



Factors influencing decisions to visit tourists to tanah lot, Bali Province

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ABSTRACT

Post-pandemic tourism activities in Indonesia have started to improve as indicated by the increasing number of visits. It is also felt by the Province of Bali, especially in the Tanah Lot tourist destination which has become a tourism icon of pride in the province of Bali. The attractions offered can be a driving force for tourists to visit. The decision of tourists to visit is the most important aspect that can increase tourism revenue. Therefore, the decision to visit tourists must be increased through the factors that influence it. Based on these reviews, this study aims to examine and analyze the influence of e-Wom, tourist facilities, and implementation of health protocols on tourists' visiting decisions to Tanah Lot, Bali Province. This research is an associative quantitative study with a sample of 400 tourists visiting Tanah Lot, Bali Province. The data analysis technique uses partial least square analysis. The results of the study concluded that e-Wom and implementation of health protocols had a significant effect on visiting decisions, while tourist facilities did not have a significant effect on visiting decisions.

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INTRODUCTION

As the Covid-19 pandemic improves, tourism activities in Indonesia are slowly returning to normal (Sholekah & Oktaviani, 2022). In March 2022, requests for visits to Indonesia have almost fully recovered, reaching 94% compared to the start of the pandemic. This is also felt by the Province of Bali, especially in the Tanah Lot tourist destination. Compared to the previous year during the Covid-19 pandemic, tourist visits to Tanah Lot are currently experiencing a significant increase. Last year the number of tourist visits was recorded at 274,037 people. This year, until the end of last June the number of tourist visits had reached 475,257 people. The number of visits has increased drastically indicating that the Tanah Lot tourist destination has become one of the favorite tourist destinations in the Province of Bali (Aditia Utama & Yamin, 2022; Ni Made Putri Kartika Jati et al., 2021).

Tanah Lot is a tourism icon that is the pride of the Province of Bali. The location of Tanah Lot Temple is on a cliff on the side of Beraban Beach, Kediri District, Tabanan Regency, Bali (Darmaputra & Pitanatri, 2017). This temple is about 13 km from Tabanan City or about 30 km from Denpasar

City. The attractiveness of Tanah Lot Temple for tourists comes from its various uniqueness (Darmaputra & Pitanatri, 2017; Sri Puspa Dewi, 2021). One of them is the existence of a holy spring that comes from a source of fresh water that emerges from the middle of the ocean. The water that comes out of the freshwater spring is believed to bring blessings. Tanah Lot as a tourist spot lies in the unique location of the temple which is above a large rock and the beauty of the sunset view with the silhouette of the temple (Made Gami Sandi Untara et al., 2020; Saryana et al., 2018; Sri Puspa Dewi, 2021). The attractions offered can be a driving force for tourists to visit.

The decision of tourists to visit is the most important aspect that must be considered by tourism managers, because it can increase the number of visits and have an impact on increasing income. One of the factors that influence the decision to visit is electronic word of mouth (e-Wom) (Ati Mustikasari, 2016; Gosal et al., 2020; Humaira & Wibowo, 2017; Rusydi et al., 2021). *e-Wom* considered as an important source of information influencing tourists' travel intentions and choice of destinations (Information, 2022; Puspitasari, 2021; Rukmana & Andjarwati, 2020). There are also factors of tourist facilities that can influence the decision to visit (Fahimah & Umsa, 2022; Hafniel Rayendra et al., 2022). Facilities are a form of service provided by each tourist attraction to support or support tourist visit activities (Rusydi et al., 2021). Another factor influencing the decision to visit is the implementation of health protocols (Fahimah & Umsa, 2022; Jatmiko & Sandy, 2020).

Based on the reviews above, this study aims to examine and analyze the influence of e-Wom, tourist facilities, and implementation of health protocols on tourists' visiting decisions to Tanah Lot, Bali Province.

RESEARCH METHOD

This type of research is associative quantitative research which aims to explain the causality of the relationship between the variables studied through hypothesis testing. The variables and indicators used in this study are presented in the following table:

Table 1. Research variables and indicators

Variable	Indicator	Source
Visit decision	(1) Recognition of needs	(Mustikasari & Widaningsih, 2016)
	(2) Information search	
	(3) Evaluation of alternative options	
	(4) Buying decision	
	(5) Post purchase behavior	
Electronic Word of Mouth (e-Wom)	(1) Tie strength	(Humaira, 2016)
	(2) Homophily	
	(3) Trusts	
	(4) Normative influence	
	(5) Informational influence	
tourist facilities	(1) Completeness of facilities	(Sinaga et al., 2020)
	(2) Cleanliness and tidiness	
	(3) Facility conditions	
	(4) Facilities and equipment	
Implementation of health protocols	(1) Mandatory wearing of masks	(RI Ministry of Health, 2020)
	(2) Mandatory hand washing	
	(3) Advice to keep your distance	
	(4) Increase immunity	
	(5) Get vaccinated	

The population of this study was all tourists who visited Tanah Lot Bali, totaling 475,257 people. From the total population, a sample of 400 people was taken which was obtained by calculating the Slovin formula. The sampling technique used is simple random sampling. Data

collection techniques using survey methods through questionnaires. The questionnaire in this study used the Google form. The collected data were analyzed using Partial Least Square (PLS) analysis.

RESULTS AND DISCUSSIONS

The influence of e-Wom, tourist facilities, and implementation of health protocols on tourists' visiting decisions to Tanah Lot, Bali Province was studied based on the evaluation of measurement models and structural models. The evaluation of the measurement model consists of examining the validity and reliability of the construct indicators. The result is as follows:

Table 2. Validity and reliability test

Variable	Indicator	<i>Outer Loading</i>	<i>Composite Reliability</i>
<i>e-Wom</i> (X1)	X1.1	0.773	0.950
	X1.2	0.926	
	X1.3	0.892	
	X1.4	0.919	
	X1.5	0.933	
Tourist facilities (X2)	X2.1	0.838	0.886
	X2.2	0.773	
	X2.3	0.848	
	X2.4	0.789	
Application of health protocols (X3)	X3.1	0.736	0.905
	X3.2	0.778	
	X3.3	0.876	
	X3.4	0.823	
	X3.5	0.831	
Decision to visit (Y)	Y1	0.942	0.951
	Y2	0.911	
	Y3	0.922	
	Y4	0.755	
	Y5	0.920	

Source: Processed Data (2022)

Table 2 shows the results of the validity test on all indicators for each e-Wom construct, tourism facilities, implementation of health protocols, and visiting decisions are convergent valid, because the outer loading value is > 0.5 . Then in the reliability test reviewed through the composite reliability value, a value of > 0.7 was obtained which stated that the overall e-Wom construct, tourism facilities, implementation of health protocols, and visiting decisions were reliable.

From the evaluation results the measurement model has met convergent validity and reliability, so that it can be continued to evaluate the structural model. The results of the evaluation of the model are as follows:

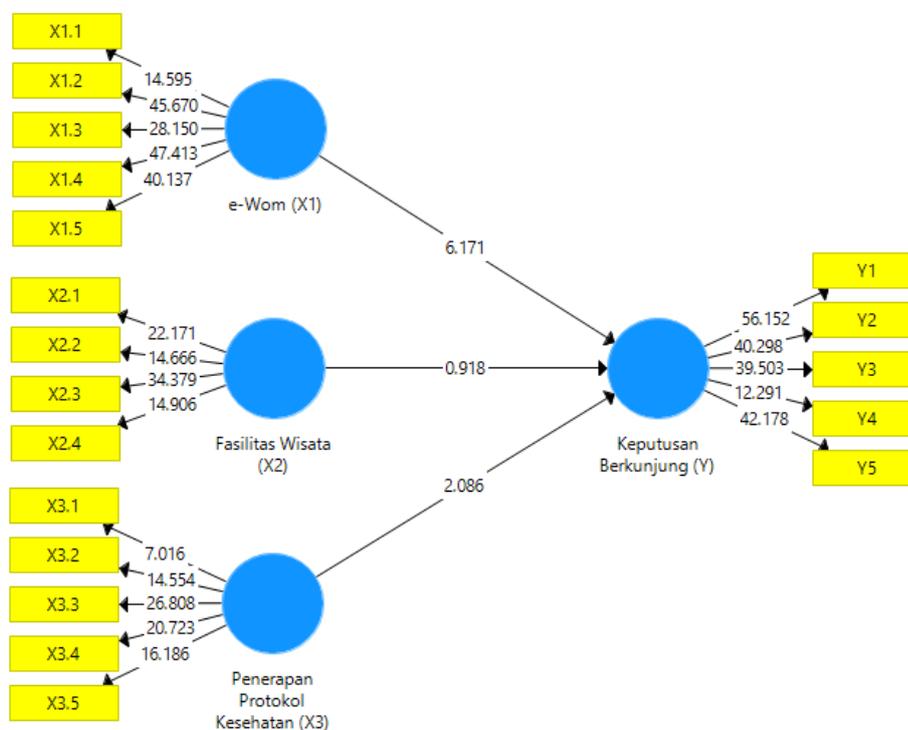


Figure 1. Structural model

The structural model above produces an R-square value of 0.750, which means that 75 percent of the decision to visit is influenced by e-WOM factors, tourist facilities, and implementation of health protocols, while the remaining 25 percent is influenced by other variables not examined. The results of hypothesis testing are presented in detail in the following table:

Table 3. Hypothesis testing

Path of Influence	Path Coefficient	t statistics	Probability Value	Decision
e-Wom(X1) -> Decision to visit (Y)	0.658	6,171	0.000	Significant
Tourist facilities (X2-> Decision to visit (Y)	0.072	0.918	0.361	Not significant
Application of health protocols (X3) -> Decision to visit (Y)	0.200	2,086	0.039	Significant

Source: Processed Data (2022)

The table above shows the results of the hypothesis test where the probability value <0.05 is said to be significant. e-Wom and implementation of health protocols have a significant effect on visiting decisions, while tourist facilities have no significant effect on visiting decisions. Tourist facilities have a relatively small influence on visiting decisions, so it cannot be denied that tourist facilities are not one of the determining factors in tourists' visiting decisions to Tanah Lot, Bali Province.

Based on the results above, it can be said that the decision to visit is determined by the e-Wom factor and the application of health protocols. E-Wom has a significant effect on tourists' decisions to visit Tanah Lot, Bali Province, because e-Wom is a form of digital marketing which can reach all tourists from all over the country and only through online media, tourists can find out information about destinations. tourism especially Tanah Lot tourism in Bali Province. Information

that is widespread can influence tourists' decisions to visit Tanah Lot, Bali Province. As the results of the study stated that the e-Wom factor can motivate tourists to visit a destination and its attractiveness, so it is very important for destination managers to be able to develop these marketing strategies (Fileri et al., 2020). The results of this study are in line with research which states that e-Wom has a significant effect on visiting decisions (Gosal et al., 2020; Humaira, 2016; Mustikasari & Widaningsih, 2016; Rusyidi et al., 2022).

The factor of implementing the health protocol is also one of the factors that influence the decision to visit. The existence of the implementation of health protocols during the Covid-19 pandemic has taken root in the minds of tourists, so that these health protocols are still being implemented today, especially in tourist destinations such as wearing masks when traveling, always washing hands and using hand sanitizer, and always keeping a distance. This statement is supported by opinions which state that during the pandemic, awareness about health began to increase. Many people are starting to realize the importance of washing their hands with soap (Saputra et al., 2022). This opinion is reinforced by Altaher et al. (2021), that the existence of the Covid-19 pandemic has increased awareness and vigilance for maintaining personal hygiene. Such tourist lifestyles also have an impact on their travel patterns, where tourists will feel safe and comfortable when visiting tourist destinations that continue to implement health protocols, so that the implementation of health protocols can increase the likelihood that people will decide to visit certain tourist destinations. The results of this study are in line with research which states that implementing health protocols has a significant effect on visiting decisions (Fahimah & Umsa, 2022; Jatmiko et al., 2020). so that the implementation of health protocols can increase the possibility of people to decide to visit certain tourist destinations. The results of this study are in line with research which states that implementing health protocols has a significant effect on visiting decisions (Fahimah & Umsa, 2022; Jatmiko et al., 2020). so that the implementation of health protocols can increase the possibility of people to decide to visit certain tourist destinations. The results of this study are in line with research which states that implementing health protocols has a significant effect on visiting decisions (Fahimah & Umsa, 2022; Jatmiko et al., 2020).

Then for tourist facilities it turns out that it has an insignificant influence on tourists' decisions to visit Tanah Lot, Province of Bali, because as one of the tourism barometers on the Island of the Gods of Bali, Tanah Lot is equipped with various kinds of facilities that are quite adequate. Starting from a large parking area, toilets, an art market that sells various kinds of Balinese souvenirs, a tourist information center, an open stage, security services, and lodging from jasmine class to 5 star hotels. The statement reveals that the facilities at Tanah Lot Bali are complete and adequate, so this is not the main focus of visitors and does not affect tourists' decisions to visit. As the opinion states that the availability of public facilities at tourist objects has not become the main thing or focus for tourists to visit (Setyawati, 2019). The results of this study are in line with research which states that facilities have a significant effect on visiting decisions (Mogimpe & Bachri, 2021; Rusyidi et al., 2022).

CONCLUSION

The decision to visit is the main focus for managers of tourist destinations, because the more tourists who decide to visit can increase the income of tourist destinations. There are 2 (two) factors that influence the decision of tourists to visit Tanah Lot, Province of Bali, namely e-Wom and the application of health protocols, while the factor of tourist facilities does not affect the decision of tourists to visit Tanah Lot, Province of Bali. The e-Wom factor is the most dominant factor in determining the decision to visit tourists. Based on these results, the manager of the Tanah Lot tourist destination in Bali Province needs to optimize the implementation of digital marketing strategies through e-Wom, because from the research results these factors have a dominant influence on tourists' visiting decisions.

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