The Effect of Heritage, Hospitality, And E-WOM on Decisions Through Satisfaction as Intervening Variables in Chinatown Glodok, West Jakarta

Nurbaeti*, Myrza Rahmanita, Amrullah, Heny Ratnaningtyas

Trisakti School of Tourism, Indonesia

ARTICLE INFO

Keywords:
Heritage, Hospitality, E-WOM, Satisfaction, Decision

ABSTRACT

The quality of the cultural tourist attraction of Chinatown Glodok still has several problems. It is caused by several factor including heritage, hospitality, and E-WOM. This study aims to analyses the effect of heritage, hospitality, and E-WOM on visiting decisions through visitor satisfaction as an intervention in Chinatown Glodok, West Jakarta. This type of research uses descriptive quantitative. The sample amounted to 200 people. The sampling technique used was accidental sampling. The research method uses path analysis with the help of the Smart PLS program with measurement model analysis (outer model) and structural model analysis (inner model). The results showed that: (1) Heritage and hospitality had a significant effect on visitor satisfaction; (2) E-WOM has no significant effect on visitor satisfaction; (3) Heritage, hospitality, and visitor satisfaction have a significant effect on visiting decisions; (4) E-WOM has no significant effect on visiting decisions; (5) Heritage and hospitality have a significant effect on visiting decisions through visitor satisfaction; (6) E-WOM has no significant effect on visiting decisions through visitor satisfaction.

1. INTRODUCTION

Glodok Chinatown is a tourist destination located in West Jakarta that introduces Chinese culture in collaboration with Betawi culture, Sundanese culture, and Javanese culture that was formed over hundreds of years (Perdana & Kartidjo, 2022; Rokhani et al., 2015). Glodok Chinatown was established during the Dutch colonial era in 1740 when the Dutch government required the Chinese to be isolated and live outside the walls of Batavia so that Chinatown became the center of the Chinese settlement area. In its development, Glodok Chinatown eventually became the center of trade and economy. Glodok Chinatown is a tourist destination and shopping tour that is often visited by the people of Jakarta and outside Jakarta.

One of the attractions of tourists visiting tourist destinations is heritage because it displays the culture that exists in the area. Tourists can learn the art of dance, music, drama, customs, culture, and the way of life of the local population (Monariyanti & Sidiq, 2015; Pennington & Thomsen, 2010). Relics in tourist destinations are a cultural heritage strategy. Indonesia is a country that is rich in various cultures, which are the strengths and characteristics of the Indonesian nation (Prabawati, 2018; Syafitri et al., 2019; Zulzilah et al., 2019). Cultural heritage can be used as a link between today's society and the past by understanding and knowing the past, automatically making the Indonesian nation meet a better future (Abdullah, 2017; Pathuddin et al., 2021; Wartha, 2016).

Cultural tourism in Chinatown Glodok was born from the ancestors or ancestral heritage from their country of origin, China, which was introduced and developed by Indonesians of Chinese descent, which must still be maintained in terms of heritage and competitiveness. Glodok Chinatown has cultural tourist destinations such as a center for religious activities with temples and churches, a center for trade activities, a culinary center, historic buildings/museums, and performing arts. The center for religious activities, in general, is a building in the form of a pagoda or monastery, including the Jin De Yuan Vihara, Toa Se Bio Vihara, and the Santa Maria De Fatima Church. Meanwhile, trading activities include Jalan Jelangkeng, Pasar Asemka and Jalan Perniagaan Raya. Culinary centers include Gloria Gang, Pantjoran Tea House, and Chandra Building. Then the historical buildings are the Pa Hua or Cap Kau building and the Souw Family House. Glodok Chinatown Tourism Destination, with its various historical and cultural backgrounds, can be a tourist area and a unique historical place.

*Corresponding author.
E-mail: nurbaeti@stptrisakti.ac.id (Nurbaeti)
Then another important factor is the friendliness of the community in the tourist destination in
serving tourists and giving a positive impression to tourists, which has a good impact on the local
community and the development of the tourist destination (Arbarini et al., 2021; Asseraf & Shoham, 2017;
Kirom et al., 2016; Pratama & Mandaasari, 2020). Communities in tourist destinations must implement a
hospitality system because tourists are guests who will be respected and provide welfare for the local
community’s economy, so they must be given good and polite service (Jalilifar & Moradi, 2019; Risteskia et
al., 2012; Udiyana et al., 2018). So that tourists are satisfied with the services provided by the community,
they have been treated as guests who must be served well during the visit.

Furthermore, the factors that influence a person’s decision to visiting a tourist destination is an
electronic word of mouth (E-WOM) variable, which is the process of delivering information from person to
person and plays a major role in customer purchasing decisions through social media and social networks
(Ardiyanto & Nugraha, 2018; Chen et al., 2015; Dwivedi et al., 2021). The internet provides a lot of
convenience in communicating with many people and in a short time, one of the media that is often used to
interact using the internet is social media including Instagram, Facebook, Twitter, and Youtube (Chen et al.,
2015; Sari, P. E., Mariyanti, E., & Putri, 2019). Before visiting a destination that has never been visited,
tourists will look for existing information both from the people around them and seek information from
social media and social networks (Instagram, Facebook, Twitter, Youtube, email, blogs on websites, and
others) which contains people’s responses or comments about destinations regarding responses or
comments both positive and those given by people on social media and social networks (Isman et al., 2020;
Yuni, 2011; Zulzilah et al., 2019).

Based on observations made by researchers, the quality of the cultural tourist attraction of
Chinatown Glodok still has several problems, including: (1) With the increase in visitors coming, the
provision of parking facilities is not adequate for visitors who come, so traffic is less orderly in the place;
(2) Glodok Chinatown does not have open space or public space for visitors to rest; (3) There is no homestay
managed by the local community so that visiting tourists who want to stay only have hotels around Glodok
Chinatown; (4) Spatial planning in the Chinatown area of Glodok was formed in a chaotic condition. Base
on those problem the researcher is interesting in conducted the research with aims to analyses
the effect of heritage, hospitality, and E-WOM on visiting decisions through visitor satisfaction as an intervention in
Chinatown Glodok, West Jakarta.

2. METHODS

This type of research uses descriptive quantitative. The population in this study is all visitors who
come to Chinatown Glodok. At the same time, the sample is 200 people, where the minimum sample size is
30 respondents, and the rest will be better. The sampling technique used was accidental sampling; the
sample was determined based on the researcher coincidentally meeting directly with the respondent who
was used as a data source (Sugiyono, 2017). The research method uses path analysis with the help of the
Smart PLS program with measurement model analysis (outer model) and structural model analysis (inner
model).

3. RESULTS AND DISCUSSIONS

In this study it is important to know the Characteristics of Respondents. So the researcher did the
mapping and found the respondents characteristics as shown in Table 1.

<table>
<thead>
<tr>
<th>Table 1. Respondent Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Characteristics</td>
</tr>
<tr>
<td><strong>Province</strong></td>
</tr>
<tr>
<td>Banten</td>
</tr>
<tr>
<td>DKI Jakarta</td>
</tr>
<tr>
<td>West Java</td>
</tr>
<tr>
<td>Central Java</td>
</tr>
<tr>
<td>East Java</td>
</tr>
<tr>
<td>Sumatra</td>
</tr>
<tr>
<td>Borneo</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td><strong>Age</strong></td>
</tr>
</tbody>
</table>

Nurbaeti et al. || The Effect of Heritage, Hospitality, And E-WOM on Decisions Through Satisfaction as Intervening Variables in Chinatown Glodok, West Jakarta
Characteristics | Frequency | Percent
--- | --- | ---
17 - 35 years old | 63 | 32%
36 - 50 years old | 96 | 48%
> 50 years old | 41 | 21%

Employment

| Employment | Frequency | Percent |
--- | --- | ---
Student | 29 | 15%
Private sector employee | 66 | 33%
Government employees | 57 | 29%
Entrepreneur | 40 | 20%
Housewife | 8 | 4%

Transportation

| Transportation | Frequency | Percent |
--- | --- | ---
Public Transport | 102 | 51%
Private Vehicle | 98 | 49%
Travel Agency | 0 | 0%

Based on Table 1, show the characteristics of respondents by province showed that most respondents who visited Chinatown Glodok were visitors from DKI Jakarta with a total of 66 people with a percentage of 33%, followed by respondents from West Java amounting to 41 people with a percentage of 21% and respondents from Banten amounting to 36 people with 18% percentage. This proves that most of the respondents who visited Chinatown in Glodok are those whose areas of origin are close to DKI Jakarta because of the distance and short time to travel to tourist attractions.

Characteristics of respondents based on gender showed that male respondents were more likely to visit Chinatown Glodok with a total of 104 people with a percentage of 52%. In comparison, female respondents amounted to 96 people with a percentage of 48%. This proves that male respondents enjoy more tourist destinations in Chinatown Glodok. Characteristics of respondents based on age showed that the majority of respondents aged 36-50 held 96 people with a percentage of 48%. This age group is representative of respondents whose life development is well established and who love the history and heritage of their country. Respondents 36-50 years old most often know that the process of economic success and life from a long struggle is not achieved instantly or quickly.

Characteristics of respondents based on employment indicate that private employees are 66 people with a percentage of 33% because private employees who are very mature have a hobby of visiting tourist destinations characterized by history, culture, life, and the environment of the people who live in these tourist destinations. Traveling about heritage is very fun, they often spend their holidays with this activity with their family and friends about the new tourist attractions they will visit.

Characteristics of respondents based on visits that the majority of respondents who often visit Glodok Chinatown are 1 – 5 visits as many as 88 people with a percentage of 44%, then respondents who visit only once Glodok Chinatown are 69 people with a percentage of 35%, then those who visit more than five visits as many as 43 people with a percentage of 22%. These results indicate that respondents visit 1-5 times because they like cultural tourism destinations that have Chinese characteristics from religious places, culinary centers, shopping centers, culture, and arts. Meanwhile, respondents who visited more than five times because of the importance of their academic assignments such as theses, theses, dissertations, and making books about the history of Chinese culture in Chinatown Glodok.

Characteristics of respondents based on transportation that the majority of respondents who use private, public transportation to Chinatown Glodok as many as 102 people with a percentage of 51%, while respondents who use private vehicles to Chinatown Glodok as many as 98 people with a percentage of 49%. These results indicate that respondents who prefer public transportation because they avoid congestion in Jakarta use KRL transportation, MRT, and online motorcycle taxi services. Furthermore, respondents who use private vehicles mostly use private motorbikes because they can pass through many small alleys in tourist destinations in Chinatown, Glodok. The next process is conducted the validity test, the validity test of Outer Model is show in Table 2.

| Variable | Average Variance Extracted |
--- | --- |
Heritage | 0.615 |
Hospitality | 0.522 |
E-WOM | 0.546 |
Satisfaction | 0.693 |
Decision | 0.558 |
Based on Table 2, show the average variance was extracted by looking at the AVE value > 0.50. Table 2 shows that all variables meet the AVE requirements because all variables have a value > 0.50. The reliability test is shown in Table 3.

**Table 3. Reliability Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage</td>
<td>0.896</td>
<td>0.918</td>
</tr>
<tr>
<td>Hospitality</td>
<td>0.846</td>
<td>0.883</td>
</tr>
<tr>
<td>E-WOM</td>
<td>0.906</td>
<td>0.923</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.950</td>
<td>0.957</td>
</tr>
<tr>
<td>Decision</td>
<td>0.911</td>
<td>0.926</td>
</tr>
</tbody>
</table>

Based on Table 3, the reliability test uses Cronbach's alpha and composite reliability, where the value of Cronbach’s alpha > 0.7 and composite reliability > 0.7. Table 3 shows that all variables are reliable because of the value of Cronbach’s alpha > 0.7 and composite reliability > 0. The inner model related to direct effect is shown in Table 4.

**Table 4. Direct Effect**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Original Sample (O)</th>
<th>Sample Mean (M)</th>
<th>(STDEV)</th>
<th>t-Statistic (O/STDEV)</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage</td>
<td>Satisfaction</td>
<td>0.695</td>
<td>0.700</td>
<td>0.073</td>
<td>9.504</td>
</tr>
<tr>
<td>Hospitality</td>
<td>Satisfaction</td>
<td>0.266</td>
<td>0.265</td>
<td>0.068</td>
<td>3.932</td>
</tr>
<tr>
<td>E-WOM</td>
<td>Satisfaction</td>
<td>0.031</td>
<td>0.033</td>
<td>0.097</td>
<td>0.325</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>Decision</td>
<td>0.461</td>
<td>0.468</td>
<td>0.056</td>
<td>8.225</td>
</tr>
<tr>
<td>Heritage</td>
<td>Decision</td>
<td>0.199</td>
<td>0.200</td>
<td>0.088</td>
<td>2.273</td>
</tr>
<tr>
<td>Hospitality</td>
<td>Decision</td>
<td>0.998</td>
<td>1.003</td>
<td>0.037</td>
<td>27.041</td>
</tr>
<tr>
<td>E-WOM</td>
<td>Decision</td>
<td>0.137</td>
<td>0.137</td>
<td>0.081</td>
<td>1.687</td>
</tr>
</tbody>
</table>

Based on Table 4 show P-Values results for each hypothesis in each of the variables of this study are as follows: (1) The P-Values value Based on the effect of inheritance on satisfaction is 0.000 which means the P-Values value (0.000) < probability value (0.05), then H0 is rejected and H1 is accepted, so that it can be obtained that inheritance has a significant effect on satisfaction; (2) The P-Values value of the effect of hospitality on satisfaction is 0.001 which means the P-Values value (0.001) < probability value (0.05), then H0 is rejected and H2 is accepted, so it is said that hospitality has a significant effect on visitor satisfaction; (3) The P-Values value of the influence of E-WOM on satisfaction is 0.746 which means the P-Values value (0.746) > probability value (0.05), then H0 is accepted and H3 is rejected, so it can be said that E-WOM has no significant effect on satisfaction; (4) The P-Values value of the influence of satisfaction on the decision is 0.000 which means the P-Values value (0.000) < probability value (0.05), then H0 is rejected and H4 is accepted, so it can be said that visitor satisfaction has a significant effect on the decision to visit; (5) The P-Values value of the inheritance effect on the decision is 0.023 which means the P-Values value (0.023) < probability value (0.05), then H0 is rejected and H5 is accepted, so it can be said that it has a significant effect on the decision.; (6) The P-Values value of the influence of hospitality on decisions is 0.000 which means the P-Values value (0.000) < probability value (0.05), then H0 is rejected and H6 is accepted, so it is said that hospitality has a significant effect on decisions.; (7) The P-Values value of the influence of E-WOM on the visiting decision is 0.092 which means the P-Values value (0.092) > probability value (0.05), then H0 is accepted and H7 is rejected, so it can be said that E-WOM has no significant effect on the decision. The indirect effect is shown in Table 5.

Based on Table 5 results, the P-Values for each hypothesis on each of the variables of this study are as follows: (1) The P-Values value of the influence of inheritance on decisions through satisfaction is 0.000 which means the P-Values value (0.000) < probability value (0.05), then H0 is rejected and H8 is accepted, so it can be obtained that inheritance has a significant effect on decisions through satisfaction; (2) The P-Values value of the influence of hospitality on decisions through satisfaction is 0.002 which means the P-Values value (0.002) < probability value (0.05), then H0 is rejected and H9 is accepted, so it can be said that hospitality has an effect significant to the decision through satisfaction; (3) The P-Values value of the influence of E-WOM on decisions through satisfaction is 0.750 which means the P-Values value (0.750) > probability value (0.05), then H0 is accepted and H10 is rejected, so it can be said that E-WOM has no significant effect on decisions through satisfaction.
The Effect of Heritage, hospitality, E-WOM, satisfaction, and hospitality on Satisfaction

In this study, heritage has a significant effect on satisfaction. This is because visitors like and enjoy the potential of cultural tourism in Chinatown Glodok, including historical relics of religious centers such as Jin De Yuan Vihara, Toa Se Bio Vihara, Tan Seng Ong Vihara, and Santa Maria De Fatima Church. Then in Chinatown, Glodok also displays Chinese-style arts and culture such as Kung Fu, Lion Dance, and Dragon Dance. Furthermore, Glodok Chinatown has a shopping center, so visitors can also shop typical of these tourist destinations from medicines, grocery items, ready-to-eat foods, clothes, glasses, and accessories. In addition, in Chinatown Glodok, visitors can enjoy Chinese specialties in Gang Gloria, Pantjoran Tea House, and the Chandra building, such as shanghai salad, encim, kale noodles, Takkie iced coffee, and other Chinese dishes. This research is in line with research conducted by previous research, which shows that the factors that influence tourist satisfaction lie in heritage which includes historical relics, museums, performing arts, and traditional ceremonies, as well as culinary delights that tourists can recognize. As cultural tourism of admiration and curiosity to lead to satisfaction (Bahari & Ashoer, 2018; Pidadari. & Nuryanti, 2021).

Heritage has a significant effect on visitor satisfaction; this is because the application of the hospitality factor in Chinatown Glodok in every interaction in providing visitor services can satisfy tourists, including greetings, speaking smooth, not arrogant, providing the best service, looking clean, tidy and attractive, giving a smile, warm and friendly and provide assistance to visitors who need help. This made the visitors feel at home and satisfied to visit Glodok Chinatown. This research is in line with research conducted by previous study which shows that hospitality has a significant effect on tourist satisfaction (Prawiranata et al., 2016). The behavior of local communities and tourist destination managers when interacting with visitors is always polite, kind, and friendly, thus making visitors happy with services at tourist destinations because the hospitality that exists in local communities and tourist destination managers can have a significant impact on satisfaction and customers feel (Andini, 2013; Pajriah, 2018).

Meanwhile E-WOM did not have a significant effect on visitor satisfaction; this is because visitors come to Chinatown Glodok not because they see recommendations from social media and social networks; they come because they want to enjoy this cultural tour because of their learning assignments (for students because there are lessons about the history and culture of the nation, for students because there are final assignments such as theses, theses, and dissertations). Other visitors want to know the history of Chinese culture from historical buildings, arts and culture, shopping centers, and culinary centers. Many visitors come because of recommendations from friends, friends, family, and teachers who teach them about ethnic history in Indonesia, so E-WOM does not have a significant effect on visitor satisfaction. This study is in line with research conducted by previous study that state E-WOM has no significant effect on visitor satisfaction because the presence of E-WOM with an attractive appearance does not provide satisfaction to visitors (Setiawan et al., 2014).

Table 5. Indirect Effect

<table>
<thead>
<tr>
<th>Variable</th>
<th>Original Sample (O)</th>
<th>Standard Deviation (STDEV)</th>
<th>t-Statistic (O/STDEV)</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage ➔ Satisfaction ➔ Decision</td>
<td>0.321</td>
<td>0.045</td>
<td>7.091</td>
<td>0.000</td>
</tr>
<tr>
<td>Hospitality ➔ Satisfaction ➔ Decision</td>
<td>0.123</td>
<td>0.039</td>
<td>3.186</td>
<td>0.002</td>
</tr>
<tr>
<td>E-WOM ➔ Satisfaction ➔ Decision</td>
<td>0.014</td>
<td>0.045</td>
<td>0.319</td>
<td>0.750</td>
</tr>
</tbody>
</table>

Influence of Heritage, hospitality, E-WOM, satisfaction, and hospitality on Decisions

In this study, heritage significantly affects the decision to visit; this is because the people who live in Chinatown Glodok introduce the heritage that was born from their ancestors, which is maintained and developed by the next generation to be introduced to the visitors. There are so many heritages introduced to visitors by the people in Chinatown Glodok, namely the old building, a religious center, Chinese arts and culture, culinary center, and center. This heritage becomes the power for visitors to visit Glodok Chinatown so that visitors can participate in efforts to preserve Chinese culture in Indonesia. Visitors can add insight into Chinese culture in Glodok Chinatown directly to the community and learn in-depth about Chinatown history. Glodok. This research is in line with previous study which show that one of the factors of visiting tourist destinations that introduce culture is a strategy to maintain, maintain, and maintain culture (Asseraf & Shoaham, 2017; Lubis & Kartikasari, 2019). This research is in line with previous study which show that heritage will encourage tourists to explore and study art, music, drama, and local customs (Ernawati et al., 2018; Hakim, 2018). It will satisfy tourists who visit these tourist destinations and enjoy cultural tourism products. The existing place or area can be seen in terms of heritage and competitive terms (AbuKhalifeh, A. N. et al., 2013; Christou, 2011; Prawiranata et al., 2016).
Hospitality significantly affects the decision to visit; the people in Chinatown Glodok always serve well, are polite, friendly, and appreciate the visitors who come, increasing the decision of visitors to come to Chinatown Glodok. This research is in line with research conducted by previous study which shows that community hospitality is a factor that influences tourist attraction to visit by providing good service to tourists who come during visits to these destinations (Oka, I, M et al., 2021). In this study, E-WOM did not significantly affect the decision to visit because most visitors saw recommendations about Chinatown Glodok not from social media and social networks but came to Chinatown Glodok because friends, friends, family, and teachers taught them about history. Existing in Indonesia. So, E-WOM does not significantly affect the decision to visit. This research is in line with previous study that state E-WOM does not significantly affect visiting decisions; E-WOM with an attractive appearance does not necessarily make visitors come to tourist destinations (Rofiah, 2020; Wijaya et al., 2022). Visitors have not fully read information about products, prices, and tourist locations submitted by other visitors through uploads or comments on social media and social networks (Tantriana & Widiartanto., 2019; Wijaya et al., 2022).

Visitor satisfaction has a significant effect on visitor decisions; this is because all unique heritage and good, polite, and friendly hospitality, as well as complete and adequate facilities, will provide a tourist attraction in Chinatown Glodok to satisfy tourists' destinations. This research is in line with research conducted by previous study which shows that tourist destinations that have the quality of tourist attraction, quality service, emotion, price, and convenience will make satisfied tourists who eventually want to visit tourist destinations, with the right visit and efficiency will satisfy a traveler (Djunaedi et al., 2022; Jalilifar & Moradi, 2019; Marhanah & Wahadi, 2016).

For Glodok Chinatown Tourism Destinations, Managers are expected to: (1) Provide spacious parking facilities and security officers who can control traffic in Glodok Chinatown; (2) Provide public space for visitors' resting activities; (3) Provide homestays managed by the local community which will increase the income of the people in Chinatown Glodok. For the DKI Jakarta Government, it is hoped that they will pay attention to Glodok Chinatown by making spatial improvements in the Glodok Chinatown area so that there is no chaos because Glodok Chinatown is an inseparable part of the Old City area of Jakarta, which is a tourist destination.

4. CONCLUSION

The direct effect test can be explained that heritage has a very large significant effect on satisfaction because visitors like and enjoy cultural tourism in Glodok Chinatown, including historical relics of religious, arts and cultural centers, shopping centers, and typical Chinese culinary centers. The direct effect test can be explained that hospitality has a very large significant effect on decisions; this is because the people in Glodok Chinatown always serve well, are polite, friendly, respectful, and respect the visitors who come to increase the visitor’s decision to come to Chinatown. Glodok. The indirect effect test can explain that heritage significantly affects decisions through satisfaction; this is because heritage in Chinatown Glodok has superior and high value so that visitors want to decide to visit these tourist destinations.

5. REFERENCES


