E-Commerce and Word of Mouth Influence on Member Satisfaction at Alfafa Tour & Travel

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Abstract: The purpose of this research was to find out how big the relationship between the two independent variables, namely E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) is to Member Satisfaction at Alfafa Tour & Travel. The sampling technique is random sampling. Where the samples are taken randomly, each population and sample has the same chance. Based on the calculation results, there is a positive influence of E-Commerce (Electronic Commerce) on Member Satisfaction, an analysis result value of 0.926 is obtained, so it can be concluded that the influence is very strong. So it is proven by testing the E-Commerce (Electronic Commerce) hypothesis on the Member Satisfaction variable, the t value obtained is = $11.507 > t0.05$ (64) = 1.670, then Ho is rejected and Ha is accepted, which means there is sufficient evidence that there is a significant influence. There is a positive influence of Word of Mouth (Word of Mouth Marketing) on the Member Satisfaction variable, with a value of 0.893, so it can be concluded that the influence is very strong. And prove it by testing the hypothesis of the Word of Mouth variable (Word of Mouth Marketing) on the Member Satisfaction variable, the value obtained is t = $68.784 > t0.05$ (64) = 1.670, then H is rejected and Ha is accepted which means there is evidence that there is a significant influence. Simultaneously there is a positive influence between the variables E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) on the Member Satisfaction variable calculated with an R value of 0.894 which has a positive value and a very strong level of influence while the R Square value is 0.798 or 79.8%, so the two independent variables can influence each other on the dependent variable. Then, using the ANOVA or Fcount test, a value of 124,756 was obtained, which is greater than Frabel (65) of 2,750 with a significance level of 0.000 because $0.000 < 0.05$, so it can be said that the E-Commerce variable and the Word of Mouth variable (Word of Mouth Marketing) on the Member Satisfaction variable together has a very significant influence.

Keyword: E-Commerce, Word of Mouth, Member Satisfaction.

INTRODUCTION

Globalization has made competition in the business world inevitable, characterized by rapid changes in communication and information technology. EconomyWhichunstable and many companies experiencing bankruptcy shows how difficult it is to maintain business continuity in this modern era. Advances in technology and communication are very important in the business world, both for internal and external communication. Marketing science is now increasingly vital forhelpincrease sales of products and services in various target markets.Marketing of goods and services has different characteristics. Goods can be identified easily through physical examples and specifications, while services are more subjectiveAndrelies on interpersonal relationships between producers and consumers. Services can also be divided into two groups: those that rely more on equipment and those that rely more on human power.Marketing, both for goods and services, aims to obtain loyal customers and function as additional marketers. Internet-based technology has made human activities easier, reduced time and distance constraints, and enabled quick access to information from various sources. Online sales or e-commerce allows business owners toinformproducts quickly and cover a wide area. Even so, the role of humans in marketing is still important to build trust through direct communication or word of mouth.

The Tour and Travel industry in Indonesia is growing rapidly along with the increaseawarenesspeople about the beauty and uniqueness of various regions. Both individually and in groups, people are increasingly interested in exploring local tourism potential.Based on the description above, the title of the research to be carried out is: "E-Commerce and Word of Mouth's Influence on Member Satisfaction at Alfafa Tour & Travel".

Formulation of Research Problems

Based on the background of the problem, it can become the coreThe problems in this research are as follows:

1. Is there an influence of E-Commerce (Electronic Commerce) on Member Satisfaction at Alfafa Tour & Travel?
2. Is there an influence of Word of Mouth (Word of Mouth Marketing) on Member Satisfaction with Alfafa Tour & Travel?
3. Simultaneously, what is the influence of E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) on Member Satisfaction at Alfafa Tour & Travel?

Research purposes

Where research carried out by researchers will have a purpose. Therefore, this research has the following research objectives:

1. To find out whether there is an influence of E-Commerce (Electronic Commerce) on Member Satisfaction at Alfafa Tour & Travel.
2. To find out whether there is an influence of Word of Mouth (Word of Mouth Marketing) on Member Satisfaction with Alfafa Tour & Travel.
3. To find out simultaneously what effect E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) have on Member Satisfaction at Alfafa Tour & Travel.

Literature

1. *E-Commerce*

E-Commerce stands for Electronic Commerce, as part of Electronic Business (business carried out using electronic transmission), which is currently a business transaction requirement for which experts and business actors have formulated a definition. In general, E-Commerce can be defined as all forms of trade/commerce transactions for goods or services (trade of goods and services) using electronic media so

that these commercial activities are part of business activities (e-commerce is a part of e-business). "

According to Rahmati (2009), the definition of E-commerce, the abbreviation for Electronic Commerce, states that: "E-commerce means a marketing system via or with electronic media. This e-commerce includes distribution, sales, purchasing, marketing and service of a product which is carried out in a electronic systems such as the internet or other forms of computer networks. E-commerce is not a service or a good, but is a combination of services and goods. E-commerce and related activities via the internet can be a driving force for improving the domestic economy through the liberalization of domestic services and accelerate integration with global production activities".

According to Hildamizanthi (2011), the definition of Electronic Commerce states that: "Electronic Commerce is defined as the process of purchasing and selling products, services and information carried out electronically by utilizing computer networks. One of the networks used is the internet. Electronic Commerce (Electronic Commerce), as part of Electronic Business (business carried out using electronic transmission)

2. Word of Mouth

According to Ali Hasan (2010:32), the meaning of word of mouth is the action of consumers providing information to other consumers (interpersonally) non-commercially, whether brands, products or services. According to Freddy Rangkuti (2009:77), the definition of word of mouth is a marketing effort that triggers customers to. discussing, promoting, recommending, and selling a product, service, or brand to other customers.

According to Mowen and Minor (2002: 180), word of mouth communication refers to the exchange of comments, thoughts or ideas between two or more consumers, none of which is a marketing source. Word of mouth is defined as a form of communication regarding goods and services between independent people, who are not part of the company providing the product, which occurs through a medium that is also believed to be independent.

3. Consumer Satisfaction

Satisfaction is an important concept in marketing and consumer research. It is a general opinion that if consumers are satisfied when they hear. a product or service, they are more likely to continue buying and using it. There are even consumers who tell other people about their pleasant experiences with the product or service. On the other hand, if consumers feel dissatisfied, they tend to switch to another company's product or service, and even share their dissatisfaction with other consumers. Customer satisfaction, so that it can meet customer expectations, directly affects sales results. The ability to react quickly will create higher consumer or customer retention which will ultimately create sales and can increase consumer or customer loyalty.

According to Kotler Philip, in Freddy Rangkuti (2009:23) the definition of consumer or customer satisfaction is: "..a person's feeling of pleasure or disappointment resulting from comparing a product's received performance (or outcome) in relations ti the person's expectations". A person's feeling of happiness or disappointment as a result of a comparison between the perceived and produced achievements or products."

Basically, the definition of consumer or customer satisfaction includes the difference between the level of importance and perceived performance or results. According to Freddy Rangkuti (2009:24), this understanding can be applied in assessing satisfaction or dissatisfaction with a particular company because both are closely related to the concept of consumer or customer satisfaction, as can be seen in this quality diagram.

According to Hand Irawan (2008:83), the definition of consumer or customer satisfaction is: "The perception of a product or service that has met their expectations.

Therefore, consumers or customers will not be satisfied, if consumers or customers have the perception that their expectations have not been met. Consumers or Customers will feel satisfied if their perception is the same or more than expected."

Framework of Thinking and Hypothesis
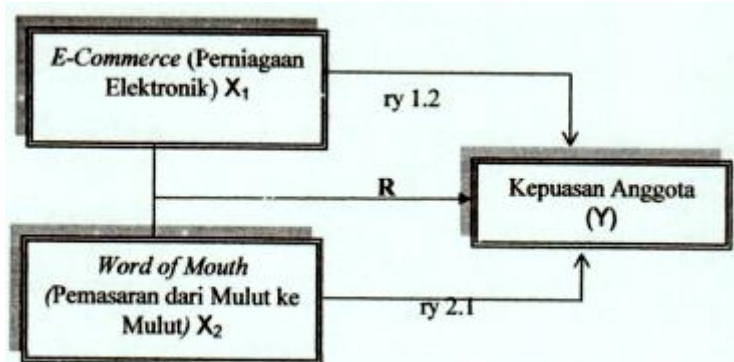
Based on this framework of thinking, the following research hypothesis can be formulated:
1. E-Commerce (Electronic Commerce) has a positive influence on Member Satisfaction at Alfafa Tour & Travel.
2. Word of Mouth (Word of Mouth Marketing) has a positive influence on Member Satisfaction at Alfafa Tour & Travel.
3. E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) have a positive influence on Member Satisfaction at Alfafa Tour & Travel

METHOD

This research has a quantitative approach, descriptive and associative type. It saidapproachQuantitative because the approach used in research proposals, processes, hypotheses, going into the field, data analysis and data conclusions up to writing uses aspects of measurement, calculation, formulas and certainty of numerical data. This research is descriptive research because it aims to create imagery/paintings/descriptions regarding the facts and characteristics of a particular population or area in a systematic, factual and thorough manner (Ginting, 2018:55). Meanwhile, it is said to be associative research because this research connects two or more variables. (Ginting, 2018:57)

Meanwhile, according to Sugiyono (2018:115) population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is customers/members at Alfafa Tour & Travel totaling 222 people.

The sampling technique used in this research was the author's use of Random Sampling technique or at random with 6 samples or ‡ 30%. Where each member of the population has the same opportunity to be selected as a sample. For the population and sample size in this study, see table 1, below.

Table 1. Number of Population and Samples

Tempat Penelitian	Populasi	Sampel (30%)
Pelanggan /Anggota pada Alfafa Tour & Travel	222	66
Jumlah	**222**	**66**

Sumber : Alfafa *Tour & Travel*, 2016

Research hypothesis testing was carried out using a multiple regression approach. Multiple linear regression analysis is a form of linear regression analysis where there is more than one

independent variable. Regression analysis is an analysis that can be used to measure the influence of an independent variable on the dependent variable. Multiple linear regression analysis using SPSS 21.

RESULTS AND DISCUSSION
1. Testing Validity and Reliability

Variable validity testing *E-Commerce*using the SPSS 21 programwithsample of 10 Try Outs (N=10) with a total of 10 questions. Statements as follows:

Table 2. Test Variable Validity *E-Commerce*

Pertanyaan	E-COMMERCE (PERNIAGAAN ELEKTRONIK) X₁		
	r_{hitung}	r_{tabel}	Keterangan
1	0.959	0,666	Valid
2	0.801	0,666	Valid
3	0.813	0,666	Valid
4	0.702	0,666	Valid
5	0.733	0,666	Valid
6	0.799	0,666	Valid
7	0.766	0,666	Valid
8	0.752	0,666	Valid
9	0.680	0,666	Valid
10	0.910	0,666	Valid

Table 3. Test Variable Reliability*E-Commerce*

Cronbach's Alpha	N of Items
.925	10

Based on test Validity and Reliability of variables *E-Commerce* with the rtable value > rtable 0.666 and the Alpha value > rtable 0.666, it can be concluded that 10statementis valid and reliable.

Testing variable validity *Word of Mouth* using the SPSS 21 program with a sample of 10 Try Outs (N=10) with a total of 10 questions as follows:

Table 4. Test Variable Validity *Word of Mouth*

Pertanyaan	WORD OF MOUTH (PEMASARAN DARI MULUK KE MULUT) X₂		
	r_{hitung}	r_{tabel}	Keterangan
1	0.750	0,666	Valid
2	0.879	0,666	Valid
3	0.837	0,666	Valid
4	0.858	0,666	Valid
5	0.733	0,666	Valid
6	0.752	0,666	Valid
7	0.863	0,666	Valid
8	0.841	0,666	Valid
9	0.694	0,666	Valid
10	0.739	0,666	Valid

Table 5. Test Variable Reliability *Word of Mouth*

Cronbach's Alpha	N of Items
.878	10

Based on test Validity and Reliability of variables *Word of Mouth* with valuemarkrtable > rtable 0.666 and Alpha value > rtable 0.666, it can be concluded that the 10 statements are valid and reliable.

Variable validity testing Member Satisfaction using the SPSS 21 program with a sample of 10 Try Outs (N=10) with a total of 10 questions as follows:

Table 6. Test Variable Validity Member Satisfaction

Pertanyaan	KEPUASAN ANGGOTA (Y)		
	r_{hitung}	r_{tabel}	Keterangan
1	0.712	0,666	Valid
2	0.773	0,666	Valid
3	0.800	0,666	Valid
4	0.800	0,666	Valid
5	0.885	0,666	Valid
6	0.845	0,666	Valid
7	0.815	0,666	Valid
8	0.900	0,666	Valid
9	0.855	0,666	Valid
10	0.781	0,666	Valid

Table 7. Test Variable Reliability Member Satisfaction

Cronbach's Alpha	N of Items
.918	10

Based on test Validity and Reliability of variables Member Satisfaction with rtable value > rtable 0.666 and Alpha value > rtable 0.666, it can be concluded that the 10 statements are valid and reliable.

2. Analysis Multiple linear regression

Table 8. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.786	2.039		5.289	.000
	E-Commerce (Perniagaan Elektronik) X1	.445	.088	.446	2.507	.001
	Word of Mouth (Pemasaran dari Mulut ke Mulut) X2	.825	.094	.853	8.784	.000

a. Dependent Variable: Kepuasan Anggota (Y)

To determine the value of the multiple linear regression equation as follows: Y= 10.786 + 0.445 X1 + 0.825 X2

It can be explained as follows:

a. The intercept constant value of 10.786 states that if the E-Commerce variable X1, the Word of Mouth variable X2 increases by 1 unit, then the Member Satisfaction variable (Y) will increase by 10.786.

b. The regression coefficient value of the E-Commerce variable (Electronic Commerce) X1, on the Member Satisfaction variable (Y) is 0.445. This means that if the E-Commerce (Electronic Commerce) variable X1 increases by 1 unit it will increase the Member Satisfaction variable (Y) by 0.445, assuming the E-Commerce (Electronic Commerce) variable X2) is considered constant.

c. The regression coefficient value of the Word of Mouth variable X2 on the Member Satisfaction variable (Y) is 0.825. This means that if the Word of Mouth (Word of

Mouth Marketing) variable X2 increases by 1 unit then the Member Satisfaction variable (Y) will increase by 0.825 assuming the Word of Mouth variable Electronic Marketing) X, is considered constant.

3. t test

To find out whether each of the research variables, including E-Commerce (Electronic Commerce) X1, and the Word of Mouth (Word of Mouth Marketing) variable . For the t test, the author does this by comparing the tcount with the table, which has the respective values as follows:

Table 9. Resultst test

Variabel	Nilai	Standard Error	t_{hitung}	t_{tabel}
E-Commerce (Perniagaan Elektronik) X_1	0,445	0,088	2,507	1,670
Word of Mouth (Pemasaran dari Muluk ke Mulut) X_2	0,825	0,094	8,784	1,670

Based on the results of the hypothesis test between the variable E-Commerce (Electronic Commerce) significant.

From the results of the hypothesis test between the variable Word of Mouth (Word of Mouth Marketing) there is a significant influence. From the results of the t test above, the hypothesis proposed in the previous chapter of the literature review of the hypothesis points turns out to have sufficient evidence of its truth.

4. Coefficient of Determination Test

Table 10. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.894[a]	.798	.792	4.44471	1.723

a. Predictors: (Constant), Word of Mouth (Pemasaran dari Mulut ke Mulut) X2, E-Commerce (Perniagaan Elektronik) X1
b. Dependent Variable: Kepuasan Anggota (Y)

Based on this table, the Summary model which produces an R value of 0.894 has a positive value and a very strong level of influence, while the R Square value is 0.798 or 79.8%. This can be stated by the results of the analysis together with the E-Commerce (Electronic Commerce) variable. X1 and the Word of Mouth variable X2 have a positive influence on the Member Satisfaction variable (Y).

5. F test

To find out the results of the Fcount (Anova) test using the computer program Statistical Package for Social Sciences (SPSS) Version 21 for Windows, namely the ANOVA test. For more clarity, see table 10 below.

Table 11. Summary of Hypothesis Testing Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4929.227	2	2464.613	124.756	.000[b]
	Residual	1244.591	63	19.755		
	Total	6173.818	65			

a. Dependent Variable: Kepuasan Anggota (Y)
b. Predictors: (Constant), Word of Mouth (Pemasaran dari Mulut ke Mulut) X2, E-Commerce (Perniagaan Elektronik) X1

From the results of the analysis using the computer program Statistical Package for Social Sciences (SPSS) Version 21 for Windows, namely the ANOVA or Fcount test for the E-Commerce (Electronic Commerce) variable X1, and the Word of Mouth (Word of Mouth Marketing) variable X2 for the Satisfaction variable Member (Y) obtained a value of 124.756 which is greater than Ftable (65) of 2.750 with a significance level of 0.000 because 0.000 < 0.05, so it can be said that together or simultaneously there is a significant influence.

CONCLUSION

Based on the analysis and discussion results in the chapter, the author will draw conclusions from the results of this research. The conclusions from the results of this research are as follows:

1. TeBased on the calculation results, there is a positive influence between the E-Commerce (Electronic Commerce) variable on the Member Satisfaction variable, an analysis result value of 0.926 is obtained, so it can be concluded that the influence is very strong. So it is proven by testing the hypothesis of the E-Commerce (Electronic Commerce) variable on the Member Satisfaction variable, the t value obtained is = 11.507 > t0.05 (64) = 1.670, then Ho is rejected and Ha is accepted, which means there is sufficient evidence that there is a significant influence.
2. There is a positive influence between the Word of Mouth variable (Word of Mouth Marketing) on the Member Satisfaction variable, with a value of 0.893, so it can be concluded that the influence is very strong. And prove it by testing the variable hypothesis between the Word of Mouth variable (Word of Mouth Marketing) and the Member Satisfaction variable, the value obtained is t = 68.784 > t0.05 (64) = 1.670, then Ho is rejected and Ha is accepted which means there is evidence that there is an influence significant.
3. Simultaneously there is a positive influence between the variables E-Commerce (Electronic Commerce) and Word of Mouth (Word of Mouth Marketing) on the Member Satisfaction variable calculated with an R value of 0.894 which has a positive value and a very strong level of influence while the R Square value is 0.798 or 79.8%, so the two independent variables can influence each other on the dependent variable. Then, using the ANOVA or Fcount test, a value of 124.756 was obtained, which is greater than Frabel (65) of 2.750 with a significance level of 0.000 because 0.000 < 0.05, so it can be said that the E-Commerce variable and the Word of Mouth variable (Word of Mouth Marketing) on the Member Satisfaction variable together has a very significant influence.

The suggestions are as follows:

1. Alfafa Tour & Travel leaders should focus on E-Commerce (Electronic Commerce) more wisely in all matters of their work so that increasing Member Satisfaction in the future can be achieved optimally as expected.
2. Alfafa Tour & Travel leaders are expected to continue to increase the morale or Word of Mouth (Word of Mouth) of officers to be further improved so that it will have an impact on increasing Member Satisfaction in the future.
3. All employees at Alfafa Tour & Travel are expected to work well and professionally so that they will E-Commerce (Electronic Commerce) and increase Word of Mouth (Word of Mouth Marketing) in the future which is full of challenging tasks that must be completed immediately Optimizing it will significantly affect the level of satisfaction of existing members.

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