

## The Influence of Social Media and E-Wom on Revisit Intention at The Lampu Satu Beach Destination in Merauke

Leonora Puspa

Management, Musamus University, Merauke, Indonesia

Article Info	ABSTRACT
<b>Keywords:</b> Social media, e-WOM, Revisit intention, Tourist.	This study aims to analyze the influence of social media and e-WOM (electronic word of mouth) on revisit intention at Lampu Satu Beach, Merauke. Using a quantitative approach, this study collected data through a survey of beach visitors and analyzed the influence of social media and e-WOM separately and together on revisit intention. The analysis results show that both social media and e-WOM have a positive and significant influence on revisit intention, with both mutually reinforcing each other. Social media, through engaging visual content and interactions with visitors, successfully introduced Lampu Satu Beach, Merauke to a wider audience. On the other hand, e-WOM, consisting of positive reviews and recommendations from previous visitors, increased trust and intention to return. This study also identified that visitors were more likely to repeat their visits after being exposed to positive reviews and engaging content on social media. Based on these findings, it is recommended that the management of Lampu Satu Beach, Merauke, utilize social media and e-WOM in a more integrated manner to increase visitor loyalty and attract new visitors. These strategies may include increasing engagement on social media, encouraging visitors to share their experiences, and maintaining the quality of services and facilities to ensure a satisfying experience for visitors.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license	<b>Corresponding Author:</b> Leonora Puspa Musamus University Merauke <a href="mailto:puspa_feb@unmus.ac.id">puspa_feb@unmus.ac.id</a>



### INTRODUCTION

The rapid development of information and communication technology has had a significant impact on the way people interact and access information. One significant development is the increase in the number of internet users worldwide, including in Indonesia. By 2023, the number of internet users in Indonesia is estimated to reach more than 200 million people, with nearly 170 million of them actively using social media (We Are Social, 2023). This makes Indonesia a highly potential market for online business activities, including in the tourism sector. One of the main trends in information technology is the use of the internet, especially social media, for information sharing. Social media makes it easy for users to participate, create, and share their experiences and information. (Paisri et al., 2022)

Word-of-mouth (WOM), or word-of-mouth communication, is a form of interpersonal communication that significantly influences consumer decisions. In its digital form, electronic

word-of-mouth (e-WOM) has become a highly effective tool in influencing consumer behavior. E-WOM plays a crucial role in shaping opinions and interest in products and services, including in the tourism sector. (Bigne et al., 2001; Mannan et al., 2019; Paisri et al., 2022; Shiu et al., 2023)

Indonesia, with its natural and cultural diversity, holds immense potential in the tourism industry. Lampu Satu Beach in Merauke, for example, is a tourist destination offering exotic and captivating natural charm. Located in Merauke Regency, Papua, this beach is known for its pristine white sand, clear seawater, and beautiful sunsets. Despite its immense potential, Lampu Satu Beach remains largely unknown to both domestic and international tourists. According to data from the Central Statistics Agency (BPS, 2023), the number of tourist visits to Papua in 2023 was recorded at 1.2 million people, with Merauke being one of the destinations with significant potential, but only attracting a small portion of that number.

The natural beauty of Lampu Satu Beach makes it a highly potential destination for development. However, limited promotion and minimal digital marketing have left it under-recognized by tourists. Law of the Republic of Indonesia No. 10 of 2009 defines a tourist attraction as anything unique, convenient, and valuable, whether in the form of natural, cultural, or man-made diversity that attracts tourists. Lampu Satu Beach, with its natural beauty, has the potential to become a leading tourist attraction in Papua, a topic rarely discussed in digital tourism marketing literature.

Along with the development of technology and social media, more and more tourists are now looking for tourist destination references through digital platforms. (Bigne et al., 2001; Braun-LaTour et al., 2006; Mannan et al., 2019; Paisri et al., 2022; Shiu et al., 2023). Photos uploaded on social media or testimonials from other visitors on platforms like Instagram, Facebook, and YouTube significantly influence tourists' decisions to visit a destination. Based on this phenomenon, this study aims to examine the influence of advertising on social media and e-WOM on increasing the number of tourists at Lampu Satu Beach, Merauke. This study is entitled "The Influence of Advertising on Social Media and Electronic Word of Mouth on Increasing the Number of Tourists at Lampu Satu Beach, Merauke."

The existing research gap related to smaller and newer tourist destinations, such as Lampu Satu Beach, is the primary focus of this study. Most tourism research focuses on large, well-known destinations. Therefore, this study aims to fill this gap by analyzing the role of social media and e-WOM in attracting more tourists to relatively new tourist destinations.

This research is highly urgent, given that tourism is a key sector supporting the Indonesian economy. In this context, utilizing social media and e-WOM as digital marketing strategies is highly relevant for increasing tourist visits. This research is expected to provide new insights into effective digital marketing strategies for developing tourist destinations and provide recommendations to Lampu Satu Beach management on how to utilize social media to increase tourist appeal.

## METHODS

This study uses a quantitative approach with a survey design to analyze the influence of social media advertising and electronic word-of-mouth (e-WOM) on increasing the

number of tourists at Lampu Satu Beach, Merauke. This approach was chosen because it allows for the collection of broad and representative data on tourist behavior influenced by digital promotions. The survey method also facilitates systematic data collection and can be generalized to a larger population. The population of this study were tourists who visited Lampu Satu Beach, Merauke, in the last 1 year (2023-2024). The sample was taken using a purposive sampling technique with the criteria of tourists who actively use social media (Instagram, Facebook, YouTube) and are exposed to advertisements or e-WOM related to Lampu Satu Beach. This study involved 210 respondents who were calculated using a sample formula for multiple regression to ensure data representativeness.

The collected data will be analyzed using multiple regression to test the effect of independent variables (social media advertising and e-WOM) on the dependent variable (number of tourists). Multiple regression was chosen because it can analyze more than one independent variable simultaneously and to measure the contribution of each variable in explaining variations in the number of tourists visiting Lampu Satu Beach..

## RESULTS AND DISCUSSION

### Hypothesis Testing

**Table 1. Regression Analysis**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,504	3,553		2.112	.043
	Social Media	.316	.097	.396	3,247	.003
	E-wom	.472	.106	.543	4,456	.000

a. Dependent Variable Revisit intention

Source: Processed data, 2025

**Table 2. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170,828	2	85,414	30,944	.000b
	Residual	82,809	30	2,760		
	Total	253,636	32			

a. Dependent Variable: Revisit intention

b. Predictors: (Constant), Social media, E-wom

**Source: Processed data, 2025**

From table 1 it can be seen that:

- 1) From the calculation results using SPSS version 26, the t-count value for the Social media variable is 3.247, indicating that Social media (X1) has a positive and significant influence on Revisit intention (Y). Where t-table is obtained from  $dk = nk (68-3) = 2.036$  (Gozali, 2016) which means that the t-count value is greater than t-table, namely  $3.247 > 2.036$ , the sig value in the table is 0.003 because sig is less than 0.05, which indicates that Social media has a significant influence. Thus,  $H_a$  is accepted and the hypothesis that states that Social media partially has a positive and significant influence on Revisit intention is accepted.
- 2) From the calculation results using SPSS version 26, the t-count value for the E-wom variable is 4.456, indicating that E-wom (X2) has a positive and significant influence on Revisit intention (Y). Where t-table is obtained from  $dk = nk (100-3) = 2.036$  (Gozali, 2016) which means that the t-count value is greater than t-table, namely  $4.456 > 2.036$ , the sig value in the table is 0.000 because sig is less than 0.05, which indicates that E-wom has a significant influence. Thus,  $H_a$  is accepted and the hypothesis that states E-wom partially has a positive and significant influence on Revisit intention is accepted.
- 3) Based on table 2 (ANOVA table) it states that 30.944 can be used to determine the level of confidence of 95%.  $\alpha = 5\%$ , known by the equation  $df1 = k-1 (3-1 = 2)$ ,  $df2 = n - k (68-3 = 65)$ . The results obtained for the value of 3.28. From the calculation results using SPSS version 26, it states that it is  $30.944 > 3.28$ . It can also be seen in the probability sig, which is 0.000, which is much smaller than 0.05, indicating that the variables of social media and E-wom together or simultaneously have a significant effect on Revisit intention (Y). Thus, it can be concluded that the hypothesis that states that social media and E-wom together have a positive and significant effect on Revisit intention can be accepted.

## DISCUSSION

### 1) The Influence of Social Media on Revisit Intention

The results of statistical data analysis indicate that Social Media has a positive and significant effect on Revisit Intention at Pantai Lampu Satu Merauke. Based on field observations, the results of statistical data analysis indicate that Social Media has a positive and significant effect on Revisit Intention at Pantai Lampu Satu Merauke.

Field observations indicate that many visitors to Lampu Satu Beach in Merauke are influenced by content shared on social media, particularly Instagram and Facebook. Visitors often share their experiences on social media by uploading photos or videos of the beautiful beach views, the pleasant atmosphere, and the exciting activities they engage in. This creates greater exposure for the destination, attracting the attention of potential visitors who may have never visited the beach before.

Furthermore, previous visitors tend to be inspired to revisit Lampu Satu Beach in Merauke after seeing photos or experiences shared by friends, family, or influencers. Positive testimonials shared on social media serve as a driving factor for visitors to plan a return visit. Recommendations or reviews posted by influential individuals, in particular, further strengthen the desire to revisit the beach.

Overall, the influence of social media in increasing revisit intention at Lampu Satu Beach, Merauke can be seen from how positive experiences shared on digital platforms play a significant role in motivating visitors to return, whether due to attractive visuals, social recommendations, or simply to relive the pleasant experiences shared by others.

The most appropriate theory linking social media to revisit intentions is Social Influence Theory. This theory explains how the opinions, behaviors, and recommendations of others can influence an individual's decisions. (Bu et al., 2021; Hodeghatta & Sahney, 2016; Lin et al., 2012) In the context of social media, testimonials, reviews, and recommendations from friends, family, or influencers have a significant impact on consumer decisions. (Nguyen Viet et al., 2020) Research shows that positive experiences shared on social media can influence others to plan repeat visits to a place or service. Through social media platforms, people tend to trust and follow the advice of people they deem relevant or influential, such as influencers or close friends, which directly drives revisit intentions.

## 2) The Influence of e-WOM on Revisit Intention

The statistical analysis of the data shows that e-WOM (electronic Word of Mouth) has a positive and significant effect on Revisit Intention at Lampu Satu Beach, Merauke. Based on field observations, it shows that many visitors get information and recommendations about Lampu Satu Beach, Merauke through reviews and testimonials shared online, both through social media, travel review sites, and online discussion forums. Positive reviews shared by previous visitors greatly influence the decision of new visitors to come, even to plan a repeat visit.

Most visitors who have had a positive experience at this beach tend to share their experiences on platforms like TripAdvisor, Facebook, and Instagram, either through comments, ratings, or photos. Recommendations or reviews provided by other visitors who are deemed credible and relevant are important factors in shaping potential visitors' perceptions of the destination. This aligns with e-WOM theory, which states that information shared electronically by other consumers, especially those perceived as having experience or credibility, can influence others' decisions. (Hodeghatta & Sahney, 2016; Ismagilova et al., 2017; Lin et al., 2012)

Previous research by Yudhistira, (2018) also shows that positive reviews can significantly influence consumers' decisions to choose or visit a particular place. Furthermore, e-WOM also impacts visitors who have already visited Lampu Satu Beach in Merauke. Those who see positive reviews or share their experiences through social media or review platforms may be influenced to plan a return visit, either because they feel connected to the existing online community or because they were satisfied with their previous experience and want to repeat it. This aligns with Sweeney's findings. Rasoolimanesh et al., (2022) which states that positive experiences shared by consumers can strengthen loyalty and increase revisit intentions. Overall, e-WOM plays a crucial role in increasing revisit intention by reinforcing positive perceptions and building visitor trust in Lampu Satu Beach, Merauke, through digitally shared recommendations.

### 3) The Joint Influence of Social Media and e-WOM on Revisit Intention

Statistical data analysis results show that social media e-WOM simultaneously has a positive and significant effect on revisit intention at Lampu Satu Beach, Merauke. Based on field observations, both social media and e-WOM work together to increase visitors' intention to revisit the beach. Social media plays a crucial role in introducing the beach through engaging visual content, such as photos and videos uploaded by previous visitors, which provides exposure to a wider audience. This content creates a positive impression and sparks interest in returning. On the other hand, e-WOM, in the form of positive reviews and recommendations shared through review platforms like TripAdvisor or Google Reviews, strengthens consumer decisions. Visitors feel more confident and certain to plan a repeat visit after reading positive experiences from others who have visited the beach. The synergy between social media and e-WOM further strengthens revisit intention, with social media providing broad visibility and e-WOM providing deeper credibility based on real-life experiences.

Social Influence Theory supports this finding, as individuals tend to be influenced by the recommendations or experiences of others they deem credible, both on social media and through online reviews.(Goyette et al., 2010). Apart from that, the e-WOM theory put forward by(Yan et al., 2016)explains that positive reviews shared electronically influence consumers' decisions to visit or repeat visits to a place. The Theory of Planned Behavior is also relevant in this regard, where positive attitudes toward information shared through social media and e-WOM, as well as social norms formed by online interactions, increase the intention to return.(Goyette et al., 2010). Previous research byGoyette et al., (2010)AndYan et al., (2016)Studies have shown that social media engagement and shared recommendations can strengthen loyalty and encourage revisit intentions. Overall, both social media and e-WOM work together to increase revisit intention by providing relevant information, increasing trust, and strengthening emotional connections with the destination.

## CONCLUSION

Based on the results of the data analysis that has been conducted, it can be concluded that overall, both social media and e-WOM have a significant influence on revisit intention at Lampu Satu Beach, Merauke. Social media plays a crucial role in increasing exposure and attracting the attention of potential visitors through engaging visual content, such as photos and videos shared by previous visitors. This introduces the place to a wider audience and creates a positive impression that drives visitors' intention to return. On the other hand, e-WOM, which includes positive reviews and recommendations shared by previous visitors, strengthens consumer decisions by providing credible social proof, increasing the confidence of new and existing visitors to plan repeat visits. These two factors work synergistically, where social media provides broad visibility and e-WOM provides validity and recommendations based on real experiences. Theories of Social Influence, e-WOM, and the Theory of Planned Behavior support these findings by showing that recommendations from others, whether through social media or online reviews, influence consumers' decisions to revisit a place. Previous research also confirms that the combination of social media and e-

WOM plays a significant role in building loyalty, strengthening emotional connections with a destination, and increasing visitors' intention to return.

## REFERENCE

- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607–616. [https://doi.org/https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/https://doi.org/10.1016/S0261-5177(01)00035-8)
- Braun-LaTour, K. A., Grinley, M. J., & Loftus, E. F. (2006). Tourist memory distortion. *Journal of Travel Research*, 44(4), 360–367. <https://doi.org/https://doi.org/10.1177/0047287506286721>
- Bu, Y., Parkinson, J., & Thaichon, P. (2021). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, 29(2), 142–154.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'administration*, 27(1), 5–23.
- Hodeghatta, U. R., & Sahney, S. (2016). Understanding Twitter as an e-WOM. *Journal of Systems and Information Technology*, 18(1), 89–115.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic word-of-mouth (eWOM). In *Electronic Word of Mouth (eWOM) in the Marketing Context: A State of the Art Analysis and Future Directions* (pp. 17–30). Springer.
- Lin, T. M. Y., Lu, K., & Wu, J. (2012). The effects of visual information in eWOM communication. *Journal of Research in Interactive Marketing*, 6(1), 7–26.
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947. <https://doi.org/https://doi.org/10.1108/JM2-12-2017-0135>
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), 1796249. <https://doi.org/https://doi.org/10.1080/23311975.2020.1796249>
- Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business & Management*, 9(1), 2108584. <https://doi.org/https://doi.org/10.1080/23311975.2022.2108584>
- Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review*, 77(2), 687–709. <https://doi.org/10.1108/TR-02-2021-0086>
- Shiu, J. Y., Liao, S. T., & Tzeng, S.-Y. (2023). How does online streaming reform e-commerce? An empirical assessment of immersive experience and social interaction in China. *Humanities and Social Sciences Communications*, 10(1), 1–8.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, 17, 62–73.
- Yudhistira, P. G. A. (2018). The effect of e-wom on social media instagram toward the decision to visit Labuan Bajo. *Journal of Business on Hospitality and Tourism*, 4(2), 140–149.