The Influence of Tourist Attractions and Electronic Word Of Mouth on Visiting Decisions (Study on Tourists of Borobudur Temple Tourism Area, Magelang Regency)

Allaam Tsaqif Anwar[1], Widayanto[2], Naili Farida[3]

[1,2,3] *Department of Business Administration, Diponegoro University, Indonesia*

ABSTRACT: The Borobudur Temple tourist area is designated as a National Tourism Strategic Area by the Government of the State of Indonesia to maintain, improve, and renew tourist attractions and talk about tourist areas with the aim of increasing tourists to visit. This study aims to determine the effect of tourist attraction and Electronic Word of Mouth on Decision to visits in the Borobudur Temple tourist area, Magelang Regency. The number of samples was 97 domestic tourist respondents who visited in the last 1 year or were visiting, aged at least 17 years, getting information through social media or the internet. Based on the results of data processing analysis with SPSS process on windows version 26.0, it explains that tourist attraction and Electronic word of Mouth partially have a Significant Positive influence on Decision to Visits. The tourist attraction variable and the Electronic word of Mouth have a simultaneous and significant influence on the Visiting Decision variable, where the Electronic word of Mouth variable has the greatest influence. Recommendations suggested for PT Taman Wisata Candi Borobudur to be able to manage tourist attractions other than the main tour and informative promotional media regarding comprehensive recommendations and tariffs at tourist attractions.

KEYWORD: Decision to visit, Electronic Word of Mouth, Tourist attraction

I. INTRODUCTION

Indonesia is a rich country that has various tourism potentials. Travelling is one of the important activities or may be a necessity for every individual. The Borobudur Temple tourist area which is included in protected historical tourism is a National Tourism Strategic Area which is realised by increasing or updating tourist attractions and talking about tourist areas to be able to increase tourist visits. Visiting Decisions is a theory adopted from purchasing decisions which is one of the stages in the process of deciding to visit a place by prospective tourists. Tourism attraction is an attractive factor in tourism products and fulfils the requirements for tourist attractions so that people visit tourist attractions (Maryani, 1991)[1]. Electronic word of mouth is a positive and or negative evaluation of services or experiences that can be accessed by anyone with an internet connection and computer (Hennig-Thurau et al., 2004)[2].

Research written by (Saputra, 2017)[3] and (Priyatna, 2020)[4] suggests that attractiveness has a strong and positive influence on the decision to visit someone. Tourism attraction is about various things that are interesting and worth visiting and seeing (Widyaatmaja, 2017)[5]. So if the better the attractiveness of a tourist destination, the more agreeable the decision of an individual or group to visit a particular tourist spot.

Research conducted by (Riana et al., 2020)[6] and (Ardiyanto 2016)[7] explains that Electronic Word of Mouth has a positive and significant influence on a person's decision to visit. The more agree electronic word of mouth occurs, the more agree the decision to visit. (Litvin et al., 2008)[8] provides an explanation that Electronic word of mouth (EWOM) is an online community where users can share product reviews and recommendations. In (Bataineh, 2015)[9] proves that E-WOM is considered a dominant factor that can influence consumer purchasing decisions.

Tourism Law Number 10 of 2009 establishes the Borobudur Temple Tourism Area of Magelang Regency as one of the National Tourism Strategic Areas (KSPN) with strategic planning regarding development, preservation, and arrangement in order to increase tourist visits. PT TWC is a company that operates and is responsible for the preservation of cultural buildings. Some of the things that are managed such as heritage destination such as Borobudur temple area, prambanan temple, and ratu boko. Culture destination such as samudraraksa museum, karmawibangga museum, siwarka park, Borobudur study centre, and beautiful Indonesia mini park. Amenities such as Manohara restaurant and the Manohara hotel, dagi abhinaya, rama Shinta garden restaurant, and royal amount. In addition, there are attractions such as Ramayana ballet, roro jonggrang, Borobudur symphony, and prambanan jazz.

The Borobudur Temple tourist area in Magelang Regency experienced a fluctuating trend in domestic tourist visits from 2016 to 2021. (Romadhon et al., 2021)[10] an increase in the number of tourists visiting is one of the benchmarks of a successful tourist destination. In 2016 - 2017 there was a decrease of 3,616,775 to 3,579,617 (-1%), then in 2017 - 2019 there was an increase to 3,699,893 (1%) and 3,789,225 (1%) and fell back in 2020 - 2021 to 965,699 (-74.5%) and 2022 to 422,930 (-56.2%). Nowadays many people use online information to find out what they want, there are 81,939 Google reviews, both positive and negative, on the Borobudur temple tourist area, adding to the perspective of tourists in determining their tourist activities. Based on the explanation above, the researcher seeks to determine the effect of tourist attractions and electronic word of mouth on visiting decisions.

II.   THEORETICAL STUDIES

This study uses the theory (Schiffman & Kanuk, 2007)[11] of consumer behavior, namely the behaviour or methods shown by consumers in searching for, buying, using and or discarding not using products or services that will satisfy and or meet their needs. Consumer behaviour itself has a process in making purchasing decisions, namely need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behaviour (Philip Kotler, 2016)[12].

Visiting decision is one of the theories applied through the adoption of the concept of Purchase Decision theory. A visit decision is the decision of a person or group of people to travel to a tourist destination for a vacation or recreational trip, improve their quality, explore historical places and learn about the uniqueness of the region, and enjoy the tourist attractions of the place they visit at a certain time. 2 important factors for individuals to carry out tourism activities, namely push / internal factors (things that encourage) and pull / external factors (things that attract). The process of making visiting decisions (Philip Kotler, 2016)[13] problem/need recognition, information search, alternative evaluation, visiting decisions, and post-visit behaviour.

Tourism attraction is interpreted as a factor that makes people interested in visiting a particular destination (Yoeti, 1996)[14]. It is further explained that there are four (4) types of tourism that are attractive to tourists, namely natural attraction, building attraction, cultural attraction, and social attraction. Borobudur Temple is included in the Building and Cultural attraction. An attractive tourist destination must fulfil 5 conditions, namely what to see (visual views obtained), what to do (activities that can be done), what to buy (things that can be spent), what to arrive (accessibility owned), and what to stay (where to rest).

Electronic word of mouth is a method in which individuals who may not interact with each other but have a relevant interest in a product or service can share information about their experiences using the product or service (Gruen et al., 2006)[15]. (Bataineh, 2015)[16] explains that E-WOM is now seen as the most influential factor in driving consumer decisions to buy, trust in people on the contact list, potential customer purchasing choices may be influenced by the simplicity of explanation of ratings / review posts, and the volume of posts on social media. This application needs to fulfil 3 dimensions/conditions, namely Intensity (the number of consumer opinions on social media), Valence of Opinion (positive and negative opinions), and Content (interesting data obtained from social media).

III.   RESEARCH MODEL

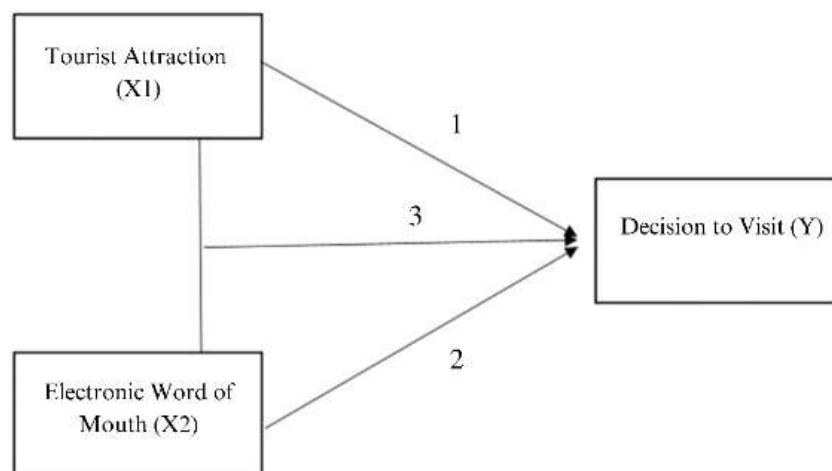The research model used by researchers is as follows:

Figure 3. 1 Research Model

IV.   HYPOTHESIS

4.1.   It is suspected that there is a positive influence between tourist attractions on visiting decisions

4.2.   It is suspected that there is a positive influence between electronic word of mouth on visiting decisions

4.3.   It is suspected that there is a positive influence between tourist attractions and electronic word of mouth on visiting decisions.

V.   RESEARCH METHOD

This research is an explanatory research with a quantitative approach. The research sample method is non-probability sampling as a sampling technique in which all members of the population are not sampled (Sugiyono, 2017)[17]. Samples were taken with purposive sampling technique which is a useful sampling method suitable as a data source and Accidental Sampling which is done by accidentally identifying the sample according to the specified criteria (Sugiyono, 2017)[18]. The sample size uses Wiratha's formula, which is 97 tourist respondents who visit. Respondent data was collected using a questionnaire on tourists visiting the Borobudur Temple tourist area in Magelang Regency who met the criteria as a sample. Giving scores or values on the questionnaire using the Likert Scale. The data analysis methods used are validity test, reliability test, correlation coefficient test, determination test, simple and multiple linear regression tests, t test and f test. The software used in data analysis is Statistical Program for Social Science (SPSS) on windows version 26.0.

VI.   IDENTITY OF RESPONDENTS

This study used 97 respondents (100%) for hypothesis testing. Respondents based on the city of origin of Semarang city amounted to 24 people (25%), the city of origin of Jepara Regency amounted to 8 people (8%), the city of origin of Lampung Regency amounted to 7 people (7%), the city of origin of Blora district and Kendal district each amounted to 5 people (5%), the city of origin of Malang Regency, Magelang city, Sleman Regency, Wonosobo Regency, Bengkulu Regency, Sragen Regency each amounted to 4 people (4%), the city of origin of Tangerang city, DKI Jakarta, and Pati Regency were each 3 people (3%), Brebes City was 2 people (2%), Bekasi City, Pontianak City, Surakarta Regency, Batang Regency, Karanganyar Regency, Madiun Regency, Purwodadi Regency, Kudus Regency, Sukoharjo Regency, Bojonegoro Regency, Demak Regency, Pangkalan Bun City, and Banjarnegara Regency were each 1 person (1%). The identity of respondents based on male gender was 59 people (61%) and female gender was 38 people (39%). Identity based on age 17-26 years of 59 people (61%), age 27-36 of 14 people (14%), age 37-46 of 5 people (5%), age 47-56 of 11 people (11%), age 57-66 of 5 people (5%), age 67-76 of 2 people (2%), and age 77-86 of 1 person (1%). Identity based on elementary school education level of 1 person (1%), junior high school education level of 1 person (1%), high school / vocational high school education level of 42 people (43%), D3 / S1 education level of 50 people (52%), S2 education level of 2 people (2%), and S3 1 person (1%). Identity based on the type of work of students / students totalling 43 people (44%), the type of work of private employees totalling 12 people (12%), the type of work of entrepreneurs totalling 11 people (11%), the type of work of self-employed totalling 9 people (9%), the type of work of TNI / POLRI / PNS totalling 6 people (6%), the type of work of housewives totalling 5 people (5%), the type of work of teaching staff and retirees each totalling 4 people (4%), the type of work of health workers, BUMN agencies, and Freelance each totalling 1 person (1%). The identity of respondents based on unmarried marital status is 59 people (61%), married marital status is 34 people (35%), widowed marital status is 3 people (3%), and widower marital status identity is 1 person (1%). Respondents' identity based on average monthly income ≤ IDR 2,500,000 was 41 people (42%), average monthly income > IDR 2,500,000 - IDR 5,000,000 was 31 people (32%), average monthly income > IDR 5,000,000 - IDR 7,500,000 was 7 people (7%), average monthly income > IDR 7,500,000 - IDR 10,000,000 was 10 people (10%) and average monthly income > IDR 10,000,000 was 8 people (8%). Identity of respondents based on the type of tourism that is often visited by nature tourism (Cultural attraction) a total of 57 people (59%), cultural tourism (Cultutal attraction) a total of 16 people (16%), building tourism (building attraction) a total of 15 people (15%), religious tourism (Religion attraction) a total of 7 people (7%), and social tourism (Social attraction) a total of 2 people (2%). The identity of respondents based on the frequency of visits to Borobudur Temple in the last 1 year, namely 1 time totalling 75 people (77%), the frequency of visits 2 times totalling 18 people (19%), and the frequency of visits 3 times totalling 4 people (4%). The identity of respondents based on the length of time knowing the Borobudur temple tourist attraction <6 months and 6-12 months respectively 0 (0%) and the length of time knowing the Borobudur temple tourist attraction >1 year a total of 97 people (100%). Respondent identity based on visiting time in the last 1 year, namely visiting time <6 months totalling 76 people (78%), visiting time 6-12 months totalling 21 people (22%), and visiting time >1 year totalling 0 people (0%). The identity of respondents based on the source of knowledge of Borobudur temple is from family 45 people (46%), from social media 20 people (21%), from friends 18 people (19%), from books 7 people (7%), from formal education 6 people (6%), and self 1 person (1%). The identity of respondents based on the respondent's partner in visiting, namely with family 63 people (65%), with friends 34 people (35%), and alone and relatives each 0 (0%). Identity of respondents based on the

reason for visiting, namely the reason for visiting for recreation totalling 64 people (66%), the reason for visiting to fill holiday time totalling 25 people (26%), the reason for visiting for study/work visit totalling 8 people (8%), and for research 0 (0%). The identity of respondents based on known tourist attractions, namely the tourist attraction of stupas and reliefs of Borobudur temple totalling 90 people (93%), the tourist attraction of sunrise Borobudur temple totalling 6 people (6%), the tourist attraction of elephant safari totalling 1 person (1%), and for the samudrraksa museum, karmawibangga museum, and mini train each 0 (0%). The identity of respondents based on the preferred tourist attraction, namely the tourist attraction of stupas and reliefs of Borobudur temple totalling 93 people (96%), the tourist attraction of sunrise Borobudur temple totalling 4 people (4%), then the tourist attraction of the karmawibangga museum, the samudraraksa museum, the mini train each totalling 0 (0%). The identity of respondents based on online media that is often used in finding information, namely google online media (website) totalling 62 people (64%), Instagram online media totalling 25 people (26%), facebook online media totalling 6 people (6%), youtube online media totalling 4 people (4%), and twitter online media 0%.

VII. RESULTS AND DISCUSSION
Table 7. 1 Validity Test of Tourist Attraction

Variables	Item	r count	≈	r table	Description
Tourist Attraction (X1)	Tourist Attraction 1	0,172	>	0,1996	NOT VALID
	Tourist Attraction 2	0,289	>	0,1996	VALID
	Tourist Attraction 3	0,372	>	0,1996	VALID
	Tourist Attraction 4	0,303	>	0,1996	VALID
	Tourist Attraction 5	0,460	>	0,1996	VALID
	Tourist Attraction 6	0,371	>	0,1996	VALID
	Tourist Attraction 7	0,218	>	0,1996	VALID
	Tourist Attraction 8	0,384	>	0,1996	VALID
	Tourist Attraction 9	0,349	>	0,1996	VALID
	Tourist Attraction 10	0,331	>	0,1996	VALID
	Tourist Attraction 11	0,444	>	0,1996	VALID
	Tourist Attraction 12	0,466	>	0,1996	VALID
	Tourist Attraction 13	0,596	>	0,1996	VALID
	Tourist Attraction 14	0,256	>	0,1996	VALID
	Tourist Attraction 15	0,379	>	0,1996	VALID

Source: Processed Primary Data (2023)

Based on Table 7.1, it can be seen that the value of r count must be greater than r table in order to be said to be valid. This means that the first item is declared invalid because it has a calculated r value of 0.172 below the r table of 0.1996, so it is necessary to retest by eliminating item 1.

Table 7. 2 Validity Test of Tourism Attraction Elimination Item 1

Variables	Item	r count	≈	r table	Description
Tourist Attraction (X1)	Tourist Attraction 2	0,230	>	0,1996	VALID
	Tourist Attraction 3	0,325	>	0,1996	VALID
	Tourist Attraction 4	0,306	>	0,1996	VALID
	Tourist Attraction 5	0,447	>	0,1996	VALID
	Tourist Attraction 6	0,385	>	0,1996	VALID
	Tourist Attraction 7	0,229	>	0,1996	VALID
	Tourist Attraction 8	0,386	>	0,1996	VALID
	Tourist Attraction 9	0,348	>	0,1996	VALID
	Tourist Attraction 10	0,342	>	0,1996	VALID
	Tourist Attraction 11	0,441	>	0,1996	VALID
	Tourist Attraction 12	0,464	>	0,1996	VALID
	Tourist Attraction 13	0,604	>	0,1996	VALID
	Tourist Attraction 14	0,275	>	0,1996	VALID
	Tourist Attraction 15	0,404	>	0,1996	VALID

Source: Primary data processed (2023)

Based on Table 7.2, it can be seen that the value of r count is greater than the r table above 0.1996, meaning that the question items on the tourist attraction variable are valid and eligible for testing.

Table 7. 3 Electronic Word of Mouth Validity Test

Variables	Item	r count	≈	r Table	Description
Electronic Word of Mouth (X2)	EWOM 1	0,455	>	0,1996	VALID
	EWOM 2	0,688	>	0,1996	VALID
	EWOM 3	0,475	>	0,1996	VALID
	EWOM 4	0,238	>	0,1996	VALID
	EWOM 5	0,566	>	0,1996	VALID
	EWOM 6	0,391	>	0,1996	VALID

Source: Processed Primary Data (2023)

Based on Table 7.3, it can be seen that the value of r count is greater than the r table above 0.1996, meaning that the question items on the electronic word of mouth variable are valid and eligible for testing.

Table 7. 4 Validity Test of Decision to Visit

Variables	Item	r count	≈	r Table	Description
Decision to Visit (Y)	Decision to Visit 1	0,419	>	0,1996	VALID
	Decision to Visit 2	0,409	>	0,1996	VALID
	Decision to Visit 3	0,518	>	0,1996	VALID
	Decision to Visit 4	0,384	>	0,1996	VALID
	Decision to Visit 5	0,517	>	0,1996	VALID
	Decision to Visit 6	0,637	>	0,1996	VALID
	Decision to Visit 7	0,504	>	0,1996	VALID
	Decision to Visit 8	0,347	>	0,1996	VALID
	Decision to Visit 9	0,263	>	0,1996	VALID
	Decision to Visit 10	0,536	>	0,1996	VALID
	Decision to Visit 11	0,387	>	0,1996	VALID

Source: Primary data processed (2023)

Based on Table 7.4, it can be seen that the calculated r value is greater than the r table above 0.1996, meaning that the question items on the visiting decision variable are valid and eligible for testing.

Table 7. 5 Reliability Test

Variables	Cronbach Alpha	≈	Standard Alpha	Description
Tourist Attraction (X1)	0,759	>	0,6	Reliable
Electronic Word of Mouth (X2)	0,714	>	0,6	Reliable
Decision to Visit (Y)	0,786	>	0,6	Reliable

Source: Processed Primary Data (2023)

Based on Table 7.5 shows the value above Standard Alpha 0.6. This means that all variables are said to be reliable for use in further testing.

Table 7. 6 Correlation Coefficient Test of Tourism Attraction (X1) on Decision to Visit (Y)

		Decision to Visit (Y)	Tourist Attraction (X1)
Pearson Correlation	Decision to Visit (Y)	1,000	.448
	Tourist Attraction (X1)	.448	1.000
Sig (1–tailed)	Decision to Visit (Y)		.000
	Tourist Attraction (X1)	.000	
N	Decision to Visit (Y)	97	97
	Tourist Attraction (X1)	97	97

Source: Primary data processed (2023)

Based on Table 7.6, the correlation coefficient or the level of relationship between tourist attractions and visiting decisions is 0.448. This means that the correlation between the tourist attraction variable and the visiting decision is 0.448 and is included in the moderate category because it is not close to the value of 0 or 1. If there is an increase or decrease in respondents' perceptions on the tourist attraction variable, it can have a moderate

influence on the visiting decision variable. Thus, there is a moderate relationship between the tourist attraction variable and the visiting decision. Furthermore, the probability value of 0.000 is smaller than the significance value of 0.05 (α = 5%), so it can be said that there is a real correlation between tourist attractions and visiting decisions.

Table 7. 7 Correlation Coefficient Test of Electronic word of Mouth (X2) on Decision to Visit (Y)

		Decision to Visit (Y)	Electronic word of Mouth (X1)
Pearson Correlation	**Decision to Visit (Y)**	1,000	.609
	Electronic word of Mouth (X2)	.609	1.000
Sig (1–tailed)	**Decision to Visit (Y)**		.000
	Electronic word of Mouth (X2)	.000	
N	**Decision to Visit (Y)**	97	97
	Electronic word of Mouth (X2)	97	97

Source: Primary data processed (2023)

Based on Table 7.7, the correlation coefficient or the level of relationship between Electronic word of mouth and visiting decisions is 0.609. This means that the correlation between the Electronic word of mouth variable and the visiting decision is 0.609 and is included in the strong category because it is not close to the value of 0 or 1. If there is an increase or decrease in respondents' perceptions of the Electronic word of mouth variable, it can have a strong influence on the visiting decision variable. Thus, there is a strong relationship between the Electronic word of mouth variable and visiting decisions. Furthermore, the probability value of 0.000 is smaller than the significance value of 0.05 (α = 5%), so it can be said that there is a real correlation between Electronic word of mouth and visiting decisions.

Table 7. 8 Correlation Coefficient Test of Tourism Attraction (X1) and Electronic word of Mouth (X2) to Decision to Visit (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623	.388	.375	3.26371

Source: Primary data processed (2023)

Based on Table 7.8, the correlation coefficient (R) or the level of relationship between the variables of tourist attraction (X1) and electronic word of mouth (X2) on visiting decisions (Y) is 0.623, this shows a strong range, because it is located between 0.60 and 0.799. Therefore, tourist attraction and e-WOM have a significant impact on the choice of tourists to go where and what to see.

Table 7. 9 Determination Test (R2) of Tourism Attraction (X1) on Decision to Visit (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448	.201	.193	3.71094

Source: Processed Primary Data (2023)

Based on Table 7.9, the test result of the coefficient of determination of the tourist attraction variable (X1) on visiting decisions (Y) is 0.201 (20.1%). So it can be concluded that the percentage of 20.1% of visiting decisions (Y) can be influenced by tourist attraction (X1). The rest (100% - 20.1% = 79.9%) is influenced by other factors that exist outside the tourist attraction.

Table 7. 10 Determination Test (R2) Electronic word of Mouth (X2) on Decision to Visit (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609	.371	.364	3.29366

Source: Processed Primary Data (2023)

Based on Table 7.10, the test result of the coefficient of determination of the variable Electronic word of mouth (X2) on visiting decisions (Y) is 0.371 (37.1%). So it can be concluded that the percentage of 37.1% of visiting decisions (Y) can be influenced by Electronic word of mouth (X2). The rest (100%-37.1% = 62.9%) is influenced by other factors that exist outside of Electronic word of mouth (X2).

Table 7. 11 **Determination Test (R2) of Tourism Attraction (X1) and Electronic word of Mouth (X2) on Decision to Visit (Y)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623	.388	.375	3.26371

Source: Primary data processed (2023)

Based on Table 7.11 the coefficient of determination (R2) is 0.388 (38.8%). This shows that 38.8% of the visiting decision variable (Y) can be explained by the tourist attraction variable (X1) and electronic word of mouth (X2). While the rest (100%-38.8% = 61.2%) is another variable outside this study.

Table 7. 12 **Simple Linear Regression Test of Tourism Attractiveness (X1) on Decision to Visit (Y)**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	**Std. Error**			
1	(Constant)	23.621	4.781		4.941	.000
	Decision to visit (X1)	.401	.082	.448	4.888	.000

Source: Processed Primary Data (2023)

Based on Table 7.12, the regression coefficient for the tourist attraction variable (X1) is 0.401. Then for the constant value is 23.621, then the equation Y = 23.621 + 0.401 X1 is known. This means that there is a positive influence between the tourist attraction variable (X1) on visiting decisions (Y). The regression coefficient shows that visitors are influenced by various factors related to tourist attraction. So that the more attractive the tourist destination, the greater the tourist visit, on the contrary, the less tourist attraction, the smaller the tourist visit.

Table 7. 13 **Simple Regression Test Electronic word of Mouth (X2) on Decision to Visit (Y)**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	**Std. Error**			
1	(Constant)	20.025	3.611		5.545	.000
	Electronic word of Mouth (X2)	1.097	.147	.609	7.479	.000

Source: Processed Primary Data (2023)

Based on Table 7.13, the simple linear test shows that the regression coefficient for the electronic word of mouth (X2) variable is 1.097 with a constant value of 8.687, so the equation Y = 20.025 + 1.097 X2 is known. This means that there is a positive influence between the variable Electronic word of mouth (X2) on the visiting decision variable (Y). the regression coefficient shows that the electronic word of mouth variable increases the preference of tourists in making tourist visits. so that the more and varied electronic word of mouth can encourage tourist visits to the Borobudur temple tourist area, on the other hand the less or monotonous the fewer people who visit.

Table 7. 14 **Multiple Linear Regression Test**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	**Std. Error**			
1	(Constant)	15.605	4.462		3.498	.001
	Tourist Attraction (X1)	.144	.087	.161	1.659	.101
	Electronic word of Mouth (X2)	.937	.175	.520	5.368	.000

Source: Processed Primary Data (2023)

Based on Table 7.14, the regression coefficient for the tourist attraction variable (X1) is 0.144 and the Electronic word of mouth variable (X2) is 0.937, while the constant value is 15.605, so that the equation Y = 15.605 + 0.144X1 + 0.937X2 is obtained. This means that there is a positive influence on the variables of tourist attraction (X1) and Electronic word of mouth (X2) on Visiting Decisions (Y). the tourist attraction of the

Borobudur tourist area and tourist attractions in Magerang Regency will affect the number of visitors. Between the two variables, electronic word of mouth has the greatest influence.

Table 7. 15 t Test of Tourism Attraction (X1) on Decision to Visit (Y)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	**Std. Error**			
1	**(Constant)**	**23.621**	**4.781**		**4.941**	**.000**
	Tourist Attraction (X1)	**.401**	**.082**	**.448**	**4.888**	**.000**

Source: Primary data processed (2023)

Based on Table 7.15 t table degree of freedom (df) = 97 - 2 = 95, obtained t table of 1.66105. Seeing the results of t count 4.888, then t count> t table then Ho is rejected, Ha is accepted. It is concluded that there is a statistically significant influence between the tourist attraction variable (X1) on the visiting decision variable (Y) at Borobudur Temple tourist area in Magelang Regency.

Table 7. 16 t test Electronic word of Mouth (X2) on Decision to Visit (Y)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	**Std. Error**			
1	**(Constant)**	**20.025**	**3.611**		**5.545**	**.000**
	Electronic word of Mouth (X2)	**1.097**	**.147**	**.609**	**7.479**	**.000**

Source: Primary data processed (2023)

Based on Table 7.16 degree of freedom (df) = 97 - 2 = 95, obtained t table of 1.66105. Seeing the results of t count 7.479, then t count> t table, Ho is rejected, Ha is accepted. It is concluded that there is a significant influence between the electronic word of mouth variable (X2) on the visiting decision variable (Y) at Borobudur Temple tourist area in Magelang Regency.

Table 7. 17 F test Tourism Attraction (X1) and Electronic word of Mouth (X2) on Decision to Visit (Y)

Model		Sum Of Squares	df	Mean Square	F	Sig.
1	**Regression**	**636.070**	**2**	**318.035**	**29.857**	**.000**
	Residual	**1001.271**	**94**	**10.652**		
	Total	**1637.340**	**96**			

Source: Processed Primary Data (2023)

Based on table 17 degree of freedom (df2) = 97-2-1 = 94, the value of F table = 3.093 is obtained. seeing the results of F count 29.857 then F count> F table, meaning Ho is rejected and Ha is accepted. It is concluded that there is a simultaneous significant effect on the variable tourist attraction (X1) and electronic word of mouth (X2) on visiting decisions (Y).

VIII.   DISCUSSION

Based on the research conducted, the tourist attraction variable has a positive influence on visiting decisions with a significance level of 5%, a t value of 1.66105 is obtained where t count 4.888> t table 1.66105. Furthermore, the significance obtained is 0.000 less than 0.05. So hypothesis 1 "It is suspected that there is a positive influence between tourist attractions on visiting decisions" is accepted. This study has a significant positive effect on the tourist attraction variable on the visiting decision variable. The majority of respondents feel that the tourist attraction in the Borobudur Temple tourist area is the main temple building including stupas and reliefs that are magnificent and beautiful. The existence of other tourist attractions in the area is still not a tourist attraction that is the thing to encourage tourism activities. Respondents feel that many attractions seem forced and lack attention so that they are in vain. Based on the results of this study, the tourist attraction in the Borobudur temple tourist area is classified as moderate because there are still many tourist attractions that can still be utilised and maintained to be able to complement the main tourist area of Borobudur Temple.

Based on the research that has been carried out, there are results of a strong level of relationship and a positive and significant influence between the Electronic word of mouth variable (X2) and the visiting decision variable (Y). The electronic word of mouth variable has a positive influence on visiting decisions with a

significance level of 5%, a t value of 1.66105 is obtained where t count 7.479> t table 1.6606. Furthermore, the significance level of 0.000 is smaller than 0.05. Thus hypothesis 2 "It is suspected that there is a positive influence between electronic word of mouth on visiting decisions" is accepted. This study has a significant positive effect on the electronic word of mouth variable on visiting decisions. The majority of respondents know Borobudur for a long time, it can even be said that almost all respondents know the Borobudur Temple tourist area without the need to search about Borobudur Temple. For this study, electronic word of outh is said to be good because there is quite a lot of information about Borobudur temple on online media, several other things that can be improved are branding of tourist attractions and branding of official social media information dissemination to be more trusted in all information. In addition, it is necessary to inform tariff information about each tourist attraction to make it easier for tourists to do budgeting.

Based on this study, the combined effect of tourist attraction variables and e-WOM on visit variables is 0.388 (38.8%). This shows that scenery and word of mouth marketing account for 38.8 per cent of factors in travel planning. The level of closeness of the relationship between the tourist attraction variable (X1) and electronic word of mouth (X2) to the visiting decision variable (Y) is also strong, with a value of 0.623, which means that it is in a respectable range, between the numbers 0.60 to 0.799. Therefore, e-WOM has a significant impact on tourists' choice of where to go and what to see. The results of this simultaneous study produced that electronic word of mouth has the greatest influence on visiting decisions for tourists in the Borobudur Temple tourist area of Magelang Regency.

IX.   CONCLUSION AND SUGGESTION

Based on the discussion above, conclusions can be drawn:
9.1. The tourist attraction variable (X1) has a significant positive effect on the decision to visit (Y) tourists in the Borobudur Temple tourist area of Magelang Regency. This means that the more agreeable or attractive a tourist attraction available at a tourist destination, the more influence it will have on the decision to visit tourists.
9.2. Electronic word of mouth variable (X2) has a significant positive effect on the decision to visit (Y) tourists at Borobudur Temple tourist area in Magelang Regency. This means that the more agree or often the electronic word of mouth available at a tourist destination, will have an influence on the decision to visit tourists.
9.3. The variable of tourist attraction (X1) and electronic word of mouth (X2) has a simultaneous and significant influence on the decision to visit (Y) tourists in the Borobudur Temple tourist area of Magelang Regency. This means that the higher or more interesting a tourist attraction of a tourist destination and the more agree or often electronic word of mouth is available, the more agreeable or confident the decision to visit by tourists will be.

Referring to the conclusions, some suggestions can be made to be able to increase tourism attractiveness and electronic word of mouth in increasing visits to the Borobdur Temple tourist area in the future. The following are suggestions based on items with average ratings on respondents:
9.1. The tourist attractions in the Borobudur Temple tourist area of Magelang Regency are classified as moderate, many tourist attractions in the Borobudur Temple tourist area of Magelang Regency have not been managed and run properly. Here are some inputs according to the questions that have been recapitulated by the respondents' answers, as follows:
  • Borobudur Temple is the main tourist attraction in the tourist area. The historical building of Borobudur Temple which has heritage value and is rich in history needs to be maintained so that its construction continues to stand firmly. To be able to maintain and add value to this historic building, it is necessary to carry out periodic maintenance every quarter of the year / every 3 months on the Borobudur temple building. It can be in the form of cleaning the temple and the environment around the temple grounds and using appropriate materials for old buildings to be maintained.
  • Referring to the results of research analysis on respondents, the Elephant Safari tourist attraction needs to be re-weighed. Whether the elephant safari is relevant in the Borobudur Temple tourism area or not. The manager needs to rearrange the things that visitors can do on the elephant safari starting from activities, explanation of costs, and marketing on social media / internet owned by the manager / borobudurpark.
  • Referring to the results of the respondent's research analysis regarding the tourist attraction of mini trains, Tayo buses, and andong, information about routes and tariffs needs to be clarified. This can be in the form of making banners that are affixed or information boards. With this, visitors can easily and quickly consider whether to use or not without asking and queuing.
  • Referring to the results of the respondent's research analysis regarding the tourist attraction of the Karmawibangga museum is a good thing regarding information about the history of Borobudur Temple. Some things that need to be done to be able to attract tourists, namely regarding the museum

area which is too corner before the exit makes the focus on tourists change. Attractive gates and clear information are needed to attract tourists to visit. Respondents argue that it is difficult to understand the history displayed so they feel bored. In addition, a guide is needed for the museum to make it easier for tourists visiting the karmawibangga museum.

- Referring to the results of the respondent's research analysis regarding the tourist attraction of the samudraraksa ship museum. It is assessed that the quiet environment and dirty yard make it difficult to visit the samudraraksa museum. Managers need to take care of the yard so that it is not dirty from non-organic waste and also organic leaf litter in the yard. In addition, a special marker is needed in front of the museum that shows the existence of the samudraraksa ship museum and a brief explanation of what is inside so that it can attract tourists.
- Referring to the results of research analysis on respondents, it is necessary to do good planning and rearrangement regarding canteens and souvenir shops and because of the small space in the canteen in the environment so that it is uncomfortable for duudk to rest with the crowd. In addition, for the canteen and souvenir shop area, rearrangement and communication are needed because there are still many people who sell in an impolite manner (forcing / thrusting directly) so that it disturbs tourists to see / look for what they want.
- Referring to the results of the research analysis on the respondents regarding the place to rest in the Temple tourist area needs to be reproduced and given a head cover for the convenience of tourists in conducting tourist visits to the Borobudur Temple tourist area of Magelang Regency.

9.2. Electronic word of mouth in the Borobudur Temple tourist area of Magelang Regency is classified as good, but there are some suggestions according to the questions arranged in the recapitulation of respondents' answers:

- Referring to the results of the respondent's research analysis, information about tariffs on each tourist attraction is needed, such as temple area tariffs, mini train rental rates, tariffs for doing elephant safaris, umbrella rental rates and the karmawibangga museum and samudraraksa ship museum. So it is necessary to list all the tariffs in the Borobudur temple tourism area on social media and entrances / special tourist attractions so that it is easy to determine whether to visit or not.
- Referring to the results of the research analysis, it is necessary to redevelop the marketing aspect by branding all the tourist attractions and facilities in the Borobudur Temple tourist area of Magelang Regency either independently by the corporation on the website, social media or in collaboration using services outside the corporation to provide comprehensive recommendations about the Borobudur Temple tourist area of Magelang Regency.

REFERENCE LIST

[1]. Maryani. (1991). *Pengantar Geografi Pariwisata*. IKIP Bandung.

[2]. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, *18*(1), 38–52. https://doi.org/10.1002/dir.10073

[3]. Saputra, N. (2017). Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung di Objek Wisata Pantai Air Manis Padang. *Pariwisata*.

[4]. Priyatna, I. H. (2020). *Pengaruh Daya Tarik dan Fasilitas terhadap Keputusan Berkunjung di Fort Rotterdam Makassar*. *21*(1), 1–9.

[5]. Widyaatmaja, I. K. S. ; I. G. N. (2017). *Pengetahuan Dasar Ilmu Pariwisata*. Pustaka Larasan.

[6]. Riana, N., Sri Rizki Asti Karini, R., & Regiawan, S. D. (2020). Pengaruh Electronic Word of Mouth Terhadap Keputusan Berkunjung di Desa Wisata Cibeusi Kabupaten Subang. *Tourism Scientific Journal*, *6*(1), 127–150. https://doi.org/10.32659/tsj.v6i1.122

[7]. Ardiyanto, N. S., & Hari, S. (2016). Pengaruh Produk Wisata Dan Electronic Word Of Mouth Terhadap Keputusan berkunjung (Studi pada Pengunjung Objek Wisata Pantai Bondo Jepara). *E-Journal Undip*, 1–9.

[8]. Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, *29*(3), 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

[9]. Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, *7*(1), 126–137. https://doi.org/10.5539/ijms.v7n1p126

[10]. Romadhon, A. N., Widiartanto, W., & ... (2021). Pengaruh Electronic Word Of Mouth Dan Destination Image Terhadap Decision To Visit (Studi Pada Pengunjung Owabong Water Park Purbalingga). *Jurnal Ilmu Administrasi ...*, *X*(2), 994–1005. https://ejournal3.undip.ac.id/index.php/jiab/article/view/30149

[11]. Kanuk, L. G. S. and L. L. (2007). *Consumer Behavior*. Pearson Prentice Hall.

[12]. Philip Kotler, K. L. K. (2016). *Manajemen Pemasaran* (B. Sabran (ed.)). Erlangga.

[13]. Yoeti, O. A. (1996). *Pengantar Ilmu Pariwisata* (Angkasa (ed.); Edisi Revi).

[14]. Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, *59*(4), 449–456. https://doi.org/10.1016/j.jbusres.2005.10.004

[15]. Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, *7*(1), 126–137. https://doi.org/10.5539/ijms.v7n1p126

[16]. Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Alfabeta

Allaam Tsaqif Anwar[1],
[1,2,3] *Department of Business Administration, Diponegoro University, Indonesia*