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Platform Assistance on Tourist Visiting Decision to Jakabaring Sport City

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Abstract

This research aims to find out the effect of economic incentives, helping the company, platform assistance on the decision to visit Jakabaring Sport City. The participants in this research were one hundred visitors of Jakabaring Sport City. A qualitative-descriptive approach with a questionnaire as the data collection technique was used. Multiple linear regression analysis was then applied to analyze the data. The results showed that economic incentives had a negative effect on the tourist visiting decisions while helping the company and the assistance platform had a positive and significant effect.

Keywords: Economic incentives, helping the company, platform assistance, tourist visiting decision, Jakabaring Sport City

INTRODUCTION

Tourism is a sector that continues to grow following the changing times. This can be seen from the convenience provided, tourists can find information about the destination easily and quickly. Technological developments also play a role in facilitating the process of finding this information. Related information can be obtained by tourists through the internet by looking directly through the official website or reviews made by tourists who have visited the area. These reviews are called the *Electric Word of Mouth* (E-WOM). *Electric Word of Mouth* (E-WOM) is a modern version of *Word of Mouth* by using additional intermediaries, namely internet technology. Supryadi and Susanto (2018) state that *Electric Word of Mouth* (E-WOM) is a positive and negative statement made by consumers who are or have used tourism products.

With the *Electric Word of Mouth* (E-WOM) indirectly, tourists also participate in promoting the Jakabaring Sport City tourist attraction by providing reviews on the internet about positive or negative experiences while at a tourist attraction so that it can spread widely. Many stages are passed by tourists when going on a tour. According to Pitana and Gayatri in Susilawati (2017), it is explained that before traveling,

prospective passengers will first carry out a mental process to reach a decision. Based on this, the researcher is interested in examining which dimensions of *economic incentives, helping the company, and platform assistance* have a positive and dominant influence on the decision to visit Jakabaring Sport City.

LITERATURE REVIEW

Electric Word of Mouth

According to Hennig-Thurau in Hapsari, Lubis and Wiartanto (2014) states that *Electronic Word of Mouth* (eWOM) is a statement made by consumers or people who have used products or companies that are available to the public via the internet. Yalyi and Baryram in Susilawati (2017) state that there are several E-WOM factors that prospective tourists pay attention to when retrieving information from the internet, namely the credibility of the E-WOM source, the characteristics of the message source and the characteristics of the message. EWOM presents a new form of communication between receiver and sender. Messages conveyed through EWOM are not always personal so that their contents can be enjoyed by anyone.. Responses that occur vary from one recipient to another because they involve curiosity, trust, search focus, social ties and similarities. According to Jeong and Jang in Supryadi and Susanto (2018) there are 9 dimensions of *Electric Word of Mouth* (E-WOM), namely: 1) *Concern For Other Customers; 2) Expressing Positive Feelings; 3) Helping the Company; 4) Platform Assistance; 5) Venting Negative Feelings; 6) Extraversion/ Positiveself Enhancement; 7) Social Benefits; 8) Economic Incentive; 9)Advise Seeking*

Visit Decision

Pitana and Gayatri in Susilawati (2017) explain that before taking a tour, a prospective tourist first thinks carefully about a plan, to arrive at a decision. Starting from searching for information about destinations to making decisions to visit tourist areas, the positive value of a destination is always one of the indicators of assessment in decision making in making tourist trips. In the tourism sector, purchasing decision theory is used in visiting decision theory (Suwarduki, Yulianto and Mawardi, 2016). According to Wall in Susilawati, 2017 There are five tourist decision-making processes in doing tourism, namely:

1. the need or desire to travel;
2. information search and assessment;
3. decision to travel;
4. travel preparation;
5. travel experience and evaluation of travel satisfaction

In addition, according to Fandeli in Zulkarnain and Sugiyanta (2011) a person's decision is influenced by push and pull factors, namely: 1) *Escape;* 2) *Relaxationn* ; 3) *Prestige* ; 4) *Self-Fulfilment* ; 5) *Wish Fulfillment.* In addition to driving factors, there are also attracting factors for tourists to visit tourist destinations, namely: 1) Natural beauty; 2) Climate Conditions; 3) Culture and Attractions; 4) History; 5) *Ethnicity* ; 6) *Accessibility.*

METHODOLOGY

The method used in this study is a quantitative - descriptive method, where the data obtained will be described or described in accordance with the existing data. (Sugiono, 2019). The population and samples in this study were taken from data from visits to Jakabaring Sport City for 30 days in May 2021, then obtained a total sample of 100 respondents using the *Slovin* method calculation. The technique of collecting sample data used *purposive judgment sampling method* with the following conditions: 1) 17 years old or older; 2) Have visited Jakabaring Sport City. The analysis technique used IBM SPSS version 25. For the statistical test in this study using: 1) Validity and Reliability Test; 2) Individual significance test (t test); 3) Simultaneous significance test (f test); 4) Coefficient of Determination Test (R2); 5) Multiple Linear Regression Analysis.

RESULTS AND DISCUSSION

Characteristics of Respondents

The following is Table 1 which is the result of hypothesis testing using multiple linear regression analysis using the SPSS ver 25 program which is shown in Table 1.

Table 1 Hypothesis Test Results

Model		Koef	Std. E	t	Sig.
Constant		3,931	2,540	1,548	.125

Economic Incentive		-.257	.274	-.938	.350
Helping the Company		1.015	.176	5.779	.000
Platform Assistance		1,764	.363	4.853	.000
t_{table}	1,986				
adj. R^2	.543				
F	40,261				
F_{table}	2.31				
Sig. F	.000				
Dependent Var: InterestsRevisit					

***Source** : primary data processed, 2021*

Based on the data analysis in Table 1, the linear regression equation shows the relationship between the *electronic word of mouth* variable and the decision variable to visit tourists at the Jakabaring *Sport city* tourist attraction partially. From Table 4.27, the linear regression equation is obtained as follows:

Y = 3.931 – 0.257 + 1.015 + 1.764

Therefore, the following conclusions can be drawn from the equation:

Effect of *Economic Incentive* (X_1) on the decision to visit (Y)

Based on Table 3, it shows that the $_{calculated}$t value of the *Economic Incentive* (X_3) is smaller than the t_{table} value (-0.938 < 1.986) which means that the *Economic Incentive has* no significant effect on interest

visit so that $H_{01\ is}$ rejected and $H_{a1\ is}$ accepted

Effect of *Helping the Company* (X_2) on the decision to visit (Y)

Based on Table 3, shows that the value of $t_{arithmetic}$ of *Helping the Company* (X_4) is greater than t_{table} (5.779 <1.986), which means *Helping the Company* positive and significant effect on the interest been so H_{02} accepted and H_{a2} rejected.

Influence of *Platform Assistance* (X_3) on Visiting Decisions (Y)

Based on Table 3, shows that the value of $t_{arithmetic}$ of *Platform Assistance* (X_5) is greater than t_{table} (4.853 <1.986), which means the *Platform Assistance* positive and significant effect on the interest been so H_{03} accepted and H_{a3} rejected.

Based on the simultaneous test in Table 1, the $_{calculated}$ F value is 40.261 and $_{the}$ F $_{table\ value}$ = 2.31 so it can be said that the *electronic word of mouth* variable simultaneously has a positive influence on the decision variable to visit Jakabaring Sport City. Judging from the coefficient of determination, based on Table 1, a strong relationship between variables was obtained, namely 54.3%, for the other 45.7% it was influenced by components that were not examined.

CONCLUSION

Variable dimensions of *electronic word of mouth* indicates *Economic Incentive* positive and significant impact on the decision variables visiting with *costumers* dengannilait - $_{count}$ lebihkecildaripadat $_{table}$ is -0.251 < 1.984. The *helping the company* and *platform assistance* variables have a positive and significant effect on the visiting decision variable, with the *platform assistance* variable being the more dominant dimension with a t $_{count}$ < t $_{table}$ (4.853 < 1.986).

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