THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON INTEREST IN VISITING TOURISM POSTS ON @SOALPALU ACCOUNTS FOR TADULAKO UNIVERSITY STUDENTS

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Abstract

This study aimed to determine the effect of intensity, valance of opinion, and content in E-WOM on student visiting interest in tourism posts on @soalpalu accounts. The sampling technique used quota sampling technique using the Slovin formula, a sample of 100 respondents was used. The analysis tool uses multiple linear regression, using the classical assumption, F, and t-test tests. Based on the results of the classical assumption test, the data is normally distributed, the F test shows that simultaneously the independent variable (x) affects the dependent variable, and the t-test shows that all variables (x) partially affect the interest in visiting (y). The results of this study are: 1) Intensity variable has a positive and significant effect on visiting interest in @soalpalu account tourism posts with a significance value of 0.00 <0.05. this shows that the intensity of @soalpalu is high among students so it has a positive influence on visiting interest. 2) The valance of the opinion variable has a positive and significant effect on visiting interest in @soalpalu account tourism posts with a significance value of 0.009 <0.05. This shows that positive opinions and good recommendations are obtained by students so that they have a positive effect on visiting interest. 3) The content variable has a positive and significant effect on visiting interest in @soalpalu account tourism posts with a significance value of 0.00 <0.05. This result shows that the content @soalpalu contains information that clearly describes the condition of interesting tourist objects, which affects students' interest in visiting. 4) simultaneously intensity, valance of opinion, and content in E-WOM affect the interest in visiting tourism posts on the @soalpalu account with a significance value of 0.000> 0.05.

Keywords: (E-WOM); Tourism; @Soalpalu; Tourist

1. INTRODUCTION

Currently, information and communication technology in the world is developing rapidly from year to year, especially after smartphones were developed. Smartphone technology makes it easier for users to access the internet anywhere and anytime. So this influences the increase in internet users, including in Indonesia. Based on data obtained from the Indonesian Internet Service Providers Association (APJII), the increase in the number of internet users in Indonesia in 2022 was recorded at 210 million users, and in 2023 there were 215 million users, or an increase of 1.17% from the previous year, which means that up to now, the number of internet users in Indonesia is 78.19% (APJII, 2022).

Looking at the trend, Instagram users in Indonesia experienced a decline from June 2022 to January 2023. However, the number increased again until it set its biggest record in November. Meanwhile, Indonesian Instagram users are dominated by women with a proportion of 55.5%. Meanwhile, the percentage of male Instagram users in Indonesia is 44.5%. In terms of age, 39.1% of Instagram users in the country are in the 18-24 year age group. As many as 28.7% of social media users are from the 25-34 year age group. As many as 12.3% of Instagram users in Indonesia are aged 35-44 years. Then, 12.2% of Instagram users in Indonesia are in the 13-17 year age group (Dataindonesia, 2022).

Instagram is the social media platform closest to young people because based on data from Dataindonesia. id, the percentage of Instagram users aged 18-24 years is 39.1%, the author considers Instagram to be the platform that most influence the lifestyle of young people (Dataindonesia, 2022). Central Sulawesi, especially its capital, Palu City, has a variety of tourist destinations, from mountains

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to beaches. No wonder Palu City is called a five-dimensional city. As the capital of Central Sulawesi Province, it is known as the five-dimensional city. It turns out that this nickname was given to Palu City not without reason, but is related to the natural landscape it has. This city area consists of five dimensions, namely mountain areas, valleys, rivers, bays, and oceans.

Students often look for recommendations for tourist attractions on the Instagram platform. One of the Instagram accounts that always provides recommendations for tourist destinations in the Palu City area is @soalpalu. This research will focus on assessing the impact of tourism posts by the Instagram account @soalpalu on Tadulako University students. The @soalpalu account is a social media account that provides information about activities, tourist attractions, culinary delights, and events in Palu City and throughout Central Sulawesi. Apart from the @soalpalu account, there are several Instagram accounts that promote tourist attractions in Central Sulawesi such as the @infopalu account, the @like_palu account, and the @instanusantarapalu account, but the @soalpalu account is the first social media account so it has the highest number of followers and posts to date. The @soalpalu account is the most popular social media account that is the choice of people in Palu City and the people of Central Sulawesi in general. Of the 4 social media accounts, the @soalpalu account is the number one popular account when viewed from the number of followers. Then, @soalpalu is one of the media that is often used by some people in Palu City to find information about tourism in Palu City and its surroundings. Not infrequently, people who have seen tourism promotional content on Instagram @soalpalu immediately visit tourist or culinary places that have been uploaded by the @soalpalu account. This is proven by people's comments on the @soalpalu post.

Instagram @soalpalu is an account that plays an important role in promoting tourism, @soalpalu is also one of the most consistent media for providing tourism promotion in Central Sulawesi and its surroundings. The background of this research is based on the important role of social media and Electronic Word of Mouth (E-WOM) in influencing perceptions of tourists' interest in visiting local tourist attractions, so the researcher tried to conduct research entitled "The Influence of Electronic Word of Mouth (E-WOM) Regarding Interest in Visiting Tourism Posts on the @soalpalu Account for Tadulako University Students." Previous research was conducted by Rizki. This research focuses on Electronic Word of Mouth because it has more discussion, and the way it is delivered, attracts the attention of tourists to visit again, with the object of research being visitors or tourists of Kampung Batu Malakasari. This research is entitled The Influence of Electronic Word of Mouth on Tourists' Revisit Interest in the Kampung Batu Malakasari Tourism Area. The aim of this research is to understand, study, analyze, and discuss the influence of intensity, valence of opinion, and content (E-WOM) on tourists' repeat visit interest in the Kampung Batu Malakasari tourist area. This research uses quantitative research methods with a quantitative approach through a simple linear regression test as a statistical test calculation. The results of this study state that electronic word of mouth has a positive influence on interest in revisiting, with the intensity sub-variable having no positive influence (with a sig. 0.502), the valence of opinion sub-variable having a positive influence (with a sig. 0.009), and the valence of opinion sub-variable having a positive influence (with a sig. 0.009), and the sub-variable valence of opinion having a positive influence (with a sig. The content variable has a positive effect (with sig. 0.026) on tourists' interest in revisiting the Kampung Batu Malakasari area (Rizki, 2022).

Furthermore, similar research was also carried out by Filemon. This research aims to determine the influence of E-WOM and tourism promotion on tourists' interest in visiting the Motadikin Beach tourist attraction, Malacca Regency. This research is a type of survey research that uses a quantitative approach with associative methods to analyze the relationship between two or more variables. Data collection techniques in this research used questionnaires and observation. The sample in this study was taken using an accidental sampling technique. The data analysis techniques used in this research include multiple linear regression analysis, coefficient of determination, and hypothesis testing. The results of this research show that E-WOM has a significant effect on the tourist interest variable with a significance value of 0.005. Apart from that, this research also found that tourism promotion has a positive influence on tourist interest in visiting with a significance value of 0.000. The results of the F test show that the variables E-WOM and tourism promotion simultaneously influence tourists' interest in visiting with a significance value of 0.000 (Filemon et al., 2020).

Furthermore, Graccell carried out similar research. The development of information and communication technology makes it possible for word-of-mouth communication to be carried out using

the Internet so that there is no need to meet face to face. After researchers made observations regarding Electronic Word of Mouth (E WOM), it was seen how online reviews carried out in online discussion forums and opinions expressed by social media users regarding a product or destination could influence a person's intention to buy or interest in visiting. This research aims to determine the influence of intensity (X1), content (X2), and valence of opinion (X3) in E-WOM on interest in visiting (Y) the Jakarta Museum (MoJA) which is located at Jalan Utama Gelora Bung Karno (GBK). Stadium, Central Jakarta. The MoJA Museum is an interactive museum with an installation art concept that has recently attracted a lot of public attention because it has a fairly unique theme. The method used in this research is a quantitative research method. The population of the research was followers of @mojamuseum on Instagram, while the sample size was 100 people calculated using the Slovin formula. The data in this research was collected using an online questionnaire via Google Form and then analyzed using the SPSS 25 program. The results of this research show that both partially and simultaneously, Intensity (X1), Content (X2), and Valence of Opinion (X3) have a significant effect. on Interest in visiting (Y) (Graccell and Christina, 2021).

2. LITERATURE REVIEW

2.1 Instagram

Instagram is a social media application that only focuses on photos and videos, at the beginning of its launch Instagram could only be used by IOS users, as with its development now Instagram can also be used by Android and Windows phone users, this application created by Kevin Systrom and Mike Krieger is official was launched on October 6, 2010. On the first day of its launch, the name Instagram was taken from the word "Insta" which comes from the word "instant" and "gram" which comes from the word "telegram". Instagram continues to experience development until it succeeds in attracting more users. In April 2022, Instagram is in 4th place as the most active social media in the world, based on the number of global advertising audience reach, Instagram has at least 1.452 billion users worldwide. This data shows that 18.3% of people on earth currently use Instagram (Fajriati, 2020).

2.2 Electronic Word of Mouth (E-WOM)

Hennig–Thurau et. al., (2020), stated that electronic word of mouth is a positive or negative statement made by potential or former customers about a product or company, which is aimed at many people or institutions via the Internet. Consumers tend to accept suggestions from relatives, friends, and colleagues because of the high level of credibility between them when talking about the products they consume. Electronic Word of Mouth (E-WOM) is a form of marketing communication that contains positive or negative statements made by potential and former consumers about a product that is available to many people via Internet social media (Cheung & Thadani, 2012).

WOM develops and spreads largely without company support, so information dissemination can develop rapidly. Various studies show that WOM is more commonly used for purchasing decisions and has had a greater impact than traditional communication tools such as advertising, newspapers, or direct sales. WOM can be used as a process of providing information about products and services that someone has consumed, providing information can be directly from one person to another.

A significant difference between WOM and E-WOM is the wide reach of E-WOM information exchange which can be accessed through online media, whereas WOM only involves small group or individual information exchange. In E-WOM, audiences can talk to colleagues via e-mail or read online customer reviews. The emergence of electronic word of mouth will be preferred as a more advanced communication tool than traditional WOM due to several factors, including (Ring, Kaczynski, & Dolnicar, 2014):

a. The communication path can be from one to one person, one to many people, or many to many people,
b. E-WOM can be accessed globally,
c. Audiences can share stories with strangers because traditional WOM only can share with friends and family, and those closest to them,
d. Can be spread across various channels that allow for anonymity
e. E-WOM results can be collected and tracked. E-WOM systems are generally characterized by the

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following three core elements:
a. Aggregate information (number of reviews, average user rating, distribution rating on a company's website),
b. Review/review of the complete text,
c. Additional information (about the reviewer's status and profile, experience, as well as comments and ratings about the usefulness of the review).

Apart from these predefined functions, there is generally no direct communication between consumers, but forms of direct interaction are usually limited to ratings of other reviews as well as references in the text to other reviewers' reviews which offer the possibility of interaction between the reviewer and the recipient. Several studies include several dimensions of E-WOM (Goyette & Ricard, 2018):

1. Intensity: talking about a product continuously to other people through media, accessing information, the number of reviews on social networks, the intensity of talking about a product or service is higher than other products.
2. Valence of Opinion: consists of positive and negative opinions, where positive opinions are in the form of product or service recommendations, talking about the good or positive side of the product or service, being proud to be a buyer of a product so there is a tendency to reuse it, recommending to other people about the product, And talk enthusiastically about the product to other people. Meanwhile, negative means talking about negative things to other people about the product or service.
3. Content: is the content of information related to products or services including information regarding prices, product variants or variations, as well as the quality offered by the product or service.

2.3 Communication Process in E-WOM

On many occasions, someone uploads an E-WOM simply because they want to share their opinions and experiences. Readers seek E-WOM because they need information because, for example, there is a sense of uncertainty regarding purchases, costs, and risks associated with their purchasing choices. The Internet has the impressive ability to influence consumers' information search processes at multiple levels, including the amount and type of information sought, as well as the relative importance of the information obtained (Chan & Ngai, 2020).

As is generally the case in the communication process, E-WOM also involves the communicator, medium, and recipient. First, is the communicator. Communicator refers to the person who transmits the message to the recipient. Traditional WOM primarily comes from a sender (source) who may or may not be known to the recipient of the information, thus it is important to ensure that the credibility of the communicator and message is known to the recipient. In traditional WOM literature, the person who conveys the message is someone nearby who assesses a number of attributes, including credibility, attractiveness, physical appearance, and so on.

In the context of E-WOM communication, consumers exchange opinions and experiences within their personal social networks. They typically share and exchange information with broad, geographically dispersed groups of strangers via blogs, online consumer review platforms, shopping bot sites, social networking sites, and the like. In the context of E-WOM communication, online reviews are usually shared by unknown people. PR practitioners who want to use E-WOM as a communication tool to create a buzz with many public must pay close attention to the credibility of the source, how the person chosen to spread the message has the ability to persuade, motivate, and provide accurate information so that trust arises. from the public.

Researchers investigating the valence effect of persuasive WOM have found that consumers find positive messages more persuasive than negative ones. However, too much positive information can cause consumers to question reviewers' motives, which can hinder the trustworthiness and authenticity of reviews (Doh & Hwang, 2018). Therefore, the message that is spread must really be considered.

Second, is the medium. There are many mediums currently used to disseminate messages to the public, including social media which can be put to good use by PR practitioners. The medium used can be a user-friendly site, which can be accessed anywhere and at any time via a mobile device or computer, for example, social media Instagram, Facebook, YouTube, the organization's or company's own

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website, and so on. Third, is the recipient, namely the individual who responds to the communication. Reception of the information received may vary from person to person. The same content can elicit very different responses from different recipients, depending on the recipient's perceptions, experiences, and sources (Cheung & Thadani, 2021).

2.4 Interest in Visiting

Interest in visiting is basically an impulse from within the consumer in the form of a desire to visit a place or area that attracts a person's attention. In relation to tourism, the theory of visiting interest is taken from the theory of buying interest in a product, so that in several categories buying interest can be applied to visiting interest. Kotler (2000) explains that interest is an impulse, or strong internal stimulus that motivates action where this impulse is influenced by stimulus and positive feelings about the product.

Schiffman and Kanuk (2007) stated that buying interest is a psychological activity that arises because of feelings and thoughts about a desired item or service. Based on the opinions expressed above, it can be concluded that visiting is an impulse that arises from within a person to act before making a decision to visit a tourist destination.

3. RESEARCH METHOD

This research uses quantitative description. Quantitative is research that emphasizes analysis of numerical data which will later be processed using statistics. Descriptive is used to explain or describe an object or the results of a research. Quantitative is used in researching a particular population or sample, collecting data using research instruments, and analyzing quantitative data, with the aim of testing a predetermined hypothesis (Sugiyono, 2015)

The basis of this research uses quantitative methods (Sugiyono, 2015) and is included in causal research, namely causal relationships, where the independent and dependent variables are. This research aims to determine the influence of the Electronic Word of Mouth (E-WOM) dimension on Instagram social media on the impact of the content of the @soalpalu account as a means of tourism promotion for Tadulako University students.

This research will be carried out by distributing questionnaires to Tadulako University students, on the Tadulako University Palu campus. The population that will be used in this research is followers of the Instagram account @soalpalu who are also active students at Tadulako University, Palu. Researchers chose an error rate of 10% with a number of followers of 34,340 thousand. The sampling technique used was a quota sampling technique and quotas were used as many as 100 respondents.

Data collection techniques are used in research methods to achieve research objectives. If data collection techniques are not mastered, researchers will not get the desired data to support their research. According to Suwarma (2015), data collection can be carried out in various settings, sources, and various methods including Questionnaires, Observation, and Documentation.

The data analysis technique used. The data analysis used is multiple linear regression using the SPSS application, which will be divided into 2 testing stages. The first stage of classical assumption testing includes normality test, multicollinearity test, and heteroscedasticity test. Carrying out the second stage, carry out hypothesis testing, t-test, and F test.

4. RESULTS AND D DISCUSSION

Respondent Characteristics

1. Characteristics Based on Type Sex

Table 1. Respondents by Gender

No.	Gender	Number of people)	Percentage %
1.	Man	34	34

2.	Woman	66	66
	Amount	100	100

The data image shows that respondents are dominated by 66 women or (66%) and 34 men or (34%) indicating that women are more likely to plan trip details and provide destination recommendations to family or friends.

2. Characteristics Based on Faculty

Table 2. Respondents by Faculty

No.	Major	Number of people)	Percentage %
1.	FISIP	22	22
2.	ECONOMY AND BUSINESS	7	7
3	TECHNIQUE	7	7
4	FKIP	16	16
5	MIPA	11	11
6	HEALTH	6	6
7	FORESTRY	6	6
8	FARM	6	6
9	AGRICULTURE	8	8
10	LAW	11	11
	Amount	100	100

The data description shows that the number of Tadulako University Palu students based on the faculty at Tadulako University is the most dominant, namely FISIP. This shows that many FISIP students who are followers of @soalpalu are mainly dominated by communication science majors.

3. Characteristics Based on Domicile (Residence)

Table 3. Description of Respondents Based on Domicile

No.	Major	Number of people)	Percentage %
1.	Sigi	11	11
2.	Paris	7	7
3	Morowali	7	7
4	Toli-Toli	7	7
5	Mamuju	5	5
6	Install wood	7	7
7	Banggai Luwuk	5	5
8	Banggai Islands	5	5
9	Donggala	14	14
10	Tojo Una Una	5	5
11	Hammer	27	27
	Amount	100	100

The majority of respondents in this study came from Palu, Donggala, and Sigi with the highest number being Palu 27%, Donggala 14% and Sigi 11%. Meanwhile, the lowest number of respondents came from Banggai Luwuk, Mamuju, Banggai Islands, and Tojo Una-Una with the same percentage of 5 %. From the description of the data above, it can be seen that the majority of respondents in this study are respondents who live in Palu. This is because the research location is in the city of Palu and the city of

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Palu has a strategic location compared to other cities, it is very easy to reach and reach tourist destinations located in the Central Sulawesi region.

4. Characteristics Based on Return Visits

Table 4. Description of Respondents Based on Visits

No.	Many Visits	Number of people)	Percentage %
1.	1 time	26	26
2.	More from 1 time	74	74
	Amount	100	100

From Table 4 above, it can be seen that of the 100 respondents, the majority of respondents visited more than once with a percentage of (74%), whereas the percentage of 1 visit was 26%. Tourists' repeated visits to a tourist attraction are often influenced by the first impression they receive.

Variable Description

Table 5. Average Mean of research variables

| No.	Variable	Mean	Information
1	*intensity*	4.47	Very good
2	*Valance Of Opinion*	3.89	Good
3	*Content*	4.13	Very good
4	Interest Visit	4.46	Very good

Based on the data presented above, the mean value of the intensity variable was obtained, showing the number 4.47. So it falls into the very good category, which means that the intensity on the @soalpalu account is very good in triggering public discussion about its posts, then the valance of opinion shows the number 3.89, entering the good category, which means that the valance of opinion on the @soalpalu account is very good. good at attracting public opinion about @soalpalu posts, the Content variable shows the number 4.13 so it is in the very good category. It is said to be very good because the content created by the @soalpalu account can attract the attention of its followers, and the visiting interest variable shows numbers

4.46 so it is in the very good category. It is said to be very good because the content created by the @soalpalu account can attract visitors' interest in visiting the uploaded tourist attractions.

Classic Assumption Test Results

1. Normality

Data normality is used to determine whether data is normally distributed or not. To see whether the data is normally distributed or not, look at the normal probability in Figure 1 as follows:
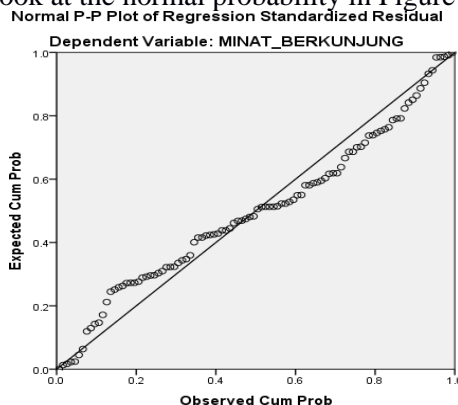
Picture. 1. Normality Test

Based on the picture above, it can be seen that the points are spread around the diagonal line and spread along the diagonal line so that the regression model is suitable for use. If the data spreads along a diagonal line and follows the diagonal direction, then the regression model meets the assumption of data normality.

2. Multicollinearity Test

Multicollinearity is a situation where in a regression model a perfect or near-perfect correlation is found between the independent variables." The multicollinearity test in this research is by looking at the tolerance value and Variance Inflation Factor (VIF) in the regression model. If the tolerance value is above 0.1 and the VIF value is below 10 then the variable does not have multicollinearity problems with other independent variables.

Table 6. Multicollinearity Test Results

Variable	Tolerance Value	VIF value	Information
intensity (X1)	0.762	1,312	No multicollinearity occurs
Valance of Opinions (X2)	0.558	1,791	Multicollinearity does not occur
Content (X3)	0.665	1,504	No multicollinearity occurs

Based on Table 6, the results of this research's regression model are declared free from multicollinearity because they have a tolerance value above 0.1 and a VIF value below 10. This shows that in this model there is no multicollinearity.

3. Heteroscedasticity Test

Heteroscedasticity is a situation where there is an inequality in the variance of the residual value from one observation to another. A good regression model is that there is no heteroscedasticity (Priyatno, 2012: 158). To detect the presence of heteroscedasticity is done by looking at whether there is a certain pattern in the scatterplot graph, where the X axis is the predicted Y axis and the X axis is the residual (predicted Y – actual Y) which has been studentized in Figure 2 below:
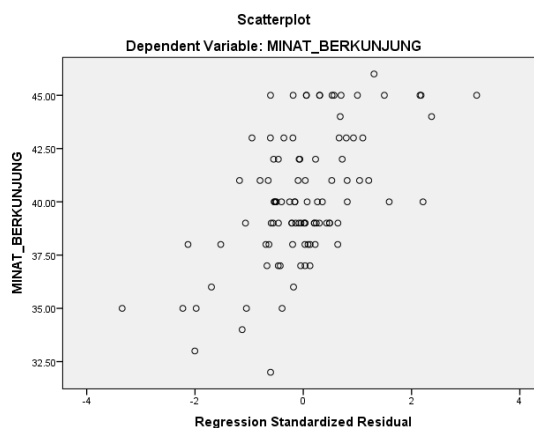
Picture. 2. Heteroscedasticity Test Results

Based on the image above, it shows that the points are spread randomly or irregularly, and are spread both above and below the number 0 on the Y axis. It can be concluded from this research that the regression model does not have heteroscedasticity, so the regression model is suitable for use.

Multiple linear regression results

A multiple linear regression analysis was carried out to determine and analyze the influence of intensity, valance of opinion, and content on visitor interest, to test the problems and hypotheses that have been

formulated in the F-test and t-test which can be seen in the table 2 as follows:

Table 7. Multiple linear regression results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	5,225	2,698		1,937	,056
X1	,324	,061	,362	5,341	,000
X2	,225	,085	,210	2,651	,009
X3	,255	.041	,452	6,227	,000

Multi R = 0.814 F-count = 63,012

Adjusted R Square = 0.653 Sig F =0.000

Based on the results of the data processing above, the following regression calculation results are obtained:

$$Y = 1.937 + 5.341\ X1 + 2.651\ X2 + 6.227\ X3 + e$$

The equation above provides an overview of the magnitude of the influence of the independent variable and the dependent variable, the coefficient of intensity (X1) and valance of opinion (X2) and content (X3) shows a positive value that there is a one-way influence between the independent variable and the dependent variable of visitor interest. This equation can be explained as follows:

a. The constant value (α) of 1.937 shows that the independent variables (intensity, valance of opinion, and content) have not changed (have a value of zero), so the purchase decision has a value of 1.937.

b. The regression coefficient (b1) for intensity (X1) is 5.341 and shows positive. This means that every one-unit change in the intensity variable (X1) remains constant. then visitor interest experienced a change of 5,341 assuming other variables remain constant.

c. The regression coefficient (b2) for valance of opinion (X2) is 2.651 and shows positive. This means that every change of one unit in the other variable valance of opinion (X2) remains constant. then visitor interest experienced a change of 2.651 assuming other variables remain constant.

d. The regression coefficient (b3) for content (X3) is 6.227 and shows positive. This means that every change of one unit in the other content variable (X3) remains constant. then visitor interest experienced a change of 6.227 assuming other variables remain constant

e. Multiple R is a measure to measure the level (closeness) of the linear relationship between the dependent variable and all independent variables together. In this study, a multiple R-value was obtained of 0.814. This shows that the variables intensity (X1), valence of opinion (X2), content (X3), and interest in visiting (Y) have a closeness value of 81.4%.

f. R square or the coefficient of determination value is used to predict how much influence the independent variable will have on the dependent variable. In this research, an R square value of 0.653 was obtained. This illustrates that the variables intensity (X1) valence of opinion (X2) content (X3) have a contribution of 65.3%

g. Fcount is used to determine the quality of the regression significance between each dependent variable. In this research, the Fcount value was 63.012.

h. Sig f is used to determine the influence of the independent variables on the dependent variable.

The Influence of Intensity on Visiting Interest

Based on the results of research that has been carried out, it can be obtained that the intensity variable (X1) has a positive effect on Interest in Visiting (Y). This shows that information conveyed via social media Instagram @soalpalu regarding tourism content can increase interest in visiting, because visitors often get information about viral tourist attractions in @soalpalu posts, apart from that, visitors often talk about tourist destinations posted in @soalpalu posts, as well as inviting and recommending good tourist attractions based on their visiting experiences. The results of this research are the same as

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the results of research conducted by Graccell, (2021), and Filemon., et al (2020) which proves that E-WOM Intensity has a positive effect on visiting interest.

The Influence of Valance of Opinion on Visiting Interest

Based on the results of the research that has been carried out, the results can be obtained that the variable valance of opinion (X2) has a positive effect on Interest in Visiting (Y), posts submitted via social media Instagram @soalpalu regarding tourism content are rated/viewed positively by students, this shows that @soalpalu posts can provide good information by providing the best recommendations, especially for choosing tourist attractions.

Today's students like viral tourist attractions, therefore before visiting they often look at reviews and comments on @soalpalu posts, positive and negative comments are a consideration for students to visit, but @soalpalu posts are dominated by positive reviews and comments Visitors even recommend and share @soalpalu posts with friends or family. This provides positive E-WOM, thereby reducing visitor disappointment and minimizing bad comments on @soalpalu posts. The results of this research are the same as the results of research conducted by Graccell, (2021), Philemon., et al (2020), and Rizki, (2022) which proves that E-WOM valance of opinion has a positive effect on visiting interest.

The Influence of Content on Visiting Interest

Based on the results of the research that has been carried out, the results can be obtained that the content variable (X3) has a positive effect on students' interest in visiting (Y) at the tourist destination of @soalpalu posts, @soalpalu posts have an influence on visitor interest because the information is complete including location, ticket prices, food, quality and fame of the tourist attraction, this information provides an overview of the tourist attraction so that visitors can decide to visit the tourist attraction in the @soalpalu post.

@soalpalu content is viral, especially in the Central Sulawesi region, when @soalpalu creates new tourist attraction content this immediately becomes a conversation among students (viral) so there are lots of comments, and reviews on the @soalpalu account posts, there are followers who recommend, like posts and share content with family and fellow students. So that @soalpalu content increases individual visiting interest. The results of this research are the same as research conducted by Graccell, (2021), Philemon., et al (2020), and Rizki, (2022) which proves that E-WOM content has a positive effect on visiting interest.

5. CONCLUSION

Based on the results of data processing regarding the influence of electronic word of mouth (E-WOM) on interest in visiting tourism posts on the @soalpalu account, it can be concluded that the Intensity Variable (E-WOM) has a positive and significant effect on interest in visiting tourism posts on the @soalpalu account. The valance of the opinion variable (E-WOM) has a positive and significant effect on interest in visiting tourism posts on the @soalpalu account. The content variable (E-WOM) has a positive and significant effect on interest in visiting tourism posts on the @soalpalu account.

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