



## The Influence of Attractions, Social Media E-Wom and Prices on Visiting Decisions in Sade Cultural Tourism Village, Central Lombok Regency

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### **Abstract**

This study aims to describe attractions, e-Wom, prices and visiting decisions, analysis the effect of attractions, e-Wom and prices on visiting decisions, analysis between attractions, e-Wom and prices which have a dominant influence on visiting decisions in Sade Cultural Tourism Village. The population of the study were all 2,720 domestic tourists visiting the Sade cultural tourism village. The samples were 349 respondents selected by means of proportional random sampling method. It also used multiple linear analysis as the data analysis. The findings showed that attractions, (1) Description of the analysis of attractions, e-Wom in social media Prices and decisions to visit the Sade cultural tourism village are categorized as good. (2) Analysis of Attractions, e-Wom in social media and prices have a significant effect on the decision to visit the Sade cultural tourism village. (3) Price variables are more dominant in influencing the decision to visit the Sade cultural tourism village compared to the Attraction and Price variables.

**Keywords:** *Attraction; E-Wom; Prices and Visiting Decisions; Visit Decision*

### **Introduction**

Indonesia is a very large archipelagic country, inhabited by various races, tribes, and different ethnicities. Each region has its own advantages, including its natural potential. This can be beneficial in the tourism sector. With a lot of natural potential, it can attract foreign tourists who will visit Indonesia and can provide its own benefits for the State of Indonesia. According to the World Tourism Organization (World Tourism Organization, 2010), tourism is one of the fastest growing industries in the world. Nowadays, the development of Indonesian tourism is increasing, along with the increasing number of tourism destinations scattered throughout the country which are interesting to visit and enjoy. Various types of tourism are displayed in Indonesia, such as natural tourism destinations, marine tourism, agro-tourism, arts and cultural tourism, and other types of tourism that can be enjoyed in this country. Law Number 10 of 2009 concerning Tourism explains that tourism is the entire activity related to tourism and is multidimensional and multidisciplinary in nature that appears as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the

Government, Regional Governments, and businessman.

Tourism is seen as an important sector in the development of the world economy. If the tourism sector develops or retreats, many countries will be economically affected, (Pitana, I Gede an Gayatri, 2005). Tourism activities are activities that are temporary in nature, carried out voluntarily without coercion in enjoying tourist objects and attractions. One source of state revenue is tourism development. Tourism is the largest foreign exchange earner after oil and gas exports, for that tourism is the focus of coordination, besides that tourism also plays an important role in exploiting job opportunities and empowering micro-enterprises in high numbers in tourist destinations and other regions producing regional products. tour (Argyo Demartoto, 2009).

In the international world, the tourism potential in Indonesia is also famous for its diverse tourism. Starting from natural attractions such as beaches, waterfalls, mountains, and cultural tourism which is still thick with cultural customs from various regions of Indonesia, for example the island of Lombok which is located in the Province of West Nusa Tenggara (NTB) is one of Indonesia's tourist destinations that has tourism potential. Very large. On the island of Lombok, we find many interesting, exotic, and charming tourist objects to visit and can be used as tourism icons, especially for the province of West Nusa Tenggara. This can be observed in the variety of attractions offered by this island including culinary tourism, beaches, seas, mountains, nature, arts, culture, traditions, and other tourist objects.

As for the potential of the tourist area in the Central Lombok part, it is currently starting to develop because the island of Lombok has a diversity of tourism. One of the tourist attractions currently being developed and encouraged by the West Nusa Tenggara Government is the traditional village of the Sasak tribe, Dusun Sade. Sade Hamlet is a traditional tourist village which until now still holds tightly to the indigenous traditions of the Lombok Island community, namely the Sasak tribe tradition, this hamlet is located in Rambitan Village, Pujut District, Central Lombok Regency, West Nusa Tenggara, Indonesia.

Tourism on the island of Lombok has many tours that we can use as a mainstay, one of which is the Sade Hamlet, especially the Central Lombok region. Local traditions, unspoiled villages complete with traditional buildings, as well as ancestral heritages that have been preserved to this day, make the privilege and value of tourism for this village that should be maintained. Today, many visitors are starting to like tourist attractions that are not only seen from their natural beauty but also culture. Therefore, the type of tourism began to develop, namely the cultural tourism village. According to Priasukamana (Soetarso, 2013). Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has the potential to development of various components of tourism. This cultural tourism village offers tourism activities that emphasize the cultural elements that exist in the Sasak tribe and an active form of tourism that involves tourists dealing directly with the Sade community.

In the Regional Regulation of West Nusa Tenggara Province Number 7 of 2013 concerning the Master Plan of Regional Tourism Development for 2013-2028 CHAPTER III Development of Regional Tourism Destinations Part One Article 13 (1) The Regional Tourism Destination Area (DPD) consists of Regional Tourism Strategic Areas (KSPD) includes Sade Hamlet as a cultural tourism area.

In this regard, the Provincial Government of West Nusa Tenggara has appointed Sade village as a Cultural Tourism village according to the Decree (SK) of the Governor of West Nusa Tenggara No. 2 of 1989 concerning the determination of 15 tourism areas The determination of a village to be used as a tourist village must have several criteria such as:

- 1) Has tourist attractions, namely all that includes nature, culture and human creations.
- 2) Good accessibility, making it easy for tourists to visit by using various types of transportation.

- 3) The belief system and community, are important aspects given the existence of special rules or local wisdom in the community of a village.
- 4) Availability of infrastructure; includes transportation facilities and services, electricity facilities, clean water, drainage, telephone and so on.
- 5) The community and village officials receive and provide high support for tourist villages and tourists who come to their villages.

Sade Hamlet is known as the Hamlet that maintains the culture of the Sasak Tribe. Since 1975 this hamlet has been visited by tourists, both from within the country and from abroad. The NTB Provincial Government has designated Sade as a Cultural Tourism Village in 1989. An increase in the number of tourists who come to Sade began to occur since the inauguration of the use of Lombok Praya International Airport in November 2011. This is because the distance from the airport to Sade Village is only 20-30 minutes away. This 5-hectare hamlet has 150 houses. Each house consists of one family head, with a population of about 700 people, all of whom are Sasak Lombok people (Rizal Kurniansah, 2017)

The uniqueness of Sade Tourism Village, the residents in Sade hamlet are mostly ikat craftsmen, especially for women, while for men they are farm laborers, although there are some people who also become craftsmen of knick-knacks such as bracelets, necklaces, rings, etc. Uniquely again in this Sade Hamlet, the traditional house of the Sasak Tribe is made of straw and has woven bamboo walls (bedek) the floor is made of clay mixed with buffalo dung and straw ash. Art and Culture in Sade Hamlet, namely Peresean, is an art to compete with men's dexterity. performed by 2 players (pepadu) using rattan as a bat and a shield made of leather as a shield. Gendang Beleq is an entertainment art that is more profane in nature by beating drums made of animal skins and accompanied by gamelan music.

The development of the tourism industry in Indonesia is currently being discussed because the contribution of the tourism industry is the second largest foreign exchange income after the palm oil industry. The amount of foreign exchange comes from the number of tourist visits, based on the Central Statistics Agency in 2018, which closed with an achievement of 15.8 million. This rapid increase in the number of tourist visits is basically due to the tourism resources owned by Indonesia which have the potential to bring in tourists, both local and domestic tourists. The following is a table of the number of tourist visits from August to December:

Table 1.1 The number of domestic tourists visiting Central Lombok Regency, from August to December 2019

Month	Year	number of domestic tourists	Progress From Previous Year
August	2019	6.203	-
September	2019	6.451	3,9981 %
October	2019	7.741	7,7400 %
November	2019	6.709	-13,3317 %
December	2019	6.977	3,9946 %
<b>Total</b>		<b>34.081</b>	

Source: Central Lombok Tourism Office

Based on the number of domestic tourist visits visiting Central Lombok Regency, it can be concluded that, in August 2019, only 6,203 tourists visited, but in line with its development, it continued to increase until it reached 7,741 tourist visits in October 2019 yesterday. However, in November 2019 the number of tourist visits decreased, reaching 6,709 tourist visits only. However, in December 2019 there was an increase in tourists reaching 6,977. This decrease in the number of tourist visits to Central Lombok Regency, is not due to service factors or the image of the destination, but is caused by several natural phenomena such as the earthquake that hit NTB up to 6.4 magnitude in 2018. tourists who want to visit NTB cancel their tourist visits. In addition, it was also caused by the outbreak of the Corona virus or

COVID-19 (Corona Virus Disease) in 2019. This also made some tourists cancel their tourist visits to all tourist destinations in Indonesia, including West Nusa Tenggara (NTB). Those are some of the factors that cause tourist visits to tourist destinations in NTB, especially Lombok.

The purchase decision is the stage in the buyer decision process where the consumer actually buys, (Kotler, 2012). Purchasing decisions are an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs which consist of the introduction of needs and desires, information search, evaluation of purchasing alternatives, purchase decisions, and behavior after purchase. (Handoko, 2000). Purchasing decisions can be interpreted as visiting decisions, the notion of visiting decisions is a person's buying behavior in determining a choice of tourist attractions to achieve satisfaction according to the needs and desires of consumers which includes problem recognition, information search, evaluation of purchasing alternatives, purchase decisions, and behavior after purchase. Purchasing decisions can be influenced by several factors, the most basic factor is psychological factors consisting of: motivation, perception, learning, personality, and attitude. The decision to travel is basically the same as the purchase decision, namely spending money to get satisfaction. According to (Kotler & Keller, 1982) The decision-making process of a tourist goes through five phases, namely the need or desire to travel, information search and assessment, travel decisions, travel preparation and travel experience, and evaluation of travel satisfaction.

Factors that can influence the decision to visit are tourist attractions at the destination. Muharromah and Anwar (Muharromah, G.L & Anwar, M, 2020) stated that the decision to visit tourists can be influenced by several factors, namely tourist attractions, amenities and accessibility. Based on the Law of the Republic of Indonesia No. 10 of 2009, Tourist Attractions are described as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made resources that are targeted or visited by tourists. In tourism activities, attractions become an important part of these services. Cooper in Priatmoko (Muharromah, G.L & Anwar, M, 2020) have stated that attractions are one element of a destination.

In this case the local community is also part of the attraction. According to Pitana and Diarta (Pitana, I Gde & Surya Diarta, 2009) Attractions are elements in a destination that motivate tourists to visit that destination. More according to Suwena & Widyatmaja (Pitana, I Gde & Surya Diarta, 2009) Attractions are said to be a significant component in attracting tourists, attractions are the main capital (tourism resources) or sources of tourism. Based on this description, it can be concluded that tourist attractions are everything that has beauty, value, both in the form of diversity, which is unique, both in cultural richness and man-made products, which are factors of attraction and become tourist destinations for tourists. visit, which makes tourists motivated to travel to these tourist destinations.

As we know Indonesia is a developing country, it can be seen in this era of globalization that the business world has entered very tight competition. This competition arises along with technological developments that continue to be increasingly sophisticated, prompting various kinds of system changes in the world, either directly or indirectly. The internet has now become a necessity, including the people of Indonesia. According to research on social media management platform HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2020", nearly 64 percent of Indonesia's population is connected to the internet.

The research released at the end of January 2020 stated that the number of internet users in Indonesia has reached 175.4 million people, while the total population of Indonesia is around 272.1 million. Compared to 2019, the number of internet users in Indonesia increased by about 17 percent or 25 million users. The following is a picture of internet users in Indonesia. According to Kotler (Kotler & Keller, 1982). The existence of sophisticated technology with the internet network facilitates direct interaction between consumers and business people. In addition, Gul et al (Gruen et al., 2017) argues that social media is now an inseparable part of the daily lives of many consumers.

This is due to the increase in the use of social media, especially Facebook and Instagram. This triggers a strong desire to visit a tourist destination that is viral due to social media. Social media is very embedded in the daily communication of consumers and has taken an important position in people's lives. Social media is an activity and behavior among a community of people who gather online. Jashari, (Jashari, F., & Rustemi, 2016) Social media can be used as a way to share knowledge, information, and opinions using web-based applications/media.

In addition to the attraction factor, *e-Wom* here also has an important role in influencing the decision to visit. Suwarduki et al (Jashari, F., & Rustemi, 2016) stated that electronic word of mouth communication that occurs is recognized to be able to instill the image of the destination in the minds of tourists so that it can foster tourist interest and decisions to visit tourist destinations. Understanding about *e-Wom* in the current era of digitalization technology development is very important for tourism marketers. This is due to the growing phenomenon among people who like to travel, who currently like to upload unique and interesting photos on social media to share experiences and information.

Hennig - Thureau et al in Suwarduki et al (Suwarduki, P. R., Yulianto, E., & Mawardi, 2016), argues that electronic word of mouth is a positive or negative statement made by potential or former customers about a product or company, which is intended for many people or institutions via the internet. Furthermore, in addition to attraction factors and *e-Wom* in social media that can influence visiting decisions, namely price. In deciding to buy, consumers will certainly find out the price and buy the product whose price is the most suitable for their ability to buy it.

Anggono and Sunarti stated that there was a significant influence of price on visiting decisions (Anggono, A. J., 2018). Price is the amount of money charged for a product or service, or the sum of the value that consumers exchange for the benefits of having or using the product or service Kotler(Kotler & Keller, 1982). The higher the benefits felt by consumers from certain products or services, the higher the exchange rate of these goods and services for consumers and the greater the price or costs that must be issued again to be a balance in making visiting decisions, as researched by Anggono and Sunarti. (Anggono, A. J., 2018); Ardiansyah, stated that the price had a significant influence on the decision to visit.(Imam Ardiansyah, 2019)

As far as researchers have observed, no research results have been found that can be used by local governments as input to build this Sade cultural tourism village for the better. Therefore, for success and excellence in competition, it is necessary to look for in-depth elements between attractions, *e-Wom* in social media and prices that can be used as benchmarks in managing tourism. Therefore, researchers hope that the results of research in this tourist area can make a real contribution to the management of this tourist village in making policies in the future. Based on this description, it is necessary to examine "The influence of attractions, *e-Wom* in social media and prices on the decision to visit tourists in the Sade cultural tourism village"

## **Research Methods**

As described in the background, problem formulation, objectives, benefits, literature review and research hypotheses, this chapter discusses research design. This study uses quantitative research methods. Quantitative research according to Sugiyono (Sugiyono, 2017), research methods based on the philosophy of positivism, are used to examine certain populations or samples, collect data using research instruments, and analyze quantitative or statistical data, with the aim of testing established hypotheses. According to Sugiyono (Sugiyono, 2017) "The research method is basically a scientific way to obtain data with certain purposes and uses. The type of research used in this study is the type of explanatory research, namely research that intends to explain the position of the variables studied and the relationship between one variable and another and test the hypothesis that has been formulated (Sugiyono, 2017).

In this study, explanatory research was used to examine three independent variables, namely attraction, *eWOM* in Social Media and price, while the dependent variable was the decision to visit. Furthermore, so that the research objectives can be achieved, the data were collected using the questionnaire method. Questionnaires were given to respondents, namely domestic tourists.

This Sade Hamlet prefers to ignore the modernization of the outside world and continues to preserve cultural traditions, ranging from building houses, customs to arts in the form of handicrafts and dances which are very interesting to watch. In addition to the traditional activities of the residents, there are other activities that can be enjoyed in Sasak Sade Hamlet, namely art parties and Sasak cultural traditions which are still very strong.

## Discussion

### 1. Test Research Instruments

#### a) Validity test

Test the validity by comparing between  $r_{\text{Count}}$  dan  $r_{\text{table}}$  by using the product moment correlation coefficient formula proposed by Pearson, with the following criteria:

- 1) If  $r_{\text{Count}} > r_{\text{table}}$  then the statement can be declared valid.
- 2) Jika  $r_{\text{Count}} < r_{\text{table}}$  then the statement can be declared invalid.

As for getting  $r_{\text{table}}$  done with table  $r_{\text{product moment}}$ , that is to determine alpha ( $\alpha$ ) = 0,05 then (n) (sampel)= 349 sample (people), so that the value of  $r_{\text{table}}$  is 0.113. The complete validity test results are presented in the following table.

Table 1.2 attraction instrument validity test results (X1)

Questions Items	r Count	$r_{\text{table}}$ (Significance Level 5%)	Description
X1.1	0,703	0,113	Valid
X1.2	0,639	0,113	Valid
X1.3	0,746	0,113	Valid
X1.4	0,720	0,113	Valid
X1.5	0,747	0,113	Valid
X1.6	0,676	0,113	Valid
X1.7	0,597	0,113	Valid
X1.8	0,550	0,113	Valid

Source: Primary Data, Processed by the author, 2022

Based on the data presented in the table above, it can be seen that the 8 items of Attraction instrument (X<sub>1</sub>) can be declared valid, because  $r_{\text{Count}} > r_{\text{table}}$ , so that all these statements can be used for research.

Test the validity of the instrument for the variable *e-Wom* (X<sub>2</sub>), obtained from the SPSS Version 16.0 program, are listed in the table below.

Table 1.3 instrument validity test results e-Wom ( $X_2$ )

Questions Items	$r_{\text{Count}}$	$r_{\text{table}}$ (Significance Level 5%)	Description
X2.1	0,610	0,113	Valid
X2.2	0,678	0,113	Valid
X2.3	0,811	0,113	Valid
X2.4	0,574	0,113	Valid
X2.5	0,688	0,113	Valid
X2.6	0,794	0,113	Valid
X2.7	0,807	0,113	Valid
X2.8	0,777	0,113	Valid
X2.9	0,792	0,113	Valid
X2.10	0,702	0,113	Valid

Source: Primary Data, Processed by the author, 2022

Based on the data presented in the table above, it can be seen that the 10 instrument variables *e-Wom* ( $X_2$ ) can be declared valid, Because  $r_{\text{Count}} > r_{\text{table}}$ , so that all these statements can be used for research.

Price instrument validity test ( $X_3$ ), obtained from SPSS Version 16.0, are listed in the table below.

Table 1.4 Price Instrument Validity Test Results ( $X_3$ )

Questions Items	$r_{\text{Count}}$	$r_{\text{table}}$ (Significance Level 5%)	Description
X3.1	0,667	0,113	Valid
X3.2	0,678	0,113	Valid
X3.3	0,708	0,113	Valid
X3.4	0,610	0,113	Valid
X3.5	0,648	0,113	Valid
X3.6	0,642	0,113	Valid

Source: Primary Data, Processed by the author, 2022

Based on the data presented in table 4.6, it can be seen that the 6 items of the Price variable instrument ( $X_3$ ) can be declared valid, because  $r_{\text{count}} > r_{\text{table}}$ , so all these statements can be used for research. The test of the validity of the Visiting Decision variable instrument ( $Y$ ), which was obtained from the SPSS Version 16.0 program, is contained in the table below.

Table 1.5 Visiting Decision Instrument Validity Test Results ( $Y$ )

Questions Items	$r_{\text{Count}}$	$r_{\text{table}}$ (Significance Level 5%)	Description
X3.1	0,282	0,113	Valid
X3.2	0,426	0,113	Valid
X3.3	0,704	0,113	Valid
X3.4	0,725	0,113	Valid
X3.5	0,584	0,113	Valid
X3.6	0,654	0,113	Valid
X3.7	0,647	0,113	Valid
X3.8	0,653	0,113	Valid
X3.9	0,679	0,113	Valid
X3.10	0,691	0,113	Valid

Source: Primary Data, Processed by the author, 2022

Based on the data presented in the table above, it can be seen that the 10 items of the Visiting Decision variable instrument (Y) can be declared valid, because  $r_{\text{count}} > r_{\text{table}}$ , so all these statements can be used for research.

#### b) Reliability Test

According to Arikunto, (Arikunto, 2006), Reliability testing can be done by comparing the value of the calculated  $r$  coefficient contained in the Cronbach's Alpha if Item Deleted column with the  $r$  product moment table. If the value of Cronbach's Alpha coefficient is greater than the value of  $r_{\text{table}}$  ( $r_{\text{count}} > r_{\text{table}}$ ), then the questionnaire used in the study can be said to be reliable or reliable, meaning that the questionnaire meets the reliability requirements.

The first is the attraction test instrument reliability (X1) which can be seen in the table below.

Table 1.6 Attraction Instrument Reliability Test Results (X1)

Questions Items	Score Cronbach's Alpha	Minimum Limit Cronbach's Alpha	$r_{\text{table}}$ (Significance Level 5%)	Description
X1.1	0,802	0,60	0,113	Reliable
X1.2	0,812	0,60	0,113	Reliable
X1.3	0,794	0,60	0,113	Reliable
X1.4	0,799	0,60	0,113	Reliable
X1.5	0,794	0,60	0,113	Reliable
X1.6	0,807	0,60	0,113	Reliable
X1.7	0,821	0,60	0,113	Reliable
X1.8	0,824	0,60	0,113	Reliable

Source: Primary Data, Processed by the author, 2022

In the table above, it can be seen that all statements of the Attraction variable (X1) have a Cronbach's Alpha value above 0.60 ( $r_{\text{count}} > r_{\text{table}}$  or  $r_{\text{count}} > 0.113$ ). This shows that all statements can be declared reliable, so they can be used for data collection in measuring the attraction variable.

Table 1.7 Reliability Statistics  
Reliability Statistics

Cronbach's Alpha	N of Items
<b>0.827</b>	8

Source: Primary Data, Processed by the author, 2022

In the table above, it shows that Cronbach's Alpha value in total is greater than 0.60. So the Attractions questionnaire (X1) as a whole can be said to be reliable.



Table 1.8 Instrument Reliability Test Results *e-Wom* (X<sub>2</sub>)

Questions Items	Score Cronbach's Alpha	Minimum Limit Cronbach's Alpha	r <sub>table</sub> (Significance Level 5%)	Description
X2.1	0,899	0,60	0,113	Reliable
X2.2	0,894	0,60	0,113	Reliable
X2.3	0,884	0,60	0,113	Reliable
X2.4	0,900	0,60	0,113	Reliable
X2.5	0,894	0,60	0,113	Reliable
X2.1	0,885	0,60	0,113	Reliable
X2.2	0,883	0,60	0,113	Reliable
X2.3	0,886	0,60	0,113	Reliable
X2.4	0,885	0,60	0,113	Reliable
X2.5	0,893	0,60	0,113	Reliable

Source: Primary Data, Processed by the author, 2022

The reliability test of the instrument variable *e-Wom* (X<sub>2</sub>) in table 4.10 each question item has a Cronbach's Alpha value above 0.60 ( $r_{\text{count}} > r_{\text{table}}$  or  $r_{\text{count}} > 0.113$ ). This shows that all statements can be declared reliable, so that they can be used for data collection in measuring the *e-Wom* variable.

Table 1.9 Instrument Reliability Test Results *e-Wom* (X<sub>2</sub>)

Reliability Statistic	
Cronbach's Alpha	N of Items
<b>.900</b>	0

Source: Primary Data, Processed by the author, 2022

Likewise in the table above with the total value of Cronbach's Alpha which shows greater than 0.60. This means that based on the data, the *e-Wom* (X<sub>2</sub>) questionnaire is overall reliable or in other words the instrument is reliable.

Table 1.10 Price Instrument Reliability Test Results (X<sub>3</sub>)

Questions Items	Score Cronbach's Alpha	Minimum Limit Cronbach's Alpha	r <sub>table</sub> (Significance Level 5%)	Description
X3.1	0,692	0,60	0,113	Reliable
X3.2	0,691	0,60	0,113	Reliable
X3.3	0,674	0,60	0,113	Reliable
X3.4	0,736	0,60	0,113	Reliable
X3.5	0,701	0,60	0,113	Reliable
X3.1	0,701	0,60	0,113	Reliable

Source: Primary Data, Processed by the author, 2022

Test the reliability of the instrument variable Price (X<sub>3</sub>) which is shown in table 4.12, each question item has a Cronbach's Alpha value above 0.60 ( $r_{\text{count}} > r_{\text{table}}$  or  $r_{\text{count}} > 0.113$ ). This shows that all statements can be declared reliable, so they can be used for data collection in measuring price variables.

Table 1.11 Reliability Statistics

Reliability Statistic	
Cronbach's Alpha	N of Items
.736	6

Source: Primary Data, Processed by the author, 2022

Likewise, the table above shows the total value of Cronbach's Alpha which is greater than 0.60. This means that based on the data the Price questionnaire (X3) is overall reliable or in other words the instrument is reliable.

Table 1.12 Visiting Decision Instrument Reliability Test Results (Y)

Questions Items	Score Cronbach's Alpha	Minimum Limit Cronbach's Alpha	$r_{table}$ (Significance Level 5%)	Description
X3.1	0,872	0,60	0,113	Reliable
X3.2	0,815	0,60	0,113	Reliable
X3.3	0,789	0,60	0,113	Reliable
X3.4	0,786	0,60	0,113	Reliable
X3.5	0,803	0,60	0,113	Reliable
X3.1	0,797	0,60	0,113	Reliable
X3.3	0,797	0,60	0,113	Reliable
X3.4	0,795	0,60	0,113	Reliable
X3.5	0,794	0,60	0,113	Reliable
X3.1	0,791	0,60	0,113	Reliable

Source: Primary Data, Processed by the author, 2022

The instrument reliability test of the Visiting Decision variable (Y) as shown in table each question item has a Cronbach's Alpha value above 0.60 ( $r_{count} > r_{table}$  or  $r_{count} > 0.113$ ). This shows that all statements can be declared reliable, so they can be used for data collection in measuring.

Table 1.13 Statistic Reliable Decision Visit (Y) Reliability Statistics

Reliability Statistic	
Cronbach's Alpha	N of Items
.817	10

Source: Primary Data, Processed by the author, 2022

Likewise, the table above shows the total value of Cronbach's Alpha which is greater than 0.60. This means that based on the data, the Visiting Decision Questionnaire (Y) is overall reliable or in other words the instrument is reliable. Likewise, the table above shows the total value of Cronbach's Alpha which is greater than 0.60. This means that based on the data, the Visiting Decision Questionnaire (Y) is overall reliable or in other words the instrument is reliable.

## 2. Multiple Regression Analysis

To see the effect of Attractions (X1), *e-Wom* (X2) and Prices (X3) on visiting decisions (Y), multiple regression analysis was used with the help of the SPSS Version 16 program, the results are as shown in the table below:

Table 1.14 The Result of Multiple Linear Regression Calculation of the Effect of Attraction, *e-Wom*, Price, on Visiting Decisions

Variable	Coefficient Regress	t <sub>count</sub>	Sig.	Description
Atraksi	0,139	2,839	0,005	Significant
<i>e-Wom</i>	0,283	6,025	0,000	Significant
Price	0,394	7,502	0,000	Significant
Konstanta	6,512			
R square	0,473			
Adjusted R square	0,469			
F hitung				
Sig. F	103.256			
N	0,000			
	349			
<b>Dependent Variable = Visit Decision (Y)</b>				
F table	0,117			
t table=	1,694			

Source: Primary Data, Processed by the author, 2022

From the data shown in table 4.20, it can be seen that the value of the multiple linear regression constant is 6.512, with the regression coefficient value of the Attraction variable 0.139, the regression coefficient value of *e-Wom* 0.283, and the regression coefficient value of Price 0.394.

So by referring to the multiple linear regression equation formula  $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e_i$ , a multiple linear equation can be formed as follows:

$$Y = 6,512 + 0,139.X_1 + 0,283.X_2 + 0,394.X_3 + e_i$$

and

$$\begin{aligned} Y &= \text{Visit decision} \\ X_1 &= \text{Attractions} \\ X_2 &= e\text{-Wom} \\ X_3 &= \text{Price} \\ e_i &= \text{Residual Error} \end{aligned}$$

### 3. Description *e-Wom* Attractions in Social Media, prices and Visiting Decisions

The results of the descriptive analysis showed that of the 349 respondents in this study, there were 203 (58%) male respondents and 146 (42%) female respondents, all of whom were Indonesian citizens. Meanwhile, based on the age of the respondents, most of them are between 17-26 years. Based on the type of work the majority of respondents are students as much as 247 with a percentage of 71%. Based on the results of the research description which shows that the average score of the Attraction Variable (X1) is 4.25, where the results are interpreted, respondents tend to choose strongly agree on the social attraction indicator. The main contribution in the Attraction variable is the Social Attraction indicator, which is about There is a joint effort in maintaining cultural values in the Sade cultural tourism village and There is friendliness in welcoming visitors in the Sade cultural tourism village.

Then for the average score of the *e-Wom* variable (X2) is 3.10, where the results are interpreted that respondents tend to choose strongly agree on the valance of opinion indicator. The main contribution in the *e-Wom* variable is the Content indicator which contains information about the quality of the Sade cultural tourism village on social media, There is information on the price of Sade village cultural tourism on social media, There is information about convenience in visiting the Sade cultural tourism village on the media social media, there is information about environmental cleanliness in the Sade cultural tourism village on social media and there is information about services in visiting Sade village cultural tourism on social media.

Then for the average score of the Price variable (X3) is 4.04, where the results are interpreted that respondents tend to choose strongly agree on the Price Discount indicator. The main contribution in the Price variable is the Price Discount indicator which contains Sade village cultural tourism providing discounted prices for visitors who come in groups of >10 people and Sade village cultural tourism providing price reductions for visitors who buy at certain times.

In the average result of the last variable, namely the decision to visit (Y) with an average score of 3.10, where the results are interpreted that respondents tend to choose strongly agree. The main contribution in the visiting decision variable is the brand indicator, which contains the Sade tourist village which has the uniqueness of Sade woven fabric products and the popular Sade tourist village with the Sade traditional house.

#### **4. Influence of Attractions, *e-Wom* in Social Media and Prices on Visiting Decisions**

##### **a) The Influence of Attractions (X1) on Visiting Decisions (Y)**

The results of the analysis show the influence of the attraction variable (X1) on the decision to visit (Y). In this variable there are four indicators and eight statement items. The first is natural attractions, in this case visitors consider that the unique natural scenery and the strategic location of the Sade cultural tourism village make visitors interested in visiting the Sade cultural village. Second, there are cultural attractions where this culture can attract visitors, such as playing traditional musical instruments known as Gendang Beleq and performing activities such as Presean in the cultural tourism village of Sade.

Third, social attractions can also affect visitors as well as there is a joint effort to maintain cultural values in the Sade cultural tourism village and there is friendliness in welcoming visitors to the Sade cultural tourism village. Fourth, the existence of artificial attractions also has a tourist attraction in Sade Village such as the existence of the Sade traditional house building, namely Bale Tani and there is a gazebo building known as Berugak in the Sade cultural tourism village.

So, from the Attraction variable with all the indicators that have been explained, it was found that the most dominant influence on visitors to travel to the Sade cultural village is social attraction with a statement item that there is a joint effort in maintaining cultural values and there is friendliness in welcoming visitors to the Sade cultural tourism village. . In line with his research, Priatmoko (2017), states that the variables of attraction, social media and infrastructure have a positive effect on tourist visiting decisions.

##### **b) Effect of *e-Wom* (X2) in social media on Visiting Decisions (Y)**

The results of the analysis show the effect of the *e-Wom* variable (X2) on the decision to visit (Y). In this variable there are three indicators and ten statement items. The first is the intention, in this case visitors assume that getting information about the Sade cultural tourism village from social media, there are interactions with other users about the Sade cultural tourism village on social media and reviews of the Sade cultural tourism village are available on social media. Second, the valance of opinion, in this

case visitors assume that there is positive information about the Sade cultural tourism village on social media and get recommendations about the Sade cultural tourism village from other consumers on social media.

Third, content can also affect visitors such as there is information about the quality of the Sade cultural tourism village on social media, there is information on the price of Sade village cultural tourism on social media, there is information about convenience in visiting the Sade cultural tourism village on social media, there is information about environmental cleanliness in the Sade cultural tourism village on social media and there is information about services in visiting Sade village cultural tourism on social media.

So, from the *e-Wom* variable (X2) from each of the indicators that have been explained, it was found that the most dominant influence on visitors to travel to the Sade cultural village is the Valance of opinion with the statement item there is positive information about the Sade cultural tourism village in the media. social media and get recommendations about the Sade cultural tourism village from other consumers on social media. This is in line with research by Elfitra et al (2019) which states that the variables of *e-Wom*, tourism products and destination image have a significant effect on the decision to visit Lake Toba tourism.

#### c) The Influence of Price (X3) on Visiting Decisions (Y)

The results of the analysis show the influence of the price variable (X3) on the decision to visit (Y). In this variable there are three indicators and six statement items. The first is Price Determination, in this case visitors assume that the price of Sade village cultural tourism with the facilities provided is satisfactory and the price of Sade village cultural tourism is cheaper than other tourist objects. Second, the payment process when entering Sade village cultural tourism can be in cash/cash and payment at Sade cultural tourism village can be by using an ATM card (Automatic Teller Machine), credit card and debit card. Third, in this case, visitors consider that Sade village cultural tourism provides discounted prices for visitors who come in groups of >10 people and Sade village cultural tourism provides reduced prices for visitors who buy at certain times.

So, from the Price variable (X3) from each of the indicators that have been described, it was found that the most dominant influence on visitors to travel to the Sade Cultural Village is a price discount with the statement item Sade Village cultural tourism providing discounted prices for visitors who come in groups. >10 people and Sade village cultural tours provide reduced prices for visitors who buy at certain times. This is in line with research by Ardiansyah et al (2019) which states that the price variable has a positive and significant effect on the decision to visit the Ancol Dreamland Park.

### **5.Price Has the Most Influence on Visiting Decisions**

The result of testing the second hypothesis states that the price has the most dominant influence on the Visiting Decision. This is based on the results of the Regression Coefficient test, the t-count value is 2.839, *e-Wom* is 6.025 and the price is 7.503, where the results show that respondents tend to choose the price variable. The indicators of the price variable are pricing with statement items. The price of Sade village cultural tourism with the facilities provided is satisfactory and the price of Sade village cultural tourism is cheaper than other tourist objects.

The next indicator is the method of payment with a statement item. The payment process when entering Sade village cultural tourism can be in cash/cash. Payment at Sade cultural tourism village can be by using an ATM card (Automatic Teller Machine), credit card and debit card. The last indicator is a price discount with a statement item. Sade village cultural tourism provides discounted prices for visitors who come in groups of >10 people and Sade village cultural tourism provides price reductions for visitors who buy at certain times. From these results it can be concluded that the price proved to be the most

influential on the decision to visit with a  $t$  value of 7.052. This is in accordance with the opinion of Ardiansyah et al, (2019) which states that the price variable has a positive, dominant and significant effect on the decision to visit Taman Jaya Ancol. In addition, Oka A, argues that the price factor is one of the factors that influence tourism demand. Because the cheaper the price of the tour, the demand for tourism will increase. For example, a tourist place that offers tour packages at different prices. If the difference in facilities is not much different, then tourists will choose a cheaper tour package price.

## **Conclusions and Suggestions**

### **Conclusion**

Based on the results of research and discussion of the influence of attractions, *e-Wom* and prices on the decision to visit the Sade Cultural Tourism Village, it can be concluded as follows.

- 1) Description of the analysis of attractions, *e-Wom* in social media Prices and decisions to visit the Sade cultural tourism village are categorized as good.
- 2) Analysis of Attractions, *e-Wom* in social media and prices have a significant effect on the decision to visit the Sade cultural tourism village.
- 3) Price variables are more dominant in influencing the decision to visit the Sade cultural tourism village compared to the Attraction and Price variables.

In accordance with the conclusions above, the researchers provide several suggestions that if they can be considered for those who are directly involved (entrepreneurs and government) or indirectly (community, media and academia) in the development of the Sade cultural tourism village, including: First, tourist attractions have influence on Visiting Decisions. Therefore, stakeholders and local governments in developing the Sade cultural tourism village should be able to continue, maintaining the quality of tourist attractions such as natural attractions, cultural attractions, social attractions and artificial attractions that can educate and be able to provide a positive experience for tourists.

Second, research shows that Electronic Word of Mouth (*e-Wom*) has an influence on the decision to visit the Sade Cultural Tourism Village. Therefore, the management of Sade Village needs to maintain and improve *e-Wom* communication for marketing the Sade Cultural Tourism Village. Preferably, various things that trigger visitors to feel a positive and satisfying experience so that it raises the willingness of visitors to help the publication of Sade Village are maintained, such as good service quality and the atmosphere of Sade Village that still maintains cultural nuances, because this will build a positive image of Sade Village and positive *e-Wom* which will affect the decision to visit other tourists.

Third, price has the most dominant influence among other variables. Therefore, in determining tourist rates to tourist attractions in Sade Village, it is appropriate and affordable for tourists so there is no need to increase tourist prices, because this will cause a decrease in tourist visits. For academics or researchers as a reference in research related to attractions, e-commerce WOM and prices in the Sade cultural tourism village because continuous studies will make it easier for stakeholders to evaluate and make the right decisions in advancing the Sade cultural tourism village. So the suggestion from the researcher is that the existing attractions should be maintained and improved so that the cultural values of Lombok, especially Sade Village, are still known in the minds of visitors and are more updated on social media about Sade cultural tourism.

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