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The Influence of Electronic Word of Mouth (EWOM) Implementation on Purchasing Decisions at The Jungle Waterpark Bogor

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Abstract

This study examines the influence of Electronic Word of Mouth (eWOM) on purchase decisions at The Jungle Waterpark Bogor. Stemming from a decline in visits due to the COVID-19 pandemic, this study employs a quantitative method with a survey approach. Data was collected through questionnaires from 150 respondents who are potential visitors or have previously visited the waterpark. The multiple linear regression analysis results with T-test and F-test indicate that eWOM significantly influences purchase decisions (significance value = 0.000). Nevertheless, specific dimensions of eWOM, such as platform assistance, social benefit, and advice-seeking, do not influence purchase decisions. This study provides valuable insights for digital marketing efforts and promotions addressing the pandemic's impact on the tourism industry.

Keywords: Digital Marketing; Electronic Word of Mouth; Purchase Decision

INTRODUCTION

In this era, purchasing decisions in the context of tourist destinations are increasingly influenced by emotional factors, one of which is through video uploads and visitor opinions on social media. Electronic Word of Mouth (eWOM) is an integral part of this process, referring to the digital view of Word of Mouth (WOM), which includes positive and negative responses from various potential, actual, or former consumers to a product, service, or company, through internet platforms (Riswanti, 2021; Humaira & Wibowo, 2016; Hennig-Thurau et al., 2009). A significant benefit of eWOM is that it provides visitors with easy access to information about tourist destinations, which in turn has the potential to influence their purchasing decisions. This phenomenon is strengthened by the development of digital technology and increasing internet access in Indonesia (Kompas. id, 2021). Along with the popularity of the internet, tourism businesses are trying to utilize eWOM to present tourism products virally and gain widespread public attention. Support in the form of hashtags and content related to the tourist attraction will contribute to the destination's image, which can be improved through interactions and comments in cyberspace (Hamzah et al., 2020). The positive results of this effort will form a good perception of the tourist destination brand, encouraging people's interest in visiting and experiencing the experiences offered.

(Claudya's, 2022) research shows that eWOM is important in helping potential visitors decide about visiting tourist attractions. eWOM also positively impacts introducing tourist attractions to the wider community. Additionally, digital marketing factors influence purchasing decisions, where eWOM and digital marketing complement each other in the promotional process. (Romadhoni, 2021) research results also indicate that eWOM, through videos, images, and articles,

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influences visitors' decisions to visit tourist attractions. Visitors tend to share these experiences, creating a positive eWOM effect. The water park is one example of a tourism business that can benefit from eWOM. Waterparks offer a variety of entertaining recreational activities through water, meeting emotional and aesthetic needs (Ardiansyah, 2012). In Indonesia, waterparks such as The Jungle Waterpark Bogor have succeeded in attracting international attention, as evidenced by awards from the Themed Entertainment Association (TEA) and AECOM in 2017 and a significant number of visitors. The success of this water park in utilizing eWOM and the awards it has received demonstrate the importance of marketing strategies through eWOM in the tourism business world.

Based on an interview with Mrs. Minia, Head of Marketing Communication at The Jungle Waterpark Bogor, it was revealed that the number of visitors to the waterpark has decreased significantly due to the COVID-19 pandemic. In 2020, there was a decrease from 874,551 visits to 467,628 visits, and in the following year, to 268,402 visits. Digital promotion efforts through various social platforms such as Facebook, Instagram, TikTok, YouTube, and Google Business are carried out to restore visits by involving visitors in sharing experiences, providing appreciation, and responding to criticism/suggestions. Previous research by Ali Hasan (2015) shows that the Electronic Word of Mouth (eWOM) influences purchasing decisions with positive variables such as expressing positive feelings, economic incentives, and helping the company. In this research, the author is interested in researching this concept in the context of The Jungle Waterpark Bogor with the title "The Influence of Electronic Word of Mouth (eWOM) on Purchasing Decisions at The Jungle Waterpark Bogor" to identify the impact of eWOM on purchasing decisions at the waterpark.

METHODS

The research method was chosen based on the Arikunto (2019) concept, where data was collected through instruments with statistical analysis (Sugiyono, 2017). A survey approach in quantitative research was chosen to measure the impact of Electronic Word of Mouth (eWOM) on visitor decisions. This survey was conducted online using a questionnaire via g-form. The data collected will be analyzed using reliability, validity, classical assumptions, hypotheses, and multiple linear regression tests where the object of research is the electronic word of mouth carried out by social media followers who have visited or will visit The Jungle Waterpark Bogor. The population in this research is all visitors to The Jungle Waterpark Bogor who have visited or will visit. Meanwhile, sampling was carried out using a non-probability sampling technique with accidental sampling. The sample size was determined by the number of indicators (21 indicators) multiplied by five so that 150 respondents were taken.

Researchers collected data using primary data and secondary data. Secondary data was obtained through various articles, research, journals, websites, and many more, while primary data was obtained through documentation tools and distributing questionnaires online via Google Forms. In the questionnaire, the Likert scale with a measurement scale was adapted from Sekaran (2011) with the following conditions: 1-Strongly Disagree to Agree 5-Strongly. After distributing the questionnaire, the researcher processed the data using MSI, classical assumption testing, multiple regression analysis, coefficient of determination, hypothesis testing, and problem testing.

RESULT

Overview of eWOM at The Jungle Waterpark Bogor

The following is a presentation of the data or results of distributing questionnaires conducted to 150 respondents from 12 statement indicators representing electronic word-of-mouth variables at The Jungle Waterpark Bogor, which the researchers present in table form as follows:

Table 1. Electronic Word of Mouth Questionnaire Results Data

Instrument	N	Mean	Std. Deviation
k1	150	3.8733	0.91444
k2	150	4.0600	0.80460
k3	150	3.8867	0.84771
k4	150	3.9467	0.88072
k5	150	3.6067	0.98237
k6	150	3.9733	0.84303
k7	150	3.9200	0.90130
k8	150	3.8333	0.90053
k9	150	4.1333	0.85661
k10	150	4.1267	0.77109

Instrument	N	Mean	Std. Deviation
k11	150	4.2133	0.73810
k12	150	3.7267	-.94049
Valid N (listwise)	150		

Source: Researcher Processed Data, 2023

The table results show that 150 respondents filled the electronic word of mouth (X) variable questions with 12 statement instruments. The largest standard deviation value was obtained by question 12: "I uploaded photos/videos on social media when visiting The Jungle Waterpark Bogor," which is worth 0.94049. Therefore, the 12th statement is the statement with the most diverse responses, which then enters the continuum line through calculations, namely:

Maximum Index Value = 5 x 12 x 150 = 9000
Minimum Index Value = 1 x 12 x 150 = 1800
Interval Distance = [maximum value – minimum value]: 5
= [9000 – 1800]:5 = 1140
Smallest Percentage = (minimum value: maximum value) x 100%
= (1800:9000) x 100%
= 20%

Next, the following is data on questionnaire distribution on the electronic word-of-mouth variable:

a. *Platform Assistance*

Based on (Hennig-Thurau et al., 2004), two events in the operationalization of eWOM actions are based on the intensity of customer visits on opinion platforms and the frequency of comments written. The table below is the result of distributing questionnaires on the Platform Assistance sub-variable:

Table 2. Platform Assistance Research Results

Dimensions	Question Item No	Answer Response					N	Mean
		1	2	3	4	5		
Ease of Delivery of Information	1	0	13	34	62	41	150	3.87
		0%	**9%**	**23%**	**41%**	**27%**	100%	
Effectiveness of Information Delivery	2	0	9	17	80	44	150	4.06
		0%	**6%**	**11%**	**53%**	**29%**	100%	
Total Average								**3.97**

Source: Researcher Processed Data, 2023

The "Platform Assistance" dimension has a mean value of 3.97, with the lowest mean in the "Effectiveness of Information Delivery" indicator. In terms of ease of conveying information, the mean is 3.87. According to the table, the mean value with an overall average is 3.97.

b. *Concern for Others*

Based on (Hennig-Thurau et al., 2004), concern for others is an attitude of caring for other parties related to altruism, such as preventing others from dealing with bad goods or services. The table below is the result of distributing the questionnaire to the Concern for Others sub-variable:

Table 3. Concern for Others' Research Results

Dimensions	Question Item No	Answer Response					N	Mean
		1	2	3	4	5		
Ease of getting recommendations	3	0	7	42	62	39	150	3.88
		0%	**5%**	**28%**	**41%**	**26%**	100%	
Positive Experiences of Others	4	0	13	23	73	41	150	3.94
		0%	**9%**	**15%**	**49%**	**27%**	100%	
Total Average								**3.91**

Source: Researcher Processed Data, 2023

c. *Social Benefits*

Social Benefits is the perception of receiving social benefits from community members (Hennig-Thurau and Gwinner, 2004). Affiliate behavior with online communities can represent a social benefit for customers in the context of social identification and integration. In the sense that customers participate in eWOM communications to join virtual communities (McWilliam, 2000; Oliver, 1999). The table below is the result of distributing questionnaires on the Social Benefits sub-variable:

Table 4. Social Benefits Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Ease of getting recommendations	3	0	7	42	62	39	150	3.88
		0%	**5%**	**28%**	**41%**	**26%**	100%	
Positive Experiences of Others	4	0	13	23	73	41	150	3.94
		0%	**9%**	**15%**	**49%**	**27%**	100%	
Total Average								**3.91**

Source: Researcher Processed Data, 2023

The "Social Benefit" dimension has a mean value of 3.61, with the highest mean value for the "level of deep emotional ties felt" indicator. In the social benefit dimension, there is only 1 question, so the overall mean value is 3.61.

d. *Advice Seeking*

According to (Hennig-Thurau & Gwinner, 2004), Advice-seeking is a suggestion to solve a problem through interaction with other parties. Through a web opinion platform, transactions can be carried out when individuals understand reviews of goods and services and comments provided by other parties, which then encourages these individuals to provide comments at once. The table below shows the result of distributing questionnaires on the advice-seeking sub-variable.

Table 5. Advice Seeking Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
The level of ease of giving Advice	6	0	9	28	71	42	150	3,97
		0%	**6%**	**19%**	**47%**	**28%**	100%	

Source: Researcher Processed Data, 2023

The "Advice Seeking" dimension has a mean value of 3.97, with the highest mean value for the "level of ease of giving advice" indicator. The advice-seeking dimension has 1 question, so the overall mean value is 3.97.

e. *Expressing Positive Feelings*

According to Hennig-Thurau and Gwinner (2004), expressing positive feelings is expressing good experiences and improving one's quality after using products or services. The table below is the result of distributing questionnaires on the Expressing Positive Feelings sub-variable:

Table 6. Results of Research on Expressing Positive Feelings

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Level of visitor satisfaction	7	0	13	28	67	42	150	3.92
		0%	**9%**	**19%**	**45%**	**28%**	100%	
Level of Information Accuracy	8	0	13	36	64	37	150	3.83
		0%	**9%**	**24%**	**43%**	**25%**	100%	
Level of positive visitor experience	9	0	8	22	62	58	150	4.13
		0%	**5%**	**15%**	**41%**	**39%**	100%	
Total Average								**3.98**

Source: Researcher Processed Data, 2023

The "Expressing Positive Feelings" dimension has a mean value with an average of 3.98, with the highest mean value for the indicator "level of positive visitor experience" with a value of 4.13. The employee satisfaction level has a mean of 3.92, and the level of information accuracy has a mean of 3.83. The Expressing Positive Feelings dimension has three questions, so the mean value is 3.98.

f. *Helping the Company*

According to (Sundaram et al., in Hennig-Thurau, 2004). Consumers are motivated to participate in eWOM communications to give the company reciprocity through their good experiences, which helps the company survive. The table below is the result of distributing questionnaires on the Helping the Company sub-variable:

Table 7. Helping the Company Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Feel happy after getting the information	10	0	3	27	68	52	150	4.12
		0%	**2%**	**18%**	**45%**	**35%**	100%	
I feel helped after getting the information	11	0	4	16	74	56	150	4.21

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
		0%	3%	11%	49%	37%	100%	
Post photos/videos on social media while visiting the jungle	12	0	17	41	58	34	150	3.72
		0%	11%	27%	39%	23%	100%	
Total Average								**3.97**

Source: Researcher Processed Data, 2023

According to (Sundaram et al. in Hennig-Thurau, 2004), consumers are motivated to participate in eWOM communications to give the company reciprocity through their good experiences, which helps the company survive. The table below is the result of distributing a questionnaire on the helping the company sub-variable. There are three statements in this sub-variable, the mean value of which is 3.97.

Overview of Purchase Decisions at The Jungle Waterpark Bogor

The following is a presentation of the data or results of distributing a questionnaire conducted to 150 respondents from 9 indicator statements that represent purchasing decision variables at The Jungle Waterpark Bogor, which the researchers present as follows:

Table 8. Data from Purchase Decision Questionnaire Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
k1	150	2.00	5.00	4.4067	.75170
k2	150	2.00	5.00	3.8467	.86495
k3	150	2.00	5.00	4.1800	.81981
k4	150	2.00	5.00	3.9800	.84718
k5	150	2.00	5.00	3.6867	.89094
k6	150	2.00	5.00	3.9800	.88591
k7	150	2.00	5.00	4.3867	.72154
k8	150	2.00	5.00	4.0667	.79145
k9	150	2.00	5.00	4.0537	.77795
Valid N (listwise)	150				

Source: Researcher Processed Data, 2023

The table above shows the results of 150 respondents in filling in the purchasing decision variable questions, which show the std value. Deviation or standard deviation in assessing the diversity of each answer obtained. The largest standard deviation value was obtained by question item k5, namely, "I have many considerations before visiting The Jungle Waterpark Bogor," which had a value of 0.89094. Therefore, statement 5 is the statement with the most diverse responses, which is included in the continuum line as follows:

Maximum Index Value = 5 x 5 x 150 = 3750
Minimum Index Value = 1 x 5 x 150 = 750
Interval Distance = [maximum value – minimum value]: 5
= [3750 – 750]: 5 = 600
Smallest Percentage = (minimum value - maximum value) x 100%
= (750:3750) x 100%
= 20%

Next, the following is data on questionnaire distribution on purchasing decision variables:

a. Product Choice

According to (Kotler et al., 2014), consumers can make decisions in purchasing or visiting a place with a purpose, where companies must focus on the orientation of people interested in coming to that place. The table below is the result of distributing a questionnaire on the product choice dimension.

Table 9. Product Choice Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Intention to visit for recreation	1	0	2	18	47	83	150	4,41
		0%	1%	12%	31%	55%	100%	

Source: Researcher Processed Data, 2023

b. Brand Choice

According to (Kotler et al., 2014), customers are encouraged to make decisions about the products they choose, with their respective differences. Companies need to know each customer's preferences in making decisions.

Table 10. Brand Choice Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Interested in visiting after making a comparison	2	0	10	39	65	36	150	3.84
		0%	7%	26%	43%	24%	100%	
Look for information first before visiting	3	0	6	21	63	60	150	4.18
		0%	4%	14%	42%	40%	100%	
Feel satisfied when visiting	8		2	36	65	47	150	4.06
		0%	1%	24%	43%	31%	100%	
Total Average								4.03

Source: Researcher Processed Data, 2023

The "Brand Choice" dimension has a mean value with an average of 4.03, with the highest mean in question 3, namely regarding "Search for information first before visiting" of 4.18.

c. Dealer Choice

According to (Kotler et al., 2014), consumers must decide which goods and services from suppliers to purchase based on their individual preferences, for example, price, location, inventory, and convenience of transactions.

Table 11. Dealer Choice Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
I decided to visit after seeing the tourist advantages	4	0	21	50	46	33	150	3.98
		0%	14%	33%	31%	22%	100%	
Have many considerations before visiting	5	0	21	50	46	33	150	3.68
		0%	14%	33%	31%	22%	100%	
Total Average								3.83

Source: Researcher Processed Data, 2023

The "Dealer Choice" dimension has a mean value with an average of 3.83, with the highest mean in question 4, namely regarding "Deciding to visit after seeing the tourist advantages" of 3.98.

d. *Purchase Timing*

According to (Kotler et al. 2014), consumer decisions regarding the time to go to a destination cannot be the same. Purchase time is adjusted to the needs of consumers. In this dimension, there is 1 statement ; the average value is 3.98.

Table 12. Purchase Timing Research Results

Dimensions	No item	Answer Response					N*	SA**	SI***	%***
		1	2	3	4	5				
Purchase Timing	6	0	9	33	60	48	150	597	750	80%

Source: Researcher Processed Data, 2023

e. Purchase Amount

In the Purchase Amount dimension. According to (Kotler et al., 2014), customers can decide on the number of products at a time, where there is the possibility of carrying out more than one transaction.

Table 13. Purchase Amount Research Results

Dimensions	Question item no	Answer Response					N	Mean
		1	2	3	4	5		
Visit The Jungle Waterpark Bogor with family/relatives	7	0	2	15	56	77	150	4.38
		0%	1%	10%	37%	51%	100%	
Recommend The Jungle Waterpark Bogor to others	9	0	2	35	66	47	150	4.05
		0%	1%	23%	44%	31%	100%	
Total Average								4.22

Source: Researcher Processed Data, 2023

The "Purchase Amount" dimension has a mean value of 4.22, with the highest mean in question 7 regarding "Visiting The Jungle Waterpark Bogor with family/relatives" of 4.38.

Analysis Results

1. *Electronic Word of Mouth Analysis at The Jungle Waterpark Bogor*

The electronic word-of-mouth (eWOM) variable encompasses various dimensions, and each dimension provides valuable insights into the visitors' experiences at The Jungle Waterpark Bogor. One critical dimension is platform assistance, measured based on its effectiveness in conveying promotional information. With a total score of 1190 or 79%, this dimension falls into the "strong" category, indicating a robust ability to convey information effectively. This highlights the ease of communication and points towards a strong connection between the platform assistance and the conveyance of promotional information to visitors.

Similarly, the concern for others' dimension in eWOM revolves around the ease of obtaining recommendations and experiences. Scoring 1175 or 78%, this dimension falls into the "strong" category, closely approaching "very strong." The alignment of recommendations and positive experiences from visitors reflects a strong concern for others and contributes to the overall positive atmosphere at The Jungle Waterpark Bogor. Another dimension, social benefits, measures visitors' deep emotional bond toward the tourist attraction. With a total score of 541 or 72%, this dimension is categorized as "strong" and approaches "very strong." The emotional connection that visitors share is not only significant but also contributes to the overall appeal of The Jungle Waterpark Bogor.

Moving to the advice-seeking dimension, which assesses the ease of providing advice or recommendations on tourist attractions, the score of 596 or 79% places it in the "strong" category, nearing "very strong." This high level of ease in offering suggestions contributes to a positive environment where visitors can share their insights, enhancing the overall experience at The Jungle Waterpark Bogor. The dimension of expressing positive feelings in eWOM, measured through employee satisfaction, the accuracy of the information, and positive visitor experiences, obtained a total score of 1783 or 79%. Falling into the "strong" category, this dimension reflects a robust ease in providing positive suggestions or recommendations related to The Jungle Waterpark Bogor, contributing to the overall positive sentiment. Lastly, the helping the company dimension, focusing on the willingness of individuals to publicize the tourist attraction, scored 1883 or 84%, categorizing it as "very strong." This willingness of individuals to share their positive experiences and recommendations contributes significantly to promoting The Jungle Waterpark Bogor, reinforcing its positive image.

In summary, each dimension within the eWOM variable at The Jungle Waterpark Bogor stands independently and contributes cohesively to creating a strong, positive, and interconnected network of experiences and recommendations.

2. *Analysis of Purchase Decisions at The Jungle Waterpark Bogor*

The measurement of dimensions influencing product choice in purchasing decisions is grounded in visitors' recreational needs. This dimension achieved a total score of 661, corresponding to an 88% satisfaction level. The continuum line categorizes the product choice dimension as "very strong," reflecting a robust alignment with visitors' recreational preferences at The Jungle Waterpark Bogor. Examining the brand choice dimension within the purchasing decision variable centers on visitors' pre-visit information search for recreational purposes. Scoring 1808 or 80%, this dimension is firmly positioned in the "strong" category according to the continuum line. These findings highlight a substantial level of information search before the visit, emphasizing the importance of brand considerations in visitors' decision-making processes.

The dealer choice dimension, part of the purchasing decision variable, evaluates visitors' decisions to visit after learning about the advantages of the tourist destination. With a total score of 1082 or 72%, this dimension falls within the "strong" category on the continuum line. The results underscore a high level of visitors deciding to visit based on an understanding of the benefits offered by the tourist destination.

Evaluation of the purchase timing dimension in the purchasing decision variable revolves around utilizing visitors' time availability to visit tourist destinations. Scoring 597 or 80%, this dimension falls into the "strong" category on the continuum line. These results emphasize a strong correlation between visitors' time availability and their decision to visit tourist destinations, indicating a strategic use of time. Similarly, based on visitors making purchases with family or friends during office events, the purchase amount dimension in the purchasing decision variable achieved a total score of 1266 or 85%. Positioned in the "strong" category on the continuum line, this dimension reflects a pronounced desire among visitors to engage in recreational activities with family and friends or during office events at The Jungle Waterpark Bogor.

In summary, the dimensions influencing purchasing decisions at The Jungle Waterpark Bogor exhibit a cohesive pattern, collectively showcasing the strong alignment between visitors' needs, preferences, and decision-making factors.

3. *Test analysis of the influence of electronic word of mouth on purchasing decisions at The Jungle Waterpark Bogor*

To determine the existence of influence between the electronic word-of-mouth variable (X) and the purchasing decision variable (Y), the author used multiple linear regression analysis, and the classical assumption test was also carried out as the main requirement in multiple regression analysis.

a. Classic Assumption Test Data Results: Data Normality Test

The Kolmogorov-Smirnov prerequisite test states that the data is normal if the significance is more than 0.05. The table below shows that the significance value is 0.200, namely 0.05 > 0.200, so the research data is normally distributed.

Table 14. Data Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.14996506
Most Extreme Differences	Absolute	.059
	Positive	.048
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

Source: Researcher Processed Data, 2023

b. Multiple Regression Analysis

Table 15. Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			t	VIF
1	(Constant)	14.095	1.900		7.420	.000		
	Platform Assistance	.369	.246	.115	1.501	.136	.547	1.829
	Concern for other	.695	.263	.202	2.642	.009	.543	1.841
	Social Benefit	.129	.285	.027	.451	.653	.883	1.133
	Advice seeking	.699	.404	.126	1.730	.086	.598	1.673
	Expressing Positive Feelings	.570	.219	.259	2.599	.010	.322	3.108
	Helping the company	1.191	.296	.355	4.022	.000	.410	2.439

Source: Researcher Processed Data, 2023

Based on the table above, the multiple regression equation obtained is:

Y= 14.095 + 0,369X1 + 0,695X2 + 0,129X3 + 0,699X4 + 0,570X5 +1.191X6 + e

The results of the multiple linear regression test in the test equation above are interpreted as follows: 1) A constant value of 14.095 means that the purchasing decision (Y) and together have not changed or are equal to zero (0), so the magnitude of the purchasing decision (Y) is 14.011; 2) The value 0.369 is the regression coefficient value for the electronic word of mouth variable on the platform assistance dimension. The value of b1 = 0.369 means that for every 1 unit increase in the electronic word of mouth variable, the platform assistance dimension, the purchasing decision will increase by 0.477, and the other variables are constant for purchasing decisions; 3) The value 0.695 is the regression coefficient value for the electronic word of mouth variable on the concern from the other dimension. The value of b2= 0.695 means that for every 1 unit increase in the electronic word-of-mouth variable, the concern from the other dimension, the purchasing decision, will increase by 0.695, and the other variables are constant purchasing decisions; 4) The value 0.129 is the regression coefficient value for the electronic word of mouth variable on the social benefit dimension. The value of b3 = 0.129 means that for every 1 unit increase in the electronic word of mouth variable, the social benefit dimension, the purchasing decision will increase by 0.129, and the other variables are constant purchasing decisions; 5) The value 0.699 is the regression coefficient value for the electronic word of mouth variable on the

advice seeking dimension. The value b4 = 0.699 means that for every 1 unit increase in the electronic word-of-mouth variable, the advice-seeking dimension, the purchasing decision will increase by 0.699, and the other variables are constant purchasing decisions; 6) The value 0.570 is the regression coefficient value for the electronic word of mouth variable on the advice seeking dimension. The value of b5 = 0.570 means that for every 1 unit increase in the electronic word of mouth variable, the dimension of expressing positive feelings, the purchasing decision will increase by 0.570, and the other variables are constant purchasing decisions; and 7) The value 1.191 is the regression coefficient value for the electronic word of mouth variable on the advice seeking dimension. The value of b6 = 1.191 means that for every 1 unit increase in the electronic word-of-mouth variable, helping the company dimension, the purchasing decision will increase by 1.191, and the other variables are constant in purchasing decisions.

c. Coefficient of Determination

The coefficient of determination test shows that the correlation value (R) is 0.783, and the result is 0.544 for R square. A calculation was made to determine the influence of electronic word of mouth on purchasing decisions, namely R square x 100%. So, it can be concluded that the electronic word-of-mouth variable influences purchasing decisions by 54.4%, and the remaining 45.6% is determined by other variables not examined in this research.

d. Hypothesis Test Results

Table 16. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.095	1.900		7.420			
	Platform Assistance	.369	.246	.115	1.501	.136	.547	1.829
	Concern for other	.695	.263	.202	2.642	.009	.543	1.841
	Social Benefit	.129	.285	.027	0.451	.653	.883	1.133
	Advice seeking	.699	.404	.126	1.730	.086	.598	1.673
	Expressing Positive Feelings	.570	.219	.259	2.599	.010	.322	3.108
	Helping the company	1.191	.296	.355	4.022	.000	.410	2.439

a. Dependent Variable: Buying decision

Source: Researcher Processed Data, 2023

Table 17. f-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1764.540	6	294.090	28.446	.000[b]
	Residual	1478.420	143	10.339		
	Total	3242.960	149			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Helping the company, Social Benefit, Advice seeking, Platform Assistance, Concern for others, Expressing Positive Feelings

Source: Researcher Processed Data, 2023

CONCLUSION

Based on the results of research, which includes data processing, hypothesis testing, and multiple linear regression analysis of electronic word of mouth, which consists of 6 dimensions, namely platform assistance, concern for others, social benefits, advice seeking, expressing positive feelings, and helping the company towards purchasing decision, we can conclude the following: Firstly, All dimensions of electronic word of mouth (X) consisting of platform assistance, concern for others, social benefits, advice seeking, expressing positive feelings, and helping the company show good results. The highest results were obtained by the helping the company dimension, which showed that visitors felt happy and helped by the information provided. It encouraged them to share their experiences on social media when visiting The Jungle Waterpark Bogor. Secondly, The purchasing decision variable also received a good assessment. The data processing results show that most respondents are willing to spend their free time visiting The Jungle as a tourist attraction. They often visit with family or relatives and tend to look for information before making a purchasing decision. Thirdly, multiple linear regression analysis results show that electronic word of mouth significantly influences

purchasing decisions, with an F value of 28.446. However, in the partial analysis, three dimensions do not significantly influence purchasing decisions: platform assistance, social benefits, and advice-seeking. Overall, this research shows that electronic word of mouth is important in influencing visitors' purchasing decisions for The Jungle Waterpark Bogor, with some dimensions being more influential than others. These results can serve as a guide for The Jungle management to understand better the factors that influence visitors' purchasing decisions and optimize their marketing strategies based on these findings.

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