

The Impact of Social Media and Testimony on Selecting the Tourism Destination

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Abstract—Increasing technology is characterized by widespread internet use on all business lines. The internet as a new technology becomes a form of network that can combine communication and various functions, such as providing information to product or brand development. Online business transactions are one of the choices for business people to market their newest products and with the increasingly sophisticated information technology increasing business competition among business people. In the world of tourism is also very visible with the emergence of tour and travel companies that are increasing and this has become one of the things that are very interesting to study. Internet is also alleged to have an important role for the community in choosing the tourism location to be addressed. Tour and travel companies also take advantage of this opportunity to communicate their services through social media such as Blog, Facebook, Twitter, Instagram, and others. The purpose of this study is to determine the impact of social media and testimony on selecting the tourism destinations. The scope of this research is social media and testimonials, as well as the selecting the tourism destinations. The population used in this study are tourists who have already booked via the internet and social media. Of the total population, the sample needs are calculated using the Slovin formula (2003: 146), the data is analyzed using LISREL, data obtained from 181 tourists who have toured Indonesia. Based on the conceptual framework and research hypotheses, this research will look at social media, testimonials on the selection of tourist destinations. Exogenous variables consist of: Social Media and Testimonials. The endogenous variable is Selection Decision. We find that Social Media and Testimonials have positive effect on Selecting the Tourism Destination.

Keywords—social media; testimonials; selection decision; tourism destination

I. INTRODUCTION

Today information technology has entered a new world, new markets and unlimited business networks. Internet as one of the new technologies has become a form of network that can combine communication and various functions, such as providing information to product or brand development. Of the approximately 262 million Indonesians, 132 million (51%) have used the internet. This number increased by 45 million from 2016. Of the 132 million internet users, 106 million (40%) used the internet only for the purposes of playing social media, such as Facebook, Twitter, Instagram, and so on. This amount is more than 27 million compared to the previous year.

New wave technology is a technology that enables connectivity and interactivity between individuals and groups [1]. New wave technology includes computers or cellphones, internet and open source and this technology makes it easy for someone to connect with one another. New wave technology is also used by business people, namely with online business transactions which become one of the choices for business people marketing their latest products and with the increasingly sophisticated information technology increasing business competition among business people. In the world of tourism services business this is very clearly seen, with the advent of the internet, namely as one of the information technologies that is widely used today, making tourism service businesses also market tourism services using the internet. By using social media, marketing costs can be cheaper. The use of purchasing services through social media in addition to presenting many benefits for marketers, can also be felt by consumers. According to Kotler and Armstrong such as providing a sense of comfort for users, timeliness, speed of time and more affordable costs [2]. Users are facilitated in many ways.

The use of social media is often done by consumers to get recommendations, reviews and opinions from other users and when consumers use social media, it is usually increasingly compelled to make a product purchase decision [3].

II. LITERATURE REVIEW

Social media is a tool that allows exchanges of information openly and online through, conversations, interactions and exchange of artificial content from the user and social media has a greater role in conveying information to the public [4]. Social media manages the contents of an interaction, conversation as information in an online environment [5]. Social media also allows everyone to build relationships with other people who they might think are the same as them or interesting to them. all types of information, conversations and interactions online are managed by social media [6]. According to the Indonesian language dictionary, testimony is a testimony. Testimony is the words we give to the product we have received. Testimony is any comment given by the recipient or user of the product. Social media provides testimony directly from a particular product if we compare it with the advertised brand [7]. Refer to Keen et al. stated that to understand purchasing decisions, consumers face a variety of alternatives, namely stores, catalogs, and the internet, and it is

found that retail and product prices are the most important things in the decision making process [8]. There are few things that affect consumers in deciding the selection and even online purchases are the quality of website design, information, system quality and service, customer satisfaction, and consumer trust [9]. If a relative or friend and / or relative of a customer can influence consumer purchasing patterns, for example a relative can provide information about a product that is defective or product quality that is not good during shopping in the store, will result in consumer decisions [10].

A. Conceptual Framework

The paradigm of this research is briefly illustrated as the figure 1 as below:

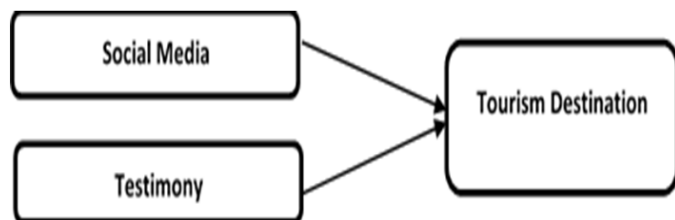


Fig. 1. The paradigm of this research.

B. Research Hypotheses Maintaining

Based on the background and the conceptual framework, the research hypotheses can be formulated as follows:

- Sosial Media has a positive and significant influence on the selection of tourism destination.
- Testimony has a positive and significant influence on the selection of tourism destination.
- Sosial Media and testimony have a positive and significant influence on the selection of tourism destination.

III. METHODS

The scope of this research is social media and testimonials, as well as the selecting the tourism destinations. The population used in this study are tourists who have already booked via the internet or social media. The research location is in Jakarta and from the total population, the sample needs are

calculated using the Slovin formula, the data is analyzed using LISREL, data obtained from tourists who have booked via internet or social media. This research is descriptive quantitative. Nazir states that descriptive research is a method of studying the status of a group of human beings, a thought, or a class of phenomenon in the recent time aimed at making description, illustration, or depiction in a systematic, factual and accurate way concerning the facts, natures and relationship among the phenomena being studied [11]. In this research, descriptive analysis method is used to examine each of the independent variables, namely social media (X1) and testimony (X2), as well as to examine the dependent variable, namely the selecting the tourism destination (Y). The population of this research is all the tourists who have booked tourism destination from internet or social media the number of samples in this research is 181 people. The technique used for sampling is accidental sampling. This study uses a questionnaire as a data collection tool, so it is necessary to measure the validity and reliability of the questionnaire. The next stage is analyzing and interpreting the data obtained in the field using a descriptive statistical analysis and inferential statistics. The data is analyzed using LISREL. All items are measured based on the responses to semantic differential scale point 5, ranging from 1 = strongly disagree to 5 = strongly agree. The primary data obtained from customers (sample) are analyzed using Structural Equation Modeling (SEM) based on software LISREL 8.80. SEM is used to test the research hypothesis. The relationships patterns among variables that will be studied are the causal relationships of one or more independent variables with one or more dependent variables.

IV. RESULT

A. Model Feasibility Test

Lisrel produces 3 paths, namely estimates, standardized and t values.

In the results section of this study will be discussed about the feasibility test of the model of the measured measuring instrument. Tests are carried out by conducting a CFA test. The results are that for each variable the value of the feasibility of the model is Chi Square = 689.73, p value = 0,000 and RMSEA = 0.077. This shows that the formed model is fit because the RMSEA value is <0.05-0.08. The results of the model feasibility test can be seen in the following model figure 2.

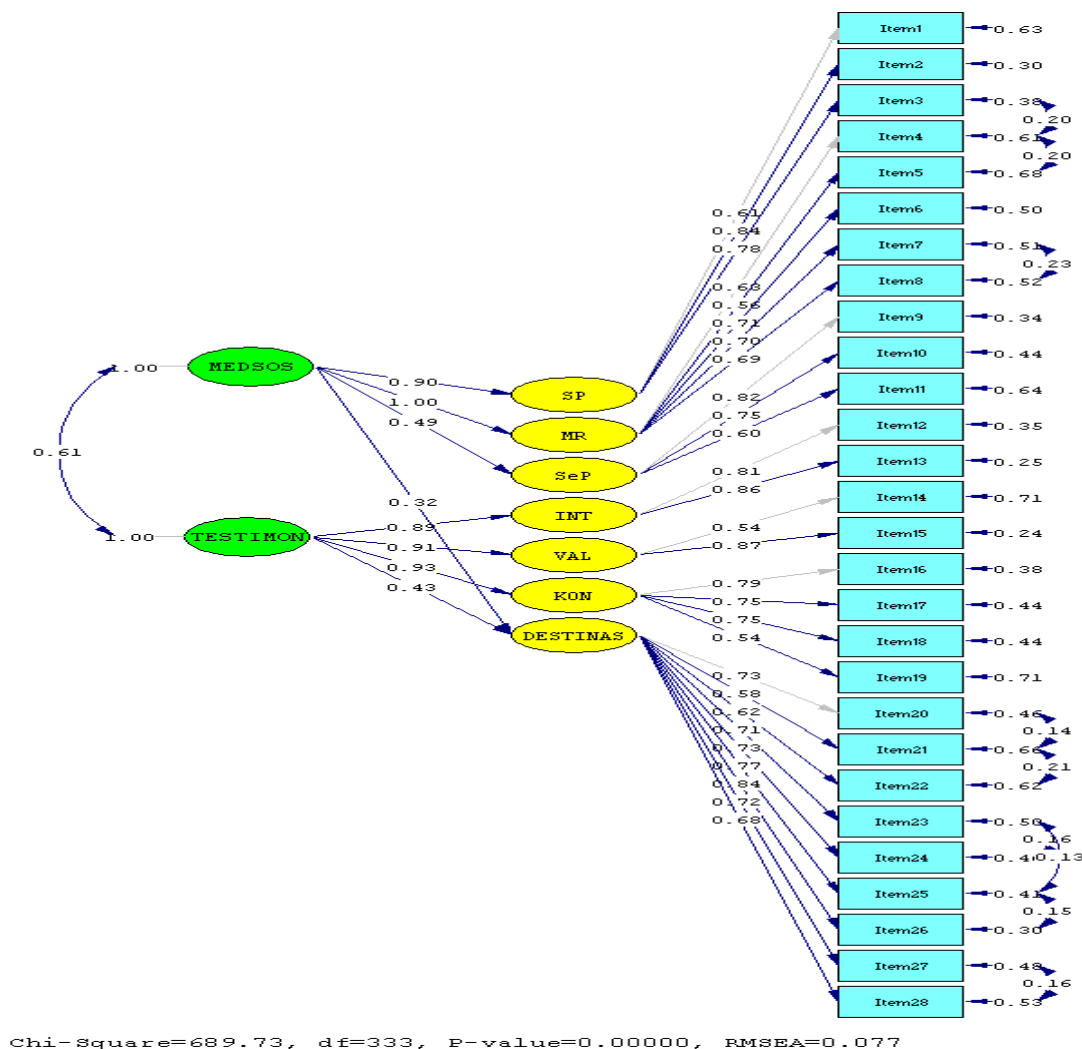


Fig. 2. Standardize.

The next result shows that testing the model has also been fit because its values have met the expected criteria. The results can be seen in the summary table of the following Goodness of Fit (GOF) model based on this sample data is obtained as follows:

TABLE I. THE GOODNESS OF FIT (GOF) MODEL BASED ON THIS SAMPLE DATA

GOF Size	Target Match	Information
Normal Theory Weighted Least Squares Chi-Square = 689.73 (P = 0.00)	P Value > 0.05	No Fit
RMSEA = 0.077	$0.05 \leq \text{RMSEA} < 0.08$	Medium Fit
NFI = 0.92	≥ 0.90	Good Fit
NNFI = 0.95	≥ 0.90	Good Fit
CFI = 0.96	≥ 0.90	Good Fit
IFI = 0.96	≥ 0.90	Good Fit
RFI = 0.91	≥ 0.90	Good Fit
RMR = 0.037	≤ 0.10	Good Fit
Standardized RMR = 0.090	≤ 0.10	Good Fit
GFI = 0.93	≥ 0.90	Good Fit
AGFI = 0.94	$0.80 \leq \text{AGFI} < 0.90$	Good Fit

Based on the 11 Goodness of Fit (GOF) criteria models above, the research model has a fairly good model. This means that the measurement model obtained from the data is in accordance with the research hypothesis. This is because of the 11 criteria, there are 10 criteria that have been fulfilled.

B. Research Hypothesis Test Results

In the results section of this study will be discussed about hypothesis testing on research variables. Based on the results of hypothesis testing carried out using SEM, the results of all exogenous variables obtained by the study have a positive and significant effect on the endogenous variables in this study. The overall results can be seen from the output of the value of t in the SEM test using LISREL 8.80 which shows the value of the t test > 1.96.

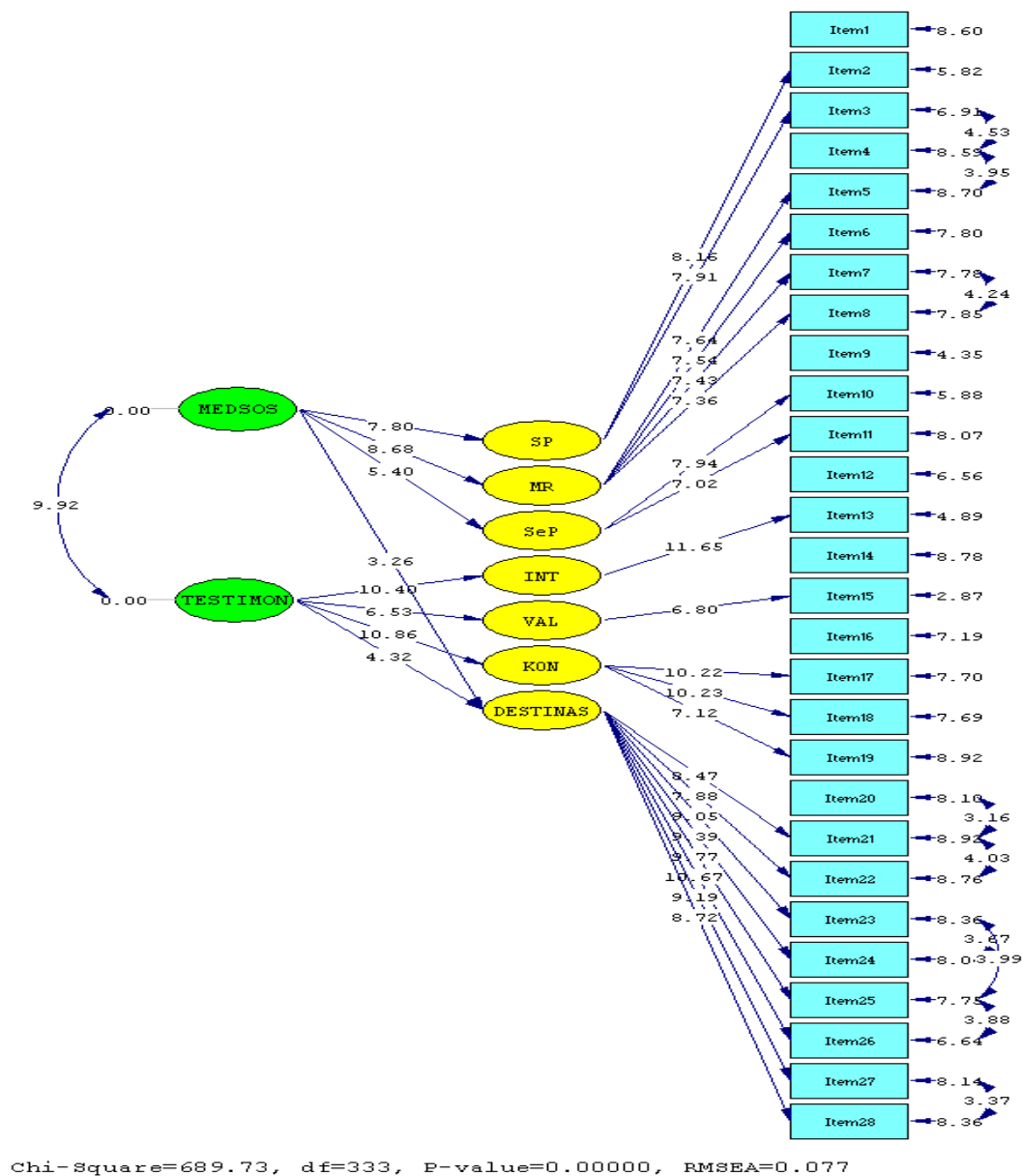


Fig. 3. Output t value.

For the t values are the value of the t count test that is Destination of 3.26 and testimony of 4.32 as the figure 4. The t value is the value of the t-test, so that based on output t values it can be seen that the MEDSOS variable has a significant influence on the DESTINATION variable which can be seen with the value $t = 3.26 > 1.96$ so that it has a positive and significant effect. Furthermore, the TESTIMONY variable gives a significant influence on the DESTINATION variable which can be seen with the value $t = 4.32 > 1.96$ so that it has a positive and significant effect. Based on the value of t, it can be seen that the greatest influence affecting DESTINATION is TESTIMONY. Thus, based on the influence test, it can be seen that the influence on each of the independent variables in this study has proven significant. If you want to use this value, then the path of standardized is obtained as follows:

$$\text{MEDSOS} - \text{DESTINATION} = 0.32$$

$$\text{DESTINATION} - \text{TESTIMONY} = 0.43$$

Furthermore, the regression equation is obtained, namely the coefficient of determination (R^2) along with the regression equation as follows:

$$\text{DESTINASI} = 0.32 * \text{MEDSOS} + 0.43 * \text{TESTIMONY},$$

Errorvar. = 0.54, $R^2 = 0.46$

$$(0.098) (0.100) (0.11)$$

3.26 4.32 5.05

Note: number with underline is the value of t values (can be matched with path t values) and italic number for the estimates value.

From the result above, we can conclude based on this, the higher influence of the destination can be seen from the testimony, although the social media also has a significant influence.

Below is result for Estimates to reflect the regression equation:

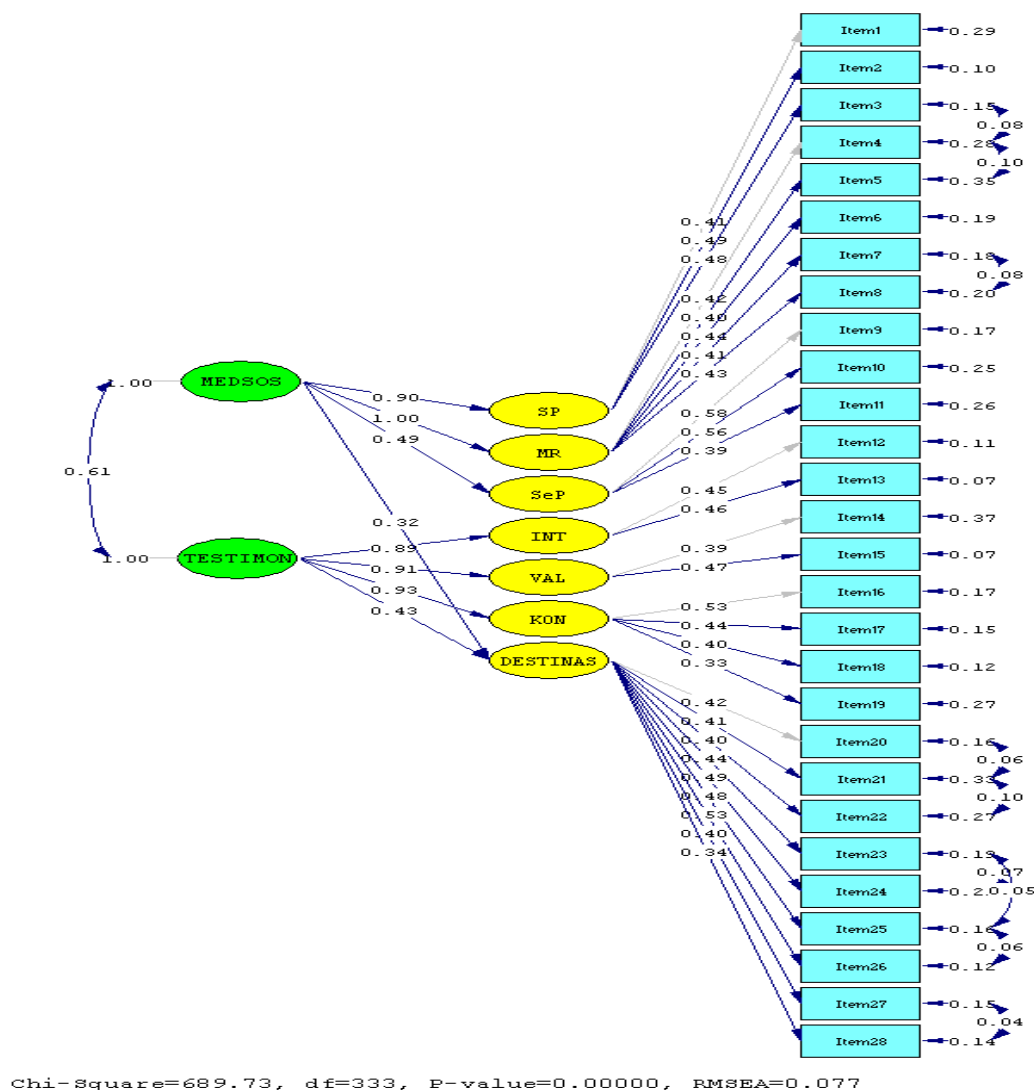


Fig. 4. Output estimates.

C. Discussion

From the results above, it can be explained that the MEDIA SOCIAL variable has a significant influence on the DESTINATION variable which can be seen with the value $t = 3.26 > 1.96$ so that it has a positive and significant influence, this means that social media has an effect on consumers in choosing tourist destinations. It can be seen from the number of respondents that 100% use social media and respondents state that Social Presence is done from home or place of daily activities (office or school). Then 80.1% of respondents stated that they were always steady with the decision to choose a tourist destination through social media, and 71.3% of respondents said they always made the decision to choose

tourist destinations from Social Media that had been read. 86.2% of respondents indicated that they would see social media first, if they wanted to do the next tour.

Then the TESTIMONY variable gives a significant influence on the DESTINATION variable which can be seen with the value $t = 4.32 > 1.96$ so that it has a positive and significant effect. It can be seen as many as 91.7% of respondents read product reviews from other consumers online to find out what products or brands make a good impression for others, even 98.3% of respondents stated that they would make sure they chose the right product or brand, by reading product reviews online from other consumers. 96.1% of respondents stated that online product reviews from other consumers made it easier for them to make product selection decisions.

Based on the t value, it can be seen that the greatest influence affecting DESTINATION is TESTIMONY, we can see that consumers state that when choosing a tourist destination, consumers will first read the testimonials given by previous consumers, such as the results indicated by the number of respondents who read product reviews from other consumers as much as 98.3%, they will ensure that they have the right product by reading the review first to find out the product, whether or not it is good.

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