

The Effect of Negative User-Generated Content Reviews in the Form of Testimonials on Interest in Visiting Borobudur Temple, Prambanan, and Ratu Boko Palace

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ABSTRACT

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Historical tourism in Indonesia, especially destinations such as Borobudur Temple, Prambanan, and Ratu Boko Palace, has great potential to attract both domestic and international tourists. However, negative reviews that come from user-generated content in the form of testimonials are often a factor that can affect the interest of tourist visits. This study aims to analyze the impact of negative reviews on interest in tourist visits to these historical destinations. This study aims to evaluate the extent to which negative reviews affect interest in tourist visits to three main cultural destinations in Indonesia: Borobudur Temple, Prambanan Temple, and Ratu Boko Palace. This study uses a descriptive quantitative method by collecting data through a survey of 58 respondents who have visited the three destinations. The data was processed using SPSS software to test the validity, reliability, and influence of negative reviews on the interest of tourist visits. The results of the analysis showed that negative reviews did not significantly affect the interest of tourists visiting Borobudur Temple, Prambanan, and Ratu Boko Palace. All three destinations remain the top choice for tourists, despite the negative reviews, mainly due to their strong historical reputation and visual appeal. This study concludes that negative reviews do not have a significant influence on the interest in tourist visits to the historical destinations of Borobudur, Prambanan, and Ratu Boko Palace. Therefore, destination managers are advised to continue to pay attention to negative reviews as evaluation material but do not need to worry too much about the impact on tourist visits.



Introduction

Indonesia is a country with an infinite wealth of historical value and every era leaves a legacy both in the form of intangible values and a physical form that can be used by the next generation (Putra et al., 2023). If divided into several eras, it has started since prehistoric times which is estimated to have started since 100,000 years ago when homo

sapiens entered Indonesian territory and were found in Java (Setiyadi et al., 2022). The next period is the period of the Hindu-Buddhist kingdom which is estimated to have started in 5 AD and ended in the 15th century, this period is period that gave birth to many physical relics in the form of temples and inscriptions spread across the islands of Sumatra, Java, Bali and Kalimantan (most in the provinces of Central Java, DI Yogyakarta, and East Java). Next, is the period of the Islamic Kingdom where the Islamic Kingdom existed in the archipelago since the 7th century, reached its glory in the 15th and 16th centuries and there are still many works and sultanates that still exist today even though they have no power since the establishment of the state of Indonesia (Wafiyah & Wusko, 2023). The decline of the era of kingdoms and sultanates in Indonesia cannot be separated from the colonial role of European countries, namely: Portugal, Spain, France, and Britannia, and the most influential and long is the Netherlands because its colony almost touches the entire territory of Indonesia today (Yusuf Perdana & Rinaldo, 2022). The era of colonialism of European nations, especially the Netherlands, began to gradually end in 1928 which was marked by the Youth Pledge, then the occupation of Japan during World War II, until the formation of the state of Indonesia during the Proclamation of Independence in 1945 (Oktavia, 2019).

The management of historical tourism in Indonesia has not been effective because there are still historical tourism sites that have not had a positive effect on the surrounding environment. (Tjilen et al., 2023). Examples are the Gunung Padang Site in Cianjur, West Java, and the Liyangan Site in Temanggung, Central Java, where the two destinations have not had a wide influence on the community in Cianjur Regency and Temanggung Regency. Where the two destinations have not become trademarks for tourism in the two districts (Ghoni & Soliha, 2022).

According to PT TWC ticket sales data, Borobudur Temple itself managed to attract 1.4 million visitors throughout 2023 with ten percent of them being foreign tourists. This shows that Borobudur Temple has great potential considering that it has been hundreds of years since it was discovered and restored. (Laeli & Prabowo, 2022). This potential certainly needs to be maintained and developed, especially since Borobudur Temple no longer exists in the seven wonders of the world which has more or less reduced its reputation.

This study aims to evaluate the extent to which negative reviews affect interest in tourist visits to three main cultural destinations in Indonesia: Borobudur Temple, Prambanan Temple, and Ratu Boko Palace.

Research Methods

This type of research is a descriptive quantitative survey conducted by distributing a survey to more than 50 Indonesian citizen respondents who have visited Borobudur Temple, Prambanan, and Ratu Boko Palace (Sari et al., 2023). Then it was processed using SPSS to test the influence of negative reviews on each destination.

Characteristics Respondent

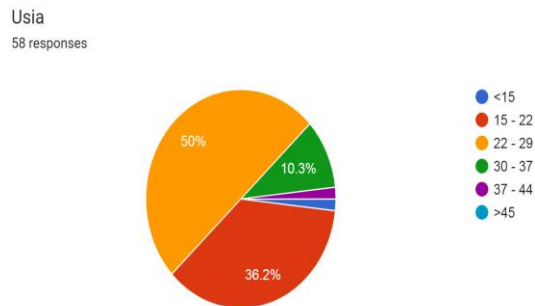


Figure 1

Figure 1 Most of the respondents, namely 29 people out of a total of 58 respondents aged 22 to 29 years. This age group is productive and has the highest interest in traveling among other age groups.



Figure 2

Figure 2 Frequency of travel of respondents in the last 2 years. Most respondents have a fairly frequent frequency, namely five to eight times in the last two years. Only five percent of respondents travel less than 3 times a year, and one percent travel ten or more times a year. This is important to determine the credibility of the respondent.

Results and Discussion

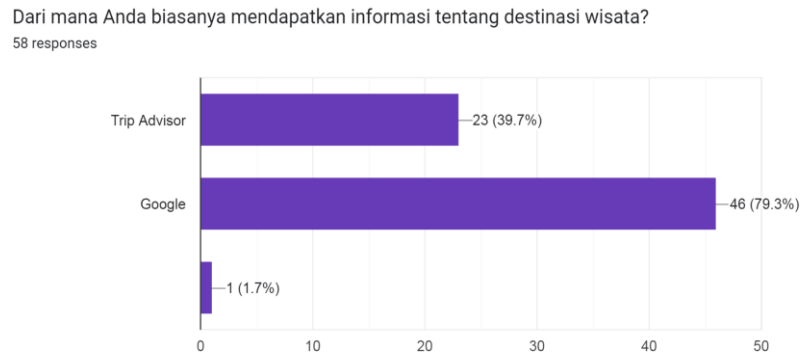


Figure 3 Shows that Google is the most trusted site by potential travelers to get reviews of a destination they are going to visit.

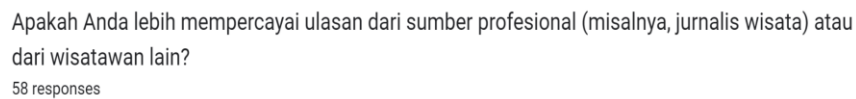


Figure 3 shows that most prospective tourists consider tourism journalists to be more credible than other tourists who have visited a destination. However, 43.1 percent of respondents considered that other tourists who were equally ordinary deserved to be heard. (Faradita & Widjajanti, 2023). Although this number is not as much as those who agree more with the credibility of professional journalists, it is still significant to conclude that prospective tourists trust other tourists.

Statistical Testing of X and Y Variables

Table 1
Validity Test X

No Item	R Count	R table	Information
1	0,834	0,258	Valid
2	0,131	0,258	Invalid
3	0,562	0,258	Valid

Based on the table above, it is known that as many as 1 question item has a value of r calculation $< r$ table 0.258 which means invalid, while as many as 2 other question items have an r -value of $> r$ table 0.258 which means valid and can be used in research.

Table 2
Uji Realibilitas X
Reliability Statistics

Cronbach's Alpha	N of Items
,041	3

Based on the output results above, it is known that Cronbach's Alpha value is 0.041 < 0.60 . So it can be concluded that the question item in variable X is not reliable.

Uji Validitas Y

Table 3
Validity Test Y

No Item	R Count	R table	Information
1	0,422	0,258	Valid
2	0,688	0,258	Valid
3	0,577	0,258	Valid

Based on Table 3, it is known that all of the above question items have a value of r calculation $> r$ table 0.258 which means that the data is valid and can be used in research.

Uji Realibilitas Y

Table 4
Reliability Test Y
Reliability Statistics

Cronbach's Alpha	N of Items
-,115	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Based on the output results above, it is known that Cronbach's Alpha value is -0.115 < 0.60 . So it can be concluded that the question item in the Y variable is unreliable.

Determination Coefficient Test (R Square)

Table 5
Coefficient Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,180 ^a	,032	,015	,64697

a. Predictors: (Constant), ulasan Negatif

Based on the table above, it is known that the value of the determination coefficient or R Square is 0.032 or equal to 3.2%. This figure means that the negative review variable simultaneously affects the tourist visit interest variable by 3.2%.

Simultaneous Test (Test F)

Table 6
Simultaneous Tests
ANOVA

Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	,784	1	,784	1,874	,176b
	Residual	23,440	56	,419		
	Total	24,224	57			

a. Dependent Variable: Interest in Tourist Visits

b. Predictors: (Constant), Negative reviews

Based on the ANOVA table above, it is known that the Sig. The value is 0.176 > 0.05, so it can be concluded that negative reviews simultaneously do not affect the interest of tourist visits.

Partial Test (t-Test)

Table 7
Partial Test
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Mr.
1	(Constant)	1,795	,472		3,800	,000
	Negative reviews	,130	,095	,180	1,369	,176

a. Dependent Variable: Interest in Tourist Visits

Based on the results of the test above, it is known that the value of sig. Is $0.176 > 0.05$, so it can be concluded that negative reviews partially do not affect the interest of tourist visits.

Conclusion

Based on the results of the statistical calculation above, negative reviews do not affect the interest in tourist visits to the destinations of Borobudur Temple, Prambanan Temple, and Ratu Boko Palace. This is because these three destinations have been the pride of Indonesia, especially DIY and Central Java for a very long time. Based on the results of the questionnaire, Borobudur and Prambanan Temples are always the main destinations when tourists visit the Yogyakarta area and its surroundings. The two temples are often part of their travel itinerary. Meanwhile, prospective tourists who continue to visit the Ratu Boko Palace after reading negative reviews, are interested in the beautiful scenery offered there. It can be said that the manager is quite lucky because of the big name that has been owned by the three destinations for a long time. However, managers should include regular destination review viewing activities in their work schedules, and make a policy that any negative reviews, whether true or not, should be responded to and considered as suggestions for managers. Then, every review and suggestion that is successfully responded to and/or implemented will become a Key Performance Indicator (KPI) for the relevant team.

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