

THE INFLUENCE OF REVISIT INTENTION THROUGH EWOM AND CITY BRANDING IN THE CREATIVE TOURISM OF THE NGARSOPURO NIGHT MARKET

Sarah Fadila^{1*}

Duta Bangsa University¹

*Correspondence Email: 210414051@mhs.udb.ac.id

ABSTRACT

Various studies mention that tourists are currently changing their tourism travel patterns from buying products to buying experiences. From mass tourism to responsible tourism. Responding to changes in consumer / tourist demand from buying products to buying experiences and the growing need for responsible tourism, in terms of tourism, what is known as creativity-based tourism or creative tourism has emerged. Along with the development of tourism, especially cultural tourism, which not only places tourists as "spectators" or connoisseurs, but they then change their goals to try to understand the local culture. To determine the effect of E-WOM on the intention to revisit the Ngarsopuro Night Market creative tourism. To determine the effect of City Branding on the intention to visit Ngarsopuro Night Market creative tourism. To find out eWOM and City Branding together have an effect on the intention to visit Ngarsopuro Night Market creative tourism The method in this study is a quantitative method. The data collection method uses a questionnaire. While data analysis uses Path Analysis Test. The results of this study indicate that: 1) There is a positive and significant effect of E- WOM on revisit intention, so the first hypothesis is accepted. 2) There is a positive and significant effect of City Branding on revisit intention, so the second hypothesis is accepted. 3) There is a positive and significant effect of E-WOM and City Branding on return visit intention, so the third hypothesis is accepted.

KEYWORDS

E-WOM, City Branding, Revisit Intention, Tourism



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

Various studies mention that tourists are currently changing their travel patterns from buying products to buying experiences. From mass tourism to responsible tourism.

Responding to changes in consumer/tourist demand from buying products to buying experiences and the growing need for responsible tourism, in terms of tourism, what is known as creativity-based tourism or creative tourism emerged. Creative tourism is the answer to the emergence of the creative era in tourism (Ohridska-Olson, 2009). Creative tourism is not only related to something to see, something to buy, and something to do but also relates to something to learn and something to feel (Alfian, 2017). Along with the development of tourism, especially cultural tourism, which does not only place tourists as "spectators" or connoisseurs, but they then change their goals to try to understand local culture, such as making cultural tourism visits to museums, art galleries, and so on. A city is an area or location that also has an interest in having a brand that is common with City Branding, so that it can compete and look different from other areas.

According to (Kotler, Philip and Armstrong, 2014) city branding is an effort made by the government to create the identity of a place, region, then promote it to the public, both internal and external public. In marketing science, branding is considered a powerful tool to provide characteristics that can distinguish a product from other products. Branding a location or place is indeed a fairly new thing in marketing science, this makes every city need to determine the positioning that can be formed. The positioning must be precise, supported by differences and strong characteristics in a region, then the development of Surakarta City, known as Solo, is one of the tourist destinations that is rich in culture and tradition. The ability of a region to manage its tourism objects will provide great benefits for the region concerned (Putra, 2017: 202).

One of the main attractions of Solo today is the creative tourism of Ngarsopuro Night Market, which offers a variety of local products, culinary, and entertainment. In the context of tourism, the success of a destination is not only determined by the attractions offered, but also by external factors such as electronic word of mouth (eWOM). Word of mouth (WOM) has long been viewed as an important subject for marketing researchers and practitioners (Gruen et al, 2005). Prospective travelers will consider recommendations through the most reliable sources to find the information (Chi & Qu, 2008). Information conveyed by friends, family, or social media can shape perceptions and influence return visit intentions. In the digital era, WOM is increasingly widespread through online platforms, making it easier to reach a wider audience or electronic word of mouth (e-WOM). Information written on social media by tourists who have visited the destination will provide considerable added value to other users who are potential prospective tourists, so this can accelerate the development of electronic word of mouth and will ultimately affect the decision to visit tourists (Hasan & Setyaningtyas, 2015: 226).

This phenomenon is increasingly relevant in an era where technology and social media play a dominant role in consumer decision-making. Travelers today tend to seek information through digital platforms, which makes eWOM a very important source of information. In addition, a strong city image can be an attraction for tourists, who want to experience the authenticity of a destination. Therefore, this study aims to assess the influence of Ewom, City Branding on tourists' intention to visit ngarsopuro night market again.

RESEARCH METHOD

The type of research used is quantitative. The population in this study were all visitors to Ngarsopuro Night Market. According to Sugiyono (2017) Samples are part of the number and characteristics possessed by the population. In this study the sample was taken with accidental sampling technique with a sample size of 100 respondents. The data collection technique used a questionnaire. Furthermore, to test the effect of mediation in

this study, a path analysis model was used. Furthermore, after generating path analysis data, to calculate the results of indirect effects using SPSS Version 25 for Windows.

RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test of E-WOM Variables

		Correlations					
		E1	E2	E3	E4	E5	EWOM
E1	Pearson Correlation	1	,491**	,419**	,385**	,303**	,672**
	Sig. (2-tailed)		,000	,000	,000	,002	,000
	N	100	100	100	100	100	100
E2	Pearson Correlation	,491**	1	,437**	,501**	,489**	,755**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
E3	Pearson Correlation	,419**	,437**	1	,543**	,581**	,789**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
E4	Pearson Correlation	,385**	,501**	,543**	1	,652**	,808**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
E5	Pearson Correlation	,303**	,489**	,581**	,652**	1	,796**
	Sig. (2-tailed)	,002	,000	,000	,000		,000
	N	100	100	100	100	100	100
EWOM	Pearson Correlation	,672**	,755**	,789**	,808**	,796**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2. Validity Test of City Branding Variables

		Correlations					
		CB1	CB2	CB3	CB4	CB5	City Branding
CB1	Pearson Correlation	1	,738**	,519**	,428**	,372**	,764**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
CB2	Pearson Correlation	,738**	1	,599**	,543**	,505**	,845**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
CB3	Pearson Correlation	,519**	,599**	1	,594**	,496**	,801**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
CB4	Pearson Correlation	,428**	,543**	,594**	1	,661**	,815**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
CB5	Pearson Correlation	,372**	,505**	,496**	,661**	1	,763**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
City Branding	Pearson Correlation	,764**	,845**	,801**	,815**	,763**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3. Validity Test of the Return Visit Intention Variable

		Correlations				
		NBK1	NBK2	NBK3	NBK4	Niat Berkunjung Kembali
NBK1	Pearson Correlation	1	,615**	,390**	,381**	,730**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
NBK2	Pearson Correlation	,615**	1	,558**	,481**	,826**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
NBK3	Pearson Correlation	,390**	,558**	1	,716**	,837**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
NBK4	Pearson Correlation	,381**	,481**	,716**	1	,812**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Niat Berkunjung Kembali	Pearson Correlation	,730**	,826**	,837**	,812**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

From the table above, it can be seen that all variable items are valid. This meets the requirements of a significance value <0.05 and a calculated r value > 0.195 , thus all question items in the questionnaire can be used and can be trusted to collect the necessary data.

Reliability Test

Table 4 E-WOM Variable Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,822	5

Table 5. City Branding Variable Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,857	5

Table 6. Reliability Test of the Return Visit Intention Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
,816	4

Based on the table above which shows that the results obtained from testing the reliability of research instruments on the EWOM, City Branding, and Return Visit Intention variables obtained a reliability coefficient value > 0.7 , it can be concluded that the research instruments of the three variables are declared reliable and can be continued in further analysis.

Test R2

Table 7. Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,740 ^a	,548	,539	1,218	,548	58,869	2	97	,000

a. Predictors: (Constant), City Branding, EWOM

b. Dependent Variable: Niat Berkunjung Kembali

Based on the table above, it shows that the coefficient of determination test in model 2, which is seen from Rsquare of 0.548. This shows that the effect of E-WOM and City Branding has an effect on Return Visit Intention of 54.8%. While the rest is 0.452 or 45.2% influenced by other variables outside this study.

Hypothesis Test

1. T test

Table 8. T-test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,551	1,413		1,098	,275
	EWOM	,364	,063	,444	5,810	,000
	City Branding	,344	,062	,426	5,569	,000

a. Dependent Variable: Niat Berkunjung Kembali

Based on the table above, it shows that the t test is as follows:

- 1) The t test value of the EWOM variable (X1) on the intention to revisit is 5.810 > 1.984 with a significance of 0.000 < 0.05, which means that there is a significant effect of the EWOM variable on the intention to revisit.
- 2) The t test value of the City Branding (X2) variable on the intention to revisit is 5.569 > 1.984 with a significance of 0.000 < 0.05, which means that there is a significant influence of the City Branding variable on the intention to revisit.

2. F test

Table 12. F test results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174,771	2	87,386	58,869	,000 ^b
	Residual	143,989	97	1,484		
	Total	318,760	99			

a. Dependent Variable: Niat Berkunjung Kembali

b. Predictors: (Constant), City Branding, EWOM

Based on the table, testing the effect of independent variables together on the dependent variable is done using the F test. The results of statistical calculations show that the value of F count = 58.869 is greater than F table = 3.90 with a significance of 0.000 < 0.05, which means that together EWOM (X1) and City Branding (X2) have a significant effect on the intention to visit again.

Discussion

1. Effect of E-WOM on Repeat Intention

Based on the research hypothesis which includes the t test and R² it can be seen that the t test on the E-WOM variable on the intention to revisit is 5.810 > 1.984 with a significance of 0.000 < 0.05, which means that there is a significant effect of the E-WOM variable on the intention to revisit, so that the first hypothesis is accepted. Meanwhile, the coefficient of determination / Square of the effect of E-WOM on Revisit Intention is 0.404, thus providing a contribution of 40.4%.

According to Kietzmann & Canhoto (2013) EWOM is a statement based on positive, neutral or negative experiences made by potential, actual, or former consumers about a product, service, brand or company that can be known by people and institutions via the internet (websites, social media, short messages, news and others). Furthermore, based on research conducted by Zarrad & Debabi (2015) revealed that there is a significant positive relationship between E-WOM and intention to travel again. Information written on social media by tourists who have visited will provide considerable added value to other users who are potential prospective tourists, so that this can accelerate the development of electronic word of mouth and will ultimately affect tourists' visiting decisions (Hasan & Setyaningtyas, 2015: 226).

Based on the research conducted, the explanation conveyed by people who have visited Ngarsopuro Night Market and conveyed to everyone through internet media (E-WOM) is mostly positive. Visitors feel entertained and educated when visiting Night Market Ngarsopuro which directly affects the intention to visit again. Therefore, E-WOM is very important to influence the intention to revisit. Based on research conducted by Ali Hanafiah, Mas Wahyu Wibowo, Fitria Damayanti (2020), Dzulfikar Abdulrahman (2018), and I Putu Hari Budi Utama (2020), it shows that E-Wom has an effect on Repeat Intention.

2. The Influence of City Branding on Return Visit Intention

Based on the research hypothesis which includes the t test and R² it can be seen that the t test on the city branding variable on the intention to visit again is 5.810 > 1.984 with a significance of 0.000 < 0.05, which means that there is a significant influence of the City Branding variable on the intention to visit again, so that the second hypothesis is accepted. Meanwhile, the coefficient of determination / Square of the influence of City Branding on Revisit Intention is 0.391, thus providing a contribution of 39.1%.

City Branding is the concept of a regional marketing strategy by establishing branding for a particular city so that it is more attached to the minds of visitors. City Branding can generate interest in visiting tourists because there are differences when compared to other cities (Ramadhan et al., 2015). According to Sitorus (2018) City Branding is an effort and strategy to convey the brand of a city or region to be more easily remembered and recognized by domestic and foreign visitors. Proper use of City Branding can influence interest in visiting.

With the existence of City Branding, Ngarsopuro Night Market in Surakarta City is an attraction for tourists to visit Solo City. Efforts are made to develop creative tourism through incidental events (keroncongan, wayang kulit and bands), routine events (percussion music), and annual events (Solo Batik Fashion, Solo City Jazz, SIPA, SIEM, IPAM and others). Based on research conducted by Dzulfikar Abdulrahman (2018), Dania Anggraini (2019), Eko Fajar Priambudi, (2021), and Shohib Muslim (2021), it shows that City Branding has a significant influence on Return Visit Intention.

3. The Influence of E-WOM and City Branding on Repeat Intentions

In this study, empirical evidence of the third hypothesis in the 12th table submitted is proven that F_{count} is greater than F_{table} , it can be concluded that together E-WOM and City Branding have a significant effect on Repeat Intention.

CONCLUSION

Based on the results of the analysis and discussion of the previous chapter, the following conclusions can be drawn:

1. There is a positive and significant effect of E-WOM on Repeat Intention, so the first hypothesis is accepted.
2. There is a positive and significant effect of City Branding on Return Visit Intention, so the second hypothesis is accepted.
3. There is a positive and significant influence of E-WOM and City Branding on Repeat Intention, so the third hypothesis is accepted.

REFERENCES

- Della Asmaria Putri, M. P. (2023). The role of destination image, city branding, e-wom and travel constraints on visiting decisions. Carocok painan tourism. Digital Business Journal of Muhammadiyah University Muara Bungo Vol. 1 No. 2, 47-60.
- Fadiryana, N. A. (2020). The Effect of Destination Image and Tourist Experience on Revisit Intention Mediated by Perceived Value at Halal Tourism Destinations in Banda Aceh City. . Journal of Innovation Management, 10 (2).
- Hanafiah, a. W. (2020). The Influence of Electronic Word of Mouth, Promotion and Service Quality on Generation Z's Visiting Interest in Halal Tourism Destinations in West Java Province. Scientific Journal of Business Management, Vol 6, , 03.
- Jaya, I. M. (2020). Quantitative and Qualitative Research Methods: Theory, Application, and Real Research. Anak Hebat Indonesia, Yogyakarta.
- Priambudi, E. F. (2021). The Influence of City Branding and Electronic Word of Mouth on Visiting Interest and its Impact on Visiting Decisions to Kebumen Tourism Destinations. Thesis, Putra Bangsa University.
- Qomariah, N. (2020). The Influence of Word of Mouth and Brand Image on Purchasing Decisions at Running Korean Street Food Restaurants at Plaza Mulia Mall in Samarinda. Journal of Business Administration Fisipol Unmul, 8 (1) 35-45.
- Rofiah, C. (2020). The Effect of Electronic Word of Mouth on Visiting Decisions Mediated by Destination Image. JMD: Dewantara Journal of Management & Business Research 3 (1), 32-39.

- Sarapang, V. C. (2021). The Role of Destination Image in the Relationship between E-Wom and Interest in Tourist Visits at Losari Beach, Makassar City. *Edutourism Journal of Tourism Research*, 3 (02), 115-126.
- Sri Handayani, D. C. (2022). The Influence of City Branding "Madiun City Of Warriors" And E-Wom On Repeat Visit Interest Through Destination Image As Mediation. *CITACONOMIA: Economic and Business Studies* Vol. 1 No. 1, 49 - 74.
- Subagia, D. S. (2020). Model of City Branding Strategy, Electronic Word of Mouth, and Visiting Decisions Mediated by City Image in Realizing Smart City Towards World Class Tangerang City. *Junal Mozaik*, Vol. XII edition 1 35-50.
- Utama, I. P. (2020). The Role of Destination Image Mediates the Effect of E-WOM on Tourists' Revisit Intention (Study on Bali Edelweiss Park Tourism Object). (Doctoral dissertation, Udayana University).