UDC 332

THE INFLUENCE OF CITY IMAGE, CITY BRANDING, AND EWOM ON TOURIST VISITING DECISIONS TO DENPASAR CITY

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ABSTRACT

Several areas in Bali have developed into tourist areas, one of which is Denpasar City. The number of tourists is one indicator of the success of the tourism industry, but there has been a decrease in the number of tourists visiting Denpasar City since 2016. Finding and determining factors that support tourist decisions in determining tourist destinations is important in the context of developing a tourism marketing strategy. Strategies that can assist the preparation of tourism marketing in order to influence the decision of tourists to visit include the formation of city image, city branding, and eWom. This study aims to analyze the effect of city image, city branding, and eWom on the decision to visit tourists to Denpasar City. Collecting data using a questionnaire distributed directly to the respondents. The population in this study are tourists who visit Denpasar City. In this study using 95 respondents respondents. The data analysis technique used multiple linear regression analysis. SPSS 23 software for windows is used to help analyze the relationship between variables. The results showed that City Image, City Branding, and eWOM had a significant effect on visiting decisions.

KEY WORDS

City image, city branding, eWOM, visiting decision.

The city of Denpasar is a barometer of the progress of the Bali tourism industry, which can be reflected in the emergence of various supporting facilities for tourism activities. The number of tourists is one indicator of the success of the tourism industry which has an impact on the community and local government (Suastika and Yasa, 2017). The role of tourism in the economy is a long chain, providing many job opportunities for the surrounding community. However, judging by the number of tourist visits to Denpasar City in 2014 to 2020 presented by the Denpasar City Tourism Office, there is a decrease in the number of tourists visiting Denpasar City since 2016. This of course can have an impact on the title of the best urban tourism that has been carried by Denpasar City.

Tourist decision making in choosing a destination must be a concern. Finding and determining factors that support tourist decisions in determining tourist destinations is important for stakeholders in the context of preparing their tourism marketing strategies (Yusendra, 2015). In the world of tourism, purchasing decisions are treated as visiting decisions, so purchasing determinism also applies to visiting decisions (Sukaris and Setyawan, 2020). From research conducted by Prabainastu (2020) it is stated that city image has a significant influence on visiting decisions. The perception of these places will make the decision-making process a little easier, a little faster, a little more efficient (Anholt, 2007: 9).

The role of city branding is to create positioning and differentiation that introduces tourists to the potential of the region (Moilanen and Rainisto, in Putra, et al, 2019). Branding that is done well will create a positive image of a product/service so that it will influence consumer decisions to buy/use the product or service. Branding that is done well will create a positive image of a product/service so that it will influence consumer decisions to buy/use the product or service. One of the marketing tools to provide information so that visitors can immediately understand and understand a tourism product is EWOM (Electronic Word Of Mouth) (Mutaqin and Trinanda, 2019). The majority of tourists usually listen more and trust those who are more skilled or experienced in deciding to visit (Jeong and Jang in Kumalasari, et al, 2018).

LITERATURE REVIEW

In the world of tourism, in essence the image can move and encourage tourists to determine the choice of their main tourist destinations (2017: 219). Krishna, et al (2017) have the opinion that city image is considered as a tourist's belief in a tourist attraction that the tourism object is able to meet what is expected. According to Syarifuddin (2018), the image of the city is an important aspect in the visit of tourists, the image of the city is a person's impression of the results in a person visiting a place, both positive and negative impressions. City branding has become an irreplaceable source of differentiation for all cities around the world along with the increasing competition between places from time to time (Hultman et al., 2016). City branding activities are not only limited to making slogans or logos, but also a spirit that describes the characteristics of the city (Mahardika et al, 2021).

The willingness of consumers to tell or upload these experiences is known as word of mouth and in the internet world it is called electronic word of mouth (eWOM) (Monica et al, 2021). eWOM influences consumer or tourist decisions, because potential tourists consider e-WOM to contain the latest, fun, and more reliable information than information provided by tourism service providers (Abubakar and Ilkan, 2016).

According to Kotler and Armstrong (2009:179), consumer behavior determines the decision-making process when buying, the process is a problem-adjusting approach consisting of five stages carried out by consumers, The five phases are problem identification, information seeking, alternative evaluation, decision making, and post-sale action. Decisions made by individuals are based on the evaluation stage and are carefully considered when planning to visit certain tourist attractions (Fitriana, 2018).

METHODS OF RESEARCH

The research was conducted in several tourist attractions in Denpasar City. The population for this study was tourists who visit Denpasar City. The sample used was 95 respondents. The sampling technique used in this study is a purposive sampling technique. The sampling of respondents used in this study was based on criteria established by the researchers. The sampling technique used in this study was carried out by purposive sampling (purposive sampling). The criteria in question are tourists aged over 17 years and coming from outside the city of Denpasar.The data analysis technique used is multiple linear regression analysis. Classical hypothesis testing is performed before analysis. Such as Normality test, heteroscedasticity and multicollinearity. In addition, validity and reliability were tested. To test the hypothesis, this study used a multiple regression analysis model with the following formula:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 2 X3 + \varepsilon$$

Where: Y = Visit Decision, α = Constanta, β1 and β2 = Regression Coefficient, X1 = City Image, X2 = City Branding, X3 = eWOM, ε = Error Term.

RESULTS AND DISCUSSION

A questionnaire is said to be valid if each question in the questionnaire is able to reveal something that will be measured by the questionnaire. A survey is considered valid if the correlation between the item score and the total score is positive and greater than 0.30. Table 1 shows that the instruments on each variable in this study have fulfil the validity requirements, because the correlation coefficient value of each instrument is greater than 0.3.

Reliability test

Reliability test in this study was carried out using the Cronbach Alpha statistical test through the SPSS program, where a variable is said to be reliable if it gives a Cronbach alpha value greater than 0.6

Table 1 – Validity Test Results

No	Variabel	Instrumen	*Pearson Correlation*	Keterangan
1	City Image (X1)	X1.1	0,854	Valid
		X1.2	0,778	Valid
		X1.3	0,827	Valid
2	City Branding (X2)	X2.1	0,800	Valid
		X2.2	0,679	Valid
		X2.3	0,869	Valid
		X2.4	0,806	Valid
		X2.5	0,780	Valid
		X2.6	0,838	Valid
3	eWOM (X3)	X3.1	0,751	Valid
		X3.2	0,798	Valid
		X3.3	0,784	Valid
		X3.4	0,862	Valid
		X3.5	0,834	Valid
4	Visit Decision (Y)	Y1.1	0,830	Valid
		Y1.2	0,848	Valid
		Y1.3	0,807	Valid
		Y1.4	0,804	Valid
		Y1.5	0,787	Valid

Source: Data Processed (2022).

Table 2 – Reliability Test Results

Variabel	Cronbach's Alpha	N of Items
X1	0,755	3
X2	0,881	6
X3	0,864	5
Y	0,873	5

Source: Data Processed (2022).

Table 2 shows that each variable is reliable because each variable has a Cronbach's alpha value above 0.60.

Table 3 – Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			95
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.38588508
Most Extreme Differences	Absolute		.099
	Positive		.092
	Negative		-.099
Test Statistic			.099
Asymp. Sig (2-tailed)			.022[c]
Monte Carlo Sig (2-tailed)	Sig.		.290[d]
	99% Confidence Interval	Lower Bound	.279
		Upper Bound	.302

Source: Data Processed (2022).

Based on Table 3, it can be seen that the Asymp value. Sig (2-tailed) of 0.302 is greater than the value of = 0.05, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to test whether there is an inequality of variance from the residuals of one observation to another in a regression model.

Table 4 – Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.144	.683		4.603	.000
City Image (X1)	-.066	.072	-.107	-.906	.367
City Branding (X2)	-.082	.044	-.294	-1.854	.067
eWom (X3)	.002	.056	.006	.035	.972

Source: Data Processed (2022).

Table 4 shows that none of the independent variables has a significant effect on the dependent variable, erefore, it can be concluded that the regression model has no symptoms of heteroscedasticity.

Table 5 – Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.334	1.063		1.255	.213
City Image (X1)	.367	.113	.213	3.257	.002
City Branding (X2)	.137	.069	.175	1.992	.049
eWom (X3)	.562	.086	.576	6.502	.000

Source: Data Processed (2022).

Hypothesis testing can be seen from the t-test results in Table 6 using the SPSS version 17.0 program. The steps used in this test are as follows:

1. City Image on Visiting Decisions shows a significance level of City Image variable of 0.002 or below 0.05, so the hypothesis is accepted. This proves that the City Image of Denpasar City influences the decision to visit tourists to Denpasar City;
2. City Branding on Visiting Decisions shows a significance level of City Branding variable of 0.049 or below 0.05, so the hypothesis is accepted;
3. The results of hypothesis testing which aim to test the effect of eWOM on visiting decisions show that the significance level of the eWOM variable is 0.000 or below 0.05, then the hypothesis is accepted.

CONCLUSION

As one of the favorite destinations in Indonesia, several areas in Bali have developed into tourist areas. One of these areas is Denpasar City. If planned, developed and managed properly, urban tourism will not only generate large foreign exchange, but also become a catalyst for sustainable urban development. The number of tourists is one indicator of the success of the tourism industry which has an impact on the community and local government. However, The variety of traveler visits to Denpasar City in 2014 to 2020 presented by the Denpasar City Tourism Office has decreased the number of tourists visiting Denpasar City since 2016. This of course can have an impact on the title of the best urban tourism that has been carried by Denpasar City. Finding and determining factors that support tourist decisions in determining tourist destinations is important for stakeholders in the context of preparing tourism marketing strategies. In this study, there are three variables that are considered to be determinants of tourists in making decisions to visit the city of Denpasar, including City Image, City Branding, and eWOM.

The purpose of this research is to determine the effect of city image, city branding, and Ewom on the decision to visit Denpasar City. The results of this study indicate that there is a significant influence between City Image, City Branding, and eWOM on the decision to visit tourists to Denpasar City.

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