



The Influence of Words of Mouth and Sapta Pesona on the Decision to Visit Natsepa Beach

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ABSTRACT

This study aims to determine the influence of Words of Mouth and Sapta Pesona (in English: seven enchantments) on the decision to visit Natsepa Beach in Central Maluku. This is quantitative descriptive research that uses the simple random sampling to gather the data. The sample consists of 100 visitors of the beach and is taken using Slovin formula with the margin of error of 10%. The testing use in this research are validity test, reliability test, while the data analysis technique uses descriptive statistical test, correlation coefficient test, simple linear regression test, multiple linear regression test, T test, F test, and test coefficient of determination. The result shows that there is a relationship and influence of the Words of Mouth and Sapta Pesona on the visitors' decision to Visit Natsepa Beach by 78.2% meanwhile other influencing factors that are not found out in this research.

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1. Introduction

Due to its richness in nature and its culture, Indonesia has been a well-known tourist destination in the world. Indonesia also has very rich natural potential and cultural diversity. This is an opportunity to boost the tourism sector as a contribution to the country income. Indonesia has 17,508 islands stretching from Sabang to Merauke, with more than 6000 uninhabited islands. Indonesia also has ethnic and cultural diversity that is based on the existence of religion, unique customs, language, and art owned by every ethnic group in Indonesia.

One of Indonesia provinces famous with its ethnic and cultural potential is Maluku Province, which is located in the Eastern part of Indonesia. 97% of the areas in Maluku are waters- where Maluku has a lot of natural tourism potential, namely the coast- and therefore famous to be a province with a thousand island. It also makes Maluku is very potential for its underwater/marine tourism (Kennedy, Tobing, Heatubun & Lumbantoruan, 2018). The most famous beaches considered to be the first tourism destination in Maluku is Natsepa Beach, which lies in Central Maluku. It is very popular for its white sand, mountain views and Rujak Natsepa. Many travel bureaus include Natsepa Beach as one of a tourist destination in its itinerary.

Office of Central Maluku Tourism, together with other parties in tourism pentahelix, so far has put a great effort in promoting Maluku tourism sector both in Indonesia and abroad using several strategies. One of the ways the government considers effective in promoting tourism is by using the words of mouth. The good words of mouth identified as one out of three effects resulted from tourist satisfaction, therefore the excellent service of the people working and living around the tourist destination is a must. That is why the government also has another strategy, which is to raise the tourism awareness of the people through a program called Sapta Pesona Socialization. The promotional mix strategy has also been applied at Natsepa Beach, but does not cover all the indicators of the promotional mix. Some indicators of the promotional mix include Advertising (Sales), Sales Promotion (Personal Promotion), Personal Selling (Personal Sales), Public Relations (Public Relations). Natsepa Beach implements Personal Selling which covers the word of mouth.

Promoting Maluku tourist destinations is done by promoting it in tourism events or exhibitions to attract tourist interest in visiting those destinations area, however, no matter how good the promotion is, it will be useless if the real condition of the destinations is far from what the tourist expected. That is the reason why the concept of Sapta Pesona must be well implemented. According to Tourism Conscious Guidebook written by the Indonesian Ministry of Culture and Tourism, the concept of Sapta Pesona consists of elements that must be manifested in order to create a conducive environment for the development of tourism activities in a place that encourages the growth of tourist interest to visit. These elements include safe, orderly, clean, cool, beautiful friendly, and memorable (Saimima, Zpalanzani & Mutiaz, 2019; Kwelju, 2019)

2. Literature Review

2.1 Sapta Pesona

"Basically, this charm is understood as the seven elements contained in every tourism product and is used as a benchmark for improving the quality of tourism products. Included in the seven characteristics of any tourism products are: safe, order, clean, cool, beautiful, friendly, and memorable" (Septio, karyani & Djuwendah, 2019; Wijayanti, Widyansih, Yulianto & Hadi, 2020). All those characteristics of Sapta Pesone believed to form the attitude of Tourism Awareness in daily life.

2.2 Word of Mouth

Word of mouth is the act of consumers who provide information to other consumers from someone to others (between individuals) non-commercial both brands, products and services (Hasan, 2010: 32). Meanwhile Henning et al define it as any positive or negative statement which is made by the consumers based on the experiences they have about a product or company, which is made available to a mass of people and institutions using the Internet (Hennig et al. 2004). It is kind of informal communication that happened among people who are perceived to have little commercial vested interest in



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persuading someone else to use the product or service and no particular incentive to deflect the truth in favor of the product or service. It can also be the method of communication between two noncommercial people and without any benefit in the business they are talking about (Taylor et. al, 2012). What makes words of mouth powerful is the fact the people talking about the product has a very low benefit to persuade others to use that product (Mahisam et al, 2016). It is purely their sharing of product knowledge based on their satisfied/dissatisfied experience. So it is actually more than just talking about products because it is able to effect on most people to buy a product or service more than other kinds of commercials because people usually trust to what they hear directly from others (Najmi, 2009).

2.3 Visiting Decision

Visiting decision theory is analogous to buying decisions, such as research conducted by Jalilvand Samiei (2011: 12) which equates that tourist visiting decisions are the same as consumer purchasing decisions. Visiting decisions is a process where a visitor makes an assessment and chooses an alternative that is needed based on certain considerations. It is commonly divided into five stages: problem recognition, alternative information search, alternative evaluation and selection (choice), selection and purchase, and post purchase process (Seyodov & Adomeitiene, 2016:112). Based on the result done by S. Um and J. L. Crompton (1990), the tourism destination choice can be divided into three core stages, which are the awareness set; the disposing of some of those destinations to form a late consideration or evoked set; and the last destination chosen from those in the late consideration set. Tourists are exposed to the vast amount of information that they have to analyse and, consequently, consumers choose a destination they need (Crompton, 1992). Their decision may also be much influenced by the promotion and review that especially done through social media (Fitriana, Amrullah & Suryani, 2020)

3. Research Method

The type of research used in this study is quantitative descriptive research, which is explaining the numbers got from the survey into words/description (Sugiyono, 2012) The sampling technique used in this research is the simple random sampling, meanwhile the number of sampling is taken using Slovin formula with a 10% error margin of the total sample taken as many as 100 respondents. The characteristic in these respondents is they are all tourists who have visited Natsepa Beach, Central Maluku. The testing technique in this study uses validity test, reliability test, while the data analysis technique uses descriptive statistical test, correlation coefficient test, determination coefficient test, simple linear regression test, multiple linear regression and, F test.

4. Result and Discussion

Table 1
Correlation Coefficient Analysis Test Results

			Total_x1	Total_x2	Total_Y_Baru
Spearman's rho	Total_x1	Correlation Coefficient	1.000	.658**	.670**
		Sig. (2-tailed)	.	.000	.000
		N	100	100	100
	Total_x2	Correlation Coefficient	.658**	1.000	.863**
		Sig. (2-tailed)	.000	.	.000
		N	100	100	100
	Total_Y	Correlation Coefficient	.670**	.863**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the Word of Mouth variable (X1) and the Visiting Decision (Y) has a value of 0.670 which states that there is a strong positive relation. Then the correlation between *Sapta Pesona* (X2) to the Decision to Visit (Y) has a value of 0.863 which also states that there is also a strong positive relation.

Table 2
Simple Linear Regression Test Results Word of Mouth (X1)- Visiting Decision (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.459	2.493		5.399	.000
	Total_x1	1.092	.117	.685	9.303	.000

a. Dependent Variable: Total_Y_Baru

$$Y = 13.459 + 1.092X$$

From the simple linear regression equation above, it can be concluded that Word of Mouth influences Visiting Decisions.

- A constant of 13.459 means that if Word of Mouth is 0, the Visiting Decision will be 13,459
- The regression coefficient X1 has a number of 1,092 stating that for every 1% increase in the value of Word of Mouth, the value of Visiting Decisions increases by 1,092. The coefficient is positive, so it can be said that the direction of the effect of variable X1 on Y is positive.



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Table 3
Sapta Pesona Simple Linear Regression Analysis Test Results Against the Decision to Visit

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.961	1.580		5.671	.000
	Total_x2	.597	.034	.871	17.570	.000

a. Dependent Variable: Total_Y_Baru

$$Y = 8,961 + 0.597X$$

From the simple linear regression equation above it can be concluded that the *Sapta Pesona* influences the Decision to Visit.

- A constant of 8,961 means that if the charm is 0, then the Decision to Visit will be worth of 8,961
- Sapta Pesona* Regression coefficient X2 has a number of 0.597 stating that for each addition of 1% value of *Sapta Pesona*, then value of Decisions to Visit increases by 0.597. The coefficient is positive, so it can be said that the direction of the effect of variable X2 on Y is positive.

Table 4
Test Results of Multiple Linear Regression Analysis of the Word of Mouth and *Sapta Pesona* on the Decision to Visit (X1-X2) – Y

Coefficients ^a						
Models		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.407	1.715		3.736	.000
	Total_x1	.317	.100	.199	3.160	.002
	Total_x2	.507	.043	.741	11.780	.000

a. Dependent Variable: Total_Y_Baru

$$Y = a + bX1 + bX2$$

$$Y = 6.407 + 0.317X1 + 0.507X2$$

So when the Word of Mouth (X1) and *Sapta Pesona* (X2) variables are equal to 0, the Decision to Visit has a constant value of 6,407

The Word of Mouth variable (X1) has a positive regression value, which means that when there is a Word of Mouth (X1) of 1 unit, the Decision to Visit (Y) will also increase by 0.317 or 31.7%. Positive coefficient means that the Word of Mouth variable (X1) and Decision to Visit (Y) has a positive relationship where Word of Mouth will result in an increase in Decision to Visit.

Sapta Pesona also has a positive regression value, meaning that for each *Sapta Pesona* (X2) of 1 unit, the Decision to Visit will also increase by 0.507 or 50.7%. Positive coefficient means that between the two variables has a positive relationship, in which the increased *Sapta Pesona* will result in an increase in Decision to Visit.

Table 5
Determination Coefficient Test Results

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.777	2.19774

a. Predictors: (Constant), Total_x2, Total_x1

$$DC = R^2 \times 100\%$$

$$= 0.782 \times 100\%$$

$$= 78.2\%$$

Based on the table and calculations above, it is known that R square has a value of 0.782. This means that the independent variables Word of Mouth X1 and *Sapta Pesona* X2 contribute simultaneously/together to the dependent variable Decision to Visit of 78.2% and 21.8% influenced by other factors not examined.

Table 6
F Test

Model		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1675.995	2	837.997	173.496	.000 ^b
	Residual	468.515	97	4.830		
	Total	2144.510	99			

a. Dependent Variable: Total_Y_Baru
b. Predictors: (Constant), Total_x2, Total_x1

$$F \text{ table} = F(k; n - k)$$

$$= F(2; 100 - 2)$$

$$= F(2; 98) = 3.09$$



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Based on the data in table 6, it is known that the calculated F value is 173,496 where the number is greater than the F table ($173,496 > 3.09$). With a significance value of $0,000 < 0.05$. Where 0.05 is the number of error margins (5%). Then based on the existing hypothesis, namely:

H₀: $\beta_1: \beta_2 = 0$: The independent variables of Word of Mouth and *Sapta Pesona* have no significant effect on the dependent variable of the Decision to Visit Natsepa Beach

H_a: $\beta_1: \beta_2 \neq 0$: There is an influence between Word of mouth and *Sapta Pesona* on the *Decision to Visit* Natsepa Beach

Then based on the results of these data it can be concluded that H₀: $\beta_1: \beta_2 = 0$ is rejected and H_a: $\beta_1: \beta_2 \neq 0$ is accepted. This means that there is an influence between Word of Mouth and *Sapta Pesona* simultaneously on the Decision to Visit the Natsepa Beach.

5. Conclusion

Word of Mouth has an average value of 5.50. So it can be concluded that Word of Mouth with the average results of existing tourists strongly agree with the Word of Mouth that is applied at Natsepa Beach. *Sapta Pesona* has an average value of 3.28. Then it can be concluded that the *Sapta Pesona* with the average results of existing tourists strongly agree with *Sapta Pesona* that is applied at Natsepa Beach.

The Decision to Visit has an average value of 3.31, then it can be concluded that the Decision to Visit with the average value of existing tourists strongly agree with the Decision to re-visit tourists to Natsepa Beach.

Thus, based on the results of the coefficient of determination test that is the variables X₁ and X₂ have a simultaneous or joint effect on the Y variable of 78.2% and the rest of 21.8% is influenced by other factors.

Based on the lowest mean, suggestions can be given to the Word of Mouth variable with the indicator "Recommend" that there needs to be an increase in promotion through various parties, such as tourists who have visited, the Office of Central Maluku Tourism exhibits on certain event, conducts promotions and recommends Natsepa Beach.

Based on the lowest mean, the advice that can be given in the *Sapta Pesona* Variable with the indicator "Clean" that needs to be known and aware of cleanliness is the most important element in a tourist destination, tourists will feel comfortable when the tourist attractions visited are clean, it needs to be more improved at Natsepa Beach, such as the addition of janitors, the addition of trash bins in certain places, and the socialization of the importance of cleanliness to traders and officers of Natsepa Beach.

Based on the lowest mean, the advice that can be given to the Decision to Visit variable with an indicator of Service Interest that needs to be increased awareness about hospitality in a tourist destination is very important, because of how we serve tourists visiting, so it makes a good impression and tourists can return to visit. Therefore, there is a need for socialization or training in hospitality sector especially given to officers and traders in Natsepa Beach

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