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The Influence of Digital Marketing and E-WOM on Interest in Visiting Atlantis Land

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A B S T R A C T

This study aims to determine the effect of Digital Marketing on Interest in Visiting Atlantis Land East Surabaya and the effect of E-WOM on Interest in Visiting Atlantis Land Surabaya. The population in this study are visitors to Atlantis Land who are over 18 years old. The sample in this study used the Ghozali formula and found 112 respondents. The method used in this study uses the GForm form. The analysis technique in this study uses PLS (Partial Least Square). The results of this study indicate that the Digital Marketing indicator variable that has the highest percentage is video content that displays all the attractions and rides of Atlantis Land Surabaya which are very interesting (X1).

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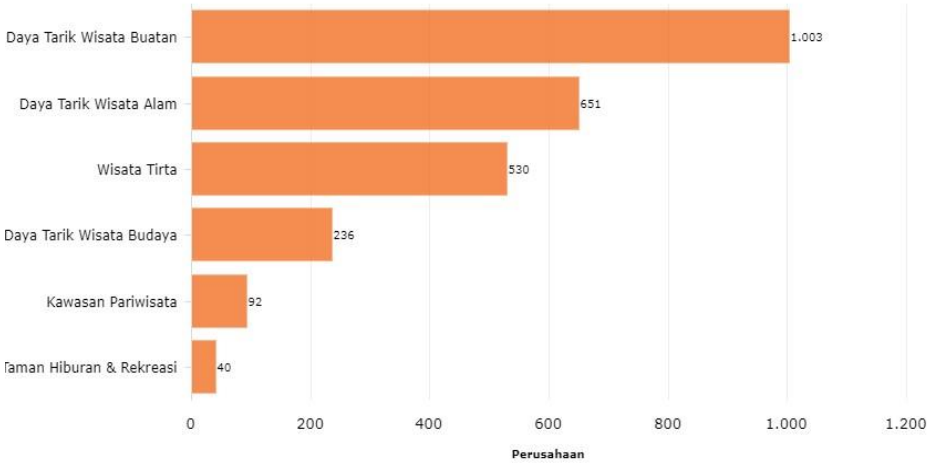
INTRODUCTION

One of the necessary development supports is technology that promotes tourist destinations. Technology is an important thing that makes it easier for people to access information anywhere, including in Indonesia. Currently the mass media advertise more than in the previous period, and the development of information technology is one of the driving factors. The development of social media in Indonesia is also increasing rapidly both in terms of devices, technology and networks. In addition to technological developments, the attributes used in tourism can be one of the tourist attractions, whether visiting a tourist spot or not. This technological development can also be utilized by tourism industry players as a marketing medium via the internet.

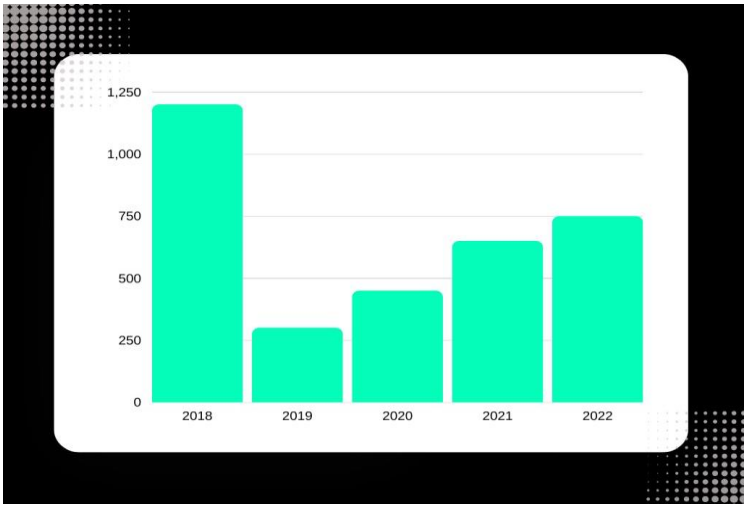
Picture 1 Number of Commercial Tourist Attraction



Source: Databoks - Katadata 2020

Various kinds of rides, both indoor and outdoor, are available at Atlantis Land, which attracts tourists to try all the rides. The following is Atlantis Land visit data from year to yea.

Picture 1 Atlantis Land Tourist Visit Data



Source: Atlantis land 2022 document

It can be seen from Figure 1.2 above that the most visitor visits were in 2018 and the lowest visitor visits were in 2019 due to the COVID-19 pandemic. To increase the interest of Atlantis Land tourism visitors, social media is needed, namely Instagram by creating interesting content and providing lots of information about prices and promos from Atlantis Land tourism. In (Pratiwi and Madancaragni, 2020) states that social media, especially Instagram, has a significant impact in increasing tourism figures..

Word of mouth is word of mouth marketing that can be done orally, in writing, or electronically between people who have a connection with the advantages or experience of visiting a tourist destination. Word of mouth is a source of information that can be trusted, information on tourists who have visited is an important factor because it is through other people's recommendations and arouses curiosity about these tourist destinations. Recommendations from other parties often generate more trust in prospective visitors compared to promotional activities carried out by tourism business actors and can influence other parties' decisions when visiting these tourist attractions. More and more uploads of tourist attractions on social media followed by good comments about tourist attractions can influence tourists' interest in visiting. EWOM plays an important role in purchasing decisions because basically individuals will make purchases based on the results of positive reviews about a product or service (Dewi and Darma, 2019).

A person's interest in visiting Atlantis Land is certainly influenced by many factors, one of which is lifestyle. According to Plummer in Al-Dmour et al (2017) lifestyle is a way of life that is identified with how they spend their time, what they consider important in their environment, their view of themselves and the world around them and some basic characteristics such as stage them in their life cycle, income, education and place of residence. Lifestyle is a behavior that reflects what problems are actually in the minds of customers who tend to mingle with various things related to consumer emotional and psychological problems (Aulia, 2018).

Research Question

Based on the previous description, the problem statement can be formulated as follows: Does Digital Marketing and E-WOM have a positive effect on interest in visiting Atlantis Land?

Research Objectives

The Study aim to find out whether Digital Marketing and E-WOM have a positive effect on Interest in Visiting Atlantis Land

THEORETICAL REVIEW

Digital Marketing

Digital marketing is an activity in the field of marketing that utilizes existing platforms on the internet to reach target consumers. In addition, digital

marketing is defined as marketing products or services via the internet or known as i-marketing, web marketing, online marketing, e-marketing, or e-marketing. -commerce (Herman, 2012). Digital marketing activities are used by business people so that the application of internet media in the market increases.

Electric Word Of Mouth (E-WOM)

Electronic Word of Mouth comes from Word of Mouth as a marketing effort that triggers customers to talk about, promote, recommend and sell a product or service to customers, (Kottler & Keller, 2018). Word of mouth (WOM) is consumer action in providing information to other people (interpersonal) about Hasan's brand or product (2010:32). In addition, word of mouth is also the most powerful, inexpensive, effective promotion strategy that can be used in business, Ulumi et al (2014). From this description it can be concluded that, word of mouth is basically information in the form of verbal messages about products or services, even the company itself, which has been experienced by buyers which is then conveyed to other people in an informal manner.

Visiting Interest

According to the Big Indonesian Dictionary, interest is a tendency of the heart towards something, as well as a desire for something. Therefore, something must be generated, both from within and from outside to like something. According to the Big Indonesian Dictionary, visiting can be interpreted as going and coming to see, visiting each other, traveling and passing through a place. Therefore, it can be concluded that visiting interest is a tendency or desire that arises to visit a place.

The Influence of Digital Marketing on Visiting Interest

The Influence of Instagram Social Media on Visiting Interests. In Elly Amalia Sholikha and Sunarti (2019) it is known that the variable Digital marketing through Instagram (X) has a significant influence on the variable Interest in Visiting (Y) Atlantis land Surabaya. The results of this study are also supported by Effendi's theory (2003), namely the SOR theory which states that organisms will produce certain behaviors if there is a special stimulus so that one can expect and estimate the suitability between messages and communication reactions. The trigger for this theory is that posts on the Instagram social network will ask someone to reply. The answers in this study are customer perceptions on the Instagram social network that will be available in the future interested in visiting.

H1: Digital Marketing positively influences the Visiting Interest to Atlantis Land

The Influence of E-WOM on Visiting Interest

The relationship between Electronic Word of Mouth (eWOM) and interest in visiting is proven by research, one of which was conducted by Erkan

(2016) which states that the quality, credibility, usability, and adoption of information, the need for information, and attitudes towards information are the main factors of eWOM. on social media that can affect consumer buying interest. Meanwhile, Bataineh (2015) states that the credibility, quality and quantity of eWOM have a significant effect on corporate image and purchase intention.

H2: E-WOM positively influences the Visiting Interest to Atlantis Land

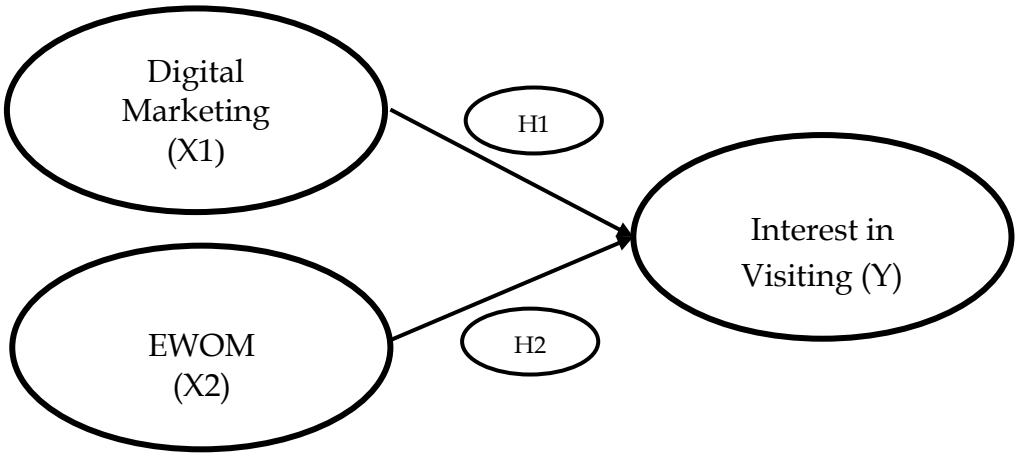


Figure 1 Conceptual Framework

METHODOLOGY

This researchusing quantitative descriptive method. Data collection was carried out through distributing questionnaires. This study uses an ordinal scale with Likert weighting. Sampling was carried out using a non-probability sampling technique with convenience sampling. The sample size for this research is 112 respondents. Data analysis in this study was carried out through descriptive analysis using the Partial Least Squares (PLS) method, and hypothesis testing was carried out using statistical methods supported by SmartPLS 4.0 software. The measuring tool used in this research is an online questionnaire made with Google Forms.

RESULTS

Measurement Model and Indicator Validity test

A.) First Order (Dimensional Measurement Model with indicators and variables with indicators with outer model measurements)

The measurement model in this study uses exogenous variables with reflective indicators including Digital Marketing indicators (X1) and all dimensions of the E-WOM variable (X2) as well as the endogenous variable namely Interest in Visiting (Y). To measure the validity of indicators, one of them is based on the output of the outer loading table, namely by looking at the

value of the factor loading, because in this modeling all indicators are reflective, the table used is the output outer loading.

Table 1 Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)
X1.1 <- DIGITAL MARKETING (X1)	0.786	0.784	0.037	21041
X1.2 <- DIGITAL MARKETING (X1)	0.865	0.862	0.028	30,366
X1.3 <- DIGITAL MARKETING (X1)	0.817	0.813	0.044	18,617
X1.4 <- DIGITAL MARKETING (X1)	0.781	0.780	0.039	20,261
X2.1.1 <- Intensity (X2)	0.854	0.854	0.026	32,871
X2.1.2 <- Intensity (X2)	0.882	0.880	0.035	25.139
X2.1.3 <- Intensity (X2)	0.886	0.886	0.023	38,824
X2.2.1 <- Content (X2)	0.822	0.822	0.033	25014
X2.2.2 <- Content (X2)	0.870	0.870	0.026	33,255
X2.2.3 <- Content (X2)	0.787	0.786	0.038	20,843
X2.3.1 <- Valence of opinion (X2)	0.854	0.853	0.031	27,418
X2.3.2 <- Valence of opinion (X2)	0.826	0.825	0.035	23,708
X2.3.3 <- Valence of opinion (X2)	0910	0910	0.017	54,344
Y.1 <- INTEREST IN VISITING (Y)	0.749	0.745	0.071	10,508
Y.2 <- INTEREST IN VISITING (Y)	0.865	0.864	0.031	27,714
Y.3 <- INTEREST IN VISITING (Y)	0.895	0896	0.019	46,100

Source: Processed data (2023)

From the table above, the validity of the indicators is measured by looking at the Factor Loading Value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at α = 0.05). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, indicators from the Digital Marketing variable (X1) and reflective indicators on the Intensity (X2.1), Content (X2.2), Valence of Opinion (X2.3) dimensions of the E-WOM Variable (X2) and the indicator of the Interest in Visiting variable (Y) shows factor loading (*original sample*) is greater than 0.50 and/or significant (the T-Statistic value is more than the Z value α = 0.05 (5%) = 1.96), thus the results of the estimation of all indicators meet Convergent validity or good validity. Measuring validity indicators can also be seen from the cross loading table, if the loading factor value for each indicator for each variable is greater than the loading factor for each indicator for the other variables, then the loading factor is said to be valid, but if the loading factor value is smaller than the indicators for other variables , then it is said to be invalid.

B.) Second Order (Variable Measurement Model with dimensions)
The E-WOM Perception variable model (X2) with a multidimensional construct is a variable with measurements from several dimensions with indicators measuring through the second order. The relationship between the variable and the dimension is basically a relationship that is measured in regression by looking at the value of the coefficient and its significance. So it can be seen through the value of the inner weight of each dimension

Table 2 Path Coefficients (Mean, STDEV, T-Values) Dimensions with Variables

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
Intesity (X2.1) -> E-WOM (X2)	0.387	0.386	0.017	22,232	0.000
Content (X2.2) -> E-WOM (X2)	0.353	0.353	0.016	22,499	0.000
Valence of Opinion (X2.3) -> E-WOM (X2)	0.392	0.392	0.020	19,820	0.000

Source: Processed data (2023)

The test results in the inner weight table above show that the dimensions of Intensity (X2.1), Content (X2.2), Valence of Opinion (X2.3) of the E-WOM variable (X2) have good validity, this is indicated by the value T- The statistic is greater than 1.96 (at Zα = 5%). It can

be seen that each dimension shows a varying coefficient and T-Statistic value but has a value above the cut-off so that it can be said that all dimensions of the E-WOM variable have good validity. In the E-WOM variable (X2), the Valence of Opinion dimension (X2.3) is the dimension that has the largest coefficient value compared to the other dimensions with a coefficient of 0.392, it can be said that the Valence of Opinion has a more dominant influence than the other dimensions.

Measurement of indicator validity can also be seen from the Cross Loading table, if the factor loading value for each indicator on each variable is greater than the factor loading for each indicator on the other variables, then the factor loading is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid. Measuring the validity of indicators can also be seen from the cross loading table, if the loading factor value for each indicator on each variable is greater than the loading factor for each indicator on the other variables, then the loading factor is said to be valid, but if the value of the loading factor is smaller than the indicators of the other variables, it is said that the validity is not valid or the validity is good

Table 3 Cross Loading

	DIGITAL MARKETING (X.1)	intensity (X2.1)	Content (X2.2)	Valence of Opinion (X2.3)	INTEREST IN VISITING (Y)
X1.1	0.786	0.343	0.487	0.545	0.509
X1.2	0.865	0.390	0.393	0.471	0.519
X1.3	0.817	0.310	0.395	0.464	0.461
X1.4	0.781	0.378	0.488	0.527	0.520
X2.1.1	0.310	0.854	0.569	0.606	0.547
X2.1.2	0.447	0.882	0.528	0.542	0.515
X2.1.3	0.397	0.886	0.625	0.558	0.488
X2.2.1	0.468	0.606	0.822	0.575	0.613
X2.2.2	0.428	0.547	0.870	0.591	0.538
X2.2.3	0.455	0.475	0.787	0.598	0.402
X2.3.1	0.503	0.512	0.532	0.854	0.548
X2.3.2	0.559	0.530	0.553	0.826	0.562
X2.3.3	0.543	0.636	0.736	0910	0.544
Y.1	0.528	0.456	0.395	0.460	0.749
Y.2	0.483	0.512	0.577	0.492	0.865
Y.3	0.549	0.518	0.597	0.636	0.895

Source: Processed data (2023)

From the results of cross loading data processing, all loading factor values are obtained for each indicator of the Digital Marketing variable (X1) as well as on the dimensions of Intensity (X2.1), Content (X2.2), Valence of Opinion (X2.3) and Interest Visit (Y), shows a greater factor loading value compared to the indicator factor loading of other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity

Average Variance Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. Reflective indicator variables can be seen from the Average Variance Extracted (AVE) values for each variable construct. A good model is required if the AVE value of each construct is greater than 0.5.

Table 4 AVE

	AVE
DIGITAL MARKETING (X1)	0.661
Intensity (X2.1)	0.763
Content (X2.2)	0.684
Valence of Opinion (X2.3)	0.764
E-WOM (X2)	0.571
INTEREST IN VISITING (Y)	0.704

Source: Processed data (2023)

The next measurement model is the Avarage Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable it can be seen from the Avarage variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5. AVE test results for the Digital Marketing variable (X1) and the construct dimensions of Intensity (X2.1), Content (X2.2), Valence of Opinion (X2.3), and Interest in Visiting (Y) all of these variables show a value of more than 0 .5, so overall the variables in this study can be said to have good validity.

Composite Reliability

Table 5 Composite Reliability

	COMPOSITE RHO_C
DIGITAL MARKETING (X1)	0.886
Intensity (X2.1)	0.906
Content (X2.2)	0.867
Valence of Opinion (X2.3)	0.898

Source: Processed data (2023)

Construct reliability is measured by the composite reliability value. The construct is reliable if the composite reliability value is above 0.70, then the indicator is called consistent in measuring its latent variables. The results of the Composite Reliability test show that the Digital Marketing variables (X1) and the construct dimensions of Intensity (X2.1), Content (X2.2), Valence of Opinion (X2.3), and Interest in Visiting (Y) all of these variables show a value more than 0.70 so that it can be said that all variables in this study are reliable

Latent Variable Correlations

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and endogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

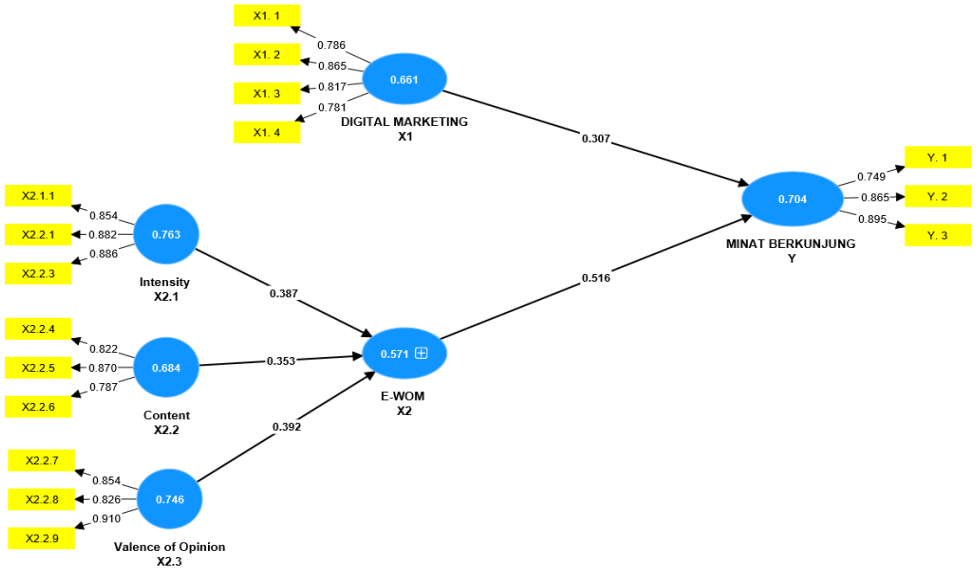
Table 6 Latent Variable Correlations

	DIGITAL MARKETING (X1)	E-WOM (X2)	INTEREST IN VISITING (Y)
DIGITAL MARKETING (X1)	1,000		
E-WOM (X2)	0.606	1,000	
INTEREST IN VISITING (Y)	0.619	0.707	1,000

Source: Processed data (2023)

From the table of latent variable correlations above, the average correlation value between one variable and another shows an average correlation value that is moderate. From the table of latent variable correlations above, the average correlation value between one variable and another shows an average or moderate correlation value. The highest correlation value is found between the Digital Marketing variable (X1) and Interest in Visiting (Y).**0.707**, it can also be stated that among the variables in the research model, the relationship between Digital Marketing variables(X1) with Interest in Visiting (Y)shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the level of interest in visiting is more influenced by variables Digital Marketing compared to the E-WOM variable.

Picture 3 Outer Model with Factor Loading, Path Coefficient and R-Square



Source: Processed data (2023)

From the PLS output image above it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators, you can also see the path coefficients which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Variable Interest in Visiting).

Table 7 R-Square

	R Square
DIGITAL MARKETING (X1)	
E-WOM (X2)	
INTEREST IN VISITING (Y)	0.553

Source: Processed data (2023)

Value = 0.553. It can be interpreted that the model is able to explain the phenomenon of Purchase Decision (X2) which is influenced by independent variables including Brand Image (X1) and Product Quality (X2) with a variance of 55.3% while the remaining 44.7% is explained by the variable other than this research (besides Brand Image and Product Quality).R^2

In addition to knowing the value of , the goodness of fit of the research model can be known from the size or Q Square Predictive Relevance for structural models, which is to measure how well the observed values produced by the model and also the parameter estimates. Q-Square value > 0 indicates the model has predictive relevance: preferably if the Q-Square value ≤ 0 indicates the model has less predictive relevance. Q-Square calculation is done by the formula:R^2Q^2

Q2 = 1 – (1 - R) (1 - R) … (1 - R) where R, R … R are the R-Square of the endogenous variables in the equation model. The magnitude has a value with a range of 0 < < 1 , where the closer to 1 means the model is better. This quantity is equivalent to the total coefficient of determination in path analysis.$1^2 2^2 p^2 1^2 2^2 p^2 Q^2 Q^2 Q^2$
In this study, the value is = 1 – (1 – 0.556) = $0.553Q^2Q^2$

From the calculation results with a result of 0.553, it can be concluded that the research model can be said to fulfill predictive relevance.Q^2

Hypothesis test

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-Statistic values from the inner model in the following table:

Table 8 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
DIGITAL MARKETING (X1) -> INTEREST IN	0.307	0.309	0.079	3,893	0.000

VISITING (Y)					
E-WOM (X2) -> INTEREST IN VISITING (Y)	0.516	0.517	0.076	6,814	0.000

Source: Processed data (2023)

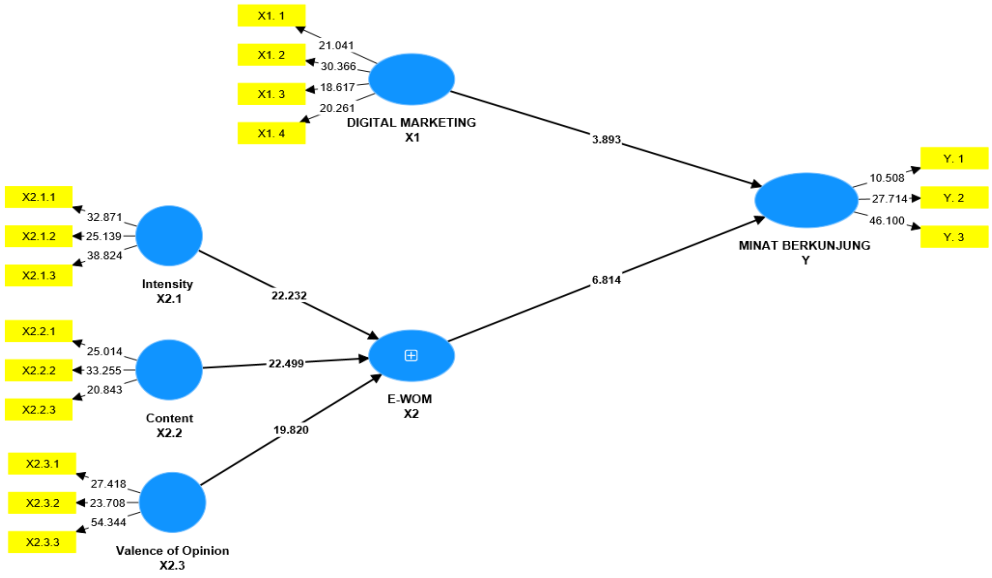
It can be concluded that states:

Allegedly Digital Marketing (X1) has an effect on Interest in Visiting (Y) to Atlantis Land Surabaya is acceptable, with path coefficients0.307, and the value of the T-statistic3.893 > 1.96 (oftable value Zα = 0.05) or P-Value 0.000 <0.05, with significant (positive) results.

It is suspected that E-WOM (X2) has an effect on Interest in Visiting (Y) to Atlantis Land Surabaya is acceptable, with path coefficients0.516, and the value of the T-statistic6.814 > 1.96 (oftable value Zα = 0.05) or P-Value 0.000 <0.05, with significant (positive) results.

As the significance of the results of the T-Statistic value can be seen from the smartPLS output with bootstrapping in the following figure:

Picture 4 Inner Model with significance value of T-Statistic Bootstrapping



Source: Processed data (2023)

DISCUSSION

The Influence of Digital Marketing on Visiting Interest

Based on the results of the research that has been done, it can be obtained that the Digital Marketing variable (X1) has an effect on Interest in Visiting (Y) to Atlantis Land with the results of Digital

Marketing (X1) having a positive effect on Interest in Visiting (Y) being acceptable. This shows that information conveyed through social media, especially Instagram, regarding Atlantis Land content can increase interest in visiting potential visitors who will visit Atlantis Land.

The results of the descriptive analysis of the Digital Marketing indicator variable that has the highest percentage are video content that displays all the dancing fountain and 3D Show of Atlantis Land Surabaya is very attractive (X1.2), where prospective visitors are amazed by the content of dancing fountain and 3D Show and want to visit Atlantis Land Surabaya immediately.

The results of this study are in accordance with research conducted by Srisetia Ningrum, Moh. Agus Salim Monoarfa, Andi Juanna (2023), shows that Digital Marketing variables affect Visit Interests.

So, it can be concluded that Digital Marketing is one of the factors that can influence Visiting Interests. This shows a positive impression from visitors that digital marketing will influence potential visitors in their interest in visiting Atlantis Land Surabaya.

The Influence of E-WOM on Visiting Interest

Based on the results of the research that has been done, it is found that the E-WOM variable (X2) has an effect on Interest in Visiting (Y) to Atlantis Land. with the results of E-WOM having a positive effect on Interest in Visiting Atlantis Land being acceptable. This shows that E-WOM is very influential for prospective visitors in giving views about being interested in visiting Atlantis Land Surabaya.

The results of the descriptive analysis of the E-WOM variable, the indicator that has the highest percentage isalways recommend Atlantis Land tours accompanied by reviews and comments on Atlantis Land social media. (X2.3.3), where visitors who have visited have had a big influence on potential visitors who are interested in visiting by providing reviews and opinions in each comment column on social media, especially Instagram and the Atlantis Land Surabaya website.

The results of this study are in accordance with research conducted by Antin Rakhmawati, Muhammad Nizar, Kholid Murtadlo (2019), showing that the E-WOM variable has a significant influence on Visiting Interests.

So, it can be concluded that E-WOM is one of the factors that can influence Visit Interest. This shows that potential visitors and visitors have taken into consideration other similar places to provide views of Visiting Interests.

CONCLUSIONS AND RECOMMENDATIONS

Based on the test results using PLS to test Digital Marketing and E-WOM on Interest in Visiting Atlantis Land Surabaya, it can be concluded that:

the results of the study, it can be concluded that Digital Marketing contributes to Interest in Visiting Atlantis Land Surabaya. The more creative and the more video content of attractions and invitations, the more it will increase the interest in visiting from potential visitors to Atlantis Land Surabaya. the results of the study it can be concluded that E-WOM contributes to Interest in Visiting. Providing opinions and reviews in the comments column on social media, especially Instagram, has proven to be influential in attracting interest in visiting potential visitors to Atlanits Land Surabaya.

Based on the conclusions above, there are several suggestions given to be used as material for consideration or benefits as an element of decision making, as follows:

In the Digital Marketing variable, it is expected that the marketing division will have an even more active role in utilizing digital marketing, because based on the results of digital marketing research it has the effect of increasing interest in visiting Atlantis Land Surabaya.

Managers are expected to also increase special attention to the importance of Electronic Word Of Mouth (E-WOM) in society, because the E-WOM variable has a significant influence on Visit Interests.

FURTHER STUDY

This research still has limitations so that further research is still needed on this topic.

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