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The Influence Of Content And Source On Tourists' Decisions To Visit Kajoetangan Heritage Village

Revvalina Vania Putri Setiyawan[1], Sheidy Yudhiasta[2]*
[1,2]*Program Studi Pariwisata Fakultas Ilmu Sosial, Budaya dan Ilmu Politik, Universitas Pembangunan Nasional "Veteran"* Jawa Timur, *Surabaya, Indonesia*
*Corresponding author: sheidy.par@upnjatim.ac.id
https://orcid.org/0000-0002-7867-270X

Abstract

This study intends to examine the influence of the dimensions of Electronic Word of Mouth (E-WOM) namely, Source and Content on tourists' decisions to visit Kampung Heritage Kajoetangan in Malang. This study used an explanatory research design and a quantitative approach. Data were obtained using a questionnaire provided to travelers who had previously visited Kajoetangan Heritage Village in Malang using purposive sampling, and were subsequently analyzed using multiple linear regression analysis with IBM SPSS Statistics 29. The results reveal that, concurrently, the factors Source and Content have a considerable effect on tourists' visit decisions. Partially, the "Source" variable has a favorable and substantial effect on the decision to visit, while the "Content" variable does not have a meaningful effect. It is anticipated that this study will help the management of Kampung Heritage Kajoetangan Malang improve the effectiveness of information dissemination through digital media, especially by strengthening the credibility of information sources to encourage tourists' visitation decisions. These findings show that the credibility of the information source plays a more dominant role in influencing tourists' decisions to visit than the quality of the information content.

Keywords: Electronic Word Of Mouth, Source, Content, Visit Decision, Kampung Heritage Kajoetangan Malang

INTRODUCTION

Any unanticipated incident involving one or more cars is referred to be a road traffic accident (RTA). This study uses an associative research design and a quantitative methodology to examine the impact of content and source in the fiercely competitive tourism sector. It is not enough for a tourist attraction to possess only physical appeal it must

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also convey its values and the travel experience it offers to potential visitors. Marketing strategies are crucial because promotions help tourist attractions communicate information and encourage travelers to consider visiting. Yudhiasta and Mijiarto (2023) emphasize that digital marketing can enhance a destination's promotional capacity through the use of digital media. In line with this, Musliha and Adinugraha (2022) demonstrate that Digital advertising has become a vital component in the development of tourism attraction marketing. Consequently, digital ads, social media posts, videos, reviews, and user recommendations are increasingly relevant in tourism marketing communications.

Digital media allows travelers to search for information before deciding to visit. Photos, videos, reviews, locations, facilities, ticket prices, access, and other visitors' experiences serve as initial considerations. However, the sheer volume of information available does not always convince travelers to visit. Travelers' decisions are also influenced by the quality of the information they receive and the credibility of the source providing it. In other words, tourism promotion must focus not only on how widely information is disseminated but also on whether that information is relevant, clear, and comes from a trustworthy source.

The Kajoetangan Heritage Village in Malang City is a tourist attraction with such potential. This area offers a heritage tourism experience through colonial-style buildings, an urban village atmosphere, culinary tourism, and the historical and religious elements inherent to the area. Widodo, Ghofur, and Ince (2024) explain that Kajoetangan Heritage Village is characterized by Dutch colonial-era buildings, local cuisine, and religious burial sites. These characteristics demonstrate that Kajoetangan offers not only photo opportunities but also experiences tied to history, culture, and the everyday activities of the local community. This uniqueness serves as a key asset to strengthen Kajoetangan's position considered one of Malang City's top heritage tourism destinations.

Nevertheless, the potential of a tourist attraction does not automatically translate into visitor decisions. The Kajoetangan Heritage Village still faces competition from other tourist attractions in Malang City that actively promote themselves through digital channels. Therefore, managers need to present information about the village's attractions, location, facilities, activities, visitation rules, and atmosphere in an engaging and easily understandable manner. Widodo et al., (2024) also emphasize the importance of strengthening identity or branding so that Kajoetangan Heritage Village has a clear point of differentiation from other tourist attractions. This highlights that effective promotional communication is needed so that the area's uniqueness is not only known but also considered by tourists in their decision-making process.

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The "Content" variable is crucial in this study because it relates to the information tourists receive from social media, online reviews, official accounts of tourist attractions, and user-generated content. Content can take the form of text, photos, or videos regarding activities, facilities, service quality, prices, and the visitor experience. Halim and Susanti (2025) explain that the "Content" dimension in Electronic Word of Mouth (E-WOM) encompasses the completeness, quality, and type of information shared by users. In their study, E-WOM content was discovered to have a favorable and substantial impact on visit decisions because clear, informative, and detailed information can increase tourists' trust. Therefore, content about Kajoetangan needs to provide a sufficient picture of the experience tourists will have, rather than merely displaying attractive visuals.

In addition to Content, the Source variable or the credibility of the source also needs to be considered. Sources of information about tourist attractions can come from the official accounts of managers, tourists who have visited, content creators, influencers, local media, or communities. Information conveyed by sources perceived as experienced, honest, knowledgeable, and aligned with the actual conditions of the tourist attraction tends to be more trusted. Laurance, Wijaya, and Thio (2023) found that source credibility in YouTube content has a positive effect on information quality, the image of the tourist attraction, and the visit intent of young tourists. These findings indicate that tourists not only evaluate the content of promotional messages but also consider who is conveying those messages. In the context of Kajoetangan, The credibility of the account or party sharing the information can determine the extent to which tourists believe that the experiences depicted align with the characteristics of the tourist attraction.

A number of prior research have revealed that the influence of material on tourist behavior must be understood contextually. Elfajry and Nuryananda (2025) found that TikTok content had a positive influence on tourists' decisions to visit Florawisata Santerra de Laponte, although the magnitude of this influence was not the sole factor determining their decision. Meanwhile, Widiarto and Hidajat (2026) found that Instagram content does not directly influence visitation intent but does affect the image of the tourist attraction and exerts an indirect influence through that image. These differing findings suggest that the effectiveness of content can be influenced by media characteristics, the form of information, the type of tourist attraction, and how tourists evaluate promotional messages. Therefore, the relationship between content, source credibility, and visitation decisions remains relevant to test at Kampung Heritage Kajoetangan, which features heritage tourism.

Based on this conversation, it is crucial to carry out research on how content and source reliability affect visitors' decisions to visit Kajoetangan Heritage Village. This study's objective is to ascertain whether tourists' decisions to visit the area are influenced by the

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caliber of information content and the reliability of information sources. It is anticipated that the research findings will help Kajoetangan Heritage Village managers create more trustworthy, educational, and visitor-focused digital promotional messages.

METHOD

Tourists' choice to visit Kajoetangan Heritage Village in Malang is influenced by electronic word-of-mouth (E-WOM). Decision to Visit (Y) is the dependent variable in this study, and Content (X1) and Source (X2) are the independent factors. Travelers who have visited Kajoetangan Heritage Village in Malang and learned about the location from digital media or online review sites make up the research population. With a 10% margin of error, the sample size was calculated using the Slovin formula, yielding a sample of 100 respondents. Travelers who had visited Kajoetangan Heritage Village in Malang, learned about the location through Electronic Word of Mouth (E-WOM), and were willing to fill out the research questionnaire were the respondents for the simple random sampling technique. To gather data, an online survey was distributed using Google Forms. The variables Content, Source, and Visit Decision were measured using a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," which formed the foundation for the study instrument. SPSS software was used for multiple linear regression analysis, validity testing, reliability testing, traditional assumption testing, and hypothesis testing with t-tests and F-tests. Finding the partial and simultaneous influence of the Content and Source factors on tourists' choices to visit Kampung Heritage Kajoetangan in Malang was the aim of this investigation.

RESULTS

Table 1: Descriptive Analysis of Respondents' Characteristics

Variable	Categories	Frequency	%
Age	< 20 yrs	6	6
	21–30 yrs	86	86
	<31 yrs	8	8
Gender	Male	20	20
	Female	80	80

Source : Processed data (2026)

The characteristics of the respondents show that the majority were female, totaling 80 respondents (80%), while male respondents numbered 20 (20%). This indicates that the research sample was dominated by female tourists. In terms of age, 86 respondents (86%)

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were in the 21–30 age range. Additionally, there were 8 respondents (8%) aged 31 and older, while 6 respondents (6%) were under 20 years of age. These results show that most of respondents were young adults, suggesting that Kampung Heritage Kayutangan in Malang is primarily visited by people in the productive age group, who tend to actively use digital media and Electronic Word of Mouth (E-WOM) as sources of information before deciding to visit.

Validity and Reliability

Table 2 : Results of the instrument Validity Statement Variabel X and Y

Variabel	Sub Variabel	Indikator	r. count	r. tabel	result
Electronic Word of Mouth	***Source* (X1)**	**X1.1**	**0,706**	**0,1966**	**Valid**
		X1.2	**0,672**	**0,1966**	
		X1.3	**0,750**	**0,1966**	
		X1.4	**0,830**	**0,1966**	
	***Content* (X2)**	**X2.1**	**0,835**	**0,1966**	**Valid**
		X2.2	**0,774**	**0,1966**	
		X2.3	**0,689**	**0,1966**	
		X2.4	**0,746**	**0,1966**	
	Visit Decision (Y)	**Y1**	**0,737**	**0,1966**	**Valid**
		Y2	**0,694**	**0,1966**	
		Y3	**0,623**	**0,1966**	
		Y4	**0,695**	**0,1966**	
		Y5	**0,698**	**0,1966**	
		Y6	**0,573**	**0,1966**	

Source : Processed data (2026)

All items for the variables "Source" (X1), "Content" (X2), and "Visit Decision" (Y) can be deemed legitimate, according to the validity test results. This is corroborated by the fact that every computed r value had a significance level below 0.05 and exceeded the threshold r value of 0.1966 (df = 98; α = 0.05). As a result, each variable's indicators can precisely measure the constructs being studied and be employed as research instruments in the subsequent analysis stage.

Table 3 : Results of the instrument Reliability Statement Variabel X and Y

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Variabel	Cronbach's Alpha	Standar Reliabilitas	Results
Source **(X1)**	**0,725**	**0,60**	**Reliabel**
Content **(X2)**	**0,758**	**0,60**	**Reliabel**
Keputusan Berkunjung (Y)	**0,747**	**0,60**	**Reliabel**

Source : Processed data (2026)

The results of the reliability analysis show that all variables met the minimum criteria for an acceptable level of reliability, with Cronbach's alpha values above 0.60. The variables "Source" (X1), "Content" (X2), and "Visit Decision" (Y) obtained Cronbach's alpha values of 0.725, 0.758, and 0.747, respectively. These findings indicate that all research measurement instruments demonstrate strong internal consistency, making it dependable and appropriate for additional examination.

Classical Assumption Test Results

Normality Test

Table 4 : Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		2,43856833
Most Extreme Differences	Absolute		,088
	Positive		,038
	Negative		-,088
Test Statistic			,088
Asymp. Sig. (2-tailed)[c]			,052
Monte Carlo Sig. (2-tailed)[d]	Sig.		,052
	99% Confidence Interval	Lower Bound	,046
		Upper Bound	,058

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Source : Processed data (2026)

The residuals have a normal distribution, according to the findings of the normality test using the one-sample Kolmogorov-Smirnov method. Referring to Table 4, the statistic

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value from the Kolmogorov-Smirnov test was recorded as 0.088, and the asymptotic significance level (two-tailed) was 0.052, which is higher than the significance level of 0.05. In addition, the Monte Carlo significance value (two-tailed) was also 0.052, with a 99% confidence interval ranging from 0.046 to 0.058, further confirming the results of the normality test. Therefore, this regression model meets the normality criteria and is ready for further analysis.

Multicollineary Test

Table 5 : Multicollineary Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Source (X1)	,399	2,504
	Content (X2)	,399	2,504

a. Dependent Variable: Keputusan Berkunjung (Y)

All independent variables satisfy the predetermined criteria, according to the multicollinearity test results. The tolerance value for the "Source" variable (X1) is 0.399, while the variance inflation factor (VIF) for the "Content" variable (X2) is 2.504. Since all tolerance values are greater than 0.10 and all VIF values are less than 10, it can be said that these independent variables do not exhibit multicollinearity. Therefore, it is considered that this regression model satisfies the multicollinearity condition and is appropriate for additional study.

Heterocedasticity Test

Table 6 : Heterocedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,217	1,151		3,664	<,001
	Source (X1)	-,047	,102	-,073	-,462	,645
	Content (X2)	-,096	,105	-,145	-,922	,359

a. Dependent Variable: ABS_RES

Source : Processed data (2026)

All independent variables have significance values greater than 0.05, according to the Glejser test results. In particular, the significance values of the Source variable (X1) and

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Content variable (X2) are 0.645 and 0.359, respectively. These findings show that the regression model does not show heteroscedasticity; hence, the homoscedasticity requirement has been satisfied, and the regression model is appropriate for additional examination.

Multiple Linear Regression Analysis

Table 7 : Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,206	1,833		6,112	<,001
	Source (X1)	,512	,163	,401	3,150	,002
	Content (X2)	,322	,167	,246	1,934	,056

a. Dependent Variable: Keputusan Berkunjung (Y)

Source : Processed data (2026)

$$Y = 11{,}206 + 0{,}512X_1 + 0{,}322X_2 + e$$

This equation shows that the constant value of 11.206 indicates that if the variables Source (X1) and Content (X2) are held constant, the value of the Decision to Visit (Y) is 11.206. If all other factors stay the same, a one-unit increase in the Source variable will result in a 0.512 rise in the Visit Decision, according to the regression coefficient for the Source (X1) variable, which is 0.512. variable will increase the Visit Decision by 0.322, assuming all other variables remain constant. Based on the Standardized Coefficients (Beta) values, the Source variable (β = 0.401) has a greater influence on the Visit Decision than the Content variable (β = 0.246). Thus, Source is the variable that contributes the most dominant influence in the regression model.

Hypothesis Test

Partial Test (t- test)

Table 8 : Partial Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,206	1,833		6,112	<,001
	Source (X1)	,512	,163	,401	3,150	,002
	Content (X2)	,322	,167	,246	1,934	,056

a. Dependent Variable: Keputusan Berkunjung (Y)

Source : Processed data (2026)

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The Source variable (X1) produced a significance value of 0.002, which is less than 0.05, according to the t-test results. The first hypothesis (H1) is adopted since these findings show that Source (X1) has a favorable and significant impact on the Decision to Visit (Y). In contrast, a significant value of 0.056, which is higher than 0.05, was obtained for the Content variable (X2). Therefore, the second hypothesis (H2) is rejected since Content (X2) has no discernible impact on the Visit Decision (Y).

Table 9 : Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	351,125	2	175,563	28,927	<,001[b]
	Residual	588,715	97	6,069		
	Total	939,840	99			

a. Dependent Variable: Keputusan Berkunjung (Y)

b. Predictors: (Constant), Content (X2), Source (X1)

Source : Processed data (2026)

With a significance threshold of less than 0.001, the computed F-value is 28.927 based on the F-test findings in Table 9. The factors Source (X1) and Content (X2) concurrently have a substantial impact on the Visit Decision (Y), as indicated by the significance threshold being less than 0.05. As a result, the regression model is accepted as legitimate and competent to explain how the independent and dependent variables are related.

Table 10 : Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,611[a]	,374	,361	2,464

a. Predictors: (Constant), Content (X2), Source (X1)

Source : Processed data (2026)

The R-squared value is 0.374 and the modified R-squared value is 0.361 based on the findings of the coefficient of determination test in Table 10. This shows that 37.4% of the variation in the Visit Decision (Y) can be explained by the Source (X1) and Content (X2)

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factors combined. However, other factors outside the research model that were not examined in this study have an impact on the remaining 62.6%.

DISCUSSION

1. The Effect of *Source* (X1) on Vistitor Decision (Y)

The results of the analysis show that Source E-WOM has a positive and significant effect on tourists' decisions to visit Kampung Heritage Kajoetangan in Malang, as evidenced by a significance value of 0.016 < 0.05 and a calculated t-value of 2.464 > the critical t-value of 1.986. This indicates that the credibility of the information source enhances tourists' confidence in making the decision to visit. These findings are consistent with the theory proposed by Hennig-Thurau et al. (2004) as well as the research by Ainia and Soepatini (2024) and Astagina et al. (2025), which states that the credibility of information and E-WOM have a positive effect on visitation decisions.

2. The Effect of *Content* (X2) on Vistitor Decision (Y)

The analysis results show that E-WOM content does not have a significant effect on tourists' decisions to visit Kampung Heritage Kajoetangan in Malang. This is evidenced by a significance value of 0.396 > 0.05 and a calculated t-value of 0.852 < the critical t-value of 1.986. This finding indicates that the quality of information conveyed through digital media has not yet become a primary factor influencing tourists' visit decisions. These results align with the study by Huda et al., (2024), which claims that content marketing lacks a significant effect on consumer decisions.

3. The Simultaneous Effect of *Source* (X1) and *Content* (X2) on Vistitor Decision (Y)

The analysis's findings demonstrate that tourists' decisions to visit Malang's Kajoetangan Heritage Village are significantly influenced by both the Source and Content variables. This is demonstrated by a computed F-value of 28.927 and a significance value of < 0.001 < 0.05, which show that both factors collectively affect travelers' decisions to go. These results show that the quality of E-WOM material and the reliability of information sources work together to influence travelers' opinions prior to their trip. These findings are in line with the research by Astagina et al., (2025), which claims that electronic word-of-mouth (E-WOM) significantly and favorably influences travelers' decisions to visit. Additionally, the Source and Content variables account for 36.1% of the variation in visitor decisions, with additional factors outside the study model influencing the remaining 63.9%, according to the Adjusted R-Square value of 0.361.

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CONCLUSION

According to the study's findings, visitors' decisions to visit Malang's Kajoetangan Heritage Village are significantly influenced by electronic word-of-mouth, or E-WOM. The decision to visit is significantly influenced by both Source (X1) and Content (X2) at the same time, suggesting that these two factors work together to influence travelers' choices.

While Content (X2) has no discernible impact, Source (X1) significantly and favorably influences the decision to visit. These findings suggest that when it comes to influencing tourists' decisions to visit, the reliability of the information source is more significant than the caliber of the information content. Additionally, the strongest beta coefficient value (β = 0.401) indicates that Source (X1) is the variable with the greatest influence on visit decisions.

Additionally, the coefficient of determination test findings indicate an Adjusted R-Square value of 0.361, which indicates that the research model accounts for 36.1% of the variation in tourists' decisions to visit, with other factors outside the research model influencing the remaining 63.9%. Overall, the study's findings support the notion that visitors' choices to visit historic tourism places are significantly influenced by the reliability of information sources in E-WOM.

Recommendations

This study has several limitations. First, the research only examines two dimensions of Electronic Word of Mouth (E-WOM), namely Source and Content, which explain 36.1% of the differences in travelers' choices. This indicates that there are other factors outside the research model that may also influence tourists' decisions to visit the Kajoetangan Heritage Village. Second, the study was conducted only at one heritage tourism destination in Malang, limiting the generalizability of the findings to other tourism destinations with different characteristics. Third, the data were collected using a cross-sectional poll, which captures respondents' opinions at one particular moment in time rather than behavioral shifts across time.

Limitations and suggestions for further study

Considering the results of this investigation, destination managers of the Kajoetangan Heritage Village should prioritize improving the credibility of information sources by encouraging authentic reviews, collaborating with trusted content creators, and maintaining active engagement with visitors on digital platforms. Although the Content dimension was not found to have a significant effect, providing accurate, informative, and up-to-date tourism information remains important to support tourists' decision-making processes. For future researchers, it is recommended to include additional variables such as trust,

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destination image, perceived value, tourist satisfaction, or social media engagement to obtain a more comprehensive understanding of tourists' visit decisions. Expanding the research area to different tourism destinations and employing longitudinal research designs are also recommended to improve future findings' robustness and generalizability.

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