Impact of Electronic Service Quality to Travelling Intentions: Case Study at Indonesian's Tourism Website

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Abstract
Recently time, websites become not only as communication mediators with customers but also impact the growth of competitiveness, especially in government tourism sector. For government, marketing to support destination, we could call "Tourism Destination Marketing". Destination develops public interest. So, it will need particularly many stakeholders in the tourism industry. Total respondents in this research is 135 from any countries in Asia, Europe, American, Australia, Asia pacific an etc. Respondents average from any categories like age, education, traveling behavior, etc. Indonesian official website is not good perception for all respondent and for each category in Electronic Service Quality (E-SQ). The aims of this research is to know how the perception with Indonesian official website, and next step Indonesian Government official tourism will improve based on user perception. Increase interactive function, use customization in the website. For researcher, could be include factor typology among countries, use experiment research.

Keywords: *official website, Indonesian's tourism website, Electronic Service Quality, travel intention*

Introduction

One of the strategy activities to increasing tourism destination marketing is developing government website to reach international tourists, so in this research about effective website is very crucial as tourism marketing dicipline. Beside that, the environment could make people reaction to situational change. The decision making and choice behavior are adaptive. The result depends on how two phases experiences. They need to interact with many aspects of their travel journey and they have flexibility decision for their destination.

Han And Mills (2006) said recently Internet becoming on of most important tool for tourists to retrieve information about our travels before we have experienced. Many tourists used websites to access a wide range of potential tourism around the world because potential tourist need more information to make sure their decision. Nowadays, more and more people will use Internet to looking for information of tourism destinations to espoused their tourism to make a decision, and then, minimalize the risks and uncertainties. Because of their based natures, the official tourism websites of tourism destinations are of powerful authorities and validities, and play replacement roles in the publicity and promotions of tourism spots. The development of international tourism is within the ministries and state agencies for tourism. Tourism is one of service sectors, for that value, Tourism need Internet and websites for helped business as a mediator.

Websites nowadays through is not only become communication mediators to customers but also effected to the development of competition in tourism sector (Loiacono et al., 2007). Because a lot of tourists use websites enable to access a wide range of potential tourism around the world cause potential tourist need much information to make sure their decision. Beside that, the environment could make people's response or reaction to situational change. the decision making and choice behavior are adaptive. Do not over-burden the reader by making the introduction too long. Get to the key parts of the paper sooner rather than later..

The research problems can be formulated as "How the perception about Electronic Service Quality (E-SQ), with Electronic Satisfaction (E-Satisfaction) and Travel Intention (TI) of Indonesian Official Tourism."

Method

One of the top topics discussing in this tourism literature concerning website measuring is research design in methodology. The option in research design is quantitative. Quantitative approaches have privileged percentage and indices as appraisal method, qualitative techniques have used non-numerical data to make a value the quality of tourism websites, I decided it, because to make generalization of sample in governmental website.

In quantitative design, I will use descriptive statistic and inferential statistic. Descriptive statistic to get information how the difference of data in each variable. Beside that, descriptive statistic to know the differences between the variable category, such as : age, gender, education, salary etc. for each variable e-SQ, e-Satisfaction and Travel Intention. Descriptive statistic not to testing hypothesis. To test hypothesis, the writer used inferential statistic.

Overview Indonesian Tourism

Indonesia is one of the world 4th most populous country, and Indonesia also one of Southeast Asia's largest economy, ranking 10th in the world overall. The government and Indonesia's Ministry of tourism have made a serious effort to improve our ease of doing business in all sectors. The government understands that we need to make a fully supportive industry so that the mentality of the people is the same and positive. Arief yahya stated (Ministry of Tourism Board of Indonesia), Indonesian Tourism Ministry has three top priorities, the first is digital tourism, the second is homestay, and the third is accessibility.. The first priorities is digital tourism, so improving foreign tourist in Indonesia is caused this priority programmes, Follow up about digital tourism is launching the brand mentioned "Wonderful Indonesia" and also "Pesona Indonesia". All those branding goals is to attract more Local tourist and International tourist toward Indonesia Tourism destinations.

Previous empirical research by Paola Mura & Sherif (2015) about Internet purchasing behaviour about rural tourism based on user friendliness of website in southeast Asia mentioned about Indonesia's tourism website one of the best in focused on interestingly provides a map for their Location and destinations. They also said, tourist's perspective said is very helpful.

Electronic Satisfactions (ES)

Based of Researches by by Abdinnour et. all.,(2005) I developed indicator research for satisfaction, there are 12 indicators, they are Four Indicators for dimention of Content, two for accurate, two for format two for Ease to Use and the last dimention timeliness has 2 indicators. Below table decription of all indicator per dimensions.

Travel Intention (TI)

Concept purchase intention is the most reliable for develop travel Intention. Travel intention is our chase purposed in tourism industry cause without strong Intention, Tourist impossible to travelling to anywhere, the traveller's willingness or travel intention could be defined in two point of views, Rational and Psychological Affective condition. The Rational we can seen as key dimension of tourists' behaviour facts, their attitude and option (Wu, 2015). Stronger the intention of tourists to travel, more possibility they will actually travelling. Therefore, behavioural intention bring some perceives that one would participate in certain form demeanor in the particular setting (Lu et al.: 2016).

In other words, psychological variables often make leads to actual travel behaviour and tourist's planning, and this psychological variabel engaged to tourist's emotions and it will become mentally characterized by intense feeling (Gossens: 2000)In their research, travel intention variable does not have dimension. Definition by Gengeswari and Ying (2017) describe question indicator to measure purchase intention in website customer.

Based on their research, I developed indicator research for travel Intention (TI). There are 4 Indicators without any dimention. Below table description of all indicators for each dimensions.

Table 1 Travel Intention Indicators

No	Item	Indicators
1	TI1	I am Willingness tour and to travel to within Indonesia
2	TI2	I am Committed tour and to travel within Indonesia
3	TI3	I am Keen with the vocation within Indonesia
4	TI4	There is strong possibility that I would go to travel and go to tour within Indonesia

Results and Discussion

1. Relationship e-SQ with TI

Other scholar like Parasuraman called Electronic Service Quality as "E SERVQUAL". But in this research writer called as "E-SQ" e-sq is seen in the popular research as "the extent to which a website facilitates efficient and effective shopping, purchasing and delivery of products and services" it refers to the capability of a website to easier traveler's intention to make extend their journey because they are found e-satisfaction in their experienced. but the focused of this present research only in one aspect of ESQ and travelling intention. Based on this thesis, I stated my hypothesis :

> *"There is a positive significant effect between e-Service Quality to Traveling*

2. Sampling Method and Research Object

Respondents target through in China for Interview and using the links placed on webpages of the chosen tourism-related websites. Surveyor's decision to participated in this survey was purely interest. The respondents answered the survey was anonymously. This research about how the correlate about Electronic Service Quality, Electronic Satisfaction and Travel intention related user of Indonesian Official tourism website. The website is http://www.indonesia.travel/gb/en/home. There are three categories in this chapter. They are : (i) The website Design and Content. (ii) Overview Indonesian Tourism Official website, (iii) Overview Indonesian Tourism.

3. Descriptive Statistic Traveling Intention (TI)

TI variables measured 4 indicators with symbols used by TI. Measurement of this variable based on likert scale 1-5, the greater the value indicates the value of the variable the better. The following table below out the value of TI Variables and its four indicators.

Table 2. Value of TI Variable and Indicators

No	Item	Score
1	TI1	4,05
2	TI2	3,84
3	TI3	3,76
4	TI4	4,04
5	Travel Intention	3,92

Based in above table the score of TI is not good, because the score is 3,92. This score close to 5 (the worst). If we analyze for every dimention, the perception of responden from motivation to visit Indonesia is not good. All score more than 3 point. Based on IT indicators, it is known that the whole has a small difference, the perception of IT is seen from Gender, Age, Last Education, Occupation and Expenditure. according analysis of IT value description for each category of respondent profile, will give information of difference between each Indicators will be next exploration.

4. Effect Electronic Service Quality (e-SQ) to Travel Intention (TI)

This test is an attempt to answer the third hypothesis proposed by the author, namely: Electronic Service Quality (ESQ) have significant influence on Travel Intention. To answer the above hypothesis, it can be seen the test results as in the following table:

Table 3. Test Correlation of e-SQ with TI

		e-SQ	TI
e-SQ	Pearson Correlation	1	,420**
	Sig. (2-tailed)		0
	N	135	135
TI	Pearson Correlation	,420**	1
	Sig. (2-tailed)	0	
	N	135	135
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the above table, it is known that the significant value in the Sig line. (2 tailed) of 0.000. This value is less than 0.05. Based on this result, it will be concluded the 2nd hypothesize proposed authors accepted. That is, Electronic Satsifaction has a significant positive effect on Travel Intention. If seen from Pearson correlation value of 0.420, it means this relationship is positive and the amount of 0.420 is quite enough.

5. Travel Intention based of Gender, Age, Last Education, Occupation and Expenditure

The following table describes the differences in IT scores according to the five categories of Gender, Age, Last Education, Occupation and Expenditure. Based on the picture below note that there is a significant difference for the category of expenditure, work and age. While the other categories are relatively not different between each other. Overall, the entire category of which is formed shows the value of TI, which is quite good. There is no value that low is very extreme, the whole category value TI >3. Some of the categories that classified almost very good, with a score of TI >4, i.e. expenditure RMB 5001-7500, Occupation : Student and other, last Education less than junior high School.

All sub categories has the same conclusion with TI for all respondent. All score is more than 3, it means They are has low in Traveling Intention to Indonesia. There are significants difference from the results of spending per month and the work, seen that the respondent with the highest expenditure that is more than 10,000 get the lowest score. It means they are better perception to Traveling Intention in Indonesia. This Below picture visualitation all the data.
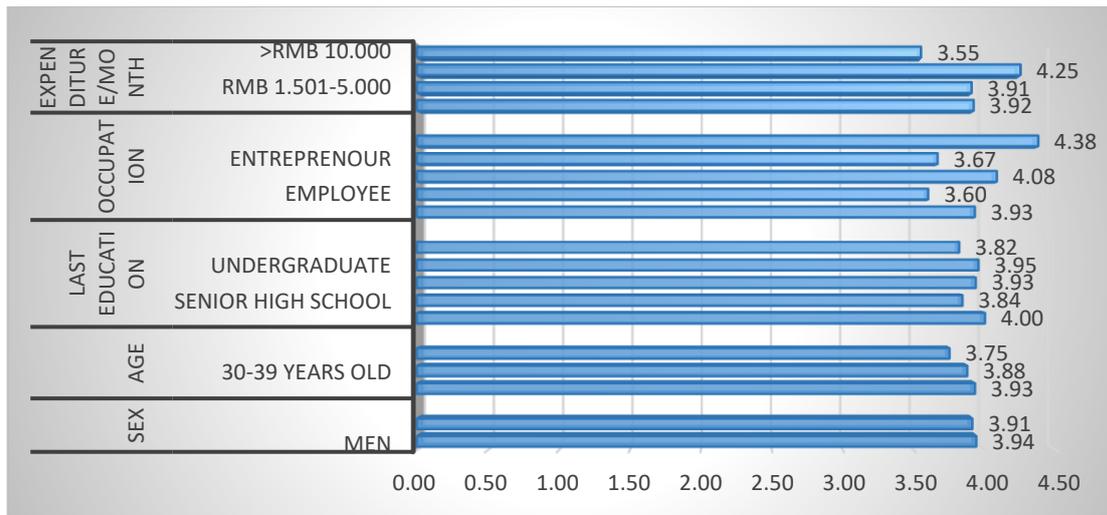
Figure 1 Comparison of IT scores by Gender, Age, Last Education, Occupation and Expenditure

6. Traveling Intention Based on Frequency Traveling, Continent, Source of information and Reasons for Traveling

Based on category of Frequency, Continent visited, source of information and reason for Traveling, all data Shows that poor in Traveling Intention. All score is more than 3. There are some categories that are considered poorest, the category that gets a score of more than 4.25 there are two categories. first is the category of reason for traveling for the religious indicator got the highest score of 4.5 and the second is the category of experience in visiting the continent of the Australian indicator gets the highest score also 4.5. It means, this category has poor perception in Travel Intention.

there are categories of frequent visits abroad the highest score is more than 3 times, the authors analyze that the higher the frequency of visits abroad it will be higher also the value of ITI, and from the data also obtained, respondents still choose internet and word to mouth for travel information sources

Conclusion

In this research is to answer hypothesis, The resume based on data analyze and discussion. They are : All respondents and respondents by category show that this object study is bad for Electronic Service Quality (e-SQ).

1) There are some relationship between profile of user with score variable research. They are: Age, and Media sources Information factors has strong relationship with E-SQ. For age, younger age has positive perception with E-SQ, for Internet user as media information has better in perception with e-SQ.
2) Age, Education, Expenditure has positive impact to traveling Intention. Frequency of traveling has negatif impact.

In this research as a follow up of the conclusion. Resume show us that Indonesian Official Tourism Website is not good perception in Travel intention.

It is interesting, because in techincally, this website is categorized good in Asean. But The Internet and the Web provide National Tourism Organizations with a very effective market communication channel to disseminate information and knowledge about a destination to the public, with an excellent opportunity to capture costumer knowledge, such as shifting preferences towards travel products and destinations and varying travel behavior patterns.

Indonesia website official is not customize by countries. The function of Languange only for navigation, but it can't used by respondent. We know that destination marketing is international market. So many traveler potential in many countries can not speak english and read in English. Especially in China. Indonesia tourism website need to use modify website by using Chinese Language.

Acknowledgments

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