

Understanding The Role of E-Wom Towards The Intention of The Millenial Generation to Visit Tourism Village

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Abstract

The Bali Provincial Government had focused on tourist villages even before regional regulation 5 of 2020 was issued. The millennial generation is a generation that grows and develops along with technological advances. The millennial generation, or Gen-Y, becomes the best customer when promoting local wisdom and tourism village traditions through social media. The purpose of this study was to determine the effect of E-WOM or social media reviews on the intentions or intentions of the millennial generation in visiting tourist villages. This study uses quantitative methods and the millennial generation in Bali as the research sample. There are 101 online questionnaires filled out using google forms, but only 88 questionnaires meet the requirements. This study found that E-WOM or social media reviews affect the variables in the planned behavior theory. In the view of planned behavior, the subjective norm variable is the variable most influenced by E-WOM. Therefore, tourism village entrepreneurs targeting the millennial generation must start using social media and influencers and create trending topics so that information can easily reach the millennial generation.

Keywords: The Role of E-Wom, The Intention of The Millenial Generation, Visit Tourism Village

A. Introduction

Tourism is one sector that can drive the economy of a region. Bali province area, which is famous for tourism, has focused on tourist villages and is supported by the Bali provincial regulation no 5 of 2020 concerning standards for organizing Balinese cultural tourism, which carries the Nangun Sat Kerthi Loka Bali program through the Planned Universe Development Pattern towards the New Era of Bali. Tourist villages are also the main target for this regulation because tourist villages are a form of implementing community-based and sustainable tourism development (Arida & Pujani, 2017).

Technological advances have changed promotional media activities in marketing programs, including the tourism sector. A simple example is when ten years ago, I wanted to take a vacation to a place I had never visited, I would be given a map in paper form to find out all the location information, but now using a google map on my cellphone it is very easy to find a vacation location. Many digital platforms can make it easier for tourists to find information, share experiences, and become tourist references. One of the digital platforms is TripAdvisor, an application that sells travel services for tourists on vacation. On TripAdvisor, there is a comment column where tourists who visit a tourist place can share experiences or information so that the next potential tourists can see it. Situations like this can be called word of mouth using a digital platform or E-WOM.

Tourists who want to visit a tourist destination get all the information on digital platform reviews or social media. Therefore, it is easy for the millennial generation (Gen-Y) to travel. According to Bennett et al. (2008), the millennial generation is a generation that develops and grows in tandem with technological developments because the millennial generation is the generation born between 1981 to 2000 (Zemke et al., 2000), which is currently in its productive age. Therefore, making the millennial generation the target market in promoting tourist villages using digital platforms is very appropriate.

Ajzen (2012), in the theory of planned behavior, defines an attitude towards perception as "the degree to which a person has a favorable or unfavorable evaluation or assessment of the behavior in question." Dennis et al. (2009) developed a conceptual model to explain the behavior of electronic consumers. In their model, shoppers using electronic media positively influence online consumers' intention to purchase. In summary, the results of previous studies show that E-WOM has a significant impact on perceived attitudes.

The theory of planned behavior says that subjective norms are the second determining factor for intentions. Subjective norms are defined as social pressures or situations around which are felt to perform or not perform behavior by individuals, according to Ajzen (2012). Elements of subjective norms are

normative beliefs or individual perceptions of the opinions of others which become a significant reference about the individual's behavioral performance. In the Internet of Things (IOT) era, anyone can access the internet easily and make online reviews or E-WOM accessible to anyone, including those who have not purchased a product or visited a tourist destination. According to Yoga & Paramartha (2018), the millennial generation is a generation that is witness to the disruption of innovation and technological transformation. They grow and develop in direct proportion to the presence of the internet and cellular phones (cell phones), which eventually become an inseparable part of their lives. The millennial generation's attitudes, intentions, and behavior are strongly influenced by information from the internet available on their cellphones, so chatting, texting, sharing, and selfies become daily activities in their social life.

A study by Roehl and Fesenmaier (1992) gave seven categories of barriers for tourists to visit tourist attractions: (1) limited equipment, (2) financial resources, (3) physical barriers, (4) psychological barriers, (5) satisfaction, (6) social risk, (7) time. These factors cause the intention to travel to a tourist destination to be avoided due to the perception of the experience formed (both individual experiences and experiences of others), the possible risks that may be faced, and safety in traveling.

Interestingly, on the other hand, Pinhey dan Iverson (1994) confirmed that younger, better-educated, and higher-income tourists with higher self-confidence and good communication skills are less likely to change their travel plans due to obstacles. - perceived barriers. The tourist character mentioned above reflects the millennial generation's character, a generation group with an age range that is still young and productive. According to Loughlin and Barling (2001), the millennial generation is a generation that is highly adaptable in terms of technical skills and values the intrinsic aspects of work, such as mentoring and training, in order to remain marketable.

Cheng et al. (2005) showed that negative consumer E-WOM communication was positively related to perceived behavioral control. The findings of their study show that TPB can be applied in measuring consumer negative E-WOM communication.

Behavioral intentions or intentions are central to the model in TPB and represent the extent to which an individual's intention to perform or not perform a particular behavior (Ajzen, 2012). Behavioral intentions have long been recognized as important mediators of the relationship between behavior and other factors, such as attitudes, subjective norms, and perceived behavioral control. Gruen et al. (2006) examined online knowledge forums and determined that online WOM impacts recipients' perceived value of a firm's products and their loyalty intentions. Gruen et al. (2006) also show that E-WOM significantly

influences consumer loyalty and purchasing decisions. Therefore, it is important to know how important it is for consumers to provide E-WOM and why consumers seek advice from virtual opinion platforms when making decisions.

This study aims to examine the effect of E-WOM on the millennial generation's intention to visit tourist villages using the grand theory of planned behavior described by Ajzen (2012).

B. Literature Review

E-WOM

E-WOM is an electronic word of mouth which means words that contain information provided by someone using electronic media. Hasan & Setiyaningtyas (2015) said that E-WOM is a positive or negative statement submitted by consumers disseminated to other consumers through the internet. A statement or opinion from a consumer about a product, service, brand, or company is shared with other consumers via the internet, also called E-WOM by the researcher (Kietzmann & Canhoto, 2013).

The dimensions of E-WOM discussed in the research of Bambauer-Sachse & Mangold (2011), and Goyette et al. (2010) include General persuasiveness, General credibility, Susceptibility to online product reviews, Intensity, Valence of opinion, and Content.

Millennial Generation (Gen Y)

The generation born from 1981 to 2000 is called the millennial generation or gen Y (Zemke et al., 2000). According to Bennett et al. (2008), this generation is the first to spend their entire lives in a digital environment where information technology greatly influences how they live and work. Generation Y actively contributes, shares, searches, and consumes content, plus works and games on social media platforms (Bolton et al., 2013). This means that the millennial generation is the most active in using the internet or social media. By the research of Loughlin & Barling (2001), millennials are the most adaptable generation in terms of technology.

Theory of Planned Behaviour

The model theory of planned behavior describes how behavior is formed. According to the theory of planned behavior (TPB), a person's attitude towards a behavior, coupled with the prevailing subjective norms and the perception of behavioral control factors, influences an individual's intention to behave in a certain way (Ajzen, 2012). Mahyuni et al. (2020) research explains that the theory of planned behavior is a person's intentions that are influenced by: (1) Attitudes and perceptions related to certain behaviors (attitude towards the behavior) with

the indicators: gaining experience, gaining knowledge, updating social media; (2) Outside parties which are considered important and influential (subjective norm) family, influencers or artists, and ratings or trending topics of social media; (3) Perceived barriers to implementing intentions (perceived behavioral control) with indicators: weather, terrain or roads, cost, cleanliness.

Intentions then influence a person's behavior. In addition to influencing intentions, perception of obstacles can also affect behavior directly. Visiting interest is equated with purchase intention measured by the same indicator (Kotler et al., 2018). Kotler assumes that consumer buying interest can be equated with visiting interest in tourists. Kotler's theory is that visiting interest is equated with purchase interest, measured by the same indicators, namely interest, preference, and information seeking. In deciding to visit, tourists have the same considerations as before making a purchase. During the process of choosing, there is one aspect where potential consumers or tourists can determine the destination from the many choices available. This strong and motivating urge to choose an action is called interest.

Tourism Village

A tourism village integrates attractions, accommodations & supporting facilities in a structure of citizens' life that is integrated with applicable procedures and traditions (Nuryanti, 1993). Using local village wisdom as an attraction, traditional atmosphere, rural life, and unique procedures and traditions, tourism villages can become alternative tourism (Saputra, 2021). As an instrument to perform substantial leverage on tourism villages in Bali, Arida (2017) compiled the criteria for a tourism village consisting of eight aspects, namely; natural/biological aspects, physical environmental aspects, cultural aspects, amenities/infrastructure aspects, human resources aspects, institutional aspects, attitudes and governance of people's lives, and accessibility. Inskeep (1991), in his research, said village tourism is a form of tourism in which a small group of tourists live in or near traditional and remote life and learn village life in the local environment. A tourism village becomes a tourism object that attracts tourists to visit or travel.

C. Research Methods

This study uses a quantitative approach to answer the hypothesis based on the grand theory of planned behavior described by Ajzen (2012) and the use of electronic Word of Mouth as an independent variable of the idea (Jalilvand & Samiei, 2012). Yusuf (2016) says quantitative research is the approach in research using quantitative data or other types of data that can be quantified and can be processed using statistical techniques. The millennial generation is also the sample that researchers feel is appropriate because, according to Bennett et al. (2008), the

millennial generation is the first generation to spend their entire life in a digital environment; Information technology greatly affects how they live and work. It can be said that the millennial generation is a generation that is currently fluent in using the internet. Therefore, this study uses the millennial generation as respondents.

The location in this study is in the province of Bali. According to the Indonesian population census results conducted in 2020, Bali has a population of 4.32 million people (Bali Provincial Statistics Agency, 2021) and has a millennial or gen Y generation of 23.20% of the population in Bali. Based on a very large population, the sampling method was determined using probability sampling using Simple Stratified Random. Questionnaires were distributed online to millennials who live or are domiciled in Bali. Google form is a tool used to run a questionnaire to make it easier for researchers to get data or questionnaire results. Using a random sampling technique, 100 complete questionnaires were obtained and analyzed.

The data obtained through a Google form questionnaire was processed using SEM analysis based on the structural model formed. Before the analysis, the data was checked first by testing the reliability and validity data. A reliability test is a tool used to measure the consistency of the questionnaire, which is an indicator of a variable or construct (Gozhali, 2011). Gozhali (2011) also says that a questionnaire is valid if the questions/statements can reveal something measured by the questionnaire (validity test).

Structural equation modeling or SEM can be described as an analysis that combines factor analysis approaches, structural models, and path analysis (Sugiyono, 2016). SEM is a multivariate statistical analysis method. Performing SEM data processing differs from performing regression data processing or path analysis. Using the smart PLS application, this reliable and valid measurement model is then used to test the structural model. The 'Bootstrapping' facility is used to analyze the structural model. The output of this analysis is the significance of the outer loading and path coefficient.

D. Result

Table 1. Characteristics of Respondents

Characteristics of Respondents	Amount	Percentage
Gender		
Male	61	59.8%
Female	41	40.2%
Total	102	100%
Age		
11 years – 20 years	1	1%

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Characteristics of Respondents	Amount	Percentage
21 years - 30 years	67	65,7%
31 years – 40 years	24	23,5%
41 years – 50 years	10	9,8%
Total	102	100%
Employees		
Government employees	13	12,7
Private/contract employees	60	58,8
Businessman	9	8,8
Student	14	13,7
Others	4	6
Total	102	100%

Source: Data processed by researchers (2022)

Based on the distribution of the questionnaires, it was found that 102 questionnaires were filled in on the google form with the characteristics of the respondents, as shown in Table 1. It was found that the sexes of most respondents were male with a percentage of 59.8% and female 40.2%. Table 1 also shows that the age range of 21 -30 years is the largest respondent, with 65.7%. The second highest number of respondents is the age range of 31 - 40 years, with 23.5%. So that most of the respondents are millennials, with a total of 89.2%. Characteristics of respondents based on occupations are very diverse; it can be seen that working as a private / contract employee is the characteristic of the largest respondent, with a total of 60 people representing 58.98% of the total respondents. The second order is students, with 13.7%. The next order in a row is as a civil servant with 12.7%, then entrepreneur with 8.8%, and finally others with 6%.

Next, the data obtained was tested for validity and reliability before testing the structural model and hypothesis. With 102 questionnaires filled in, there were 11 questionnaires not from the millennial generation, so they were excluded from the data. Three questionnaires do not contain complete answers, so only 88 questionnaires are eligible for testing.

The results of the reflexive convergent indicator validity test can be seen in table 2, which shows that the loading factor value for each construct indicator is greater than 0.7, except for the Y4. Three indicators with a loading factor value of 0.699. Chin (1998), in his book, says that the loading factor between 0.6-0.7 is still acceptable so that all construct indicators in this study can be declared valid.

Table 2. Tabel Outer Model

Variable Indicator	Outer Loading	P-Value
X1 (general persuasiveness)	0,715	0,000
X2 (general credibility)	0,873	0,000
X3 (susceptibility to online product review)	0,807	0,000
X4 (intensity)	0,772	0,000
X5 (content)	0,797	0,000
Y1.1 (get experience)	0,793	0,000
Y1.2 (get knowledge)	0,770	0,000
Y1.3 (social media updates)	0,854	0,000
Y2.1 (family)	0,830	0,000
Y2.2 (influencer or artist)	0,819	0,000
Y2.3 (rating or trending topic social media)	0,891	0,000
Y3.1 (weather)	0,806	0,000
Y3.2 (terrain or road)	0,717	0,000
Y3.3 (cost)	0,774	0,000
Y3.4 (cleanliness)	0,795	0,000
Y4.1 (interest)	0,928	0,000
Y4.2 (preference)	0,811	0,000
Y4.3 (information search)	0,699	0,000

Source: Data processed by researchers (2022)

Furthermore, to prove the consistency and accuracy of the instrument in measuring the construct, a reliability test was carried out. Table 3 shows the value of composite reliability and Cronbach's alpha for all constructs greater than 0.7. Thus all reflexive construct indicators are reliable or meet the reliability test.

Table 3. Table of Composite Reliability and Cronbach Alpha

Variable	AVE	Composite Reliability	Cronbach's Alpha
X (E_WOM)	0,650	0,848	0,731
Y1 (Attitude)	0,631	0,895	0,853
Y2 (Subjective Norm)	0,669	0,857	0,745
Y3 (Perceived Behavioral Control)	0,599	0,856	0,777
Y4 (Intention)	0,717	0,884	0,825

Source: Data processed by researchers (2022)

In the structural model of this study, there are four endogenous latent variables, namely: Attitude (Y1), Subjective Norm (Y2), Perceived Behavioral

Control (Y3), and Intention (Y4). The coefficient of determination R Square (R^2) of each dependent variable can be presented in Table 4 below:

Table 4. Table of R-Square Values for Bound Variables

Variable	R Square
Y1 (Attitude)	0,386
Y2 (Subjective Norm)	0,417
Y3 (Perceived Behavioral Control)	0,218
Y4 (Intention)	0,720

Source: Data processed by researchers (2022)

To measure how well the observed values are generated by the model as well as its parameter estimates, it is necessary to calculate Q-square as follows:

$$Q^2 = 1 - (1 - (R_1)^2)(1 - (R_2)^2)(1 - (R_3)^2)(1 - (R_4)^2)$$

$$Q^2 = 0,67751425$$

The quantity Q^2 has a value in the range $0 < Q^2 < 1$, where the closer to 1, the better the model. The result of the calculation shows that the value of Q^2 is 0,67751425, so it can be explained that the model has very good predictive relevance ($Q^2 = 0,67751425 > 0$).

For the size of the fit indexes, it can be seen from the Goodness of Fit (GoF) Index which is calculated by the average root formula of AVE (Table 3) and R-Squares (Table 4). Based on the calculation, it is known that the GoF value is 0.5332 so it can be concluded that the overall model has predictive power in the large category.

$$GoF = \sqrt{R^2 \times AVE}$$

$$GoF = \sqrt{0,43525 \times 0,6532}$$

$$GoF = 0,5332 \text{ (large)}$$

This research hypothesis testing using SEM PLS can be used because the results of the evaluation of the outer model, inner model and GoF Index have met the requirements. The results of the hypothesis test are described in Figure 2 and Table 5

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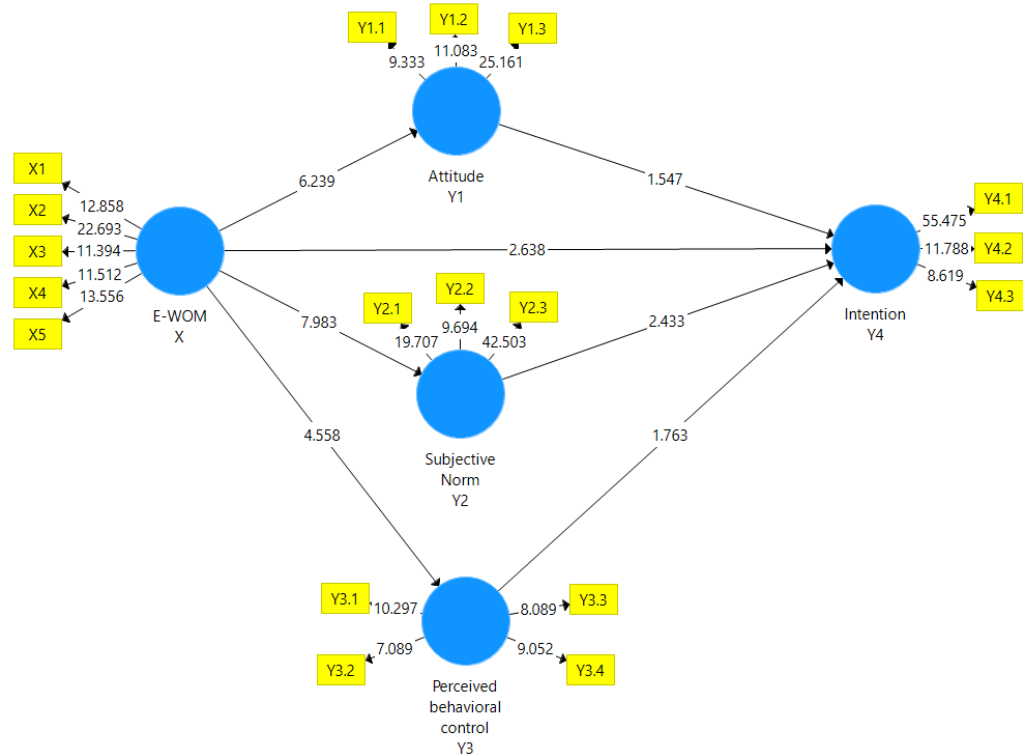


Figure 2. Structural Equation Model

Table 5. Table of Hypothesis Testing Results

Relationship between Variables	Coefficient	P-Value
X (E_WOM)→Y1 (Attitude)	0,619	0,000
X (E_WOM)→Y2 (Subjective Norm)	0,646	0,000
X (E_WOM)→Y3 (Perceived Behavioral Control)	0,467	0,000
X (E_WOM)→Y4 (Intention)	0,317	0,008
Y1 (Attitude)→Y4 (Intention)	0,155	0,126
Y2 (Subjective Norm)→Y4 (Intention)	0,376	0,012
Y3 (Perceived Behavioral Control)→Y4 (Intention)	0,174	0,077

Source: Data processed by researchers (2022)

The results of hypothesis testing carried out using the SmartPLS application are shown in Figure 2 and Table 5. It can be seen that the coefficient values of the E-Wom variable on the Attitude, Subjective Norm, Perceived Behavioral Control, and Intention variables are 0.619, 0.646, 0.467, and 0.317, respectively. The P-Value below 0.05 indicates that the E-Wom variable has a

significant positive effect on the Attitude, Subjective Norm, Perceived Behavioral Control, and Intention variables. It answers the first hypothesis (H1), the second hypothesis (H2), the third hypothesis (H3), and the fourth hypothesis (H4). The highest coefficient value of 0.646 shows that the E-Wom variable's influence on the Subjective Norm variable is more dominant than other variables.

Furthermore, table 5 explains that the influence of the Attitude and Perceived Behavioral Control variables on the Intention variable is insignificant because the P-Value value is greater than 0.05, so it can be said that hypothesis 1a (H1a) and hypothesis 3a (H3a) are rejected. The effect of the Subjective Norm variable on the Intention variable looks significantly positive with a coefficient value of 0.376 and a P-Value value of less than 0.05, so hypothesis 2a (H2a) is accepted.

E. Discussion

The fast development of technology in the last ten years makes the internet a priority for everyone in everyday life. The present internet-based technology can answer various problems that are present in the community. Each sector adopts multiple technological advances, including the tourism sector, for example, booking travel tickets through applications. This makes it easier for everyone who wants to go on a trip; only using a cellphone can buy tickets and go on trips or tours. The millennial generation is present along with the development of technology, according to Bennett et al. (2008) makes the generation that consumes almost all aspects of the internet today. Social media is something that always coexists with the millennial generation. So the millennial generation will be the first generation to know about new information on social media. Research by Mahyuni et al. (2020) sees that the millennial generation's intention to visit tourist villages is influenced by the attitude of the millennial generation, subjective norms or subjective influences from around, and perceived behavioral control or perceptions of obstacles that are present (theory of planned behavior).

As stated by Hasan & Setiyaningtiyas (2015), E-WOM is a positive or negative statement submitted by consumers through internet media that positively and significantly affects the millennial generation's intention to visit tourist villages. E-WOM is also stated by Kietzmann & Canhoto (2013) as a statement or opinion from consumers about a product, service, brand, or company that is shared with other consumers via the internet. Litvin et al. (2008) describe leverage or E-WOM as a potentially cost-effective tool for hospitality and tourism marketing. They also discuss some of the emerging ethical technology issues that marketers face as they seek to leverage emerging E-WOM technologies.

This study sees a correlation between millennials and E-WOM in their intention to visit a tourist village. The results indicate that E-WOM directly affects

the purpose of the millennial generation in visiting tourist villages. In line with Jalilvand & Samiei (2012), E-WOM among tourists has a significant, positive, and direct impact on attitudes, subjective norms, and behavioral control. It also has a strong effect on the intention to travel. It can be said that E-WOM is a variable that influences the theory of planned behavior. Likewise, the millennial generation, the generation that consumes social media or the internet more than other generations, can easily get information and experiences from previous tourists who gave statements on social media or digital platforms. This is very helpful for entrepreneurs engaged in tourism in marketing tourism products and services to the millennial generation. This study also shows that subjective norms are the variables most influenced by E-WOM. This means that families, influencers or artists, and social media ratings (trending topics) can be the main means of promoting the millennial generation's intentions to visit tourist villages. One of the efforts that tourism business entrepreneurs can take is to use social media and influencers in promotional media; this will make it easier and more efficient for the company's funds, time, and energy.

However, the results of this study indicate that the influence of attitude and perception of obstacles does not affect the intention of the millennial generation to visit tourist villages. This is not in line with Mahyuni's research (2020) which states that positive attitudes or perceptions affect the intention of the millennial generation to travel. This may be the case that there is an element of gaining knowledge in the attitude variable, which is currently not the main goal of the millennial generation's positive attitude, resulting in a positive attitude that does not significantly affect the intention of the millennial generation to visit tourist villages. Therefore, it is feasible for the next research to look for the right indication to replace the element of gaining knowledge on the attitude variable.

E. Conclusion

This study provides empirical evidence that E-WOM directly affects the millennial generation's intention to visit tourist villages and proves that E-WOM is a variable that affects the construct of the theory of planned behavior for the millennial generation.

E-WOM is word of mouth through electronic media, where social media reviews significantly influence the millennial generation's intentions to visit tourist villages. The influence of E-WOM on the purposes of the millennial generation is because the millennial generation or gen Y is a generation that grows and develops in tandem with technological developments. Generation Y is actively contributing, sharing, searching, and consuming content plus works and games on social media platforms (Bolton et al., 2013). This means millennials are the most active generation today using the internet or social media. According to Bochart et al.

(2017), the millennial generation is a generation that is still dynamic; this means that new specific traits and values can crystallize over time. So it is very appropriate that E-WOM influences the intentions of the millennial generation.

The next research finding is that the positive attitude variable does not affect the intentions of the millennial generation. The dimension of wanting to get knowledge from the attitude variable has the smallest outer loading value, so it is the thing that at least affects the intention of the millennial generation to visit tourist villages. The next research can still explore other elements by using interviews with the millennial generation so that they can make better constructs.

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