

E-Word Of Mouth For Tourism Futures: A Case in Travel Agency

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Abstract

The development of technology, especially digital media, has encouraged one of the tourism business industries, Jacktour, to use the Tripadvisor website to introduce and sell tour packages. Online reviews on websites are crucial to form an e-word mouth that is easy to access by future tourists. This study aims to determine positive and negative tourist reviews regarding tour packages purchased from Jack Tour. The attributes of the tour packages include tourist attractions, people in charge (PIC), accessibility, transportation, accommodation, restaurants, prices, and final impressions. A qualitative descriptive method was applied to this research; data was collected from Jacktour on the Tripadvisor website. The sampling technique used purposive sampling. From 431 tourist populations, 325 tourists became the sample. From the results of the research, PIC (Person in Charge) is very important and is often reviewed positively or negatively. At the same time, in the impression aspect, tourists are satisfied with the services provided by Jacktour and will recommend it to others.

Keywords: digital media, online reviews, e-word mouth, tour package attributes

INTRODUCTION

Tourism in the digital era moves dynamically, especially in technological 4.0 digital media. Content distribution model used by digital media to collect information in real-time. Content obtained from the increasingly rapid development of digital media is accessed through digital devices, including social media, websites, digital video, and audio. The website can be accessed widely through the home page using a browser as the website address medium. The website is considered adequate and efficient for communication and marketing media, especially promotions and information about products to potential buyers (Hasugian, 2018).

Currently, there is a change in behavior in accessing information. The features of various technology devices make each individual more intelligent and critical in finding information to support their travel activities (pre, on, post). In contrast, technology for the industry is used for business development, especially in introducing and selling their products (Isdarmanto, 2020). The Tripadvisor site is the largest travel site in the tourism sector. Users of Tripadvisor are business owners ranging from tourist attractions, hotels, restaurants, travel agents, and people or travelers in various countries. Information, travel guides, and reviews are featured on Tripadvisor.

The review feature on Tripadvisor makes it easier for business owners to manage their business as a form of evaluation for their products. On the tourist side, the review feature is an opportunity to share experiences about the quality of service in this line of business and as a consideration for others (Ghazi, 2018).

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Reviews on the website are significantly helpful as recommendations provided the reviews are objective, relevant, and easy to understand (tripadvisor, 2020). Research results by marketing research institutes state that 71% of before making a purchase, internet users conduct online surveys, and based on research from Dimensional Research there are 91% of investments due to positive reviews, and 86% will not buy a product because of negative reviews of a product (Siringoringo, 2019).

Jacktour is a Travel Agent domiciled in Bandung and part of the Tripadvisor website listing. This travel agent sells the main tour package products in Bandung and its surroundings. Tour packages as products sold by BPW (Tourism Travel Bureau) whose selection, packaging, and preparation are intended to meet the needs of tourists (Fiatiano, 2009). On the Jacktour website page, several tour packages (ready-made tours) are available, and a description that Jacktour can be customized tour packages based on the needs and budget of tourists (tailor-made tours). When the user opens the trip advisor website and enters the Travel Agent search word page in Bandung, Jacktour becomes the list with the most tourist reviews. The leading search on Tripadvisor follows the importance of artificial intelligence, namely the ease of finding information based on reviews and previous tourist documentation in the form of videos and photos that will determine consumer purchasing decisions (Martin, 2018).

In the reviews feature on Tripadvisor, there are filters based on rating, time of check, type of trip, and language used. Based on observations, the results of reviews on the Jack Tour page vary from positive to negative, and suggestions. Jacktour also responds to traveler reviews, but the management does not respond to negative reviews. The existence of interactive and user involvement of both tourists and companies on social media affects the behavior of tourists for decision-making and is strategic and operational. Companies must leverage and integrate emerging technologies into their business (Buhalis, 2019). Previous research has been carried out regarding hotel reviews on trip advisors using tourists' countries' languages. It turns out that there are often mentioned in review reviews, including location, accommodation, and service (Cenni & Goethals, 2017). All consumer reviews will form e word mouth where positive reviews will talk more about the positive quality of the product, recommend the product and encourage other people to make transactions on the product (Syafaruddin, 2016). Negative reviews written by consumers are more about feeling disappointed about a product than informing others in the form of a warning (Ghazi, 2018).

Based on the importance of assessing the attributes of tour packages, this study aims to assess the aspects of tour packages sold by Jacktour through positive and negative reviews that tourists mentioned, final impressions, and recommendations submitted.

LITERATURE REVIEW

A tour package consists of several supporting facilities and destinations and is then sold to tourists (Nuriata, 2014). Tourism has four components: attraction, accessibility, amenities, and ancillary services (additional services). Attractions include natural beauty, uniqueness, art and culture, and entertainment facilities. At this attraction, it is hoped that there are things to see, activities to do, and things to buy, and they are the primary motivation for tourist visits and are developed by certain planning (Utari, 2017). Accessibility is a situation that makes it easier for tourists to get to a destination. Amenities support tourist activities such as accommodations, restaurants, money changers, and souvenir shops. In Addition, ancillary services are managers who make it easier for tourists with various services such as information, security, and other facilities (Alvianna et al., 2020). In a certain form, these components can be packaged into smart destinations that are environmentally friendly to create sustainable tourism (Ananda et al., 2021; Nurlaila et al., 2021; Prawira & Budisetyorini, 2021; Putri et al., 2019; Susanto et al., 2020)

The success of tour manager here is the person in charge, who will coordinate and ensure that everything is available and goes according to plan (Amega Indra Theresa et al., 2015). One of the people in charge of the tour is a tour guide. The criteria possessed by tour guides are knowing, speaking foreign languages, responding well to the surrounding environment, and being confident, polite, humorous, enthusiastic, and disciplined (Kristiana, 2018). The success of a tour package depends on the service and leadership of a tour guide when

bringing a professional and competent group to influence tourists to buy other tour packages from the travel agent (Fiatiano, 2009). The decision regarding the price of a product results from an agreement between the consumer and the company. The price is also essential for consumers in purchasing a product or service (Anwar & Satrio, 2015). The price of the tour package is also a determinant of consumers using the services of a travel agency because if the price offered is high. Still, the facilities are unsuitable, and it will decrease consumers' interest to make a repurchase (Mayasari & Budiatmo, 2017).

METHOD

Qualitative descriptive research is used in this study. The most basic of the objectives of qualitative descriptive research is to provide information from an observed behavior to obtain an accurate picture of an event based on the reality that occurs in an institution or institution (Seixas et al., 2017). The qualitative descriptive design provides a direct description of experiences and perceptions based on the subjective nature of a problem, so in this study, every reviewer is involved in online reviews (Weddington & Porter, 2021). The data subjects in this study used a purposive sampling technique where online review texts were collected from tripadvisor.com for data analysis.

The stages of data analysis are obtained through numerically arranged data elements that allow researchers to receive summaries or information from raw data, then conclude and make predictions in the form of communication from research results (Seixas et al., 2017). There are three stages of the descriptive qualitative analysis technique. The first stage is data reduction, wherein this section chooses the data's pattern or theme to be analyzed. The second stage is data display, which is the stage of presenting data in the form of tables, and drawings diagrams so that the results of data analysis are easy to understand. The third stage is verification which aims to answer the formulation of the problem by finding evidence that has been researched (Sugiyono, 2016). Descriptive qualitative use is used to analyze online reviews of Tripadvisor's positive and negative jack tour reviews. The data for this research is sourced from the tripadvisor.com web with the travel agent Jack Tour located in Bandung. The population of these online reviews is 431, and the sample used is 325. The following shows four review features on Tripadvisor for jack tours: traveler rating, traveler type, time of year, and language.

Table 1. Feature Review

Traveler Rating	Traveler Type	Time of Year	Language
Excellent (325)	Families (208)	Mar-May	English (385)
Very Good (77)	Couples (76)	Jun - Aug	Indonesian (32)
Average (9)	Solo (25)	Sep -Nov	Dutch (11)
Poor (3)	Business (7)	Dec -Feb	Chinese (9)
Terrible (17)	Friends (115)		French (3)
			German (1)
			Portuguese (1)

Source: https://www.tripadvisor.com/Attraction_Review-g297704-d7141957-Reviews-Jack_Tour_Day_Tours-Bandung_West_Java_Java.html#REVIEWS

Figure 1 shows the pattern or theme of the online jack tour review on the tripadvisor.com web with the analyzed sample. The design produces seven categories: tourist attractions, people, accessibility, transportation, food, hotels, and prices.

Here are some examples of statements about online reviews regarding jack tours, used as an early illustration stage in qualitative descriptive research methods in the data reduction section. The following is an example of positive and negative review statements for Jacktour on Tripadvisor. Example positive reviews: "Jack Tours is good, and I will recommend it to others who want to go to Bandung. **Unfavorable reviews:** They agreed to give our family a long van; however, they only showed up in a seven-seater car at our hotel. All online data reviews must go through a pre-processing stage, namely deleting data that is considered unimportant such

as punctuation, uppercase or lowercase letters, conjunctions, and words that are not important (Taecharungroj & Mathayomchan, 2019). Data reviews online are processed using Microsoft Excel, which can be used for data analysis (Hansen et al., 2016). The following is the formula used to calculate the seven topics from the research data.

$$\text{Data} = \frac{\text{amount of data search}}{\text{total data}} \times 100\%$$

Table 2. Data Display

Positive	Attraction	“We visited the white crater and some other place around it.”
	People in Charge	“Kind driver”
	Accessibility	“Can find alternative roads.”
	Transportation	“Clean car”
	Food	“We tasted excellent local food.”
	Hotel	“Nice hotel”
	Price	“The package price is reasonable.”
Negative	Attraction	“Attraction visited close.”
	People in Charge	“Cannot speak English.”
	Accessibility	“Bumpy road”
	Transportation	“pick up by small car.”
	Food	“it does not taste good.”
	Hotel	“bad hotel”
	Price	“Much money to spend”

Source: processed research data, 2021

RESULT AND DISCUSSION

Table 3 presents nature tourism in Bandung as an attraction for tourists to explore. Tours are often mentioned and located in the South Bandung area and North Bandung based on natural tourist attractions. Kawah Putih is one of the attractions because tourists can directly be at the crater's location, quite close to the exotic view. In the person in charge category, friendliness to the tour guide significantly affects why jack tours are interested. Tourists feel comfortable on vacations, such as with family and friends, so they do not feel awkward asking and confirming all needs. On the way to enjoying a vacation by going through the road that must be taken, tourists think that to arrive at the desired tourist attraction, the accessibility category, with a great driver in finding alternative roads, is at the top of the positive reviews. A day trip that can visit several tourist attractions shows high mobility. A clean vehicle to support this mobility becomes a positive review in the transportation category. Food with good taste shows the food quality as positive reviews for the food category. Jacktour is very concerned that the food that is the hallmark of each region must be introduced to tourists. Tourists highly desire a good and classy hotel. The hotel recommendation by Jacktour shows extensive knowledge about tourism services with tour packages. A pleasant vacation by paying a reasonable package price so that tourists get a delightful holiday experience.

Table 3. Positive Review

Attractions		PIC	Accessibility	Transportation	Food	Hotel	Price						
Kawah putih	44%	Friendly	14%	Alternative solution road	50%	Clean Car	45%	Excellent food	35%	Good hotel	50%	Reasonable tour package	60%
Tangkuban perahu	22%	Kindness	13%	Smooth ride	50%	Good Car	27%	Good view restaurant	11%	Comfortable hotel	17%	Price according to facilities	40%
Strawberry Farm	9%	Knowledge of Tour area	8%			Brand car	18%	Traditional foods	11%	Affordable hotel rate	17%		
Floating Market	7%	Helpful	7%			New	9%	Kampung Daun	9%	Fasilitas complete facilities	17%		
Ranca Upas	4%	Entertaining	7%					Saung gawir	7%				
Lembang	3%	On-time	6%					Kopi luwak	5%				
Saung udjo	2%	Safety	5%					Sierra cafe	5%				
Others	1%	Responsible	5%					Sundanese restaurant	5%				

Attractions	PIC	Accessibility	Transportation	Food	Hotel	Price
	Flexible	5%		Affordable food price	4%	
	Patient	5%		Baso Malang	4%	
	Polite	4%		Ayam Penyet	4%	
	Fluent in English	4%				
	Helper	4%				
	Professional	3%				
	Effectively communicate	2%				
	humorous	2%				
	Attentiveness	2%				
	Reliability	1%				
	Honest	1%				
	Responsibility	1%				

Sources: Author process data, 2021

Table 4. Negative Review

Attraction	Person In-charge	Accessibility	Transportation	Food	Hotel	Price							
Close	75%	Not fluent in english conversation	50%	Traffic jam	80%	Small size car	27%	Taste not good	67%	Location far	50%	Expensive	71%
A floating market is less impression	25%	Delay	25%	Curvy road	10%	Dirty condition	18%	Not found local food	33%	Bad hotel	50%	Costoutsede the package	29%
		Not informative	12,5%			Old car	18%						
		Not helping	12,5%			AC is not functional	18%						
						Not according to order	9%						
						the car engine is not functional	9%						

Sources: Author process data, 2021

Table 4 presentation on certain days tourists get disappointed because the attractions visited are temporarily closed. Customers express the highest negative review in the attraction category. Regarding communication, the most negative reviews discussed in the person in charge category are English language skills that tourists do not understand. Bandung is a tourist city that is often visited, and congestion causes the attractions to be seen so full that tourists feel tired in the car. Jack's tour caused more inconvenience by providing a small car facility. Congestion is included in the accessibility category, and small cars are included in the transportation category. These two categories are the highest negative reviews in the two categories. Tired of traveling requires enough energy can be obtained from food. A restaurant recommended by Jacktour turns out to have a bad taste or does not match the taste, and this is the highest negative review for the food category. For the hotel category suggested by jack tour, which is not under the wishes of the tourists, some complain that the hotel is far from the city and the less good hotel gets the same value. Although Jack Tours has set a standard price, some consumers say that the price they have to pay for traveling is still high, which is the highest negative review for the price category.

Table 5. Tourists Impression

Positive	Negative		
Excellent service	59%	Stay away from Jacktour	28%
Recommended	32%	Unsuitable order	22%
Good vacations	29%	Unprofessional	17%
Purchase	22%	Uncomfortable	17%
Excellent journey	11%	Disappointed	11%
Satisfied service	8 %	Untrusted	6%

Source: Author process data, 2021

Table 6. Final review

Attractions	Person in Charge	Accessibility	Transportation	Food	Hotel	Price
25%	34%	5%	4%	7%	5%	6%

Sources: Author process data, 2021

Tables 5 & 6 show that the final impression for positive and negative reviews is that the categories in person in charge significantly impact assessing a tourism service, especially in travel such as a Jack. In table 5, the highest value for people is 34%. Reviews about people are the determining factor for recommendations, and I will not recommend them. The second element is attraction makes reviews on TripAdvisor write 25%. The final impression of this online review is significant. Especially the final assessment of tourists leads to the experience obtained, which can match tourists' expectations and dissatisfaction, which will ultimately impact the future, including providing recommendations to buy / not to buy for tourists, relatives, and other people. According to research (Rose et al., 2011), consumers who have made online purchases will return to the website if the product matches the expectations of the company's role in maintaining social interaction through the functional performance of the website in terms of convenience. Crucial navigation, information, experiences, and consumer reviews can be re-read by potential consumers.

CONCLUSION

Person in Charge reviews tourists and often discusses tour packages. Besides, the attractions chosen follow the potential of the city of Bandung, which is mapped as urban tourism supported by historical, cultural, and natural tourism. Discussions on transportation, accessibility, hotels, food, and prices are also often discussed, although not as intensely as the two previous attributes. These attributes become a complete product and give an impression to tourists who have purchased a tour package and then share it in the form of reviews and recommendations that can be accessed on the Tripadvisor website. Jacktour should also provide reviews management to give a sense of trust to tourists who have purchased tour packages by responding to both positive and negative reviews. Following the statement (Buhalis, 2019) that management responses and the speed of response times are a form of integrated communication strategy that is good for consumers to create good relationships with previous consumers and other potential consumers. This study has limitations, focusing only on one website, Tripadvisor, and one travel agent. This limitation can encourage other researchers to develop, among others, assessments on other aspects that have not been studied.

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