

## The Role of Social Media in Shaping Tourists' Intention to Visit Bali: Analyzing the Effects of eWOM, Subjective Norms, and Visibility

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**Abstract:** This study analyzes the influence of electronic Word of Mouth (eWOM), subjective norms, and visibility on tourists' intention to visit Bali as a tourist destination. In the digital era, social media has become the main platform in influencing tourists' decisions to choose a destination, including Bali. The problem faced is how these three factors influence tourists' intention to visit. To overcome this problem, this study uses a quantitative approach with a survey method to 98 respondents who are interested in visiting Bali. Data were collected using a questionnaire that measures eWOM, subjective norms, visibility, and intention to visit. The results of multiple linear regression analysis show that these three variables have a significant influence on the intention to visit Bali. eWOM has the largest positive influence with a regression coefficient of 0.345, followed by visibility (0.322) and subjective norms (0.278). The coefficient of determination ( $R^2$ ) of 0.623 indicates that these three variables can explain 62.3% of the variation in tourists' intention to visit Bali. This study contributes to the understanding of factors that influence tourists' intention and suggests marketers to utilize social media in tourism marketing strategies.

**Keywords:** Ewom; intention to visit; marketing; social media; subjective norms; visibility.

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## Introduction

Bali as one of the most popular international tourist destinations in Indonesia, has great potential to increase the number of tourist visits through various forms of promotion, one of which is social media-based marketing. In this digital era, social media is not only a communication tool, but also the main platform for prospective tourists to find information, share experiences, and get recommendations. This makes social media an important instrument in attracting tourists, especially for tourist destinations like Bali which compete with various other tourist destinations in the world.

However, even though Bali is known as an iconic tourist destination, the challenge faced by marketers is how to create an effective marketing strategy through social media that can attract the attention of prospective tourists and influence their decision to visit. One factor that is of concern is the influence of eWOM, namely information shared by others through digital platforms that are believed to be more objective and can influence consumer decisions (Christy, 2022). In addition, subjective norms, which are the influence of family, friends, or the surrounding community, also play a major role in tourists' decisions to choose Bali as their holiday destination.

In addition, Bali's visibility through various promotions and advertisements spread on social media also determines the extent to which Bali is known and considered by potential tourists. Therefore, it is important to understand how these three factors influence tourists' intention to visit Bali. The main problem faced in this context is how to measure the influence of eWOM, subjective norms, and visibility on the intention to visit Bali, especially with a social media marketing-based approach. Although many studies have discussed the factors that influence tourists' decisions, few studies have tested these three factors simultaneously in the context of Bali as a tourist destination (Monia, 2022). Given the importance of social media in tourism promotion, there needs to be research that digs deeper into the influence of social media on tourists' decisions, especially related to eWOM, subjective norms, and visibility in increasing tourists' intention to visit.

The purpose of this study is to examine the influence of eWOM, subjective norms, and visibility on the intention to visit Bali as a tourist destination. This study aims to provide empirical evidence regarding the importance of these three factors in shaping tourists' intentions to visit Bali. In addition, this study also aims to provide insight into how these factors can be used by marketers and tourism destination managers to design more effective marketing strategies, by utilizing social media as a tool to increase visibility and attract tourists (Mulyati & Afrinata, 2018).

Using data obtained from 98 respondents in Indonesia who are interested in visiting Bali, this study will analyze the extent to which each variable influences visitors' intentions to choose Bali as their main tourist destination. The strength of this study lies in the combination of three interrelated variables, namely eWOM, subjective norms, and visibility, to measure their influence on tourists' intentions in the context of Bali tourism. This study also provides a new perspective in viewing social media marketing in the tourism sector, focusing on the influence of digital and social factors that influence tourists' decisions (Pratiwi & Prakosa, 2021).

In addition, the use of a quantitative approach in analyzing data provides more objective results and can be generalized to a wider population, especially for other tourist destinations in Indonesia. The novelty of this study is the approach that combines social and digital factors in the context of Bali tourism, which has not been widely studied before. This study does not only examines one or two factors, but combines eWOM, subjective norms, and

visibility which influence each other in shaping tourists' intention to visit. In addition, this study also highlights the importance of social media in tourism destination marketing, which is becoming increasingly relevant in today's digital era, where information spreads faster and can influence consumer decisions. Thus, this study introduces a more comprehensive and contemporary perspective in the field of tourism marketing.

The contribution of this study can be seen from two sides. Theoretically, this study contributes to enriching the literature on the factors that influence tourists' intention to visit a tourist destination, especially in the context of Bali. This study fills the gap in tourism marketing studies by combining the influence of eWOM, subjective norms, and visibility, which are interrelated and can provide a deeper understanding of tourist behavior. Practically, the results of this study can provide guidance for tourism managers and marketers to design more effective strategies in utilizing social media to attract tourists. In addition, this study can also be a reference for other tourist destinations that want to increase tourist visits by utilizing digital and social factors that influence cyberspace. Thus, this study is expected to provide a significant contribution to the development of tourism destination marketing strategies, especially in Bali, which is one of the world's leading tourist destinations. The findings of this study are also expected to help stakeholders in designing more targeted policies and marketing campaigns to increase tourist visit intentions and strengthen Bali's appeal as a leading tourist destination.

## Theoretical Basis

The theoretical basis used focuses on consumer behavior theory, especially theories related to perceived value, emotions that arise during the shopping experience (In-Shop Emotions), and customer loyalty. These three theories describe how external and internal factors can influence purchasing decisions and customer loyalty to a product or brand. This theory is important in understanding how marketing through social media and in-store shopping experiences can increase customer intentions to repurchase or recommend the product to others.

### Perceived Value

The theory of perceived value refers to customers' subjective evaluations of the benefits they receive from a product or service compared to the costs they incur. Zeithaml (1988) stated that Perceived Value is a consumer's evaluation of a product or service based on a comparison between perceived benefits and sacrifices made (such as price, time, or effort). In a marketing context, customers who feel that they are getting more value than what they pay for tend to be more loyal to the brand or store (Djayapranata, 2020). Perceived Value is a key factor in attracting new customers and retaining existing customers, especially in the tourism industry that relies on perceived value to attract tourists.

### In-Shop Emotions

In-Shop Emotions refer to the feelings experienced by customers while in the store or while shopping. Emotions that arise in the store can include feelings of pleasure, comfort, satisfaction, or even frustration. Donovan and Rossiter (1982) in the in-store emotion model explained that positive emotions felt by customers can increase their satisfaction, which ultimately strengthens customer loyalty. When customers feel happy and satisfied with their shopping experience, they are more likely to make repeat purchases and recommend the store or product to others (Yulia Hermanto, 2016). In the context of tourism, a pleasant emotional experience while interacting with social media or marketing materials can increase tourists' intention to visit a destination, including Bali.

## Customer Loyalty

Customer loyalty is a deep commitment from a customer to continue choosing a particular product or service, even though there are other options available. Oliver (1999) defines customer loyalty as the intention to continue buying products from the same brand in the future. This loyalty is not only shown by repeat purchases but can also be seen in the act of recommendation, namely when customers tell their positive experiences to others (Aryani & Rosinta, 2010). Customer Loyalty in this study emphasizes loyalty to tourist destinations. Customers who feel satisfied and get more value from their experiences, either through positive reviews on social media (eWOM) or through pleasant emotional experiences, will be more likely to choose Bali again as their tourist destination.

## Hypothesis

Based on the theoretical basis above, the three variables studied—Perceived Value, In-Shop Emotions, and Customer Loyalty—are closely related to each other in influencing tourists' decisions to visit Bali as a tourist destination. This study focuses on how these factors work together to shape tourists' intentions in choosing Bali as their holiday destination. The relationship between these variables forms the basis for the hypotheses that will be tested in this study.

First, Perceived Value has a direct effect on Customer Loyalty. If tourists feel they get more value from their visit (for example through a satisfying experience or a price that is commensurate with the quality received), they will tend to be more loyal to the destination and intend to visit again. Therefore, the first hypothesis proposed is that Perceived Value has a positive effect on Customer Loyalty.

Second, In-Shop Emotions, or in this context the emotions felt during interactions with content related to Bali on social media, play a role in increasing visitors' intention to choose Bali as a tourist destination. When tourists feel positive emotions, such as being happy or inspired through reviews or photos on social media, these emotions can increase their intention to visit Bali (Hanif et al., 2016). Therefore, the second hypothesis is that In-Shop Emotions have a positive effect on Customer Loyalty, which in turn influences their intention to visit.

Third, the influence of eWOM or electronic word-of-mouth plays a very important role in tourists' intention to visit a destination, including Bali. Based on the theory of social influence which refers to how other people's opinions and reviews influence individual decisions, we can hypothesize that eWOM has a positive effect on Customer Loyalty and intention to visit Bali. When positive reviews from friends, family, or people who have similar experiences appear on social media, this strengthens tourists' intention to visit Bali. The third hypothesis states that eWOM has a positive effect on Customer Loyalty, which ultimately increases tourists' intention to visit Bali.

Based on this explanation, the hypotheses proposed in this study are:

1. Perceived Value has a positive effect on Customer Loyalty.
2. In-Shop Emotions have a positive effect on Customer Loyalty.
3. eWOM has a positive effect on Customer Loyalty, which in turn affects the intention to visit Bali.

## Methods

This study uses a quantitative approach with a descriptive and causal research design. This approach was chosen to test the relationship between eWOM, subjective norms, visibility, and intention to visit Bali as a tourist destination. The quantitative approach allows for objective data collection, which can then be analyzed using statistical techniques to identify the influence between variables. This study uses a survey method by distributing questionnaires to 98 respondents who are individuals interested in visiting Bali as a tourist destination for a vacation. The respondents selected were people aged 18 years and over and actively using social media.

### Variable Measurement

To measure each variable studied in this study, a 5-point Likert scale was used, where respondents were asked to rate statements related to each variable based on their level of agreement, ranging from "Strongly Disagree" to "Strongly Agree" (Inaray et al., 2016). Here is an explanation of the measurements for each variable:

1. eWOM (Electronic Word of Mouth): This variable is measured using several items that describe the extent to which information received through reviews and recommendations on social media or other digital platforms influences the intention to visit Bali. Some of the items used include: "I am more interested in visiting Bali after reading reviews on social media" and "Recommendations from my friends through social media increase my intention to visit Bali."

2. Subjective Norms: This variable measures the extent to which people closest to me, such as family and friends, influence the intention to visit Bali. Some of the items used include: "My family often recommends Bali as a tourist destination" and "My friends encourage me to visit Bali."

3. Visibility: This variable is measured using items that describe the extent to which Bali's visibility through social media, advertisements, or other tourism promotions influences the respondent's intention to visit Bali. Examples of measurement items are: "I often see Bali promotions on social media" and "Bali advertisements that I see on social media influence my decision to visit."

4. Intention to Visit (Intention to Visit Bali): This variable measures tourists' intention to visit Bali, which is influenced by eWOM, subjective norms, and visibility. Some items used to measure this variable include: "I plan to visit Bali in the near future" and "Bali is the main tourist destination I want to visit."

### Research Stages

The stages of this research include several structured steps with the aim of achieving valid and reliable results. The following are the stages carried out in this research:

1. Preparation of Research Instruments: In the first stage, the research instrument was prepared, which included a questionnaire to measure eWOM, subjective norms, visibility, and intention to visit. This instrument was designed based on relevant literature and modified to suit the context of Bali tourism.

2. Data Collection: Data was collected by distributing questionnaires to 98 respondents who had the potential to visit Bali. This questionnaire was distributed online using a digital survey platform, with respondents selected based on certain criteria, such as being over 18 years of age and having an interest in visiting Bali. Data was collected within two weeks to ensure the accuracy and representativeness of the sample.

3. Validity and Reliability Test: After data collection, validity and reliability tests were carried out to ensure that the research instrument could measure the intended variables

accurately and consistently. Validity tests were carried out using factor analysis to identify whether each item in the questionnaire was in accordance with the construct being measured. Reliability testing is carried out by calculating Cronbach's Alpha to ensure the internal consistency of the instrument.

4. Data Analysis: After the data is validated and reliable, the analysis is carried out using descriptive statistical techniques and multiple linear regression analysis. Descriptive statistics are used to describe the characteristics of the respondent data, while multiple linear regression analysis is used to test the influence of eWOM, subjective norms, and visibility on the intention to visit Bali. This analysis will help identify the relationship between the variables studied and provide empirical evidence regarding the influence of each factor on tourist intentions.

5. Interpretation of Results and Preparation of the Report: The results of the data analysis will be interpreted to understand the influence of each variable on tourist intentions to visit Bali. A research report will be prepared to explain the main findings, practical implications for tourism marketers, and theoretical contributions to the development of literature in the field of social media-based tourism marketing. This report will also include suggestions for further research that can explore other factors that influence tourist intentions to visit Bali.

6. Preparation of Conclusions and Recommendations: In the final stage, conclusions will be drawn based on the results of the data analysis, and practical suggestions will be provided for marketers and tourism destination managers in designing more effective marketing strategies, especially in utilizing social media to increase tourists' intention to visit Bali.

By following these stages, it is hoped that this study can provide valid and relevant results regarding the influence of eWOM, subjective norms, and visibility on the intention to visit Bali, as well as provide useful insights for tourism marketing strategies.

## Results and Discussion

The assessment variables used to measure the three main variables that influence visitors' intention to come to Bali as a tourist destination, namely eWOM (electronic Word of Mouth), subjective norms, and visibility. These variables are assessed based on respondents' perceptions of the factors that influence their intention to vacation in Bali. The respondents involved in this study were 98 people who were interested in visiting Bali. After data collection, the results of this assessment instrument will be analyzed to test the relationship between the three variables and the intention to visit Bali. The following are the results of descriptive statistics that describe the average, standard deviation, and distribution of values for each variable studied.

In the initial stage, descriptive statistics were used to describe the general picture of the distribution of values for each variable. The results showed that the average for the eWOM variable was 4.18, which means that respondents generally felt a positive influence from information obtained through social media or recommendations from others in determining their intention to visit Bali. This indicates that reviews and recommendations from others on social media play an important role in shaping tourists' perceptions of Bali. The average for subjective norms was 4.05, which shows that the influence of people closest to them such as family and friends also plays a significant role in respondents' intention to visit Bali. This shows that social norms and expectations from people around respondents also influence their decisions in choosing a tourist destination. Meanwhile, for visibility, the average was 4.12,



indicating that Bali's visibility on social media and various advertisements greatly influences respondents' intention to visit Bali. Bali's promotions seen on various digital communication channels have proven effective in attracting tourists. Finally, the average for intention to visit Bali was 4.25, which shows that respondents' intention to visit Bali as a tourist destination is quite high. This can be interpreted that eWOM, subjective norms, and visibility factors have a significant influence on tourists' intention to visit Bali.

**Table 1.** Descriptive Statistics Results

Variabel	N	Rata-rata	Standar Deviasi	Minimum	Maksimum
eWOM	98	4.18	0.70	2.75	5.00
Subjective Norms	98	4.05	0.73	2.50	5.00
Visibility	98	4.12	0.65	3.00	5.00
Intention to Visit	98	4.25	0.68	3.00	5.00

### Validity and Reliability Test

The validity and reliability test was conducted to ensure that the instruments used in this study were valid and reliable. The results of the Cronbach's Alpha test for the three variables showed a number greater than 0.7, which means that the instruments used have good internal consistency and are reliable for measuring the intended variables.

### Multiple Linear Regression Test

Multiple linear regression analysis was conducted to test the relationship between eWOM, subjective norms, and visibility on the intention to visit Bali after ensuring that the data was reliable. The regression results showed that eWOM had a significant positive effect on the intention to visit, with a regression coefficient of 0.345 and a p-value of 0.000. This shows that the greater the influence of reviews and recommendations received by respondents through social media, the more likely they are to have the intention to visit Bali. Likewise with subjective norms, which have a regression coefficient of 0.278 and a p-value of 0.000, which shows that the influence of social norms, such as advice or recommendations from friends or family, also plays a significant role in shaping the intention to visit Bali. Visibility, with a regression coefficient of 0.322 and a p-value of 0.000, also has a significant effect, meaning that the more often Bali is seen in digital advertisements or promotions, the greater the respondents' intention to visit it.

**Table 2.** Multiple Linear Regression Test Results

Variabel Independen	Koefisien ( $\beta$ )	t-Statistik	Sig.
eWOM	0.345	4.234	0.000
Subjective Norms	0.278	3.657	0.000
Visibility	0.322	3.874	0.000
R <sup>2</sup> (Koefisien Determinasi)	0.623		

### Determination Coefficient (R<sup>2</sup>)

The determination coefficient (R<sup>2</sup>) of 0.623 indicates that 62.3% of the variation in intention to visit can be explained by eWOM, subjective norms, and visibility. This indicates that the three variables have a significant contribution in influencing tourists' intention to visit Bali. In other words, although there are still other unmeasured factors in this study, the

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regression model used is quite good at explaining the variation in intention to visit Bali.

The results of data analysis using SPSS provide a clear picture of the influence of eWOM, subjective norms, and visibility on the intention to visit Bali as a tourist destination. Data collected from 98 respondents who were interested in visiting Bali were analyzed to test the relationship between the three variables and intention to visit. The results of this analysis are expected to provide insight into the factors that influence tourists' intention to choose Bali as their tourist destination.

The results of this study indicate that eWOM, subjective norms, and visibility have a significant influence on tourists' intention to visit Bali. These findings confirm that social media marketing, especially through reviews and recommendations from other users, plays a significant role in attracting tourists. In addition, social norms, such as the influence of family or friends, also play a role in strengthening tourists' intentions to choose Bali as their tourist destination. Equally important, Bali's visibility on social media and various digital promotions also increase Bali's exposure as a tourist destination worth visiting.

## Conclusion

This study aims to analyze the influence of eWOM, subjective norms, and visibility on the intention to visit Bali as a tourist destination. The results of the study show that the three variables have a significant influence on tourists' intention to visit Bali. Specifically, eWOM (reviews and recommendations shared on social media) has been shown to increase tourists' intention to visit, with a strong influence (Isnaini, 2022). In addition, subjective norms or influences from friends and family also play an important role in strengthening tourists' intention to choose Bali as a tourist destination. Bali's high visibility through social media and other digital promotions also supports visitors' intention to visit this destination. Thus, it can be concluded that effective marketing through social media, which pays attention to eWOM factors, social norms, and Bali's visibility, can increase tourists' intention to visit Bali.

Theoretically, this study provides an important contribution to the tourism marketing literature, especially regarding the influence of social media on tourists' intention to visit a destination. This study confirms that eWOM and subjective norms are important factors in influencing tourist decisions, which have previously been studied separately. By combining these three variables, namely eWOM, subjective norms, and visibility, this study provides a new perspective on how digital and social factors can influence the intention to visit a tourist destination. This study also enriches the understanding of the importance of social media in tourism marketing, especially in the context of a destination like Bali that relies on promotion through digital platforms.

In practical terms, the results of this study provide useful insights for tourism managers and marketers to design more effective marketing strategies. Marketing that utilizes eWOM can increase tourists' exposure and trust in Bali as a tourist destination. Therefore, it is important for tourism managers to manage and utilize positive reviews and recommendations from tourists who have visited through social media platforms. In addition, understanding the influence of subjective norms provides an opportunity for marketers to focus more on campaigns that involve family and friends, who tend to influence tourist decisions. Increasing Bali's visibility through social media, digital advertising, and engaging content will further strengthen Bali's appeal as a prime tourist destination.

This study has limitations in terms of the scope of the variables studied, namely only testing the influence of eWOM, subjective norms, and visibility on intention to visit. Future research is advised to expand this model by adding other variables that may influence tourist



intentions, such as perceived quality, price perception, or destination image. In addition, qualitative research involving in-depth interviews with tourists who have visited Bali can provide deeper insights into the emotional and psychological factors that influence their intentions. Further research can also expand the geographical scope to test whether the same findings can be found in other tourist destinations in Indonesia or abroad, so that the results of this study can be more generalized.

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