

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM), TOURISM ATTRACTION, AND TOURISM FACILITIES ON INTEREST IN RE-VISITING TOURISTS AT PARPAREAN WHITE SAND BEACH, PORSEA DISTRICT

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Abstract. *This study aims to determine how the influence of electronic word of mouth (e-wom), tourist attraction and tourist facilities on the interest in visiting Parparean White Sand Beach, Porsea District. The population in this study were tourists who had visited more than twice in the last year as many as 150 people. The sampling technique used purposive sampling. The results of multiple regression tests show that the electronic word of mouth (e-wom) variable has a positive effect on interest in visiting again by obtaining a regression coefficient of 0.149. The tourist attraction variable has a positive effect on return visit interest, with a regression coefficient of 0.150. The tourist facility variable has a positive effect on return visit interest, with a regression coefficient of 0.363.*

The results calculation of the t test (partial) electronic word of mouth (e-wom) has a significant effect on interest in visiting again, this is indicated by the calculation of the t count value = 2.786 > t table = 1.655 with a significance of 0.004, <0.05. The tourist attraction variable has a significant effect on interest in visiting again, this is indicated by the results of the calculation of the t count value = 2.786 > t table = 1.655 with a significant value of 0.005 <0.05. The tourist facilities variable has a significant effect on interest in visiting again, this is indicated by the results of the calculation of the t count value = 2.312 > t table = 1.655 with a significant value of 0.002 <0.05. Simultaneous test results (F-test) electronic word of mouth (e-wom) variables, tourist attractions and tourist facilities have a positive and significant effect on interest in visiting again. This is indicated from the calculation of Fcount = 24.987 > Ftable = 2.67 with a significance value of 0.000 <0.05. The results of determination (R2) obtained a value of R2 = 56.5% variable interest in visiting again (Y) is influenced by electronic word of mouth (e-wom), tourist attraction and tourist facilities, while the remaining 43.5% is influenced by other independent variables not examined in this study.

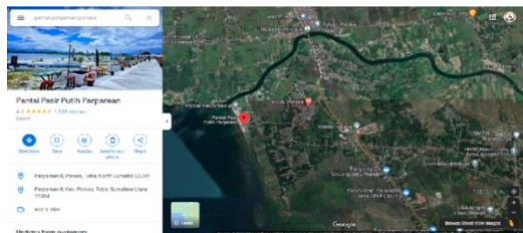
Keywords: *electronic word of mouth (e-WOM), tourist attractions, tourist facilities, interest in returning.*

Introduction

Indonesia is an archipelagic country that has many islands with various cultural, religious, ethnic and abundant natural resources, so it has the potential to be developed through development in the tourism sector. In general, the tourism

potential in Indonesia covers almost all types of tourism that can be offered to tourists, such as natural tourism, cultural tourism and various other human-made tourism products with their own diversity and uniqueness found in every region in Indonesia. According to Sianipar et al (2020:1), Tourism is a sector that can

support the physical or non-physical development of an area. Especially with the existence of regulations regarding regional autonomy. This policy is implemented on the basis that regional communities have physical capital, namely beauty and good views for the progress of an area which can be used as a tourism activity. The tourism industry continues to grow along with developments in transportation technology and information, which is marked by the continued increase in the number of destinations in Indonesia and other countries.



Source: Parparean White Sand Beach Maps
Figure 1. Parparean White Sand Beach

Toba Regency is a district located in North Sumatra province. Toba Regency has 16 sub-districts with 244 villages/kecamatan, and a total area of 2,021.80 km². The growth of paratourists in Toba Regency is considered quite good. There are several tourist attractions in Toba Regency which are in great demand and are quite well known by domestic and foreign tourists, namely the TB Silalahi Center Batak Museum, Parparean White Sand Beach, Lumban Bul-Bul Balige Beach, Situmurun Waterfall, Pakkodian Toba, Tara Bunga Hill, Pahoda Hill, Balige Market and others.

Based on the Table.1, it can be seen that the number of tourist visits to Pasir Putih Parparean Beach in 2018-2021 experienced fluctuations, where in 2018

the number of tourists was 18,276 people and in the following year 2019 it increased to 49,901 people. In 2020 the number of tourists decreased due to COVID-19 by 29,269 people, the following year 2021 the number of visitors increased to 38,364 people. From these data, it can be concluded that there is a decrease in the number of visitors to Parparean White Sand Beach.

Table 1. Data on the number of visitors to Parparean White Sand Beach for 2018-2021

No	Year	Visitors
1	2018	18,276 people
2	2019	49,901 people
3	2020	27,269 people
4	2021	38,364 people

Source: Toba Regency Tourism and Culture Service (2022)

The Parparean White Sand Beach tourist attraction is one of the tourist attractions in Toba Regency, specifically in Parparean II Village, Porsea District. One of the many natural attractions in Toba Regency is the Parparean White Sand Beach which has a high appeal and is most popular for its beautiful atmosphere and views. This beach has an area of 2.5 hectares with a wide stretch of white sand. With the attractions and facilities that have been prepared by the management, tourists will feel comfortable when visiting and will provide the latest information to potential visitors. Tourist satisfaction will attract interest in visiting again. On the other hand, if the tourist attraction is not attractive and the facilities are damaged, it will make tourists feel dissatisfied.

At Parparean Porsea White Sand Beach, the beauty of Lake Toba can be enjoyed, but there are problems such as a lack of improvement in tourism components such as attractions that are not well developed, which can be seen from the

dirty condition of the beach due to lack of maintenance by the beach management and the large amount of rubbish around the beach. The facilities are quite good, but when you look at the condition of the facilities, it can be said that the management has not been successful because several facilities have been damaged but have not been repaired. Some of the facilities in question include rubber boats, children's play areas, toilets that are not clean, and so on. Access to this location is also difficult because the roads are not good and there is also a lack of public transportation. If you want to visit this place, you have to use a private vehicle. This makes the beach crowded with visitors only during holidays. This phenomenon is the reason the author chose Parparean White Sand Beach as a research location.

Interest is a person's awareness that can give rise to desires. The desires that arise within the individual are expressed by liking or disliking, being happy or not happy about something, or a desire that will satisfy a need (Syarifuddin, 2020:56). The importance of customers leads to the conclusion that customers are the most important people who must get satisfaction from business organizations because customer satisfaction will be a key factor in business success in the future (Syarifuddin, 2020: 60). Electronic word of mouth, tourist attractions and tourist facilities in a destination greatly influence satisfaction and interest in visiting.

Technological advances are currently growing from year to year, if previously information from word of mouth (Word of Mouth) was carried out conventionally from mouth to mouth or through face to face, then much WOM information has

been carried out electronically or known as Electronic Word Of Mouth (E -WOM) has an impact on the ease of communicating via online media. Electronic word of mouth (E-WOM) according to Kotler and Keller (2016: 135) is marketing using the internet to create a word-of-mouth news effect to support marketing efforts and goals. Delivery of E-WOM via social media (social media) is more effective because social media, in its various types, are widely used by the public as a medium for conveying ideas, notions, thoughts, opinions, and stories to the public. Based on this, electronic word of mouth becomes a source of information about products or services that will be offered by considering consumer experience as a consideration in making consumer decisions in choosing products or by providing many choices.

We can see several reviews about Parparean White Sand Beach from social media such as FaceBook, Instagram, Google, and other social media accounts. The information that appears will spread quickly due to word-of-mouth communication between social media account users when the information appears. This interaction will continue and several other users share this information on their respective personal social media accounts.

Apart from electronic word of mouth, interest in visiting again can also be influenced by the attractiveness of tourist attractions. A tourist attraction is anything that has uniqueness, beauty, and diverse values in the form of natural riches, cultural riches, and man-made products that are the target of tourist visits (Utama, 2017: 141). Of course, tourist visits cannot be separated from tourist attractions that

attract tourists to visit tourist attractions. Priyadi (2016:44) stated that "Tourist attractions greatly influence the choice of tourist destination areas. Someone will not want to visit tourist areas with ordinary attractions, because they have to pay and spend time to have a tourist experience." Tourists will make repeat visits if facilities are available that can meet all the tourists' needs while enjoying the tourist destination. Service facilities at destinations can give a positive impression and can increase knowledge, thereby allowing tourists to grow their interest in repeat visits to enjoy the same tourist destination several times. Facilities are an important factor in tourism activities, through facilities tourism activities can run well, and tourism activities can grow and develop because of the availability of various required facilities. Furthermore, facilities that suit tourist needs will provide satisfaction for tourists, provide comfort to tourists, and foster a positive impression for tourists. Finally, facilities can increase tourists' interest in repeat visits to a destination.

Fitriah (2018:78) defines buying interest as creating something that can be recorded in the consumer's mind and then making it a very strong desire utilizing motivation. The next stage is consumer satisfaction, where when consumers reach the satisfaction stage, they will create loyal behavior and commitment to a product. Repurchase interest can also be interpreted as a strong purchase intention. According to (Basiya et al, 2012:4) purchase intention is a person's psychological condition which describes a plan to carry out several actions within a certain period. Interest in returning to visit which is related to the services received

and the quality perceived by consumers. The size of a tourist attraction influences consumers' interest in returning to visit. Interest in returning to visit is the result of the experience or value felt by consumers which results in satisfaction. The emergence of consumer interest in returning to a tourist attraction tends to influence the emergence of interest in purchasing products or souvenirs sold at the tourist attraction. Return visits to tourist attractions can be caused by the satisfaction felt by tourists when visiting.

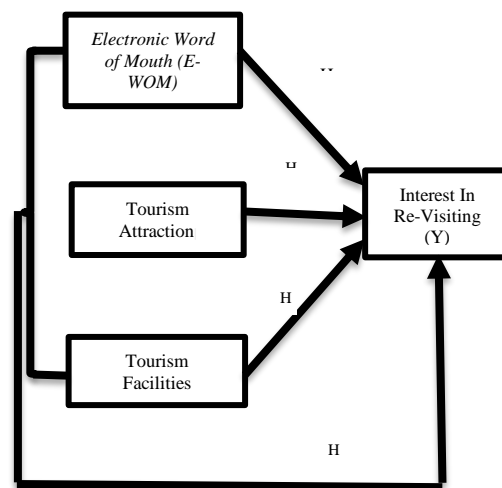


Figure 2. Thinking Framework

A hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question sentence. It is said to be temporary, because the answer given is only based on relevant theory, not yet based on empirical facts obtained through data collection. So a hypothesis can also be stated as a theoretical answer to the research problem formulation, not yet an empirical answer.

1. Electronic word of mouth (E-WOM) has a positive and significant effect on tourists' interest in returning to visit

- Pasir Putih Parparean Beach, Porsea District.
2. Tourist attractions have a positive and significant effect on tourists' interest in returning to visit Pasir Putih Parparean Beach, Porsea District.
 3. Tourist facilities have a positive and significant influence on tourists' interest in returning to visit Pasir Putih Parparean Beach, Porsea District.
 4. Electronic word of mouth (E-WOM), tourist attractions and tourist facilities have a significant positive effect on tourists' interest in returning to visit Pasir Putih Parparean Beach, Porsea District.

Research Methodology

In this research the author used a quantitative research design, using a questionnaire as a tool for collecting data. According to Sugiyono (2019:199). A questionnaire is a list of data collection techniques that are carried out by giving respondents a set of questions or written statements to answer. This research produces conclusions and suggestions to be followed up as a corrective to overcome the problems that occur. The research will be carried out at Parparean White Sand Beach, Porsea District. The research period will be carried out from March 2023 until completion. In determining this sample size, the author used the Maximum Likelihood Estimation (MLE) technique. The number of good samples according to MLE ranges from 100-200 samples. Therefore, the number of samples used was 150 respondents. The sampling technique used in this research is a non-probability sample design, namely purposive sampling, where the researcher selects the sample based on an assessment of the characteristics of the sample members which are adjusted to the purpose of the research. The

characteristics of the sample members in question are tourists who have visited Pasir Putih Parparean Beach, Porsea District in the last year and tourists who have visited more than once.

The measurement scale used is the Likert scale. The Likert scale is a scale that can be used to measure attitudes, income, and Likert perceptions, so the variables to be measured are translated into variable indicators. Then these indicators are used as a benchmark for compiling instrument items which can be in the form of questions or questions given a scale. The scale given can be seen in Table 2.

Table 2. List of Questionnaire Answer Evaluation Criteria

No	Answer Criteria/Categories	Answer Value/Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Don't agree	2
5	Strongly Disagree	1

The data analysis technique in this research uses multiple linear regression analysis, by carrying out instrument tests and classical assumption tests.

Results and Discussion

From the results of validity testing in Table 3, there are 6 questionnaires containing electronic word of mouth (e-wom) variables which have been filled in by 150 respondents in this study. One way to find out which questionnaires are valid and invalid is to find out the r table first. The formula for r table is $df = N-2$ so $150-2 = 148$, so r table = 0.1603. From the results of validity calculations in Table 4.6, it can be seen that r -value $>$ r -table 6 questionnaires are declared valid. All 6 questionnaires were declared valid because the r -value was greater than the r -table. It can be concluded that the electronic word-of-mouth (e-wom) variable is valid.

Table 3. Validity Test Results for Electronic Word of Mouth (E-WOM) Variables

Variable	Validity Value		Information
	R-value	Table	
X1_1	0.619	0.160	Valid
X1_2	0.566	0.160	Valid
X1_3	0.658	0.160	Valid
X1_4	0.579	0.160	Valid
X1_5	0.525	0.160	Valid
X1_6	0.628	0.160	Valid

Data source: Processed by Researchers (2023)

From the results of validity testing in Table 4, there are 8 questionnaires containing tourist attraction variables which have been filled in by 150 respondents in this study. One way to find out which questionnaires are valid and invalid is to find out the r table first. The formula for rtable is $df = N-2$ so $150-2 = 148$, so $rtable = 0.1603$. From the results of the validity calculations in Table 4, it can be seen that $r-value > r-table$ 8 questionnaires are declared valid. All 8 questionnaires were declared valid because the r-value was greater than the r-table. It can be concluded that the tourist attraction variable is valid.

Table 4. Validity Test Results for Tourist Attraction Variables

Variable	Validity Value		Information
	R-value	Table	
X2_1	0.472	0.160	Valid
X2_2	0.461	0.160	Valid
X2_3	0.598	0.160	Valid
X2_4	0.599	0.160	Valid
X2_5	0.675	0.160	Valid
X2_6	0.684	0.160	Valid
X2_7	0.550	0.160	Valid
X2_8	0.608	0.160	Valid

Data source: Processed by Researchers (2023)

From the results of validity testing in Table 5, there are 10 questionnaires containing tourist facility variables which have been filled in by 150 respondents in this study. One way to find out which questionnaires are valid and invalid is to find out the r table first. The formula for r-table is $df = N-2$ so $150-2 = 148$, so $r-table = 0.1603$. From the results of the validity calculations in Table 5, it can be seen that $r-value > r-table$ 10

questionnaires are declared valid. All 10 questionnaires were declared valid because the r-value was greater than the r-table. It can be concluded that the tourist facilities variable is valid.

Table 5. Validity Test Results for Tourist Facility Variables

Variable	Validity Value		Information
	r-value	r-table	
X3_1	0.546	0.160	Valid
X3_2	0.617	0.160	Valid
X3_3	0.540	0.160	Valid
X3_4	0.650	0.160	Valid
X3_5	0.566	0.160	Valid
X3_6	0.634	0.160	Valid
X3_7	0.635	0.160	Valid
X3_8	0.618	0.160	Valid
X3_9	0.514	0.160	Valid
X3_10	0.636	0.160	Valid

Data source: Processed by Researchers (2023)

From the results of validity testing in Table 6, there are 6 questionnaires containing the variable interest in revisiting which have been filled in by 150 respondents in this study. One way to find out which questionnaires are valid and invalid is to find out the r table first. The formula for rtable is $df = N-2$ so $150-2 = 148$, so $rtable = 0.1603$. From the results of the validity calculations in Table 6, it can be seen that $r-value > r-table$ 6 questionnaires are declared valid. All 6 questionnaires were declared valid because r-value was greater than r-table. So it can be concluded that the return interest variable is valid.

Table 6. Validity Test Results for the Interest in Returning Variable

Variable	Validity Value		Information
	r-value	r-table	
Y_1	0.582	0.160	Valid
Y_2	0.607	0.160	Valid
Y_3	0.532	0.160	Valid
Y_4	0.708	0.160	Valid
Y_5	0.565	0.160	Valid
Y_6	0.674	0.160	Valid

Data source: Processed by Researchers (2023)

In general, reliability is considered satisfactory if it is ≥ 0.700 . If the

cronbach's alpha value is > 0.7 , it means sufficient reliability. The results of the reliability test on the electronic word of mouth (e-wom) variable (X1) can be seen that Cronbach's alpha on this variable is higher than the base value, namely $0.724 > 0.7$. These results prove that all the statements in the variable questionnaire (X1) were declared reliable. The results of the reliability test on tourist attractions (X2) show that Cronbach's alpha on this variable is higher than the basic value, namely $0.750 > 0.7$. These results prove that all statements in the variable questionnaire (X2) are declared reliable. The results of the reliability test on tourist facilities (X3) show that Cronbach's alpha on this variable is higher than the basic value, namely $0.800 > 0.7$. These results prove that all statements in the variable questionnaire (X3) are declared reliable. The results of the reliability test on interest in revisiting (Y) can show that Cronbach's alpha for this variable is higher than the basic value, namely $0.766 > 0.7$. These results prove that all statements in the variable questionnaire (Y) are declared reliable.

Table 7. Reliability Test Results

Reliability Statistics			
Variable	Cronbach's Alpha	N of Items	Information
Electronic Word Of Mouth(X1)	0.724	0.6	Reliable
Tourist Attraction (X2)	0.750	0.8	Reliable
Tourist Facilities (X3)	0.800	0.10	Reliable
Interest in Returning (Y)	0.766	0.6	Reliable

Data source: Processed by Researchers (2023)

In the normality test, by using the Kolmogrov-Smirnov test value, it will be known whether the distribution and spread are normal or not, with the basic criteria that the Kolmogrov-Smirnov test result value must be above 5% or 0.05 if you pay attention to the Kolmogrov-

Smirnov table, then The significant value obtained was 0.169, so it can be concluded that the data is distributed normally. In short, it can be explained that $0.05 < 0.169$.

Table 8. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		150
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.41403835
Most Extreme Differences	Absolute	.081
	Positive	.043
	Negative	-.081
Statistical Tests		.081
Asymp. Sig. (2-tailed)		.169c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Data source: Processed by Researchers (2023)

The hypothesis used in the multicollinearity test is:

H0: $VIF < 10$ means there is no multicollinearity.

H1: $VIF > 10$ means there is multicollinearity.

The results of multicollinearity testing on research respondents showed that the VIF value was less than 10, so it could be stated that the model did not experience symptoms of multicollinearity.

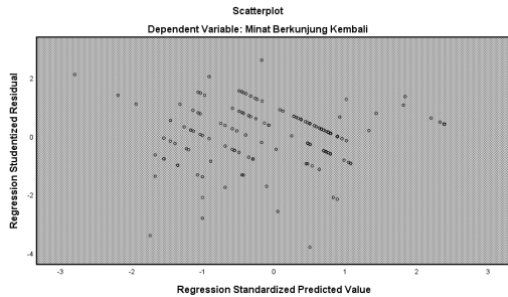
Based on Table 9 above, it can be said that the multicollinearity test did not occur, because the VIF value < 10 . Electronic word of mouth (e-wom) (X1) was 1.099, tourist attraction (X2) was 2.156, tourist facilities (X3) were 2,175. So it can be concluded that the data in this study did not occur multicollinearity because the VIF value was less than 10 so it can be stated that the model did not violate multicollinearity.

Table 9. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Electronic Word of Mouth	0.910	1,099
Tourist attraction	0.464	2,156
Tourist Facilities	0.460	2,175

Data source: Processed by Researchers (2023)

Based on the results of Figure 3, it can be seen that the data points spread in positive and negative directions, which means they form a certain pattern, so it can be concluded that this regression model does not have heteroscedasticity problems.



Data source: Processed by Researchers (2023)

Figure 3. Heteroscedasticity test

Based on the results of Figure 3, it can be seen that the data points spread in positive and negative directions, which means they form a certain pattern, so it can be concluded that this regression model does not have heteroscedasticity problems.

Table 10. Multiple Regression Equation Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.819	1.672	
	Electronic Word Of Mouth	0.149	0.057	0.050
	Tourist attraction	0.150	0.055	0.074
	Tourist Facilities	0.363	0.043	0.680

a. Dependent Variable: Interest in Returning
Data source: Processed by Researchers (2023)

From the SPSS output results in Table 10 above, a simple regression equation is obtained as follows:

$$Y = 7.819 + 0.149X_1 + 0.150X_2 + 0.363X_3$$

The explanation of the regression equation obtained is as follows:

1. The constant is 7.819, which means that if it is assumed that there is no change in the variables electronic word of mouth (e-WOM), tourist attractions, and tourist facilities, the interest in returning to visit is 7.819.

2. The electronic word of mouth (e-wom) variable has a positive effect, namely 0.149, which means that if the electronic word of mouth (e-wom) variable is increased, interest in returning to visit will increase assuming the tourist attraction and tourist facilities variables remain constant.
3. The tourist attraction variable has a positive effect, namely 0.150, which means that if the tourist attraction variable is increased, interest in visiting again will increase assuming the electronic word of mouth (e-WOM) variable and tourist facilities remain constant.
4. The tourist facilities variable has a positive effect, namely 0.363, which means that if the tourist facilities variable is increased, interest in returning to visit will increase assuming the electronic word of mouth (e-WOM) variable and tourist attraction remain constant.
5. The dominant variable or the one that most strongly influences interest in visiting again is tourist facilities with a coefficient of 0.363, then the tourist attraction variable with a coefficient of 0.150 and the electronic word of mouth (e-wom) variable with a coefficient of 0.149.

Table 11. Partial Test Results (t-test)

Model		t	Sig.
1	Electronic Word Of Mouth	2,786	0.004
	Tourist attraction	2,949	0.005
	Tourist Facilities	2,213	0.002

a. Dependent Variable: Interest in Revisiting
Data source: Processed by Researchers (2023)

1. Variable X1 (Electronic Word Of Mouth (E-WOM))

The statistical results of the t test for the electronic word of mouth (E-WOM) variable obtained a t-value of 2.786 and a t-table of 1.655, so t-value >t-table (2.786>1.655) with a significance of 0.004 which is smaller than 0.05 (0.004<0.05) So it is stated that electronic word of mouth (E-WOM) has a significant effect on interest in revisiting, meaning that H1 is accepted and H0 is rejected.

2. Variable X2 (Tourist Attraction)

The statistical results of the t test for the tourist attraction variable obtained a value of t-value of 2.949 and t-table of 1.655, so t-value >t-table (2.949>1.655) with a significance of 0.005 is smaller than 0.05 (0.005<0.05) so it is stated that tourist attraction has a significant effect on interest in revisiting, meaning that H1 is accepted and H0 is rejected.

3. Variable X3 (Tourism Facilities)

The statistical results of the t-test for the tourist facilities variable obtained a value of t-value of 2.213 and t-table of 1.655, so t-value >t-table (2.213>1.655) with a significance of 0.002 which is smaller than 0.05 (0.002<0.05) so it is stated that tourist facilities have a significant effect regarding interest in revisiting, meaning that H1 is accepted and H0 is rejected.

Table 12. Simultaneous Test Results

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	386,447	3	128,816	63,127	,000b
Residual	297,926	146	2,041		
Total	684,373	149			

a. Dependent Variable: Interest in Revisiting
 b. Predictors: (Constant), Tourist Facilities, Electronic Word Of Mouth, Tourist Attraction
 Data source: Processed by Researchers (2023)

By looking at Table 12 F-value is 63,127 with an F-table value of 2.67

(63,127>2.67). So the data concludes that F-value>F-table and sig value (0.000<0.05) then H4 is accepted and H0 is rejected, so that the variables Electronic Word of Mouth (E-WOM), Tourist Attraction and Tourist Facilities simultaneously have a significant effect on interest in returning.

Table 13. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751a	0.565	0.556	1,428

a. Predictors: (Constant), Tourist Facilities, Electronic Word Of Mouth, Tourist Attraction
 b. Dependent Variable: Interest in Revisiting
 Data source: Processed by Researchers (2023)

Based on the results of Table 13, it can be concluded that the variables electronic word of mouth (E-WOM), tourist attractions and tourist facilities can explain interest in returning to visit 0.565 or 56.5% while the remaining 0.435 or 43.5% is explained by other variables not studied.

Conclusion

Based on the results of research conducted on the influence of electronic word of mouth (e-wom), tourist attractions, tourist facilities on interest in returning to Pasir Putih Parporean Beach, Porsea District, conclusions can be drawn.

- Based on the Multiple Linear Regression Test, it shows that the regression coefficient It can be concluded that electronic word of mouth (e-wom) if improved can influence interest in returning visits. Regression coefficient X2 = 0.150, which means that the tourist attraction variable has a positive influence on interest in returning to visit. It can be concluded that if the tourist attraction is increased it can influence interest in

- visiting again. Regression coefficient $X_3 = 0.363$, which means that the tourist facility variable has a positive influence on interest in returning to visit. It can be concluded that if improved tourist facilities can influence interest in returning to visit
2. Based on the results of the Partial Test (t-Test), the electronic word of mouth (e-WOM) variable has a significant effect on interest in returning to visit. By obtaining the value t-value (2.786) > t-table (1.655) and obtained a significance value of $0.004 < 0.05$. The tourist attraction variable has a significant effect on interest in returning to visit. By obtaining a value of t-value (2.949) > t-table (1.655) and obtained a significance value of $0.005 < 0.05$. The tourist facility variable has a significant effect on interest in returning to visit. By obtaining the value t-value (2.213) > t-table (1.655) and obtained a significance value of $0.002 < 0.05$.
 3. Based on the results of the Simultaneous Test (F-Test), the variables electronic word of mouth (e-wom), tourist attractions, and tourist facilities simultaneously have a significant influence on interest in returning to visit. By obtaining a significance value of $0.005 < 0.05$.
 4. From the coefficient of determination (R²) test for the electronic word of mouth (E-WOM) variable, tourist attractions, and tourist facilities can explain 0.565 or 56.5% of interest in returning to visit while the remaining 0.435 or 43.5% is explained by other variables not studied.

The suggestions in this research are as follows:

1. The electronic word of mouth (e-WOM) variable is a variable that influences interest in returning to visit. The information disseminated by the management is still not very informative. To make Parparean White Sand Beach a topic of conversation on social media for people to visit, it is recommended that the Parparean White Sand Beach management be able to provide information services such as placing advertisements on social media such as content that introduces Pasir Beach. Parparean White. With promotions on social media, tourists will be interested in visiting Parparean White Sand Beach again.
2. Tourist attraction is one of the variables that influences interest in returning to visit. In terms of developing tourist attractions, it is necessary to pay attention to the completeness of facilities and infrastructure. One of them is that the condition of the road to Parparean White Sand Beach is not yet good. Therefore, it is recommended that the local government carry out road repairs. Because the road is one of the most important means of getting to a tourist attraction.
3. Tourist facilities are one thing that influences interest in returning to visit. Tourist facilities at Pasir Putih Parparean Beach need to pay attention, one of which is the spatial arrangement or the shape of the buildings which are not neatly arranged. Therefore, the manager of the Pasir Putih Parparean tourist attraction is advised to repair/rearrange whatever facilities are

needed. Because neatly arranged tourist facilities will provide a feeling of comfort, security, and will attract interest in visiting again.

4. For the variable interest in returning to visit, the results of respondents' answers were still low. Therefore, it is recommended that managers be able to provide the best products or services, because tourist satisfaction with this will result in a feeling of interest in visiting again.
5. For future researchers who will conduct research on tourist attractions, it is recommended to use or add other variables not examined in this research.

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