



THE EFFECT OF E-WOM IN INSTAGRAM ON TRUST AND PURCHASE INTENTION TO MOUNT DAGO, BOGOR

Nizam Mohammad Andrianto^{1*}, Ngadino Surip DipoSumarto², Yuany Farradia³

^{1,2,3}Universitas Pakuan, Bogor, Indonesia

Corresponden Email: nizam.andrianto@gmail.com¹

Abstract

Information spreads rapidly through social media, especially as the number of social media users in Indonesia continues to increase yearly. This is an essential concern for managers of tourist destinations, especially in terms of purchasing interest, which has also increased in recent years. Information disseminated between social media users commonly referred to as e-WOM is thought to influence travel purchase intention. Therefore, the researcher intends to see the extent to which e-WOM on Instagram affects Trust and interest in purchasing tours to Mount Dago, Bogor. This research is quantitative research with explanatory research methods. The sampling technique used in this research is non-probability sampling with accidental sampling technique, where the respondents in this study are visitors to Mount Dago who use Instagram and are interested in visiting Mount Dago. This questionnaire was distributed via Google Forms, then the data was processed using SmartPLS 3. Of the 120 respondents, the results showed that the effect of the e-WOM variable on Purchase Intention is significant because the t-statistic value > 1.96, which is 11,357 > 1.96. This means that the e-WOM variable affects Purchase Intention. Meanwhile, the Trust variable significantly affects Purchase Intention, indicated by the t-statistic value > 1.96, which is 7,280 > 1.96. This means that Trust has a significant influence on Purchase Intention. This research provides important implications for tourism managers of Mount Dago to manage e-WOM information on social media well to increase consumer trust and encourage their purchase interest.

Keywords: e-WOM, Instagram, Trust, purchase intention, Mount Dago.

INTRODUCTION

The rapid development of the tourism industry is a phenomenon that attracts attention, but it cannot be denied that this sector is very vulnerable to various changes both from within and outside that can affect the number of tourist visits, be it at the national, regional, or local levels. The impact generated by this industry includes various aspects, such as economic, social, and cultural, which are very significant in the development of a region (Utama, 2017).

Technological developments have also contributed significantly to the growth of the tourism industry. In addition, with a country's growing population, the tourism industry is also growing (Sahban & SE, 2018). The development of technology, information, and communication is also increasing rapidly. Data from GoodStats shows that Indonesia, as a developing country, is ranked fourth as the country with the highest number of internet users in the world, reaching 215.63 million people from 2022-2023. This number has increased by 2.67% compared to the previous period, which amounted to 210.03 million users. In addition, the number of social media users in Indonesia is on the rise, with 167 million social media users in the same year. This data points to the massive potential of utilizing social media, including Instagram, to influence purchase intention. According to information data submitted by Hootsuite (We Are Social) regarding the most commonly used social networking

platforms by the Indonesian population in 2022, Instagram has a market share of 84.8%. This fact shows that Instagram is one of Indonesia's most popular social media platforms, only losing to WhatsApp, which has a market share of 88.7%.

Instagram users often use this app to save essential moments and their daily activities. The freedom of self-expression provided by Instagram makes it a platform to show their existence, such as by taking selfies. Selfies have become a phenomenon where people take photos of themselves, often with a narrative or message behind the photo, to trigger responses or comments from their followers. This activity, done through social media such as Instagram, has become integral to everyday lifestyle. Users who share their experiences on social media platforms have, without realizing it, contributed to creating a new term in the marketing world known as "Electronic Word of Mouth" (e-WOM). Sulthana and Vasantha (2019) said e-WOM influences people to buy products or services from various references shared on social media. The satisfied consumers will repurchase the product and inform the other consumers about the product or service's benefit. On the other hand, the dissatisfied consumers will also share their experience with the other people (Michelle, 2018).

Various experiences gained previously or experiences that visitors have when visiting social media such as Instagram, all information that enters by being intentional, sought after, or not can be a factor in the emergence of trust. Intentional, sought after, or not can be a factor in the emergence of Trust, according to (Widjaja, 2018). Before deciding to trust, consumers will search for information related to the place's information through various social media. In this case, e-WOM on social media can influence consumer trust in a product or service. Syafaruddin et al. (2016) argue that e-WOM is a form of consumer desire to advise each other via the Internet to make purchases or use products originating from companies. The research of Shidqi, Noor, & Kirbrandoko (2019) and Syafaruddin et al. (2016) states that e-WOM influences trust.

Hamidun & Sanawiri (2018) express an opinion on purchase intention as a form of response in the form of action that shows the attitude of someone's desire to buy. Purchase intentions are at the stage of evaluating alternatives before making a purchase. Purchase intentions arise from the evaluation stage previously carried out by consumers. This evaluation is carried out by searching for information from various sources that consumers can reference when choosing the product or service to be purchased. One form of information that can be used as a reference is e-WOM on social media, which can trigger someone to visit the place being discussed if the place is good. Consumers will be interested in tourist attractions and want to visit those discussed before. This opinion is also supported by the results of his research, which states that e-WOM can significantly influence purchasing intentions. This opinion is also supported by research by Lutfiah & Dewi (2016) and Huyen & Costello (2017) that e-WOM communication positively and significantly affects purchase intention. In addition, Hamidun and Sanawiri (2018) argue that electronic word of mouth and purchase intention have an influence and are significant.

One of the tourist destinations in Indonesia that utilizes e-WOM through Instagram is Gunung Dago natural tourism, which is located in Dago Village, Cikuda Wanaherang, Bogor Regency, West Java. Visits to Mount Dago experience variations every year. If you look at the growth trend of tourists visiting Mount Dago in Bogor Regency from January 2021 to December 2023, on average, it shows a decrease in the number of visitors. From December 2021 to December 2022, there was an 82% increase in visits, while from December 2022 to December 2023, the growth only reached 6%. This can be compared to the growth in the number of tourists coming to Indonesia, which increased by 14.3% (BPS, 2023). Thus, it can be seen that the growth of visits to Mount Dago in the latest period (December 2022-December 2023) shows a slower growth rate compared to national growth. This decline and slowdown in the number of visitors can be caused by various factors, including the need for more information about the tourist attraction.

Even though promotions through the Internet have been carried out, the number of visitors to Mount Dago nature tourism has continued to decline recently. This tour can be considered a new destination in Bogor Regency. It should be able to continue to attract more visitors. Regarding the issues and context that have been described previously, this research aims to see the extent to which e-WOM on Instagram affects trust and purchase intention for tours to Mount Dago, Bogor.

LITERATURE REVIEW

Concept of Tourism

The word "Tourism" comes from Sanskrit, a combination of "pari," which describes "repeatedly," and "tour," which reflects "travel" or "in and out." Hence, "tourism" reflects the repeated or repetitive pattern of traveling. A traveler is an individual who travels, while a tourist is an individual who travels for tourism (Butarbutar et al., 2021).

Tourism is explained as a short-term trip from the original location to another location with the intention not to settle or work but for entertainment, satisfying curiosity, spending leisure time or vacation, and other purposes, as mentioned by Koen Meyers (Suwena & Widyatmaja, 2017). Since the primary purpose of tourists is to fulfill their desires, the tourism sector has many opportunities to grow.

Concept of Marketing

According to Kotler and Armstrong (2016), marketing is a social and managerial process that enables individuals and groups to fulfill their needs and wants by creating and exchanging products and values with others. They define marketing as the ability and knowledge to identify, create, and communicate value to meet the needs of target markets and achieve profits.

In tourism marketing, the nature of tourism products included in the service industry has important implications for marketing activities. This is because tourism products have service

characteristics that distinguish them from tangible products. These characteristics include intangibility, which cannot be evaluated or demonstrated before use or purchase; inseparability, where the production and consumption processes take place simultaneously; variability, where the quality of service can vary depending on the person providing it; and perishability, which means services cannot be stored, so unsold capacity cannot be resold to future consumers (Weaver and Lawton in Nasrullah, et al., 2020). Thus, success in the tourism industry involves coordination and synergy between the various stakeholders and the involvement of the Tourism Office, the private sector/tourism industry, and the local community. This aims to ensure a satisfying tourist experience by providing objects and attractions that follow their expectations.

Word Of Mouth Traditional vs Electronic Word Of Mouth

According to Kotler and Keller (2017), Word of Mouth (WOM) refers to recommendations or reviews given by individuals, either verbally or in writing, about their experiences in buying or using a product or service. WOM is a communication strategy expected to influence other consumer purchasing decisions.

With the advancement of technology and information, word of mouth has moved from traditional to online communication, known as Electronic Word Of Mouth (e-WOM). According to Henning-Thurau et al., e-WOM refers to reviews or comments made by current, potential, or former consumers. These reviews, which can be positive or negative responses regarding a particular product or service, can be accessed via the Internet.

In research conducted by Goyette et al., e-WOM is classified into three aspects or dimensions, namely: 1) Intensity, 2) Valence of Opinion, 3) Content

Instagram

Atmoko (2012) defines Instagram as a social networking platform focusing on photography. Launched on October 6, 2010, by Kevin Systrom and Mike Krieger, Instagram managed to attract 25 thousand users within the first day. In addition, according to Atmoko (2012), the name "Instagram" stands for "instant-telegram". Based on Instagram's official website, the platform is a unique and fun way to share moments in life with friends through a series of images. Users can take photos with their phone or tablet and choose a filter to enhance the image.

Trust

Hasbullah (2019) says that Trust is a willingness to take risks in social relationships based on the feeling that other individuals can do something expected and will act in a mutually supportive pattern. Trust indicators are reliable, dependable, and protected (Sanjida & Touhiduzzaman, 2021).

Purchase Intention

According to Kotler and Keller (2019) in Iwan Kusuma and Ika Sari, purchase intention is consumer behavior that arises in response to an object that shows a person's desire to purchase.

According to Durianto (2019) in Iwan Kusuma and Ika Sari, purchase intention is the desire to own a product. Purchase intention will arise if a product's quality and information about the product influence a consumer. Purchase intention is a desire that arises in consumers towards a product due to a process of consumer observation and learning about a product. Consumers who have a buying interest in a product show that there is attention and pleasure in the product, followed by the realization of buying behavior.

Indicators of purchase intention adopt interest in seeking information about related products, making purchases, interest in trying, wanting to know products, and wanting to own a product (Schiffman & Kanuk, 2014).

METHOD

This research is a type of explanatory research, namely the type of research that explains the relationship between the dependent variable and the independent variable. This study uses a quantitative approach, where quantitative research is a structured scientific analysis of components and phenomena and their interconnections. The research is explanatory research using a survey approach, where data is collected through questionnaires and interviews. Sampling was carried out using accidental sampling, where tourists who happened to meet the researcher could be used as a sample if considered a suitable data source.

RESULTS AND DISCUSSION

Outer model

The following is a picture of the outer model path diagram design in this study:



Figure 1 Outer Model

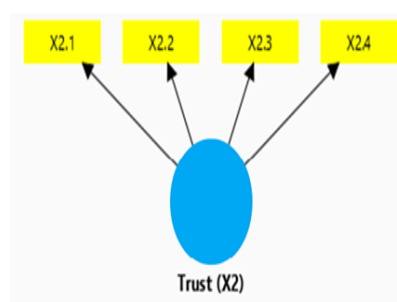


Figure 2 Outer Model

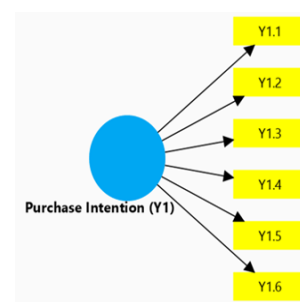


Figure 3 Outer Model

Inner Model

The following is a picture of the outer model path diagram design in this study:

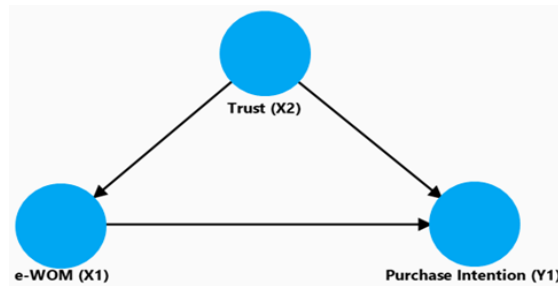


Figure 4 Inner Model - 1

The following is a picture of the overall path diagram design after going through the outer model and inner model analysis in this study:

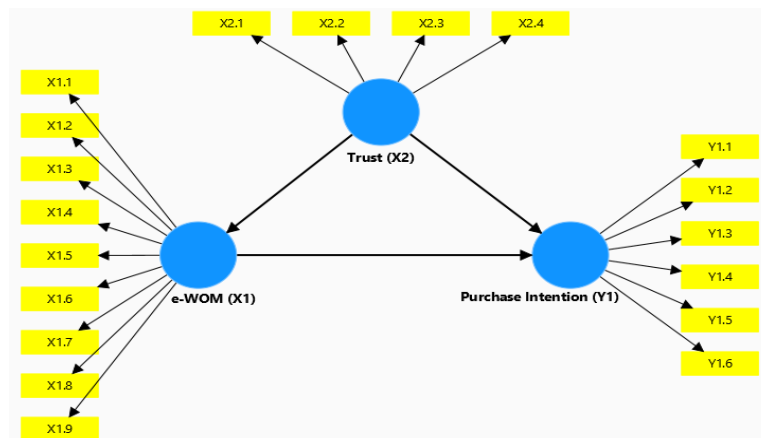


Figure 5 Inner Model - 2

Outer Model Analysis

Outer model testing is done before analyzing the relationship between variables through validity and reliability assessments. There are several stages to evaluate the outer model with the following assessment:

1. Convergent Validity

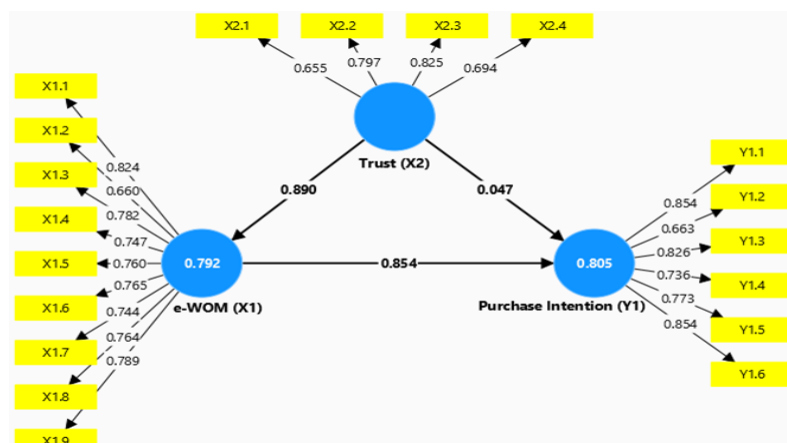


Figure 6 Initial Diagram of the SEM-PLS Model Path

Based on the loading factor value for all indicators, it has reached a value > 0.5 . The item values generated by the e-WOM, Trust, and Purchase Intention variables have met the standard value of convergent validity because all factor values are > 0.5 . It can be concluded that all constructs or variables are valid.

The next stage in convergent validity is to evaluate the AVE value with the provisions of the AVE value > 0.5 . The following is the AVE value resulting from processing using SmartPLS.

Table 1 Initial AVE Values

Variable	AVE
<i>e-WOM</i>	0.620
<i>Trust</i>	0.557
<i>Purchase Intention</i>	0.578

Source: Primary data processed, SmartPLS (2024)

The output display table above shows that all constructs have met the convergent validity test: AVE above 0.5. From the output analysis results, it can be seen that several constructs produce a loading factor value < 0.7 . Therefore, it is necessary to re-estimate to get a good measurement model.

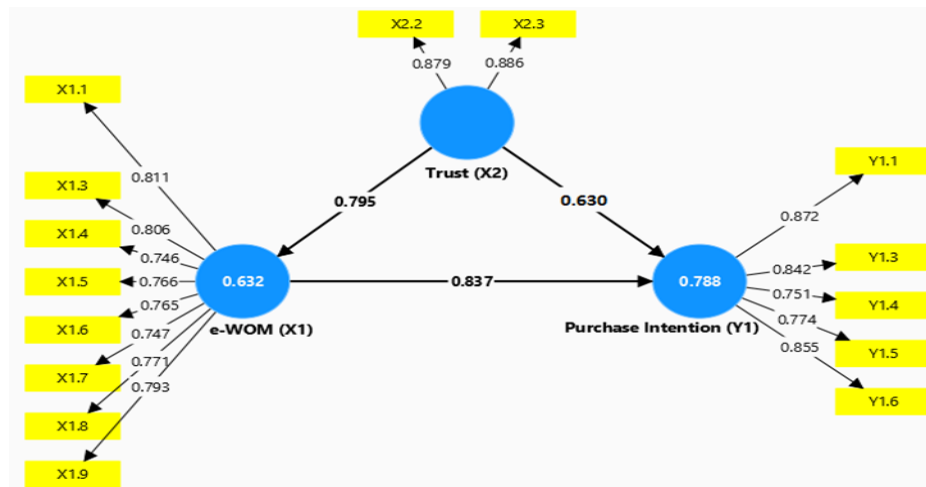


Figure 7 Outer Model Image After Re-estimation

AVE value after re-estimation can be seen more clearly in the following table:

Table 2 AVE value after re-estimation

Variable	AVE
<i>e-WOM</i>	0.673
<i>Trust</i>	0.780
<i>Purchase Intention</i>	0.602

Source: Primary data processed, SmartPLS (2024)

The table shows that the indicators used in the study met convergent validity because they had an outer loading factor value above 0.7 and an AVE value above 0.5. This means that after re-estimating, the indicators in this study have met the convergent validity value and are declared valid.

2. Discriminant Validity

Discriminant validity testing is intended to check the research instrument in reflecting latent variables, which can be seen through the cross-loading value.

Table 3 Cross-Loading Values

Code	e-WOM	Trust	Purchase Intention
X1.1	0.811	0.595	0.648
X1.3	0.806	0.626	0.753
X1.4	0.746	0.534	0.721
X1.5	0.766	0.588	0.704
X1.6	0.765	0.633	0.630
X1.7	0.747	0.641	0.652
X1.8	0.771	0.741	0.700
X1.9	0.793	0.558	0.689
X2.2	0.678	0.879	0.650
X2.3	0.726	0.886	0.637
Y1.1	0.769	0.541	0.872
Y1.3	0.786	0.681	0.842
Y1.4	0.664	0.591	0.751
Y1.5	0.664	0.526	0.774
Y1.6	0.745	0.643	0.855

Source: Primary data processed, SmartPLS (2024)

Based on the table, it can be concluded that each indicator in a latent variable is different from indicators in other variables, indicated by a higher cross-loading value than its construct.

3. Composite Reliability

The composite reliability value is declared reliable if the value is more significant than 0.6.

Table 4 Composite Reliability Value Table

Variable	Composite Reliability
<i>e-WOM</i>	0.911
<i>Trust</i>	0.876
<i>Purchase Intention</i>	0.924

Source: Primary data processed, SmartPLS (2024)

In the table above, the composite reliability value of the e-WOM, Trust, and Purchase Intention variables is > 0.6 , so it can be stated that all variables in this study are reliable.

Inner Model Analysis

1. R-square

Table 5 R-square Value Table

Endogenous Variable	R-square
Trust	0.632
Purchase Intention	0.788

Source: Primary data processed, SmartPLS (2024)

Based on the data above, in this study, the R-square value generated on the Trust variable is 0.632, and on the Purchase Intention latent variable is 0.788. This shows that the effect given by the Trust variable on purchase intention is 63.2%, and other constructs influence purchase intention by 36.8%. Based on the results of the calculation of R^2 , R^2 is included in the moderate category. Then, the two exogenous latent variables, namely e-WOM and Trust, simultaneously affect the endogenous variable, namely Purchase Intention, by 78.8%, and the remaining 21.2% is explained by other constructs not included in the study. Based on the results of the calculation of R^2 , it is shown that R^2 is included in the strong category.

2. Path Coefficient

Table 6 Path Coefficient Values

	e-WOM	Trust	Purchase Intention	Connection
e-WOM	-	0.795	0.630	Positive
Trust	-	-	0.837	Positive

Source: Primary data processed, SmartPLS (2024)

3. Bootstrapping

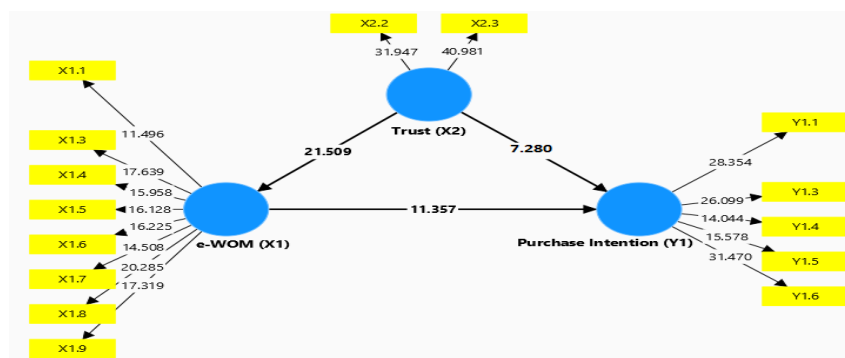


Figure 8 Bootstrapping Result Image

Source: Primary data processed, SmartPLS (2024)

Based on the Figure, the bootstrapping results show the path coefficient value, which includes the original sample, t-statistic, and p-value. The original sample value shows the relationship between exogenous variables and endogenous variables, and the t-statistic value shows the effect of the hypothesis on the relationship between exogenous variables and endogenous variables where if the t-statistic value > t-table (1.96), then the variable has a positive effect. The p-value had a significance value (alpha 0.05).

Table 7 Bootstrapping Value Table

Effect	Original Sample	t-statistic	P-value	Effect
e-WOM at Purchase Intention	0.837	11.357	0.010	significant
e-WOM via Trust	0.795	21.509	0.000	significant
Trust at Purchase Intention	0.630	7.280	0.000	significant

Source: Primary data processed, SmartPLS (2024)

4. Model Fit

The final stage is to determine the suitability of the research model through the fit model, which can be described by the Normed Fit Index (NFI) value. The NFI value that is closer to 1 is the more suitable model. In this study, the resulting NFI value is 0.786, which means that the suitability of this research model is 78.6%.

Table 8 Model Fit Value Table

	Saturated model	Estimated model
SUMMER	0.067	0.067
d_ULS	0.544	0.544
d_G	0.444	0.444
Chi-square	233.685	233.685
NFI	0.786	0.786

Source: Primary data processed, SmartPLS (2024)

Equation Model Results on Structural Model Analysis

Based on the data analysis conducted in this study, it can be concluded that the application of SEM-PLS to determine the effect of e-WOM and Trust on Purchase Intention obtained a structural model equation, namely:

$$\eta_1 = a \xi_1 + b \xi_2 + e^{\eta_1}$$

$$\eta_1 = 0,837\xi_1 + 0,630\xi_2 + e^{\eta_1}$$

The above equation can be interpreted as follows:

- a. The effect of using e-WOM on Purchase Intention is 0.837, which means that the e-WOM provided will increase Purchase Intention by 0.837 or 83.7%.
- b. The effect of Trust on Purchase Intention is 0.630, which means that the Trust given will increase Purchase Intention by 0.630 or 63%.

Hypothesis Test Results

Table 9 Direct Effect Calculation Results

No	Direct influence	T-Statistic	P-Value
1.	<i>e-WOM → Purchase Intention</i>	11.357	0.010
2.	<i>Trust → Purchase Intention</i>	7.280	0.000

Source: Primary data processed, SmartPLS (2024)

Based on the table shows that the effect of the e-WOM variable on Purchase Intention is significant because the t-statistic value > 1.96, which is 11.357 > 1.96. This means that the e-WOM variable affects Purchase Intention. Meanwhile, the Trust variable significantly affects Purchase Intention, indicated by the t-statistic value > 1.96, which is 7,280 > 1.96. This means that Trust has a significant influence on Purchase Intention.

Table 10 Indirect Effect Calculation Results

No	Indirect Effect	T-Statistic	Specific Indirect Effect	P-Value
1.	<i>e-WOM → Trust → Purchase Intention</i>	10.565	0.665	0.000

Source: Primary data processed, SmartPLS (2024)

Next, in the table, it can be seen that e-WOM through Trust significantly influences Purchase Intention because the t-statistic value > 1.96, which is 10.565 > 1.96. This means that e-WOM, through the Trust variable, significantly influences Purchase Intention. The indirect effect of e-WOM on purchase intention through trust is 0.441, which means that if e-WOM increases by one unit, trust can increase indirectly by 44.1%, so the influence given is positive.

CONCLUSION

Based on the study's results, it can be concluded that e-WOM and Trust significantly influence purchase intention. e-WOM has a t-statistic value of 11.357, which significantly influences purchase intention. Trust also has a significant influence, with a t-statistic value of 7.280. In addition, e-WOM through Trust also significantly affects purchase intention with a t-statistic value of 10.565 and an

indirect effect of 0.441. This shows that increasing e-WOM and Trust, directly and indirectly, can increase consumer purchase intention.

REFERENCE

- Bambang, A. D. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.
- Butarbutar, Regina Rosita, et al. (2021). *Pengantar Pariwisata*. Kabupaten Bandung: Widina Bhakti Persada Bandung.
- Kesuma, I. (2019). *Pemasaran dan Manajemen Pasar* (Sebuah Analisis Perspektif Terhadap Minat Beli dan Kepuasan Konsumen).
- Kotler, A., & Armstrong, G. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. England: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2017). *Manajemen pemasaran*. Pearson Education.
- Nasrullah, S. S., et all. (2020). *Pemasaran Pariwisata: Konsep*.
- Sahban, M. A., & Se, M. M. (2018). Kolaborasi Pembangunan Ekonomi di Negara Berkembang (Vol. 1). Sah Media.
- Suwena, I. K., Widyatmaja, I. G. N., & Atmaja, M. (2017). *Basic knowledge of tourism science*. Denpasar, Bali: Pustaka Larasan.
- Utama, I. G. B. R. (2017). *Pemasaran pariwisata*. Penerbit Andi.

Scientific Journal and Thesis

- Amin, S., & Tarun, M. T. (2021). Effect of consumption values on customers' green purchase intention: a mediating role of green Trust. *Social Responsibility Journal*, 17(8), 1320-1336.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context*. *Canadian Journal of Administrative Sciences-revue Canadienne des Sciences De L Administration*, 27, 5-23.
- Hamidun, M. A. (2018). Pengaruh Electronic Word of Mouth Terhadap Purchase Intention Melalui Brand Image (Studi Pada Followers Akun Instagram@ Ouvalresearch) (*Doctoral dissertation*, Universitas Brawijaya).
- Huyen, T. T., & Costello, J. (2017). Quality versus Quantity: An Investigation into Electronic Word of Mouth's Influence on Consumer Buying Intention. *Journal of Promotional Communications*, 5(2).
- Lutfiah, Q., & Dewi, C. K. (2016). Pengaruh E-WOM terhadap Online Purchase Intention pada produk fashion Online Shop KHAYNA. *eProceedings of Management*, 3(2).
- Michelle, P. Y. (2018). Electronic word of mouth influences consumer purchase intention. *Journal of Fundamental and Applied Sciences*, 10(3S), 126-141.
- Sajiman, S. U., & Hasbullah, H. (2019). The Contribution of Accreditation Quality to Community Trust in School. In The 1st International Conference on Folklore, Language, Education and Exhibition (ICOFLEX) 2019.
- Shidqi, H., & Noor, Y. L. (2019). The effect of electronic word of mouth on online Trust and purchase intention among the millennial generation on Instagram. *Russian Journal of Agricultural and Socio-Economic Sciences*, 85(1), 490–496.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- Syafaruddin, Z. (2016). Pengaruh komunikasi electronicword of mouth terhadap kepercayaan (trust) dan niat beli (purchase intention) serta dampaknya pada keputusan pembelian (Survey pada konsumen online shopping zafertech. com). *Jurnal Bisnis dan Manajemen*, 3(1).

Internet Source

- Widjaja, S. (2018). Faktor Penting dalam Digital Market Ditelaah dari Sudut Pandang Konsumen. Retrieved from <https://marketing.co.id/faktor-penting-dalam-digital-market-ditelaah-dari-sudut-pandang-konsumen/>