

The Influence of Attractiveness, E-Wom, and Social Factors on Interest in Visiting Tugu Khatulistiwa, Pontianak City

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Abstract—This study discusses the influence of attractiveness, Electronic Word of Mouth (E-WOM) and social factors on the interest in visiting Tugu Khatulistiwa of Pontianak City in the tourism sector. This research is focused on the people of Pontianak City who have an interest in visiting Tugu Khatulistiwa. In this research, the type and data to be used is quantitative research with a survey method approach to achieve research objectives, namely identifying the role of e-wom appeal and social factors on visiting interest at the Tugu Khatulistiwa, Pontianak City. Using purposive sampling method involving 150 respondents. Hypothesis testing of this study was carried out with Structural Equation Modeling (SEM-PLS) with the Warp-PLS version 8.0 analysis tool. The results of this study reveal the important role of Attractiveness, E-WOM and Social Factors in influencing tourist interest in visiting a tourist destination. From the calculation of the coefficient value and significance value, there is a positive influence between Attractiveness and E-Wom on the interest in visiting the Pontianak Tugu Khatulistiwa, while the coefficient value and significance value of Social Factors do not have a positive influence on the interest in visiting the Pontianak Tugu Khatulistiwa. These findings provide valuable insights for the tourism industry in developing more effective and attractive marketing strategies. The practical implications of this research can help related parties in increasing attractiveness, promotion and factors that can shape a person's interest in visiting Tugu Khatulistiwa.

Keywords—Attractiveness, E-Wom, Social Factors, Visitor Interest, Tourism

I. INTRODUCTION

Now, publication is one of the important things to promote the potential of a region, both in terms of human resources and natural resources. In this era of rapidly advancing internet technology, every human being can get information faster and updated. The tourism sector is now a potential sector to create wider employment absorption (Wiramartha & Dewi, 2020).

Tourism is a sector that relies heavily on the attractiveness of a location, which includes natural beauty, rich culture, history, and man-made attractions. These attractions act as magnets for travelers, encouraging them to explore new destinations. For example, captivating beaches. World heritage sites and local cultural festivals can create unforgettable experiences, increasing interest in visitation.

In addition, attractions also play an important role in local economic development. With the increasing number of tourists, the hospitality, food and handicraft sectors get a significant boost. Therefore, attraction management needs to be done sustainably, in order to remain attractive to visitors while preserving the uniqueness and beauty of the place for future generations. An attraction is any place that has uniqueness, beauty, convenience and value in the form of a diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists. Attractiveness is one of the factors that motivate tourists to visit a tourist attraction. So that attractiveness has an important role in influencing the decision of tourists in choosing the tourist attraction to be visited.(Pratama, 2021).

The attractiveness of a tourist destination not only affects the number of visits, but also plays an important role in shaping the traveler experience. When travelers are impressed by the natural beauty, culture or attractions they encounter, they tend to share the experience through various channels, including social media and online review platforms. This creates a phenomenon called Electronic Word of Mouth (E-WOM), where digital recommendations and testimonials can influence the decisions of other potential travelers.

E-WOM is becoming a very effective marketing tool, as information shared by fellow users is considered more credible than traditional advertising. When a destination's appeal manages to create a positive experience, it encourages travelers to share their stories, which in turn can attract more people to visit the place. E-WOM is a marketing approach taken to distribute positive reactions for travelers (Antin Rakhmawati et al., 2019).

When positive information and experiences about a destination are shared online, it not only reaches individuals, but also creates a wider social impact. Recommendations received through E-WOM often shape social norms and group expectations, which can encourage individuals to visit places recommended by friends, family or influencers. This is because of the data collected, E-WOM stems from experienced people reflexively making it real and understandable to buyers (Pebrianti et al., 2020).

Social factors play an important role in travelers' interest-making process. The existence of online communities and interactions on social media create an ecosystem where collective experiences can influence destination choice. Social factors, such as the need for social interaction, group activities, and shared experiences with others, play an important role in attracting people to visit tourist attractions (Santoso & Purwanti, 2013). For example, if many people in an individual's social network share positive experiences about a place, the individual is more likely to feel compelled to visit it.

When local communities and previous visitors share positive experiences about the uniqueness and beauty of the Tugu Khatulistiwa, the information plays a role in shaping people's perception of the value and attractiveness of the place. Discussions on social media, recommendations from friends, and reviews on travel platforms can create curiosity and interest in visiting Tugu Khatulistiwa. In addition, the presence of cultural events and community activities around the monument also strengthens its appeal. Thus, social factors not only influence individual decisions, but also encourage the development of the image of the Tugu Khatulistiwa as a must-visit destination, making it a symbol of the identity of Pontianak City which is rich in culture and history.

If someone has a desire to enjoy the goods or services offered by the company, then visiting interest is a form or manifestation of behavioral interest. Theoretically, behavioral interest is different from attitude, which is defined as a potential tendency to do something. Marketing is about engaging customers and managing profitable customer relationships. The goal of marketing is to create

value for customers so that they can return it (Kotler, 2017).

The Tugu Khatulistiwa in Pontianak City is an iconic landmark, marking the equator and becoming a symbol of pride for the local community. As a tourist attraction, this monument offers not only architectural beauty, but also a rich cultural experience, making it a major attraction for tourists. The novelty of this research is that in addition to the physical attraction, there are also cultural, historical, and unique experiences offered from the Tugu Khatulistiwa, in addition to measuring it by looking at the influence of E-wom from local influencers.

Although previous studies have shown that e-wom and tourist attraction affect visit interest, there are not many studies that specifically examine the influence of these two variables on historical attractions such as the Tugu Khatulistiwa. In addition, the role of social factors such as social norms and peer influence in the context of interest in visiting has not been widely investigated. This study aims to fill this gap by analyzing the influence of attractiveness, e-wom from local influencers, and social factors on tourists' interest in visiting Tugu Khatulistiwa, considering different demographic characteristics.

II. LITERATURE REVIEW

A. *Attractiveness*

Attraction in the tourism sector refers to elements that can attract and encourage tourists to visit a destination. Tourism attractions are a key element in encouraging visitors to explore tourism. Based on this, tourism attraction plays a vital role in the development of tourism destinations and is a key component element in driving local tourism growth (Karagöz et al., 2022). In government regulations, the attraction is classified into three, namely cultural tourism attraction which is the result of the "olah" and "cipta", "rasa" and "karsa" of humans as cultural beings, natural tourism attraction based on the potential diversity of aquatic environments and land areas, man-made tourism attraction which is a human activity or artificial reals outside of natural and cultural tourism.

B. *E-Wom*

E-wom is a process of spreading information, either positively or negatively about a product, brand or service through digital media. The information provided can be in the form of reviews, recommendations or comments shared by people to others. E-wom, also known as online interaction, is an online communication tool used to spread or deliver information, announcements, and news related to products and services, introducing them to audiences who previously did not know or meet them in person. E-WOM is a form that can create public opinion about the destination image and tourist interest in making transactions (Utama & Giantari, 2020). E-WOM can improve the image of tourist destinations to be broad and reach the market.

C. Social Factors

Social factors refer to the influence of social, group, and cultural environments on a person's behavior, attitudes, and decisions. Social factors, especially social support which includes emotional, instrumental, and social aspects, have a crucial role in facilitating individual adaptation to environmental changes (Rahmat et al., 2019). In the journal (Yandi et al., 2023) interest is the desire of people who are influenced by social factors, feelings, and perceived consequences. Social factors have a role in influencing a person's interest in visiting a place, because this factor can shape a person's perception, motivation, and behavior in choosing a tourist destination.

1. The Effect of Attractiveness on Interest in Visiting

An attraction is a place that has value to be seen by tourists because of its natural and manmade wealth, the uniqueness of the beauty of ease and diversity can be seen by tourists (Susianto et al., 2022). Interest arises because of customer awareness and perceptions of the desired product because purchase interest is the stage of customer interest in the product (Yan Mao et al., 2014). Attractiveness also has an important role in attracting interest in visiting the Kampong Melayu Tourism Village, Pontianak City (Ariffin & Pratiwi, 2024)

H₁: Attractiveness has a positive effect on Interest in Visiting Tugu Khatulistiwa of Pontianak City.

2. The Effect of E-Wom on Interest in Visiting

EWOM can be more effective because it is easily accessible and includes more people in disseminating and getting this information in real terms than verbal words (Ruhamak & Rahayu, 2017) One of the important factors in the tourism sector is where the purpose of visiting is carried out by tourists. The purpose of visiting is a form of interest or interest felt by tourists (Supriyatin et al., 2020). That the effect of EWOM on visitor interest has a significant effect, but mediating factors such as city perceptions and attitudes towards E-WOM increase the connection between E-WOM and the desire to visit Pontianak City. (Reswari et al., 2024)

H₂: E-WOM has a positive effect on Interest in Visiting Tugu Khatulistiwa, Pontianak City.

3. The Influence of Social Factors on Interest in Visiting

Social factors have a significant impact on people's interest in visiting green parks (Santoso & Purwanti, 2013). Social factors such as recommendations from friends or family, influence from social media, and cultural trends can play an important role in shaping a person's interest in visiting a tourist destination. Interpersonal relationships and interactions between individuals can also influence interest in visiting, as we are often attracted to go to places that are recommended by those closest to us or that are trending on social media. Communication is a tool used to manage tourist attractions because it relates to conveying effective tourist information in order to attract interest and visits from tourists (Zehir et al., 2011)

H₃: Social factors have a positive effect on Interest in Visiting Tugu Khatulistiwa of Pontianak City.

Figure 1 provides information about the research model

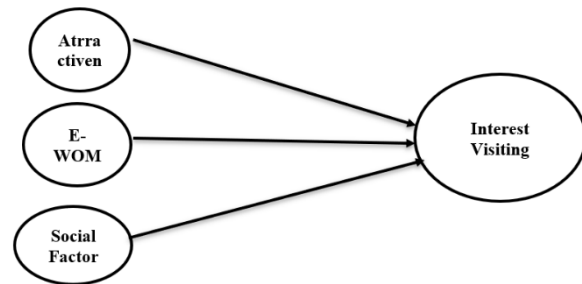


Figure 1. Research Model

III. METHOD

This focus of this research is people from Pontianak City who have an interest in visiting Tugu Khatulistiwa to achieve the research objectives, namely determining the attractiveness, e-wom, and social factors of Tugu Khatulistiwa, the type of data and quantitative research methods will be used. The selection of survey method is not limited to the processed data, but also includes data analysis and interpretation. The purpose of this research is to trigger cause-and-effect relationships between variables. Therefore, this study is considered conclusive. In this study, sampling used purposive nonprobability where the people of Pontianak City who were interested in visiting Tugu Khatulistiwa. The method of the number of indicators of the research variables was used to calculate the research sample, which amounted to 105 after multiplying by 5-10 (Hair et al., 2021).

The indicators used this research is:

1. Attractiveness (nuraeni, 2014)
 - a. The existence of things that attract tourists
 - b. Facilities that support tourist attractions, making tourists feel comfortable.
 - c. Supportive tourist attraction infrastructure.
 - d. The existence of transportation that can connect one destination to another.
 - e. Friendly attitude towards visiting tourists.
2. E-Wom (Goyette I. et al., 2010)
 - a. Intensity
 - b. Valence of opinion
 - c. Content
3. Social Factors (Santoso & Purwanti, 2013)
 - a. Following a friend
 - b. Family influence
 - c. Following the environment
4. Interest in Visiting (Adinda & Pangestuti, 2019)
 - a. Transactional Interest
 - b. Referential Interest
 - c. Preferential Interest
 - d. Explorative Interest

IV. RESULTS AND DISCUSSION

1. Model Accuracy and Quality Index

The test results show that the expected model fits the observed data. The p-values of APC and ARS are both <0.0001 , well below the 0.0s threshold; the AVIF value of 1.360 also qualifies as it is below the maximum limit of 5. With the help of these indicators, the accuracy and quality of the model used in the study is confirmed.

2. Predictive Relevance (Q- Square)

The results of the analysis show that the research model has good predictive relevance, as the Q-square value reaches 0.585, which is significantly greater than zero.

3. Coefficient of Determination (R-Square)

The coefficient of determination (R-square) of 0.594 shows that the attractiveness, e WOM and social factor variables contributed 59.4 percent. Other variables not examined in this study contributed 40.6 percent.

Hypothesis Testing Result

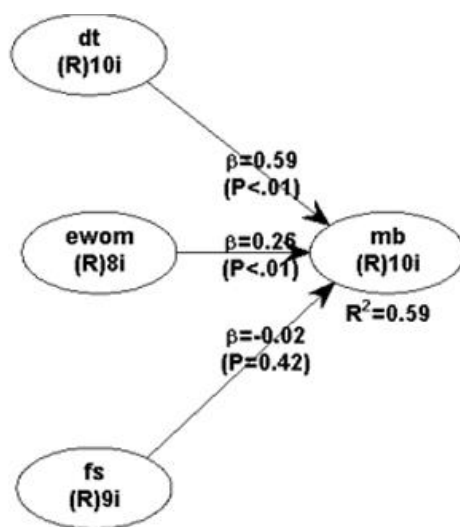


Figure 2. Diagram of multiple linear regression model

The findings of the hypothesis testing illustrated in Figure 2 can be explained as follows:

1. There is a positive relationship shown by the coefficient of attractiveness on visiting interest, with a coefficient of 0.593 and a significance value of <0.001 , which is lower than 0.05. Therefore, it can be concluded that attractiveness has a positive influence on visiting interest. So that hypothesis H_1 , which states that attractiveness increases interest in visiting, can be accepted.
2. There is a positive relationship shown by the coefficient of e-WOM on visiting interest, with a coefficient of 0.261 and a significance value of <0.001 , which is lower than 0.05. Therefore, it can be concluded that e-wom has a positive effect on visiting interest. So that hypothesis H_2 , which shows e-WOM has a positive effect on visiting interest, can be accepted
3. There is a negative relationship shown by the coefficient of social factors on visiting interest, with a coefficient of -0.020 and a significance value of 0.420, which is higher than 0.05. Therefore, it can be concluded that social factors do not have a positive influence on visiting interest. Thus, hypothesis H_3 ,

which states that social factors increase interest in visiting, is rejected.

Discussion of the influence between variables:

1. The Influence of Attractiveness on Interest in Visiting Tugu Khatulistiwa, Pontianak City

Based on the results of hypothesis testing, it shows that attractiveness has a positive influence on interest in visiting Tugu Khatulistiwa Pontianak. Attractiveness is one of the factors that can influence a person's interest in visiting a place, including the Tugu Khatulistiwa. Some of the attractions of this Tugu Khatulistiwa ranging from geographical uniqueness, historical value, natural beauty to the unique experiences offered from these places can increase tourist interest in visiting these tourist destinations. This research is in line (Hellen, Susanto, 2024), but not with research (Ningrum et al., 2023)(Ningrum et al., 2023). By continuing to develop existing attractions and improving supporting facilities, Tugu Khatulistiwa can become a more attractive tourist destination and be able to compete with other tourist destinations and can increase tourist interest.

Despite its great potential, the utilization of the Tugu Khatulistiwa Pontianak as a tourist destination has not been optimal. There are still many potentials that have not been explored, such as the development of community-based tourism products or special interest tourism. The management of the Tugu Khatulistiwa Pontianak must be carried out in a sustainable manner by taking into account environmental and socio-cultural aspects. The surrounding community needs to be involved in the management and development of Tugu Khatulistiwa Pontianak tourism in order to benefit directly.

2. The Influence of E-Wom on Interest in Visiting Tugu Khatulistiwa, Pontianak City

Based on the results of hypothesis testing, it shows that E-wom has a positive effect on interest in visiting Tugu Khatulistiwa Pontianak. Ewom, which is carried out through digital media, has a role in influencing a person's interest in visiting a tourist destination, one of which is the Tugu Khatulistiwa. Information obtained from other people, reviews or recommendations can be one method of disseminating information on these tourist destinations. A person's trust in the source of information can display a positive impression of Tugu Khatulistiwa Pontianak so that it can influence potential visitors and then can be a driver of someone's interest in traveling to tourist destinations to the Tugu Khatulistiwa Pontianak. This research is in line with previous research (Abidah et al., 2024). By utilizing ewom effectively, tourism managers can increase the number of visitors and strengthen the positive image of this Tugu Khatulistiwa tourist destination.

However, not all reviews can be considered credible. Some reviews may be biased or even fake. Therefore, visitors need to be careful in choosing reviews that will be used as references. Negative reviews that are not responded well by the manager can damage the reputation of Tugu Khatulistiwa and reduce visitor interest. the manager must actively monitor social media and respond

to any comments or questions from users. Online reputation management is very important to maintain a positive image of the Tugu Khatulistiwa Pontianak. Managers must be proactive in managing reviews and responding to any feedback from visitors.

3. The Influence of Social Factors on Interest in Visiting Tugu Khatulistiwa, Pontianak City

Based on the results of hypothesis testing, it shows that social factors do not have a positive influence on asking to visit. This is because social factors have no role in influencing a person's interest in visiting a place including the Tugu Khatulistiwa Pontianak. Recommendations from family and close friends are not a major consideration in choosing a tourist destination, besides that the influence of social groups often has different tourism preferences because some groups, for example, youth groups are more interested in contemporary places while family groups are looking for places that are comfortable and safe for children so that they do not have an interest in visiting the Tugu Khatulistiwa Pontianak tourist destination. This research is not in line with (Samodra & Madura, 2024) where social support that occurs in the Arosbaya and Geger communities has a positive impact on tourism development such as the realization of *sapta pesona* in the surrounding tourist attractions.

Social factors are not only limited to influences from the immediate environment, but also from the education received. The higher a person's level of education, the more likely he or she will be interested in educational tourism such as the Tugu Khatulistiwa Pontianak. People's tourism preferences can change over time. Therefore, the manager of the Tugu Khatulistiwa Pontianak needs to continue to innovate to adjust to existing trends.

V. CONCLUSION

From the results of the discussion that has been carried out regarding the influence of attractiveness, E-Wom, and social factors on interest in visiting the Tugu Khatulistiwa Pontianak of Pontianak City, it can be concluded that attractiveness has a significant positive effect on visiting interest. Geographical uniqueness, historical value, natural beauty, and unique experiences offered by the Tugu Khatulistiwa Pontianak can increase tourist interest in visiting the destination. Meanwhile, E-Wom is also shown to have a significant positive influence on visiting interest, with digital media being an effective means of influencing visitor interest through reviews, recommendations and information from others. However, social factors did not show a significant positive influence on visit intention. Because social factors do not have a role in influencing a person's interest in visiting a tourist destination, recommendations from family and friends are a consideration in determining destinations, while social groups have different tourism preferences.

Recommendations for further research that can expand the contribution of previous research are to conduct a more in-depth quantitative analysis by conducting a larger and

more representative survey to obtain more accurate and generalized data, analyzing visitation data over a longer period of time to see trends and patterns that occur, comparing the Tugu Khatulistiwa Pontianak with similar tourist destinations in Indonesia or in other countries to identify success and failure factors.

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