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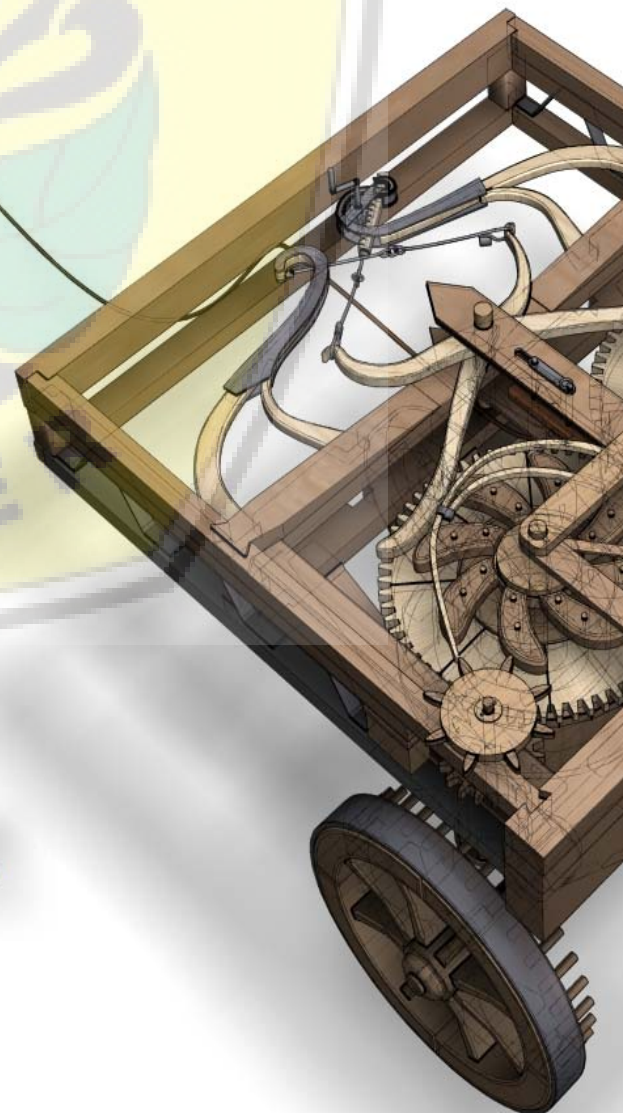


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Digital Marketing Tools or e-WOM? Tourists Motivation to Enjoy the Charm of Blue Fire on Ijen Crater Ecotourism

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Abstract:

The most significant contributor to foreign exchange in Indonesia besides oil and gas is tourism. One of the regencies in Indonesia that has tourism potential is the Banyuwangi Regency. Almost all regions in Banyuwangi have beautiful natural charm in the form of mountains, beaches and forests. The existence of cultural diversity and traditional customs also makes Banyuwangi as a potential district in terms of tourism. This research was conducted in the Ijen Crater tour because it is a natural tourist destination that is most sought after and attractive to potential tourists. In 2016, 30% of foreign tourists visiting Banyuwangi visited Ijen Crater. At this time, most of the world community can not be separated from the use of social media. Therefore, the application of digital marketing and the selection of the right digital marketing tools can increase the number of tourist visits. Management of digital marketing and selection of useful digital marketing tools will form a positive Word of mouth (WOM). When WOM is positive, it is possible to increase the motivation of tourists to visit.

Keywords: digital marketing; e-WOM; ecotourism.

JEL Classification: L83; M31; Z33.

Introduction

Tourism is one of the strategic economic sectors (Sangpikul 2018). Tourism is one of the strategic economic sectors. At present, tourism is transforming into a new type of industry that is capable of producing rapid economic growth in providing employment (Dodds & Holmes, 2019), increasing incomes, living standards, and

stimulating other productivity sectors (Chaulagain et al., 2019). Tourism is also one of the largest and most essential industries in the world; this is because tourism is one of the most reliable income suppliers in a country in the form of foreign exchange (Buhalis & Costa, 2006; Raju, 2009). Understanding modern tourism means understanding tourist behaviour (Pesonen et al. 2011). However, while it is maintaining the natural conditions and how a destination is imaged (Llodra-riera et al. 2015; Mohaidin, Wei, and Ali Murshid 2017).

The natural and cultural wealth is an essential component in tourism (Utama 2017). Indonesia, as a tropical country, has 17,508 islands and 6,000 of them uninhabited, besides that Indonesia has the third-longest coastline in the world (BPS 2019). Indonesia has 1,340 ethnic groups, each of which has different customs and traditions. The number of ethnic groups that is more than 1,000 produces a variety of cultures in Indonesia. Indonesia is ranked 40th as a country with strong tourism competitiveness in the 2019 Travel and Tourism Competitiveness Report, which was previously ranked 50th according to the World Economic Forum (WEF) analysis (World Economic Forum, 2019). The number of natural resources that have not been maximally managed and diverse cultures makes Indonesia a country that is rich in culture and natural resources and has excellent potential to be developed in the tourism sector.

Banyuwangi Regency is one of the regencies in Indonesia which is located at the eastern end of Java Island. Almost all regions in Banyuwangi have beautiful natural charm in the form of mountains, beaches, forests as well as cultural diversity and traditional customs making Banyuwangi as a potential district in terms of tourism (BPS Banyuwangi Regency, 2018; BPS East Java Province, 2019). Banyuwangi succeeded in becoming one of the ten regencies or cities with the highest ranking in the Indonesian tourism index. The Banyuwangi Regency Government has set the tagline "The Sunrise of Java" to promote its tourist destinations (BPS Banyuwangi Regency, 2018). There are about 20 natural tourism parks owned by Banyuwangi, but only three natural attractions are considered superior and are given the name "Diamonds Triangle". Diamonds Triangle includes Ijen Crater, Sukamade Beach, and G-Land or Plengkung Beach (Kompas 2012). However, of the three attractions, Ijen Crater is one of the most sought-after natural tourist destinations and interested in potential tourists, because Ijen Crater has a variety of natural beauty, one of which is the existence of Bluefire. Bluefire is a blue flame that is produced from sulfur craters that there are only two in the world, namely in Ijen Banyuwangi and Iceland. That is why Mount Ijen in the city of Banyuwangi is so special.

The implementation of digital marketing conducted by the local government of Banyuwangi Regency has an impact on tourist visits to the Ijen Crater each year. In 2010 the number of tourist visits to the Ijen Crater was 14,968 people, wherein 2010 Banyuwangi Regency had not implemented a digital marketing strategy to introduce its tourism potential. In 2011 there was an increase in tourist arrivals of 21,356, but in the following year, there was a very significant decrease in tourist arrivals, with a total number of tourists of 6,148 in 2012. This was due to the fluctuating rise in the status of Mount Ijen. In the following years, tourist visits continued to increase each year, as many as 24,402 tourists visited Ijen Crater in 2013, then 90,068 tourists in 2014, 169,445 tourists in 2015, and as many as 194,203 tourists visited Ijen Crater in 2016. Increase in the number of tourists that occur every year is due to the impact of the application of digital marketing that has been carried out in 2011 until now. The need for the application of digital marketing and the selection of appropriate digital marketing tools in order to significantly increase the number of tourists visits each year.

Information that prospective tourists receive due to digital marketing strategies can affect Word of Mouth (WOM) or Word of mouth communication (Hyunjin, 2013; Zhang et al., 2017). Word of mouth is a communication process in the form of providing recommendations both individually and in groups of a product or service that aims to provide information personally (Gong et al., 2019; Kotler & Keller, 2016; Wallace et al., 2014). The existence of Word of mouth does not rule out the possibility of increasing tourist motivation (Llodra-riera et al., 2015; Raju, 2009). Motivation, in general, is a need that makes a person take specific actions to satisfy his needs. Motivation is fundamental in the study of tourists and tourism because motivation is the trigger of the tour process, although this motivation is often not realized by tourists themselves (Alkilani et al., 2017; Chen & Chen, 2010; Suryaningsih, Nugraha, & Sukmalangga, 2020; Tsaur et al., 2007). Research to study and analyze tourist motivation is still wide open because there are no models that are considered sufficiently representative in modern tourism research (Yoo, Yoon, and Park 2018; Mohaidin, Wei, and Ali Murshid 2017; Llodra-riera et al. 2015; Pesonen et al. 2011). Research conducted seeks to complement the study of tourist motivation and digital marketing related to tourist goals.

1. Literature Review

1.1 The Relationship of Social Media to Word of Mouth and Increase Tourist Motivation

According to Kotler & Keller (2016) and Taiminen & Karjaluo (2015), social media is the media used by consumers to share text, images, sound, and video information both with others and companies and vice versa. Information sharing by consumers is the same as Word of mouth theory. One consumer sharing information about a product will be passed on to other consumers, and so on (Gong et al., 2019; Prakoso et al., 2016).

Social media is media that is designed to facilitate interactive or two-way social interaction. So that information obtained from social media is more readily accepted by potential tourists, as a result of the information posted on social media can affect the increase in Tourist Motivation (Damanik et al., 2019).

H₁: Social media has a significant effect on word of mouth.

H₄: Social media has a significant effect on increasing tourist motivation.

1.2 Relations Website to Word of Mouth and Increase the Tourist Motivation

According to the Content Marketing Institute, the use of Website pages that use content marketing will be more prominent and exciting so that the exciting content on the Website can attract many visitors. The number of visitors who visit the Website can affect Word of mouth. A research conducted by Casaló *et al.* (2008) concluded that the Website could have a significant effect on Word of mouth.

According to the Content Marketing Institute, the use of Website pages that use content marketing will be more prominent and exciting, and if the Website management is following what visitors need, then it can improve Tourist Motivation. A research conducted by Koo *et al.* (2016) which states that there is a relationship between websites and tourist motivation.

H₂: Website has a significant effect on word of mouth

H₅: Website has a significant effect on increasing tourist motivation

1.3 The Application's Relationship to Word of Mouth and Increasing Tourist Motivation

According to Perrin (Naimah and Nugroho, 2018), the use of applications today is essential for companies to use, and appropriate applications can help interact and convey information. The existence of information updates made by the company led to the fulfilment of the information needs of the application users. So that it can form a perfect Word of mouth. Research conducted by Okazaki (2009) concluded that mobile applications have a significant effect on Word of mouth.

According to Perrin (Naimah and Nugroho, 2018), the use of applications today is essential for companies to use, and appropriate applications can help interact and convey information. Submitting the information needed by users, especially prospective tourists can increase the attractiveness of the tourist attraction you want to visit so that it can increase tourist motivation (Belarmino & Koh, 2018; Suryaningsih, Nugraha, & Anggita, 2020; Suryaningsih, Nugraha, & Sukmalangga, 2020).

H₃: Application has a significant effect on word of mouth

H₆: the application has a significant effect in increasing tourist motivation

1.4 The Relationship of Word of Mouth to Increase Tourist Motivation

According to Abubakar & Mavondo (2014) and Gong et al. (2019), Word of mouth is so useful because the origin of its trust comes from people who do not benefit from their recommendations. So that there is trust in prospective tourists to visit the desired tourist attraction to make Tourist Motivation increase (Suryaningsih & Sumani, 2018). Research conducted by Jeong & Jang (2011) concluded that a person's positive experience with the spread of Word of mouth communication could affect restaurant customer motivation.

H₇: Word of mouth has a significant effect on increasing Tourist Motivation.

2. Methodology

This study processes primary data obtained directly from respondents' answers to questionnaires that have been distributed. The population in this study were all tourists visiting the Ijen Crater Nature Park. taking the number of samples in this study around 90 people who are considered to meet all the criteria in testing the hypothesis by the PLS method. The sampling technique in this study uses nonprobability sampling technique. Testing the hypothesis used in this study is the PLS test. The design of the structural model (inner model) in this study is the indirect effect of an exogenous variable to increase the second endogenous variable through the first

endogenous variable. The exogenous variables in this study are Social media, Website, and Application. Whereas the first endogenous variable is Word of mouth and the second endogenous variable is Tourist Motivation.

3. Results and Discussion

Hypothesis testing is done by bootstrapping resampling method developed by Geisser and Stone using SmartPLS software. The rule of thumbs of supporting a research hypothesis is if the t-statistic value is more than 1.64 (two-tailed) or 1.96 (one-tailed) and the probability value (p-value) is less than 0.05 or 5%. The results of testing the hypothesis of direct and indirect effects are presented in the following table.

Table 1. Results of *Path Coefficient* and Hypothesis

Variable	Path Coefficient	t-statistics	p-value	Description
X ₁ - Z	-0.064	0.729	0.234	Not Significant
X ₁ - Y	0.556	5.429	0.000	Significant
X ₂ - Z	0.506	1.098	0.138	Not Significant
X ₂ - Y	-0.232	0.954	0.171	Not Significant
X ₃ - Z	-0.413	2.418	0.009	Significant
X ₃ - Y	-0.263	1.859	0.033	Significant
Z - Y	-0.407	2.111	0.019	Significant

3.1 Discussion

3.1.1 The Relationship of Social Media to Word of Mouth and Increase Tourist Motivation

Hypothesis testing carried out proves that there is no influence between Social media variables on Word of mouth because t-statistic results obtained are 0.729 or $0.729 < 1.64$ and p-value of 0.234 or $0.234 > 0.05$, so the t-statistic value and p-value is not met. The results of the study were supported by Nurgiyantoro (2014), consumers of SayHello garskin products in the city of Yogyakarta also found that promotional strategies through social media had a positive effect on Word of mouth marketing. Social media that is used actively and up to date will make Word of mouth marketing more effective. With social media, the message that will be delivered by marketers will soon be widespread in a fast time, so consumers can find out the product either directly or indirectly. Whereas the research of Prakoso, *et al.* (2016) which concluded that social media advertising has a significant influence on Word of mouth in consumers Cafe Mochimaco Malang. In this study, Word of mouth conducted by consumers is encouraged because of the social media advertising activities carried out by Mochimaco. Likewise, research conducted by Gong *et al.* (2019), states that Social media which is part of digital marketing has a direct impact on Word of mouth.

Hypothesis testing conducted proves social media has an effect on increasing tourist motivation. the t-statistic result is 5.429 or $5.429 > 1.96$ and the p-value is 0.000 or $0.000 < 0.05$, so the t-statistic and p-value are fulfilled. Then H₁ is accepted and H₀ is rejected. The results of the study were not supported by research conducted by Casalo, Luis V., *et al.* (2008) which concluded that the Website can have a significant effect on Word of mouth. A good website design is the most important factor in determining the quality of a website that provides detailed information about a product. In the Website there are comments and facilities for someone to be able to communicate or interact with several parties, namely the Website admin and some Website visitors. Susanti's research (2014) also states that in addition to shopping orientation, another factor that influences the formation of Word of mouth in Fesh Shop consumers is the quality of the Website of an online store. (Gong *et al.* 2019) also mentioned that the direct impact of digital marketing is Word of mouth, one of which is Website

3.1.2 Relations website to word of mouth and increase the tourist motivation

Hypothesis testing is done to prove the website has no effect on word of mouth. The results were obtained from the t-statistic value of 1.098 or $1.098 < 1.64$ and the p-value of 0.138 or $0.138 > 0.05$. The results of this study are not consistent with research conducted by Casalo, *et al.* (2008) which concluded that the Website can have a significant effect on Word of mouth. A good website design is the most important factor in determining the quality of a website that provides detailed information about a product. In the Website there are comments and facilities for someone to be able to communicate or interact with several parties, namely the Website admin and some Website visitors. Research conducted by Susanti (2014) also states that in addition to shopping orientation

factors, another factor that influences the formation of Word of mouth in Fesh Shop consumers is the quality of the Website of an online store. Gong *et al.* (2019) also mentioned that the direct impact of digital marketing is Word of mouth, one of which is Website.

Hypothesis testing is done to prove the website has no effect on increasing tourist motivation. The results were obtained from the t-statistic value of 0.954 or $0.954 < 1.64$ and the p-value of 0.171 or $0.171 > 0.05$. This research is not in accordance with the research conducted (Kumiasih *et al.* 2017) which concluded that the Website www.bandungtourism.com can affect the motivation of tourists visiting the city of Bandung. According to the author, the website contains information relating to activities and interesting attractions in the city of Bandung. With this website, people from various regions and countries can find out what tourism is available in the city of Bandung easily, quickly, and accurately. However, the content on the Website must be updated frequently, if the information is outdated or not up to date, tourists will be disappointed and reluctant to visit the Website again.

3.1.3 The Application's Relationship to Word of Mouth and Increasing Tourist Motivation

Hypothesis testing is done to prove the application affects the word of mouth. Obtained t-statistic results of 2,418 or $2,418 > 1.96$ and p-value of 0.009 which is smaller than 0.05. The results of this study are consistent with research conducted by Naimah and Nugraha (2017). According to Perrin, the use of applications today is important for companies to use and appropriate applications can help interact and convey information. The existence of information updates made by the company led to the fulfillment of information needs of the application users. So that it can form a very good Word of mouth. In line with the statement of Gong *et al.* (2019) which states that Application as a form of digital marketing has a direct impact on Word of mouth (Gong *et al.* 2019). Research conducted by Shintaro Okazaki (2009) also concluded that mobile applications have a significant effect on Word of mouth. The results of this study indicate that compared to participants who used a PC to search for information to form Word of mouth, mobile app participants showed significantly higher perceptions.

Hypothesis testing carried out proves the application effect on increasing tourist motivation. T-statistic results obtained for 1.859 or $1.859 > 1.64$ and p-value of 0.033 or $0.033 < 0.05$. Kim, et al. (2016) shows that the user's perception of the characteristics of the mobile app is very positive. Users feel the existence of a mobile app can help in finding information needed. The use of the mobile app is very easy, can be used anywhere and the information contained in the mobile app is very useful, so that the mobile app also causes an increase in tourist motivation to visit.

1.3.4 The Relationship of Word of Mouth to Increase Tourist Motivation

Hypothesis testing conducted proves that word of mouth has an effect on increasing tourist motivation. Obtained t-statistic results of 2.111 or $2.111 > 1.96$ and p-value of 0.019 or $0.019 < 0.05$. The results of this study are consistent with research conducted by Jeong (2011) concluding that a person's positive experience in the form of information on restaurant food quality, restaurant employee service, and restaurant menu prices by spreading mouth-to-mouth communication can influence restaurant customers' motivation to visit (Suryaningsih and Sumani 2019).

Conclusion

Based on the analysis of the results of studies and discussions about the effect of digital marketing tools on Word of mouth in improving Tourist Motivation, the conclusion of the results of the study, as follows:

Social media has no significant effect on Word of mouth, this can occur because tourists trust information received more directly from people who have visited the Ijen Crater Nature Tourism Park because the information on Social Media is still in doubt as to its accuracy. Website does not have a significant effect on Word of mouth, this happens because the quality of the Website in the form of information content and images that are not up to date causes the Website that contains information content about Ijen Crater Nature Tourism Park has no effect on Word of mouth.

Application has a significant effect on Word of mouth, this is because the information needs of visitors to Ijen Crater Nature Park in the form of links and telephone numbers of travel agents, addresses and telephone numbers of lodging obtained from the Banyuwangi In Your Hand application are considered very useful. Social media has a significant effect on Tourist Motivation, this is because the amount of information about the attractiveness of the Ijen Crater Nature Tourism Park in Social media can significantly influence Tourist Motivation. Website does not have a significant effect on Tourist Motivation, because the quality and content of

content that is not up to date and the trust of tourists in finding information is from people who have visited the Ijen Crater Nature Tourism Park. Ijen Crater Nature Tourism Park.

Application has a significant effect on Tourist Motivation, this is because information about the Ijen Crater Nature Tourism Park and some information about travel agents and hotel recommendations and other tourist needs can be one of the information whether the tour is in accordance with his wishes and cause an increase in Tourist Motivation. Word of mouth has a significant effect on Tourist Motivation, this is because information about the Ijen Crater Nature Tourism Park received from people who have visited can be trusted and the information is in accordance with their wishes.

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