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Nowness Service in Religious Travel Agents

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***Abstract*—Service and experience playas an important role in hospitality sector. Nowness service defines as a costumer centric and fostering value added to service given to the customers. Newness facilitating customers to have different and satisfy experience. Activating newness can generate advantage of real time experience. This study aimed to analyze how newness service and real time experience can improve tourism marketing performance. This study contributes to marketing theory by describing how the combination of technology, (digital services via nowness service) supports real-time experience through social media and other digital platforms in improving. The core purpose of this paper is to explore " nowness services" and support the development of a real-time service ecosystem, through examining new and real-time interactions through social media and other digital platforms.This research conduct in 102 travel agents in java, data obtained analize using Sem PLS software analysis. Nowness service in religious travel agents are expected to be relevant in experience enchantments for its customers and fostering sustainable tourism marketing. Real time experience will achieve the sustainable tourism marketing.this paper make best practice contribution to the wider tourism and hospitality industries and destination to adopt dynamic and agile methodology for co-creating real time value.**

Keywords—Service, Religious, Travel Agents

I. INTRODUCTION

The emergence of social media and Information Communication Technology (ICT) has revolutionized organizations that involve and engage with consumers [1, 2]. Interaction patterns of people and organizations; interaction of people and information; interaction of people and technology; technology implementation; organizational and information interaction; and organizational and technological interactions have transformed with the changing technological era [3, 4]. Gadgets have transformed from communication devices into devices to navigate destinations, make reservations and access and navigate travel information [5].

The agility of the company in mapping the needs and tastes of consumers will greatly determine the pattern of organizational relationships with consumers. Search engines (SEM) change marketing to online, where consumers can easily find services, information, place an order and determine the selection of visits through search engines [1]. Social media facilitates direct interaction between consumers and companies; social media is also a gallery of consumer experiences to be drawn with the travel agents used [6]. Technology supports prospective tourists to make informed travel decisions, increase customer satisfaction and reduce their risk [7]. Various social media platforms also have big thoughts on business and consumers [8]. It not only helps in business management but is also able to change the attitudes and needs of consumers. Many organizations use social media, transferring through storytelling, to refute, transfer and transfer emotionally [9].

Information technology, cellular technology, and social media facilitate personalization and experience, facilitating consumer demand by meeting consumer demand by companies [10]. Consumers who have more experience will pay travel agents who provide satisfying services [11]. Consumers are no longer just "consuming" services, but are increasingly questioning their creation process [12]. This creates a new paradigm for travel agents to create and develop services that can provide satisfaction and experience for customers in real-time [13,14]. Technology has changed the value of product-centered processes to consumer-centered thinking [15]. More and more consumers are involved in the process of value renewal [1]. The more consumers get information [16], and the more consumers have strong networks [15]. it will enhance the experience felt by consumers. Experience appears to facilitate value and enable consumers to build experiences that are individual, contextual and personal [1].

Enjoying more activities and products can provide their own experiences that make individuals more prepared to talk about what they have discussed and experienced and want to repeat the experience they have received. Experience arises from the variety of activities offered by travel agents, if the activity varies, the experience will be positive, boredom will decrease, and customer loyalty appears to the travel agent or contrary to the destination [17].

This study aims to analyze how new service and real-time experience can improve tourism marketing performance. This study contributes to marketing theory by explaining how the combination of technology, (digital services through nowness services) supports real-time

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experience through social media and other digital platforms in improving. The core purpose of this paper is to facilitate "real-time services" and support the development of a real-time service ecosystem, through the support of real-time and real-time conversations through social media and other digital platforms.

II. THEORETICAL FOUNDATION AND PREPOSITION DEVELOPMENT

A. *Nowness service*

Nowness emerged as a source of strong competitiveness. Ones argue that nimble service offerings and time flexibility in service development are crucial for brand competitiveness [18]. Real-time data-based strategies will enable brands to develop competitive advantages and increase their offerings [19]. Consumers accept involvement related to their needs at certain times. Time-based context-based strategies are the most relevant method for dealing with changing consumer demand. Providing highly relevant service offerings, based on real-time contexts or situations, benefits the brand in gaining a competitive advantage and strengthening revenue, through dynamic pricing strategies and real-time results management [1].

Consumers need recognition of their needs, they also need easy access to real-time information, the development of personalized itineraries and advice, and alternatives if travel is interrupted [11]. Service is assessed by how the service provider can eliminate risk, manage the course of travel, anticipate delays and unexpected events, how to deal with emergency events without harming consumers [17]. Consumers often look for references from social media, web and online news about the credibility and reputation of travel agents regarding the services provided by travel agents [10].

Consumers who have more information, connect with social media, and have more knowledge, engage in conversation and become value co-creators and experience co-creation [15]. Consumers who have engaged with other elements on the journey will increasingly optimize the value proposition and product or service adaptation to their personal needs and preferences [20]. Six dimensions of service allocation, namely: service knowledge; service awareness; self-adaptation to services; service control; manufacturing service; and psychological ownership of services can be applied to various contexts and objects (space, objects, feelings, experiences) [15].

Nowness service is concluded as customer-centric and fosters added value for services provided to customers. Indicators of nowness are real-time, co-creation, data-driven, customer-centric and experience enhancement aimed at enhancing consumer experience and providing hedonic satisfaction, exceeding expectations and creating unforgettable experiences. The nowness environment is very dynamic and agile, combining various scenarios from very positive (experience optimization) to very negative (crisis management). This can be done in a virtual or physical environment, public or private, online or offline [15].

H1: nowness service will increase real time tourists' experience.

H2: wedding service will increase Sustainable tourism marketing

B. *Real time experience*

Experience includes a series of interactions (eg rational, emotional, sensory, physical, and spiritual) that occur between customers, products, companies and bring value created through that interaction [22]. and customer buying behavior [21]. Tourist experience arises from the motivation of tourists to travel and seek benefits from his trip [23]. The quality of tourist experiences is measured using four dimensions - hedonic, peace of mind, involvement, and recognition [23]. A scale has designed to assess an impressive tourist experience that includes several dimensions that were previously included in other scales, namely hedonism, novelty, local culture, refreshment, the fulfillment of meaning, involvement, and knowledge [24].

Experience in the tourism industry is one that affects the image of tourism destinations, so the better the experience of tourists will create good impressions and subsequently produce a positive image [25]. Experience is defined as a memory of events that have been experienced [23]. Various experiences can happen to everyone, both funny, touching, sad, joyful, and proud experiences.

Experience involves two dimensions: objective experience (tourist activity) and subjective experience (experience value) [26]. Objective experience can be measured in terms of intensiveness (number of activities) and extensiveness (scope of activity). The intensity and extension of activities can trigger positive evaluations of experience. The experience and boredom of tourists have a different impact on their intention to return to visit. A positive experience increases the intention to repeat a trip and to recommend travel agents to people or to intensify visits and maintain interest in the purpose or type of activity. Experience is often associated with the senses, how the activities carried out can arouse emotions, feelings of happiness, and memory. The development of sustainable tourism goes hand in hand with the creation of meaningful and memorable experiences [27].

H3: real-time tourists experience will increase Sustainable tourism marketing

C. *Sustainable tourism marketing*

Tourism destination marketing is the activity of a tourism destination in creating, communicating, delivering and exchanging all offers that have value to customers and by providing benefits and remaining accountable to society at large [28]. Tourism destination marketing management is all tourism destination activities in selecting target markets, obtaining, maintaining and growing selected customers by creating, delivering and communicating all offers that can satisfy customers also better than competitors [29]. Tourism marketing is asystematic and coordinated execution of tourism business policy whether private or state owned to achieve the optimal satisfaction of the identifiable costumers group needs and to achieve sustainability competitive advantage [27].

Sustainable marketing has focused on how to market the products openly, with a view to mobilizing sustainable behavior as the main activity, not peripherals [27]. Sustainable marketing is not just talking about sustainable producs and consumptions but requires more than just

increasing market share, but ensuring good experiences that underlie consumer decisions to make repurchasing [28]. The economic value of the global tourism industry has created an increasingly competitive market, with inseparable marketing from the success of commercialism in tourist destinations. Tourism destination is the complexity of the both products and services and thus needed to balance the various attributes, stakeholders and actors in creating tourism experiences, as well as being involved in sustainability advantage [29]. Sustainable tourism marketing will increase tourism destination competitiveness, reduce the burden of perceived responsibility on consumers, and be a key factor in the consumer decision making process.

III. RESEARCH METHODOLOGY

A. Sample

The population of this study is 112 religious travel agents in Java Island. The sampling method used was purposive sampling technique, data obtained are analized with SEM PLS analysis software.

B. Measurement of Variables

The variables were measured with questionnaire by using likert-scale with answer scale of 1 to 5. The scale represented the rating from 'strongly disagree' to 'strongly agree'. Table 1 shows the results of validity and reliability test and a loading factor value above 0.7 [30] and a minimum reliability value of 0.6 [31]. Therefore, it can be concluded that the instrument has the validity and reliability.

C. Analitycal Result

Validity can be seen from the results of the loading factor value, if the results of the loading factor> o, 7 or on a scale of data development 0.5 to 0.6 are still acceptable.

TABLE I. VALIDITY

	Nowness service (x1)	Experience (y1)	Sustainable tourism Marketing (y2)
x1.1	0,934		
x1.2	0,929		
x1.3	0,519		
x1.4	0,734		
x2.1		0,711	
x2.2		0,816	
x2.3		0,726	
y2.1			0,688
y2.2			0,903
y2.3			0,909

From this table it can be seen that all indicators have a loading factor> 0.5 so that it can be used in research / valid. Composite reliability shows a value of> 0.7 and AVE has a value of> 0.5 so that it is reliable and can be used in further research. Reliability means that it is in accordance with the real conditions of the study. R Square value of 0.831 results obtained, which means sustainable tourism marketing is influenced by newness service and experience by 83.1%, the remaining 16.9% is influenced by other variables outside the model. From the R Square value, the result is 0.855, which means that experience is influenced by newness service 85.5%, while the remaining 14.5% is influenced by other variables outside the model.

TABLE II. REALIBILITY AD R SQUARE

	Composite Reliability	Average Variance Extracted (AVE)	R Square
Nowness service (x1)	0,876	0,705	
Experience (y1)	0,851	0,668	0.855
Sustainable tourism Marketing (y2)	0,835	0,559	0.821

To determine whether a hypothesis is accepted or not by comparing tcount with ttable with the condition if tcount> ttable, then the hypothesis is accepted. Testing using two-sided testing with probabilities (α) 0.05 and the degree of free testing is Df = (n-k) = (75-4) = 71, so the value of t table for df 102 table t of two-tailed testing (two-tailed) found a coefficient of 1.99.

TABEL III. ANALYTICAL RESULT

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*
Experience (y1) -> Sustainable tourism Marketing (y2)	0,854	0,866	0,038	22,708
Nowness service (x1) -> Sustainable tourism	0,881	0,867	0,99	8,390

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*
Marketing (y2)				
Nowness service (x1) -> Experience (y1)	0,608	0,634	0,092	6,645

The first hypothesis is the effect of the Nowness service (x1) on Experience (y1). Known The results of the original sample estimate of 0.608 value prove Nowness service has a positive effect on the experience. From the proposed hypothesis test it can be proven from the results of data processing, the calculated value is 6.645> t table (1.99), which means that Hypothesis (Ha) is accepted or Ho is rejected at the level of error of 5% two-tailed testing. So it can be concluded that there is a significant and positive effect of the Nowness service on Experience, meaning that the higher the Nowness service will increase the Experience travel agent.

The second hypothesis is the effect of the Nowness service (x1) on Sustainable tourism Marketing (y2). Known The results of the original sample estimate of 0.881 value prove Nowness service has a positive effect on Sustainable tourism Marketing. From the proposed hypothesis test it can be proven from the results of data processing that is calculated the value of 8.390> t table (1.99), which means that Hypothesis (Ha) is accepted or Ho is rejected at the level of error of 5% two-tailed testingSo it can be concluded that there is a significant and positive influence of the Nowness service on Sustainable tourism Marketing, meaning that the higher the Nowness service will increase the Sustainable tourism Marketing travel agent.

The third hypothesis is the effect of Experience (y1) -> Sustainable tourism Marketing (y2). Known The results of the original sample estimate of 0.608 indicate that Experience has a positive effect on Sustainable tourism Marketing. From the proposed hypothesis test it can be proven from the results of data processing, the calculated value is 6.645> t table (1.99), which means that Hypothesis (Ha) is accepted or Ho is rejected at the level of error of 5% two-tailed testing. So it can be concluded that there is a significant and positive influence of Experience on Sustainable tourism Marketing, meaning that the more experience gained by service users will increase the Sustainable tourism Marketing travel agent.

IV. DISCUSSION

Achieving online service requires infrastructure, networks, and communications that can integrate existing services Information technology collects and analyzes dynamic information and then raises the process in real-time [12]. Nowness services can help by facilitating enablers to do real-time co-creation: use social media and use related organizations online to facilitate communication processes, shorten the distance and produce good coordination. Nowness services provide innovative for consumers to create shared value on various platforms. Religious travel agents increase the effectiveness and increase the demand of consumers to improve the quality and increase the value obtained by consumers [15].

Nowness service is a consumer-centric service to elevate consumer’s experience by delivering hedonic gratification, exceed expectations and create memorable experiences [15]. The environment of nowness is very dynamic and agile, incorporating various scenarios from highly positive (experience optimization) to very negative (crisis management). It can be performed in virtual or physical environments, public or private, online or offline [1]. The travel agents can empower consumers to co-create their own experience through collaboration and active engagement with relevant audiences.

The travel agents need to be able to identify different consumer needs based on particular contexts and customer Intelligence. Travel agents can using a consumer's social profile or real-time updates to provide personalized service offerings. Travel agents have to provide better segmentation and identification of potential needs and requirements of their customers. Specific services can be co-created differently for each customers to provide a great experience. Enabling and facilitating service, by providing high-quality service, using social channels, can improve conversion from what the customer had spent.

Sustainable tourism marketing can be achieved by increasing consumer behavior to make return visits and to socialize with others about their experiences in visiting tourism. The role of travel agents as the spearhead of tourism marketing becomes very important where many tourist visits use the services of travel agents. If the travel agent's services are not satisfactory, the bad experiences gained by consumers will affect the marketing of tourist destinations. Conversely, if the service provided by a travel agent is good, visitors will get a good experience so that it raises a good reputation, revisit intention, word of mouth promotion of visitors.

V. CONTRIBUTIONS AND IMPLICATIONS

It provides better insight into the potential factors to influence tourism competitive advantage through obtaining best service and maintaining re-purchasing consumen to use the travel agent. This paper also contributes best practices, because it provides direct support to the travel agent's protective industry to support the dynamic and agile to help create real-time value. Other domain services can also utilize real-time connection concepts and services to build dynamic relationships with customers and offer agile, context-based services. Real-time services can be offered by large and small businesses.

Future research can compare best practices in real-time services and conceptualize how this will revolutionize the competitiveness of businesses and networks. We offer a deeper understanding of important contextual issues to implement strategies of tourism marketing and in turn increase destination competitive advantages.

VI. DIRECTION FOR FUTURE RESEARCH

This paper also contributes best practices, because it provides direct support to the travel agent's protective industry to support the dynamic and agile to help create real-time value. Other domain services can also utilize real-time connection concepts and services to build dynamic relationships with customers and offer agile, context-based services. Real-time services can be offered by large and small businesses. Future research can compare best practices in real-time services and conceptualize how this will revolutionize the competitiveness of businesses and networks.

VII. CONCLUSION

Nowness service provided by travel agentswill enhance the consumer experience and Sustainable tourism Marketing is proven. The more experience gained by service users will increase the Sustainable tourism Marketing travel agent.

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