

# The Effect of E-WOM on Instagram on Visiting Interest and Impact on Visiting Decision to the Culinary Tourism Area of Pasar Lama, Tangerang

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**Abstract** One of the tourism potentials in Tangerang City which is quite famous for the Pasar Lama Culinary Area. This area is one of the tourist destinations visited by many people for culinary tourism purposes, shopping and others. Electronic Word of Mouth (E-WOM) is the development of Word-of-Mouth communication in utilizing the internet which is believed to be able to influence the interests and decisions of visiting other people. Instagram, as an internet social media that can make it easier for businesspeople to provide information, then for the public it can also make it easier to share information with potential visitors, including sharing their culinary tourism experiences. The research method used in this research is explanatory research with a quantitative approach. With purposive sampling technique, the number of samples in this study were 120 samples collected online and with instrument testing and data processing in this study resulted that there was a significant influence on Electronic Word of Mouth on visiting interest and visiting decisions on Tourist Area Visitors. Culinary Pasar Lama, Tangerang partially or simultaneously. This research is expected to provide benefits for tourism businesses in the use of Instagram social media with electronic Word of Mouth in sharing information with potential visitors to be able to attract interest and decision to visit.

**Keywords** — *Electronic Word of Mouth, Visiting Interests, Visiting Decisions, Instagram*

## I. INTRODUCTION

Tangerang City is one of the cities in Indonesia, which is directly adjacent to DKI Jakarta, South Tangerang City, and Tangerang Regency. This makes Tangerang City a large industrial city so that the tourism sector is also developing. Tangerang Old Town area is one of the developing tourism areas in Tangerang City. Located on Jalan Kisamaun, this area has become one of the famous tourist destinations in Tangerang City as the Old Market Area which is visited by many people for culinary tourism purposes, shopping, and others. There are many shop houses that sell various kinds of businesses such as street vendors to open businesses, especially in front of shop houses or on the pedestrian path.

According to the Tangerang City Culture and Tourism Office, the Pasar Lama area itself was inaugurated as a culinary tourism spot starting in 2012 under the name Pasar Lama Culinary Area. Due to the existence of this market, it is formed from the history of what was once the oldest trading centre in Tangerang City and a cultural heritage. In addition, this area is very thick with cultural acculturation such as ethnic Chinese, Betawi, European, and Sundanese. After that, this area developed into a culinary area because food vendors began to fill the area. Culinary diversity holds great potential to be developed as a supporting service in the development of culinary tourism potential (Juliana, 2019). Tourism is a sector the global economy that is considered the most promising. Tourism is growing rapidly and has become a potential industry that can make a major contribution to the economic movement of a country (Pramezwarly et al., 2021)

Culinary tourism according to ICTA (International Culinary Tourism Association) is tourism that includes various culinary experiences. Not just as a dinner experience at a restaurant on the weekend. The culinary tourism sector in Tangerang City is of course supported by the growing number of restaurants in Tangerang City, in 2016 the number of restaurants only 223, but in 2019 growing to 351 restaurants. With the increasing number of restaurants / restaurants, of course they want to introduce their products widely, one of which is through the internet. Currently, internet users in Indonesia continue to increase until it is estimated that there will be 196.7 million users (Central Bureau of Statistics, 2020). With the increasing use of the internet, the use of social media also increases. Today's social media has various functions, apart from being a tool for communicating, people

also use it to find various information. For businesspeople, social media is also used for product marketing, media promotion and providing direct information to the public. According to (Cross, 2014), social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. During the COVID-19 pandemic, the presence of social media also builds the influence of advertisements and content in it to influence consumers of favourite restaurants in Indonesia in purchasing products and services and will build consumer engagement. (Juliana et al., 2021)

One of the social media that is quite widely used in Indonesia is Instagram social media. Based on data as of October 2019, the number of Instagram users in Indonesia is 60 million, which is the fourth largest Instagram user in the world (Central Bureau of Statistics, 2020). With the various features provided, Instagram can make it easier for businesspeople to provide information, then for the public it can also make it easier to share information with potential visitors, including sharing their culinary experiences. Through visual display features such as images and videos that provide confidence to potential visitors, then there are comments, likes and invitations to share features. An invitation through electronic media or called Electronic Word of Mouth (E-WOM) is a development of Word-of-Mouth communication that utilizes the power of persuasion from consumers digitally about a product (Pedersen et al., 2014). In this study, researchers conducted a limitation in conducting research that will only discuss communication in the form of Electronic Word of Mouth on Instagram social media which is believed to be one of the marketing communications mixes that can influence other people's interest and visiting decisions.

Based on the above background, the purpose of this study was to determine the significant influence on Electronic Word of Mouth on visiting interest and visiting decisions on visitors to the Pasar Lama Culinary Tourism Area, Tangerang partially or simultaneously. And it is hoped that this research can provide benefits for tourism businesses in the use of social media in sharing information with potential visitors to be able to attract interest and decision to visit.

## **II. LITERATURE REVIEW**

The Old Market area was inaugurated in 2012 under the name Pasar Lama Culinary Area. This area is located on Jalan Kisamau, Sukasari, Tangerang District, Tangerang City (Central Bureau of Statistics, 2020). The Pasar Lama Culinary Area offers quite a lot of types of food and drinks as well as unique and distinctive snacks. Most of the restaurants/restaurants or cafes in this area do not open branches in other areas or places, so the Old Market Culinary Area is a popular place visited by both young and old people.

This culinary area is also quite famous on various social media. This study focuses on the influence of social media Instagram as one of the promotional media that can be utilized by the Pasar Lama Culinary Area tourist attraction on a person's interest and decision to visit. In this case, the influence that is also suspected to be a factor for someone to be interested and decide to visit is through (EWOM) or Electronic Word of Mouth which is listed on Instagram both in the form of visual evidence, namely photos or videos, or in written form such as captions, reviews, and comments. on social media Instagram. Therefore, several supporting theories used as variables in this study are as follows::

### **A. Electronic Word of Mouth**

Goldsmith and Horowitz in (Adeliasari et al., 2014) stated that the use of the internet has changed the way consumers communicate and share opinions or reviews about products or services that have been consumed. The process of communication between consumers via the internet is known as Electronic Word of Mouth). Litvin et. al., in (Abd-Elaziz et al., 2015) explained that Electronic Word of Mouth (EWOM) is a form of non-formal communication that is partly directed to customers through internet-based technology related to the use or characteristics of an item or service. Visitors as customers use online media with the aim of sharing their own experiences with a brand, product, or service that they have experienced themselves (Suarsa, 2020). In addition, visitors also take advantage of the experiences of others, when they want to buy a product before, until they finally decide to buy an item or service that explained by Evans and McKee (Suarsa, 2020). Another opinion from Goyette et al. in (Suarsa, 2020) in explaining the Electronic Word of Mouth is divided into three dimensions, namely as follows:

1. Intensity is the number of opinions written by consumers on a social networking site;
2. Valence of opinion is consumer opinion either positive or negative regarding products, services and brands; and
3. Content is the information content of social networking sites related to products and services.

### **B. Visiting Interests**

In many previous studies, many have reflected visitor interest as consumer buying interest. Kotler in (Widyanto et al., 2017) explain interest as an impulse, namely a strong internal stimulus that motivates action, where this drive is influenced by positive stimuli and feelings about the product. According to Schiffman and

Kanuk in (Widyanto et al., 2017), purchase intention is defined as the behaviour of consumers who have a desire to buy and then act related to the purchase of a product. According to Lucas and Britt in (Sugiharto, 2015), there are four factors that can influence consumer buying interest, including: (1) attention is a great attention from consumers to a product (goods or services); (2) interest shows a concentration of attention and feelings of pleasure; (3) desire is an urge to want to have; and (4) conviction is a feeling of individual confidence in the quality, usability, and benefits of the product to be purchased.

Miller, et. al. in (Suarsa, 2020) defines buying interest as a person's mental state that reflects a plan to take some action within a certain period. In terms of interest in visiting, most people will be at the stage of inclination to act before the decision is implemented. The internet is currently highly empowered by consumers to share information that can now be easily accessed, and most consumers can share their experiences through the internet and influence other consumers through EWOM (Ward and Ostrom in (Suarsa, 2020)).

(Arwiedya, 2011) in promotional media that influences a person's decision to purchase one of them is online word of mouth which is interpersonal communication with online media between two or more individuals such as members of reference groups or consumers and salespeople where everyone has an influence on purchasing decisions. Interest in visiting is also influenced by Word of Mouth. (Erkan, 2015) explains that the quality, credibility, usefulness, and adoption of information, the need for information, and attitudes towards information are the main factors of EWOM on social media that can affect consumer buying interest.

### ***C. Visiting Decisions***

The The decision to visit can also be analogized as a purchasing decision that has various kinds of discretion, the decision to visit is the same as buying intangible products, namely products that cannot be touched but can be felt. According to Sudaryono in (Pandia et al., 2017), the decision as an action selection from two or more alternative choices. In other words, people who make decisions have at least one choice from several available alternatives. Furthermore, it is also explained that the purchase decision is the stage where the buyer makes his choice and makes a purchase of the product and consumes it. Mathueson and Wall in (Hapsari & Lubis, 2014) explains that consumer behaviour in decision making is based on evaluation and consideration for visiting a tourist attraction.

According to Kotler and Armstrong (Kotler & Armstrong, 2012) define visiting decisions which in the sense of purchasing decisions are part of consumer behaviour, namely a study of how individuals, groups, and organizations choose, buy, use and how these goods, services, ideas, or experiences to satisfy needs and their wish. The decision to visit is also a behaviour or habit that is different for everyone, so Kotler and Armstrong (Kotler & Armstrong, 2012) also explain that the decision is influenced by several factors, namely cultural factors; social factors; personal factors, and psychological factors.

The existence of an information search process in the decision to visit, nowadays can be made easier through social media. Information from other visitors can usually be more trusted because there is direct experience during their visit. Lovelock et. al. in (Widyanto et al., 2017) explained that other people's decisions to use or avoid a service can be influenced by recommendations from other customers which are usually considered more trustworthy than promotional activities originating from the company. Then (Abd-Elaziz et al., 2015) also states that there is an influence of Electronic Word of Mouth indicators, namely source credibility, valence and volume of information on purchasing decisions.

## **III. METHOD**

The research method used in this research is explanatory research with a quantitative approach. According to Sekaran (Uma Sekaran, 2016), quantitative research is a scientific method whose data is in the form of numbers or numbers that can be processed and analyzed using mathematical or statistical calculations. Explanatory research according to (Sugiyono, 2017) is a study that explains the position between the variables studied and the relationship between one variable and another through testing the formulated hypothesis.

This type of research uses associative problems, namely the formulation of research problems that are asking the relationship between two or more variables (Sugiyono, 2017). Variables raised in this study include the independent variable (independent variable) is Electronic Word of Mouth (X) while the dependent variable (dependent variable) is Visiting Interest (Y1) and Visiting Decision (Y2).

The sampling technique used in this study is a non-probability sampling technique, namely a sampling design where elements in the population do not have the same opportunity for each element or member of the population to be selected as samples (Uma Sekaran, 2016). The sample used in this study is a type of convenience sampling where sampling is done by chance or anyone who coincidentally meets the researcher can be used as a sample (Sugiyono, 2017). Determination of the number of samples, according to (Hair, 2010). is dependent on the number of indicators multiplied by 5 to 10. The number of samples in this study is  $11 \times 10 = 120$  samples.

The types and sources of data in this study are primary data and secondary data. Secondary data in this study is through data from previous studies and theories obtained indirectly through books, the internet and journal articles related to the variables studied. While the primary data collected in this study is based on the results of a survey using an instrument in the form of an online questionnaire through the Google Form application on a predetermined sample.

The research instrument using the Likert scale, which is given a choice of answer items Strongly Disagree (STS), Disagree (TS), Neutral (N) Agree (S), Strongly Agree (SS). Neutral attitude is considered as an equation of agreeing attitude, so in this study, the Neutral item (N) was included in the agree category. Instrument testing and data processing in this study were carried out using the SPSS (Statistical Package for Social Science) program, where the tests carried out included simple regression test and hypotheses test.

#### IV. RESULT AND DISCUSSION

Based on the results of the questionnaires that have been filled in by the 120 respondents, it is found that the first is the characteristics of the respondents in the form of gender, age, domicile or area of origin of visitors, as well as the level of frequency of visits to the Pasar Lama Culinary Tourism Area. The results obtained are as follows:

**TABLE I**  
**CHARACTERISTICS OF RESPONDENTS**

Characteristics of Respondents		Frequency	%
Gender	Male	47	39,17%
	Female	73	60,83%
Age (Years)	< 16	5	4,17%
	16-25	71	59,17%
	26-35	26	21,67%
	36-45	8	6,67%
	46-55	7	5,83%
	>56	3	2,50%
Domicile	Tangerang city	42	35,00%
	Tangerang regency	59	49,17%
	DKI Jakarta	4	3,33%
	Others	7	5,83%
Frequency of visits in a month	<2	79	65,83%
	2-6	33	27,50%
	>6	8	6,67%

Source: Processed results of primary data (2021)

Based on the table above, this study uses 120 respondents who are visitors to the Pasar Lama Culinary Tourism Area, Tangerang. From this data, based on gender, this proves that more Instagram users are female (60,83%) than male (39,17%) who are also visitors to the Pasar lama Culinary Area. The results for age show that of the total respondents, the majority are aged 16-25 years old (59,17%) as of Instagram users. For the domicile or city of origin of the respondents, the majority is coming from Tangerang regency (49,17%), but Pasar Lama Culinary Area can also be visited by the others area outside Tangerang. In terms of the frequency of visits, the intensity of the visit frequency of less than 2 visits a month, namely 79 respondents (65,83%), it can be concluded that visitors who come to the Pasar Lama Culinary Tourism Area are not visitors who visit regularly every month.

**TABLE 2**  
**DESCRIPTION OF RESPONDENTS' ANSWER**

Variables		Mean	Average
Electronic Word of Mouth (EWOM)	Intensity	4,00	4,04
	Variance of opinion	4,07	
	Content	4,03	
Visiting Interests	Attention	3,99	4,09
	Interest	4,05	
	Desire	4,10	
	Convistion	4,20	
Visiting Decisions	Culture	4,20	4,09
	Social	4,16	
	Personal	3,99	

	Psychological	3,98	
Source: Processed results of primary data (2021)			

Based on the table 2, it can be seen from the respondents' answers that on average the Electronic Word of Mouth (EWOM) variable has a value of 4.04 which means the tendency to agree to strongly agree. This indicates that the Electronic Word of Mouth using Instagram social media in the Pasar Lama Culinary Tourism Area, Tangerang is quite large in terms of intensity, namely the intensity of Instagram users in searching for or using the information available on Instagram for their culinary needs. Then the variance of opinion, which is where various opinions in the form of recommendations or reviews on Instagram can play a role in sharing information about culinary arts among the public. And finally, in terms of content, in the form of visual evidence (photos/videos) on Instagram as well as positive or negative comments, it is enough to have an impact on the dissemination of information about culinary arts on Instagram.

Then the average value for the variable of interest in visiting and visiting decisions is 4.09. This explains that respondents' answers tend to agree, that respondents have an interest and decide to visit the Pasar Lama Culinary Tourism Area, Tangerang, because of several things that are given by Instagram social media, namely attention, interest, desire (interest). desire) and conviction (recognition) that can attract the attention of visitors to be interested in visiting. Furthermore, the decision to visit explained that the average respondent answered that they tended to agree to visit the Pasar Lama Culinary Tourism Area, Tangerang due to things such as culture (culture), social (social environment), which attracts people's attention to visit and from within themselves, namely personal and psychological factors that can be factors in deciding to visit the Pasar Lama Culinary Tourism Area, Tangerang.

Simple regression analysis was carried out to show the effect of the Electronic Word of Mouth variable on the Visiting Interest and Visiting Decision variables partially.

**TABLE 3**  
**SIMPLE LINEAR REGRESSION TEST RESULTS**

Variable	Result Description	Result	Description
Visiting Interests (Y1)	Coefficient	0,905	Significant Effect
	Beta	0,837	
	T	16,648	
	Sig.	0,000	
Visiting Decisions (Y2)	Coefficient	0,720	Significant Effect
	Beta	0,774	
	T	13,261	
	Sig.	0,000	
Source: Processed results of primary data (2021)			

The results of the simple regression coefficient calculation show the value of hypothesis testing or influence testing to determine whether the regression coefficient has a significant effect or not. From the results of the table above, it can be stated that the significance value (Sig.) for the two variables is 0.000 which is  $< 0.05$ , it can be stated that the Electronic Word of Mouth (EWOM) variable has a significant effect on the variables of Visiting Interest and Visiting Decisions.

Testing the correlation between the Electronic Word of Mouth (X) variable with the Visiting Interest variable (Y1) and the Visiting Decision variable (Y2). By using the Pearson Correlation Product Moment. The table of correlation test results shows that the analysis is based on the value of Sig. (2-tailed), it is known that the Electronic Word of Mouth (X) variable and Visiting Interest (Y1) is  $0.000 < 0.05$ , which means that there is a significant correlation between the Electronic Word of Mouth (X) variable and Visiting Interest (Y1). Furthermore, the relationship between Electronic Word of Mouth (X) and Visiting Decisions (Y2) has a value of Sig. of  $0.000 < 0.05$ , which means that there is a significant correlation between these variables.

Then based on the value of  $r$  (Pearson Correlation) in the test, the  $r$ -count value for the relationship between Electronic Word of Mouth and Visiting Interest is  $0.837 > r$ -table (0.176), it can be concluded that there is a relationship between the Electronic Word of Mouth variable and the Visiting Interest variable. Then for the relationship between Electronic Word of Mouth and Visiting Decisions is  $0.774 > r$ -table (0.176), it can be concluded that there is a relationship between the two variables.

The close relationship or correlation coefficient between variables can be grouped where the correlation coefficient value of 0.71 to 0.90 means the relationship is very strong. Based on the results of the correlation test, the correlation coefficient values are 0.837 and 0.774, meaning that the coefficient value has a very strong relationship. In addition, because it is positive, it means that the relationship between the two variables is positive or in other words the increasing Electronic Word of Mouth on Instagram can increase Visiting Interest and Visiting Decisions.

Testing the Coefficient of Determination ( $R^2$ ) in this study is to measure the proportion or percentage contribution of the Electronic Word of Mouth variable studied to the variations in the ups and downs of the Visiting Interests and Visiting Decisions. The resulting determinant coefficient is 0.720 or equal to 72%. This figure explains that the Electronic Word of Mouth variable affects the Visiting Interest and Visiting Decisions simultaneously by 72%, while the rest ( $100\% - 72\% = 28\%$ ) is influenced by other variables outside of this study. The value of  $R^2$  is quite close to 1, it means that the stronger the influence of the Electronic Word of Mouth variable on the variables of Visiting Interests and Visiting Decisions also increases.

The formulation of the hypothesis in this study is as follows:

- H1: There is an influence of Electronic Word of Mouth (EWOM) on Instagram on interest in visiting the Culinary Tourism Area of the Old Market, Tangerang City.
- H2: There is an influence of Electronic Word of Mouth (EWOM) on Instagram on the decision to visit the Culinary Tourism Area of the Old Market, Tangerang City.
- H3: There is a simultaneous effect of Electronic Word of Mouth (EWOM) on Instagram on the interest in visiting and the decision to visit the Culinary Tourism Area of Pasar Lama Tangerang City.

Hypothesis testing in this study was carried out by setting criteria, for a significance level of 5%, to test the first and second hypotheses, a simple regression technique was used, with the criteria, if  $F\text{-count} > F\text{-table}$ , then  $H_0$  was rejected, and the regression results were significant, and vice versa if  $F\text{-count} < F\text{-table}$ , then  $H_0$  is accepted, and the regression results are not significant. From the table above, the results of  $F\text{-count}$  are 277.167 and  $175.844 > F\text{-table}$  which is 1.35, so as the basis for decision making in the F test, it can be concluded that H1 and H2 are accepted or in other words Electronic Word of Mouth has a partial effect on interest Visiting and Visiting Decisions. In addition, based on hypothesis testing, it is known that the value of Sig. is 0.000. Because the value of Sig.  $0.000 < 0.05$ , it can be concluded that the first and second hypotheses are accepted. Then to test the third hypothesis, the T test was used to test the significance of the calculation of the rxy value. Based on the test results, it is found that  $t\text{-count}$  is  $17.429 > t\text{-table}$  is 1.981, then the hypothesis is accepted and the results of Sig. 0.000 which means that the third hypothesis is accepted in other words that Electronic Word of Mouth has a simultaneous effect on Visiting Interest and Visiting Decisions.

Based on the results of the analysis through testing on the SPSS program, it was found that Electronic Word of Mouth on Instagram has an influence on Visiting Interests in the Culinary Tourism Area of the Old Market, Tangerang City. Instagram can be one of the media in providing and sharing information, as well as inviting other Instagram users about a product, including culinary products. Through visual display features, namely images and videos accompanied by comments and likes features that can provide confidence to fellow Instagram users regarding the information they want to obtain. Then the added features of geotagging, geolocation, hashtags on Instagram make it very easy for users to share information about the location or destination mentioned. From the respondents' results, it was found that visitors to the Culinary Tourism Area of the Old Market of Tangerang City felt the influence of the Electronic Word of Mouth on Instagram, so they were interested in visiting. Information about the Old Market Culinary Tourism Area of Tangerang City can be easily obtained by every community through invitations and sharing information on Instagram social media. People who get information through Instagram social media agree that the Electronic Word of Mouth on Instagram affects people's interest in visiting the Culinary Tourism Area of Pasar Lama Tangerang City.

Similar to interest in visiting, the decision to visit is also influenced by Electronic Word of Mouth on Instagram for visitors to the Old Market Culinary Tourism Area of Tangerang City. The decision to visit can be influenced by several things, including the influence of the information obtained. The existence of an information search process on Instagram social media regarding the desired product or service, respondents tend to agree that the complete information from Instagram social media which includes various things can influence them in deciding to visit the Culinary Tourism Area of Pasar Lama Tangerang City. Even visitors can also use Instagram social media to avoid visiting if influenced by bad comments or reviews of the products consumed.

The influence of Electronic Word of Mouth on Instagram on visiting interest and the decision to visit the Culinary Tourism Area of Pasar Lama Tangerang City is evidenced by the results of the data analysis described above. The Old Market Culinary Area is also quite famous on social media, one of which is Instagram social media. Electronic Word of Mouth (E-WOM) on Instagram is a development of Word-of-Mouth communication in utilizing Instagram social media which is currently favored by every age group. In addition, Instagram, as one of the media that can facilitate the provision of information not only for users, but also for businesspeople, then for the public can also make it easier to share information with potential visitors, including sharing their culinary tourism experiences.

## V. CONCLUSION

The conclusions that can be drawn from this study are based on the results of the SPSS program output, Electronic Word of Mouth (EWOM) on Instagram has a significant effect on the variables of Visiting Interest and Visiting Decisions. Through data analysis, it was found that Electronic Word of Mouth on Instagram has an

influence on Visiting Interests in the Culinary Tourism Area of the Old Market, Tangerang City. Instagram is one of the social media that has many users and from various ages. Instagram as an Electronic Word of Mouth media can provide and share information, as well as invite other Instagram users about the destinations of the Tangerang Old Market Culinary Tourism Area. From the various features produced by Instagram, it is very easy for users to share information so that they are interested in visiting, and even inspire people to decide to visit the Culinary Tourism Area of Pasar Lama Tangerang City.

Through this research, it is hoped that the results will become reference material and knowledge for related parties. Based on the results of this study, the suggestion that can be put forward is the need to increase the use of social media in a destination area and culinary business because it is proven that the existence of electronic word of mouth on social media can influence interest and decisions to visit a destination area. In addition, it is expected to be a reference regarding the use of social media as a medium that can facilitate the provision of information not only for users, but also for businesspeople, then for the community it can also make it easier to share information with potential visitors, including sharing experiences on culinary tourism.

In further research, it is hoped that further research is needed accompanied by other variables or with in-depth statistical tests on variable indicators so that better data is obtained regarding the influence of social media in providing and sharing information so that it influences attracting interest in visiting and even deciding to visit. Further research is also expected to expand the research objectives to be achieved not only to determine the effect, but also to examine the influencing factors or so on.

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