



SYSTEMATIC LITERATURE REVIEW ANALYSIS OF POSITIVE E-WOM ON THE TOURIST FUTURE BEHAVIOR IN TOURISM VILLAGE MARKETING

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ABSTRACT

This article provides an in-depth, systematic literature review on the positive impact of e-WOM in the tourism village marketing context. The purpose of this study is to determine the research gap, trend or impact pattern of positive e-wom from the research keyword, namely Positive E- Wom using the Publish or Perish application as a search for the Research Journal database and Vos Viewer as a graphical visualization for determining research gaps. Through systematic literature research methodology, filtered and analyzed various relevant articles from various databases. The results illustrate the various positive impacts of e-WOM. Based on the curated results of research sources, only 100 articles were relevant to the 2018-2023 research time interval from several databases. Based on the research gap analysis using the Mendeley Application and Vos Viewer, the keywords that are relevant to Positive E-Wom research are obtained, namely tourist destination, destination image, intention, positive impact, tourism, Social Medium, Tourist Satisfaction, decision and which has the lowest Research Gap or Variables rarely studied which affect positive E-wom are tourist destination, intention, negative impact/anxiety, enjoyment, esthetic, escapism, authenticity and memorable tourism experience, social media context, symbolic value, tourist delight which are variables that are not visible in the VOS viewer visualization. In this context, positive e-WOM also has a viral effect that is able to reach a wide audience in a short time, as well as encourage active tourist participation in providing feedback and reviews.

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INTRODUCTION

In the ever-evolving digital era, communication has undergone a fundamental transformation. One phenomenon that has emerged as a direct consequence of this change is Electronic Word-of-Mouth (e-WOM) (Gong & Ribiere, 2021; Gui & Büchi, 2021). E-WOM refers to the process by which consumers share their opinions, reviews, experiences and recommendations about products or services via online platforms such as social media, forums, blogs and review sites. Modern visitors frequently choose their accommodations based on reviews posted by other consumers online, also known as electronic word of mouth (Lu et al., 2013; Nieto et al., 2014) E-WOM has great potential to influence consumer perceptions and behaviour, as well as play a role in shaping brand image and purchasing decisions (Hussain et al., 2020)

Positive E-WOM (Electronic Word of Mouth) is a WOM communication that uses internet media. So that from several potential consumers, actual, or former consumers about products or companies that are available via the internet and can be accessed by many parties (Hennig-Thurau et al., 2004) Someone who decides to engage in E-WOM communication is driven by several factors, namely (1) Concern for other consumers; (2) Extraversion / positive self-enhancement (3) Social Benefits (4) Economic Incentives (5) advice seeking.

E-WOM communication across multiple platforms is equally beneficial for both consumers and marketers. Cheung and Thadani (2012) classify E-WOM literature into market-level and consumer-level categories. Furthermore, (Cantalops & Salvi, 2014) analyzed thematic literature on E-WOM communication and proposed the theoretical foundations from the point of view of companies and consumers in the hospitality industry. Marketers need to understand E-WOM communication, know how effective products and services are, and manage their online reputation, focus on target consumers and access website reputation (Park & Lee, 2009). However, researchers have also investigated E-WOM from a consumer standpoint, defining it as a process by which information senders affect consumer decision making by delivering precise information about their goods (Ali et al., 2019; Chu & Kim, 2011) corporate and consumer perspectives, several studies of the E-WOM literature have explored specific industry perspectives. Bore et al. (2017) conducted a thematic evaluation of the E-WOM literature in the hospitality industry. Similarly, several E-WOM studies have analyzed the literature from a platform-specific perspective (Floyd et al., 2014; Yang et al., 2018) Also, several literature reviews have discussed the perspective of E-WOM information adoption and its influence on consumer buying behavior (Chetioui et al., 2021; Ismagilova et al., 2020; Mishra & Satish, 2016)

Furthermore, bibliometric reviews in the E-WOM literature have also examined the impact of online reviews (Muritala et al., 2020) and social media platforms (Leung et al., 2021) in the hospitality industry. With the support of a thorough literature review, (Chan & Ngai, 2011) conceptualized E-WOM using the input-process-output framework. (Mishra & Satish, 2016) used theoretical underpinnings to synthesize the available literature in the E-WOM domain and identify a few research opportunities. Because of the importance of electronic word of mouth in today's shifting marketing climate, it is an intriguing concept to research. Early research indicates that WOM, like mass communication such as advertising, has a substantial influence (A. Davis & Khazanchi, 2008; Katz et al., 2017). Previous systematic literature reviews have mainly focused on conducting thematic analyzes of E- WOM literature. In contrast, a bibliometric review focuses on analyzing the E-WOM literature from the perspective of a specific industry or platform with limited analysis such as co-citation and co-word networks. According to (Roy et al., 2022) the findings highlight six important E-

WOM sectors, including WOM antecedents, results, senders, receivers, E-WOM platform, and E-WOM management, which comprise the entire ecosystem. The findings indicate an increase in research interest in mixed E-WOM and rich E-WOM content, as well as market-level source trust characteristics. Due to the limited study scope of earlier literature reviews and bibliometric studies, only a small number of research studies were included for analysis. In order to provide a comprehensive overview of E-WOM literature from a multi-industry and multi-platform perspective, this study is necessary. Research articles from 100 specialized publications that publish E-WOM studies from a wide range of sectors, including information technology management, the hospitality and tourism business, e-commerce and retail, and internet marketing research, have been included in this study. Additionally, this study will be the first to compile the E-WOM literature from 2018 to 2023 and provide a thorough review of the most significant authors, journals, and papers that have been published in the field. Finally, through co-citation networks, keyword co-occurrence networks, and research themes in E-WOM research, it will improve comprehension of the intellectual structure of the E-WOM literature.

Because of the significance of E-WOM, it is critical for today's marketing researchers to keep their theory, power, effects, and understanding up to date. E-WOM has progressively become a need for marketers and has positioned itself as a topic that researchers and marketers cannot ignore, because to today's high level of consumer interaction via the internet. Overall, it is critical to understand where current E-WOM research stands and where it is headed. This article seeks to provide a thorough grasp of the following goals: determine the research gap, trend or impact pattern of positive e-wom from the research keyword, namely Positive E-Wom using the Publish or Perish application as a search for the Research Journal database and Vos Viewer as a graphical visualization for determining research gaps and provide researchers with ideas for ongoing research in the E-WOM field. It was discovered that E-WOM research by several researchers spanned time from 2018 to 2023. This will provide an overview of the direction of research on E-WOM.

METHODS

A literature review is a methodical and scientific strategy to reviewing available research articles in order to comprehend the current state of knowledge and to answer a specific research question (Davis et al., 2014; Palmatier et al., 2018; Snyder, 2019; Winchester & Salji, 2016). A literature review, according to (Tranfield et al., 2003) carefully maps the present research domain and evaluates a prospective research direction that can further strengthen the knowledge.

Scopus and Web of Science (WoS) are the two most reputable bibliometric databases. To begin, we searched the Scopus and Web of Science (WoS) databases for relevant material. We limited our final search to the Scopus database since it had a greater coverage than WoS (YongHak 2013). A comprehensive literature search was carried out using keywords related to electronic word of mouth (eWOM). "e-WOM, Electronic Word of Mouth, Online Word of Mouth, Internet Word of Mouth, User ratings, User Comments, and User Review" are the primary and synonym keywords used for searching the literature. For searching the research papers, the Boolean operators "OR" were utilized in the Scopus database's "title, abstract, keywords" tab. Initially, the search result yielded a total of 100 articles

RESULTS AND DISCUSSION

According to (Belur et al., 2021; Chetwynd, 2022) in the Research Validity and Reliability. This Systematic Literature Review (SLR) is a summary of research literacy that answers specific research questions from the appropriate research pool. The purpose of this SLR is to synthesize the results of previous research so as to gain insight and get ideas and originality from relevant research. The stages in conducting an SLR (Systematic Literature Review) are as follows:

The first step is to identify the topics used and the inclusion sections in this study. The research database sources used are Google Scholar, ScienceDirect, and Springer using the keyword "E-Wom Tourism" and its relevance to "Memorable Tourism Experience" with the research source being "Journal" and the research interval "2018-2023". The next step is to curate using the "publish or perish" application so that get quality information from sources or have a high H-Index or research citation from other researchers.

This form of literature evaluation is typically conducted to assess the level of knowledge on a certain topic. It can be used to develop research agendas, identify research gaps, and so on. Simply talk about a specific topic. Review of literature might also be beneficial, and the goal is theory development (Baumeister & Leary, 1997). In these circumstances, a review of the literature is useful. It might serve as the foundation for developing a new conceptual model or theory. when attempting to chart the progression of a specific research field throughout time. It is crucial to remember, the method that should be employed will depend on the purpose of the literature study.

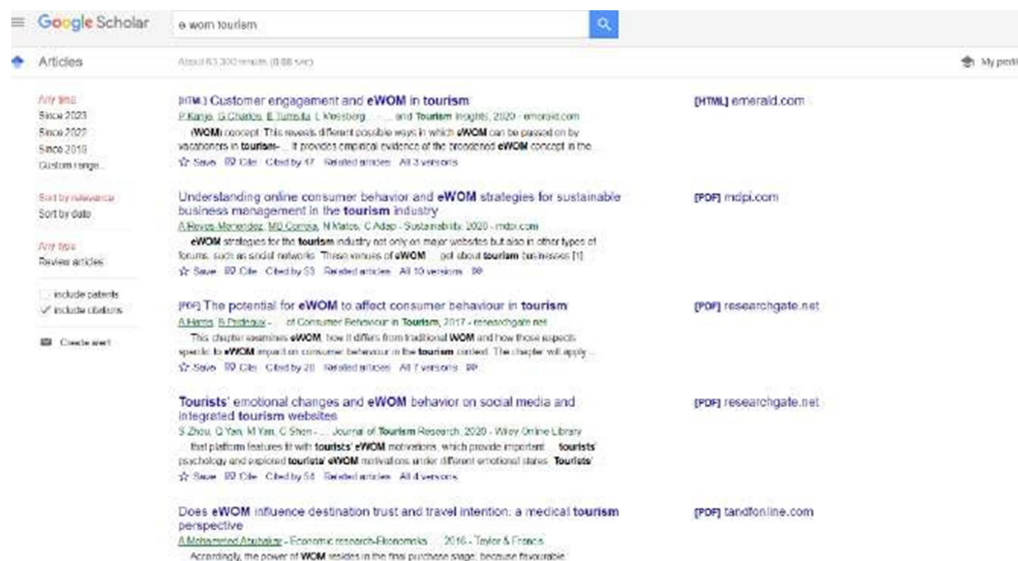


Figure 1. Search for the topic "E-WOM Tourism" on Google scholar sources.

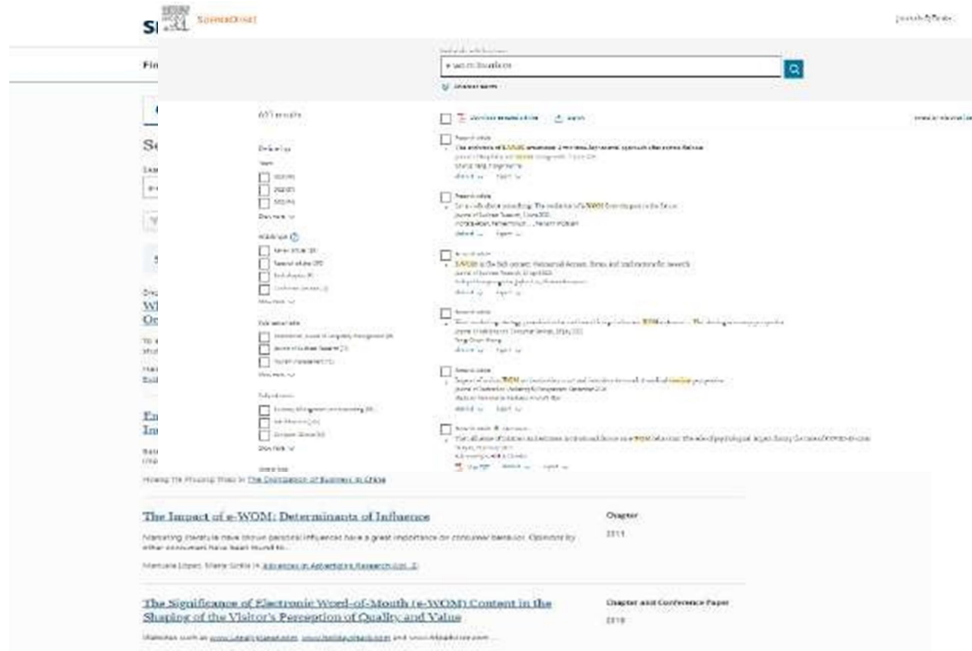


Figure 2. E-WOM Tourism topic search on Springer

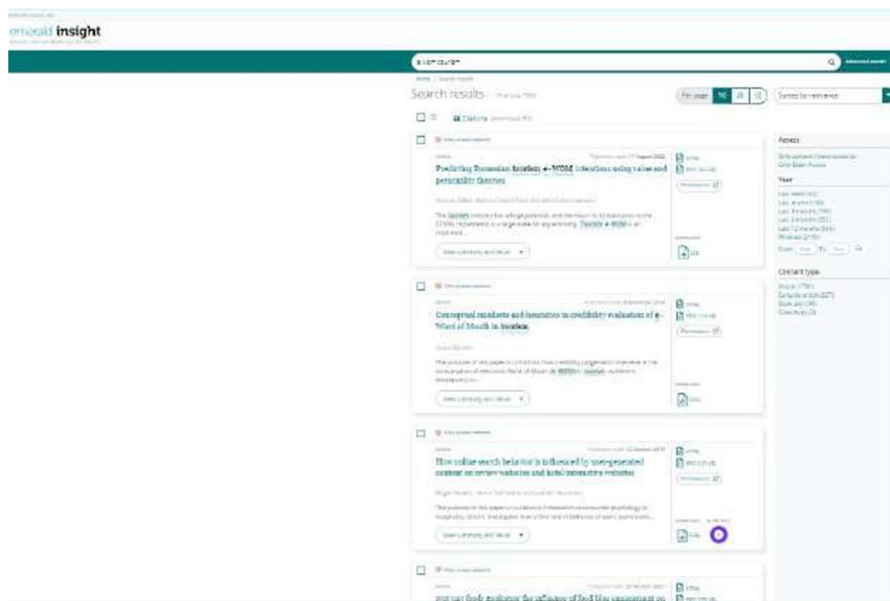


Figure 3. E-WOM Tourism topic search on Emerald

Figure 4. E-WOM Tourism topic search on ScienceDirect

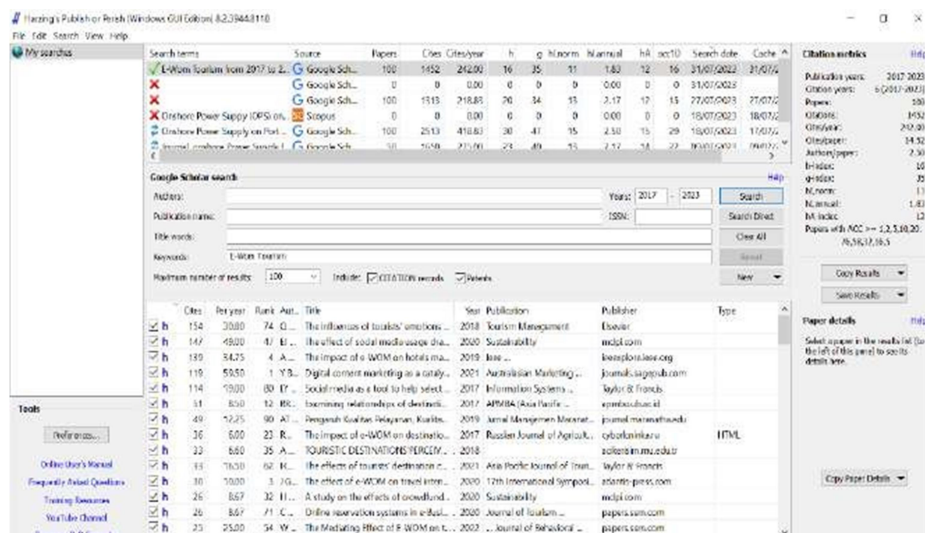


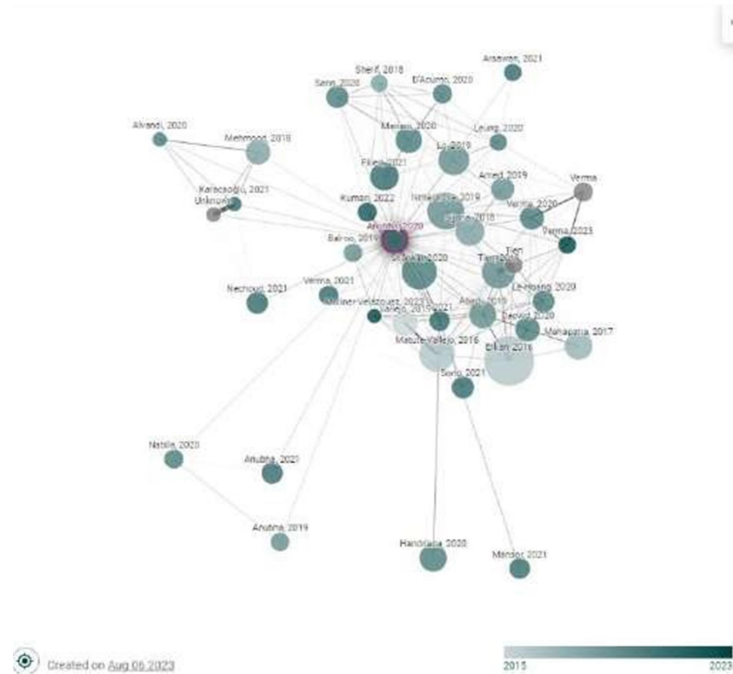
Figure 5. Research Curation using the “Publish or Perish.”

From Figure 5, can see the information and get about research sources that have a high H-Index or citation and their URL links. So that can take it for the benefit of our research (Seo et al., 2020; Yan et al., 2018).

Title	Last author	Year	Citations	Graph references
The role of information sources and image on the intention to visit a medical tourism destination: a...	F. Muñoz-Leiva	2018	46	6
Intentions to use travel eWOM: mediating role of Indian urban millennials' attitude	Samik Shome	2020	13	8
Effect of EWOM on Revisit Intention: Attitude and Destination Image as Mediation Variables (Study in...	Vidyarani Dwita	2020	7	6
The Impact of user-generated content on intention to select a travel destination	Shurong Tong	2022	7	7
Demystifying the effect of social media eWOM on revisit intention post-COVID-19: an extension of...	M. N. Rahman	2022	6	6
The Role of Information Sources on Tourist Behavior Post-Earthquake Disaster in Indonesia: A Stimulus...	Chiao-Chun Wang	2023	1	5
An evaluation of the new tourist behavior model based on the extended theory of planned behavior	T. Bui	2022	1	6
EXAMINING TRADITIONAL WOM INTENTION IN THE CONTEXT OF THEORY OF PLANNED BEHAVIOR: A...	Ö. Şahin	2021	1	6
Determinants of Malaysians' Travel Intention to Less Travelled Asian Destinations	Vijayakumar Anne Sta Maria	2019	0	6

Figure 6. Results of article in connected papers

After getting information about the highest citation quality from the keyword "E-Wom Tourism" then open Connected Papers | Find and explore academic papers to see Graphic Visualizations related to this research. The bolder/bolder the article is, the more related the article is. The next step is to search for articles related to this research topic in databases (Google Scholar, Elsevier, Emerald and ScienceDirect). And put into citation management (Mendeley).



From the picture, the darker and closer to the shape of the circle (which states) the research source, the more up to date and more relevant to the topic "Positive E-WOM

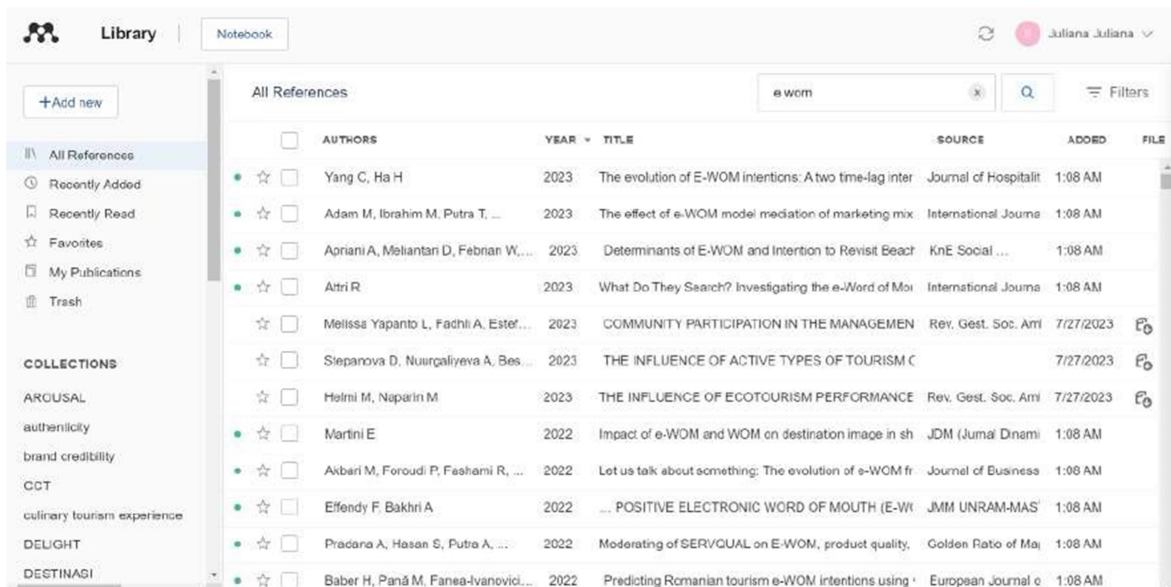


Figure 7. Information Management using Mendeley.

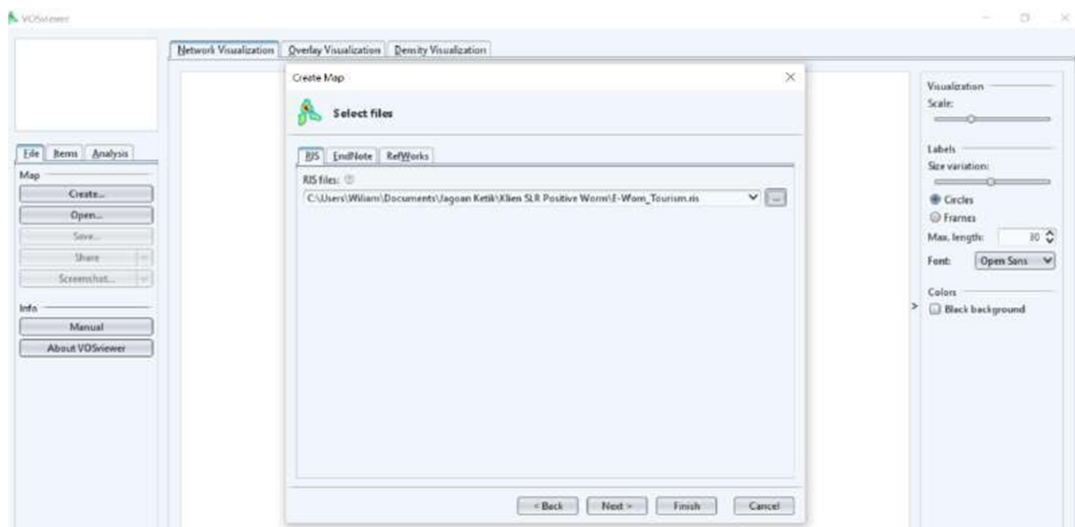


Figure 8. Results of Scanning and Skimming from articles

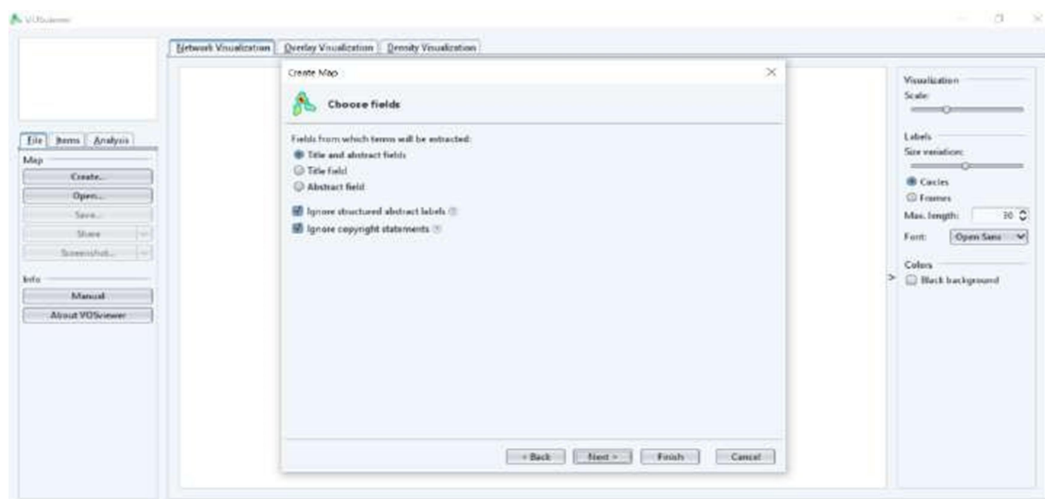


Figure 9. Scanning and Skimming based on article search.

After recapitulating the imported data from Mendeley, it is stored in the form of type (.ris) to search for Research Gaps using the Vos of Viewer program. The first step is to do Scanning and Skimming from the source of the article used. From Figure 8 the Scanning and Skimming process of the article. The step taken is the scanning process is carried out by going to the Abstract article because the Abstract article already contains a summary of the contents of the article which contains the Introduction, Methodology, Results and Discussion, and Conclusions. Because what is used is only journal articles. So, in Figure 9, the section (Title and Abstract Field) is chosen. The next step is to search for Research gaps using Graphic Visualization in the Vos of Viewer application. So, it is obtained in Figure 10

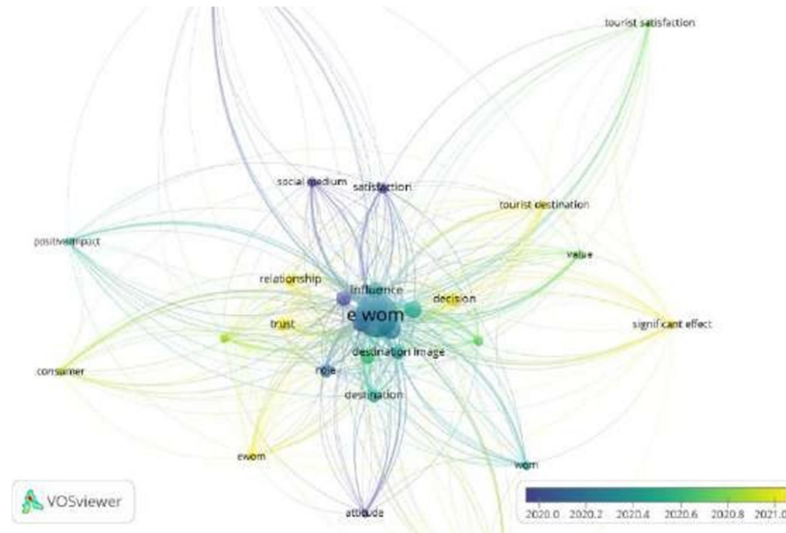


Figure 10. Visualization using Vos Viewer.

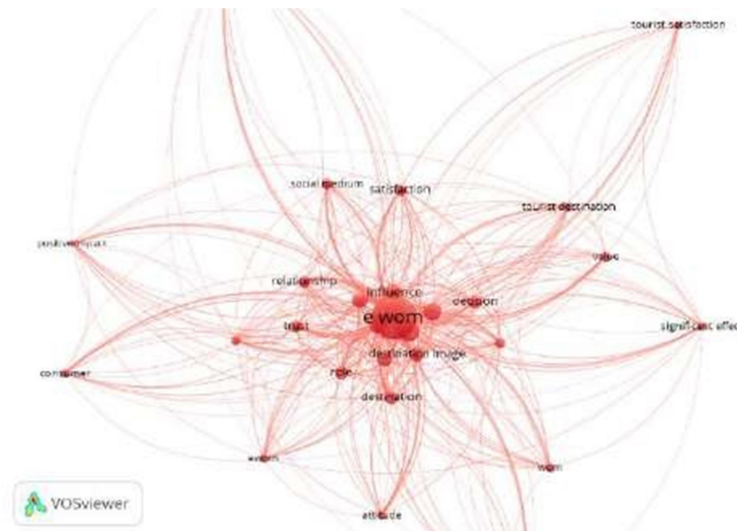


Figure 11. Visualization of E-Wom links

From Figure 10, it can be seen that there are several keywords used when searching for the topic "Positive E-Wom" so that "E-Wom" will appear in this research centre. The keywords that appear in this study are as follows: tourist destination, destination image, intention, positive impact, tourism, social medium, tourist satisfaction, decision. Based on Figure 11, the more yellow, the more "Up to date" the Research, which is approaching 2021. The next step is to find the Research Gap and see the "Brightness Background" from the Visualization. The brighter the visualization of the word "E-Wom", the closer/relevant it is to the topic of "Positive E-Wom" tourism (Xiao & Watson, 2019). Conversely, the darker the keywords that appear, the farther the relevance to the topic "Positive E-Wom"

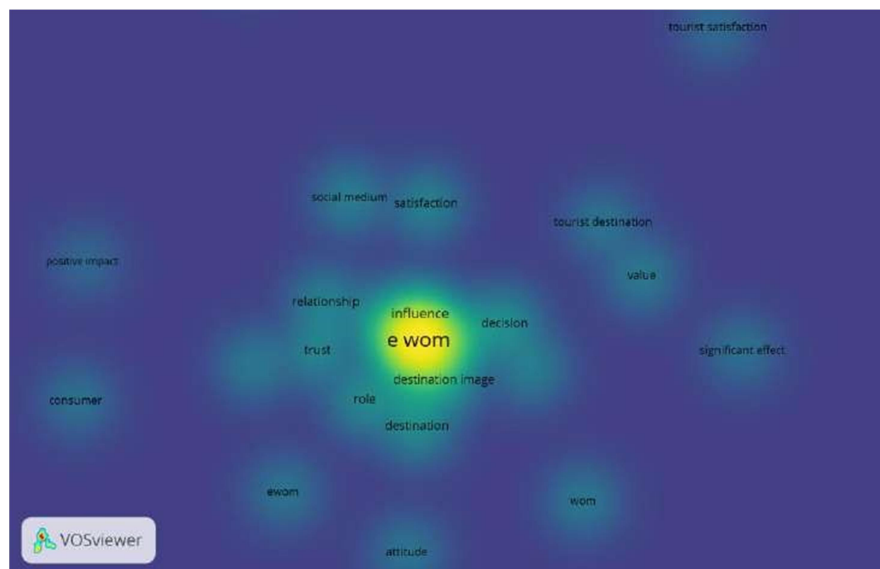


Figure 12. Finding the Research Gap in the Vos Viewer Visualization.

Based on systematic literature review using the Mendeley Application and Vos Viewer, the keywords that are relevant to Positive E-WOM research are obtained, namely tourist destination, destination image, intention, positive impact, tourism, Social Medium, Tourist Satisfaction, decision and which has the lowest Research Gap or Variables rarely studied which affect positive E-WOM are tourist destination, intention, negative impact/anxiety, enjoyment, esthetic, escapism, authenticity and memorable tourism experience, social media context, symbolic value, tourist delight.

CONCLUSION

Based on a systematic literature review using the Mendeley Application and Vos Viewer, it was found that keywords that are mutually relevant to Positive E-WOM research, namely tourist destination, destination image, intention, positive impact, tourism, Social Medium, Tourist Satisfaction, decision) and which have the lowest Research Gap or variables rarely studied are tourist destination, intention, negative impact, enjoyment, esthetic, escapism, authenticity and memorable tourism experience, social media context, tourist delight, symbolic value. From the search for the source of the articles studied (N = 100) from sources (Google Scholar, Elsevier, Emerald and ScienceDirect), A = 90 were studied, B = 10 (not according to research requirements). The research file requirements under study consist of a Research Interval (2018 – 2023), there are 15 articles that are Research Journals (national or international with a high H index) according to the search topic/keyword “Positive E-WOM Tourism”. Finally, the essay identifies literature gaps and offers future research options.

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