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# C O N T E N T S

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## Editorial......

You will be happy to know that we have entered the fourth year of publication of IJMER, since its inception in April 2012. Focusing on many interdisciplinary subjects, the published papers are spreading the knowledge with fervent hope of upholding the holistic approach. With all my heart, I reiterate to echo my sincere feelings and express my profound thanks to each and every valued contributor. This journal continues to nurture and enhance the capabilities of one and all associated with it.

We as a team with relentless efforts are committed to inspire the readers and achieve further progress. Aim is to sustain the tempo and improve. We acknowledge with pleasure that our readers are enjoying the publications of Sucharita Publishers. We solicit to receive ideas and comments for future improvements in its content and quality. Editor – in-Chief explicitly conveys his gratitude to all the Editorial Board members. Your support is our motivation. Best wishes to everyone.

**Dr.K.Victor Babu**
**Editor-in-Chief**

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# BALI TOURISM IMAGE FROM WOM TO E-WOM ACCORDING TO 4A APPROACH

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## Introduction

Currently, social media seems to be the most effective way to promote tourism. This media type has many advantages compared to other traditional media. In the past, there was word of mouth media, which has a role in promoting Bali, but as time passed by, the media has changed the role of word of mouth into modern media such as television, radio, magazines, and the internet, which allows internet users to access a wealth of information and data through a series of web 2.0 or social media, where media is very easy to use and a lot of companies related to tourism in Bali have been using this web series to promote their products and services.

Social media, which Merriam-Webster defines as "forms of electronic communication (as Web sites for social networking and micro-blogging) Here the users enable to create online communities to share information, ideas, personal messages, and other content ("Social media," 2011)," The potential growth during the past several years, especially in September 2005, 16% of 18-29-year-old internet users were social networking site-users; by May 2010, this number had grown to be 86%. Likewise, between September 2005 and May 2010, the number of 30-49-year-olds, 50-64-year-olds, and 65+ year-old internet users using social networking sites has risen from 12% to 61%, 7% to 47%, and 5% to26% (Henrikson, 2011).

Bali's tourism image is very important in the global economy, especially in the international market. The Internet revolution has been spreading rapidly throughout the world based on statistical data

of the internet world (2013), which states that in the year 2000 there were about 360.985.492 internet users in the world, and in June 2012 this number increased to 2.405.518.376. This reflects a considerable increase of approximately 66% in just 12 years. This is an amazing result. There are many companies working in the tourism sector have managed to make a good contribution to Bali's tourism industry.

It has also indirectly provided valuable support to the development of tourism in other parts of Indonesia. There are many types of media that have been used to promote Bali such as; in the past, we used mouth to mouth (WOM) to promote the image of Bali, this conventional way turned towards the modern media, including: television, radio, newspapers, and the most advanced technology today is the internet. Internet technology has brought a beneficial impact to create easier ways to make Bali popular through electronic word of mouth (e-WOM).

Research question raised here is  to identify about what does the result can be drawn from the data taken from social media  platform on the image of Bali tourism to represent the transformation of WOM to e –WOM. Word-of-mouth (WOM) is probably the oldest means of exchanging opinions on various goods and services offered by markets. At one time, word-of-mouth occurred mostly among neighbors exchanging news on what was being offered by neighborhood stores (Whyte, 1954). As early as 1955, Katz and Lazarsfeld believed that word-of-mouth was seven times more effective than newspaper, four times more effective than direct sales, and twice as effective as radio advertising.

Later, Day (1971) estimated that word-of-mouth was nine times more effective than advertising in changing consumer attitudes, where as Morin (1983) showed that "other people's recommendations" were three times more effective in terms of stimulating purchases of over 60 different products than was advertising. According to Reicheld (1996),

these effects are amplified by a higher degree of customer loyalty and profitability. Today, many researchers continue to maintain that word-of mouth constitutes one of the most effective ways of attracting and keeping customers (Duhan, Johnson, Wilcox, & Harrell, 1997).

Both WOM and e-WOM, play a significant role in the consumer decision journey, acting as an amplifier of all marketing activities. Marketers need to account for the pathways through which word of mouth plays an intermediary step in the journey between marketing exposure and financial results. Analyzing the overall impact on marketing will help determine optimal budget allocations. A new research study quantifies the influence of word of mouth marketing (both WOM and e-WOM combined):

- 10 – 54% of the marketing impact of a brand is delivered through word of mouth, suggesting this is a key element of the consumer decision-making journey.

- Word of mouth can drive nearly as much organic search as traditional marketing activities on their own, when marketing activities are also present.

- A 10% increase in word of mouth resulted in sales lift of 0.2% – 1.5%. (https://mkhmarketing.wordpress.com/tag/ewom/)

Hennig-Thurau et al. (2004) conducted a study on the motives of e-WOM. In his analysis, Hennig-Thurau et al. (2004) found that the factors determine the primary motivation for consumers to spread e-WOM, is because of the social benefits, economic incentives, concern for others, as well as like self-enhancement/ extraversion, these four factors, social benefits have the greatest influence. Some research on the impacts of e-WOM, mostly analyzed the influence of e-WOM on the customer loyalty (Kim et al., 2004).

### Research Methodology

Research methodology in this research is descriptive qualitative method, where all results will be described in the narrative. The location of the research was conducted on social media and some public places such as beaches, hotels, restaurants, shopping and tourist attractions. The data collected using the purposive random sampling and the type of the data being used is the primary data and secondary data. Technique for collecting the data has taken by purposive random sampling, this technique has the purpose to take a small number of samples from a big population and the researcher has decided the number of samples will be used in this research by certain considerations.

Primary data in this study is taken from social media. Media used in this research are the Facebook, the twitter, and homepage of tourism industries as well as TripAdvisor. To justify the data, the research is supported by the data taken from field research, where the data will be distributed in the form of a questionnaire to a hundreds visitor who came to Bali. The visitors who filled the questionnaire must be using social media as the part of their daily life, then the visitors have ever given the comments on social media such as Facebook, Twitter, or TripAdvisor about Bali. It has the function to know their point of view about Bali particularly on social media. In answering the research questions, the data was also analyzed through theory related to the research, such as the "effective theory" and the "hypodermic needle theory".

### Results and Discussion

There are about a hundred companies which are divided into fifty companies established on the Facebook and fifty companies on the Twitter. Firstly, the companies related to tourism were analyzed based on review comments on their Facebook and Twitter. The comments

were classified based on positive comments, negative comments, and unidentified comments. After all, the comments calculated to gain the first result from the Facebook and the Twitter to represent the users' point of view about Bali. Here are the number of comments has been mde on the Facebook: 1200 comments (positive comments), 14 (negative comments), and 142 (unidentified Comments).

**Figure 1 displays the comments on the Facebook.**
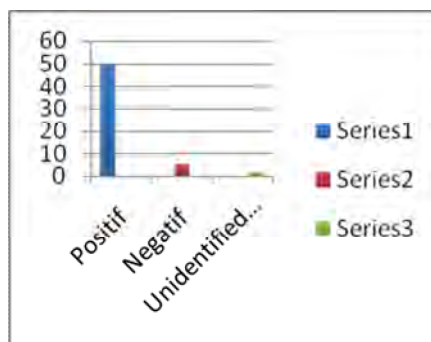


From the figure 1, the researcher enables to identify how positive the tourism image of Bali by comparing the positive, negative, and unidentified comments on the facebook. The first conclusion can be drawn that on the facebook the comments regarding tourism in Bali are still positive. Based on the data derived from the twitter, there are about 936 positive comments has successfully collected, 7 negative comments, and 116 unidentified comments. Figure 2 shows results derived from twitter. Those companies were analyzed using the 4A approach based on the grade point review on social media based on the classification on attraction, amenities, accessibility, and
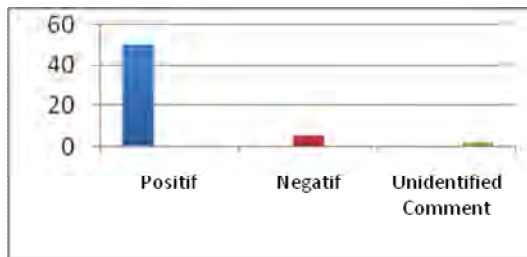
**Fig. 2. Comments of Bali Tourism Facilities from The Twitter**

ancillary. Those classifications have generated the diagram based on the total points in each of the classifications based on 4A approach such as:

Attraction      : 319 comments

Amenities      : 225 comments

Accessible      : 53 comments

Ancillary      : 85 comments

Figure 3 shows comments classification based on 4A approach. The data derived from the Facebook and analyzed using 4A approach shows that mostly the visitors are coming to Bali for the beauty of the attractions which is placed on the first rank. Then it is followed by amenities in the second place. In third place there is ancillary that can be one of the important elements in companies related to tourism. Every company related to tourism should provide special services to enable the tourists to get any specific information about Bali and it should reach the goals in relation to transportation. Transportation is very important in tourism. It is one of the most important aspects to help the running of tourism in Bali.
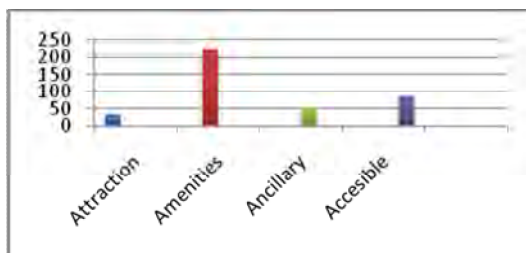
**Fig. 3. Tourism Image of Bali on The Facebook based on 4A approach**

On the other hand, there is the accumulation data on the Twitter which was derived from the analysis of 4A. This consists of attraction of 184, amenities of 170, accessibility of 146, and ancillary of 64. Those numbers were taken from the comments review on the Twitter regarding companies related to the tourism sector, such as hotels, villa, spas, travel agencies, airlines, tourist attraction management, money changers, and media. Figure 4 is the diagram showing the data provided on the Twitter which has shown that the attractions ranked first, followed by amenity in the second place, and in third place came accessibility, and finally, ancillary.

Based on the facts from the Twitter data, it can be seen that tourists who come to Bali have been influenced by the beauty of attractions in Bali and the environment in Bali. In the second place they have been influenced by facilities and services in Bali, which are commonly called amenities. Accessibility is one of the important things which are very important for the development of tourism in Bali, which is related to the access of transportation. Figure 4 is the diagram showing the results of data analysis based on 4A approach on the Twitter.

**Fig. 4, Tourism Image of Bali on the Twitter based on 4 A approach**

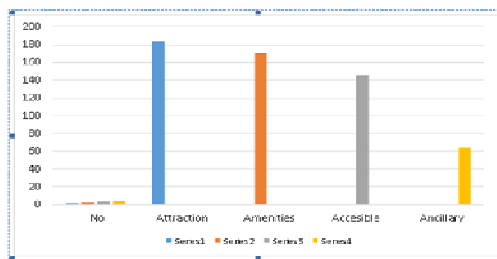From figure 4, it can be seen that mostly, tourists like to come to Bali because Bali has nice panoramas, followed by great facilities for accommodation and also all other aspects of tourism. In addition to the research, it has been found that there are some companies related to tourism which have great points reviews based on the homepages of Agoda.com and TripAdvisor.

These companies were reviewed based on their homepages, and based on these reviews; the researcher may conclude that the grade classification points of "excellent, very good, good, average or poor" for the grade point evaluation services provided by company related to tourism in Bali. Here are the list of the companies related to tourism which has been reviewed on homepage Trip Advisor and Agoda.com

The companies which has been reviewed on the homepage of Agoda.com and categorized in the grade of excellent is The Grand Mulia Hotel with a grade point about 9.3. Subsequently, the hotel review based on Agoda.com and categorized as very good are Intercontinental hotel with 8.3 point, Kartika Plaza Hotel with grade point of 8.4, Puri Santrian with a grade point of 8.3, Hard Rock Hotel Bali with a grade point 8.1, Harris Hotel Kuta received a grade point of about 8.3, Nusa Dua Hotel Bali grade point 8.5, and the SanurParadise Plaza Hotel with a grade point of 7.6, this hotel was included into category "Good."

The comment reviews are not only conducted on the homepage of Agoda.com but also Tripadvisor, and some companies were reviewed on Tripadvisor such as, Garuda Wisnu Kencana Cultural Park. Based on Trip Advisor, this place has a good panorama mostly the tourists adore the natural view and the magnificent statue of Lord Vishnu which has become the symbol of this place. On Trip Advisor this place has the category of "very good". Then there is Bali Green Spa, one of the great spas in Bali which has an excellent rating review on Tripadvisor. In the restaurant category, Potato Head Restaurant and Lounge has become one of the favorite places to be visited by tourists to Bali. Based on the TripAdvisor review comments, this place has an "Excellent "rating.

Metis restaurant also has very positive comments which take this restaurant into the category of "Very Good" based on visitor reviews on TripAdvisor. Restaurants located in Ubud, Bali are: Bebek Tepi Sawah and Bebek Bengil Restaurant. These restaurants have good reviews on at TripAdvisor, that is why two of these restaurants have the "Excellent" score for its services, facilities, and as well as the views surrounding these areas. To generate strong data on this research, real data was collected in public areas by giving questionnaires to fifty international tourists who were having their holiday on this Island of the Gods.

Mostly, the tourists are foreigners and the questionnaire has questioned about the overall evaluation concerning the quality of accommodations, restaurants, SPAs, media, travel agencies, airlines, money changers, as well as tourist attractions in Bali. This research has been conducted to identify whether there is any concise data concerning the data which has taken by the virtual basis and the data which has taken via public places, in order to generate strong result for Bali's tourism image. In the questionnaires, tourists identified and gave

a score on each qualification term such as 5 for excellent, 4 for very good, 3 for good, 2 for average and 1 for the poor.

The data taken for the identification of real facts was conducted by giving the questionnaire to the tourists and asking them to complete the questionnaire to evaluate the quality of companies related to tourism in Bali such as their accommodation (hotel, villa, inn, bungalow, and so on), restaurants, SPAs, media, airlines, travel agencies, money changers, and tourist attractions management. From the classification of the data which was taken from the tourists, the results from the answers to the questionnaires have been completed by the tourists.

Besides the analysis of social media there are also the supporting data to strength the point of indicator why does the tourist coming to Bali for their holiday, and here are some point classifications which have represented the basic review of visitor points of view about Bali such as excellent, very good, good, average, poor. Here are the data based on the questionnaire review of Bali

Excellent: 35

Very Good: 25

Good: 20

Average: 15

Poor: 5

Here is the chart showing the overall data about Bali's tourism image from the results from the questionnaire completed by tourists (figure 5).
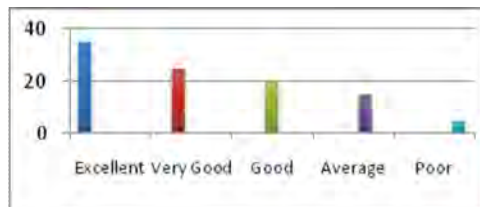
**Fig. 5. Tourism image of Bali based on Questionaire Results**

Figure 5 above is showing the review comments of the overall evaluation of the data from the tourists about the image of Bali's tourism. It can be seen here that tourists were satisfied with the services given by the companies related to tourism such as accommodation (hotel, villa, bungalow, inn, and so on), restaurants, SPAs, airlines, money changers, travel agencies, media, and tourist attractions.

Looking at figure 5, it can be seen that the blue line representing the excellent quality for accommodations, restaurants, tourist attractions, and then followed by line for category very good which reflected the overall quality of SPAs, airlines, travel agencies, and the line categorized "Good" reflects on the overall quality of money changers and media.

The data above does not reflect any bad quality; comment reviews on overall quality of the services provided by the company related to tourism in Bali were all in the "Good" positions. These results show the image of Bali in social media. Bali has become one of the favorite destinations for tourists to visit for their holidays. Visitors really appreciated the services provided by the companies related to tourism in Bali. Most of them said they were willing to come back to Bali again for future tourism visits (and feel the sensation of tourism in Bali which is an unforgettable memory).

**Conclusion**

Based on the research conducted here, it has proven that

technology has generated good results for the progress of transforming the word of mouth (WOM) to electronic word of mouth (e-WOM). Technology has generated a good result for the progress of transforming the word of mouth to electronic words of mouth. The results are also  supported by  factual data. The data was derived from the comments of tourists who came to Bali while on holiday. Factual data analysis has identified the results of Bali's tourism image based on the points of view of tourists who came to Bali. It is no wonder that there are many tourists from all over the world who visit Bali and consider Bali as one of their favorite destinations for  their holiday, because the results found on the social media, homepages and the factual data from this research shows a positive image for Bali. This fact will contribute to the increase of visitors to Bali in the future. Both from the Facebook and the Twitter showed mostly positive comments and based on the 4A approach shows that mostly the comments are for the beauty of the attractions which is placed on the first rank.

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