The Influence of Tourism Products, Electronic Word of Mouth, and Physical Evidence on Visiting Decisions (Study on Blitar Park Tourism Visitors)

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ABSTRACT

This study aims to examine the influence of tourism products, electronic word of mouth (eWOM), and physical evidence on the decision to visit Blitar Park Tourism. This study uses a quantitative approach with a survey method, where data is obtained through a questionnaire distributed to 100 respondents who visit Blitar Park Tourism. The sampling technique used is accidental sampling. The collected data was analyzed using SPSS version 26 software to test the relationship between variables. The results of data analysis show that tourism products, electronic word of mouth, and physical evidence have a partial or simultaneous effect on the decision to visit Blitar Park tourism.

INTRODUCTION

Tourism is an important sector that drives economic growth, including in Indonesia, with the number of local and international tourist visits increasing by 18% post-pandemic (Ministry of Tourism and Creative Economy, 2023). The development of thematic tourist destinations, such as natural, cultural, and entertainment tourism, has emerged to meet the increasingly diverse needs of tourists. However, many destinations still face challenges in increasing their attractiveness. Attractiveness is influenced by factors such as the uniqueness of the object, beauty, security, quality of service, and digital reviews.

Tourism products are all elements offered by a destination to meet the needs of visitors, both in the form of attractions, facilities, and services. Creating a positive image for a tourist object is an added value of a product or service so that visitors will

decide to visit the tourist object (Zakia et al., 2016). The low quality of tourism products can hinder visitor interest and lower the image of the destination in the eyes of potential tourists. Quality tourism products not only attract tourists but also provide a satisfying experience so that tourists want to visit again.

Electronic Word of Mouth (eWOM) or word-of-mouth communication in digital media plays an important role in attracting tourists' attention. eWOM occurs when someone shares their experiences, reviews, or recommendations about a tourist destination through social media, blogs, or review sites. The information conveyed through eWOM tends to be trusted by potential tourists because it is considered more honest and based on personal and real experience. If consumers get satisfication from their consumption experience, then consumers will voluntarily make a statement (review) about a product or service (Sualang et al., 2023). Positive experiences shared online can increase the interest of potential visitors to come to tourist destinations and vice versa.

Physical evidence is a tangible thing that also influences consumers' decision to buy and use the products or services offered. (Semaun, 2019). In the service industry, customers cannot judge quality directly due to its intangible nature, so physical evidence is a decisive factor in bridging expectations and real experience. Physical evidence includes all aspects that customers can see, feel, or use, such as room design, facilities, cleanliness, equipment, and staff appearance. By providing quality physical evidence, companies can build trust, provide a sense of comfort, and increase customer satisfaction with the services provided.

The decision to visit is the result where tourists deciding to visit their preferred tourist destinations from various alternative destinations that exist (Kotler & Keller, 2016). Factors such as tourist attractions, accessibility, reviews from other visitors, and promotions carried out by destination managers are the main considerations in making this decision. If potential visitors get positive information about a destination, either from direct reviews or through digital media, then they are more likely to decide to visit. One of the tourist destinations in Blitar is Blitar Park, an artificial tourist destination that highlights the uniqueness and local potential of the Blitar area. This

tour is an attraction for the community which offers 28 game rides for children to adults.

Based on interviews with visitors and managers, tourism in Blitar has decreased due to several factors. Some of the influencing factors include the lack of innovation in the development of tourism products so that visitors do not find new interesting experiences to revisit. In addition, promotion through social media such as Instagram and TikTok is considered less effective due to the lack of content updates that are creative, interesting, and follow current trends. Another factor is the limited number of game rides, which makes the tourist experience in Blitar Park feel less varied and less able to meet the entertainment needs of visitors. The combination of these factors shows the importance of improvements in aspects of tourism products, electronic word of mouth (eWOM) strategies, and physical evidence, which can influence tourists' decisions to visit. Therefore, this study aims to analyze the influence of tourism products, eWOM, and physical evidence on the decision to visit Blitar Park. Mareta et al., (2022) stated that tourism products and eWOM are classified as good and have a significant influence on the decision to visit. Meanwhile, according to Agustina et al. (2023), eWOM has a significant negative effect on purchase decisions. Another finding from Ismail & Iriani (2021), the variable of physical evidence has a positive effect on the variable of the decision to visit the white sand beach marine tourism in Situbondo Regency. On the other hand, in research conducted by Fadila & Astutiningsih in 2021, the physical evidence variable in the marketing mix has a negative and insignificant effect on purchase decisions.

LITERATURE REVIEW

Tourism Marketing

Marketing is an activity, a set of institutions and processes to create, communicate, deliver, and exchange offers of value to customers, clients, partners, and the wider community (Kotler & Keller, 2016). Tourism marketing is an activity that aims to introduce and convey information about the advantages of tourist destination products, to attract tourists to visit. Tourism marketing is an effort to identify the needs and desires of tourists, as well as offer tourism products according to the wishes and needs of tourists (Muljadi, 2009).

Tourism Products

Tourism products are all facilities or services that are tangible or intangible provided for tourists that are obtained and felt or enjoyed so that a single series of trips can provide a good experience for tourists from leaving their place of residence to the selected tourist destination area until returning to their place of origin (Muljadi, 2009). Muljadi also revealed that the dimensions of tourism products as a measuring tool are tourist attractions, facilities and amenities, and accessibility. The factor that is the basis for deciding to visit is tourism products, therefore one of the functions of tourism products is as a reference for tourists on every visit to a tourist attraction (Huda et al., 2019).

Electronic Word of Mouth (eWOM)

Consumer influence through word-of-mouth communication has become faster with the internet. Word-of-mouth communication that is done online is known as Electronic Word of Mouth (eWOM). Social media is an application-based and web technology-based platform that can be used to interact, share, or exchange content or information that can be accessed by others (Ayumi et al., 2022). Social media such as Instagram and TikTok are a force in delivering online marketing. The assessment of the strength of the influence of eWOM consists of 3 dimensions, namely eWOM Message as the ability to influence eWOM after consumers read the reviews in the review column, Source of eWOM is considered credible when consumers as recipients of eWOM consider that the reviews submitted are trustworthy and help decision-making and Receiver of eWOM is the ability of eWOM recipients to absorb information or reviews about products or services. (Ismagilova et al., 2020).

Physical Evidence

Physical evidence is the environment in which services are delivered and where the company and customers interact, all visible components that facilitate the performance or communication of the service. The dimensions of physical evidence include exterior facilities (building design, parking, and surrounding environment), interior facilities (space layout), and additional facilities (Zeithaml et al., 2013:278). Physical evidence has an important role in the delivery of services, as it serves as a differentiator between customer expectations and the quality of services received. The

better the quality of the physical evidence provided by the company, the higher the possibility that customers will be satisfied with the services provided (Permana, 2019).

Visiting Decision

The decision is a selection of two or more of the existing alternatives (Schiffman & Kanuk, 2007). Alternative options are used as a comparison or reference when a decision is determined. The decision to visit is a process where tourists conduct an assessment process of various alternatives, and then choose one or several alternatives needed based on certain considerations The decision to visit involves several important dimensions, namely: Brand, Dealer, Quantity, Timing, and Payment Method (Kotler & Keller, 2012:170). This dimension reflects the aspects that affect the consumer decision-making process, especially in the context of purchases or visits.

Conceptual Framework

Figure 1. Conceptual Framework
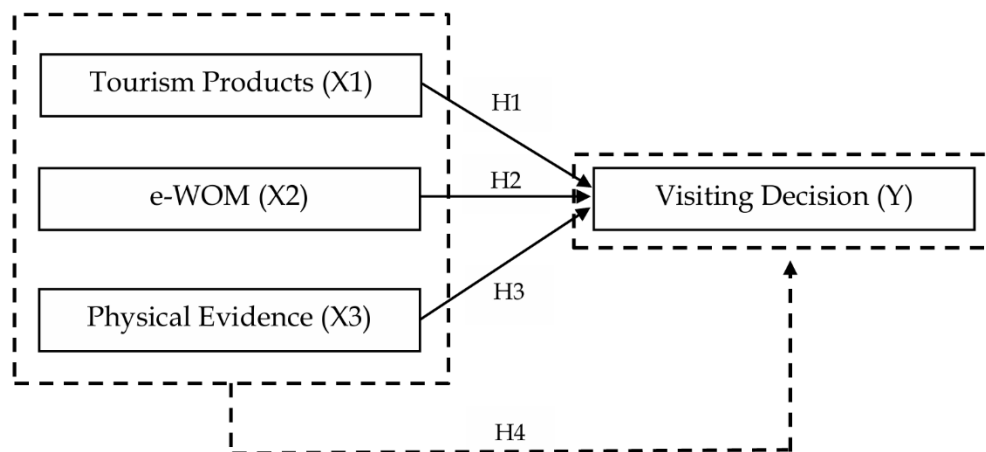
Source: Data processed (2025)

Hypothesis

H1 : Tourism Products Have a Significant Effect on Visiting Decisions

H2 : eWOM Has a Significant Effect on Visiting Decisions

H3 : Physical Evidence Has a Significant Effect on Visiting Decisions

H4 : Tourism Products, eWOM, and Physical Evidence Have a Significant Effect on Visiting Decisions

METHODS

Type of Research.

This study uses a quantitative method. Quantitative research methods are research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, and quantitative/artistic data analysis, to test hypotheses that have been established (Sugiyono, 2019). This study aims to understand the impact of the independent variable on the bound variable. This study involved three independent variables, namely tourism products (X1), electronic word of mouth (X2), and physical evidence (X3), as well as one bound variable, namely the decision to visit (Y). In this study, there are:

1. Independent Variables
   a) Tourism Products (X1)

      Tourism product indicators can be reviewed with the concept of 3 plus consisting of tourist attractions (Attractions), tourist facilities and services (Amenities), Ease of reaching tourist destinations (Accessibility), and Hospitality (Suryadana & Octavia, 2015).
   b) Electronic Word of Mouth (eWOM) (X2)

      The eWOM indicators related to the tourism industry are: communication intensity, information content, positive opinions, social benefits and economic incentives. (Suprajang, 2019).
   c) Physical Evidence (X3)

      Physical evidence indicators are the Environment; environment with comfortable and attractive conditions on the internal and external of the business location, and layout; related to the arrangement of a good and pleasant location and additional facilities; providing supporting facilities to provide convenience for consumers (Assauri, 2010:98)

2. Dependent Variable, Visiting Decision (Y)

   The decision to visit is represented by five indicators, namely: 1) Destination and Area; 2) Traveling Mode (Trip type); 3) Time and Cost; 4) Travel Agent; and 5) Service Source (Damanik et al., 2006:6).

Population and Sample

The population of this study is all visitors to Blitar Park. The determination of the number of samples is determined using a formula where the sample can be calculated based on the number of indicators multiplied by 5 to 10 (Hair et al., 2018). This study has 17 indicators. The minimum number of samples is 17 x 5 = 85 and the maximum sample is 17 x 10 = 170. The sample was taken from the minimum and maximum sample range of 100 respondents. In this study, the accidental sampling technique was used to facilitate sampling from visitors who happened to be at the location at the time the research was conducted.

Data Collection Techniques

The data analyzed in this study includes direct primary data and secondary data collected from various references related to the research topic. The data collection methods used include literature studies, interviews, observations, and questionnaires. Questionnaire responses by respondents were measured using a Likert scale to evaluate their perception or view of the topic being researched.

Instrument Analysis Tools

The validity of the instrument indicates the ability of the measuring instrument to measure what is supposed to be measured. Validity tests are used to ensure that each instrument item reveals the indicator to be studied, and is tested using product moment correlation techniques. Meanwhile, the reliability of the instrument refers to the consistency of the measurement results. An instrument is considered reliable if it is used multiple times for the same object producing consistent data (Sugiyono, 2015).

Data Analysis Techniques

The classic assumption test includes three main tests. The normality test uses the Kolmogorov-Smirnov Test to evaluate the distribution of residual values. The multicollinearity test was carried out to detect the relationship between independent variables. The heteroscedasticity test uses a scatterplot to ensure an even distribution of data above and below the zero axis, which indicates that the model is free from heteroscedasticity issues.

The hypothesis test uses the T-test, the F Test, and the Coefficient of Determination. The T-test is used to analyze the partial influence of each independent variable (X) on the bound variable (Y). The F test is used to analyze the simultaneous influence of the independent variable (X) on Y. The determination coefficient measures the percentage of the influence of the independent variable together on the bound variable.

RESULTS

Test Research Instruments

The testing of the instrument aims to determine whether the tools used in the research are suitable for use or not. There are two types of instrument tests carried out by researchers, namely validity tests and reliability tests.

Table 1. Validity Test Results

Correlation		Pearson Correlation (r calculate)	Correlation Probability Sig.(2-tailed)	Description
Tourism Products	X1.1	0,630	0.000	Valid
	X1.2	0,717	0.000	Valid
	X1.3	0,778	0.000	Valid
	X1.4	0,738	0.000	Valid
	X1.5	0,582	0.000	Valid
	X1.6	0,790	0.000	Valid
	X1.7	0,608	0.000	Valid
	X1.8	0,747	0.000	Valid
Electronic Word of Mouth	X2.1	0,627	0.000	Valid
	X2.2	0,484	0.000	Valid
	X2.3	0,529	0.000	Valid
	X2.4	0,627	0.000	Valid
	X2.5	0,458	0.000	Valid
	X2.6	0,390	0.000	Valid
	X2.7	0,535	0.000	Valid
	X2.8	0,503	0.000	Valid
	X2.9	0,377	0.000	Valid
	X2.10	0,340	0.000	Valid
Physical Evidence	X3.1	0,640	0.000	Valid
	X3.2	0,795	0.000	Valid
	X3.3	0,795	0.000	Valid
	X3.4	0,363	0.000	Valid
	X3.5	0,603	0.000	Valid
	X3.6	0,394	0.000	Valid
	Y.1	0,504	0.000	Valid

Visiting Decision	Y.2	0,371	0.000	Valid
	Y.3	0,403	0.000	Valid
	Y.4	0,609	0.000	Valid
	Y.5	0,488	0.000	Valid
	Y.6	0,438	0.000	Valid
	Y.7	0,456	0.000	Valid
	Y.8	0,609	0.000	Valid
	Y.9	0,398	0.000	Valid
	Y.10	0,486	0.000	Valid

Source: Primary data analyzed using SPSS (2025)

Validity tests are used to measure the feasibility of the questionnaires distributed. The determination of the validity of the instrument is based on the significance value or P-value. If the results of the analysis show a < value of 0.05, then the instrument is considered valid. On the other hand, if the value is ≥ 0.05, then the instrument is considered invalid. In table 1, it shows that the P-value of all research instruments meets the validity criteria.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Tourism Products	0,851	Reliable
Electronic Word of Mouth	0,640	Reliable
Physical Evidence	0,623	Reliable
Visiting Decisions	0,618	Reliable

Source: Primary data analyzed using SPSS (2025)

The reliability test aims to ensure that the measurement instrument gives the same results when used repeatedly on the same sample under the same conditions. Based on table 2, shows that all variables have a Cronbach alpha value above 0.60. So it can be concluded that the reliability of this questionnaire is reliable as a research instrument.

Classic Assumption Test

The classical assumption test is a series of tests conducted to ensure that the linear regression model meets the basic assumptions of statistics so that the results of the analysis can be interpreted correctly. In this study, the researcher used 3 types of

classical assumption tests, namely the normality test, the multicollinearity test, and the heteroscedasticity test.

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters	**Mean**	0,0000000
	Std. Deviation	1,85316522
Asymp Sig. (2-tailed)		0,200

Source: Primary data analyzed using SPSS (2025)

The normality of the data could be tested using the Kolmogorov-Smirnov non-parametric statistical method with a significance level of 5%. If the test results show a significance value of more than 0.05, then the data is considered to be normally distributed. Based on Table 3, it can be seen that the significance value is 0.200 which means that the value is greater than 0.05. Thus, it can be concluded that the data in the study are distributed normally.

The multicollinearity test aims to test whether a regression model is found to correlate with independent variables, and a regression model that is free of multicollinearity if it has a Variance Inflation Factor (VIF) value of less than 10 and has a tolerance number close to 1 (Ghozali, 2018).

Table 4. Multicollinearity Test Results

Coefficients

|	Collinearity Statistics	
	Tolerance	**VIF**
Tourism Products	0,999	1,001
Electronic Word of Mouth	0,671	1,490
Physical Evidence	0,671	1,489

a. **Dependent Variable: Visiting Decisions**

Source: Primary data analyzed using SPSS (2025)

Based on table 4, it shows that the Variance Inflation Factor (VIF) values for all independent variables are below 10. In addition, the tolerance value is close to 1. Based on these results, it can be concluded that the data is free from the problem of multicollinearity.

The heteroscedasticity test aims to identify whether there is a difference in variance or residual between one observation and another. This test was carried out to determine whether, in the regression model, there is a residual variance inconsistency from one observation to the next. The heteroscedasticity test with scatter plot graphs is used because of its practicality in determining whether data has heteroscedasticity symptoms or not.

Figure 2. Results of the Scatter Plot Heteroscedasticity Test
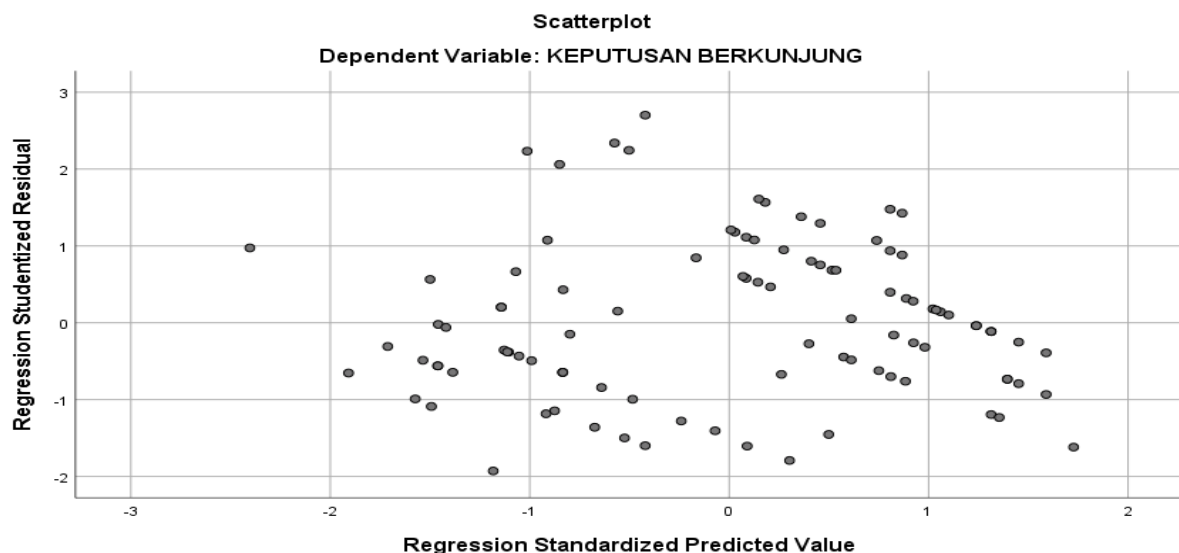
Source: Primary data analyzed using SPSS (2025)

If the dots on the scatter plot are randomly spread around the number 0 on the y-axis without a specific pattern, then there is no heteroscedasticity problem. A good research model is one without heteroscedasticity. (Ghozali, 2018). In Figure 1 it can be seen that the dots spread out randomly without forming a specific pattern. It can be concluded that the data in the study did not experience symptoms of heteroscedasticity.

Research Hypothesis Test

Hypothesis testing is an important process in quantitative research using statistical test tools to analyze data and draw scientific conclusions. The results of

hypothesis testing play a role in determining the acceptance or rejection of the hypothesis and provide direction for further research. In this study, the researcher used 3 different tests, namely the T-test, the F-test, and the determination coefficient.

The T-test was carried out to partially test whether the variables of tourism products (X1), eWOM (X2), and physical evidence (X3) had a significant effect on the decision to visit (Y) in certain tourist destinations. Through this test, it can be known that the most dominant independent variable affects the bound variable. Decision-making is based on a significance value of < 0.05, meaning that there is a significant influence of independent variables on dependent variables. Likewise, if the significance value is > 0.05, then the variable has no significant effect. In addition, it is strengthened by the value of t_{count}. If the t_{count} > t_{table} or $-t_{count}$ < $-t_{table}$, there is a significant influence on the test variable and vice versa (Gujarati & Porter, 2009). Steps to get t_{table} with the formula:

t_{table} = α/2 ; n-k-1 = 0,5/2 ; 100-3-1 = 0,25 ; 96 = 1,984

Table 5. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
Tourism Products	-0,181	0,063	-0,209	-2,898	0,005
Electronic Word of Mouth	0,257	0,079	0,286	3,256	0,002
Physical Evidence	0,654	0,123	0,467	5,316	0,000

a. **Dependent Variable: Visiting Decisions**

Source: Primary data analyzed using SPSS (2025)

Based on Table 5 the hypothesis testing shows that:

1) The value of sig. tourism products of 0.005 which means less than 0.05 and the tcount value of -2.898 < -1.984 so that it can be concluded that (H1) is accepted or tourism products have a significant effect on the decision to visit.

2) The value of sig. eWOM of 0.002 which means less than 0.05 and the tcal value of 3.256 > 1.984 so it can be concluded that (H2) is accepted or eWOM has a significant effect on the decision to visit.

3) The value of sig. physical evidence of 0.000 which means less than 0.05 and a tcal value of 5.316 > 1.984 so it can be concluded that (H3) is accepted or physical evidence has a significant effect on the decision to visit.

The F test was carried out to test whether the variables of tourism products (X1), eWOM (X2), and physical evidence (X3) together have a significant influence on the variables of the decision to visit (Y) in certain tourist destinations. If the value of F_{count}> F_{table} or the significance value (p-value) < 0.05, it can be concluded that the independent variables together have a significant effect on the dependent variables. The value of F_{table} is obtained through the formula:

F_{table} = (k ; n-k) = 3 ; 100-3 = 3 ; 97 = 2,70

Table 6. F Test Results

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	344,252	3	114,751	32,401	0,000
Residual	339,988	96	3,542		
Total	684,24	99			

a. **Dependent Variable: Visiting Decisions**
b. **Predictors: (Constant), Tourism Products, Electronic Word of Mouth, Physical Evidence**

Source: Primary data analyzed using SPSS (2025)

Based on Table 6 of the values of sig. for variables X1, X2 and X3 have a simultaneous effect on the variable Y of 0.000 < 0.05 and the value of F_{count} 32.401 > 2.70. It can be concluded that H4 is accepted or there is an implication of concurrent independent variables on dependent variables. Referring to the results of the T-test and the F test in Tables 5 and 6, it can be concluded that the independent variable has both simultaneous and partial influence on the dependent variable.

The determination coefficient test was carried out to see how much the influence of tourism product variables, eWOM, and physical evidence on the decision to visit Blitar Park tourist destinations. The value of the determination coefficient R Square (R2) shows the proportion of the contribution of the independent variable to the dependent variable, where the higher the R^2 value, the greater the influence of the independent variable on the decision to visit.

Table 7. Determination Coefficient Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,709[a]	0,503	0,488	1,882

a. **Predictors: (Constant), TOURISM PRODUCTS, E-WOM, PHYSICAL EVIDENCE**

Source: Primary data analyzed using SPSS (2025)

Based on the table, it is known that the R Square value is 0.503, this means that the influence of variables X1, X2, and X3 on variable Y is 50.3% while the other 49.7% is influenced by other variables that are not included in this study.

Tourism Products Have a Significant Effect on Visiting Decisions

The results of data analysis using SPSS version 26 software show that variable X1 has a significant influence on variable Y with a significance value of 0.005 < 0.05, so H1 is accepted. These findings support previous research by (Mareta et al., 2022) which concluded that tourism products influence the decision to visit.

eWOM has a significant effect on the decision to visit

The results of data analysis using SPSS version 26 software show that variable X2 has a significant influence on variable Y with a significance value of 0.002 < 0.05, so H2 is accepted. These findings support previous research by (Rakhmawati & Nizar, Murtadlo, 2019), which concluded that eWOM influences the decision to visit (Rakhmawati & Nizar, Murtadlo, 2019), which concluded that eWOM influences the decision to visit.

Physical Evidence Has a Significant Effect on Visiting Decisions

The results of data analysis using SPSS software version 26 showed that variable X3 had a significant influence on variable Y with a significance value of 0.000 < 0.05, so H3 was accepted. These findings support previous research (Ismail & Iriani, 2021), which concluded that physical evidence influences the decision to visit.

Tourism Products, eWOM, and Physical Evidence Affect Visiting Decisions

The results of data analysis using SPSS version 26 software showed that H4 was accepted or independent variables together had an effect on the dependent variable with a significance value of 0.000 < 0.05. There has been no previous study that specifically examined the simultaneous influence of tourism product variables, eWOM, and physical evidence on certain variables, so this study is expected to fill the gap in the existing literature..

CONCLUSIONS

Conclusion

Based on the results of the study, it can be concluded that all independent variables, namely tourism products, eWOM, and physical evidence, have a significant influence on the decision to visit. The results of the T-test showed that each variable had a partial effect on the decision to visit, while the F-test confirmed that the three variables simultaneously had a significant influence. In addition, the value of the determination coefficient of R square indicates that most of the variation in the decision to visit can be explained by the three variables, suggesting that the model used in this study is quite good at describing the relationship between the variables.

Suggestion

Blitar Park managers are advised to improve the quality of tourism products through improving facilities, adding new attractions, and creating experiences that are unique and relevant to the needs of tourists. The eWOM-based marketing strategy needs to be strengthened by utilizing social media to improve the destination image. The physical aspects of the destination, such as cleanliness and comfort, must be maintained by providing adequate facilities, such as toilets, rest areas, and convenient access points. In addition, cooperation between destination managers, government,

business actors, and local communities is needed to support sustainable and quality destination management.

This research is expected to contribute to the development of destinations and tourism studies more broadly. Future researchers are advised to develop the research variables by including other aspects, such as destination image and environmental sustainability, and to expand the sample coverage to obtain more representative results. In addition, comparative research between different destinations or demographic groups of tourists can provide an understanding of visit decision-making patterns.

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