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APPENDICIES

APPENDIX 1 QUESTIONNAIRE

ANALYZING THE INFLUENCES OF ELECTRONIC WORD OF MOUTH, TOURIST FACILITIES, AND DESTINATION IMAGE ON VISIT DECISION MEDIATED BY VISIT INTENTION (A CASE STUDY ON LOBANG JEPANG TOURIST ATTRACTION IN THE CITY OF BUKITTINGGI)

Hello everyone! Hope you are always in good health!

Dear respondent,

My name is Putri Rahmanita, a student majoring in International Business Management at President University. I am currently conducting research on "Analyzing the Influence of Electronic Word of Mouth, Tourist Facilities, and Destination Image on Visit Decision through Visit Intention as an Intervening Variable (A Case Study on Lobang Jepang Tourist Attraction in the City of Bukittinggi)".

To achieve the objective of this research, I ask for help and cooperation from relatives and friends to participate in this research as respondents to this survey. The estimated time to complete this survey is only 5-7 minutes.

The information gathered in this survey will be confidential and will be used for this research only. I'm beyond grateful for your participation and willingness to help me complete both my research and study.
I hope all of you are blessed with health, and may joy surrounds you

Warm regards,

Putri Rahmanita

Halo semuanya! Semoga Anda selalu dalam keadaan sehat!

Responden yang terhormat,

Nama saya Putri Rahmanita, mahasiswa jurusan International Business Management di President University. Saat ini saya sedang melakukan penelitian dengan judul "Analisis Pengaruh Electronic Word of Mouth, Fasilitas Wisata, dan Citra Destinasi Terhadap Keputusan Berkunjung Melalui Minat Berkunjung Sebagai Variabel Intervening (Studi Kasus pada Objek Wisata Lobang Jepang Kota Bukittinggi)".

Untuk mencapai tujuan penelitian ini, saya meminta bantuan dan kerjasama dari saudara dan teman-teman untuk berpartisipasi dalam penelitian ini sebagai responden survei ini. Estimasi waktu untuk menyelesaikan survei ini hanya 5-7 menit.

Informasi yang dikumpulkan dalam survei ini akan dirahasiakan dan hanya akan digunakan untuk penelitian ini. Saya sangat berterima kasih atas partisipasi dan kesediaan Anda untuk membantu saya menyelesaikan penelitian dan studi saya.

Saya harap Anda semua diberkati dengan kesehatan, dan selalu dalam perlindungan.

Salam hangat,

Putri Rahmanita

Screening Questions

Apakah kamu mengetahui objek wisata Lobang Jepang yang ada di kota Bukittinggi ? *

(Do you know the tourist attraction Lobang Jepang in Bukittinggi?)

- Yes (Ya)
 No (Tidak)

Apakah kamu pernah melihat dan mengetahui informasi terkait objek wisata Lobang Jepang di media sosial ? *

(Have you ever seen and found information regarding Lobang Jepang tourist attraction on social media?)

- Yes (ya)
 No (Tidak)

Back

Next

Clear form

Respondent Profile

Email *

Your answer

Jenis Kelamin *
(Gender)

- Female (Perempuan)
 Male (Laki - Laki)

Usia *
(Age)

- 12 - 16 years old
 17 - 25 years old

- 36 - 45 years old
- 46 - 55 years old
- 56 > years old

Domisili *
(Domicile)

- Pulau Sumatera
- Pulau Jawa
- Sulawesi
- Kalimantan
- Others

Apakah kamu menggunakan sosial media? *

(Do you use social media?)

- No (Tidak)

Sosial media apa yang paling sering kamu gunakan? *

(What social media you use the most?)

- Instagram
- Tiktok
- Twitter
- Facebook
- Others
- None

Back

Next

Clear form

Electronic Word of Mouth

Measurement :

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak Setuju)
3. Neutral (Netral)
4. Agree (Setuju)
5. Strongly Agree (Sangat Setuju)

Saya mengumpulkan informasi dari evaluasi turis di sosial media sebelum saya pergi ke Lobang Jepang *

(I gather information from tourist evaluations on social media before I travel to Lobang Jepang)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya akan merasa aman ketika mengikuti saran dari ulasan wisatawan lain di media sosial *

(I would feel secure when following certain suggestions from other travelers reviews on social media)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya akan mengikuti ulasan positif yang dibuat oleh wisatawan lain di media sosial tentang Lobang Jepang *

(I would closely follow the positive reviews made by the other travelers in social media about Lobang Jepang)

1 2 3 4 5

Strongly Disagree (Sangat Tidak Setuju)

Strongly Agree (Sangat Setuju)

Review wisatawan di media sosial membuat saya percaya diri untuk berwisata ke *
Lobang Jepang

(Tourist reviews on social media make me confident in travelling to Lobang Jepang)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat Setuju)

Saya mendapat informasi tentang harga tiket masuk ke Lobang Jepang di media *
sosial

(I got information about the price of entrance tickets to Lobang Jepang on social media)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya mendapat informasi tentang jam buka Lobang Jepang di media sosial *

(I got information about the opening hours of Lobang Jepang on social media)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Back

Next

Clear form

Tourist Facilities

Measurement :

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak Setuju)
3. Neutral (Netral)
4. Agree (Setuju)
5. Strongly Agree (Sangat Setuju)

Fasilitas yang tersedia di Lobang Jepang lengkap *

(The facilities available at the Lobang Jepang are complete)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan ruang salat untuk wisatawan *

(Lobang Jepang provides a prayer room for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan tempat parkir untuk wisatawan *

(Lobang Jepang provides a parking lot for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan toilet untuk wanita dan toilet untuk laki - laki *

(Lobang Jepang provides toilets for women and toilets for men)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat Setuju)

Lobang Jepang menyediakan fasilitas pelengkap meja informasi untuk wisatawan *

(Lobang Jepang provides a complementary facilities for information for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan pemandu wisata untuk wisatawan *

(Lobang Jepang provides tour guides for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan kantin untuk wisatawan *

(Lobang Jepang provides canteen for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan wahana bermain anak-anak untuk wisatawan *
(Jungkat Jungkit, Tiang gelantungan, Ayunan)

(Lobang Jepang provides children's play rides for tourists , Seesaw , Monkey bar , Swing)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan spot selfie untuk wisatawan *

(Lobang Jepang provides spot selfies for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan saung untuk wisatawan *

(Lobang Jepang provides gazebos for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menyediakan toko souvenir untuk wisatawan *

(Lobang Jepang provides souvenir shops for tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Semua fasilitas dan wahana wisata di Lobang Jepang dapat digunakan dengan baik *

(All tourist facilities and rides at Lobang Jepang can be used properly)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Kondisi fasilitas dan wahana wisata di Lobang Jepang cukup baik dan tersusun rapi *

(The condition of tourist facilities and rides at Lobang Jepang is good and neatly arranged)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Back

Next

Clear form

Destination Image

Measurement :

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak Setuju)
3. Neutral (Netral)
4. Agree (Setuju)
5. Strongly Agree (Sangat Setuju)

Lobang Jepang memiliki pemandangan alam yang indah *

(Lobang Jepang has beautiful natural scenery)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang menawarkan daya tarik sejarah *

(Lobang Jepang offers a historical connection)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang memiliki bangunan yang unik karena berbentuk seperti terowongan *

(Lobang Jepang has a unique building because it is shaped like a tunnel)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Wisata Lobang Jepang mudah untuk diakses *

(Lobang Jepang is easy to access)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Akomodasi di Lobang Jepang sangat memadai (Transportasi Umum, Hotel, dll) *

(Accommodation in Lobang Jepang is very adequate (Public Transportation, Hotels, etc))

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Lobang Jepang bersih dan terawat *

(Lobang Jepang is clean and well maintained)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Orang-orang di sekitar Lobang Jepang ramah dan sangat membantu wisatawan *

(People around Lobang Jepang are friendly and very helpful to tourists)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Back Next Clear form

Visit Intention

Measurement :

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak Setuju)
3. Neutral (Netral)
4. Agree (Setuju)
5. Strongly Agree (Sangat Setuju)

Saya berniat untuk mengunjungi Lobang Jepang sebagai tujuan liburan saya *

(I intend to visit Lobang Jepang as my holiday destination)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Saya kemungkinan akan mengunjungi Lobang Jepang bersama teman dan keluarga saya *

(I'm likely to visit Lobang Jepang with my friends and family)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Saya mencari informasi tentang Lobang Jepang sebelum berkunjung *

(I search for information about Lobang Jepang before visiting)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Back Next Clear form

Visit Decision

Measurement :

1. Strongly Disagree (Sangat tidak setuju)
2. Disagree (Tidak Setuju)
3. Neutral (Netral)
4. Agree (Setuju)
5. Strongly Agree (Sangat Setuju)

Saya memutuskan untuk mengunjungi Lobang Jepang karena memenuhi kebutuhan saya untuk jalan-jalan *

(I decided to visit Lobang Jepang because it fulfilled my need for sightseeing)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju) Strongly Agree (Sangat setuju)

Saya memutuskan untuk mengunjungi Lobang Jepang setelah mengetahui kelebihan dari segi harga, permainan anak dan pemandangan yang ditawarkan *

(I decided to visit Lobang Jepang after knowing its advantages in terms of price, children's ride and sights)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya memutuskan untuk mengunjungi Lobang Jepang karena banyaknya pilihan transportasi wisata yang tersedia dan nyaman *

(I decided to visit Lobang Jepang because of the many available and convenient tourist transportation options.)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Obyek wisata Lobang Jepang memiliki ketepatan jam operasional (termasuk jam * buka dan tutup destinasi wisata).

(Lobang Jepang tourist attraction has operational clock punctuality (including tourist destinations' opening and closing hours.)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya memutuskan untuk mengunjungi Lobang Jepang karena biaya tour tersebut * sesuai dengan kemampuan keuangan saya

(I decided to visit Lobang Jepang because the cost of the tour was within my financial capacity)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Saya memutuskan untuk mengunjungi Lobang Jepang karena berbagai layanan * yang disediakan, seperti pemandu wisata, pusat oleh-oleh, fotografi, dll.

(I decided to visit Lobang Jepang because of the various services provided, such as tour guides, souvenir centers, photography, etc.)

1 2 3 4 5

Strongly Disagree (Sangat tidak setuju)

Strongly Agree (Sangat setuju)

Back

Submit

Clear form

APPENDIX 2

SMARTPLS ANALYSIS RESULT

Outer Loadings

| Matrix | | | | | |
|--------|-------|-------|-------|-------|-------|
| | DI | EWOM | TF | VD | VI |
| DI1 | 0.853 | | | | |
| DI2 | 0.865 | | | | |
| DI3 | 0.859 | | | | |
| DI4 | 0.863 | | | | |
| DI5 | 0.806 | | | | |
| DI6 | 0.853 | | | | |
| DI7 | 0.899 | | | | |
| EWOM1 | | 0.725 | | | |
| EWOM2 | | 0.859 | | | |
| EWOM3 | | 0.861 | | | |
| EWOM4 | | 0.779 | | | |
| EWOM5 | | 0.810 | | | |
| EWOM6 | | 0.841 | | | |
| TF1 | | | 0.798 | | |
| TF10 | | | 0.857 | | |
| TF11 | | | 0.860 | | |
| TF12 | | | 0.837 | | |
| TF13 | | | 0.783 | | |
| TF2 | | | 0.766 | | |
| TF3 | | | 0.776 | | |
| TF4 | | | 0.718 | | |
| TF5 | | | 0.817 | | |
| TF6 | | | 0.835 | | |
| TF7 | | | 0.793 | | |
| TF8 | | | 0.779 | | |
| TF9 | | | 0.805 | | |
| VD1 | | | | 0.765 | |
| VD2 | | | | 0.805 | |
| VD3 | | | | 0.720 | |
| VD4 | | | | 0.803 | |
| VD5 | | | | 0.822 | |
| VD6 | | | | 0.846 | |
| VI1 | | | | | 0.876 |
| VI2 | | | | | 0.820 |
| VI3 | | | | | 0.872 |

Average Variance Extracted (AVE)

Construct Reliability and Validity

| Matrix | Cronbach's Alpha | rho_A | Composite Reliability |
|----------------------------------|------------------|-------|-----------------------|
| Average Variance Extracted (AVE) | | | |
| DI | | | 0.735 |
| EWOM | | | 0.663 |
| TF | | | 0.644 |
| VD | | | 0.632 |
| VI | | | 0.733 |

Heterotrait Monotrait (HTMT)

Discriminant Validity

| Fornell-Larcker Criteri... | Cross Loadings | Heterotrait-Monotrait R... | Heterotrait-Monotrait R... | | |
|----------------------------|----------------|----------------------------|----------------------------|-------|----|
| | DI | EWOM | TF | VD | VI |
| DI | | | | | |
| EWOM | 0.424 | | | | |
| TF | 0.464 | 0.857 | | | |
| VD | 0.435 | 0.771 | 0.781 | | |
| VI | 0.872 | 0.577 | 0.592 | 0.640 | |

Cross Loadings

Discriminant Validity

| Fornell-Larcker Criteri... | Cross Loadings | Heterotrait-Monotrait R... | Heterotrait-Monotrait R... | | |
|----------------------------|----------------|----------------------------|----------------------------|-------|-------|
| | DI | EWOM | TF | VD | VI |
| DI1 | 0.853 | 0.310 | 0.381 | 0.296 | 0.594 |
| DI2 | 0.865 | 0.282 | 0.340 | 0.265 | 0.595 |
| DI3 | 0.859 | 0.323 | 0.377 | 0.323 | 0.637 |
| DI4 | 0.863 | 0.383 | 0.412 | 0.407 | 0.722 |
| DI5 | 0.806 | 0.314 | 0.307 | 0.337 | 0.626 |
| DI6 | 0.853 | 0.355 | 0.365 | 0.355 | 0.710 |
| DI7 | 0.899 | 0.411 | 0.455 | 0.395 | 0.730 |
| EWOM1 | 0.274 | 0.725 | 0.610 | 0.506 | 0.386 |
| EWOM2 | 0.259 | 0.859 | 0.620 | 0.538 | 0.388 |
| EWOM3 | 0.246 | 0.861 | 0.615 | 0.551 | 0.400 |
| EWOM4 | 0.414 | 0.779 | 0.683 | 0.584 | 0.432 |

| | | | | | |
|-------|-------|-------|-------|-------|-------|
| EWOM5 | 0.424 | 0.810 | 0.691 | 0.633 | 0.467 |
| EWOM6 | 0.301 | 0.841 | 0.656 | 0.527 | 0.364 |
| TF1 | 0.344 | 0.623 | 0.798 | 0.638 | 0.427 |
| TF10 | 0.343 | 0.691 | 0.857 | 0.659 | 0.437 |
| TF11 | 0.385 | 0.710 | 0.860 | 0.626 | 0.464 |
| TF12 | 0.351 | 0.712 | 0.837 | 0.609 | 0.438 |
| TF13 | 0.324 | 0.703 | 0.783 | 0.582 | 0.451 |
| TF2 | 0.322 | 0.633 | 0.766 | 0.669 | 0.428 |
| TF3 | 0.313 | 0.667 | 0.776 | 0.568 | 0.388 |
| TF4 | 0.349 | 0.507 | 0.718 | 0.500 | 0.366 |
| TF5 | 0.364 | 0.666 | 0.817 | 0.524 | 0.414 |
| TF6 | 0.377 | 0.721 | 0.835 | 0.619 | 0.471 |
| TF7 | 0.422 | 0.507 | 0.793 | 0.449 | 0.461 |
| TF8 | 0.380 | 0.537 | 0.779 | 0.492 | 0.415 |
| TF9 | 0.328 | 0.626 | 0.805 | 0.505 | 0.339 |
| VD1 | 0.361 | 0.555 | 0.546 | 0.765 | 0.429 |
| VD2 | 0.302 | 0.511 | 0.537 | 0.805 | 0.423 |
| VD3 | 0.292 | 0.572 | 0.624 | 0.720 | 0.381 |
| VD4 | 0.324 | 0.489 | 0.528 | 0.803 | 0.461 |
| VD5 | 0.357 | 0.559 | 0.592 | 0.822 | 0.467 |
| VD6 | 0.271 | 0.610 | 0.595 | 0.846 | 0.448 |
| VI1 | 0.747 | 0.434 | 0.494 | 0.468 | 0.876 |
| VI2 | 0.583 | 0.344 | 0.384 | 0.405 | 0.820 |
| VI3 | 0.646 | 0.504 | 0.475 | 0.528 | 0.872 |

Fornell Larcker Criterion

Discriminant Validity

| | DI | EWOM | TF | VD | VI |
|------|-------|-------|-------|-------|-------|
| DI | 0.857 | | | | |
| EWOM | 0.400 | 0.814 | | | |
| TF | 0.442 | 0.798 | 0.803 | | |
| VD | 0.400 | 0.689 | 0.715 | 0.795 | |
| VI | 0.774 | 0.504 | 0.530 | 0.549 | 0.856 |

Construct Reliability and Validity

Construct Reliability and Validity

| Matrix | Cronbach's Alpha | rho_A | Composite Reliability |
|--------|------------------|-------|-----------------------|
| | Cronbach's Al... | rho_A | Composite Rel... |
| DI | 0.940 | 0.943 | 0.951 |
| EWOM | 0.898 | 0.900 | 0.922 |
| TF | 0.954 | 0.956 | 0.959 |
| VD | 0.883 | 0.886 | 0.911 |
| VI | 0.818 | 0.828 | 0.892 |

R- Square

R Square

| Matrix | R Square | R Square Adjusted |
|--------|----------|-------------------|
| | R Square | R Square Adjus... |
| VD | 0.301 | 0.298 |
| VI | 0.650 | 0.645 |

Hypothesis Direct Testing

Path Coefficients

| | Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | |
|------------|---------------------------------|----------------------|---------------------------------|----------------------|----------|
| | Original Sampl... | Sample Mean (...) | Standard Devia... | T Statistics (O/... | P Values |
| DI -> VI | 0.167 | 0.159 | 0.070 | 2.376 | 0.018 |
| EWOM -> VI | 0.374 | 0.393 | 0.064 | 5.826 | 0.000 |
| TF -> VI | 0.304 | 0.297 | 0.078 | 3.878 | 0.000 |
| VI -> VD | 0.630 | 0.631 | 0.044 | 14.408 | 0.000 |

Hypothesis Indirect Testing

Specific Indirect Effects

| | Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboar |
|------------------|---------------------------------|----------------------|---------------------------------|----------------------|------------------|
| | Original Sampl... | Sample Mean (...) | Standard Devia... | T Statistics (O/... | P Values |
| DI -> VI -> VD | 0.105 | 0.104 | 0.049 | 2.128 | 0.034 |
| EWOM -> VI -> VD | 0.236 | 0.244 | 0.037 | 6.370 | 0.000 |
| TF -> VI -> VD | 0.191 | 0.192 | 0.056 | 3.436 | 0.001 |

Appendix 3

Questionnaire Responses

| EWOM1 | EWOM2 | EWOM3 | EWOM4 | EWOM5 | EWOM6 | TF1 | TF2 | TF3 | TF4 | TF5 | TF6 | TF7 | TF8 | TF9 | TF10 | TF11 | TF12 | TF13 | DI1 | DI2 | DI3 | DI4 | DI5 | DI6 | DI7 | VI1 | VI2 | VI3 | VD1 | VD2 | VD3 | VD4 | VD5 | VD6 | |
|-------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
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Appendix 4
Lobang Jepang





