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### Impact of WOM and Online WOM on Tourist Destinations in Indonesia

*Impacto del WOM, y WOM en línea en los destinos turísticos de Indonesia*

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#### ABSTRACT

Online word-of-mouth, also known as e-WOM and Word of Mouth (WOM) are the most influential sources in the marketing sector. These information sources will be applied to the tourism sector. The results show that online WOM influence positively and significantly on destination image; online WOM is a positive and significant influence on the intention to visit; WOM is positive and not significant on the destination; WOM has a positive and significant influence on the intention to visit; destination has a positive and significant influence on the intention to visit. Implications and future research are discussed in this study.

**Keywords:** Destination, online word of mouth, tourist word of mouth.

#### RESUMEN

El Boca a Boca en línea, también conocido como e-WOM y el Boca a Boca (WOM) son las fuentes más influyentes en el sector del marketing. La información de estas fuentes se aplicará al sector turístico. Los resultados muestran que WOM en línea influye de forma positiva y significativa en la imagen del destino; WOM en línea es una influencia positiva y significativa en la intención de visitar; WOM es positivo y no significativo en el destino; WOM tiene una influencia positiva y significativa en la intención de visitar; el destino tiene una influencia positiva y significativa en la intención de visitar. En este estudio se discuten las implicaciones y la investigación futura.

**Palabras clave:** Boca a boca, boca a boca online, destino, turismo.

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## INTRODUCTION

Hypermedia has led to an increasing number of people using the Internet to access information about prospective or opinion in travel destination to visit. According to travel industry association of America, it is said that 67% of American travelers access the Internet to gain information regarding visit destination (Travel Industry Association of America- TIA: 2005). It advices that online comment or review about the destination has a strong influence in the tourism industry (Casaló et al.: 2015, pp.28–36). The researchers conceptualized that word of mouth as a kind of discussing a product between consumer and seller in the context of product or service. The Internet has been extended to the concept of word of mouth in a wider audience to be the concept of Online Word of mouth. Online word of mouth is a form written by the consumer about the experience or previous consumer in a memo or note about the experience (Hernández et al.: 2018; Ramírez et al.: 2018; Villalobos et al.: 2016; Abubakar et al.: 2014). For instance, it is stated that the Internet had created a new type of communication in a platform that enables to give information among consumer to consumer, consumer to business, and business to business channels, both consumer and provider. Access information using Internet has led enhance in getting information about the product and service.

Based on the world tourism organization (WTO), Indonesia is one of the countries with top 10 tourism destination in regional of Asia-Pacific and ranking 12<sup>th</sup> among countries in Asia-Pacific in tourism and travel competitiveness. One of the top destinations in Indonesia is Lombok, West Nusa Tenggara. West Nusa Tenggara is the best place destination in Indonesia for tourist both of domestic and foreign tourist.

Electronic-WOM (e-WOM) is the most emphasized source of information for consumers, and it is most inspiring to be twice compared the traditional advertisements. Furthermore, (Casaló et al.: 2015, pp.28–36) stated that electronic WOM has a significant impact on the tourism industry, primarily due to the intangible nature of tourism services. Prospective tourists thus depend on referrals from their friends, family members and social networks (Casaló et al.: 2015, pp.28–36; Ahmad & Ahmad: 2018, pp. 44-49). Electronic WOM (e-WOM) has the potential to decrease the risk, uncertainty, and ambiguity associated with a product or service because it is based on via online or Internet. Interestingly, (Jalilvand et al.: 2012) the result of the study reported that online WOM has a significant impact on tourists' destination image, attitude and travel intention in the tourism industry. In the tourism sector, the important thing is to ensure that tourist to visit again for a specific place in future, which depends on the experience and attraction in the destination. Moreover, tourist United Nations agency expertises satisfactory travelling services, and destination attribute may be a supply of motivation for his or her families and friends through their persuasive WOM, and that they would have additional intentions to go to an equivalent destination once more.

WOM is regarded as a practical means of information that assists the public to assess the service quality, by either attracting or detracting their intentions to use them (Reza Jalilvand et al.: 2012, pp.134–143; Ahmad & Ahmad: 2019, pp. 746-778). The advanced level of WOM is an electronic WOM (e-WOM) that is currently being spread by different platforms, and it is even more helpful to assess tourism services. One of the variables has an impact on tourism destination decision of visiting tourism destination is Word of Mouth (WOM). Interestingly, (Baloglu & McCleary: 1999, pp.868–897) they found that just variable Word of Mouth (WOM) was positively related to visiting a destination image among the other variable such as information sources, advertisement, books/news (Aleksandrovna: 2020).

The primary purpose of this study is to fill the research gap by building value of impact strength of marketing both e-WOM and WOM in the tourism sector to visit a destination image based on intention to visit of local tourist in Indonesia. Therefore, this research is the first studies that integrated e-WOM and WOM in one research. This study also offers an integrated approach to examine the interplay of the variables mentioned above. It is essential to say that this is the first study that integrates these four variables in a unique model of tourism destination in context of Indonesia's destination.

## LITERATURE REVIEW

### e-WOM

Electronic word of mouth (e-WOM) refers to perception a positive and negative statement customers about a product or company, which is made of people and institution via online or Internet. E-WOM is a vital information source as a form of information that influences traveler intention to visit and choose the destination. (Reza Jalilvand et al.: 2012, pp.134–143). Previous research said that online travel comment might influence the decisions of tourist. The researcher from (Vermeulen & Seegers: 2009, pp.123–127; Ahmad & Sahar: 2019, pp. 1540-1543) has shown that the impact of online reviews on the attitude of tourist to hotels, and said that exposure to online reviews increased of hotel awareness, and also the result that positive reviews increased of tourist toward hotel, based on the experimental research with 168 participants. On the other research from (Jalilvand & Samiei: 2012, pp.591–612) in their research with 296 inbound travelers found that online WOM is a critical element of travelers and significantly affects tourist attitude. From also show the part of information sources in the creation of destination image in the tourism sector. The researcher from suggested that e-WOM has a higher effect when a good is consumed than when it is searched, fundamentally suggesting that the impact of e-WOM becomes stronger after service encounter, this position was shared by as they suggested that e-WOM leads to post purchase customer loyalty. As against the traditional WOM communication, e-WOM eliminate the negativity associated with bias information dissemination among friends, relatives and family because the identity of the reviewer cannot be identified. Different motivations are answerable for generating e-WOM, pre-purchase expectations, client delight, satisfaction or discontentedness and general shopper behaviors. The credibility and irresponsibility of e-WOM have even be studied. E-WOM being a kind of online reviews serves as a medium to assist different consumer; vacationer makes the right decision (Bronner & de Hoog: 2011, pp.15–26). Empirical study has shown that electronic word of mouth has significant and potential to increase intention to visit of tourist (Arsal et al.: 2008, pp.82–93; Filieri & McLLeay: 2014, pp.44–57). These characteristics of e-WOM present a desirable purpose to investigate how e-WOM impacts to destination image and intention to visit in the context of destination region in Indonesia especially Lombok's destination. From the literature review, we arrange the following hypotheses:

**Hypothesis 1:** e-WOM has a positive and significant influence on destination image

**Hypothesis 2:** e-WOM has a positive and significant influence on the intention to visit.

### Word of Mouth

Word of mouth (WOM) communication is social influence to give informal communication with other person or give information to others about something. The outcome indicates that destination image is fundamentally formed by WOM, autonomous and independent information sources. Further country of New Zealand based study noted that negative WOM has a vast impact on destination image, as dissatisfied visitors spread not exciting comments related to their impression. The other hand, the study indicated that WOM could affect the destination image. The other researcher from (Baloglu & McCleary: 1999, pp.868–897) said that WOM suggestion from friends and relatives were the most important source in forming touristic images. The research from concurred that WOM was considered the most believable and truthful communication channel, which also significantly influenced the image of the destination. The study investigated that the importance of word of mouth (WOM) has been recognized in the tourism industry with well recognized. Word of mouth has been suggested that WOM has an impact on revisit intention. In hotel industry has been reported that customers satisfied with service experience and suggest to their close relative or friends to visit the hotel (Serra Cantalops & Salvi: 2014, pp.41–51). In other study said that word of mouth give impact to enhance of revisit intention (Kim & Lee: 2011, pp.235–243). The following hypotheses on the basis of the literature review:

**Hypothesis 3:** WOM has a positive and significant influence on destination image.

**Hypothesis 4:** WOM has a positive and significant influence on the intention to visit.

### Destination Image

Destination image is explained as a perception of overall individual or total of set impressing of a place in a destination. A destination can be constructed based on the estimation or understanding about characteristic or of the region. The researcher from observes that the image of a destination can also be affected by promotional information or source from that destination. Nowadays, the concept of tourism and marketing literature advice that destination image is affected not only on the destination selection process and tourists' subjective perception but also on the subsequent evaluation of the trip, and on their future intentions to visit tourist destination (Mccarren: 2020). Further, the previous research supported that destination image is one of the most important elements to obtain the intention to visit the same destination again. From (Lin et al.: 2007, pp.183–194) reported that a great image of a special destination strengthens tourist's preferences for that destination. The research from findings also supported the relationship between the image of the destination and behavioral intentions to visit. From and (lan et al.: 2010, pp.758–764) indicated that the perceived destination image is the key factors of destination choice intention to visit in a tourist destination. The following is the hypothesis based on the literature review in the below.

**Hypothesis 5:** Destination image has an influence on the intention to visit.

### Intention to Visit

Intention to visit is a willingness of the tourist to visit a destination (Chen et al.: 2014, pp.787–799); the decision to visit of a destination based on the received of the advantages is interpreted a rational calculation of the cost and benefit from the alternative destinations, which were obtained from external information sources, including e-WOM or an online source such blogs, social media, online review. E-WOM has the power to gain information 30 times more consumers than traditional. This is the reason because of e-WOM the tourist can get information up to date, enjoyable and more reliable than information provided by the firm of travel. Research in others has shown that online reviews regarding a resort or hotel industry increase the likelihood of booking and room sales. The consumer of business enterprise services typically created from two categories. The initial consumer and therefore the returning consumer (Aleksandrovna: 2020). This expectation has been studied within friendliness literature as an intention to visit. The literature targets prospective consumer behavior and investigates the effect of different predictors in the decision-making process. However, target repeat consumers of tourism services who had previously encounter the actual delivery of the service. Most studied reveal that the intention to return to visit has predicted based on the first impression. Empirical studies have shown that e-WOM has the potential and support that for the tourist more intention to visit a tourism destination (Arsal et al.: 2008, pp.82–93; Filieri & McLeay: 2014, pp.44–57). Figure 1 presents the conceptual model of this study.

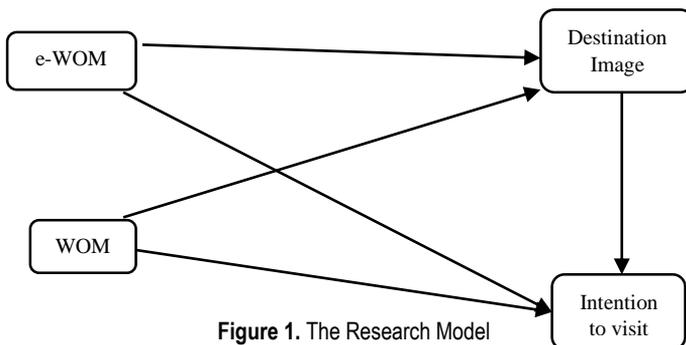


Figure 1. The Research Model

## **METHODS**

This section presents the research design in this research, the sampling technique, data gathering procedures and analysis. The research in this paper is a quantitative method with approach was employed to better understand the phenomena at hand and to generate insights needed for future studies.

### **Data Collection**

This study provides a quantitative or numerical description of trends, attitudes, or opinions of a population by studying a sample of that population. The respondents' Destination Image and intention to visit was the primary endogenous variable in this study. Therefore, the sample for this phase of the domestic tourists or potential domestic leisure tourists to visit Lombok West Nusa Tenggara destination who were 18 years old. A digital version of the questionnaire was distributed by e-mail, social networks. The reasons why this research used an online survey lies in the advantages pointed out by (Hung & Law: 2011, pp.717–724) said that regarding the geographical coverage and the possibility of identifying specific audiences, such as tourists who usually engage. The authors also mention some limitations of this method, which are the sample representativeness, the low response rate, technical difficulties and inactive or inaccurate e-mail addresses.

### **Study Instrument**

The questionnaire was designed in English and Indonesian language. The original questionnaire in English was translated into the Indonesian language, who is bilingual. The scale of the research is based on the previous study. All items, as shown in the table, were measured using seven-points scale Likert (Scale 1= Strongly Disagree, and 7=Strongly Agree). The study instrument was developed based on several sources. e-WOM was measured using eight items adopted from the research of (Mohammed Abubakar: 2016, pp.598–611). The three items were adopted and modified for WOM from. The destination image in this study is based on the attraction image of the destination. It was adopted from (Baloglu & McCleary: 1999, pp.868–897; Ruan et al.: 2017, pp.1501). Variable of intention to visit was adopted from (Mohammed Abubakar: 2016, pp.598–611). The adopted items were modified to fit the operationalized of intention to visit a destination in Indonesia in this study Lombok's Destination. Demographic variables used in this study included age, education, income, job, gender and city of the resident.

### **Data Analysis**

Data collected from the questionnaire online and the data were then analyzed using Exploratory Factor Analysis and Partial Least Squared-Structural Equation Modelling (PLS-SEM). The results of the analysis were then tested to ensure the validity and reliability of the data. Therefore, once all the data had been entered into the Statistical Package for the Social Sciences (SPSS) IBM version 21.0, all responses were rechecked against the original questionnaire to determine its accuracy. Finally, a descriptive statistical analysis was produced through SPSS. The analysis process will be conducted using Smart PLS 3.0. EFA was then used to summarise and reduce the data into a smaller number of grouped variables (factors) that are highly interrelated (Hair et al.: 2014). PLS-SEM was used to search for underlying patterns in the data as there was little prior knowledge of how the variables are related (Sadykova & Mingazova: 2020).

## RESULTS

The data collected from the valid questionnaires retrieved in the study is analyzed with the following statistical analysis procedure: 1. SPSS for Windows 21.0 is adopted to analyze the distribution of the demographic variable with frequency distribution and percentage of descriptive statistics. The partial least squares (PLS) of the Smart PLS 3.0, similar to the advanced statistics of LISREL, is used to analyze the reliability and validity of the nine scales in the study and the causal relationships among the hypothesis models.

### Sample Descriptive

The sample in this study is tourists who intend to visit one of the popular destinations in Indonesia, Lombok' destination. Based on these criteria, the sample in this study is tourists from all of the regions in Indonesia except Lombok society. The number of samples obtained in this study was 207 people and collecting data using an online survey (via google form). Based on the data, it was explained that the number of respondents consisted of 66 men (31.9%) and 141 women (68.1%). Age of respondents from this study, with the largest range, is between the ages of 25-34 by 56%. The biggest background education respondent came from bachelor's education by 42% and masters by 41.5%. The respondent's income is IDR 1,000,000-IDR 5,000,000 or 55.1%. Most of the respondent jobs came from students with 28% and full-time employees at 25.1%. Additional information about the characteristics of respondent summarizes detailed in table 1 in bellow.

Variable	Value	Frequency	Per cent (%)
Gender	Male	66	31.9
	Female	141	68.1
Age	18-24 Years Old	58	28
	25-34 Years Old	116	56
	35-44	26	12.6
	45-54	6	2.9
	55 years Old	1	.5
Education Background	Senior High School	24	11.6
	Vocational/Technical Training	4	1.9
	Bachelor	87	42.0
	Master	86	41.5
	Doctoral	6	2.9
Income	Less than IDR 1.000.000,	44	21.3
	IDR 1.000.000-5.000.000	114	55.1
	IDR 5.000.000- IDR10.000.000	37	17.9
	IDR 10.000.000- IDR15.000.000	5	2.4
	IDR15.000.000-IDR 20.000.000	7	3.4
Job	Student	58	28.0
	Full-Time Employee	52	25.1
	Part-Time Employee	19	9.2
	Free Lance/Professional	22	10.6
	Entrepreneur/Businessman	5	2.4
	House Hold Keeping	8	3.9
	Others	43	20.8

**Table 1.** Characteristics of the Respondents

### Confirmatory Factor Analysis

The process of validity and reliability of this research, internal consistency was used, measured with Composite Reliability (CR) score. The reliability of each item is tested by the three indicators. To determine according to the suggested factor loadings that should be above .5. In respect of each potential variables, it has to approach above .70 to composite reliability. above .70 of Cronbach's  $\alpha$  value and above .50 of Average Variance Extracted (AVE). In respect of the test of validity, the AVE of each potential variables needs to be

greater than .50 to be determined as convergent validity, and the test standard of the square root of AVE is .70 over to be determined as the discriminate validity. The standard of value of Composite Reliability of this research is .70, and all constructs were higher than .70, which ensure the internal reliability of items in this study. As given in table 2, the value of Composite Reliability of this research can be seen on the table. To ensure the validity of latent variables, we assessed both convergent and discriminant validity. The first, convergent validity was assessed by examining both the average value extracted (AVE) score and loading Factors of each indicator related to constructing. A confirmatory factor analysis was adopted to compute the factors loading. The result shows that the value of AVE ranged from .683 to .838, which are well above .50 of the standard value. The factor loading ranges from .709 to .950; it is mean all variable supporting of convergent validity. For this study, the AVE root of the individual potential variable brought up by Chin (1998) to test the discriminate validity that should be greater than the common variate relationships of other potential variables of the potential variables and models. In addition, researchers suggest that the test standard of AVE root should be at least equal or greater than .70. In this case, the result value of AVE in this study at least equal with .70.

Factors	Item	Factor Loading	CV	CR	AVE
E-WOM	1. I plan to visit Lombok West Nusa Tenggara after watching or see in youtube.	.709	.857	.904	.704
	2. To make sure I choose the right Lombok West Nusa Tenggara destination, I often read other online travel reviews.	.908			
	3. I frequently gather information from tourists' online travel reviews before I travel to certain Lombok West Nusa Tenggara Destination	.849			
	4. When I would travel to a Lombok West Nusa Tenggara destination, tourists' online travel reviews make me confident in travelling to the destination	.876			
WOM	1. When I would travel to Lombok West Nusa Tenggara destination, I would feel secure in following the suggestions made by the travellers or friends.	.928	.807	.912	.838
	2. When I would travel to Lombok West Nusa Tenggara destination, I would rely on the recommendations made by other travellers or friends.	.902			
Destination	1. I decided to visit Lombok West Nusa Tenggara because it has much interesting cultural attraction.	.832	.851	.899	.692
	2. Lombok West Nusa Tenggara has much historical attraction that will give insight for traveller or visitor.	.905			
	3. I decided to visit Lombok West Nusa Tenggara because it has a natural attraction that will give travellers satisfaction.	.869			
	4. Travel activities affect my tourism perception.	.709			
Intention	1. I would like to visit Lombok West Nusa Tenggara Indonesia rather than any other destination.	.744	.764	.865	.683
	2. I predict I plan to visit Lombok West Nusa Tenggara destination in the future.	.847			
	3. If I need attention I think, I will visit Lombok West Nusa Tenggara Indonesia in the future.	.881			

**Table 2.** Summary of Questionnaire Reliability and Validity Analysis

Discriminant validity was assessed by comparing the square root of the AVE for each construct against the inter construct correlation. As shown in table 3, all the diagonal element, which are the square of root AVE, exceed the inter construct correlations, thereby satisfying the discriminant validity.

	1.	2.	3.	4.
1.DEST	<b>.832</b>			
2.INT	.461	<b>.826</b>		
3.WOM	.462	.438	<b>.915</b>	
4.E-WOM	.373	.526	.534	<b>.839</b>

**Table 3.** Summary of discriminate validity analysis

Note 1: The diagonal line displays the square roots of AVE, and the non-diagonal line displays the correlation coefficients among each variable; when they are greater than the correlation coefficient values, then they provide discriminant validity.

**Structure Model**

To test the hypothesis, we measured the explained variance ( $R^2$ ) of the dependent variable path coefficient (Beta) and their level significant (t-value), which obtained from bootstrapping with resampling (500 resamples) to assess the significance of the hypothesized relationship. Results of the hypothesis testing summarized by table 4 in the below, show that all the hypothesized in our research model are supported.

	Original Sample	Standard Error	T Statistics	P -Values
DI1 <- Destination	.832	.033	25.203	.000
DI2 <- Destination	.905	.014	63.018	.000
DI3 <- Destination	.869	.019	46.110	.000
DI4 <- Destination	.709	.066	10.703	.000
INT1 <- Intention	.744	.049	15.250	.000
INT2 <- Intention	.847	.040	21.443	.000
INT3 <- Intention	.881	.021	41.412	.000
WOM1 <- WOM	.928	.013	70.391	.000
WOM2 <- WOM	.902	.023	39.921	.000
eWOM3 <- e-WOM	.709	.052	13.739	.000
eWOM6 <- e-WOM	.908	.014	64.632	.000
eWOM7 <- e-WOM	.849	.032	26.693	.000
eWOM8 <- e-WOM	.876	.029	29.910	.000

**Table 4.** Structural Testing Model

**Hypothesis Testing**

The measurement model is developed in this study with criteria with validity and reliability and validity of the model, the reliability and validity of the structure of the study. There are two critical perspectives for testing and analyzing the structural model with the PLS. The first perspective is to standardize the path coefficient; the second is to determine the explanatory model with R. Each potential path coefficient among variables and

the result of the R-value reveal the level of goodness fitting of the structural model and the empirical data. The standardized path coefficient has to approach statistical significance; R is applied to determine the analytical capability that the higher the R-value is higher the better analytical capability it has. A path coefficient represents the strength and orientation of the relationships among the research variables; the test of a path coefficient should show the significance and be accordant with the predicted orientation in the research hypothesis to establish the relationships among the predictive and validity index variables. The Smart PLS 3.0 is adopted in the study to proceed to test the structural model; the structural equation modelling (SEM) (path analysis) and the results are presented in table 1 and 4,6; the underlined values are the standardized regression coefficients ( $\beta$  values). The description of the analysis of the overall research hypothesis is as follows:

	Original Sample	Standard Error	T Statistics	P Values
Destination -> Intention	.271	.073	3.709	.000***
WOM -> Destination	.368	.086	4.287	.000***
WOM -> Intention	.121	.083	1.460	.145
e-WOM -> Destination	.176	.074	2.392	.017***
e-WOM -> Intention	.360	.090	4.009	.000***

**Table 5.** Hypothesis Testing

Structure model testing is a required for the analyzing if he thought that his hypothesis From the table we can conclude that variable WOM on intention to visit has not significant because the value of p-value more than 0.05 (see table above).

### Explanatory Capability

The R values represent the predictive capability of the research model, which is the percentage of the variance of the outer variables can explain the inner variables. In respect of the analysis of causal relationships (of constructed model), it depends on whether if the coefficient of the standardized route approaches statistical significance, and the explanatory capacity of the R square determination model.

	AVE	Composite Reliability	Cronbach's Alpha	R Square	GoF
Destination	.692	.899	.851	.236	.781
Intention	.683	.769	.764	.367	

**Table 6.** Explanatory Capability

The Goodness of Fit index is a single measure of performance model and the structural model. The goodness of Fit value is obtained from the square root of the average community index multiplied by the average value of the  $R^2$ . The goodness of Fit Value is from 0-1 with interpretations of value: .1 (Small Goodness of Fit), .25 (Moderate Goodness of Fit), and .36 (Large Goodness of Fit). From the table, the value of Goodness of Fit obtained 0.781 or 78.1% the variable of destination and intention are explained the structure model. From the result, we conclude that the value of R square variable of destination .236. The variable intention to explain the model by .367. In the bellow figure of Estimate the Structural Testing Model.

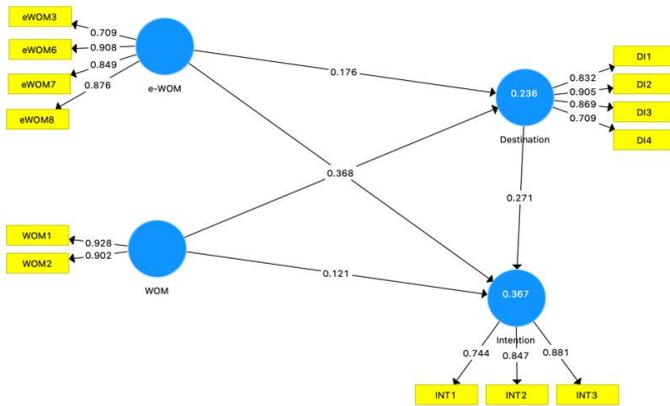


Figure 2. Estimate of the Structural Testing Model.

## DISCUSSION

This study is a study of tourists based on the intention to visit a tourism destination in Indonesia, especially in the destination of Lombok, West Nusa Tenggara based on the marketing of e-WOM and WOM. The intention to visit based on e-WOM and WOM is a form of the desire of tourists to visit tourist areas. Based on the results of the statistical analysis that the variable e-WOM to variable destination image is significant with a p-value of .00 or the p-value is less than .05. The e-WOM variable has a great influence on destination image; regression analysis suggested that e-WOM has a positive and significant impact on visit Lombok's destination. This supports the notion and good perception in an online review that may increase to visit a destination. This similarly with the researchers, said that a positive relationship between e-WOM and destination image. This research, similarly with the other study from said that electronic WOM give impact on destination trust and intention to visit. Variable of e-WOM has an urgent role in the online marketing mix and plays important in the online shopping experience. This study based on the previous research examined the influence of e-WOM on destination image and intention to visit. In this study, it was shown that e-WOM has a significant impact on destination image and intention to visit in the context of destination in Indonesia. This support the idea that positive and significant online WOM may raise the destination image and intention to visit; similarly with the previous research that e-WOM has a significant and positive influence on destination image (Reza Jalilvand et al.: 2012, pp.134–143). These results indicate that the role of electronic WOM is important in the search for destinations and the intention to visit Indonesia, especially in Lombok destinations. The existence of online travel reviews and social media makes it easy for tourists to find destinations and reviews about the destination to be addressed so that it will determine the decision to be taken before visiting a tourist destination.

The WOM variable in this study has a positive and significant influence on destination image with p-value 0.00 or p-value in this variable greater than 0.00. Word of Mouth variable has an influence on destination image in Indonesia. However, the variable of word of mouth has a positive and not significant influence on the intention to visit with p-value more than 0.05 or 0.145. This result means that word of mouth not give impact on intention of tourist to visit a destination in Indonesia, especially Lombok destination. This is consistent with research conducted on such as e-WOM or WOM said that only the mass media gives influence to tourists because tourists receive information from the mass media compared to e-WOM and WOM who provide

information so that it is a more passive source of information. The WOM has a significant influence on destination image because tourist can perceive the about the destination in Indonesia especially Lombok's Destination with good impressions such as good cultural attraction, historical attraction, natural attraction, and many travel activities. It is generally agreed that positive and negative WOM communication is strongly linked to satisfaction, and because of this tourists will recommend a particular destination to others if they have a satisfying experience at that destination. The intention to visit in this research is based on the wishes of tourists after reading and reviewing tourist destination from online travel sites that make impressions in choosing Lombok tourist destination in Indonesia. However, tourist visits Lombok tourist destinations by considering suggestions and recommendations from friends or visitors of tourist destinations. The existence of information from online media and communication media, e-WOM and WOM, provide information to tourists that will result in changing the intention of tourists visiting tourist destinations. Building on previous literature studies the effect of destination image on the intention to visit has a significant effect. The statistic result shown that the variable of destination image on the intention to visit has a significant effect with p-value 0.00 or with a p-value less than 0.05. The destination image has a significant effect on the intention to visit because a good destination image tourist will be the interest to visit a destination. It is known that the existence of images or tourist destinations that exist in e-WOM or media both online travel or social media as well as stories or recommendations from travellers will give the impression of tourists to visit the destination in Indonesia especially Lombok's destination.

## **CONCLUSION**

This research analyzed the role in marketing such as e-WOM and WOM in the tourism sector and connection to destination image and intention to visit one destination region in Indonesia. The primary focus of this study was to examine the role of e-WOM and WOM, destination image and intention to visit. The result showed that all of the variables support the hypothesis set, except hypothesis WOM to intention to visit. Our research highlights the importance of integrating intention to visit and destination image in the future development of effective positioning strategies for developing the quality of destination image, based on marketing session e-WOM and WOM. Additionally, the role of e-WOM and WOM has significant in marketing to give a traveller the impression to visit a destination image. The role of e-WOM and WOM in marketing is very important because e-WOM and WOM are believed to give influence perception about good or bad destination and give the decision intention to visit. E-WOM plays an important part in marketing to create a favorable destination and intention to travel from tourist.

As a recommendation, destination marketers should organize and create a service activity to serve information and service trials, with the aim of motivating online WOM and WOM communication. Finally, destination marketers should take advantage of this competitive tool to boost their destination attractiveness and also increase profits. There are kinds of social media platform and online reviews posted on sites such as luxury-traveladvisor.com, tripadvisor.com, social media and others. These platform and social media can be achieved by monitoring and observing by a traveller about the review of destination. However, online WOM is more effective and manageable because the information that is posted online and easily by traveller can be accessed. Inverse, WOM is more difficult to assess because the traveller receiving information by the mouth. Therefore, future research should add depth to our understanding of the relation among e-WOM, WOM, destination image and intention to visit in another context.

### Limitation and Future Research

This paper has shed some light on an integrative approach to understanding intention to visit based on e-Word of Mouth and Word of Mouth, destination image, and intention to visit it is not without its limitations. The current study was limited to examining intention to a traveler of tourist, especially domestic tourist to one of destination in Indonesia, Lombok's West Nusa Tenggara destination. The finding should be considered with caution, given the sample size and data collection method employed. Still, our sample size appears adequate for this study's model when examined by (Westland: 2012, pp.445) posterior statistical test for the sample size that should have been taken in order to detect the minimum effect that was actually detected in this study.

Conducting an online survey too has its limitations. However, an online survey was adopted due to the absence of a database that would have enabled a random sampling method. In addition to conducting the survey online, we also attempted to collect data in the field. For future research would be significantly enhanced and attempted to collect data in the field and designed by experimental field research design. In terms of strengths, due to the representatives of the sample obtained in this study through a random sampling technique, generalization can be adopted to the general population.

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