The Influence of Digital Advertising and Word of Mouth on Tourist Visit Interest in Kupang Kelapa Lima Beach

Finy Lidya Ufi¹, Darwin Y. Kefi², Imelda A. Sayd³
Department of Business Administration, Kupang State Polytechnic

ABSTRACT

This research is entitled "The Effect of Digital Advertising and Word of Mouth on Tourist Visit Interest at Kelapa Lima Beach Kupang". This study aims to determine whether digital advertising and word of mouth promoted by the Kupang City Tourism Office affect the interest of tourist visits to Kupang Kelapa Lima Beach. This research was conducted at Kelapa Lima Beach Kupang. The population in this study was visitors to Kelapa Lima Beach during the data collection period. The sample in this study was taken as many as 50 respondents. The sampling technique used in this study is axial sampling. Data collection techniques using Observation, Interviews, Questionnaires and documentation. The population in this study was visitors to Kupang Lima Coconut Beach. The data analysis technique uses multiple linear regression analysis techniques. The results of this study show that Digital Advertising Variables and Word of Mouth simultaneously have a positive and significant effect on Kujungan Interest in Kelapa Lima Beach Kupang.

Keywords: Digital ads, Word of mouth, Visit intention, Kupang, Tourism

BACKGROUND

Indonesia is a country known to have a variety of ethnic, religious, cultural and linguistic diversity. Apart from these things, Indonesia is also known as a country rich in abundant natural resources. Natural resources owned by Indonesia if managed properly will provide the prosperity of the people and the progress of the country. Based on the Government Regulation of the Republic of Indonesia concerning the National Tourism Development Master Plan (RIPPARNAS) for 2010-2025, NTT is used as an economic corridor with Bali and NTB (West Nusa Tenggara). The theme of the development of the Bali-Nusa Tenggara economic corridor is the gateway to tourism and national food support. There are 4 economic centers in this development, namely Denpasar, Lombok, Kupang and Mataram. The existence of this government regulation is very helpful in determining the direction of regional development, especially for NTT Province (Kefi et al., 2022).

East Nusa Tenggara has many tourist destinations that attract tourists, both domestic and foreign tourists. Some tourism destinations are in Kupang, such as Lasiana Beach, Tablolong Beach, Kelapa Lima Beach and so on. Among some of these attractions, one that needs attention and still has to be promoted again is Kelapa Lima Beach because of its new place, good facilities, but the promotion must be further improved. Kelapa Lima Beach is located on Jalan Timor Raya, Kelapa Lima District, Kelapa Lima Village, more precisely in front of Aston Kupang Hotel. Kelapa Lima Beach has several facilities, namely seats, restaurants, trash cans, embankments and public toilets. Kupang Kelapa Lima Beach is a very promising tourist attraction in the future in increasing Regional Original Income (PAD) and the welfare of the community around the Kelapa Lima Beach area. As one of the tourist destinations, Kelapa Lima Beach needs to be introduced by the Kupang City Tourism Office through various promotional media where one of them is through advertising media, the advertisement can be disseminated through conventional media (newspapers, magazines, television and radio).
and digital media (Website, Youtube, Facebook, and Instagram). Based on the author's observations, the promotion of Kelapa Lima Beach tourism has been carried out through conventional media (brochures) and digital media (Instagram).

The use of digital media through the internet to promote a tourist destination is very effective because of the use of the internet is very much, besides that people will more quickly find out information about tourist destinations to be visited and the cost to promote is also quite cheap when compared to marketing advertisements in print, radio and television media (Fanggidae, 2019). Tourism advertisements that are promoted digitally must be able to display the uniqueness of nature, culture and tourist destinations contained in the area you want to promote and must be able to convey interesting messages to prospective tourists who will visit.

Another form of promotion in marketing is word of mouth (Donthu et al., 2021). Before deciding to use a product or service, most potential customers or visitors themselves will look for information about the product or service first, as well as in terms of tourism. Before deciding to visit tourist destinations, visitors will look for information about the tourist attractions they will visit first whether it suits their needs, one of which is through word of mouth.

The interest or motivation of tourists visiting is related to consumer behavior which in the context of tourism is the tourist who will determine the decision to visit. Han (2021) defines consumer behavior as the dynamic interaction between influence and cognition, behavior and events around which humans make purchases. The interest that tourists already have affects the decision of tourists to visit a tourist destination. Therefore, the management needs to arrange a better promotion strategy through digital advertising and word of mouth so that Kupang Kelapa Lima Beach can become a popular tourist attraction so that it can increase tourist interest in Kelapa Lima Beach which can increase revenue from the Kupang City Area. Based on the description above, the author is interested in conducting research entitled "The influence of digital advertising and word of mouth on the interest of tourist visits at Kelapa Lima Beach Kupang”

THEORETICAL FOUNDATION

Digital Marketing and Word of Mouth

Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal, and relevant manner. This type of digital marketing encompasses many of the techniques and practices contained within the category of internet marketing. With the dependence of marketing without the internet, the field of digital marketing combines other major elements such as mobile phones, SMS (text messages sent via mobile phones), displaying banner ads, and digital outside. Digital marketing also combines psychological, humanist, anthropological, and technological factors that will become a new media with a large capacity, interactive, and multimedia. The result of the new era is the interaction between producers, market intermediaries, and consumers. Digital marketing is being expanded to support corporate services and consumer engagement.

In digital marketing activities, there is the term AIDA (Awareness, Interest, Desire, and Action), especially in the process of introducing products or services to the market or consumers (Jiang et al., 2023). First, Awareness is a marketer's effort to build consumer awareness by placing advertisements first in online media. Second, interest, arises after building awareness in consumers. Offline system, consumers directly search for information in the market. Online systems, consumers find out about products through search engines (Google, Yahoo, and social networks Facebook, Twitter, etc.). Third, desire, there is confidence in consumers so they want to try products or services. Online systems are characterized by finding complete information about products or services through websites. Lastly, action, is the last stage as a determination on the part of the consumer of the product or service.

Word of Mouth is word of mouth communication about views or assessments of a product or service, either individually or in groups that aim to provide personal information (Samadara & Fanggidae, 2020). Word of Mouth is one of the most effective strategies influential in consumer decisions in using products or services where word of mouth can build customer trust (Samadara & Fanggidae, 2020). Word of Mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices connected to the internet based on experience of products or services. When viewed from the definition above, Word of Mouth can be interpreted in general as an activity to provide assessment information or views
on a product of goods and services to the closest people whether the product or service is suitable for consumption or not for other potential consumers.

According to Joesyiana (2018), there are several Word of Mouth indicators. First, the willingness of consumers to talk positive things about the quality of service and products to others. Second, recommendations of the company's services and products to others. Third, encourage friends or relations to make purchases of company products and services. While according to Keller and Fay (2009), there are five dimensions or basic indicators of Word of Mouth known as 5T. First, talkers are a collection of targets where those who will talk about a brand are also called influencers. These talkers can be anyone ranging from friends, neighbors, family, work relatives, and other closest relatives. There are always people who are enthusiastic to talk. These people are the most eager to tell their experiences. Second, topic, relates to what Talkers are talking about. This topic relates to what a brand has to offer. Such as special offers, discounts, new products, or satisfying service. A good topic is one that is simple, easy to carry, and natural. The whole Word of Mouth does start from an exciting topic to talk about. Third, tools are dissemination tools from topics and talkers. Existing topics also need a tool that helps the topic or message work. This tool makes it easy for people to talk about or transmit the company's products or services to others. Fourth, talking part, a conversation will disappear if there is only one person talking about a product. Then there needs to be someone else participating in the conversation so that Word of Mouth can continue to run. Fifth, tracking, is a company's action to monitor and monitor consumer response. This is done so that companies can learn positive or negative consumer inputs, so that the company can learn from these inputs for better progress.

**Tourist visit interest**

Interest in visiting is basically the feeling of wanting to visit an interesting place to visit or it can be concluded that interest in visiting is an encouragement from within visitors as a result of external stimulus to make visiting decisions. According to Matzler et al. (2016) there are 4 factors that influence the interest of tourist visits. First, tourist attraction is an effort to utilize natural resources and their environment which are designated as tourist objects and attractions to be used as tourist facilities. Second, tourism facilities, are companies that provide services to tourists, either directly or indirectly and survival, depends on tourists who come. Third, tourism infrastructure, is all facilities that support tourism facilities to live and develop and can provide services to tourists to meet their diverse needs. Among others, transportation infrastructure such as highway networks, electric power installations, and clean water purification installations. Fourth, accessibility is one of the important aspects that support tourism development, because it involves the scope of the sector. One of them is if without being connected to the transportation network, it is impossible for a tourist attraction to get tourist visits. The attraction is the end of the tour that must meet the accessibility requirements, meaning that the attraction must be easy to reach and find.

Previous research entitled "The Effect of Online Advertising Effectiveness on Visiting Interest and Its Impact on the Decision to Visit Foreign Tourists to DKI Jakarta" was written by Rachmadhania et al. (2017). The purpose of this study was to find out whether the effectiveness of online advertising can influence visiting interest and visiting decisions. This study used a quantitative approach with a sample of 113 respondents who had seen online advertisements for more than 17 years, sampling techniques using purposive sampling and data analysis techniques using descriptive analysis and path analysis. The results of this study show that the effectiveness of online advertising has a strong influence on the interests and decisions of visiting tourists. In addition, there is also a study entitled "The Influence of Digital Advertising on the Decision to Visit Tourists in Kebumen Regency with Interest in Visiting as Mediation" conducted by Paulus Zefo Wikanto in 2020. This study aims to find out whether: 1) digital advertising has a positive effect on visiting interest, 2) digital advertising has a positive effect on the decision to visit tourists to Kebumen district, 3) interest in visiting has a positive effect on the decision to visit tourists to Kebumen district, 4) digital advertising has a positive effect on the decision to visit with interest in visiting as a mediator. The sampling technique uses purposive sampling, data obtained by distributing questionnaires to 100 respondents online. The data analysis technique in this study is Partial Least Square using the SmartPLS 3.2 application. The results showed that: 1) digital advertising has a positive effect on visiting interest, 2) digital advertising does not have a positive effect on the decision to visit tourists to Kebumen district, 3) interest in visiting has a positive effect on the decision to visit tourists to Kebumen district, 4) digital advertising has a positive effect on the decision to visit with interest in visiting as a mediator.

Based on the literature review above, several research hypotheses can be drawn as follows:
H1: Digital advertising affects the interest of tourist visits at Kupang Kelapa Lima Beach
H2: Word of mouth affects the interest of tourist visits at Kelapa Lima Beach Kupang
H3: Digital advertising and word of mouth affect the interest of Tourist Visits at Kelapa Lima Beach Kupang

In this study, there is a frame of mind, namely digital advertising (X1), word of mouth (X2), and visit interest (Y). By looking at digital advertisements and word of mouth, prospective tourists certainly have an interest in tourist attractions contained in digital advertisements and word of mouth that are disseminated or published, and with the existence of digital advertisements and word of mouth, it can cause interest in visiting Kelapa Lima Beach Kupang.

Figure 1. Research Framework

RESEARCH METHODS

This research is applied research, namely research whose results are used as consideration to solve a problem. This type of research based on its field is marketing research is the process of identifying, collecting analysis and disseminating information about problems and market opportunities systematically where the results obtained are used as consideration for making decisions to evaluate, monitor and optimize marketing performance. This study used associative research. Associative research according to Sahir (2021) is a stream of research that is in the nature of proving the relationship between two or more variables.

Population is a generalized area consisting of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Arikunto, 1998). The population referred to here is visitors to Kelapa Lima Beach during the data collection period. The determination of the number of feasible sample sizes in the study is between 30 to 500 (Sahir, 2021). Therefore, researchers took a sample of 50 respondents. The sampling technique used in this study is axial sampling. According to Etikan and Bala (2017) accidental sampling is a sampling technique based on chance, where anyone who happens to meet a researcher can be used as a sample, if it is considered suitable as a source of data. Questions in the questionnaire are guided by indicators of working variables by choosing one alternative answer that has been provided by each question item using five answer items.

To determine the influence of promotion on social media on tourist visits at Kelapa Lima Beach Kupang, an analysis will be carried out with the technical analysis of Multiple Linear Regression Analysis. Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is performed to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2011). Prior to conducting the main analysis, we firstly examine the reliability and validity of the data, as well as classical assumption of the model.

RESULTS AND DISCUSSION

Kelapa Lima Beach was built by Indonesian government since 2020 located at Jalan Timor Raya, precisely in front of Aston Kupang Hotel. Kelapa Lima Beach was inaugurated directly by the President of the Republic of Indonesia Mr. Joko Widodo on March 24, 2022. Kelapa Lima Beach has many seating facilities, 2 restaurants, 2 public toilets, jogging street area. As one of the destinations for domestic and foreign tourists in
Kupang City, Kelapa Lima Beach is very easy to reach by public transportation or private vehicles because it is located in the city center.

The number of respondents in the study was 50 respondents (72% males), where the respondents in this study were people who visited Kelapa Lima Beach. In this study, the questionnaire data processed by researchers consisted of 3 statements for the Digital Advertising variable (X₁), 5 statements for the Word of Mouth variable (X₂) and 6 statements for the Visit Interest variable (Y). The method of data collection carried out by researchers is to distribute questionnaires using the Likert Scale. In the questionnaire, respondents can determine their level of approval of a statement by choosing one of the available options.

Table 1. Multiple linear regression

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<td>Word Of Mouth</td>
<td>.342</td>
<td>.136</td>
<td>.342</td>
<td>2.508</td>
<td>.016</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Visit intention

Based on the table above, it can be explained, the coefficients of the regression equation are as follows:

\[ Y = 7.084 + 0.845X_1 + 0.342X_2 \]

Information:

a. Value of constant (a) = 7.084

Based on the results of multiple linear regression analysis above, that the value of visit interest is 7,084, if the variables of digital advertising and word of mouth are considered constants.

b. Regression coefficient value \( X_1 = 0.845 \)

Shows that if the contribution of respondents to digital advertising increases by 100%, it results in an increase in visit interest of 7,084. The contribution made by digital advertising to visit interest is seen from the Unstandardized Coefficient in the table. Regression coefficient value \( X_2 = 0.342 \). Shows that if the contribution of respondents to Kupang Kelapa Lima Beach to word of mouth increases by 100%, it results in an increase in visit interest of 7,084. The contribution of word of mouth to visit interest is seen from the Unstandardized Coefficient in the table.

From the value of data on the influence of digital advertising on visit interest, a calculated value of \( 3,504 > t_{table} 1.677 \) was obtained with a significant probability on the digital advertising variable \( 0.001 < 0.05 \). So it can be concluded that there is a significant influence of digital advertising on the interest of visiting Kelapa Lima Beach Kupang. From the value of data on the influence of word of mouth on visit interest, a calculated value of \( 2,508 > t_{table} 1.677 \) was obtained with a significant probability on digital advertising variables \( 0.016 < 0.05 \). So it can be said that there is a significant influence of word of mouth on the interest of visiting Kelapa Lima Beach Kupang. This proves the second hypothesis of this study.

From the partial test (t-test) above, it can be stated that the influence between word of mouth on visit interest where the calculated value of \( 2,508 > t_{table} 1.677 \) with a significant probability of the word of mouth variable \( 0.016 < 0.05 \), so it can be concluded that, the word of mouth variable has a positive and significant effect on the interest of munjungan in Kelapa Lima Beach Kupang. This proves the second hypothesis of this study.

The coefficient of determination serves to show how the variation in the value of the related variable is affected by the variation in the value of the independent variable. In other words, this coefficient of
determination is used to measure how far the independent variable is in explaining its dependent variable. The results of the coefficient of determination in this study are, as follows:

Table 2. R-square results

<table>
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<th>Type</th>
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<th>Std. Error of the Estimate</th>
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<td>0.761a</td>
<td>0.580</td>
<td>0.562</td>
<td>2.185</td>
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a. Predictors: (Constant), Word Of Mouth, Digital Advertising  
b. Dependent Variable: Visit Interest

Based on the table above, it can be seen from the R square value of 0.580 (56.2%). These results show that 56.2% of the Visit Interest variable is influenced by Digital advertising and Word of Mouth variables. While the remaining 43.8% was influenced by other variables that were not studied in this study.

CONCLUSION

Based on the results of research related to the influence of digital advertising and word of mouth on the interest of visiting Kelapa Lima Beach Kupang, it can be concluded as follows. The results showed that digital advertising has a significant influence on the interest of visits to Kupang Kelapa Lima Beach. The calculated t value of 3.504 is greater than the table t of 1.677, with a significant probability of 0.001 < 0.05. Therefore, it can be concluded that digital advertising has a positive and significant effect on the interest in visiting the beach. In addition, research also revealed that word of mouth, or word-of-mouth recommendations, also plays an important role in increasing interest in visits to Kupang Kelapa Lima Beach. The calculated t value of 2.508 is greater than the table t of 1.677, with a significant probability of 0.016 < 0.05. This indicates that word of mouth has a positive and significant influence on visit interest. Furthermore, the results of the F test showed that together, digital advertising and word of mouth variables significantly influenced the interest in visiting Kupang Kelapa Lima Beach. The calculated F value of 32.387 is much greater than the table F of 3.195, with significance levels of 0.000 < 0.05. That is, these two independent variables simultaneously have a strong impact on visit interest.

The coefficient of determination is used to measure the extent to which independent variables (digital advertising and word of mouth) can explain variations in the dependent variable (visit interest). The results of this study showed that the independent variable was able to explain most of the variation in interest in visits to Kupang Kelapa Lima Beach.

Based on the above findings, some suggestions that can be taken are as follows. First, Kupang Kelapa Lima Beach managers should improve their digital advertising strategies, including the use of social media, websites, or special apps, to more effectively promote the beach to the public. Second, more attention should be paid to word of mouth management by promoting positive customer reviews, loyalty programs, or activities that encourage customers to speak positively about Kupang Kelapa Lima Beach to others. Third, as a further step, follow-up research can consider other variables that might also influence visit interest, such as beach amenities, price, or accessibility. Fourth, Kupang Kelapa Lima Beach should continue to monitor the performance of their digital advertising and word of mouth strategies regularly to identify changing trends and make necessary adjustments. By implementing these suggestions, it is expected that Kupang Kelapa Lima Beach can increase tourist interest and strengthen its position as an attractive tourist destination.

References


