Analysis Of Digital Marketing And EWOM With Structural Equation Modeling And Interactive Models As A Tourism Strategy (Case: Uzbekistan Tourism)

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Abstract: Based on statistical data by the State Tourism Committee of Uzbekistan, there has been an increase in tourist visits from 2016 to 2018, while the things that affect the increase in tourists are of course inseparable from digital marketing technology, besides the role of word of mouth also plays an important role in introducing tourism. However, several appropriate strategies are needed to develop tourism in Uzbekistan so that it is increasingly recognized by the world. Word of mouth is interesting in the discussion this time, even though word of mouth is like every day without realizing it, when word of mouth is maximized and used as a promotional strategy, this role will be much more maximal and its effect is very influential on visiting decisions. Digital Marketing and the Word of Mouth will be a tourism promotion strategy in Uzbekistan, this will create a higher quality, sustainable promotion and influence tourist visit decisions. The analysis was performed using the structural equation modeling (SEM) method in testing 10 hypotheses. This study aims to determine the effect of the four research variables, namely, perceived quality, digital marketing, EWOM, visit satisfaction, and tourism quality. In addition, this research also uses an interactive model method to process the results of interviews, with this it will be an additional support for the conclusion in providing advice on Uzbekistan tourism promotion strategies.

Index Terms: digital marketing, Interactive model, Structural Equation Modeling, Uzbekistan tourism, electronic word of mouth.

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1 INTRODUCTION

In 2019, according to the United Nations World Tourism Organization, Uzbekistan was among the top 4 countries experiencing the fastest tourism growth of 27.3 percent. The number of tourists visiting Uzbekistan has increased rapidly, based on statistical data by the State Tourism Committee of Uzbekistan (2020), there has been an increase in tourist visits from 2016 to 2018. In 2016 there were 2.07 million people, in 2017 there were 2.69 million people, and 2018 as many as 5.3 million people. Exceeds the 2017 analogy period indicator by 99%.With an increase in tourism, it indirectly helps in improving the economy of Uzbekistan because the tourism sector has an important role as a source for foreign exchange earners, as well as encouraging national economic growth, especially in reducing the number of unemployed and increasing the productivity of a country. Development in the tourism sector aims to increase people's income which in turn can prosper the people and the country's economic growth.The increasing number of visits by tourists is not accompanied by equal distribution of visits to all tourist attractions throughout Uzbekistan. This is because tourist objects are not widely known. The reason is that not many tourism sectors that are recognized by tourists occur due to several factors such as transportation access, supporting facilities, security, lack of resting places including lodging and eating places, and of course inadequate technological factors are also one of the factors causing tourist objects to be unknown to tourists. This is proven based on the results of the 2014 International Visitor Economic Survey of Uzbekistan by the World Tourism Organization in Sha (2019), showing the response of tourists with inconveniences such as problems with the payment system (especially lack of access to cash via ATMs), Internet problems (little access to Wi-Fi) and slow speed), limited English translation of signboards and tourist information at tourist spots, and blackouts, in addition to inadequate availability and quality of health services, minimal hygiene, and insufficient public toilets. Development in the tourism sector can apply modern tourism marketing techniques and strategies. Tourism marketing is an important component in tourism development. This is because tourism development includes the tourism industry, tourism destinations, marketing, and tourism institutions (Yuristiadhi, 2017). One of the modern forms of marketing used today is the use of digital enlargement. Digital marketing has changed the way businesses and other organizations communicate with their audiences (Chaffey, D., 2019). Digital marketing can also be defined as a form of business in marketing a product through the digital world with the aim of reaching consumers quickly, on time, relevant, personal, and cost-effectively. The application of digital marketing is not something that is easy to implement because it will be the biggest cost for an organization to be dominated by marketing costs and labor. Therefore, an organization must be good at seeing opportunities and carrying out effective marketing activities in the digital era with cheap and effective costs.

Word of mouth marketing is the deliberate influence of consumer-to-consumer communication with professional marketing techniques (Kozinets, 2010). The application of EWOM in social media is considered to be much more effective because it can be touched by the wider community. By implementing Electronic Word-of-Mouth (EWOM) on social media, business people can benefit from the low cost and high impact of the process (Cahyono, 2016). Therefore, this study will produce an analysis of the effect of electronic word of mouth, digital marketing, perceived quality on tourism quality through visit satisfaction.

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2 LITERATURE REVIEW

Perceived Quality with Digital Marketing

One of the services needed by any tourism is an information service that is attractive, clear, and easy to understand. One form of tools used to provide information to visitors who are going to a tourism place. This service will be of great help to visitors and of course this is one of the facilities provided by tourism sites, especially for foreign tourists who will really need more information about the tourism through social media. Based on previous research by Liesander (2017), it shows that the implementation of Digital Marketing has a strong effect on Intellectual Capital and Perceived Quality and these variables which play an important role in improving the Organizational Performance of the industry.

Hypothesis 1: Perceived Quality has a positive and significant effect on digital marketing

Perceived Quality with EWOM

In previous studies, it was found that there was a relationship between perceived quality and EWOM. Research by Wang (2017), also shows a significant positive relationship between perceived quality and EWOM at Destinations in Danang City.

Hypothesis 2: Perceived Quality has a positive and significant effect on EWOM

Perceived Quality with visiting Satisfaction

Perceived Quality is the values felt by tourists for tourist purposes aimed at strengthening the benefits that visitors can get for the costs incurred compared to the benefits obtained from the selection of other tourist destinations. Therefore, it can provide a strong impetus for travel decisions such as repurchases, recommendations to others, and positive WOM. Positive WOM itself can be associated with experiences that have been felt by tourists and plays an important role in reducing risks for tourists, and is considered important for business as a substitute for prodeo advertising. In previous research, it was found that there was a relationship between perceived quality and visit satisfaction. Research by Kurniawati (2018) shows a significant positive relationship between perceived quality and satisfaction with restaurant consumers in Bandung. In addition, research by Wang (2017) also shows a significant positive relationship between perceived quality and satisfaction with Destinations in Danang City.

Hypothesis 3: Perceived Quality has a positive and significant effect on the satisfaction of Uzbekistan tourism visits

Perceived Quality with Tourism Quality

In previous research, it was found that there was a relationship between perceived quality and tourism quality. Customer satisfaction with a product or service is characterized by the good quality of the product or service provided to consumers. And if good quality service is obtained by visitors, it will be a picture of the quality of tourism itself. In research by Su (2018), it shows the effect of perceived quality on tourism quality. This shows that perceived quality affects the view of the quality of a place based on experience.

Hypothesis 4: Perceived Quality has a positive and significant effect on tourism quality

Digital Marketing with EWOM

In research by Bu (2020), it shows the influence of digital marketing on EWOM. This shows that digital marketing affects EWOM's view of the quality of a place based on experience.

Hypothesis 5: Digital marketing has a positive effect on EWOM

Digital Marketing with Visit Satisfaction

The Digital Marketing Institute defines digital marketing as the use of digital technology to create integrated, targeted and measurable communications that help to acquire and retain customers while building deeper relationships with them (Laksana, 2018). Previous research found a relationship between digital marketing and visit satisfaction. Research by Yuliati (2020) states that there is a significant positive relationship between digital marketing and customer satisfaction. Digital marketing is basically a strategy implemented in terms of communicating the company's brands, products and services to customers through digital communication channels such as the internet, email, mobile phones, digital TV and other information technologies.

Hypothesis 6: Digital marketing has a positive effect on visitor satisfaction

Digital Marketing with Tourism Quality

In research by Kaur (2017), it shows the influence of digital marketing on Tourism Quality. This shows that digital marketing affects views on Tourism Quality.

Hypothesis 7: Digital Marketing has a positive and significant effect on Tourism Quality

EWOM with Visit Satisfaction

EWOM is a digitalization of traditional WOM in which WOM is delivered directly from one person to another, so EWOM requires an intermediary media, namely through electronic media. The more positive EWOM that consumers do on social media, the greater the level of consumer satisfaction with a tourist attraction. In previous studies, it was found that there was a relationship between EWOM and visit satisfaction. As in Uslu's (2020) research, restaurant visitors show that electronic word of mouth has a significant effect on the satisfaction of visiting the restaurant. In addition, the research conducted by Serra (2020), in which his research tested positive EWOM antecedents in hotels, explored the relative role of satisfaction, quality, and positive emotional experiences. The results of research conducted by Serra (2020), show the influence of EWOM on visitor satisfaction, service quality, and positive emotional experiences. Based on the results of previous research, it proves that electronic word of mouth affects the satisfaction of visitor visits to a tourist attraction.

Hypothesis 8: EWOM has a positive and significant effect on Visit Satisfaction

EWOM with Tourism Quality

Previous research, found a relationship between EWOM and the quality of tourism in the context of service quality. Such as research conducted by Serra (2020), where his research tested positive EWOM antecedents in hotels, exploring the relative role of satisfaction, quality, and positive emotional experiences. The results of research conducted by Serra (2020), show the influence of EWOM on visitor satisfaction, service quality, and positive emotional experiences. Based on the results of previous research, it proves that electronic word

of mouth affects service quality through visitor satisfaction to a tourist attraction.

Hypothesis 9: EWOM has a positive and significant effect on Tourism Quality

Visit Satisfaction with Tourism Quality
Previous research found a relationship between satisfaction and tourism quality. Customer satisfaction with a product or service is characterized by the good quality of the product or service provided to consumers. In research by Abdullah (2019), it shows that there is a positive effect of satisfaction with service quality. In addition, there is also research by Serra (2020), which shows a positive influence between satisfaction and service quality. This shows that satisfaction affects the view of the quality of a service provided.

Hypothesis 10: Visit satisfaction has a positive and significant effect on the quality of tourism in Uzbekistan

Based on the hypothesis that has been described, H1, H2, H3, H4, H5, H6, H7, H8, H9, and H10 were obtained. The conceptual model that underlies these key construct relationships is depicted in Figure 1.
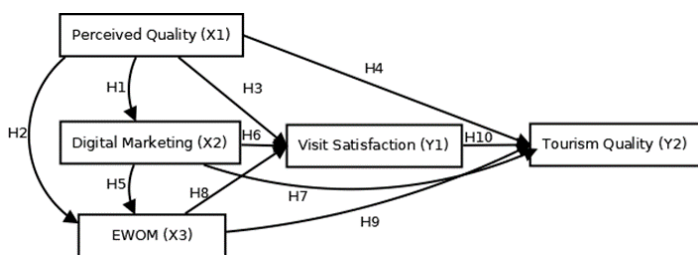

Figure 1. *Conceptual Model*

3   RESEARCH AND METHODOLOGY

Measured
The measurement construction for this study was adapted from previous research, as explained in the section on the influence of the hypothesis. Method used For measurement, respondents were asked to state their level of agreement on a 5-point Likert-type scale, from 1 for strongly disagree to 5 for strongly agree. In addition there is a scale to measure the results of the analysis. This scale has been tested extensively, demonstrating high reliability and validity in various study contexts. Respondents were asked to evaluate their general description on a 5-point Likert-type scale, from 1 for very poor to 5 for very good. To establish the translation equivalence of a measure, a back translation process is used to identify content or word errors. The questionnaire was first prepared in Indonesian, and then translated into English with reverse translation to identify inconsistencies. The analysis method used is structural equation modeling and interactive models.

Subject, Object, Data Collection, and Study Samples
The subjects of this research are people who are asked to provide information about Uzbekistan tourism, namely tourists. The criteria for tourists are having been to one of the tourist attractions in Uzbekistan at least once, and the youngest age is 18 years. While the object of this research is Uzbekistan tourism. Research objects that become independent variables

are Perceived Quality (X1), Digital Marketing (X2), and EWOM (X3). While the dependent variable of this study is visit satisfaction (Y1), and Tourism Quality (Y2). Data collection consisted of two stages, namely interviews and questionnaires. Interviews were conducted on 4 people with the criteria of local and foreign tourists. The questionnaire was distributed to tourists who had visited Uzbekistan and were active in social media. The questionnaire was created using Google Form and then distributed via social media, such as WhatsApp, Facebook, and Instagram

4   ANALYSIS AND RESULTS

Measurement Model Test
n this study, the SEM method can analyze the validity, reliability, measurement of Goodness of Fit, measurement of Regression Weight, and standardized direct, indirect, and total effects. Validity test is used to test the validity of the questionnaire. The instrument is said to be valid, meaning that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured. A questionnaire is said to be valid if the items on the questionnaire are able to reveal what will be measured by the questionnaire. Instrument items are considered valid by comparing with r table, namely as follows (Sulfemi, 2019): a) If r count is positive and r count> r table then the variable is valid; b) If r count is positive and r count <r table then the variable is invalid. Reliability implies that an instrument can measure something that is measured consistently from time to time. So, the keyword of the qualification requirements of a measurement instrument is consistent or not changing. Reliability test is able to show the extent to which the instrument can be trusted and reliable. The value of an instrument can be said to be reliable if the Cronbach alpha value is ≥ r table (Juliane, 2017). In previous research by Wang (2019), assessing the criteria for Goodness of Fit, there are several measures, namely: Chi-Square whose value is expected to be small; CMIN / df value <2; Goodness of fit index (GFI)> 0.90; Adjusted goodness of fit (AGFI)> 0.90; Tucker Lewis Index (TLI)> 0.90; Root Mean Square Error of Approximation (RMSEA) ≤ 0.08. Regression Weight is a test to see the relationship between the independent variable and the dependent variable. The hypothesis in this study is accepted if the probability value is <0.05 and the value c.r. > 2. Furthermore, the interactive model method consists of three stages, namely data reduction, data presentation, and conclusion. In data reduction, researchers used rapidminer tools with the help of the voting method, which is a combination of two methods, namely naïve Bayes and decision tree.

Structural Equation Model
After the measurement model is validated, the structural equation further modeling analysis is carried out to validate the proposed structural model and test the hypothesis.

Table 1
Hasil Regression Weight and Hypothesis Tests

			Estimate	S.E.	C.R.	P	Label
PQ	<-->	DM	,026	,011	2,484	,013	Rejected
PQ	<-->	EW	,048	,016	3,085	,002	Received
PQ	<-->	VS	,041	,014	2,955	,003	Received
PQ	<-->	TQ	,041	,014	2,866	,004	Received

			Estimate	S.E.	C.R.	P	Label
DM	<-->	EW	,055	,017	3,149	,002	Received
DM	<-->	VS	,038	,014	2,841	,005	Received
DM	<-->	TQ	,030	,012	2,619	,009	Rejected
EW	<-->	VS	,057	,017	3,359	***	Received
EW	<-->	TQ	,043	,014	2,977	,003	Received
VS	<-->	TQ	,032	,012	2,731	,006	Rejected

Information:
***: 0,000
PQ: Perceived Quality (X1)
DM: Digital Marketing (X2)
EW: Electronic Word of Mouth (X3)
VS: Visit Satisfaction (Y1)
TQ: Tourism Quality (Y2)

Sources of processed data, 2021.

Based on table 1, it is found that PQ has no effect on DM, PQ has an influence on EWOM, PQ has an influence on VS, PQ has an influence on TQ, DM has an influence on EWOM, DM has an influence on VS, DM has no influence on TQ, EWOM has an influence on VS, EWOM has an influence on TQ, and VS has no influence on TQ. The results of goodness of fit after going through the modification process can be seen in Figure 2.
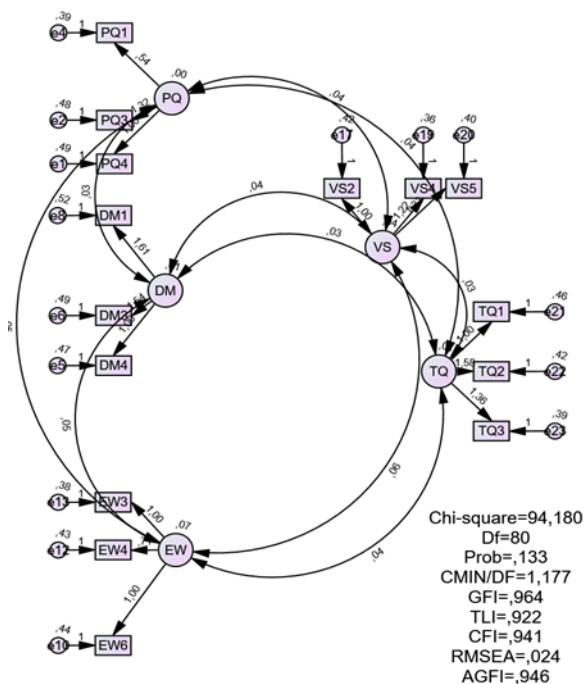

Figure 2
Structur Equation Model Modification

Effect Analysis
The direct, indirect, and total effects in the model are shown in Table 2.Based on table 2, that visit satisfaction does not play a role as an intervening variable between perceived quality, digital marketing, EWOM and tourism quality variables.

Table 2
Standardized Effects

Variable	Total	Direct	Indirect
EW – VS	0,867	0,867	-
DM – VS	0,178	0,178	-

VS – TQ	2,048	1,131	0,917
DM – TQ	0,458	0,269	0,189
EW - TQ	1,057	1,057	-

Sources of processed data, 2021.

Interactive Model
At the data reduction stage, it is a form of analysis that sharpens, classifies, directs, removes unnecessary, and organizes data in such a way that final conclusions can be drawn and verified. This transformation process continues until the final research report is complete. The classification code in this study is 1 digital marketing; 2 EWOM; 3 Tourism Facilities. The accuracy results can be seen in table 3.

Table 3
Rapidminer Processing Accuracy Results

Accuracy: 80.00% +/- 17.21% (micro average: 80.00%)			
	True 1	True 2	True 3	Class Precision
Pred.1	5	2	0	71.43%
Pred.2	1	5	1	71.43%
Pred.3	1	1	14	87.50%
Class Recall	71.43%	62.50%	93.33%	

Sources of processed data, 2021.

The accuracy results obtained by 80% with the highest production in code 3, namely the classification of tourism facilities problems.
DISCUSSION

Effect of Perceived Quality on Digital Marketing
The results of testing hypothesis 1 of this study show that perceived quality has no effect on digital marketing. These results can be seen from the tests conducted that the probability value of perceived quality for digital modeling has a value not smaller than the significance of 0.05, namely 0.013. Then it is concluded that hypothesis 1 of this study is not accepted.

Effect of Perceived Quality on EWOM
The results of testing hypothesis 2 of this study show that perceived quality has an effect on EWOM. These results can be seen from the tests conducted that the probability value of perceived quality for digital manufacturing has a value smaller than the significance of 0.05, namely 0.000. Then it is concluded that the second hypothesis of this study is accepted.

Effect of Perceived Quality on Visit Satisfaction
The results of testing the hypothesis 3 of this study show that perceived quality has an influence on Visit Satisfaction. These results can be seen from the tests conducted that the probability value of perceived quality for digital modelling has a value smaller than the significance of 0.05, namely 0.000. So it is concluded that the research hypothesis 3 is accepted.

Effect of Perceived Quality on Tourism Quality
The results of testing hypothesis 4 of this study show that perceived quality has an influence on Tourism Quality. These results can be seen from the tests carried out that the probability value of perceived quality for Tourism Quality has a value smaller than the significance of 0.05, namely 0.000. So it is concluded that the research hypothesis 4 is accepted.

Effect of Digital Marketing on EWOM
The results of testing hypothesis 5 of this study show that digital marketing has an influence on EWOM. These results

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can be seen from the tests conducted that the probability value of digital marketing for EWOM has a value smaller than the significance of 0.05, namely 0.000. Then it is concluded that the research hypothesis 5 is accepted.

Effect of Digital Marketing on Visit Satisfaction
The results of hypothesis testing 6 of this study show that digital marketing has an influence on Visit Satisfaction. These results can be seen from the tests conducted that the digital marketing probability value for Visit Satisfaction has a value smaller than the significance of 0.05, namely 0.000. So it is concluded that the research hypothesis 6 is accepted.

Effect of Digital Marketing on Tourism Quality
The results of testing hypothesis 7 of this study show that digital marketing has no effect on Tourism Quality. These results can be seen from the tests carried out that the probability value of digital marketing for Tourism Quality has a value not less than the significance of 0.05, namely 0.009. So it is concluded that the research hypothesis 7 is not accepted.

Effect of EWOM on Visit Satisfaction
The results of hypothesis testing 8 of this study show that EWOM has an influence on Visit Satisfaction. These results can be seen from the tests conducted that the EWOM probability value for Visit Satisfaction has a value smaller than the significance of 0.05, namely 0.000. So it is concluded that this research hypothesis 8 is accepted.

Effect of EWOM on Tourism Quality
The results of testing hypothesis 9 of this study show that EWOM has an influence on Tourism Quality. These results can be seen from the tests carried out that the EWOM probability value for Tourism Quality has a value smaller than the significance of 0.05, namely 0.000. So it is concluded that the 9th hypothesis of this study is accepted.

Effect of Visit Satisfaction on Tourism Quality
The results of testing the hypothesis 10 of this study show that Visit Satisfaction has no effect on Tourism Quality. These results can be seen from the tests conducted that the probability value of Visit Satisfaction to Tourism Quality has a value not less than the significance of 0.05, namely 0.006. So it is concluded that the research hypothesis is not accepted.

5. CONCLUSION
The results of this study are useful for destination management organizations. From the SEM results, the following conclusions can be drawn:
1. Perceived quality variable has no influence on Uzbekistan tourism digital marketing;
2. Perceived quality variable has an influence on EWOM;
3. Perceived quality variable has an influence on the satisfaction of visitor visits to tourist attractions in Uzbekistan;
4. Perceived quality has an influence on the quality of tourism in Uzbekistan;
5. Variable digital marketing has an influence on EWOM;
6. Digital marketing variables have an influence on visit satisfaction;
7. Digital marketing variables have no effect on tourism quality;
8. The EWOM variable has an influence on visit satisfaction;
9. The EWOM variable has an influence on the quality of

tourism;
10. The visit satisfaction variable has no effect on the quality of the visit.

Based on the conclusion above, the quality of a tourism can be affected by perceived quality, digital marketing, EWOM, and visit satisfaction. Thus the quality of a tourism will look good if the four factor variables are also good, because like the example of EWOM, if a tourist sees a good review, it indicates that he is satisfied with the quality of a tourism he has visited through social media, indirectly the review will attractive to the viewer. Of course, good reviews are given based on experience where they get good and satisfying service.

Managerial Implications
Based on the interactive model analysis on the results of the interview, the results obtained as promotional strategy suggestions are as follows: Digital marketing and EWOM, two strategies that influence each other. The case will be aligned with the short-term and long-term strategies as outlined in the long-term strategic plan, namely the strategic plan through tourism development by increasing Uzbekistan tourism, while the short-term strategic plan through the Work Plan by developing tourism marketing, developing partnerships and rehabilitating and maintaining tourist attraction. Encouraging strategic plans and work plans in promoting tourism by using promotional tools or media, such as print media, electronic media, promotional media, and tourist fairs. The use of promotional media produces data on the number of tourist visits from year to year; the results of this study also show that the Government responsible for tourism in Uzbekistan forms a creative team to support all tourism-related activities. Furthermore, this complements the lack of facilities and supporting facilities at tourist attractions so that visiting tourists feel satisfied and comfortable, such as the availability of public transportation to a number of tourist attractions and the presence of security guards at several tourist attractions, then maximizing cooperation between regions and much more; If the use of digital marketing and the Electronic Word of Mouth is done optimally, it will become a tourism promotion strategy in Uzbekistan that is able to create higher quality tourism, sustainable promotion and influence tourist visit decisions.

Limitations and Future Research
Based on the description of the research results and conclusions, there are several things that are recommended to the parties related to this research as follows:
1. It is hoped that in the future, the management of Uzbekistan tourism will continue to innovate on the Uzbekistan tourism marketing strategy. With this research, it becomes a means to further improve and develop existing strategies, such as maximizing EWOM performance, digital marketing, and not forgetting to always pay attention to the quality of public facilities which will be one of the factors of visit satisfaction. If the services provided are good, there will also be many good reviews that will be received so that they can reflect the quality of tourism itself.
2. It is hoped that further researchers will use other dimensions that are not used in this study, because there are still many dimensions that can be investigated further. It is also hoped that the next researchers will make the topic selection more focused on one tourism place. The

research that has been done at this time takes a general overall and there are still many shortcomings, of course, due to the different conditions of each tourist spot.

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