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Effects of Electronic Word of Mouth, Social Media Marketing, and Price Perception on Visiting Decisions at Rodjo Tater, Tegal Regency

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Abstract

Rodjo Tater is an agro-tourism destination in Tegal Regency that combines agricultural and livestock education with recreational facilities. This study aims to analyze the effects of electronic word of mouth (e-WOM), social media marketing, and price perception on visiting decisions. The study uses a quantitative survey approach. The population consisted of visitors to Rodjo Tater, and 100 respondents were selected through purposive sampling. Data were collected using questionnaires and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression, the t-test, the F-test, and the coefficient of determination. The results show that e-WOM has a positive and significant effect on visiting decisions ($B = 0.117$; $t = 3.692$; $\text{sig.} = 0.000$), as do social media marketing ($B = 0.200$; $t = 2.455$; $\text{sig.} = 0.016$) and price perception ($B = 0.403$; $t = 5.726$; $\text{sig.} = 0.000$). Simultaneously, the three variables have a positive and significant effect on visiting decisions ($F = 36.329$; $\text{sig.} = 0.000$). The coefficient of determination (R^2) of 0.532 indicates that the model explains 53.2% of the variation in visiting decisions, while the remaining 46.8% is explained by other factors. Price perception is the most dominant variable.

Keywords — *electronic word of mouth (e-WOM); social media marketing; price perception; visiting decision*

I. INTRODUCTION

Competition in the tourism industry is becoming increasingly intense as digital technology develops and tourist behavior changes. Tourists no longer consider only a destination's attractiveness; they also seek information through online reviews and social media and assess prices before deciding to visit. Consequently, digital marketing strategies and the management of consumer perceptions have become increasingly important for destination managers.

The Rodjo Tater tourist attraction in Tegal Regency offers an agro-livestock tourism concept that combines educational activities with recreation. Its facilities include a swimming pool, a livestock area, photo spots, fish therapy, a relaxation area, and children's rides. Visitor data show fluctuations: 36,337 visitors in 2023, rising to 57,825 in 2024, then falling to 51,119 in 2025. Over the same period, the weekday ticket price increased from IDR 15,000 to IDR 20,000, and the weekend ticket price from IDR 20,000 to IDR 25,000.

This phenomenon suggests that visiting decisions are influenced not only by price but also by information and digital promotion. Visitor reviews on Google Review, Instagram, TikTok, and other platforms can build prospective tourists' trust. Social media marketing through photos, videos, and information on facilities can also generate interest. At the same time, tourists evaluate whether the ticket price they pay is commensurate with the facilities and experience they receive.

This study is motivated by the importance of understanding these three factors together at Rodjo Tater. Previous research indicates that e-WOM and price perception can influence visiting decisions, while social media marketing also has the potential to shape consumer interest and decisions. Therefore, this study analyzes the effects of e-WOM, social media marketing, and price perception on visiting decisions at the Rodjo Tater tourist attraction in Tegal Regency.

A. Literature Review

This study uses consumer behavior theory as the basis for explaining how tourists search for information, evaluate alternatives, and make visiting decisions. In the digital context, information from online reviews and social media forms part of the external factors that can influence consumer behavior.

A *visiting decision* is a tourist's action in choosing a destination to visit after considering information, needs, alternatives, price, facilities, and the experiences of other visitors. Its indicators in this study are confidence in the destination, the habit of using the service, giving recommendations, and the decision to revisit.

Electronic word of mouth (e-WOM) is communication and information exchange among consumers about products, services, or destinations through the internet. According to Goyette et al. (2010), e-WOM can be examined through intensity, valence of opinion, and content. In this study, e-WOM relates to the frequency of accessing information, interaction, the number of reviews, positive comments, recommendations, and information about facilities and prices.

Social media marketing is a marketing activity that uses social networks to convey information, build interaction, and create relationships with consumers. Its indicators are content creation, content sharing, connecting, and community building. For tourist destinations, visual content and consistent interaction can help prospective tourists form an impression of the destination's atmosphere and facilities.

Price perception is consumers' assessment of whether a price is cheap, expensive, or fair based on the benefits and quality obtained. Its indicators are price affordability, price-quality conformity, price competitiveness, and price-benefit conformity. A positive perception can strengthen tourists' belief that the cost of a visit is commensurate with the experience gained.

B. Hypotheses

Based on the theoretical foundation and previous studies, the following hypotheses are proposed:

H1: e-WOM has a positive and significant effect on visiting decisions.

H2: Social media marketing has a positive and significant effect on visiting decisions.

H3: Price perception has a positive and significant effect on visiting decisions.

H4: e-WOM, social media marketing, and price perception simultaneously have a positive and significant effect on visiting decisions.

II. METHOD

This study used a quantitative approach with a survey method. The population consisted of all visitors to the Rodjo Tater tourist attraction in Tegal Regency. The sample comprised 100 respondents selected through purposive sampling,

with the criteria that respondents had completed their visit, were at least 17 years old, and were willing to complete the questionnaire.

Primary data were collected through a Likert-scale questionnaire. The data were analyzed through validity tests, reliability tests, classical assumption tests, data transformation, multiple linear regression analysis, the t-test, the F-test, and the coefficient of determination. The regression model is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is visiting decision, X1 is e-WOM, X2 is social media marketing, and X3 is price perception.

III. RESULTS AND DISCUSSION

The data processing results show that the research instrument can be used to measure the research variables. The classical assumption tests also show that the model meets the requirements for regression analysis. Hypotheses were tested at the 5% significance level ($\alpha = 0.05$). Table I presents the multiple linear regression results.

TABLE I. MULTIPLE LINEAR REGRESSION RESULTS

Variable	B	Std. Error	Beta	t	Sig.
Constant	-	-	-	-	-
e-WOM (X1)	0.117	0.032	0.279	3.692	0.000
Social Media Marketing (X2)	0.200	0.081	0.195	2.455	0.016
Price Perception (X3)	0.403	0.070	0.462	5.726	0.000

Source: Primary data processed, 2026. Dependent variable: visiting decision.

The regression coefficients of all three independent variables are positive, meaning that increases in e-WOM, social media marketing, and price perception tend to increase visiting decisions. Price perception has the largest standardized Beta (0.462) and is therefore the most dominant variable.

The t-test shows that e-WOM has a positive and significant effect on visiting decisions ($t = 3.692$; $\text{sig.} = 0.000 < 0.05$). The better and more convincing the digital information, reviews, comments, and recommendations prospective tourists receive, the more likely they are to decide to visit. This finding is in line with Maryam et al. (2021), Marini et al. (2022), and Munawi et al. (2023), who demonstrated the importance of e-WOM in shaping tourists' decisions.

Social media marketing also has a positive and significant effect on visiting decisions ($t = 2.455$; $\text{sig.} = 0.016 < 0.05$). Attractive and informative content, responsive communication, and connection with the audience can strengthen tourists' interest in Rodjo Tater. The result is in line with Jannah et al. (2023) and Tamami et al. (2024), who found a positive effect of social media or social media marketing on visiting decisions.

Price perception has a positive and significant effect on visiting decisions ($t = 5.726$; $\text{sig.} = 0.000 < 0.05$) and is the most dominant variable (standardized Beta = 0.462). Tourists are more encouraged to visit when the price is seen as affordable, commensurate with the quality of the facilities, competitive, and consistent with the benefits received. The finding is consistent with Wibisono and Arifiansyah (2024) and Nabila et al. (2025), who demonstrated the role of price perception in visiting decisions.

The F-test yields $F = 36.329$ with a significance value of $0.000 < 0.05$; thus, the three variables simultaneously have a positive and significant effect on visiting decisions. They complement one another: e-WOM builds trust, social media marketing provides information and visual appeal, and price perception provides a rational assessment of the value received.

The coefficient of determination (R^2) of 0.532 indicates that 53.2% of the variation in visiting decisions is explained by e-WOM, social media marketing, and price perception. The remaining 46.8% is influenced by factors not included in the model, such as destination attractiveness, facilities, location, service quality, destination image, and tourists' personal factors.

IV. CONCLUSIONS

This study concludes that electronic word of mouth (e-WOM), social media marketing, and price perception each have a positive and significant effect on visiting decisions at the Rodjo Tater tourist attraction in Tegal Regency, and that the three variables also have a positive and significant simultaneous effect. The R^2 value of 0.532 indicates that the model explains 53.2% of the variation in visiting decisions. Price perception is the most dominant variable.

The managers of Rodjo Tater are advised to improve the management of digital reviews by responding to comments promptly, politely, and constructively, and by encouraging visitors to leave positive reviews based on real experiences. The social media marketing strategy should be strengthened through attractive, informative, and consistent photo and

video content that clearly presents the facilities and prices. In terms of pricing, the managers need to maintain affordability and ensure that the facilities and quality of experience are commensurate with the cost visitors pay. Future researchers may add other variables such as service quality, destination image, facilities, location, or tourist attractions.

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