 3.422 and a p-value of 0.001. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Word Of Mouth has a positive and significant influence on consumer satisfaction.

H2 = Word Of Mouth (X1) has an effect on Consumer Loyalty (Y). The results of the H2 test show that the path coefficient value of the Word Of Mouth variable on Consumer Loyalty is 0.264 with a t-count value of 3.075 and a p-value of 0.002. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Word of Mouth has a positive and significant influence on Consumer Loyalty.

H3 = Social Media (X2) has an effect on Consumer Satisfaction (X3). The results of the H3 test show that the path coefficient value of the Social Media variable on Consumer Satisfaction is 0.569 with a t-count value of 6.404 and a p-value of 0.000. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results

of this study indicate that Social Media has a positive and significant influence on consumer satisfaction.

H4 = Social Media (X2) has an effect on Consumer Loyalty (Y). The results of the H4 test show that the coefficient value of the Social Media Path to Consumer Loyalty is 0.296 with a t-count value of 2.996 and a p-value of 0.003. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Social Media has a positive and significant influence on Consumer Loyalty.

H5 = Consumer Satisfaction (X3) has an effect on Consumer Loyalty (Y). The results of the H5 test show the path coefficient value of Consumer Satisfaction to Consumer Loyalty is 0.390 with a t-count value of 4.910 and a p-value of 0.000. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that consumer satisfaction has a positive and significant influence on consumer loyalty.

Word Of Mouth (X1) has an effect on the Consumer Satisfaction variable (X3)

The results of testing the path coefficient value of the Word Of Mouth variable on Consumer Satisfaction is 0.318 with a t-count value of 3.422 and a p-value of 0.001. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Word Of Mouth has a positive and significant influence on consumer satisfaction. Based on this explanation, it can be concluded that the Word of Mouth that has been carried out by the Batu Flower Garden can affect the consumer satisfaction of the people who have visited Batu Flower Garden from the number of respondents as many as 160 people.

The results of this study are in line with the research conducted by Yu et al. (2017). The results of his research have shown that word of mouth has a positive effect on consumers. This means that from the results of this study the greater the satisfaction felt by customers will cause them to make positive recommendations by word of mouth to others. Consumers will feel satisfied, they will make positive word-of-mouth recommendations to coworkers and their families (Burnham & Leary, 2018). Word of mouth is an effective way to build a positive image of a hospital, but it can also increase the number of visits (Handini & Ruswanti, 2016).

Social Media (X2) has an effect on the Consumer Satisfaction variable (X3)

The result of testing the path coefficient value of the Social Media variable on Consumer Satisfaction is 0.569 with a t-count value of 6.404 and a p-value of 0.000. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Social Media has a positive and significant influence on consumer satisfaction.

The results of this study are in line with research conducted by. (Singh et.al., 2020). The results of his research concluded that the various factors of responsiveness and effectiveness of having in social media had a significant influence on consumer satisfaction. (Rootman & Cupp, 2016). The results of other studies are also in line with the results of this study, research from Ajina, (2019). The use of social media platforms makes it easier for banks to increase customer

satisfaction and maintain customer retention. Ajina, (2019) in her research also finds that social media has a significant influence on consumer satisfaction.

Consumer Satisfaction (X3) has an effect on Consumer Loyalty (Y)

The result of testing the path coefficient value of Consumer Satisfaction to Consumer Loyalty is 0.390 with a t-count value of 4.910 and a p-value of 0.000. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that consumer satisfaction has a positive and significant influence on consumer loyalty.

The results of this study are in line with research conducted by. Chiguvi and Guruwo, (2017). The purpose of his research was to investigate the impact of consumer satisfaction on consumer loyalty in the banking sector in Botswana. The results of this research have shown that there is a positive relationship between customer satisfaction and customer loyalty.

Word Of Mouth (X1) has an effect on Consumer Loyalty (Y)

The results of testing the path coefficient value of the Word Of Mouth variable on Consumer Loyalty is 0.264 with a t-count value of 3.075 and a p-value of 0.002. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that Word of Mouth has a positive and significant influence on Consumer Loyalty.

The results of this study are in line with research conducted by Oliviana et al., (2017). Oliviana et al., (2017) have conducted a study to determine the effect of Brand Image and WOM (Word of Mouth) on consumer loyalty at RM. Dahsyat Wanea. The results of this study indicate that partially brand image has a significant effect on consumer loyalty and Word of Mouth has a significant effect on consumer loyalty. The same opinion as the research has also been carried out by Putri, (2018). The results of his research show that, Word of Mouth has a significant effect on consumer loyalty.

Social Media (X2) has an effect on the Consumer Loyalty variable (Y)

The results of testing the coefficient value of the social media Path towards Consumer Loyalty is 0.296 with a t-count value of 2.996 and a p-value of 0.003. The t-count value has shown a value greater than the t-table, which is 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that, Social Media has a positive and significant influence on Consumer Loyalty.

The results of this study are in line with research conducted by. Rehn, et al. (2017). The results of this study indicate that, social media has a positive and significant influence on Consumer Loyalty. Apart from social media managed by Batu Flower Garden, which shows photos or promos that are very interesting for visitors to come, other things such as recommendations from neighbors or friends and relatives are also very influential because they have previously visited Batu Flower Garden. The results of other similar studies have also been revealed (Ismail, 2017). All these studies prove that the benefits of social media and word of mouth play an important role in building consumer loyalty.

5. CONCLUSIONS AND SUGGESTIONS

Conclusions

The conclusions that can be drawn based on the results of the tests of the hypotheses that have been proposed before are as follows:

Word of Mouth research has a positive and significant influence on consumer satisfaction. Based on the explanation, it can be concluded that the Word of Mouth that has been carried out by the Batu Flower Garden can affect the satisfaction of visits by consumers who have visited Batu Flower Garden.

Batu Flower Garden Social Media also has a positive influence on Consumer Satisfaction. Based on this explanation, it can be concluded that Batu Flower Garden Social Media through Instagram can affect the consumer satisfaction of people who have visited Batu Flower Garden because of the large amount of information submitted by the manager.

The satisfaction of consumers who visit Batu Flower Garden has a positive influence on consumer loyalty. It can be concluded that consumers have been satisfied with the management of clean and friendly tourist attractions in Batu Flower Garden, which can affect the loyalty of consumers who have visited Batu Flower Garden.

Word Of Mouth has a significant impact on Consumer Loyalty. Based on this explanation, it can be concluded that the Word Of Mouth that has been done by people who have visited Batu Flower Garden other people is very influential in explaining the tourist destinations that have been visited.

Batu Flower Garden Social Media has a good influence on Consumer Loyalty. Based on this explanation, it can be concluded that Social Media managed by Batu Flower Garden through Instagram can affect the consumer loyalty of people who have visited Batu Flower Garden. It is very informative to provide information to followers or Instagram followers, besides that through social media there are sometimes interesting promos for visitors to Batu Flower Garden.

Suggestions

Based on the results of the research conducted, several suggestions should be considered. These suggestions are as follows:

It is hoped that Batu Flower Garden can improve the quality of its social media management. Because Batu Flower Garden social media has the smallest influence compared to the influence of the relationship between other variables, this can be improved in management by using several strategies to embrace several influencers and artists in promoting Batu Flower Garden tourist destinations and embracing several photo communities for media management. Social media can further increase consumers to be loyal.

The independent variables (Word Of Mouth and Consumer Satisfaction) in this study are very important in influencing consumer loyalty. It is hoped that the results of this study can be used as a reference for further researchers to develop existing research. Further researchers can consider other variables in conducting a study using other tourist destinations. The use of these variables can include, Social Media Marketing Activities, Interest in Visiting, Celebrity Endorse, and several other variables.

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