

Tourism and Social Media: Do “Likes” and “Comments” Determine Re-Visit Intention? (Case Study: Tourist Destination in West Sumatra)

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Abstract

Changes in tourism trends make millennial generation the main target of tourism development. The behavior of millennial who likes to share their activities on social media is beneficial for the tourism sector because it can help to promotion of tourist destination. furthermore, the use of social media increase revisit intention in tourist destination. This research will discuss about the role of tourist attraction towards revisit intention directly and the role of tourist attraction towards revisit intention through e-satisfaction. In this research was conducted in several tourist destinations in West Sumatra and involve 500 respondents selected by accidental sampling. Data processing is performed using Smart PLS 3.2.8. The results of this study indicate that natural and artificial attraction directly have a significant effect on revisit intention, but natural attraction has a significant negative effect on revisit intention through e-satisfaction and artificial attraction has no significant effect on revisit intention through e-satisfaction.

Keywords: *natural attraction, artificial attraction, e-satisfaction, and re-visit intention*

Introduction

Tourism 4.0 has become a tourism development trend in many countries in the world. One of the most successful countries in preparing for the development of tourism 4.0 is Spain. Tourism development or tourism 4.0 is intended for millennial tourists with a double growth rate. Millennial tourists accounted for 50 percent of all inbound foreign tourists to Indonesia with a projected growth in growth. They want a comfortable tour and can share it through social media. It's also become an opportunity promotion for Indonesia tourism. The Go Digital program which is currently being worked on is one of the strategic programs of the Ministry of Tourism in an effort to win the market in the industrial era 4.0. Yahya (2019) said there has been a change in market behavior that is very prominent where everything has shifted toward digital. Market behavior changes are followed by consumer behavior changes that are increasingly mobile, personal, and interactive. In the tourism industry, changes in consumer behavior are seen when 70 percent of search and share has gone through digital. (Yahya, 2019)

In the 2018 tourism trend, social media makes tourists compete to upload photos or videos from tourist destinations that are not too popular. The uniqueness and adventure factors make them challenged to explore it (Ard, 2018). For this reason, making the government and related parties build attractive places for millennial, it's accordance with their behavior and patterns. It is hoped, more attractive a tourist attraction will be, the more happy tourists will take selfie tourism to upload on their social media, the more it will help the promotion of tourist destinations. Trinanda & Sari (2018) said the behavior of millennial who likes to share photos on social media with the aim of getting lots of likes and comments allegedly also affects their satisfaction to make re-visit intention.

This also happens to the development of tourism in West Sumatra, but on the way one of the Instagram account "Info Sumbar" conducted a survey of followers who are mostly millennial, where they are more interested in visiting tourist destination with natural attraction by taking good angel photos, rather than tourist destination with artificial attractions that are deliberately made instagramable. The opinion of the West Sumatra millennial generation contrasts with what the government is building in tourism.

Re-Visit Intention is defined as interest buy back (purchase intention) is the desire that strong to buy back. The application of purchase intention in the research defines that the customer will purchase back at a time when that will come as a response directly from the behavior of post-purchase in the period time specified. Purchase Intention in conjunction with the visiting tourist in the purchase of service tourism referred to as behavioral intention to visit or re-visit Intention where the concept is a combination of quality of service that is perceived, the value of service, satisfaction, and behavior intention to buy. (Albarq, 2014)

Attraction is something to see and enjoy that is worth selling to the tourist market. Tourist attractions can be in the form of attractions and tourist attractions. The tourism object is a static and tangible tourist attraction (Zaenuri, 2012). According to the Ministry of Tourism, tourist attraction is divided into three kinds. First, natural attractions are natural resources that have the potential and have an attraction for visitors both in natural conditions and after there is a cultivation business. The potential of natural tourism can be divided into 4 regions, namely (a) flora and fauna, (b) the uniqueness and uniqueness of ecosystems, for example coastal ecosystems and mangrove ecosystems, (c) natural phenomena, such as craters, hot springs, waterfalls and lakes, (d) cultivation of natural resources, such as rice fields, plantations, livestock, fisheries businesses. Second, social and cultural tourism attractions can be utilized and developed as tourist objects and attractions, including museums, historical relics, traditional ceremonies, performing arts and crafts. Third, the special intention tourism attraction is a type of tourism that has just been developed in Indonesia. This tour is prioritized for tourists who have special motivation. Thus, tourists must have expertise, for example: hunting mountain climbing, rafting, medicinal purposes, agro-tourism, and etc.

E-satisfaction is an overall construct that reflects the cumulative effect of experience with service providers over a certain period (Gounaris al., 2010).E-Satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations (Zeithmal & Bitner, 2004). In this reserach e-satisfaction interpreted as tourist satisfaction in seeing selfie tourism on social media.

Hypothesis

- H1: Natural attraction has a significant effect on Re-Visit Intention on tourist destination in West Sumatra
- H2: Natural attraction has a significant effect on Re-Visit Intention through E-Satisfaction on tourist destination in West Sumatra
- H3: Artificial attraction has a significant effect on Re-Visit Intention on tourist destination in West Sumatra
- H4: Artificial attraction has a significant effect on Re-Visit Intention through E-Satisfaction on tourist destination in West Sumatra

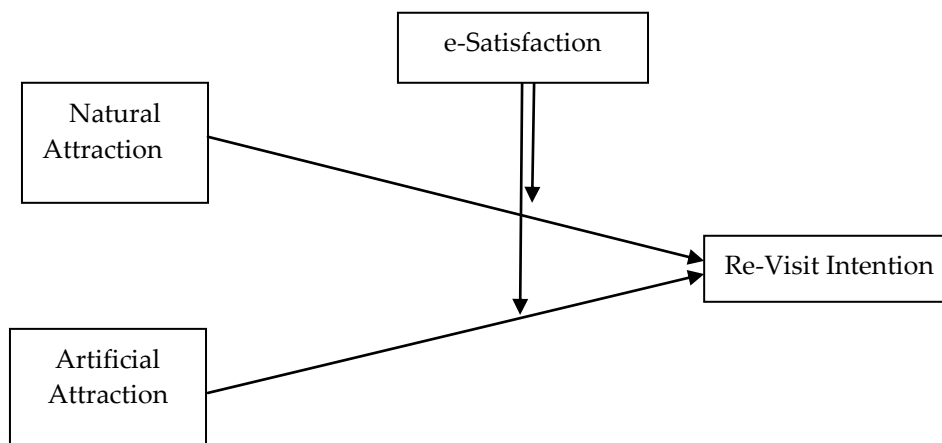


Figure 1 Conceptual Framework

Methods

This research conducted on several tourist destinations in West Sumatra (Padang, Bukittinggi, Payakumbuh, Tanah Datar regency, & Pesisir Selatan). The population of this research is all of the tourists visiting West Sumatra, aged 18-60 years. The number of respondents is 500 people with accidental sampling technique. This Research use smartPLS 3.2.8 Software. Partial Least Square is a powerful analysis method which in the method is not based on many assumptions. The PLS (Partial Least Square) approach is distribution free (it does not assume certain data, it can be nominal, category, ordinal, interval and ratio). (Husein, 2015).

Estimated parameters obtained by PLS (Partial Least Square) can be categorized as follows: The first category, is the weight estimate used to create a score of latent variables. The second reflects the path estimate (path estimate) that connects the latent variable and between the latent variable and the indicator block (loading). The third category is related to the means and location parameters (regression constant values) for indicators and latent variables.

PLS (Partial Least Square) method, the analysis techniques used are as follows:

1. Outer model analysis is carried out to ensure that the measurements used are appropriate to be made measurements (valid and reliable) (Husein, 2015). In the analysis of this model it specifies the relationship between latent variables and their indicators. Analysis of the outer model can be seen from several indicators:
 - a. Convergent Validity is an indicator that is assessed based on the correlation between item score/ component score and construct score, which can be seen from the standardized loading factor an outer loading value between 0.5 - 0.6 is considered sufficient.
 - b. Discriminant Validity is a measurement model with reflexive indicators assessed based on crossloading measurements with constructs. If the correlation of constructs with measurement items is greater than the size of other constructs, it shows their block size is better than other blocks. While according to other methods to assess discriminant validity is by comparing the squareroot value of average variance extracted (AVE)
 - c. Composite reliability is an indicator to measure a construct that can be seen in the view of latent variable coefficients. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In these measurements, if the value achieved is > 0.70 , it can be said that the construct has high reliability.
 - d. Cronbach's Alpha is a reliability test conducted to strengthen the results of composite reliability . A variable can be declared reliable if it has a Cronbach's alpha value > 0.7 (Andreas & Gaia, 2010).
2. Inner Model Analysis the relationship between latent variables based on substantive theory. Analysis of the inner model can be evaluated by using R-square for the dependent construct.
3. Hypothesis Testing can be seen from the t-statistic value and probability value. To test the hypothesis by using a statistical value then for alpha 5% the t-statistic value used is 1.96. So the criteria for acceptance/ rejection of the hypothesis is H_a is accepted and H_0 is rejected when $t\text{-statistics} > 1.96$. To reject/ accept the hypothesis using probability, H_a is accepted if the value of $p < 0.05$. (Husein, 2015).

Results and Discussion

Table 1 Results

				Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating intention	Effect 1 (NA)	->re-visit		-0,102	-0,101	0,051	2,006	0,045
Moderating intention	Effect 2 (AA)	->re-visit		0,052	0,053	0,044	1,183	0,237
Artificial Attraction ->re-visit intention				0,246	0,248	0,049	4,993	0,000
Natural Attraction ->re-visit intention				0,256	0,255	0,054	4,713	0,000

Sourced: Data processed, 2019

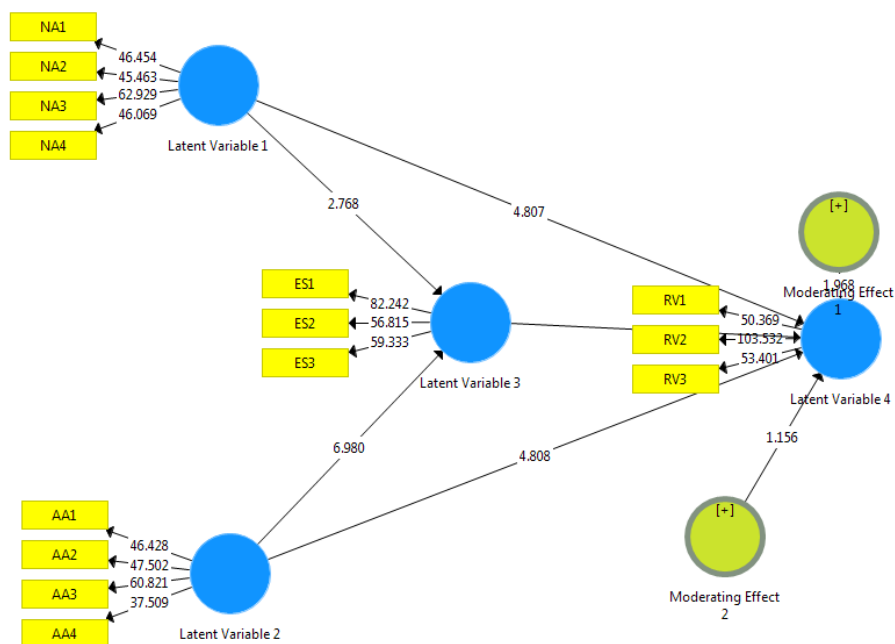


Figure 2 Results

The Effect of Natural Attraction on West Sumatra’s Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Natural Attraction on Re-Visit Intention was 0,005. This value is found to be smaller than 0.05 which means that Natural Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Original Sample value in this relationship is 0.162 which means that the relationship is positive. It can be translated that, an increasing in Natural Attraction also cause an increase in Re-visit Intention. Thus it can be concluded that the first hypothesis in this study is accepted.

The result is in line with research conducted by Sopyan & Widiyanto, (2015), and Mostafavi Shirazi & Mat Som (2010). Although their research did not explain in detail which tourist attraction influences the re-visit intention.

The Effect of Natural Attraction Through E-Satisfaction on West Sumatra’s Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Natural Attraction on Re-Visit Intention through Selfie Tourism was 0,045. This value is found to be smaller than 0.05 which means that Natural Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Original

Sample value in this relationship is -0.102 which means that the relationship is negative. It can be translated that, an increasing in Natural Attraction cause a decrease in Re-visit intention trough E-satisfaction. Thus it can be concluded that the second hypothesis in this study is accepted.

A destination with natural attraction does not need e-satisfaction to increase re-visit intention. People visit the place aim to enjoy nature, and even just to relax. So, place with a natural attraction increase re-visit intention based on their feelings when visiting not due to esatisfaction. This results in line with researched by Um, et all (2006).

The Effect of Artificial Attraction on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Artificial Attraction on Re-Visit Intention was 0,000. This value is found to be smaller than 0.05 which means that Artificial Attraction has a significant effect on Re-Visit Intention. Furthermore, it also found the Original Sample value in this relationship is 0.246 which means that the relationship is positive. It can be translated that, an increasing in Artificial Attraction also cause an increase in Re-Visit Intention. Thus it can be concluded that the third hypothesis in this study is accepted.

The result is in line with research conducted by Sopyan & Widiyanto, (2015), and Mostafavi Shirazi & Mat Som (2010). Although their research did not explain in detail which tourist attraction influences the re-visit intention. However, based on theory, the more unique the place, the more people want to make a return visit.

The Effect of Artificial Attraction Through E-Satisfaction on West Sumatra's Tourist Re-visit Intention

Based on data processing, it was found that the P-Value of Artificial Attraction on Re-Visit Intention through e-satisfaction was 0,237. This value is found to be bigger than 0.05 which means that Artificial Attraction has no significant effect on Re-visit Intention through e-satisfaction. Thus it can be concluded that the fifth hypothesis in this study is unaccepted.

The research findings indicate that re-visit intention was affected more by quality of destination performance than overall satisfaction of social media they used. Tourist seemed to tell their re-visit intention based on their evaluations of destination performance more than levels of satisfaction. In other words, their re-visit intention could be determined more from what they were actually attracted to than by satisfied them. Furthermore it' s in line with researched by Um, et all (2006).

Conclusions

Based on data processing using smartpls, natural attraction and artificial attraction have a significant effect on re-visit intention directly. However, interestingly when the e-satisfaction variable becomes a moderating variable, it does not make natural & artificial attraction has a significant effect on re-visit intention.

Therefore, both natural attraction and artificial attraction provide tourists to revisit intention. Millennial behavior who likes to share photos on their social media does not determine revisit intention, but rather the experience and quality of the place that they get while on the tour. For this reason, in addition to instagramable places, the government and related parties must consider about what "experiences can be obtained when visiting these attractions".

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