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## The Effect Of Social Media Promotion And *Word Of Mouth* On The Decision To Visit The Attraction Of Tanjung Bias Beach, West Lombok Regency

Lalu Masyhudi <sup>1)</sup>, Lalu Satria Utama <sup>2)</sup>, Ni Putu Ajeng Chelsania <sup>3)</sup>, Sri Susanty <sup>4)</sup>, Murianto <sup>5)</sup>,  
I Ketut Purwata <sup>6)</sup>

<sup>1,3,4,5,6)</sup> Sekolah Tinggi Pariwisata Mataram, Jl. Panji Tilar Negara No.99, Kekalik Jaya, Kec. Sekarbela, Kota Mataram, 83115, Indonesia

<sup>2)</sup> Institut Pemerintahan dalam Negeri, Jl. Gajah Mada No.1, Leneng, Kec. Praya, Kabupaten Lombok Tengah, Nusa Tenggara Barat, 83522,

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### ABSTRACT

This study aims to determine the effect of promotion through social media and word of Mouth on visiting decisions with the control variables of attractiveness and facilities. The data collection technique used a questionnaire that had been tested for validity and reliability. Based on the simultaneous hypothesis testing, the four independent variables have a significant effect on the decision to visit tourists to Tanjung Bias Beach. Partially, word of mouth (X2) has a positive and significant effect on the decision to visit tourists, this can be seen from the t-count value of 5.816, greater than the t-table value of 1.995. Social media promotion (X1), Attraction (X3) and Facilities (X4), and show that the result of the multiple linear determination coefficient (R2) is 0.648, or 65%. This means that the degree of influence of the independent variable (X) on the variable (Y) is 65%.

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#### Corresponding Author:

Lalu Masyhudi

Sekolah Tinggi Pariwisata Mataram, Jl. Panji Tilar Negara No.99, Kekalik Jaya, Kec. Sekarbela, Kota Mataram, 83115, Indonesia

Email: [lalumasyhudi@stpmataram.ac.id](mailto:lalumasyhudi@stpmataram.ac.id)

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## INTRODUCTION

Tanjung Bias Beach is one of the culinary tourism destinations in Lombok which was built by the local village government with a unique culinary appeal of Lombok, a panoramic view of the beach with a backdrop of Mount Agung in Bali and the beauty of a charming sunset at dusk. Visitors who arrive at Tanjung Bias beach, not only enjoy the beauty of the beach, visitors can also enjoy Lombok culinary tours [1].

Currently, the steps taken by restaurant owners on Tanjung Bias beach to disseminate information so that tourists come are by doing promotions through social media. There are more than 50 restaurants on Tanjung Bias beach, but only a few restaurants use social media such as Facebook and Instagram as their promotional media, and the rest they still rely on word of mouth promotions or word of mouth promotions [1], [2].

Some restaurant managers are quite active in promoting through social media such as Facebook and Instagram, one of which is the Kinara Sunset restaurant which currently has 5,787 followers on Instagram and 73 followers on Facebook and several other restaurants such as Kedai Pesona with more than 1,700 followers. Zashieka Nyantai with 1,493 followers on Instagram, D'Tanjung Bias with 257 followers and Warung Jelly with 344 followers on Facebook. While others only rely on word of mouth promotion by tourists.

The spread of word of mouth through internet social media is very easy because access is very relatively efficient, one of which is through the application youtube, whatsapp, line, instagram, facebook, and other applications found on devices connected to other internet connections. This activity can certainly increase the dissemination of information to tourists from one tourist to another at the Tanjung Bias

beach tourist attraction, and this is still one of the methods of disseminating information carried out by tourists at the Tanjung Bias beach tourist attraction [3].

Based on the results of observations and interviews conducted by researchers at Tanjung Bias beach, researchers found several obstacles in this tourist spot, one of which was a reduction in the number of visitors who came to Tanjung Bias beach due to lack of information obtained by the public or tourists on social media, so that causing a decrease in the number of tourists who come to Tanjung Bias beach. The inability of the manager of the Tanjung Bias beach culinary tourism attraction in carrying out promotions in order to disseminate information to tourists, is caused by not optimally using promotional media. There are several restaurants that actively use social media as a means of promotion, there are also those that already have social media but are not productively used, some even do not have social media as a means of promotion. This lack of promotion causes tourists to get less information regarding the tourist attraction of Tanjung Bias beach which results in a decrease in the number of tourist visits.

Setyorini and Sugiharto (2021) [4] states that social media is an effective business promotion tool because it can be accessed by anyone, so that promotion network can be wider. Social media is becoming an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients. Social media, in its current role, has built a great power in shaping patterns of behavior and various areas of human life. This is what makes social media so great.

Permadi et al, (2014) [5] defines word of mouth communication refers to the exchange of comments, thoughts, or ideas

between two or more consumers, neither of which is a source of marketing.

Setyorini and Sugiharto (2021) [4] define visiting decisions as an activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of tourist attractions visited in a temporary period. In addition, according to Nuraziah et al. (2020) [6] the purchase decision taken by the buyer is a collection of a number of decisions. Each purchasing decision has a structure of seven components, including decisions about product types, decisions about product forms, decisions about brands, decisions about sales, decisions about product quantities, decisions about when to buy and decisions about how to buy. The decision to visit is a stage where consumers have a choice and are ready to make a

purchase or exchange between money and a promise to pay with ownership rights or use of an item or service [7], [8], [9].

**RESEARCH METHODS**

Types of Research used in this research is quantitative research. Type the presentation of the data in this study is quantitative, namely the value of the discussion that can be expressed in numbers [10].

To get data and information complete and accurate, then the researcher using data collection techniques using a questionnaire that is a data collection technique that done by giving a set questions or written statements to respondents to answer [11]. For analysis purposes quantitatively, then on the answer sheet each variable is given a score with a Likert scale as follows in [table 1](#).

**Table 1.** Questionnaire Score

Response	Score
Strongly Agree (SS)	1
Agree (S)	2
Hesitate (R)	3
Disagree (TS)	4
Strongly Disagree (STS)	5

**Population and Sample**

The population in this study are visitors who travel to the beach Tanjung Bias by population this study is the average number of visits tourists per day. Sample in this study sampling technique simple random sampling. Simple random sampling is

sampling technique from members population that is done randomly without pay attention to the existing strata in the population [12]. The of the total average number of tourist visits per day is 20 – 50 people/restaurant where Tanjung Bias beach itself has a total of 35 restaurant, add up the

day total average tourist visits to tourism Tanjung Bias beach culinary is 1.225 traveler. Then the researcher took the sample as many as 92 according to the Slovin formula.

$$n = \frac{N}{1 + N^2}$$

### Data Analysis Techniques

Data analysis techniques are intended to looking for answers to research questions or about problems that have been previously formulated. The approach that used in this study are quantitative approach.

### Instrument Test

Validity Test used for measure the validity or validity of a questionnaire. The questionnaire is said to be valid if questions on the questionnaire are able to express something that will be measured by the questionnaire [13].

Reliability Test intended for know to what extent the measurement results are fixed consistent, when measuring two times or more for the same symptom. Reliability testing in research for assess the extent to which a measurement can reliable that is consistent or stable over time to time [13].

### Classic assumption test

Normality Test intended for find out whether the data under study normally distributed or not. Good data should have a normal distribution. seen from the Kolmogorov-Smirnof normality test based on unstandardized residual value [14].

### Multicollinearity test

Test multicollinearity was used to test whether in the regression model found any correlation between independent variables (free). A good regression model should not there is a correlation between the independent variables (free).

### Heteroscedasticity Test

Aim to test whether in the regression model there is an inequality of variance from the residual one observation to another. A good regression equation is otherwise heteroscedasticity occurs. Test procedure carried out with the park test.

### Multiple Linear Regression Analysis

Multiple linear regression analysis used by researchers, if researchers means to predict how things will be dependent variable, if two more variables independent as a predictor factor manipulated [14].

### Hypothesis

#### Testing t Test (Partial)

This test aims to test how the influence partial of the independent variable to the variable bound by comparing *ttabel* dan *thitung*.

#### F test (simultaneous)

Whether the variable independent together (simultaneously) have a significant effect on dependent variable.

#### Coefficient of Determination Test

Function to find out the size the effect of the independent variable on dependent variable.

5. Explanation of Variables and Indicators According to Joesyiana (2018) [15] define the meaning of independent variable namely: "Variables that affect or be the cause of its change or emergence dependent variable (bound)." In research This is the independent variable is Promotion Social Media (X1) and Word of Mouth (X2). The dependent variable is: "The variable that" being affected or being the result, because the existence of independent variables". In this research the dependent variable is Decision Visited (Y). The control variable is controlled variable so that the effect independent variable to dependent variable not influenced by

external factors that were not studied. The control variables in this study consisted of on two variables, namely: Attractiveness (X3) and Facilities (X4).

Promotion through Social Media in the tourism industry is a tool for provide information related to tourist attractions to every individual who is interested in the activity the. The indicators of this variable are:

- a) The content of the advertising message on social media has been complete
- b) Delivery of messages on social media easy to understand
- c) Conducting interactive relationships between individuals with advertisements on social media
- d) Social media used specific is Instagram and Facebook

#### **Word of Mouth**

Word of mouth is communication from word of mouth about views or assessment of a product or service, good individually or in groups who aims to provide information personal. The indicators of this variable are:

- a. The willingness of consumers to talk about positive things about Tanjung beach culinary tourism quality biased towards others.
- b. Recommendations for coastal culinary tourism bias towards others.
- c. Encouragement of friends or relations to make a product purchase on culinary tourism at Tanjung Bias Beach.

#### **Attractiveness**

Attractiveness is everything that can push or motivate the target customers to visit destinations. These variable indicators are:

- a. Panorama
- b. Beauty
- c. Uniqueness

#### **Facility**

Facilities are everything can facilitate and serve visitors destinations for their tourism activities. The indicators of these variables are [16]:

- a) Spatial, considerations/planning
- b) planning, spatial planning or interior
- c) Equipment or furniture
- d) Lighting and color
- e) Messages delivered online graphic
- f) Supporting elements

#### **Visit Decision**

Tourist visiting decision refers to the concept of purchasing decisions consumers adapted into decisions visiting tourists. These variable indicators are [17]:

- a. Choosing to visit culinary tourism Tanjung Bias beach is just right
- b. Choose to visit culinary tourism Tanjung beach is biased compared to others c) Prioritizing visiting tourism Tanjung Bias Beach Culinary
- c. Availability to sacrifice costs to visit culinary tourism Tanjung Bias beach

### **RESULTS AND DISCUSSION**

Tanjung beach is located on the coast of Senteluk Village, Batu Layar District in can be seen in [figure 1](#). The development of the Tanjung Bias Beach tourist attraction is because the beach is no longer seen as a slum place and a place to find fish. The fishing village was turned into a colorful village. The piles of garbage that exist along the coastline have also been transformed into classy semi-permanent buildings and have developed into places for people who live far from the coast to interact with the coastal environment and its natural beauty.

**Figure 1.** Tanjung Bias Beach



In [figure 1](#) it can describes the area of this beach is about 32 acres, to support Tanjung Bias Beach various facilities began to be built by initially only 2 food stalls were open and then added from village funds a total of 18 food stalls from small, medium and large places. Over time the development and construction was added by the food stall manager himself so that more than 50 food stalls have been opened.

### **Test Instrument**

#### **Validity Test**

If the value of  $r$  count is greater than  $r$  table, then the statement can be declared valid at a significance level of 0.05. With  $n = 92$ , then to find out the  $r$  table on the product moment, we can use the formula  $(\alpha, n-2)$  from the product moment table. In this validity test, it is known that  $n = 92$  and  $\alpha = 5\%$ , then  $r$  table  $(5\%, 79-2) = 90$  with  $r$  table 0.207. In this study, all of the variables can be seen that all of the question items of all variables have a value of  $r_{count} > r_{table}$  or  $r_{count}$  greater than 0.207 so that all questions can be said to be valid or all question items are relevant to the research objectives.

#### **Reliability Test**

performed with Cronbach's Alpha test. If the Cronbach's Alpha value is greater than 0.60 then it can be said to be reliable or can be analyzed further. In this study, the alpha

value for all variables is quite large, which is more than 0.60. So it can be concluded that all questionnaire items in this study were declared reliable.

### **Classical Assumption**

#### **Test Normality**

Test from the results of the normality test using the Kolomogorov-Smirnov method, the significance result of the normality test is 0.150 where the result is greater than the 0.05 significance level. So it can be concluded that the normality test in this study is normally distributed.

#### **Multicollinearity test**

To detect the presence or absence of multicollinearity can be seen on the tolerance value and VIF. If the tolerance value is above 0.1 and the VIF value is below 10, then there is no multicollinearity. In this study, all variables have tolerance values above 0.1 and VIF values below 10, so it can be concluded that the regression model in this study does not occur multicollinearity.

#### **Heteroscedasticity Test**

A good regression model is that there is no heteroscedasticity and to determine the presence of heteroscedasticity using the Park test. In this study all variables have a significance value greater than 0.05 so it can



be concluded that the regression model in this study does not occur heteroscedasticity.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis was performed using the SPSS (Statistical Package

for Social Science) 25 for windows, while the level of confidence used in the multiple linear regression calculation was 95% or with a significance level of 0.05 ( $\alpha= 0.05$ ). it can be seen in [table 2](#).

**Table 2.** Multiple Linear Regression Analysis

Model	Coefficients <sup>a</sup>		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
(Constant)	B -1.985	Std. Error 1.908			- .301
Promotion social media	.130	.073	.150	1.763	.081
Word Of Mouth	.515	.088	.484	5.816	.000
Attractiveness	.171	.104	.158	1.650	.103
Facilities	.141	.098	.163	1.434	.155

Sumber: Output SPSS, 2022

Multiple Linear Regression Calculation results can be seen [table 2](#). Based on these equations it can be seen that the independent variables most influential variable is word of mouth (wom) with a coefficient of 0.515, then followed by the attractiveness control variable with a coefficient of 0.171, the facility control variable with a coefficient of 0.141, and the independent variable of social media promotion with a coefficient of 0.130.

**Hypothesis**

**Testing T test (Partial)**

The results of the t test for the variable Social media promotion (x1) obtained t count = 1.763 with a significance level of 0.081. With using a significance limit of 0.05 obtained t table of 1.995 this means t count < t table, which means *H0* accepted and *H1* rejected.

It can be concluded that there is no effect of social media promotion on the decision of visited.

The results of the t-test of the Word of Mouth (x2) The t value = 5.816 with a significance level of 0.000 is obtained. By using a significance limit of 0.05, we get a t table of 1.995. This means that t count > t table, which means *H0* is rejected and *H2* accepted. It can be concluded that there is an influence of word of mouth on the decision to visit.

The results of the t-test of the Attractiveness variable (x3). The t-count value = 1.650 with a significance level of 0.103. By using a significance limit of 0.05, we get a t table of 1.995. This means that t count < t table, which means *H0* is accepted and *H3* is rejected. It can be concluded that there is no influence of attractiveness on the decision to visit.

The results of the t test for the Facility variable ( $x_4$ ). The t value = 1.434 with the calculated F value (40.081) F table (2.51) or sig 0.000 much smaller than 0.05, it can be concluded that the two independent variables are media promotion Social and word of mouth with the control variables of attractiveness and facilities simultaneously

have a significant influence on the decision to visit.

**F test (Simultant)**

F test Calculation Results can be seen as follows in [table 3](#).

**Table 1.** F test Simultant

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1045.093	4	261.273	40.081	.000 <sup>b</sup>
Residual	567.125	87	6.519		
Total	1612.217	91			

Source: Output SPSS 2022

The calculated F value in [table 3](#) is 40.081 with a significance level of 0.000 and  $df_1$  4 and  $df_2$  87 obtained F table = 2.51 because the calculated F value (40.081) F table (2.51) or sig 0.000 is much smaller than 0.05, it can be concluded that both the independent variables of social media promotion and word of mouth with control variables of attractiveness and facilities simultaneously

have a significant influence on the decision to visit.

**Coefficient of Determination Test**

Coefficient of Determination test Calculation Results can be seen as follows in [table 4](#).

**Table 4.** Results of Model Determination Coefficient Summary

Model	R	R Square	Adjusted R Square
1	.805 <sup>a</sup>	.648	.632

Source: Output SPSS 2022

Based on the [table 4](#) above, it is known that the R square value is 0.648 (64.8%), this shows that by using the regression model obtained where the independent variables are social media promotion and word of mouth and the control variables of attraction and facilities have an influence on the visiting decision variable of (64.8%) while the

remaining  $100\% - 64.8\% = 35.6\%$  is explained by other variables not included in this regression analysis.

**Discussion**

**1. Effect of Social Media Promotion on Visiting Decisions**



Effect of social media promotion on visiting decisionsunproven". The magnitude of the influence of social media promotion on the decision to visit is 0.150; this means that the decision to visit is influenced by social media promotion by 15%, while the remaining 85% is influenced by other factors not included in this study.

This can happen due to the low perception of tourists on social media promotions so that the weaker incentives for tourists to make decisions to visit. In addition, there are also several restaurant managers on Tanjung Bias beach themselves who are less active in carrying out social media promotion activities, this causes some visitors who want to visit Tanjung Bias beach to think twice about visiting due to lack of information through social media [18].

## **2. The Effect of Word of Mouth on Visiting Decisions**

There of word of mouth on visiting decisions proven". The magnitude of the influence of word of mouth on the decision to visit is 0.484; this means that the decision to visit is influenced by word of mouth by 48.4%, while the remaining 51.6% is influenced by other factors not included in this study.

Word of mouth is one of the most effective strategies in attracting tourists to make a decision to visit this because it can produce good communication so that someone will ask others about information about a product before buying, therefore word of mouth affects the decision to visit [19].

## **3. Effect of Attractiveness to Visiting Decisions**

Effect of attractiveness on visiting decisionsunproven. The magnitude of the

influence of attractiveness on the decision to visit is 0.158; this means that the decision to visit is influenced by the attractiveness of 15.8%, while the remaining 84.2% is influenced by other factors not included in this study.

This could be due to several other factors in influencing the decision to visit, such as the culinary menu at Tanjung Bias beach which is one of the main reasons tourists make the decision to visit Tanjung Bias beach or it may be influenced by other factors so that attractiveness does not affect the decision to visit [20].

## **4. Influence of Facilities on Visiting Decisions**

There is an influence of facilities on visiting decisions "not proven". The magnitude of the influence of facilities on the decision to visit is 0.163; this means that the decision to visit is influenced by facilities by 16.3%, while the remaining 83.7% is influenced by other factors not included in this study. This can be due to the poor percentage of each facility indicator such as completeness, cleanliness and tidiness of facilities, condition and function of facilities, and ease of use of facilities and the lack of existing facilities on Tanjung Bias beach so that the facility variable does not affect the decision to visit [21].

## **CONCLUSION**

From the formulation of the research problem proposed, the data analysis that has been carried out and the discussion that has been stated in the previous chapter, some conclusions can be drawn from this research as follows, social media promotion has no significant effect on visiting decisions, which means this proves that the Tanjung Bias beach manager does not promote intensively

so as to make the decision to visit low, it is necessary to evaluate the promotion strategy that will be carried out next and should be carried out regularly, especially during certain or special events in order to increase the number of visitors which will affect the visit decision. There is a significant effect of word of mouth on the decision to visit, this proves that word of mouth can influence the decision to visit, therefore the Tanjung Bias beach manager must pay attention to things that can be used as word of mouth, always maintain product quality and improve services. Because word of mouth is created and spread widely, one of them is because of consumer satisfaction itself. Always maintain the performance of the Tanjung Bias beach, all criticisms and suggestions are accommodated, for the improvement of Tanjung Bias beach services. And also the Tanjung Bias beach manager is advised to always monitor the facilities that are still inadequate and don't forget about the price set, so that the manager is more precise in determining the price, so that the decision to visit is higher. Some suggestions need to be added for better research, while the suggestions are as follows, for Managers Social media and word of mouth can

influence the decision to visit, therefore the Tanjung Bias beach manager must pay attention to the things that can be used as promotions for social media and word of mouth, always maintain product quality and improve services, because word of mouth created and one of which is widespread because of consumer satisfaction itself. Always maintain the performance of the Tanjung Bias beach, all criticisms and suggestions are accommodated, for the improvement of Tanjung Bias beach services. And also the Tanjung Bias beach manager is advised to always monitor the facilities that are still inadequate and don't forget about the price set, so that the manager is more precise in determining the price, so that the decision to visit is higher. Research Further researchers can develop this research by examining other factors that can influence the decision to visit, such as product and price factors. Further researchers can also use other methods in researching visiting decisions, for example through in-depth interviews with customers, so that the information obtained can be more varied than the questionnaire whose answers are already available.



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## BIOGRAPHIES OF AUTHORS

<b>Author 1</b>	
	<b>Lalu Masyhudi, M.Si</b> Hold Master Statistic from Institut Teknologi Sepuluh Nopember Surabaya (2014). From 2015 until now, works as a lecturer at Sekolah Tinggi Pariwisata Mataram, he was a teaching Statistic. He also working as IT Specialist BAPPENAS for One Gate System, Visitor Management System at gili Matra and journal manager Media Bina Ilmiah. He can be contacted at email: <a href="mailto:lalumasyhudi@stpmataram.ac.id">lalumasahudi@stpmataram.ac.id</a>
<b>Author 2</b>	
	<b>Dr. Lalu Satria Utama, SSTP, MAP, CIQAR</b> Holds a doctor of governance and public policy from Indonesian Government Institute 2020, he also received expert of governance at same college and MPA from Departement of Public Policy University of Brawijaya Indonesia, in 1999 and 2008. Currently a Lecturer at Faculty of Public Protection at Indonesia Government Institute, He has been certified international qualitative researcher. His research about government ethics, gov. communication, includes law enforcement on illegal mining, narcotics, spatial etc, and several issues related with tourism. He can be contacted at : <a href="mailto:satriabideko@gmail.com">satriabideko@gmail.com</a>

<b>Author 3</b>	
	<b>Ni Putu Ajeng Chelsania, S.Par</b> , Bachelor's degree in tourism from Mataram Tourism Institute (2022), fresh graduate who works at Pullman Lombok Mandalika Beach resort as Food & Beverage Service Admin. She can be contacted at email: <a href="mailto:ajengchelsania@gmail.com">ajengchelsania@gmail.com</a>
<b>Author 4</b>	
	<b>Dr. Sri Susanty, M.Par</b> , holds a Doctor of Tourism degree from Udayana University, Indonesia in 2022. She is currently lecturing at Mataram Tourism Institute and one of the speaker about tourism awareness of Indonesia Tourism Ministry. She is also member of Association Of Hospitality Leader Indonesia Branch West Nusa Tenggara Province. Her research about tourism community empowerment, community based tourism, sustainable tourism planning, and hotel hospitality services. He can be contacted at email: <a href="mailto:srisusantypar@gmail.com">srisusantypar@gmail.com</a>
<b>Author 5</b>	
	<b>Dr. Murianto, M.Par</b> , holds a Doctor of Tourism degree from Udayana University, Indonesia in 2022. He also received his Bachelor and Master of Tourism from Udayana University, Indonesia in 2012 and 2014. He is currently lecturing at Mataram Tourism Institute and Mataram University in tourism department. He is also member of Indonesian Homestay association Branch West Nusa Tenggara Province. His research about tourism community empowerment, community based tourism, sustainable tourism planning, and hotel hospitality services. He can be contacted at email: <a href="mailto:muriantompar@gmail.com">muriantompar@gmail.com</a>
<b>Author 6</b>	
	<b>I Ketut Purwata, MH</b> , Hold Master Legal Studies from Mataram University (2013). From 2009 until now, works as a lecturer at Sekolah Tinggi Pariwisata Mataram, he was a teaching Pancasila, civic education and Tourism Law. He can be contacted at email: <a href="mailto:iketutpurwata@gmail.com">iketutpurwata@gmail.com</a>