

The Influence of Word of Mouth and the Use of Instagram Social Media on Tourism Demand at Viral Tanjung Karang Beach

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ABSTRACT

The purpose of this research is to investigate the impact that social media platforms like Instagram and word-of-mouth advertisements have on the demand for tourism at the popular Tanjung Karang Beach. The methodology that was utilized was quantitative research, and the data collecting procedures were carried out by means of the distribution of Google form questionnaires to 97 individuals who participated in the study. A favorable and significant effect on tourism demand is indicated by the findings of this study, which imply that word of mouth has an effect. The utilization of social media platforms such as Instagram has a favorable and considerable impact on the demand for travel. While the use of social media platforms like Instagram and word-of-mouth have a good and significant impact on tourism demand, the influence of word of mouth is also a key factor.

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1. INTRODUCTION

Tourism is a real manifestation of travel as a promising global business. Traveling has now become a complementary element in human life, especially in enjoying the nuances of culture and nature. The emergence of tourism is inseparable from the human instinct to always know and seek new, good, interesting, surprising and challenging things. Usually this happens by traveling outside the area or stopping from daily habits for a certain period of time.

The development of tourism as an industry is inseparable from demand and supply. Some future tourism trends include the growing interest in nature tourism, tourists increasingly wanting real experiences

with other cultures and lifestyles, and consumers increasingly seeking active and educational entertainment.

One definition of social media is a digital platform that gives users the opportunity to participate in social activities and provides them with the necessary resources to do so. Social media platforms allow users to engage in a wide range of activities, including engaging with other users, giving information or content in the form of images, videos, and written content, and more. To put it simply, social media development is an integral component of the evolution of the internet. The emergence of social media over the course of the last several decades has made it possible for it to expand to a large extent and encourage all of its users

to submit information [1]. In his paper titled "Social Media and Strategic Communication Attitudes and Perceptions among College Students," which was released in 2010, BK Lewis noted that the term "social media" is a name that refers to digital technology that has the potential to make everyone connected and engage, as well as produce and share messages.

Instagram is a form of social media that can be used. Through its very existence, Instagram has contributed to the growth of the internet. Instagram is a social networking platform that enables its users to exchange posts, photographs, and videos with one another. Kevin Systrom and Mike Krieger established Instagram in 2010, with the intention of producing a platform that would initially cater to users of iOS mobile phones. However, in 2012 Instagram was released for Android-based mobile phone users [2]. Until now, Instagram users in Indonesia are approximately 104 million and are ranked 4th in the world for the most Instagram users in the world. Instagram can be a place to find various kinds of information in the form of news, products, entertainment and even tourist attractions.

Word of mouth is a marketing activity that takes place between people either verbally, in writing, or through electronic communication media connected to the internet. According to [3], word of mouth is defined as a marketing activity that is based on experience of products or services. Tourists also get information from word of mouth in addition to social media. When compared to other activities, word of mouth is acknowledged to have a stronger influence and impact on the marketing of products and services, as stated in [4].

Viral Beach, located in Tanjung Karang, Mataram City, right behind the Ampenan PLTD, is one of the beaches that is a destination for tourists to enjoy the sunset. The beauty of the beach and its sunset are a special attraction and a driving factor for tourists to visit Viral Beach. Viral Beach was previously unknown to the general public, but in mid-2023 it went viral on social media

after a resident of Tanjung Karang uploaded a video of Viral Beach on one of the social media. Unwittingly, the activity of uploading images/videos becomes an activity on social media carried out by visitors as an indirect promotion so that information can be easily accessed by other tourists [5].

Judging from the background above, the researcher is interested in analyzing how much influence word of mouth and the use of Instagram social media have on tourism demand at Viral Tanjung Karang Beach.

2. LITERATURE REVIEW

2.1 *Tourism Demand Theory*

The demand side comes from consumers or people who travel where the demand is influenced by internal and external factors. This is in line with the model developed by [6] that one component of tourism is the market which includes factors that influence the market with an emphasis on market behavior, internal and external factors that influence tourism and the decision-making process for traveling. Internal factors come from oneself and external factors come from outside which require research to find out such as individual income, and prices in the country visited. In economics there is a theory that can explain the factors that influence the amount of demand, namely the theory of demand. According to [7], the law of demand is essentially the amount of goods demanded by consumers changes in the opposite direction to changes in price, where when the price is low, the demand requested by consumers will increase and vice versa.

2.2 *Word of Mouth*

In addition, word of mouth is a marketing approach that may be used to encourage customers to talk about the product or service, promote it to other customers, and sell it to other customers, as stated in [8]. The ultimate objective is for a consumer to be able to sell indirectly to other consumers, rather than simply talking about or promoting the product or service. The term "talk" refers to the act of customers informing their coworkers or other possible customers about the items offered by the company. Promoting is the process by which consumers convince and promote things to other people, such as relatives or new potential customers. To sell, on the other hand, is when a consumer is successful in converting other consumers who do not believe in a product, have bad opinions of it, and do not want to try it into customers who believe in it, have positive perceptions of it, and finally want to try it.

From the aspect of benefits put forward by [9], he stated that there are 2 benefits of Word of Mouth, namely:

- 1) Word of mouth communication is more persuasive. Word of mouth is the only promotion that comes from consumers, by consumers, for consumers.
- 2) Word of mouth communication does not require expensive costs. In addition to the benefits, Word of Mouth is also a marketing strategy that can be used in marketing products.

2.3 Social Media Instagram

An application that allows users to capture photos and videos and then publish them on multiple social media platforms, including the Instagram page, is referred to as [10]. This program allows users to post photography and video. In the meantime, Instagram is a community that allows users from all over the world to share images with one another. This information comes from [11]. Everyone has the opportunity to view the work of other Instagram users and form friendships through the platform, which is reminiscent of a massive gallery. In the meantime, according to [12], is a photo-sharing application that enables users to capture images, apply digital filters to those pictures, and then publish those pictures on a variety of social networking services, including Instagram itself.

From the several definitions of Instagram above, it can be concluded that Instagram is an application that can take, save and also share images, videos to other users and can make friends with other users.

3. METHODS

The method of research that was utilized in this investigation was Field Research (Field Research), and it was conducted using a quantitative approach. The purpose of this study was to describe the impact that word of mouth and the utilization of Instagram social media had on the demand for tourism at the popular Tanjung Karang Beach.

The researcher employs a survey method, which entails distributing a questionnaire to respondents or a scale to a

sample in order to describe the attitudes, opinions, or characteristics of the respondents. This is the research method that the researcher uses. The objective is to determine the extent to which the use of social media platforms like Instagram and word-of-mouth influence the demand for tourism at the popular Tanjung Karang Beach. Despite the fact that the method of data analysis that was utilized in this study was the multiple regression approach using smartpls, the purpose of this investigation was to determine the extent to which the independent factors influenced the dependent variables.

- α = Constant
- b = Regression coefficient
- X1 = Independent Variable (Word of Mouth)
- X2 = Independent Variable (Instagram)
- e = Standard Error

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$$

Where:

Y = Dependent Variable (Tourism Demand)

4. RESULTS AND DISCUSSION

4.1 Outer Model

1. Validity Test and Reliability Test

1) Validity Test

This validity test aims to conduct a test to indicate how well a measure can measure what it is intended to measure. The following are the results of the validity test of the questionnaire data that has been processed using Smartpls4 as follows:

Table 1. Validity Test of Word of Mouth Variable (X1)

Item	Testing criteria	Mark	Information
X1.1	Loading Factor >0.70	0.873	Valid
X1.2		0.818	Valid
X1.3		0.905	Valid

Source: Processed Primary Data, 2024

Based on the results of the data in table 4.3 above, it shows that all items in the questionnaire from the word of mouth

variable can be declared valid because the value is >0.70.

Table 2. Instagram Variable Validity Test (X2)

Item	Testing criteria	Mark	Information
X2.1	Loading Factor >0.70	0.855	Valid
X2.2		0.859	Valid
X2.3		0.773	Valid

Source: Processed Primary Data, 2024

Based on the results of the data in table 4.4 above, it shows that all items in the research questionnaire after processing the

data, namely the Instagram social media usage variable, are declared valid because the value is >0.70.

Table 3. Validity Test of Tourism Demand Variable (Y)

Item	Testing criteria	Mark	Information
Y.1	Loading Factor >0.70	0.856	Valid
Y.2		0.888	Valid

Source: Processed Primary Data, 2024

Based on the results of table 4.5 above, it shows that all question items in the research questionnaire on the tourism

demand variable are declared valid because they have a value >0.70.

2) Reliability Test

With the purpose of determining whether or not a questionnaire has been deemed trustworthy or dependable, reliability testing is carried out. This is done to determine whether or not the responses to the questionnaire questions have remained consistent or steady over time. In order to ascertain whether or not the instrument that is

being utilized for data gathering can be relied upon, reliability testing is carried out. In order for data to be considered dependable, the Composite Reliability value (ρ_c) must be greater than 0.70.

The following is a table of the results of the reliability test of the questionnaire data processed using the Smartpls4 application as follows:

Table 4. Reliability Test

Variables	Composite Reliability (ρ_c)	Information
Word of Mouth	0.900	Reliable
Use of Instagram	0.869	Reliable
Tourism Demand	0.864	Reliable

Source: Processed Primary Data, 2024

Based on the results of the reliability test in table 4.6 above, it is known that the values of all variables whose reliability was tested are Composite Reliability (ρ_c) variables Word of Mouth, Use of Instagram and Tourism Demand, the values are >0.70 , so it can be said to be reliable.

4.2 Inner Model

1. Multicollinearity Test

Within the context of a multiple linear regression model, the multicollinearity test strives to determine whether or not there is a significant degree of correlation between the independent variables included. There is no multicollinearity if the value of the variance inflation factor (VIF) is less than 10, and if the VIF is greater than 10, then there is multicollinearity. This is the basis for making decisions in the multicollinearity test.

Collinearity statistics (VIF) - Inner model - Matrix

	X1 WOM	X2 INSTAGRAM	Y PERMINTAAN PARIWISATA
X1 WOM			1.659
X2 INSTAGRAM			1.659
Y PERMINTAAN PARIWISATA			

In accordance with the outcomes of the multicollinearity test conducted within the smartpls4 program, it is established that

the value of the variance inflation factor (VIF) for every variable is less than 10, hence indicating that there is no multicollinearity.

1) Coefficient of Determination Test (R^2)

R^2 stands for the coefficient of determination. On a fundamental level, it

evaluates the extent to which the independent variable can provide an explanation for the dependent variable.

R-square - Overview			
	R-square	R-square adjusted	
Y PERMINTAAN PARIWISATA	0.625	0.617	

Based on the results of the R^2 test, the coefficient of determination, namely (Adjusted R Square) is 0.617 or 61.7%. It can be concluded that 61.7% of the word of mouth and Instagram usage variables affect tourism demand. This value is classified as medium or moderate.

2. Goodness of Fit

Goodness of Fit is a hypothesis test that aims to show the level of feasibility and accuracy of a model as a whole which functions as validation in PLS-SEM.

Model fit			
	Saturated model	Estimated model	
SRMR	0.085	0.085	
d_ULS	0.262	0.262	
d_G	0.196	0.196	
Chi-square	109.451	109.451	
NFI	0.728	0.728	

Based on the results of the Goodness of Fit test, it shows that the SRMR value is 0.085, this value is <10, which means that the model used is FIT.

3. F Square Test

	X1 WOM	X2 INSTAGRAM	Y PERMINTAAN PARIWISATA
X1 WOM			0.495
X2 INSTAGRAM			0.157
Y PERMINTAAN PARIWISATA			

In accordance with the findings of the F Square test, it is evident that variable X1 possesses a value of 0.495, while variable X2 possesses a value of 0.157. This indicates that variable X1 exerts a significant influence on variable Y due to its value being greater than 0.35. On the other hand, variable X2 is categorized as moderate due to its value being greater than 0.15 and less than 0.35.

For the purpose of determining whether or not the independent variable has an effect on the dependent variable, the F Square test is commonly utilized. With the assistance of Smartpls4, the F Square test is carried out with precision.

4. Hypothesis Testing

t-test

The t-test is used to determine whether the variables, namely the Word of Mouth variable and the Use of Instagram Social Media, have an effect on Tourism Demand with a significance level of 0.05. This t-test will use the smartpls4 software analysis tool.

was collected by means of the distribution of questionnaires to predetermined respondents through the use of a link. For the purpose of this study, the researcher collected 97 samples from visitors to Viral Beach. The method of sampling that was utilized by the researcher was the non-probability sampling technique, which is a sampling technique that is based on chance. In other words, any member of the population who happens to meet the researcher can be used as samples for this study. Due to the fact that the population is not known with absolute certainty, the Lemeshow formula was utilized in the sampling process.

A questionnaire was filled out by visitors in order to collect data based on the results of the test, which included 97 respondents. The purpose of the questionnaire was to determine the response of visitors to Word of Mouth and the Use of Instagram Social Media on Tourism Demand. The questionnaire is comprised of ten questions, each of which is accompanied by a set of alternative responses, which are as follows: Very Rarely, Rarely, Often, and Very Often.

The Influence of Word of Mouth Variables on Tourism Demand at Viral Tanjung Karang Beach

For the word of mouth variable, the results of the study indicate that the P Value for the influence of X1 on Y is 0.000, which is less than the threshold of 0.05. On the basis of the findings of the data, it is possible to arrive at a decision that has the potential to partially have a substantial good influence. If positive means it has an influence, meaning word of mouth on tourism demand in other words, the more word of mouth on Viral Beach, the higher the demand for tourism, and vice versa if the lower the word of mouth on Viral Beach, the lower the demand for tourism.

The Influence of Instagram Social Media Usage on Tourism Demand at Viral Tanjung Karang Beach

Based on the findings of this study, it can be concluded that the variation of

Instagram Social Media Use has a P Value of 0.001 <0.05 for the influence of X2 on Y. This means that a decision can be made that partially has a substantial beneficial effect thanks to the utilization of the data. This indicates that the use of Instagram social media has an effect on the demand for tourism; to put it another way, the higher the use of social media, the higher the demand for tourism at Viral Beach, and vice versa, if the use of Instagram social media is lower, it will cause the demand for tourism at Viral Beach to be low.

The Influence of Word of Mouth and the Use of Instagram Social Media on Tourism Demand at Viral Tanjung Karang Beach

Based on the results of the R2 test, the value can be seen as 0.617 in the Adjusted R Square or 61.7%. This means that word of mouth and the use of Instagram social media have a significant influence simultaneously or simultaneously on tourism demand at Viral Tanjung Karang Beach. So, the tourism demand test is influenced by several characteristics, namely word of mouth and the use of Instagram social media.

5. CONCLUSION

Based on the results of the analysis, the following conclusions can be drawn from this study:

1. The impact of word of mouth on the demand for tourism at Viral Beach, Tanjung Karang, it is possible to draw the conclusion that word of mouth has a favorable and significant impact on the demand for tourism at Viral Beach.
2. The impact of the use of Instagram social media on the demand for tourism at Viral Beach, Tanjung Karang, it is possible to draw the conclusion that the use of Instagram social media has a good and significant impact on the demand for tourist at Viral Beach, Tanjung Karang.

3. The influence of word of mouth and the use of Instagram social media on tourism demand at Viral Tanjung Karang Beach, it can be concluded that word of mouth and the use of social media have a simultaneous or joint influence on tourism demand.
2. For further researchers, it is better to expand the research variables so as to obtain more complete information about what influences tourism demand. Given that this study only uses 2 independent variables, it is very necessary to add new variables or indicators to obtain a broader picture of the research results.
3. The results of this study are expected to be used as additional reference material for UNRAM academics and other students as reference material for further research that discusses tourism demand, so that it is expected to broaden and improve students' knowledge.

SUGGESTION

Based on the conclusion of the research results above, the researcher realizes that there are many shortcomings in this writing. For that, the researcher provides suggestions to be used as consideration for improving further research with similar research. Some suggestions are as follows:

1. For business actors to be able to disseminate information through word of mouth, which is one of the most effective ways to promote and social media is very fast in spreading information.

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