

The Influence of Social Media Marketing and Destination Image on the Positive E-WOM at Rahmad Gallery North Sumatra

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Abstrak

Indonesia has a beautiful archipelago, beautiful nature is used and cared for by humans to be managed as a tourist attraction. This tourist attraction is what attracts tourists, both foreign tourists and local tourists. In the era of globalization, the consumer factor is always put forward Likewise, what should be done by the manager of the Rahmat International Wildlife Museum and Gallery in carrying out marketing activities such as promotions that must be supported by all agencies, both local governments, in this case the manager of the Rahmat International Wildlife Museum and Gallery tourist attraction so that the number of tourist visits can increase by means of massive promotions. The purpose of the study was to determine the influence of social media marketing and destination image on the positivity of e-wom at Rahmad Gallery, North Sumatra. Research Method: The sample for this study was 100 people. The sample of this study is Rahmat Gallery Tourists. This study uses a sampling approach as a way to determine the sample. To gather the information necessary for this investigation, the approach in this study would select a sample from a population. To obtain samples from the investigated and decided criteria, the non-probability sampling methodology uses the purposive sampling method with Data Analysis using IBM SPSS-25. Results of the Study There is a positive influence on the variable of Social Media Marketing on the Positivity of E-Wom in Rahmat Gallery where the value of t is greater than the value of the table t, which is $2.496 > 1.660$ ($\alpha = 5\%$, $df = 76$) a significance value of $0.001 < 0.05$, so it can be concluded that H1 or the first hypothesis is accepted and H0 is rejected. It can be concluded that there is a positive influence of Social Media Marketing (X1) on Positive E-Wom (Y). There is a positive influence on the Social Media Marketing variable on E-Wom Positivity in Rahmat Gallery where the value of t calculation is greater than the value of t of the table, namely $9,686 > 1,660$ ($\alpha = 5\%$, $df = 76$) a significance value of $0.000 < 0.05$, so it can be concluded that H2 or the first hypothesis is accepted and H0 is rejected. It can be concluded that there is a positive influence of Destination Image (X2) on Positive E-Wom (Y) and Rahmat Gallery will increase by 0.560 Positive sign means showing a unidirectional influence between independent variables and dependent variables.

Keyword: Social Media Marketing, Destination Image, Psitive E-Wom

1. INTRODUCTION

Indonesia has a beautiful archipelago, beautiful nature is used and cared for by humans to be managed as a tourist attraction. This tourist attraction is the attraction of tourists, both foreign tourists and local tourists. Beautiful tourist attractions make the hearts of visitors feel calm, a vacation place with family witnessing the natural beauty created by God. Even Indonesia ranks sixth as the most beautiful country in the world according to the "Rough Guides" version. The tourism sector is one of the leading potentials of wealth in Indonesia that is able to provide opportunities to improve the economy (Arief, Mustikowati, et al., 2022). Tourist attraction managers also compete to introduce their locations in various ways. Some are through advertisements in print media, electronic media and some provide information by word of mouth. In this Digital era, tourist attraction managers introduce their locations through social media. This social media platform is considered quite effective, easy and cost-effective in promoting tourist attractions.

A museum is one of the tourist attractions that is a place to store historical objects that can be used for learning and tourism purposes. Museums are non-profit and permanent institutions that serve the needs of the public, with an open nature, to preserve, conserve, research, communicate, and exhibit human and environmental heritage, both tangible and intangible, to the public for the purposes of education, research and pleasure (International Council of Museums, 2017). One of the museums that is an exciting and fun tourist attraction to visit in the city of Medan is the Rahmat International Wildlife Museum and Gallery which is the first wildlife museum in Southeast Asia and even in the world, precisely on Jalan S.Parman. There are 5,600 specimens of animal collections from various parts of the world that can be found in this museum and gallery. Starting from the smallest to the largest, such as various types of birds, mammals, Indonesian animals, African animals, mountain goats, Komodo dragons and various other types of animals are found in the gallery. All collections are laid out very artistically and elegantly according to their habitat in the rooms. Rahmat International Wildlife Museum and Gallery is also equipped with a library, souvenir shop, hunters café with audio visuals about conservation hunting, a photo studio with professional photographers and a multi-function room.

In the era of globalization, the consumer factor is always put forward Likewise, what should be done by the manager of the Rahmat International Wildlife Museum and Gallery in carrying out marketing activities such as promotions that must be supported by all agencies, both local governments, in this case the manager of the Rahmat International Wildlife Museum and Gallery tourist attraction so that the number of tourist visits can

increase by means of massive promotions. A high number of tourists will provide benefits for the government through a contribution to the income of a region. This is where it is important for a region to be able to manage the tourist attractions they have to provide benefits for the region so that they can develop their tourist attractions in a sustainable manner (Putra, 2017).

2. RESEARCH METHODE

2.1 Research Framework

2.1.1 Social Media Marketing

Social media marketing can be one of the activities that can influence the decision of tourist visitors. The form of social media marketing is used as a way to provide awareness and recognition as well as memory from consumers of various brands that are perceived by both individuals and groups directly or by going through social networks such as Instagram, Twitter and Facebook (Ibrahim, Aljarah and Sawaftah, 2021). Meanwhile, attraction is a factor that can provide a decision for consumers to visit and hope to get satisfaction.

H1: The Effect of Social Media Marketing on Positive E-WOM

2.1.2 Celebrity Endorsment

Destination image has a very strong correlation with visitors' decisions in making a series of tourist trips. If the destination image is embedded in the minds of tourists positively, there will be a belief from tourists that they will get satisfaction (Chen and Tsai, 2007). Destination image is the belief of tourists to visit with the expectation that visitors will feel satisfied, therefore tourism service providers must always measure consumer satisfaction continuously, because one of the main keys in developing and retaining consumers is the success of service providers in providing satisfaction to their consumers.

H2: The influence of Destination Image on positive E-WOM

2.1.3 Positive E-WOM

According to Kotler and Keller (2016) Socialmedia is one example of online word-of-mouth promotion. *Word of Mouth* (WOM) is a powerful marketing tool. Word-of-mouth marketing finds ways to engage customers so that they will choose to have positive conversations with others about products, services, and brands. *Electronic Word of mouth* (word of mouth) has become a big concern for tourist destinations, especially after the emergence of instant messaging applications, social media, and online platforms. The comments, recommendations and multimedia content that tourists make during and after their visit have a major impact on the decisions of other travelers (Moliner, *et al.*, 2023).

H3 : The influence of Social Media Marketing and Destination Image on E-Wom Positivity

Based on the framework and description above, the hypothesis in this study is as follows:

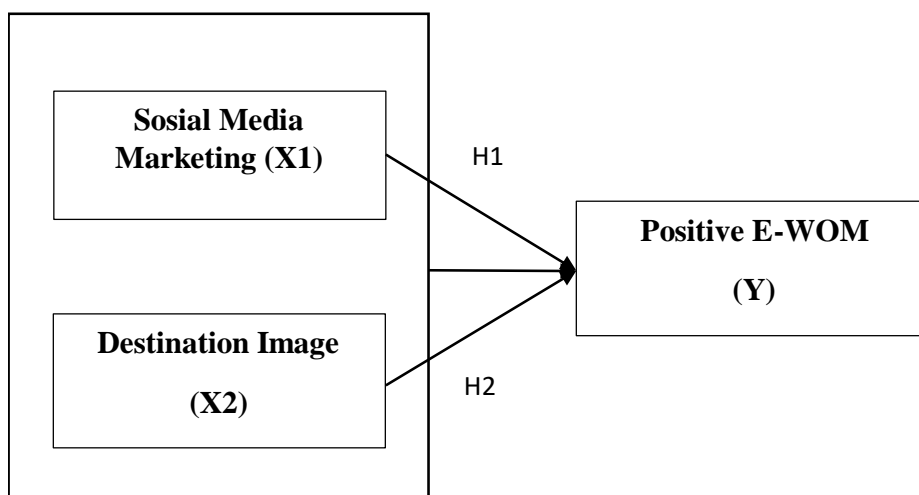


Figure 1. Reserach Framework

2.2 Research Method

The sample size for this study was 100 people. The sample of this study is Rahmat Gallery Tourists. This study uses a sampling approach as a way to determine the sample (Sugiyono 2019). To gather the information necessary for this investigation, the approach in this study would select a sample from a population. To obtain samples from the investigated and decided criteria, the non-probability sampling methodology uses the purposive sampling method with data analysis using IBM SPSS-25.

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

The results of the validity test that have been carried out on the variables of Social Media Marketing, *Destination Image* and Positive E-wom show that the calculation value ranges from 0.643 to 0.553. All variables have a calculation value greater than the table 0.194, so the data can be said to be valid and can be used in this study. The results of reliability tests that have been carried out on the variables of brand ambassador, brand image, buying interest, and purchase decisions show that Cronbach's alpha value ranges from 0.643 to 0.553. The entire variable has a Cronbach's alpha value of > 0.06 so that the data can be said to be reliable and can be passed on for future testing.

3.2 Results of the Classic Assumption Test

3.2.1 Results of the Normality Test

Results from table 1. The K-S test score is 0.095 with a significance of 0.200 because the K-S significance value is 0.200 > 0.05 or H_a is rejected and H_o is accepted, it can be concluded that the data is distributed normally.

Table 1. Results of the normality test with Kolmogorov-Smirnov
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Mean	.0000000
Std. Deviation	.44784395
Absolute	.095
Positive	.092
Negative	-.095
Test Statistic	.095
Asymp. Sig. (2-tailed)	.200c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

3.2.2 Multicollinearity Test

Table 2. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	BRIGHT
.977	1.023
.977	1.023

Based on Table 2, the tolerance value of the Social Media Marketing variable is 0.977 and the Destination Image variable is 0.977, which shows that each independent variable has a tolerance value of > 0.10 and a VIF value of < 10, so there is no multicollinearity between the Social Media Marketing and Destination Image variables used in the regression model. In this case, it can be interpreted that each variable of this study does not have a perfect relationship or does not correlate with each other so that the influence of each variable can be separated. Therefore, it can be concluded that the variable data does not occur multicollinearity.

2.2.2 Heteroscedacity Test

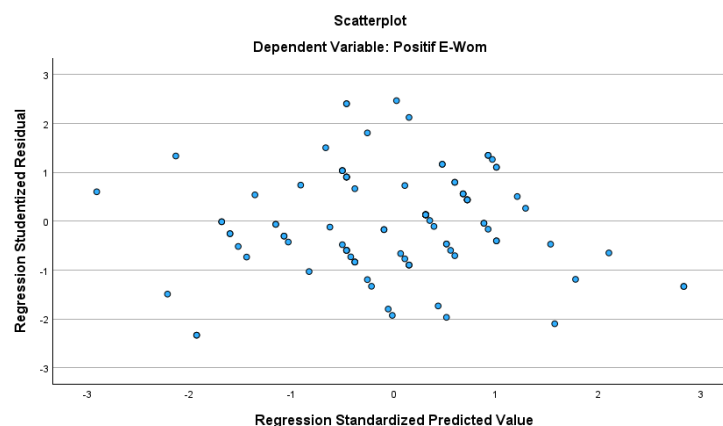


Figure 1. Heteroskedacity Test Results

Figure 1 shows that the dots on the scatterplots chart do not form a clear pattern and the dots are randomly spread evenly above and below the number 0 on the Y axis (Regression Studentized Residual). It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

3.3 Coefficient of Determination

Table 3. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987a	.874	.973	.45244

a. Predictors: (Constant), Destination Image, Sosial Media Marketing

b. Dependent Variable: Positif E-Wom

Based on Table 3. Above the magnitude of the determination coefficient that can be known in R square is 0.874 or 87%. This shows that the percentage contribution of independent variables, namely Social Media Marketing and Destination Image to Positive E-Wom is 87%, or the variation of the free variable used in the model is able to explain 87% of the variation of the bound variable and the remaining 13% is influenced by other variables that are not included in this research model.

3.4 Hypothesis Testing

3.4.1 F-Test

Table 4. Test Result F ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	744.334	2	372.167	188.114	.000b
Residual	19.856	97	.205		
Total	764.190	99			

a. Dependent Variable: Positif E-Wom

b. Predictors: (Constant), Destination Image, Sosial Media Marketing

From the results of the ANOVA Output Table 4. This is obtained with an F value of 188.114 By using a confidence level of 95%, $\alpha = 5\%$, the value of df 1 is obtained the number of variables-1 or $3-1=2$. While the value df 2 is obtained from $n-k-1$, where n is the sum of data and k is the sum of independent variables, then the result is $100-2-1=98$. So that the F value of table 3.0873 was obtained. Based on the results of the F table, the F value is calculated as $36,394 >$ the F value of the table is 2,725 or by looking at the significance of 0.000, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Social Media Marketing and Destination Image) together (simultaneously) have an influence on E-Wom Positivity.

3.4.2 t-Test

Table 5. T-test Result Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	.336	.618		-5.400	.000
	Sosial Media Marketing	.312	.023	-.008	2.496	.001
	Destination Image	.560	.026	.988	9.686	.000

a. Dependent Variable: Positif E-Wom

Based on the data of table 5. It can be explained as follows:

1. The value of the t calculation is greater than the value of the t-value of the table, which is $2.496 > 1.660$ ($\alpha = 5\%$, $df = 98$) of the significance value of $0.001 < 0.05$, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of Social Media Marketing (X1) on Positive E-Wom (Y).

2. The value of the t calculation is smaller than the t-value of the table, which is $9.686 < 1.660$ ($\alpha = 5\%$, $df = 98$) of the significance value of $0.000 < 0.05$, so it can be concluded that H2 or the second hypothesis is accepted. There is an effect of Positive Destination Image (X2) on Positive E-Wom (Y).

3.5 Multiple Linear Analysis Test

Based on Table 5. It can be seen that the regression equation formed is:

$$Y = 0,336 + 0,312 X1 + 0,560 X2 + e$$

Information:

Y = Positive E-Rome

X1 = Sosial Media Marketing

X2 = Destination Image

From the equation, it can be explained that:

- a. A constant of 0.336 means that if Social Media Marketing (X1) and Destination Image (X2) have a value of 0, then the Positive E-Wom value is 0.336. A positive value constant means that buying interest will increase.
- b. The regression coefficient of the Social Media Marketing variable gives a value of 0.312 which means that if the Social Media Marketing variable has an increase of 1% assuming other variables remain then the Positive E-Wom in Rahmat Gallery will increase by 0.312. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- c. The regression coefficient of the Destination Image variable gives a value of 0.560 which means that if the Destination Image variable has an increase of 1% assuming other variables remain then the Positive E-Wom in Rahmat Gallery will increase by 0.560. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

4. CONCLUSION

This study aims to test the Influence of Social Media Marketing and Destination Image on the Positivity of E-Wom at Rahmat Gallery, North Sumatra. Based on the results of the research that has been carried out. The following are the conclusions of the research, including: There is a positive influence on the Social Media Marketing variable on the E-Wom Positivity in Rahmat Gallery. There is a positive influence on the Social Media Marketing variable on the E-Wom Positivity in Rahmat.

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