The Effect of Digital Native Electronic Word-Of-Mouth (e-WOM) on Destination Awareness Tourism Village in West Java

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Abstract

Tourism is a universal industry because every modern human considers vacation is a basic need. In the digital era, there is a generation born and raised in technological developments called digital natives; considered a vital role holder in the tourism industry because, in the next few years, the digital native era will enter a productive age and do many things while on vacation. In their daily life, digital natives cannot be separated from social media and smartphones. This is a motivation to be able to develop a tourism village through the role of digital natives. This study has several objectives to achieve, namely to find out electronic word-of-mouth (e-WOM) on Instagram carried out by digital natives to determine destination awareness of tourism villages in West Java, as well as to examine the influence between e-WOM and destination awareness. This study uses quantitative methods through a descriptive verification approach with bivariate correlation analysis and simple linear regression. This study found that the effect of electronic word-of-mouth on Instagram on destination awareness of West Java tourism villages was positive and significant, with a coefficient of determination of 22.3% and 77.7% influenced by other factors.

Keywords: digital natives, electronic word-of-mouth, destination awareness, tourism village

INTRODUCTION

The tourism industry is universal because everyone will assume that vacationing is a need they must fulfill; this is in line with (Amilia et al., 2020) opinion that vacationing and traveling are needs that cannot be separated from modern human life. The term digital native was first mentioned (Prensky, 2001) by a group of people born in an all-digital era. They consider technology a part of their life. They believe that the activities they do must be immortalized through digital technology. The generation of digital natives is predicted to play an essential role in responding to the development of the tourism industry. This happens because the number of digital-native residents who have the potential to become young tourists is at the top of the composition of society in Indonesia.

Based on the data in Table 1, the composition of the Indonesian population consists of several generations who grew up and contributed to the development and changing times. From a total population of 270.20 million people, it is noted that Generation Z (born between 1997-2012) dominates the population in Indonesia. Increasing the population in Indonesia is the key to developing the tourism industry. Of course, development must be adaptive and flexible to adapt to the patterns and demands of tourist behavior. Quoting from (the Ministry of Tourism and Creative Economy, 2022), the priority of the new trend in tourism is

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the concept of sustainable tourism based on the optimization of natural resources and human resources for the long term.

Table 1. Results of the 2020 Population Census

Generation	Age	Population (%)
Pre-Boomer (Generation born before 1945)	75+ years old	1,87%
Baby Boomers (Generation born from 1946-1964)	56-74 years old	11,56%
Gen X (Born 1965-1980)	40-55 years old	21,88%
Millennials (Born 1981-1996)	24-39 years old	25,87%
Gen Z (Born 1997-2012)	8-23 years old	27,94%
Post-Gen Z (Born in 2013 and so on)	Seven years old	10,88%
Total Population	270,20 Million	

Source: Population Census, Indonesia Central Bureau of Statistics (2020)

The trend of tourism villages continues to increase along with the results from time to time. This is a form of implementation in achieving the target of the Ministry of Tourism and Creative Economy in 2024 to create 244 independent and certified tourism villages as sustainable tourism villages. Efforts to maintain the sustainability and sustainability of this tourism village trend need to involve marketing activities. (Kotler and Koller, 2006) In this case, one of the marketing activities is marketing communication to increase the attention of visiting tourists. Based on technological developments, traditional word-of-mouth (WOM) has developed into electronic word-of-mouth (e-WOM), which no longer relies on spreading information from one person to another but through technology.

Like social media, through the e-WOM technique, a form of marketing communication, the digital native generation can obtain information and statements and online assessments about a tourist destination. Instagram was chosen as the favorite social media and is in demand by the digital native generation in Indonesia. The data from a survey conducted by the Global Web Index (GWI) shows that social media has its characteristics, and each generation has chosen its favorite social media. Gen Z prefers Instagram because it is considered to have more features and looks more modern. Destination awareness is one measure that can be used to determine the level of recognition of a destination. Destination awareness of tourist destinations will show how deeply young tourists know and recognize these tourist destinations, or in this study, how the digital native generation knows tourism villages in West Java to make tourism villages their mainstay destination on vacation. Behind the enormous tourism potential controlled by the current digital native generation, it can create challenges in developing sustainable tourism, especially in tourism villages.

In this study, generation Z is represented by the digital native generation, so their role in supporting and conducting electronic word-of-mouth (e-WOM) through Instagram is the main focus of research on whether it affects destination awareness of tourism villages in West Java.

LITERATURE REVIEW

Tourism Village

Tourism villages are one of the tourism trends that are developing in the tourism industry today because tourism villages have unique characteristics and characteristics to be used as tourist destinations (Wahyuni, 2019). A tourism village is an administrative area with tourism potential originating from local community wisdom, such as cultural heritage, customs, community-produced commodities, and natural resources, all of which are managed for the economic and social interests of the village community (Irhandayaningsih, 2019). Tourism villages are considered tourism assets that have a wealth of unique landscapes and unique attractions that have the potential to continue to be supported for sustainability so that they can become tourist products that are ready to be sold. This will encourage tourist visits to the village (Adinugraha et al., 2018). From one tourist village to another, there must be a different way of managing it; this will lead to the results of its

development. The results of tourism villages are categorized into four categories, namely independent, developed, developing, and pioneering tourism villages (Pranoto et al., 2022).

Digital Native

(Prensky, 2001) argues in his article that a generation born in the digital majority era is growing in an environment familiar with computers, the internet, smartphones, and video games; this generation is called digital natives. They include an age that is adept at multitasking or doing several jobs simultaneously (Sukirman, 2017). In addition, (Gasa et al., 2020) categorize the human generation into six types, including 1) The generation born during World War II is called the greatest generation; 2) The generation born from 1925-1945 is called the silent generation; 3) The generation born between 1943-1960 was called the baby boomers generation; 4) The generation born around 1961-1981 was called generation X; 5) The generation born from 1982 -2002 is called the millennial generation; and 6) the last one is a continuation of the millennial, which has characteristics that are not much different from millennials. Still, the year of birth starts from 1994 until now.

Generation Z is a generation that is adept at operating technology, and they can't seem to live without social media and smartphones. (Istiana, 2016) summarize some of the characteristics of digital natives as follows: 1) good at multitasking activities (a very prominent digital native characteristic); 2) able to use and receive information quickly, so it does not tolerate slow things; 3) tend to prefer information in the form of interactive images or videos rather than textual information; 4) he likes collaboration and communication so that he can provide good work performance in his performance; 5) expect to get things done when using technology and feel uncomfortable without technology; 6) wanting to be rewarded instantly after completing something shows that his efforts are appreciated.

Electronic word-of-mouth (e-WOM)

Electronic word-of-mouth (e-WOM) is defined as multi-way communication between old and new consumers through the internet to discuss a product (Cheung & Lee, 2012). The communication channels used in e-WOM use online communication channels, such as blogs, online review sites, discussion forums, and social media. E-WOM communication refers to positive and negative consumer statements submitted via the internet to products or companies (Jalilvand & Samiei, 2012). Furthermore, according to Nugraheni, the existence of e-WOM actions through electronic media by consumers will encourage interaction and transfer of knowledge (knowledge transfer) and information.

Dimensions of e-WOM

Through research conducted by (Hennig-Thurau, 2004), it is explained that e-WOM is reflected through 8 dimensions to influence someone in communication. Meanwhile, this study focuses on positive e-WOM, which is reflected through five dimensions: concern for others, expressing positive feelings, economic incentives, helping the company, and platform assistance. These dimensions also refer to positive e-WOM, which is based on the positive experiences of previous visitors. In explained as follows: 1) Concern for Other Customers: the desire to help others make purchases according to their wants and needs; 2) Expressing Positive feelings: this stage emphasizes positive statements or reviews that are felt by others to be able to influence others in determining purchasing decisions; 3) Economic Incentives: it describes the economic benefits consumers obtain and encourages other consumers to discuss it again until electronic word-of-mouth (e-WOM) communication is formed; 4) Helping the Company: it is the result of the satisfaction consumers feel on the purchase of a product and then gives an upbeat assessment of the product/company to influence others in determining purchasing decisions; 5) Platform Assistance: E-WOM communication is carried out through social media; choosing the right platform can influence the high and low impact of e-WOM on purchasing decisions.

Destination Awareness

Destination awareness is a way to measure how deeply tourists know a tourist destination (Tunjungsari et al., 2019). Research conducted by (Milman and Pizam, 1995) explains that destination awareness or destination awareness is an image that crosses the minds of tourists when discussing tourist destinations. (Harjanto, 2017) argues that the relationship between Destination awareness with tourism is basically to build a desire for tourists to visit tourist attractions. The primary purpose of marketing tourist objects is to create a sense of awareness among potential tourists so that they desire to see new tourist attractions and decide potential tourists to visit them.

METHODS

This study analyzes the general description of each variable, namely electronic word-of-mouth (x) and destination awareness (y). It identifies the effect of electronic word-of-mouth conducted by digital natives through Instagram on destination awareness of tourism villages in West Java. This study uses quantitative methods through a descriptive verification approach. Data analysis techniques in this study consisted of descriptive analysis and verification analysis. Descriptive statistical analysis uses scoring by calculating the average answers based on weighting or scoring each respondent's answer (Sugiyono, 2013). This analysis determines each respondent's response level to prove the highest to the lowest score on the item or sub-variable. Furthermore, statistical verification analysis using bivariate correlation aims to test the relationship between the two variables in the study. Meanwhile, to find out the extent of the influence between variable x on variable Y, a simple linear regression analysis was used using the SPSS 25 program.

Primary data was collected by as many as 117 respondents using an online questionnaire distributed via google forms with the instrument using the Likert scale method from 1 to 5 consisting of truly agree, agree, neutral, disagree, and truly disagree. Descriptive analysis was used to analyze the demographic characteristics of the respondents in this study. Based on the distribution of questionnaires to 117 respondents.

RESULT AND DISCUSSION

Demographic Analysis

The characteristics of the respondents were obtained as portrayed in Table 2. A total of 70,9% are female, and 29,1% are male. Based on known age: 14-17 years 2.6%; 18-21 years 71.8%; and 22-25 years 25.6%. Then based on the level of education, it is known: the number of respondents with high school education is 12%, who hold a degree or are currently pursuing a diploma education, 30,8%, undergraduate 44,4%, already working 12%, and others as much as 0,9% (with applied undergraduate answers). Based on the income or pocket money per month, it is known: the income group <Rp500,000,- as much as 39,3%; income group Rp500,000– 1,500,000,- as much as 37,6%; income group Rp2,500,000 – Rp3,500,000,- as much as 8.5%; income group of IDR 4,500,000 - IDR 5,500,000, - 1,7%; and the income group > IDR 5,500,000, - by 5,1%. Based on the type of work, 81,2% were students, 8,5% were private employees, and 10,3% were self-employed, while in the other option, civil servants did not receive any respondents. These results illustrate that the respondents in this study have a distribution of numbers spread over each distinct group.

Table 2. Profile of the Respondents

Profile	Highest Frequency	Highest Percentage
Gender	Female	70,9%
Ages	18-21 years old	71,8%
Level of Education	Bachelor's Degree (S1)	44,4%
Income	<Rp500,000,-	39,3%
Occupancy	Student	81,2%
Total	117	100%

source: data processed by the author (2022)

The table above explains that the total of respondents already participating in this research is 117 respondents. The profiles of most of the respondents are women, with the majority aged 18-21 years old and the level of education currently pursuing a bachelor's degree (S1). Respondents have the most income of less than five hundred thousand rupiahs with the type of work as a student.

Scoring Analysis

Scoring analysis is the weighting of values for each sub-variable variable X, namely electronic word-of-mouth (e-WOM), and each item on variable Y, namely destination awareness. Scoring determines sub-variables classification from the most significant score to the minor one. The results of the scoring analysis were calculated using SPSS and the calculation of excel program. The following is a scoring recapitulation of 5 sub-variables of electronic word-of-mouth (e-WOM).

Table 3. E-WOM Variable Scoring Recapitulation

No	Sub Variable	Total Score	Average
1	Concern for others	1.865	466,3
2	Expressing positive feelings	1.435	478,3
3	Economic Incentive	922	461
4	Helping the Company	1.843	460,8
5	Platform Assistance	1.966	491,5
	Total	8.031	

source: data processed by the author (2022)

That table shows that the results of the scoring analysis for each e-WOM sub-variable have a variable with the highest average score of 491.5, namely platform assistance. At the same time, other sub-variables have scores below the platform assistance sub-variable. It consists of sub-variables expressing positive feelings with an average score of 478.3; concern for others with an average score of 466.3; economic incentive with an average score of 461; and the last sub-variable is helping the company with an average score of 460.8. So it can be concluded that the assistance platform has a more significant role in marketing communication in the form of electronic word-of-mouth (e-WOM); through choosing the right platform, being able to encourage good e-WOM between tourists and village tourism managers, as well as information seekers or as potential tourists.

Further, the results of the scoring analysis in table 2, then it can be calculated as a whole to find out the level of e-WOM classification of tourism villages in West Java, which is as follows:

- Maximum Index Score = highest score × number of items × number of respondents
  $$5 × 17 × 117 = 9.945$$
- Minimum Index Score = lowest score × number of items × number of respondents
  $$1 × 17 × 117 = 1.989$$
- Variable Level   = Maximum Index Value − Minimum index value
  $$9.945 − 1.989 = 7.956$$
- Interval Distance   = Lad many interval classes
  $$7.956 ÷ 5 = 1.591,2$$
- Score Percentage   = [(total score) maximum index value] x 100
  $$[(8.031) ÷ 9.945] x 100 = 80,75\%$$

From the results of the calculations above, a total score of 8.031 was obtained; this shows that e-WOM via Instagram regarding tourism villages in West Java is included in the high classification. This can be described through the e-WOM continuum line as follows:
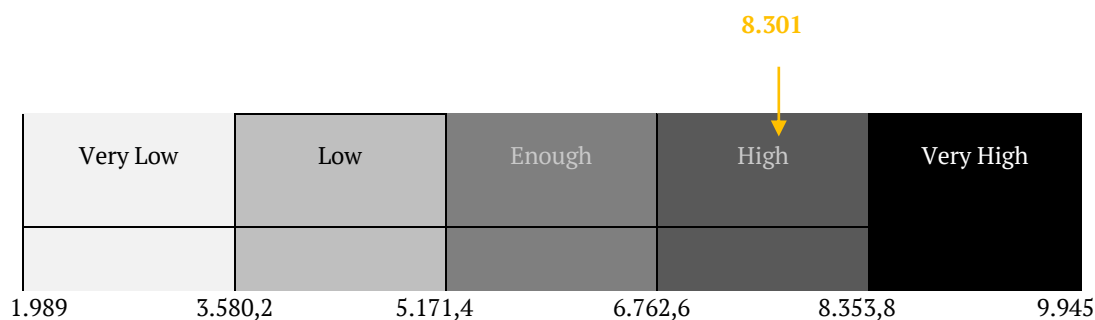
Figure 2. Continuum line of e-WOM tourism village
Source: Researcher Data Processed Results (2022)

The continuum line above shows that e-WOM through Instagram regarding tourism villages can be categorized as "high." This score indicates that many electronic word-of-mouth (e-WOM) activities are carried out by the digital native generation who have traveled to tourism villages. This shows that digital natives have positively impacted the progress of tourism villages in West Java; electronic word-of-mouth is expected to increase digital native visits to West Java. The results of this research show that the opinion of Hennig-Thurau et al. (2004) regarding word-of-mouth activities through the internet will benefit tourists to obtain complete information and share experiences.

The next step is to calculate all the results of the scoring analysis on the 6-item statements of the destination awareness variable, which were obtained from the respondents' answers. So that the following results are obtained:

Table 4. Destination Awareness Variable Scoring Recapitulation

No	Indicator	Score	Average
1	I know there is a trend of tourism villages in West Java	435	72,5
2	I know several cities/districts in West Java that have tourism villages	445	74,167
3	I can imagine what a West Java tourism village looks like in my mind	457	76,167
4	I realize West Java tourism village is a tourist destination	471	78,5
5	The characteristics of a tourism village in West Java quickly came to my mind (such as a tourism village with culinary, nature, agro-tourism, culture, education, and special interest tourism).	468	78
6	When I think about traveling, tourism villages in West Java immediately come to mind	429	71,5
	Total	2.705	

source: data processed by the author (2022)

The table above shows the results of the scoring analysis on each item of the destination awareness variable. There is a variable with the highest score of 471 with an indicator (digital native is aware that West Java tourism villages are tourist destinations). This score shows that digital natives know that there are tourism villages in West Java, and they realize that they are one of the choices for tourist destinations. Then it can be calculated as a whole to determine the level of destination awareness of tourism villages in West Java with the formula proposed by Sugiyono (2017) can be calculated as follows:

- Maximum Index Score = highest score × number of items × number of respondents
                         5 × 6 × 117 = 3.510
- Minimum Index Score = lowest score × number of items × number of respondents
                         1 × 6 × 117 = 702
- Variable Level   = Maximum Index Value − Minimum index value
                         3.510 − 702 = 2.808
- Interval Distance   = Lad many interval classes

$$2.808 \div 5 = 561{,}6$$

- Score Percentage   = [(total score) maximum index value] x 100

$$[(2.705) \div 3.510] \times 100 = 77{,}07\%$$

The results of the above calculations obtained a total score of 2,705; This shows that destination awareness of tourism villages in West Java is included in the high classification. The following continuum line can describe this:

2.705

Very Low	Low	Enough	High	Very High

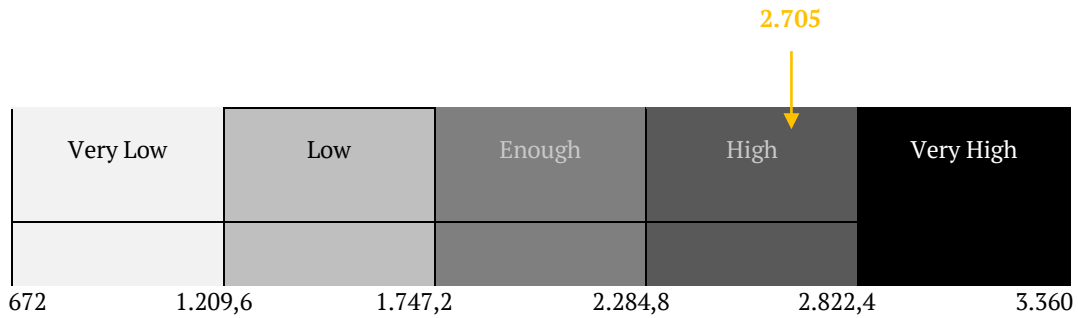672   1.209,6   1.747,2   2.284,8   2.822,4   3.360

Figure 2. Continuum line of destination awareness tourism village
source: data processed by the author (2022)

Based on the continuum line in Figure 2, it can be seen that the destination awareness of tourism villages in West Java in the digital native generation is classified in the "high" group. This motivates tourism village managers to continue improving the quality of services in West Java tourism villages to be more attractive and bring in many visitors, especially the digital native generation, which will play an important role in tourism in the next few years because digital natives are included in the productive age.

Bivariate Correlation Analysis

Bivariate correlation analysis was calculated to determine the level of closeness of the relationship between variables X and Y with the correlation coefficient (r).

Table 5. Bivariate Correlation Analysis

		E-WOM	Destination Awareness
eWOM	Pearson Correlation	1	.472**
	Sig. (2-tailed)		.000
	N	117	117
Destination Awareness	Pearson Correlation	.472**	1
	Sig. (2-tailed)	.000	
	N	117	117
**. Correlation Is Significant At The 0.01 Level (2-Tailed).			

source: data processed by the author (2022)

Based on Table 5, the results of the correlation analysis show that the direction of the relationship between the e-WOM variable and destination awareness is a positive relationship direction, meaning that every score increase in the e-WOM variable will also be accompanied by an increase in destination awareness scores even though the results are not immediately visible. This is because the correlation between the two based on the analysis results is at a "medium" level of relationship. The table above shows that the Pearson Correlation value = 0.472, which indicates that the correlation is moderate.

Although this study only found a moderate correlation or relationship between the two variables, this does not rule out the possibility that the factors that influence destination awareness are not only derived from e-WOM. Other factors that influence destination awareness besides e-WOM are by building a solid destination branding and destination image in tourism villages in West Java; it can also be affected by other factors such as direct marketing promotions or by holding familiarization trips.

Linear Regression Analysis (Hypothesis Test)

Linear regression analysis was used to test the extent of the influence of one independent variable on the dependent variable. The following are the results of linear regression calculations using the SPSS program:

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472[a]	.223	.216	3.231
a. Predictors: (Constant), eWOM				

source: data processed by the author (2022)

Table 6 explains the magnitude of the correlation or relationship (R) value, which is 0.472. From the results of the SPSS calculation, the coefficient of determination (R Square) is 0.223; this shows the influence of the independent variable (X), namely electronic word-of-mouth (e-WOM), on the dependent variable (Y) or destination awareness is 22,3%.

Table 7. Linear Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.205	2.269		4.498	.000
	eWOM	.188	.033	.472	5.742	.000
a. Dependent Variable: Destination Awareness						

source: data processed by the author (2022)

The following output from the SPSS 25 calculation, as shown in the table above, is that the Constant (a) value is 10.205, while the e-WOM weight (b/regression coefficient) is 0.188. That the regression equation can be written as follows:

$$Y = a + bX$$
$$Y = 10,205 + 0,188X$$

The equation can be interpreted that: a) The constant of 10.205 means that the consistent value of the destination awareness variable is 10.205; b) The X regression coefficient of 0.188 states that for every 1% addition of the e-WOM value, the destination awareness value increases by 0.188. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive. Decision-making in simple linear regression analysis, that is, based on the results of the significance of the coefficient table, obtained a significance value of 0.000 <0.05, so it can be concluded that the electronic word-of-mouth variable (X) affects the destination awareness variable (Y).

Electronic word-of-mouth (e-WOM) regarding tourism villages in West Java is widespread on Instagram social media; this has been proven that the electronic word-of-mouth category through Instagram is included in the "high" category. The information is clear, engaging, up-to-date, and positive. It is said to be positive because the type of content in electronic word-of-mouth regarding tourism villages is positive, where visitors' posts or instastories tend to give a positive impression. This is supported by the statement of Ishida et al. (2016) that tourism products are excellent, so online reviews tend to be positive; in addition, it can be interpreted that visitors to West Java tourism villages do not depend on negative e-WOM. This study measures the influence of word-of-mouth on Instagram on destination awareness of tourism villages in West Java. Based on several previous studies, the electronic word-of-mouth dimension in this study was used based on five dimensions: concern for others, expressing positive feelings, economic incentives, helping the company, and platform assistance. The study's results prove that electronic word-of-mouth (e-WOM) significantly affects destination

awareness. However, it is proven by the R-Squared value of 0.223 or 22.3%, which is included in the low category.

CONCLUSION

This study answers the objectives and formulation regarding the general description of electronic word-of-mouth (e-WOM) activities in tourism villages in West Java that digital natives carried out through Instagram in the "high" category; this shows the number of electronic activities word-of-mouth conducted by the digital native generation who have traveled to tourism villages in West Java before. In addition, the description of destination awareness of tourism villages in West Java among the digital native generation is also categorized as "high" this can be a step for tourism village managers to be able to improve the quality of service regularly in tourism villages and form strategies to promote tourism villages in West Java with the suitable method. The destination awareness of tourism villages for digital natives is quite popular and well-known, allowing for more visits to tourism villages in West Java by digital natives.

In addition, this research found a positive influence between electronic word-of-mouth on destination awareness. Electronic word-of-mouth, which consists of five dimensions: concern for others, expressing positive feelings, economic incentives, helping the company, and platform assistance, significantly affects destination awareness by 22.3%, obtained from the coefficient of determination (R Square) of 0.223. The result shows that the influence between the two variables is low. In contrast, the other 77.7% is influenced by factors other than e-WOM, namely through direct marketing promotions or by holding familiarization trips. Apart from other factors, it can be argued that e-WOM is a small step with a significant meaning for promoting tourism villages to be better known by the digital native generation. Awareness and concern from social media users can take positive actions even though they are of small value but can encourage the exchange of information for other users, provide recommendations for other users, and encourage other activities on social media. There is also a need for a joint effort between the ministry of tourism and the management of tourism villages to continue updating existing facilities. The digital natives are encouraged to carry out electronic word-of-mouth activities through Instagram related to tourism activities in tourism villages, starting with yourself.

Apart from the results of the research that has been done, this research still has limitations and needs to be investigated further, which may be better developed for further research. This study only examines the destination awareness of tourism villages in West Java in the generation of digital natives through social media Instagram. Then further research recommends researching the right tourism village marketing strategy for the digital native generation. Further research can also consider conducting a broader and in-depth analysis to explore further information from the resource persons in an exploratory manner regarding the discussion of research problems that focus on tourism villages and the digital native generation using qualitative research methods. Further research is very important because digital natives will play a role in tourism in the next few years because they are included in the productive age.

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