# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON VISITING INTERESTS WITH MEDIATION THEORY OF PLANNED BEHAVIOR ON HALAL TOURISM OBJECTS IN JOMBANG REGENCY

*by* Nuri Purwanto, Chusnul Rofiah

# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON VISITING INTERESTS WITH MEDIATION THEORY OF PLANNED BEHAVIOR ON HALAL TOURISM OBJECTS IN JOMBANG REGENCY

**Nuri Purwanto[1*], Chusnul Rofiah[2]**

[1.2] STIE PGRI DEWANTARA, Jombang, Indonesia

*Corresponding Author: nuri.stiedw@stiedewantara.ac.id

_____

**Abstract:** This study aims to determine the effect of the effect of electronic word of mouth on halal travel interest mediated by Theory of planned behavior (TPB). The research method uses quantitative by using explanatory research types. The population in this study were all visitors of religious tourism in Jombang Regency who learned information about these religious tourism from social media. While the sampling technique is purposive random sampling where sampling from the population is carried out randomly and with certain considerations by taking a number of 332 respondents, research results show that ewom influences the dimensions of Theory Planned Behavior namely subjective norm, attitude and Percected behavior control, as well as subjective norms and attitudes directly affect inttention to travel, ewom indirectly influences inttention to travel through atttitude and perceived behavior control.

**Keywords:** Immediately write in single space after abstract between 3-5 keywords

_____

## 1. Introduction

The tourism sector is one of the most prospective and massive sectors of the economy because it has social and economic advantages. Even the industry can survive in challenging economic conditions (Lin, 2014; Richardson & Fluker, 2004). In the current era, the concept of halal has become a trend, especially in the development of the Islamic economy in Indonesia (Fitriana, 2019). Although the potential of halal tourism is huge in Indonesia, halal tourism in Indonesia is not included in The halal choice website. The site states that there are eight tourist destinations for Muslim tourists. At the same time, ironically from the eight countries mentioned, Indonesia is not included in the recommended tourist destinations for Muslim travelers (Achyar, 2015); the role of information technology, social media, especially in the promotion or increase tourist interest, can not be taken lightly, because tourists rely heavily on social media to get relevant information, complete and timely. These platforms are widely used as a medium of dissemination of electronic word of mouth (eWom), which is a powerful influencer and can influence all aspects of traveler decisions (Hamouda & Yacoub, 2018; Liu, 2019).

The understanding of businesses on the phenomenon of using social media in influencing the interest of tourists to visit in tourist destinations is based on western contexts such as

1st INTERNATIONAL CONFERENCE ON
BUSINESS & SOCIAL SCIENCES
"SUSTAINABLE BUSINESS PRACTICES IN DIGITAL ENVIRONMENT"

STIESIA
Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya
1st ICOBUSS

Germany, The UK, New Zealand, Canada, Sweden, and Austria (Miguéns et al., 2008) Little is known about how Muslim consumers use social networks in deciding to visit religious tourism (Khan & Khan, 2015) therefore the Theory of planned behavior (TPB) was used in this study because the Theory has been widely adopted as one of the tools most powerful to test consumer behavior intentions (Park et al., 2017) and this model has been used in previous studies in the tourism and hospitality industries (Garay et al., 2019; Quintal et al., 2010)

Different results were found by Hua et al. ( 2017), which stated that the moderator effect of attitude, a dimension of the theory of planned behavior (TPB), has no direct influence on visiting intentions. The study shows that although consumers have a habit of seeking information in the form of electronic word of mouth on social media, it does not guarantee prospective tourists intend to visit such attractions because attitude will not necessarily affect intention. In this study, trying to answer strategic issues in information technology and communication were to make the appearance and content of websites and social media exciting and able to create attractiveness for consumers, it is essential to know the interests and behavior of consumers in the digital age. Based on the phenomena and thoughts that have been presented, then researchers want to study more about the Influence of Electronic Word Of Mouth On Visiting Interests With Mediation Theory Of Planned Behavior On Halal Tourism Objects In Jombang Regency

## 2. Literature Review

### Electronic Word Of Mouth

eWOM communications refer to positive or negative statements made by potential customers, actual or former products or companies, available to many people and institutions over the internet (e.g., chat rooms, blogs, internet forums, Facebook, twitter, youtube) (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). In other words, all informal communication directed at consumers through internet-based technology related to the use or characteristics of specific goods and services, or the seller (Litvin, Goldsmith, & Pan, 2018). Researchers have recommended to internet marketers that it is mandatory to build and utilize online social networking media (Simeon, Buonincontri, Cinquegrani, & Martone, 2017) by emphasizing on reputation systems or feedback mechanisms on sites that will or have been built (Huete-Alcocer , 2017) to improve the credibility of eWOM. Nevertheless, eWOM differs from offline WOM in terms of sources of information that WOM online, informants are individuals who have little or no prior relationship with the information seeker, online messages delivered by the basis on the internet media are the only sources from which the information seeker can conclude the trust and benefits of such information (Moran & Muzellec, 2017)

### Theory Planned Behavior (TPB)

Theory Planned Behavior (TPB) is a theory of behavior first developed by Icek Ajzen 1985. There are three dimensions, in theory, namely perceived behavioral control, subjective norm, and attitude towards the behaviors. These three dimensions differentiate from the previous approach of the Theory of Reasoned Action (TRA) (Ismagilova, Slade, Rana, & Dwivedi, 2019). In Theory Planned Behavior (TPB), the central factor of an individual's behavior is that the action is influenced by the individual's intentions (behavioral intentions). In contrast, preferences in behaving are affected by attitudes, subjective norms, and perceived behavioral control (Hidayat & Nugroho), 2011).

### Intention to travel

The intention is assumed to be a motivating factor that influences a person's behavior in obtaining something. The intention theory indicates how hard people want to try and how much effort they plan to make. In general, the stronger a person intends to engage in behavior, the more likely one is to carry out such intentions (Ajzen, 2001). Visiting preferences have the same definition as purchase intentions as part of evaluating individuals for products and services under certain conditions. (Seow, Choong, Moorthy, & Chan, 2017). Interest can be said as a tendency within an individual to be attracted to an object or to enjoy an item, characterized by a sense of curiosity and pleasure (Mauludin, 2016).

**The Effect of Electronic word of mouth on Attitude**

e-WOM refers to a relatively quick informal method of sharing experiences about a product or service with others (Cheung & Lee, 2012). Many travelers are interested before traveling in search of information posted by previous visitors to make themselves comfortable. They often use the applications and communication platforms provided for eWOM (Cheung & Lee, 2012). Reviews made by online users related to tourist destinations have become an essential source of information (Abubakar, Ilkan, Meshall Al-Tal, & Eluwole, 2017). Besides, the Attitude and behavior of visitors can be strengthened by positive reviews online (Kudeshia & Kumar, 2017)

**HI : electronic word of mouth has a positive effect on Attitude**

**The Influence of Electronic Word of Mouth On Subjective Norm**

In the field of services, eWOM effect services on subjective norms cannot be ignored. Several studies have been conducted proving that eWOM positively affects personal criteria (Jalilvand Mohammad & Heidari, 2017; Viglia, Minazzi, & Buhalis, 2016). For example, Jalilvand and Samiei (2012) tested the effects of eWOM on 296 respondents from the online community. According to the results, eWOM has a positive and significant impact on subjective norms. Similarly, in studies that took eWOM variable relationships in hotel booking services, it was found that eWOM had a positive and significant effect on subjective norms. (Viglia et al., 2016) Based on the above findings, we suspect a positive relationship between subjective norms and eWOM.

**H2 : electronic word of mouth positively affects subjective norm**

**The Influence of Electronic Word of Mouth On Perceived Behavioral Control**

In the context of the choice of tourist destination, perceived behavior control relates to the traveler's perception of the destination's satisfaction and the opportunity to travel to that destination, and his or her trust and ability to travel to that destination. Perceived behavioral control has proven to be a critical determinant of visiting interests (Soliman, 2019). According to Jalilvand and Haiederi (2017). Also, it is shown that perceived behavioral control can be influenced by electronic word of mouth sourced in cellular media (Palka, Pousttchi, & Wiedemann, 2009). The following hypothesis, therefore, is

**H3 : electronic word of mouth has a positive effect on perceived behavior control**

**The Effect of Attitude on Visiting Interests**

The higher a person's level of positive attitude towards an individual's behavior, the more likely it is to perform that particular behavior. (Verma & Chandra, 2018). Attitudes towards tourist destinations are generally felt through a series of attributes about that goal, such as excitement or fear (Stylos, Bellou, Andronikidis, & Vassiliadis, 2017) and the possibility that negative attitudes have contrasting relationships, due to the perception of risk and uncertainty in the results of previous studies have been found to play an important role in influencing the intention to visit (Japutra, Loureiro, Molinillo, & Ekinci, 2019) therefore the next hypothesis, is

**H4 : attitude has a positive effect on visiting interests**

## Subjective Norm's Influence on Visiting Interests

Many studies have shown subjective norms as accurate predictors of travel intentions, with behaviors considered to be something to be approved by peer groups that are positively associated with engaging in such actions (Lam & Hsu, 2006). Subjective norms significantly affect a person's behavior, mainly when associated with buying or visit. Personal criteria play a massive role in influencing consumer behavior, for example, in influencing important people in decision-making, age groups, religions, and members of organizations that contribute to consumer purchasing intentions (Md Husin, Ismail, & Ab Rahman, 2016) from the above premises can be hypothetical as follows

**H5: subjective norm has a positive effect on visiting interests**

## The Influence of Perceived Behavioral Control on Visiting Interests

The second anteseden in the TPB model is perceived behavioral control. Perceived behavior control is a belief held by individuals about how easy or difficult it is for them to engage in certain behaviors (Madden, Ellen, & Ajzen, 1992) Researchers in the field of tourism have demonstrated perceived behavioral control as an accurate predictor of the intention to travel to various destinations (Hsieh, Park, & McNally, 2016) from the premise above then can be hypothetical as follows

**H6 : subjective norm has a positive effect on visiting interests**

## The Influence of Electronic word of mouth on Visiting Interests through Attitude

eWOM is a primary source of traveler information and substantially affects their attitudes. (Reza Jalilvand & Samiei, 2012) Wom positive will increase favorable attitudes towards certain products. (Ladhari & Michaud, 2015) With a positive attitude or attitude, it will increase the interest of visitors to visit the attractions that want to see (Zainal, Harun, & Lily, 2017) from the above premises than can be hypothesized as follows

**H7: e-wom has a positive effect on the interest of berkunjug through attitude**

## The Influence of Electronic word of mouth on Visiting Interests through Subjective Norm

In tourism, more and more travelers are using the internet as a travel planning resource. Several researchers have discovered the importance of eWOM in the travel planning process (Yoo & Gretzel, 2016). subjective norms defined as the point of view of others that are important to the individual and can influence his or her decision-making (e.g., family and relatives, colleagues, associates, or business partners, friends). Previous studies have shown that subjective norms are significantly found to influence individuals (Verma & Chandra, 2018) with sources derived from ewom will further strengthen the subjective norm of travelers so that it will lead to an interest in visiting, as the factors that most influence purchase intentions towards online travel packages are the online word of mouth (WOM) as well as determinants of planned behavioral theory (TPB) such as subjective norms, attitude, and perception of behavior control (Handayani & Arifin, 2017)

**H8: e-wom has a positive effect on visiting interests through subjective norms**

## The Influence of Electronic word of mouth on Visiting Interests through Perceived Behavioral Control

Perceived behavioral control is a belief that individuals hold about how easy or difficult it is for them to engage in certain behaviors (Buhmann & Brønn Peggy, 2018) ease in the concept of tourism in terms of the search for information about tourist attractions through ewom (Gerdt, Wagner, & Schewe, 2019) with information that has been in can then improve perceived behavior control (Yen & Tang, 2019) Also, it is shown that perceived behavior control can be influenced by the condition based electronic word of mouth information carried out in the media cellular (Lam & Hsu, 2006) to direct to interest in visiting

**H9: e-wom has a positive effect on visiting interests through perceived behavior control**

## 3. Method

The population in this study is all religious visitors in Jombang district who know the object through social media. The determination of samples in this study uses non-probability sampling techniques. In contrast, sampling techniques use purposive sampling, with the criteria of tourists who have known halal tourism objects in Jombang district through social media. The number of suitable samples for sem models ranges from 100-200 respondents (Ferdinand, 2014). Based on these theories in this study, a representative of 332 respondents was distributed online and offline through internet media and enumerator assistance.

**Variable Operating Definitions**

Variables in exogenous used are an electronic word of mouth defined, eWOM communication refers to positive or negative statements made by potential customers, actual or former products or companies, available to many people and institutions over the internet (e.g., chat rooms, blogs, internet forums, Facebook, twitter, youtube) (Hennig-Thurau et al., 2004), those variables measured through six items (Bambauer-Sachse & Mangold, 2011), furthermore, is a subjective norm defined as the point of view of others that is important to the individual and can influence his decision-making (e.g., family and relatives, colleagues, associates, or business partners, friends) (Verma & Chandra, 2018) measured through three items (Kassem & Lee, 2004), the next variable exogenous studied is perceived behavioral control. Perceived behavior control is a belief that individuals hold about how easy or difficult it is for them to engage in certain behaviors (Madden et al., 1992) that are secured through three items (Kassem & Lee, 2004)

The definition of attitude is "the extent to which a person has an evaluation or assessment of preferred or disliked behavior" (Ajzen, 2001), which asked with three items (Kassem & Lee, 2004). The next variable endogenous used is a visiting interest, defined as a tendency within an individual to be attracted to an object or to delight an object, characterized by interest and pleasure (Mauludin, 2016) measured through three items (Jalilvand Mohammad & Heidari), 2017)

**Validity and Reliability Test**

to find out how well an instrument measures the concept that should be measured, in this study using the validity of the construct with criteria if the loading factor value of the tool is more significant than 0.5, then it can be said that the instrument is valid (Urbach & Ahlemann, 2010) while the alpha crobanch method is used to measure the reliability of the tool used in the study with the provision of alpha Cronbach value must be greater than 0.6 (Urbach & Ahlemann, 2010)

**Analysis Techniques**

Data processing in this study using structural equation model (SEM) method using Smart PLS version 3, as for the criteria of PLS output required to interpret using the following criteria:

a) Outer model ( indicator test) using convergent validity, discriminant validity, and composite reliability.

b) Inner model (hypothesis test) uses $R^2$ for endogenous latent variables and t-statistical parameter coefficients

## 4. Result and Discussion

### Respondent Overview

The respondents of this study were religious tourism visitors in Jombang district with an unknown population; polls were spread on seven religious attractions in Jombang district, namely: (1) gus dur tomb, (2) Dr. H. Moeldoko Mosque; (3) Jombang Grand Mosque; (4) Tomb of Kiai Hasyim Asyari; (5) The tomb of Sayid Sulaiman; (6) Tomb of Prince Benowo; (7) The tomb of Gunung Kuncung Jombang with a sample of 321 respondents based on gender is dominated by women as much as 62% or as many as 206 respondents, based on the age dominated by the age of 19 to 24 years. Based on the information media used to search for information about tourist attractions visited, respondents access a lot on Instagram as much as 44% or 146 respondents followed by accessing information through WhatsApp media as much as 22.6 % or 75 respondents while the rest access through Facebook

### Convergent validity

Convergent validity, aiming to know the validity of each relationship between the indicator and its latent variables, tests the validity of convergents in Partial Least Square with reflective indicators assessed based on their loading factor (Joe, Sarstedt, Hopkins, & Volker, 2014)

**Tabel 1. Outer Model Analysis**

| Variable | Item | Factor loading |
|---|---|---|
| *Electronic Word of mourth* X1 | X1.1 | 0,838 |
| | X1.2 | 0,868 |
| | X1.3 | 0,851 |
| | X1.4 | 0,791 |
| | X1.5 | 0,845 |
| | X1.6 | 0,830 |
| *Attitude* Y1 | Y1.1 | 0,900 |
| | Y1.2 | 0,870 |
| | Y1.3 | 0,895 |
| *Subjective norm* Y2 | Y2.1 | 0,888 |
| | Y2.2 | 0,919 |
| | Y2.3 | 0,912 |
| *Perceived Behavior Control* Y3 | Y3.1 | 0,876 |
| | Y3.2 | 0,864 |
| | Y3.3 | 0,854 |
| *Inttention to travel* Z | Z.1 | 0,880 |
| | Z.2 | 0,877 |
| | Z.3 | 0,840 |

From table 1, it can be noted that all loading factor values of electronic word of mouth indicator (X1), Attitude (Y1), Subjective Norm (Y2), Perceived Behavior Control (Y3), and Intention to Travel (z) have loading factor values greater than 0.7 so it is said that each indicator can be said to be significantly valid for measuring the constructs proposed in the study. (Hartono, 2011)

### Composite Reliability

Composite Reliability testing is needed to measure the internal consistency of the measuring instrument, consistency, accuracy, and accuracy of a measuring instrument in conducting research performing the reliability test (Hartono, 2011), while the rule of thumb alpha value

or Composite Reliability should be greater than 0.7 (Joe et al., 2014) as shown by table 3 below:

**Tabel 3. Composite Reliability**

| Variable | Composite Reliability |
|---|---|
| *Electronic Word of mouth* (X1) | 0,919 |
| *Attitude* (Y1) | 0,934 |
| *Subjective norm* (Y2) | 0,900 |
| *Perceived Behavior Control* (Y3) | 0,899 |
| *Inttention to travel* (Z) | 0,932 |

**Source : analisis data menggunakan smart pls 3**

From table 3, the test results show all variables have a composite reliability value greater than 0.7, so it can be said that the consistency of the indicators on each variable has been met

**Hypothesis Testing**

The bootstrapping method against the sample used in this study to test the proposed hypothesis other than to test the hypothesis bootstrapping process can be used to reduce the problem of abnormality of the data found in the study; the results of hypothesis testing either directly or indirectly will be presented in table 5 below.

**Table 5. Hypothetical Test results**

| Variabel | Path Coefficients | T-statistics | P-value |
|---|---|---|---|
| $X \rightarrow Y_1$ | 0.410 | 8.504 | 0.000 |
| $X \rightarrow Y_2$ | 0.580 | 11.892 | 0.000 |
| $X \rightarrow Y_3$ | 0.486 | 9.916 | 0.000 |
| $Y_1 \rightarrow z$ | 0.167 | 3.042 | 0.002 |
| $Y_2 \rightarrow z$ | 0.092 | 1.548 | **0.122** |
| $Y_3 \rightarrow z$ | 0.610 | 11.038 | 0.000 |
| $X \rightarrow Y_1 \rightarrow z$ | 0.069 | 2.754 | 0.000 |
| $X \rightarrow Y_2 \rightarrow z$ | 0.053 | 1.564 | **0.118** |
| $X \rightarrow Y_3 \rightarrow z$ | 0.297 | 7.611 | 0.000 |

**The Influence of Electronic Word of Mouth on Attitude**

Electronic Word Of Mouth has a positive and significant influence on Attitude it is evidenced by the variable value electronic Word Of Mouth with a value of p-value of $0.000 \leq 0.05$ of the result is known that H1 is supported, so it can be said that Electronic Word of Mouth can influence Attitude, when one feels that an action that wants to be performed will bring benefits, then usually they will do the action, but on the other hand, when perceived to be less useful they tend to be reluctant to do so, exposure to reviews that consumers feel when on social media form a high curiosity attitude, they realize in the form of reply comments and look for information about tourist objects that they want to know (Zainal et al., 2017) the results of this study confirm the results obtained (Gosal, Andajani, Rahayu, 2020)

**The Influence of Electronic Word of Mouth On Subjective Norm**

Electronic Word Of Mouth has a positive and significant influence on Subjective Norm as evidenced by the variable value of Electronic Word Of Mouth with a p-value of $0.000 \leq 0.05$ from the results, it is known that H2 is supported, so it can be said that Electronic Word of Mouth can influence Subjective Norm, subjective norms believed to be a function of one's

perception of how to reference others, seeing the behavior and motivation to adhere to the beliefs and expectations of this reference (Buhmann & Brønn Peggy, 2018) many of the visitors capture the time of visiting on religious tourism to share memories with relatives or relatives, it is an event to invite others to see the attraction by displaying the beauty side of the tourist attraction, in the current era sharing the moment is a necessity as a form of self-existence, the results of this study are in line with the results found by (Bu, Parkinson, & Thaichon, 2020)

**The Influence of Electronic Word of Mouth On Perceived Behavior Control**

Electronic Word Of Mouth has a positive and significant influence on Perceived Behavior Control it is evidenced by the variable value of Electronic Word Of Mouth with a p-value value of $0.000 \leq 0.05$ from the result known that H3 is supported, so it can be said that Electronic Word of Mouth can influence Perceived Behavior Control, obstacles or encouragement to do something is the definition of Perceived behavior control, not all information and moments they capture or report on social media, only places that have a site that feels good they will share on social media. Therefore it is natural that many tourist developers organize tourist attractions with additional photo areas that visitors use as a means for the promotion of such tourist attractions so that it will be easy to recognize so that it will be interesting to visit. The results of the study are in line with the findings of the survey (Fu , Ju, & Hsu, 2015)

**The Effect of Attitude On Intention to travel**

Attitude has a positive and significant influence on the intention to travel. The variable attitude value evidence it with a value of p-value of $0.000 \leq 0.05$ from the results, is known that H4 is supported, so it can be said that Attitude can influence the intention to travel; previous studies in the field of tourism revealed that attitudes could be the main factors that predict, describe, and control the preferences of tourist behavior (Bianchi , Milberg, & Cúneo, 2017; Han &amp; Kim, 2010) Jombang is known as a santri city, so the nuances of religion are very thick, with the spread of information from social media coupled with the positive e-wom that makes the intention to visit in Jombang religious tourism extensive.

**Subjective Norm's Influence on Intention to travel**

Subjective Norm does not influence the intention to travel; the variable value of Subjective Norm evidences it with a p-value of 0.122 greater than 0.05 of the result. It is known that H5 is rejected, the information that can be from social media, as well as invitations from colleagues and families, do not make visitors directly have the intention to visit, because sometimes what is displayed or expressed both from the family and from social media does not correspond to the reality so, consumers do not immediately think about visiting if only based on " he said," the results do not align with statements from research that suggest that subjective Norm affects intention to travel (Chen & Tung, 2014)

**The Effect of Perceived Behavior Control on Intention to travel**

Attitude has a positive and significant influence on the intention to travel. The variable attitude value evidence this with a p-value of $0.000 \leq 0.05$; from these results, it is known that H6 is accepted religious tourism in contrast to other tourism, in addition to the beauty of visitors seeking inner tranquility by praying to places or tombs that have spiritual value, with the predicate Jombang santri city is quite presumable to attract visitors to visit religious sites offered especially religious tourism with Islamic culture, Gus Dur religious tour packages, for example, become a series of tours of religious tourism wali lima, making it easier for tourists to access transportation and facilities to visit there, the results of the study revealed that the growth in attitudes, subjective norms and perceived behavior control that felt would lead to increased visiting interest (Han & Kim, 2010)

**The Influence of Electronic Word of Mouth On Intention to Travel through Attitude**

Electronic Word Of Mouth has a positive and significant influence Intention to Travel through Attitude it is proven by the p-value value of $0.000 \leq 0.05$ of the results is known that H7 is accepted, with the social media, as well as the ease of potential visitors in accessing all information through religious tourism objects, make visitors have many references, with information capital and solicitations from friends and relatives making prospective visitors have a positive attitude in seeing religious attractions in Jombang, as good religious tourism and take the time to visit the tourist attraction, attitude is one of the variables that can mediate e-wom relationship to visiting intentions (Zainal et al., 2017)

**The Influence of Electronic Word of Mouth On Intention to Travel through Subjective norm**

Electronic Word Of Mouth does not affect Intention to Travel through subjective norms it is proven by a p-value of 0.118 greater than 0.05, so H8 is rejected, prospective visitors not only seek information from E-wom because it returns again because religious tourism objects are aimed not only beauty but also inner tranquility that is significantly related to religious beliefs, therefore when displayed in social media only on aspects of beauty only and advice given exclusively rests on aspects aesthetics of prospective visitors, have no interest in visiting because what is sought is not after what is suggested. Therefore the results of the study found in contrast to previous research stating that subjective norm can mediate e-wom relationship to intention (Alsaggaf Mohammed & Althonayan, 2018; Mao & Lyu, 2017)

**The Influence of Electronic Word of Mouth On Intention to Travel through Perceived Behaviour control**

Electronic Word Of Mouth has a positive and significant influence Intention to Travel through perceived behavior control it is proven by the p-value value of $0.000 \leq 0.05$ of the results is known that H9 is received, the information obtained by prospective visitors on social media bias is said to be complete ranging from how to reach the location to what transportation is used to make future visitors prepare everything as a provision for the religious tourist location, it is not uncommon for prospective visitors to pledge to visit together, as most visitors on religious tours come in groups to pray, with the group reducing the risk and barriers to visiting so that the interest in visiting is more potent, the results of the study confirmed the results of previous research stating that perceived behavior control mediates e-wom's relationship to intention (Liang, Ekinci, Occhiocupo, & Whyatt, 2013; Miao, 2015)

## 5. Conclusions

Based on the hypothesis testing, research can be concluded that e-wom affects all dimensions of Theory Planned behavior (TPB) consisting of attitude, subjective norm, and perceived behavior control. Also, both attitude and perceived behavior control affect the intention to travel of prospective visitors but an only subjective norm that does not affect because, in contrast to tourism that only evacuates from the aesthetic side, religious tourism is more to the efforts of prospective visitors to seek inner tranquility through a series of prayers as well as commemorating the struggles of religious figures, so that if the advice given by the family and friends that the tour is worth visiting only in terms of beauty alone does not affect the perception of potential visitors to stay in such an expedition.

The limitations of the research lie in the ever-growing and growing population so that it affects sampling, religious tourism objects in Jombang are increasing so that the community is growing, the way the spread of polls is done online on social media Facebook "Tourism

Jombang" to make it difficult for enumerators to explain to respondents if they find difficulties, in addition to online spread offline to visitors but not all visitors are willing to fill in, with these limitations, it is natural that if the results found will be different if done in other places and distribution techniques of polls.

Not only focus on the development and development of tourist attractions from the building aspect alone, but it is necessary to build a massive promotional media, primarily through online media because the era and behavior of consumers has now changed in the direction of digital, so that information about obeying tourism can be accessed by all parties, with the accessibility of information and promotion then will most likely be able to raise the potential of Jombang district from the religious tourism side

## References

Abubakar, A. M., Ilkan, M., Meshall Al-Tal, R., and K. K. Eluwole. 2017. EWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management* 31: 220-227

Ajzen, I. 2001. Nature and operation of attitudes. *Annual review of psychology* 52(1): 27-58.

Alsaggaf Mohammed, A., and A. Althonayan. 2018. An empirical investigation of customer intentions influenced by service quality using the mediation of emotional and cognitive responses. *Journal of Enterprise Information Management* 31(1): 194-223

Amalia, R., Yahya, A., Nurhalis, N., Idris, S., Mahdi, S., Putra, T. R. I., and S. Sartiyah. 2019. Impact of Electronic Word of Mouth on Tourist Attitude and Intention to Visit Islamic Destinations. Paper presented at the 1st Aceh Global Conference.

Bambauer-Sachse, S., and S. Mangold. 2011. Brand equity dilution through negative online word-of-mouth communication. Journal of Retailing and Consumer Services 18(1): 38-45

Bianchi, C., Milberg, S., and A. Cúneo. 2017. Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management* 59: 312-324.

Bu, Y., Parkinson, J., and P. Thaichon. 2020. Digital content marketing as a catalyst for e-WOM in food tourism. Australasian Marketing Journal (AMJ).

Buhmann, A., and S. Brønn Peggy. 2018. Applying Ajzen's theory of planned behavior to predict practitioners' intentions to measure and evaluate communication outcomes. Corporate Communications: An International Journal, 23(3), 377-391

Chen, M. F., and P. J. Tung. 2014. Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management* 36: 221-230

Cheung, C. M. K., and M. K. O. Lee. 2012. What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218-225

Ferdinand, A. 2014. Metode Penelitian Manajemen edisi kelima. Badan Penerbit Universitas Dipenegoro.

Fernandez-Cavia, J., Marchiori, E., Haven-Tang, C., and L. Cantoni. 2017. Online communication in Spanish destination marketing organizations: *The view of practitioners*. *Journal of Vacation Marketing* 23(3): 264-273.

Fitriana, W. D. 2019. Digitalisasi kuliner dan wisata halal daerah jombang melalui aplikasi "jombang halal tourism. *Dinar Jurnal Ekonomi dan Keuangan Islam* 5(2)

Fu, J. R., Ju, P. H., and C. W. Hsu. 2015. Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications* 14(6): 616-630

Garay, L., Font, X., and A. Corrons. 2019. Sustainability-oriented innovation in tourism: An analysis based on the decomposed theory of planned behavior. *Journal of Travel Research* 58(4): 622-636.

Gerdt, S.-O., Wagner, E., and G. Schewe. 2019. The relationship between sustainability and customer satisfaction in hospitality: An explorative investigation using e-WOM as a data source. *Tourism Management* 74: 155-172

Gosal, J., Andajani, E., and S. Rahayu. 2020. The Effect of e-WOM on Travel Intention, Travel Decision, City Image, and Attitude to Visit a Tourism City. Paper presented at the 17th International Symposium on Management.

Hamouda, M., and I. Yacoub. 2018. Explaining visit intention involving e-WOM, perceived risk motivations and destination image. *International Journal of Leisure and Tourism Marketing* 6(1): 65-82.

Han, H., and Y. Kim. 2010. An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management* 29(4): 659-668.

Handayani, P. W., and Z. Arifin. 2017. Factors affecting purchase intention in tourism e-marketplace. *International Conference on Research and Innovation in Information Systems*

Hartono, J. 2011. Konsep dan Aplikasi Structural Equation Modeling berbasis varian dalam penelitian bisnis. 1st Ed. UPP STIM YKPN. Yogyakarta

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? Journal of interactive marketing, 18(1), 38-52.

Hidayat, W., & Nugroho, A. A. (2011). Studi empiris theory of planned behavior dan pengaruh kewajiban moral pada perilaku ketidakpatuhan pajak wajib pajak orang pribadi. Jurnal Akuntansi dan Keuangan, 12(2), 82-93.

Hsieh, C.-M., Park, S. H., & McNally, R. (2016). Application of the Extended Theory of Planned Behavior to Intention to Travel to Japan Among Taiwanese Youth: Investigating the Moderating Effect of Past Visit Experience. Journal of Travel & Tourism Marketing, 33(5), 717-729.

Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. Frontiers in psychology, 8, 1256.

Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2019). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. Information Systems Frontiers, 1-24.

Jalilvand Mohammad, R., & Heidari, A. (2017). Comparing face-to-face and electronic word-of-mouth in destination image formation: The case of Iran. Information Technology &amp; People, 30(4), 710-735. doi:10.1108/ITP-09-2016-0204

Japutra, A., Loureiro, S. M. C., Molinillo, S., & Ekinci, Y. (2019). Travellers' mindsets and theory of planned behaviour. Tourism Management Perspectives, 30, 193-196. doi:https://doi.org/10.1016/j.tmp.2019.02.011

Joe, F. H. J., Sarstedt, M., Hopkins, L., & Volker, G. K. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. European Business Review, 26(2), 106-121. doi:10.1108/EBR-10-2013-0128

Kassem, N. O., & Lee, J. W. (2004). Understanding Soft Drink Consumption Among Male Adolescents Using the Theory of Planned Behavior. Journal of Behavioral Medicine, 27(3), 273-296. doi:10.1023/B:JOBM.0000028499.29501.8f

Khan, G., & Khan, F. (2015). Motivations to engage in eWom among Muslim tourists: a study of inbound Muslim tourists to Malaysia. International Journal of Islamic Marketing and Branding, 1(1), 69-80.

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? Management Research Review, 40(3), 310-330. doi:10.1108/MRR-07-2015-0161

Ladhari, R., & Michaud, M. (2015). eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. International Journal of Hospitality Management, 46, 36-45. doi:https://doi.org/10.1016/j.ijhm.2015.01.010

Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel destination. Tourism Management, 27(4), 589-599. doi:https://doi.org/10.1016/j.tourman.2005.02.003

Liang, S. W.-J., Ekinci, Y., Occhiocupo, N., & Whyatt, G. (2013). Antecedents of travellers' electronic word-of-mouth communication. Journal of Marketing Management, 29(5-6), 584-606. doi:10.1080/0267257X.2013.771204

Lin, C.-J. (2014). Chinese tourists in Taiwan: Motivation and satisfaction. World Journal of Management, 5(1), 20-35.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. International Journal of Contemporary Hospitality Management, 30(1), 313-325.

Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action. Personality and Social Psychology Bulletin, 18(1), 3-9. doi:10.1177/0146167292181001

Mao, Z., & Lyu, J. (2017). Why travelers use Airbnb again? An integrative approach to understanding travelers' repurchase intention. International Journal of Contemporary Hospitality Management, 29(9), 2464-2482. doi:10.1108/IJCHM-08-2016-0439

Mauludin, R. (2016). PENGARUH ATRAKSI WISATA TERHADAP MINAT BERKUNJUNG WISATAWAN KE DAYA TARIK WISATA WADUK DARMA KABUPATEN KUNINGAN. Jurnal Manajemen Resort dan Leisure, 14(2), 57-68.

Md Husin, M., Ismail, N., & Ab Rahman, A. (2016). The roles of mass media, word of mouth and subjective norm in family takaful purchase intention. Journal of Islamic Marketing, 7(1), 59-73. doi:10.1108/JIMA-03-2015-0020

Miao, Y. (2015). The Influence of Electronic-WOM on Tourists' Behavioral Intention to Choose a Destination: A case of Chinese Tourists Visiting Thailand. 8(1).

Miguéns, J., Baggio, R., & Costa, C. (2008). Social media and tourism destinations: TripAdvisor case study. Advances in tourism research, 26(28), 1-6.

Moran, G., & Muzellec, L. (2017). eWOM credibility on social networking sites: A framework. Journal of Marketing Communications, 23(2), 149-161.

Palka, W., Pousttchi, K., & Wiedemann, D. G. (2009). Mobile Word-Of-Mouth - A Grounded Theory of Mobile Viral Marketing. Journal of Information Technology, 24(2), 172-185. doi:10.1057/jit.2008.37

Park, S. H., Hsieh, C.-M., & Lee, C.-K. (2017). Examining Chinese college students' intention to travel to Japan using the extended theory of planned behavior: Testing destination image and the mediating role of travel constraints. Journal of Travel & Tourism Marketing, 34(1), 113-131.

Quintal, V. A., Lee, J. A., & Soutar, G. N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. Tourism Management, 31(6), 797-805.
Reza Jalilvand, M., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice : Testing the theory of planned behavior (TPB). Internet Research, 22(5), 591-612. doi:10.1108/10662241211271563

Richardson, J. I., & Fluker, M. (2004). Understanding and managing tourism: Pearson Education Australia.

Rohimah, A., & Romadhan, M. I. (2019). MARKETING COMMUNICATION STRATEGY OF HALAL TOURISM AROUND GUS DUR'S CEMETERY IN JOMBANG. INJECT (Interdisciplinary Journal of Communication), 4(1), 1-14.

Seow, A. N., Choong, Y. O., Moorthy, K., & Chan, L. M. (2017). Intention to visit Malaysia for medical tourism using the antecedents of Theory of Planned Behaviour: A predictive model. International Journal of Tourism Research, 19(3), 383-393.

Simeon, M. I., Buonincontri, P., Cinquegrani, F., & Martone, A. (2017). Exploring tourists' cultural experiences in Naples through online reviews. Journal of Hospitality and Tourism Technology, 8(2), 220-238.

Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. International Journal of Hospitality & Tourism Administration, 1-26. doi:10.1080/15256480.2019.1692755

Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. Tourism Management, 60, 15-29. doi:https://doi.org/10.1016/j.tourman.2016.11.006

Syarifah, I., Mawardi, M. K., & Iqbal, M. J. J. E. d. B. (2020). Pengaruh modal manusia terhadap orientasi pasar dan kinerja UMKM. 23(1), 69-96.

Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. Journal of Cleaner Production, 172, 1152-1162. doi:https://doi.org/10.1016/j.jclepro.2017.10.047

Viglia, G., Minazzi, R., & Buhalis, D. (2016). The influence of e-word-of-mouth on hotel occupancy rate. International Journal of Contemporary Hospitality Management, 28(9), 2035-2051. doi:10.1108/IJCHM-05-2015-0238

Widagdyo, K. G. (2015). Analisis pasar pariwisata halal indonesia. Tauhidinomics, 1(1), 73-80.

Yen, C.-L. A., & Tang, C.-H. H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. International Journal of Hospitality Management, 76, 9-18. doi:https://doi.org/10.1016/j.ijhm.2018.03.006

Yoo, K.-H., & Gretzel, U. (2016). The Role of Information and Communication Technologies (ICTs) in Marketing Tourism Experiences. In S. Marios & G. Dogan (Eds.), The Handbook of Managing and Marketing Tourism Experiences (pp. 409-428): Emerald Group Publishing Limited.

Zainal, N. T. A., Harun, A., & Lily, J. (2017). Examining the mediating effect of attitude towards electronic words-of mouth (eWOM) on the relation between the trust in eWOM source and intention to follow eWOM among Malaysian travellers. Asia Pacific Management Review, 22(1), 35-44. doi:https://doi.org/10.1016/j.apmrv.2016.10.004

# THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON VISITING INTERESTS WITH MEDIATION THEORY OF PLANNED BEHAVIOR ON HALAL TOURISM OBJECTS IN JOMBANG REGENCY