Product Attributes of Tourism and eWOM on The Visit Decision

The Influence of Product Attributes of Tourism and Electronic Word of Mouth (eWOM) on The Decision to Visit Parang Ijo Waterfall in Karanganyar Region, Central Java

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ABSTRACT

Tourism is one of the fastest growing industries today. Karanganyar Region in Central Java has 30 tourism destinations, but only one tourism destination which is Parang Ijo Waterfall that managed by the department of tourism. The total visitor in Parang Ijo Waterfall has always fluctuated up and down with a very significant number. The potential visitors will look for information about a tourism destination by eWOM (Electronic Word of Mouth) communication and assess how the tourism product attributes offered. The following study has purposed to examine product attributes of tourism and electronic word of mouth influence on travel decisions in Parang Ijo Waterfall. Hundred people were involved in this study. Those who filled out the questionnaire should domicile in Karanganyar Region and find out information on tourism through the internet. Simple and multiple linear regression technique used to analyse the data that has been collected by using SPSS for Windows 20.0. The result of this study is the product attributes of tourism and electronic word of mouth influence the decision of potential visitor to come to Parang Ijo Waterfall either partially or simultaneously, so the local revenue can be increased.

Keywords: Product Attributes of Tourism, Electronic Word of Mouth, Visitor Decision, Parang Ijo Waterfall, Simple Linear Regression, Multiple Linear Regression

I.   INTRODUCTION

Nowadays, the world of tourism has experienced a change in trend. The visitors expect a new experience to be closer to nature and society to create emotionally bound with them. And this circumstance brings a good impact for Karanganyar Region in Central Java. The tourism industry is being intensified to be promoted in order to contribute to local revenue of Karanganyar Region. It has 30 tourist destinations which are divided into natural, historical and agricultural tourist attraction.

Generally natural tourist attraction has increased very rapidly from year to year due to the efforts of third parties who hold shares on all the tourist attractions and only Parang Ijo Waterfall purely managed by the tourism department of Karanganyar Region. Parang Ijo Waterfall is classified as a tourism destination that has not been widely known outside Central Java. It located in Dusun Munggur, Desa Girimulyo, Kecamatan Ngargoyoso and offering several amenities such as gazebos, swimming pool for kids, playing area, flying fox game and several small restaurants.

The shortage of facilities causes significant decline of the number of visitors in 2014 as many as 37.612 people from the highest visitor in 2013 as many as 59.769 people. But the curiosity of the people is still increasing to find natural tourist attractions in Karanganyar Region, they are still trying to figure out Parang Ijo Waterfall and it evidenced by increasing visitors in 2015 as many as 42.164 people.

The targeted visitors of Parang Ijo Waterfall were family, school student and young people who are eager to find something new in weekend after their long and busy time on weekdays. However, sometimes the potential visitors

canceled their plan to visit Parang Ijo Waterfall of bad review or WOM (Word of Mouth) in website, social media and blog which are called eWOM (electronic Word of Mouth). The several analyses above are the differences of expectations from visitors. There are three tourism product attributes which are *attraction*, *amenity*, and *accessibility*.

To examine the influence of product attributes of tourism on the visitor's decision in Parang Ijo Waterfall, electronic word of mouth on the visitor's decision in Parang Ijo Waterfall and product attributes of tourism and electronic word of mouth on the visitor's decision in Parang Ijo Waterfall it is used simple and multiple linear regression technique to analyse the data that has been collected by using SPSS for Windows 20.0.

The rest of the current study is organised as follows. To support the research, the literature gathered will be used to form the variable and theoretical framework of this study. Then, methodology and results are presented. Finally, the implications and limitations or the findings and some directions for future study are discussed.

II.   LITERATURE REVIEW

Product Attributes of Tourism

According to Yoeti (2008:70), product in the tourism industry is a "product line", it has to be used at the same time. It means, the tourism products are series of various interrelated services, those are services produced by various companies (economic aspect), such as transportation services, lodging, food and beverage services, and tour services; services provided by society (social

aspect or psychological aspect), such as hospitality, customs and cultural arts; and services provided by nature, such as landscapes, mountains, beaches, natural caves, marine park.

Based on Middleton (2001:122) in Hansen (2012), the tourism product itself is formed by the three main indicators; those are tourism attractions, amenities or facilities in tourism destinations, and accessibility. While Muljadi (2012: 89) stated that there are three important aspects of the tourism products so that potential tourists eager to visit it, those are attractions (tourism attraction), ease of reaching the tourism destinations (accessibility), and the facilities available at tourism destinations (amenity).

H$_1$ Product attributes of tourism has positive and significant impact on visit decision.

Tourism Attraction

According to Soekadijo (1997:35) the main determinant of tourism vacation is tourism attraction. Muljadi (2012:89) defined a tourism attraction as everything that attracts tourists to come to a tourism destination. Three kinds of tourism attractions that can attract tourists are natural attraction, cultural attraction, and special attraction (Septi Ayuningtyas, 2009: 24). Landscapes, beaches, and climate are included in natural attraction which means attraction that occurs naturally without any human intervention. Cultural attraction which means human's favour result attractions such as history and folklore, arts, museums, historic heritage and customs. Special attraction type which means attractions related to the natural formation as well as culturally formed artificially such as theme park, amusement parks and circuses, special events, entertainment, recreation and sports (Hansen, 2012).

Tourism attraction that will be sold has to meet three conditions, according to Muljadi (2012:69) those are something to see, something to do and something to buy. Soekadijo (1997:61) mentioned the requirements of good tourism attraction such as the act and artefact in good condition, the presentation of tourism attraction have to be good, the tourism attraction has to meet all the determinants of social mobility (accommodation, transportation and marketing promotion), the situation in the tourism destination should be able to hold the visitors in a long time, the impression gained by tourist while watching the tourism attraction must be sought in order to sustain it as long as possible.

Amenity

According to Muljadi (2012:89) amenity were convenience and satisfaction provided by various facilities during their trips in a tourism destination. Amenity highly integrated with tourism attractions because amenity can be supported by the concept of existing tourism attractions. Moreover, the existence amenity can also meet the needs of tourists during their trips. Amenity itself was included in the existing tourism facilities and infrastructure in the tourism destination.

Visitors need to be supported by tourism facility in tourism destination during a trip. Tourist facilities can be divided into three main elements (Suwantoro, 2009: 18), first is the principal means of tourism, including travel agencies, transportation, hotels and other types of accommodation, restaurants, tourism destination, and tourism attractions. Second, complementary means of tourism, including recreational facilities and sports (golf course, tennis court, bathing, horse riding, and photography). Third, the supporting means of tourism,

including a nightclub and a steam bath, casino and entertainment, as well as souvenir shops.

Suwantoro, (2009: 21) stated that tourism infrastructure is a natural resource and artificial resource absolutely necessary by tourists on their way to tourism destinations such as roads, electricity, water, telecommunications (telephone, internet, television, and radio), the banking system, health care and security. Tourism infrastructure needs to be built by adjusting the location and condition of tourism attraction in order to increase the attractiveness of the travel.

The type of facility and amenity divided into three, among others the accommodation which means providing lodging service facilities (Muljadi, 2012: 60). This accommodation can be made a tourist to stay longer to enjoy the tourism attractions. Providing accommodation may be a hotel, cottage, or camping. Other than that, providing places to eat and drink is compulsory because tourists need to eat and drink to support their activities. Things to be consider the provision of facilities are the types of food and beverages; hygiene and health in the process; performance, price, and location.

Accessibility

Accessibility is the ease towards tourism destinations through the transportation (Muljadi, 2012: 89). This accessibility factor was crucial in influencing the decision of tourists because tourism product is not a mobile product. Therefore, media is needed to connect the tourists with the tourism products and that is transportation infrastructure (Damanik & Weber, 2009: 3). The elements included in accessibility among others are road infrastructure; equipment includes the size, speed, range of public transport; and operational factors (route, frequency of service, and the prices charged).

Word of Mouth (WOM) and Electronic Word of Mouth (eWOM)

Word of mouth (WOM) is type of marketing communication about products and services between people who are perceived to be independent of the company that providing the product or service. They usually find their needs of information by listening other's opinion (Word of Mouth). According to Silverman (2011, p.25), WOM is kind of informal communication that happened among people who are perceived to have little commercial vested interest in persuading someone else to use the product or service and no particular incentive to deflect the truth in favour of the product or service. In the other term, based on Sen and Lerman (2007), WOM initially referred to the idea of person-to-person communication that occurs between consumers about a product or services. The worldwide deployment of the internet brought up a less personal but more ubiquitous form of WOM called electronic WOM or people usually calls eWOM (e.g. Brown et al., 2007; Davis and Khazanchi, 2008; Godes and Mayzlin, 2004; Kiecker and Cowles, 2001; Xia and Bechwati, 2008). And according to Hennig-Thurau et al. (2004) electronic word of mouth is defined as any positive or negative statement made by potential, actual, or former customers about a product or service or might be company which is made available to multitude of the people and institutes via the Internet. Another definition by Mayzlin (2006) and Chatterjee (2001), WOM has become an important site for consumer opinions and it is assumed to be even more effective than WOM in the off-line world due to its greater accessibility and high reach. Fong and Burton (2008) stated that the ease of using the internet allows a person to set a feedback to many others by means of broadcast e-mails, web blogs, or discussion board postings, resulting in a "written" form of eWOM, it has higher credibility than if marketer created sources of information on the internet. Park and Kim (2008) found that the recent studies

on eWOM focus on the motives for posting and reading reviews and the consumers' responses to the eWOM messages. In addition, Chatterjee (2001) and Sen and Lerman (2007) found that eWOM involves a variety of media forms and types of web sites, of which online consumer reviews that consumers post on the internet constitute one of the most accessible and prevalent forms of eWOM. Findings of previous studies indicate that online reviews can significantly influence the popularity and sales of certain products (Chevalier and Mayzlin, 2006; Liu, 2006; Adjei et al., 2009; Zhang and Tran, 2009; Zhu and Zhang, 2010).

Electronic Word of Mouth (eWOM) in Tourism Industry

With the improvement of internet technologies nowadays, it will increase the number of travellers are using the internet to seek destination information. Even though of increasing importance of online communications in tourism industry, a few study addressed to the role of eWOM in a tourism destination choice (Litvin et al., 2008; Park and Gretzel, 2007; Zhu and Lai, 2009). As an example, Litvin et al. (2008) stated that eWOM, as a media that potentially cost-effective means for marketing hospitality and tourism, it also discussed some of the nascent technological and ethical issues faced by marketers as they seek to harness emerging eWOM technologies.

H$_2$ electronic word of mouth has a positive and significant impact on visit decision.

H$_3$ Product attributes of tourism and electronic word of mouth has a positive and significant impact on visit decision.
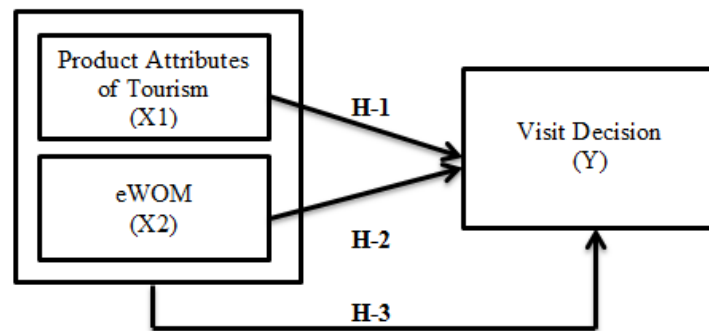
Figure 1. The research model (the relationships between hypotheses)

Relationship between the Product Attribute of tourism and Visit Decision

Every human being has a need to be met, one of them is the psychic needs form of curiosity, the desire to investigate, and the boredom that causes the desire to seek pleasure. To meet these needs, people will hold a sightseeing trip to the area outside their residence. The selection of the tourism destination to be visited will be influenced by how strong the factor offers a tourism product. Therefore, the tourism products should be accommodated into the components of tourism products which are the integrated attractions, amenity, and accessibility (Damanik & Weber, 2009: 11). Briefly, the potential tourists will take the decision to visit a tourist attraction based on the several reasons. It has a tourism attraction that gives pleasure, whether in the form of natural attractions, culture, or a special type; the accessibility factors which allows the potential tourists to visit the tourism destination, these include ease of transportation with the main aspects of quality and quantity; amenities or facilities in order to meet the needs of the tourists during their trip. The more complete and integrated these three components, the potential tourists will take the decision to visit the tourism destination.

Relationship between eWOM and Visit Decision

Before doing a vacation, potential tourists will pass through a mental process to arrive at the decision to visit a tourism destination. The decision making process is interfered with the information obtained (Pitana & Gayatri, 2009: 70). One of the sources of information used by the potential tourists is the internet. With the advancement of today's internet technology, it allows humans to disseminate all his wishes and create a mechanism for full information (Suwantoro, 2009: 92).

Ease of information obtained through the internet has created a new form of communication called electronic Word of Mouth (eWOM). eWOM occur among tourists or potential tourists who talk about a tourism destination. Given these interactions, the potential tourists will be facilitated by general overview about the tourism attractions and it would be easier to take a decision whether to visit or not.

Relationship between Product Attribute of tourism and eWOM on Visit Decision

Currently, vacation has been a necessity of human life. Sometimes this needs only realized when there is a stimulus that triggers the desire to travel. Sources of the stimulus itself may come from the internet via electronic Word of Mouth (eWOM) messages. eWOM in tourism can be interpreted as a review on a travel product which included opinions from tourists who have consumed the tourism product. The purpose of people's vacation is the tourism product offered (Kotler et al, 2002: 338). So when someone reads an eWOM message, they will also assess how the quality of the tourism product on offer. The assessment is based on the attributes of the tourism product itself, includes

attractions; amenities or facilities; and accessibility. The ability to concentrate those three aspects of tourism product attributes is very important for creating strong points (Kotler et al, 2002: 357) in order to influence the decision of tourists to visit.

III. METHODOLOGY

Sample design and data collection

The target population for the study was 2015 Parang Ijo Waterfall visitors which amount to 42.164 people. Respondents were used as a sample is a tourist of Parang Ijo Waterfall who lives in Karanganyar Region because of the limited research area. As to size, although initially 142 questionnaires were collected, some had to be rejected because they were not appropriate for the target respondents who have been determined. Finally it was resulting in a sample of 100 valid respondents.

Data was collected during the month of June 2016 and the questionnaire was online distributed. Five-point likert type scale was applied to collect data, it is ranging from strongly disagree (1) to strongly agree (5) it is useful to measure attitudes, opinions, and perceptions of the respondents. The questionnaire was in 6 part: a first part with questions about respondents' personal and demographic data, a second part with questions about *attraction* on product attributes of tourism variable, a third part with questions about *amenity* on product attributes of tourism variable, a fourth part with questions about *accessibility* on product attributes of tourism variable, a fifth part with questions about electronic word of mouth (eWOM), and a sixth part with questions about visit decision. The sample profile is displayed in Table 1.

Table 1. Demographic and travelling characteristics of sample

No.	Parameter	Frequency	Percentage (%)
1.	**Sex**		
	Male	48	48,0
	Female	52	52,0
2.	**Age (years)**		
	16 - 20	27	27,0
	21 - 25	27	27,0
	26 - 30	14	14,0
	> 31	32	32,0
3.	**Occupation**		
	Student	45	45,0
	Civil servant	31	31,0
	Entrepreneur	6	6,0
	Private company's employee	16	16,0
	The military	2	2,0
4.	**Domicile**		
	Karanganyar, Central Java	100	100,0
	Other*	42	
5.	**Previous Experience (May 2015 - May 2016)**		
	Yes	93	93,0
	No	7	7,0

1. Sex

   The targeted visitors of Parang Ijo Waterfall tend to be broad from children to adult. The number of respondents who filled out the questionnaire is not set to be balanced between male and female, but in fact, this number can be represented as the opinion of both of the genders (48 % male and 52% female).

2. Age

Nowadays, the development of social media as the result of internet advancement encourages people especially youth to show their existence. The recognition is needed for a particular purpose. So it reasonable if 46% of 100 respondents (it is assumed that the ideal age for marriage is 26 years old) decided Parang Ijo Waterfall as their tourism destination because Parang Ijo Waterfall is still rarely visited by many people.

3. Occupation

   The price of an entry ticket to Parang Ijo Waterfall was Rp3.000,- for local tourists and Rp10.000,- for foreign tourists. It is regarded as a cheap tourism destination and this price was very affordable for those who had no own income such as student (45%)

4. Domicile

   142 respondents have filled out the questionnaires given, but only 100 questionnaires were included in the calculations because 42 respondents are not domiciled in Karanganyar Region (it is assumed that those who do not reside in Karanganyar Region, do not know exactly the geographical conditions in Parang Ijo Waterfall). 42 respondents who filled out the questionnaire (outside of Karanganyar Region) came from Yogyakarta, Solo, Sragen and Wonogiri. **This number is fairly big to conclude that the effect of electronic word of mouth (eWOM) causes increased awareness**. As stated in the literature that receiving word of mouth manually or electronically has an impact on the receiver's awareness (Sheth, 1971), attention (Mikkelsen et al., 2003), consideration (Grewal et al., 2003), brand attitudes (Herr et al., 1991; Laczniak et al., 2001), intentions (Grewal et al., 2003), and expectations (Webster, 1991).

5. Previous experience

    Someone who had come to Parang Ijo Waterfall in the span of one year at least, the information provided is valid and in accordance with the same conditions at the time of the study carried out. The number of credible information used in this study was 97. The visiting experience obtained by ex-visitors of Parang Ijo Waterfall can be used as input for all parties.

IV. RESEARCH FINDINGS

Reliability and validity

Reliability test in this study is used SPSS for Windows 20.0 where the value contained in Cronbach's Alpha column will be compared with the standard of reliability value which have been determined. If the value of coefficient alpha (α) is higher than 0,60 then the questionnaire is reliable. Cronbach's alpha coefficients of all three factors in this study were greater than 0,60. Those were 0,933 (product attributes of tourism), 0,880 (eWOM), and 0,734 (visit decision). All cronbach's alpha coefficients value representing *high reliability*. Each item of these questions indicated that the value of the correlation (r count) is higher than r table (df=98). It can be concluded that the entire item to questions in all of the variables in this study is valid.

Simple and multiple linear regressions

X_1 against Y

Simple linear regression was tested. The result of constants value was 6,546 (Y = 6,546 + 0,110.X_1). Meanwhile, the regression coefficient has meaning that if

the product attributes of tourism variable have one-unit increase, then visit decision variable will be increased for about 0,110. Furthermore, t test is used to determine whether product attributes of tourism was significantly associated with visit decision. Based on the output, it can be concluded that the significance value of product attributes of tourism is 0,000 < 0,05. It means that product attributes of tourism have significant influence to visit decision.

Table 2. Simple linear regression analysis result (X_1 against Y) and (X_2 against Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,546	1,071		6,114	,000
	Product attributes of tourism	,110	,014	,625	7,932	,000

a. Dependent Variable: Visit decision
Source: Primary Data Processed

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,576	1,307		1,971	,052
	eWOM	,275	,029	,693	9,514	,000

a. Dependent Variable: Visit decision
Source: Primary Data Processed

X_2 against Y

Based on the simple linear regression tested, constants value was 2,576 (Y = 2,576 + 0,275.X_2). It will describe if there is a relationship between the electronic word of mouth to visit decision. It also has a purpose to get a clear understanding, whether electronic word of mouth has a direct influence towards visit decision. The decision making process has interfered with the information obtained (Pitana & Gayatri, 2009: 70). Based on the output of SPSS, it can be

concluded that the significance value of electronic word of mouth is 0,000 < 0,05. Then it means that electronic word of mouth has significant influence to visit decision.

Multiple Linear Regressions

It means that if the regression coefficient equals to 0,065 (Y = 0,898+ 0,065X$_1$ + 0,201X$_2$ + e) every change in product attributes of tourism in one-unit increase then the visit decision will increase for about 0,065 (eWOM variable has not changed).

Table 3. Multiple linear regression analysis result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,898	1,222		,735	,464
	Product attributes of tourism	,065	,013	,373	4,946	,000
	eWOM	,201	,030	,507	6,731	,000

a. Dependent Variable: Visit decision

Source: Primary Data Processed

Based on the result obtained, the influence of electronic word of mouth can be seen from the regression coefficient. It means if the regression coefficient equals to 0,201 every change in the electronic word of mouth in one-unit increase then the visit decision will increase for about 0.201 (product attributes of tourism variable has not changed).

Hypothesis Testing

1. *F test (simultaneous)*

The assessment is based on the attributes of the tourism product itself, includes attractions; amenities or facilities; and accessibility. Based on the processed data above, the significance value is 0,000 < 0,005 and F count (68,334) > F table (3,090) then H0 is rejected and H3 is accepted. It is proved that there is any influence between product attributes of tourism and electronic word of mouth on the decision to visit, simultaneously. It can be concluded that eWOM and product attributes of tourism cannot be separated because both of them will be analysed by potential, current or ex-visitors when they decided to vacation. With the development of the internet and social media, someone will be easy to access all of tourism destination and the criteria they want. Consciously or not, their vacation was purposed to gain recognition from other people on their existence through social media.

Table 4. Hypotheses testing (simultaneous)

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	401,556	2	200,778	68,334	000[b]
1	Residual	285,004	97	2,938		
	Total	686,560	99			

a. Dependent Variable: Visit decision
b. Predictors: (Constant), eWOM, product attributes of tourism
Source: Primary Data Processed

2. *Analysis of correlation coefficient (R) and coefficient of determination*

Correlation test is used to indicate the strength of the relationship between two variables and can be determined based on the value of r correlation analysis (Sugiyono, 2004: 183).

Table 5. Correlation coefficient and coefficient of determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765[a]	,585	,576	1,71411

Source: Primary Data Processed

H$_1$ is supported by correlation coefficient result (positive and strong value), so it has been proven that product attributes of tourism and electronic word of mouth have positive and significant influence on visit decision.

3.   T Test (Partially)

T tests is used to show how extent the influence of the independent variables in explaining the variation of the dependent variable, individually. It aims to determine whether the independent variables which are product attributes of tourism and electronic word of mouth influence the decision to visit.

Table 6. Hypotheses testing (partially)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,898	1,222		,735	,464
	Product attributes of tourism	,065	,013	,373	,946	,000
	eWOM	,201	,030	,507	,731	,000

a. Dependent Variable: Visit Decision
Source: Primary Data Processed

Based on the result of the data, the significance value 0,005 < 0,05 and t count (4,946) > t table (1,985). **It can be concluded that there is any influence between product attributes of tourism on visit decision (H$_1$ is accepted).** The regression coefficient equals to 0,065 and it shows a positive value. **It means that product attributes of tourism have positive and significant influence on visit decision.** This result is supported by a research stated that product attributes of tourism are one of the several reasons that should be

accommodated into the components of tourism products which are the integrated attractions, amenity, and accessibility (Damanik & Weber, 2009: 11).

The decision making process has interfered with the information obtained (Pitana & Gayatri, 2009: 70). This finding strongly supports the evidence that significance value $0,000 < 0,05$ and the t count $(6,731) >$ t table (1985), **it can be concluded that H$_2$ is accepted and H0 is rejected (electronic word of mouth has a positive and significant influence on visit decision).** The regression coefficient value has supported the findings above and strengthens the result; with a positive value of $0,201$ it shows that electronic word of mouth positively influences the visit decision.

V.   DISCUSSION AND CONCLUSION

In particular, research on the influence of product attributes of tourism and eWOM (Electronic Word of Mouth) on the decision to visit Parang Ijo Waterfall in Karanganyar Region, Central Java is notably lacking. And this research is mainly focused on the people who have known Parang Ijo Waterfall's condition. In Parang Ijo Waterfall tourism destination, this research is considered to be original because it has not been solved before. This research can be used as a reference for developing and implementing a marketing strategy by tourism department of Karanganyar Region, the managers and third party. It also can be used as a reference for tourism researcher.

The measurement about the influence of product attributes of tourism and electronic word of mouth on the decision to visit Parang Ijo Waterfall has been done. **The finding revealed that product attributes of tourism and electronic word of mouth have significant and positive impact to visit**

decision, simultaneously. It was proved separately that product attributes of tourism has significant and positive impact to visit decision as well as electronic word of mouth to visit decision. The manager must understand that their potential visitors are going online and create much electronic word of mouth in their social media or blog aims to show their existence. The parties involved must be aware in utilizing the emerging technologies rather than adopting competitor's strategies.

Based on the previous data analysis, the data generated by this study showed that the two independent variables (product attributes of tourism (X1) and electronic word of mouth (X2)) affecting the decision to visit Parang Ijo Waterfall for 58,5%. This number is taken from the value of coefficient of determination that means the variables outside of product attributes of tourism and electronic word of mouth will cause the decision to visit for about 41,5%. This number is different from the research conducted by Nurul (2014) which indicates that the influence product attributes of tourism and electronic word of mouth on the decision to visit Umbul Sidomukti is only 18,4% and 81,6% is affected by the variables beyond the research. So, this research can be used as a strong reference for other tourism researcher and marketing decision of the managers of Parang Ijo Waterfall and related parties.

The research that has been conducted by Chen and Wu (2012) and Yayli and Bayram (2012) have supported the result of this study that electronic word of mouth effect becomes a powerful influence in the vacation decision or buying decision. Sutrisno in his research (2013) found that the visit decision is affected by product attributes of tourism include tourism attractions, service facilities, element of institutional, transportation facilities and human resources, simultaneously in Water Park Bojongsari, Indramayu. There are only

attractions, amenities, accessibility and eWOM used in this research, in contrast to the research conducted by Sutrisno (2013) and Pringadi (2013) that use more factors in measuring the product attributes of tourism. But all three factors used in this research in product attributes of tourism variable (attractions, amenities, and accessibility) is considered sufficient to be used as a tool to measure whether the three factors are taken into consideration when people decided to take a vacation.

The tourism agency of Karanganyar Region and the managers of Parang Ijo Waterfall need to improve some aspects to reach the higher number of potential visitors. Accessibility should be a major concern because it relates to the ease of the potential or current visitors in reaching the location. The managers need to increase the number of signpost. The potential visitors will be greatly assisted by the signposts and Parang Ijo Waterfall will be recommended by them as the searchable tourism.

The manager should be more active in managing their website www.karanganyartourism.com that provide a lot of information such as event calendar in one year and educate the society by using social media to improve their awareness about Parang Ijo Waterfall. It can be done by using the influence of hash tag in twitter or instagram with #parangijo #airterjunparangijo #parangijowaterfall when the visitors upload their photos or video to give the potential visitor complete information to decide their vacation to Parang Ijo Waterfall. Feedback can be given by the manager for the blogs that has done a review about Parang Ijo Waterfall to indicate their efforts in spreading electronic word of mouth effect.

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