

Word of Mouth (Wom) Ability and Accessibility Increasing the Number of Tourism Visits (Case Study of Tibrena Sibolangit)

Dewi Nurmasari Pane¹, Breyma Baharudin Maulana Tarigan²

^{1,2}Faculty of Social Sciences, Management Studies Program, Universitas Pembangunan Panca Budi

ARTICLEINFO**ABSTRACT****Article history:**

Received Sep 08, 2022

Revised Sep 15, 2022

Accepted Oct 30, 2022

Keywords:

Word of Mouth,
Tourism Visits

This research is a quantitative study that aims to determine whether interest in visiting, word of mouth and accessibility influence partially or simultaneously on increasing the number of tourist visits in Tibrena Sibolangit. The population in this study are all visitors who come to Tibrena Sibolangit. The number of samples is 96 respondents. The results of the research and data processing show that word of mouth partially has a positive and significant effect on increasing tourist visits to Tibrena Sibolangit. Word of mouth and accessibility simultaneously have a positive and significant effect on increasing tourist visits in Tibrena Sibolangit with an F count of 24.324 with a significant level of 0.000.

This is an open access article under the CC BY-NC license.

**Corresponding Author:**

Dewi Nurmasari Pane,
Faculty of Social Sciences, Management Studies Program,
Universitas Pembangunan Panca Budi
Email: dewinurmasaripane@dosen.pancabudi.ac.id

1. Introduction

The tourism sector is an important economic sector in Indonesia. In 2009, tourism ranked third in terms of foreign exchange earnings after the commodities of oil and gas and palm oil (Parekraf, 2014). Coupled with data in 2010, the number of foreign tourists who came to Indonesia amounted to 7 million people or grew by 10.74% compared to the previous year, and contributed foreign exchange to the country of 7,603.45 million United States dollars (Wikipedia, 2013).

Sibolangit is one of the tourist attractions in Deli Serdang Regency, in the Sibolangit area there is a suitable recreation area for bringing the family with the name Tibrena. Tibrena is a family recreation area equipped with cafes, restaurants, lakes, halls for holding events, lodging and camping grounds. The location of Tibrena is not too far from the Sibolangit camp, only a few minutes from the Sibolangit camp to Tibrena. Accessibility to Tibrena from the intersection is approximately 1 km. the road to Tibrena is a little narrow if we meet a car in front of us, and one of them has to give in or stop for a moment. And at night there are no lights, so it is very dark because there is no lighting on the road to Tibrena. The journey to Tibrena on the left and right of the road offers views of local residents' land and at night it looks like a forest and is very dark.

The Tibrena Inn itself is a family business which used to be an empty land where there was not the slightest bit of housing or lodging, but over time with the establishment of Tibrena, now it has started to improve, and it is not uncommon for people who visit there not to stop by, the Lok baths are an icon that is highly visited by local tourists, especially in the Medan area and its surroundings. The lok bath itself is a relaxing place and the river flows very swiftly so that it is pampering to bathe and be with the family. The location of the lock bath is not far from Tibrena, only about 500 meters. To get to the lock bath, we have to pass through Tibrena first, then we get to the lock bath.

2. Research Method

2.1. Research Approaches

The research used in this study is causally associative quantitative research. According to Manullang and Pakpahan, (2014: 19) causal research (causal relationship) is research that wants to see whether a variable that acts as an independent variable affects other variables that become the dependent variable.

2.2. Research Location and Time

This research was conducted in Tibrena which is located in Sibolangit, Deli Serdang Regency, North Sumatra. This research was conducted from March to June 2022.

2.3. Data Collection Techniques

The data collection techniques used are: Documentation, namely collecting and studying data obtained through data from consumers of Tibrena. Questionnaires (questionnaires) were given, namely collecting data by asking a list of questions that had been structured in a structured manner given to customers of Tibrena who were sampled. The questionnaires from this study are as follows. In conducting research on the variables to be tested, each answer will be given a score.

3. Result And Discussion

3.1. Research Results

Restaurant Tibrena Blossom on Jalan Beringin Kampung Wisata Dusun 1, Bandar Baru, Sibolangit, North Sumatra, is also used as a place to relax, hang out, to meetings and games activities. tourists can even see goldfish fighting for food when they are fed, right under the restaurant hut. the pool or river above the restaurant is routinely cleaned so that it is clean and pleasing to the eye. tourists are also presented with beautiful views of grass and various kinds of flowers around the pond. The employee said that their restaurant is located in a strategic location, which is around a tourist area and has a floating restaurant right under the pool. Even though it's not in front of the market like the famous eateries in Berastagi, restaurants located in the Peceran and Penatapan areas, we have our own allure because we are a post or a place to ask tourists to go to Satu Hati Waterfall and Loknya Waterfall. he said. According to him, the tour of the two waterfalls around their village is now increasingly popular. But the inadequate guides made the restaurant a place to ask questions and offer guidance. While waiting for a guide, or after visiting tourist attractions, this restaurant is often visited by tourists. We offer many types of food and the prices are cheap, he said. According to him, the tour of the two waterfalls around their village is now increasingly popular. But the inadequate guides made the restaurant a place to ask questions and offer guidance. This restaurant is often visited by tourists. We offer many types of food and the prices are cheap, he said. According to him, the tour of the two waterfalls around their village is now increasingly popular. But the inadequate guides made the restaurant a place to ask questions and offer guidance. This restaurant is often visited by tourists. We offer many types of food and the prices are cheap, he said. According to him, the tour of the two waterfalls around their village is now increasingly popular. But the inadequate guides made the restaurant a place to ask questions and offer guidance.

While waiting for orders to arrive, visitors are offered an appetizer menu in the form of hot fried foods such as fried bananas, sweet potatoes and risol. And you don't need to be afraid about the price, because this restaurant charges very affordable prices, namely hot sweet tea Rp. 2,000.- Cold sweet tea Rp. 3,000.- Various fried noodles and fried rice Rp. 8,000. Nana Noris, who was one of the visitors, said that the large restaurant area was also an added value. There is a choice of cross-legged seating and chairs. As well as a variety of cheap food. "This place is suitable for families, because there is a playground area for children, the atmosphere is also calm and comfortable.

3.2. Discussion

a. Word Of Mouth Analysis Against Increasing the Number of Tourist Visits in Tibrena Sibolangit.

The results of the word of mouth variable show a positive and significant analysis of increasing the number of tourist visits in Tibrena Sibolangit (coefficient value of $t_{count} < t_{table}$ 8,768 > 1.671 at a significant $0.02 < 0.05$). So the previous hypothesis (H1) is accepted. According to the opinion expressed by Tjiptono (2014) word of mouth is usually quickly accepted by consumers because those who convey it are those who can be trusted, such as experts, friends, family, and mass media publications. Based on the results that have been made by the authors, the authors argue that the effects of the Covid-19 pandemic have had a real impact on tourism, especially in Tibrena where several times the local government has decided to carry out insulation in the travel area towards Berastagi.

b. Accessibility Analysis of Increasing the Number of Tourist Visits in Tibrena Sibolangit.

The results of the accessibility variable show a positive and significant analysis of increasing the number of tourist visits in Tibrena Sibolangit (coefficient value of $t_{count} > t_{table}$ 10,899 > 1.671 at a significant

0.00 < 0.05). So the previous hypothesis (H2) is accepted. According to the opinion expressed by Darmawan & Cusoy (2013) Accessibility is defined as the ability of consumers to access information and services from the web, depending on the content format, hardware and software settings, and the internet connection used by consumers. Based on the results that have been made by the authors, the authors argue that there is still a lack of lighting at night to get to Tibrena so that the roads are narrow and a little dark resulting in a lack of visitors at night.

c. **Word Of Mouth Analysis And Accessibility To Increasing The Number Of Tourist Visits In Tibrena Sibolangit.**

The results of all word of mouth and accessibility variables together (simultaneously) have a positive and significant analysis of increasing the number of tourist visits in Tibrena Sibolangit (coefficient value $F_{count} > F_{table}$ 24,324 > 2.70 at a significant 0.00 < 0.05). So the previous hypothesis (H3) is accepted. Based on the results of the research above, it can be concluded that this research is in line with previous research conducted by Gilbert Alvin Rumlalatu in 2020 entitled Determinants of Interest in Visits Based on Accessibility, Tourism Support Facilities & Subjective Norms, where his research shows that independent variables have positive and significant analysis. on the dependent variable.

4. Conclusion

Based on the results of the research described above, it can be concluded that Word of Mouth partially has a positive and significant effect on increasing the number of tourist visits to Tibrena Sibolangit. Accessibility partially has a positive and significant effect on increasing the number of tourist visits in Tibrena Sibolangit. Word Of Mouth and Accessibility simultaneously have a positive and significant effect on increasing the number of tourist visits in Tibrena Sibolangit.

In order to improve the image of word of mouth, it is suggested to the management that it is time to carry out promotions with media, both print and electronic media, one of which is advertising, social media and using print media, namely by using flyers and brochures which will later be distributed in crowded places. in Berastagi, this is where the manager plays an important role in utilizing the available media.

Accessibility here is quite good, both in terms of management and local government. But it's good that the local government can add street lighting such as street lights, so that visitors who come at night are not confused because of the dark road conditions. And visitors can also feel safe and comfortable because of the street lights.

References

- Adam, Muhammad. (2015). Service Marketing Management. Bandung: Alfabeta.
- Albarq. (2015). Measuring the Impacts of Online Word of Mouth on Tourists' Attitudes and Intentions to Visit Jordan: An Empirical Study. *International Business Research* vol.7 (1), 14-22
- Alfitriani . (2015). The Effect of Destination Image on Quality, Perceived Value of Satisfaction and Behavioral Interest: The Case of Tourist Visits in the City of Palembang
- Alma, Buchari. 2012. Marketing Management and Service Marketing. Bandung: Alfabeta.
- Aprilia, F (2015). The Effect of Word of Mouth on Interest in Visiting and Its Impact on Visiting Decisions (Survey of Visitors to Tourist Attractions "Jatim Park 2" Batu City). Faculty of Administrative Sciences, University of Brawijaya, Malang.<http://administrasibisnis.studentjournal.ub.ac.id>, accessed on 01 February 2017.
- Aprillia, RJ Poluan, & Dwight (2016). Perceptions and attitudes of tourists towards the Bukit Kasih Kanonang Tourism Object in Kawangkoan District, Minahasa Regency. *Jurnal Unsrat*. Vol 3. No1
- Augusty, Ferdinand. (2013). Management Research Methods. Semarang. Diponegoro University Publishing Agency.
- Babin, Barry. (2014). "Modeling consumer satisfaction and Word Of Mouth: Restaurant Patronage In Korea". *The Journal Of Service Marketing* .
- Basiya, R., and Rozak, HA, 2012, Quality of Tourist Attraction, Satisfaction and Return Intentions of International Tourists in Central Java, *Scientific Journal of Tourism Dynamics* Vol. XI No. 2, October, P.
- Hasan . 2010 . Word Of Mouth Marketing . Jakarta: Medpress
- Hapsari et al. The Influence of Tourism Product Attributes and Electronic Word Of Mouth (eWOM) on Decisions to Visit the Umbul Sidomuk Tourism Object in Semarang Regency
- Hidayat, Taufik Tri Nur and Sutomo, Maskuri. 2017. The Effect of Accessibility and Destination Image on Intention to Return to Telaga Taming, ISSN, 2443-3578. Vol. 3, No. 2, May 2017

- Kotler, Philip and Keller Kevin Lane. 2012. Marketing Management. 14th Edition. Global Edition. Pearson Prentice Hall
- Kotler, Philip and Keller, Kevin Lane. 2013. Marketing Management. Second Volume. Jakarta: Erlangga
- Mohammed . (2010). Methodology and Applications . Educational Research . Bandung : Main Scholar Library.
- Nuraeni, B. (2014). "Analysis of Factors Influencing Tourist Interest in Returning to the Ranggawarsita Museum in Semarang". Strategy Business Journal. 23, 1-19.
- Pangestuti Adriana (2018). The Influence of E-WOM on Instagram Against Visiting Interests And Its Impact on Visiting Decisions (Survey on Visitors to Hawaii Waterpark Malang). Journal of Business Administration (JAB) Vol . 45 No. 1.
- Putra, et al. The Effect of Corporate Image on Visiting Interests and Visiting Decisions: Survey of Pt.Selecta Recreation Park Visitors, Batu City, East Java. Journal of Business Administration. Vol. 26 No. (2)
- Syriac Tatik. 2013. Consumer Behavior in the Internet Age Implications for Marketing Strategy (First Print). Yogyakarta: Graha Science
- Tjiptono, Fandy., 2012, Service Marketing. Yogyakarta: Publisher Andi
- Paludi. (2016). Analysis of the effect of Electronic Word Of Mouth on Destination Image, Tourist Satisfaction, and Destination Loyalty of the Betawi Cultural Village (PBB) Setu Babakan, South Jakarta.
- Quenda, Irene. (2019). "The Influence of Destination Image and Price Perception on Return Intentions through Tourist Satisfaction. Thesis. Faculty of Economics, Sanata Dharma University, Yogyakarta.
- Sari, Safira and Maftukhah (2017). The Influence of Service Quality, Promotion and Destination Image on Satisfaction Through Visitor Decisions.
- Sumardy . The Power Of Word Of Mouth Marketing . Jakarta . Scholastic Main Library.
- Sugiyono. 2017. Quantitative, Qualitative and R&D Research Methods. Bandung: Alfabeta
- Sutisna . 2012 . Consumer Behavior and Marketing Communications . Bandung : PT. Rusdakarya youth
- Utami, Kristi. (2017). The Effect of Visiting Decisions on Tourist Satisfaction at the Bandung Geological Museum
- Widianto, et al (2017). The Influence of EWOM on Instagram on Visit Intentions and Their Impact on Visiting Decisions (Hawaii Visitor Survey)
- Wirantini, Setiawina, Yuliarmi. (2018). "Analysis of Factors Influencing Tourist Return Intentions on Tourist Attraction in Badung Regency". Udayana University Economics and Business E-Journal. 7.1 (2018) : 279-308
- Journal of Business Administration (JAB)|Vol. 71No. 1 June 2019| business administration. student journal.ub.ac.id
- Irma Riantika. (2016). The Influence of Electronic Word Of Mouth, Tourist Attractiveness And Location To Tourists' Visiting Decisions At Sidoharjo Waterfall. (Thesis). Sanata Dharma University. Yogyakarta.
- The Ark of Innovation Journal Vol. 2 No.2 of 2019 ISSN 2747-0067 @Management Study ProgramFE Raja Ali Haji Maritime University