



# Instagram Determine Air Passenger Behavior in Choosing Tourist Destinations

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**Abstract.** Instagram is an application that focuses on the use of images and videos to make this application attractive. Users can participate and share content or information, in this case consumer behavior can be seen in making decisions considering products and services. The purpose of this study is to find out how Instagram influences air passengers' behavior in choosing tourist destinations. The data used is primary data, using questionnaires about Instagram as a media (15 items) as an independent variable, and the dependent variable is the decision to choose a tourist destination (6 items). The samples used in this study were 267 air passengers visiting tourist destinations in Yogyakarta. The results of data analysis show that Instagram as a social media influences air passengers in choosing tourist destinations in Yogyakarta by 71.5%, while 28.5% is a contribution from other unknown variables from this study. Air passengers, in this case, are tourists who search for information through Instagram social media to find out various activities and tourist destinations. Instagram is an ideal medium for promoting the tourism industry in Yogyakarta, because it is widely used by the wider community.

**Keywords:** Air Passengers · Behavior · Instagram · Tourists

## 1 Introduction

As a passenger who has been shackled for 2 years by the Covid-19 pandemic, with all the restrictions imposed by the government, this has caused a change in people's behavior. People is starting to accept and live side by side with Covid-19, the new normal life, the many health regulations and protocols that must be obeyed by the community. There is a change in behavior to enter the new normal.

During the Covid-19 Pandemic, there were many changes in people's behavior during the restrictions imposed by the government. Behavior is an organism's activities concerned, both activities that can be observed or those that cannot be observed by other people. Humans behave or act because of the need to achieve a goal. With the need will appear motivation or activator. So that the individual will carry out activities to achieve goals and experience satisfaction [1]. The study of the behavior of air passengers in this case can be regarded as tourists can support motivation to travel to tourist destinations in accordance with the opinion put forward by Kotler and Keller [2] that psychological

processes combined with tourist characteristics will result in a decision-making process to buy tourism products. To search for information on tourist destinations during the Covid-19 Pandemic, the community spent a lot of time on social media. Recently, social media has played a very important role in every human life [3]. Nowadays, almost all areas of life use social media.

Social media is a web-based social network, where users can create profiles and can display other user profiles. Social media is a technological network that is used to create news through internet users and communicate and disseminate information, while social media marketing is a type of internet marketing model to achieve marketing goals by participating in the scope of social media networks [4]. Social Media enables processes of exchange, collaboration, participation and contribution in online communities, including Blogs, Wikis, Facebook, Linked, Twitter, YouTube and Instagram [5]. It is from social media that people begin to explore all information. Users can participate and share content or information. One of the social media that is quite widely used by the general public is Instagram, because Instagram is an application that focuses on the use of images and videos to make this application attractive. Instagram is one of the most used social networking platforms in the world. With 1.22 billion active members from around the world, this photo sharing platform has a loyal following. With a total of 88 million active users, Indonesia is ranked third. The introduction of Instagram “influencers” has been one of the most enduring achievements since it started in 2009. Influencer marketing, or using internet celebrities as a promotional medium, is a digital marketing approach that is expected to become more popular in 2021. (kompasiana.com, 21 November 2021). The use of social media as a promotional media for tourism destinations has been widely carried out, tourists can easily find information about tourist destinations with just one click and can be done anywhere, anytime. As one of the tourism cities, Yogyakarta does a lot of promotions so that many tourists visit Yogyakarta.

Yogyakarta is a province that is widely known as a tourist destination, because of the many tourist destinations and the large number of tourists visiting Yogyakarta. In fact that tourist destinations in Yogyakarta continues to grow and is in great demand by tourists. The relationship between air passenger motivation and tourist destination, Swarbrooke and Gerner [6] suggest that travel decision making is influenced by motivational factors derived from socio-economic influences, and perceptions formed by the environment, personality or attitudes influenced by reference groups, and deep learning. Family environment. From this statement, studies of tourist behavior can support motivation to travel to tourist destinations, in accordance with the opinion of Kotler and Keller [2] who argue that psychological processes combined with tourist characteristics will result in a decision-making process to buy tourism products.

Through this research, the behavior of air passengers in using Instagram towards choosing tourist destinations can be understood more carefully and in depth, so that promotions displayed on Instagram can become a choice of tourist destinations, motivate tourists to travel to Yogyakarta, and choose activities according to tourists' urge.

## 2 Methods

This study uses a quantitative descriptive approach by taking the research location at Nyi Ageng Serang Airport. The research data was taken using a questionnaire distributed to air passengers using Instagram who traveled to Nyi Ageng Serang Airport, Yogyakarta. The sample selection technique is by using a purposive sampling technique, namely Instagram users who are over 17 years old and use airplanes as transportation when traveling, while the Isaac and Michael technique is used to determine the number of samples. With an estimated number of passengers of 3,000 per day, if data collection is carried out for one week, the number of passengers for a week is around 20,000. The questionnaires were distributed based on the provisions of the Isaac and Michael method as much as 10%, namely 267 air passengers.

To test the validity of the questionnaire used, validity and reliability tests were used with a significance level of 5%, while to find out and test the feasibility of the regression model, classical assumption tests including normality tests, multicollinearity tests, autocorrelation tests and heteroscedasticity tests were carried out [7]. To answer the formulation of the problem, simple linear regression analysis is used to determine the effect of the independent variables on the dependent variables jointly or partially. The variables in this study consisted of two variables, namely the tourist behavior variable and the visiting decision variable. Questionnaires were distributed to reveal the behavior of air passengers as tourists towards travel destinations, travel needs, and other data related to their visits to tourist destinations.

## 3 Findings and Discussion

### 3.1 Respondent Characteristics

Respondents in this study could be categorized according to the characteristics shown in Table 1. From a total of 362 respondents, it can be said that there were 202 female respondents (55.8%) and 160 male respondents (44.2%). According to Kotler et. Al. [8] stated that there had been the emergence of groups of youth (youth), women (women/housewives), and netizens (internet users) as potential consumers, including in conducting tourism activities.

In general, the age of the respondents based on the group in Table 1 stated that most respondents were aged 21–30 years, amounting to 125 respondents or 46.8 percent. Age characteristics are important to know because they can provide an overview of marketing strategies that describe Instagram social media users. It means that many Instagram social media users and tourists aged 21–30 years travel to Yogyakarta with the aim of tourist destinations are young people. Chowindra [9] in his research on a number of young people stated that the younger generation tends to have greater potential in traveling, including that the younger generation has greater association, more knowledge of tourist attractions, and is more active in seeking information about the latest tourist attractions. Respondents aged 21–30 years like to use Instagram to socialize, interact and seek information. The respondents also obtained all information on tourist destinations in Yogyakarta through Instagram as social media. The large number of Instagram social media users shows that in addition to meeting information needs, at present, social

**Table 1.** Respondent Characteristic

Character	Category	Frequency	Presentage
Sex	Male	128	48
	Female	139	52
Age	17–20	38	14.2
	21–30	125	46.8
	31–40	78	29.3
	>40	26	9.7

Source: Primary data, processed (2022)

media is used as a medium for driving the economy for entrepreneurs, including owners of tourist destinations [10].

### 3.2 Instagram

Instagram is an application from a smartphone which is one of the digital media that has the function of taking photos/videos or a place to share information with its users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, artistic and better (Atmoko, 2012: 10) [11].

From the use of Instagram as a marketing social media in conveying information to the public, it is hoped that it can provide results in the form of useful knowledge for the public who read it. According to Salamoon (2013) [12] Instagram social media was created so that smartphone owners will feel that the camera installed on their gadget is not in vain. Instagram itself is still part of Facebook which allows our Facebook friends to follow our Instagram account. With a background as a social networking application that is devoted to sharing photos, Instagram has an interesting feature, namely that there is a photo limit to a square shape, similar to Kodak Instamatic and Polaroid images, which is different from the current 16:9 aspect ratio, which is usually used by cell phone cameras [13]. Instagram also has features that are different from other social networks, such as taking photos/videos, comments, captions, hashtags, tags, mentions and others. With the presence of Instagram as a social media or also as an intermediary for communicators and communicants, the concept of exchanging information can be stronger.

### 3.3 Air Passenger Behavior in Choosing Tourist Destinations

Shiffman & Kanuk [14], explains that consumer behavior is how individuals, groups, and organizations select, buy, use, and ignore goods, services, ideas, or experiences to satisfy their needs and desires. In the world of tourism, the notion of consumer behavior is defined as an attitude that determines how tourists behave while traveling to fulfill their needs and desires. In this study, it is explained how the variable of tourist behavior is taken from a study conducted by Saharnaz Amirtahmaseb in 2007, Eugenia Wickens

[15] explains that in researching tourist behavior it can be divided into three interrelated phases, namely: before travel, during the tour (During Travel), and after the trip (After Travel). The following are indicators of air passenger behavior variables:

To evaluate the behavior of tourists while doing tours in a tourist destination, it can be seen from three phases, namely before travel which includes decision making, motivation, risk, and travel planning. During the travel phase at this stage it can be seen that the behavior of tourists carrying out executions, seen from how tourists behave in a new community, have fun while in a tourist destination. In the after-travel phase, tourists will provide an assessment of all experiences during the trip that has been carried out, evaluating each case.

It is important to recognize tourist behavior patterns for the development of tourist destinations. A tourist destination that has authenticity and lives side by side with culture and nature can become an interesting tourist destination because it can be visited and enjoyed over and over again. In Yogyakarta there are many tourist destination that can be visited, it can be seen through statistical data from the Yogyakarta Tourism Service for 2022, as Table 3.

In Table 2. The growth of tourist destinations in Yogyakarta is growing from 2018 to 2022. Likewise, the number of tourists also grew. Even though there has been a decline

**Table 2.** Indicators of Air Passenger Behavior Variables

Research Variables	Indicators	Measuring Instrument
Air Passenger Behavior as Tourist	Before Travel	<ol style="list-style-type: none"> <li>1. Travel Motivation</li> <li>2. Trip Planning</li> <li>3. Travel mode preference to transportation, accommodation, travel mode, and activities at destination preference.</li> <li>4. Information search and Acquisition</li> </ol>
	During Travel	<ol style="list-style-type: none"> <li>1. Number of Destinations in Itinerary.</li> <li>2. Trip Duration</li> <li>3. Behavior on Group</li> <li>4. Travel mode, destination, transportation, and accommodation choice.</li> </ol>
	After Travel	<ol style="list-style-type: none"> <li>1. Destination price and satisfaction evaluation.</li> <li>2. Trip mode evaluation to repeat purchase intention.</li> <li>3. Transportation evaluation</li> <li>4. Accommodation evaluation.</li> <li>5. Food evaluation</li> <li>6. Activities evaluation.</li> <li>7. Destination revisit intention.</li> </ol>

Source: Manrai & Manrai, 2011[17]

**Table 3.** Growth of Tourist Destination in Yogyakarta 2018–2021

No.	Element	Year					Unit
		2018	2019	2020	2021	2022	
1	2	3	4	5	6	7	8
<b>1</b>	<b>Types of Marine Attraction</b>						
1.1	Numbers of Tourist Attraction	15.00	15.00	17.00	45.00	45.00	Unit
1.2	Numbers of Domestic Tourist	6.807.945	7.023.363	3.639.624	3.434.364	865.903	People
1.3	Numbers of International Tourist	14.948	15.396	2.369	8	78	People
<b>2</b>	<b>Types of Water Attraction</b>						
2.1	Numbers of Tourist Attraction	6.00	7.00	8.00	14.00	14.00	Unit
2.2	Numbers of Domestic Tourist	604.707	754.385	70.721	685.740	764.987	People
2.3	Numbers of International Tourist	0	0	0	5	37	People
<b>3</b>	<b>Types of History Attraction</b>						
3.1	Numbers of Tourist Attraction	17.00	17.00	17.00	24.00	24.00	Unit
3.2	Numbers of Domestic Tourist	3.883.381	3.999.882	1.316.733	418.546	653.875	People
3.3	Numbers of International Tourist	448.686	461.873	56.867	653	432	People
<b>4</b>	<b>Types of Nature Attraction</b>						

*(continued)*

**Table 3.** (continued)

No.	Element	Year					Unit
		2018	2019	2020	2021	2022	
1	2	3	4	5	6	7	8
4.1	Numbers of Tourist Attraction	17.00	17.00	28.00	49.00	49.00	Unit
4.2	Numbers of Domestic Tourist	4.715.377	4.862.408	1.874.333	1.753.472	1.537.908	People
4.3	Numbers of International Tourist	2800	122.001	236	25	51	People
<b>5</b>	<b>Types of Museum Attraction</b>						
5.1	Numbers of Tourist Attraction	30.00	30.00	31.00	39.00	39.00	Unit
5.2	Numbers of Domestic Tourist	2.351.781	2.426.700	374.938	179.844	143.652	People
5.3	Numbers of International Tourist	35.950	25.620	3.169	175	48	People
<b>6</b>	<b>Types of Tourist Village Attraction</b>						
6.1	Numbers of Tourist Attraction	62.00	67.00	67.00	148.00	148.00	Unit
6.2	Numbers of Domestic Tourist	1.805.641	4.568.084	307.716	2.625287	87.954	People
6.3	Numbers of International Tourist	45.260	16.872	172	100	27	People
<b>7</b>	<b>Performance Achievement of Tourist Visit</b>	<b>105,24</b>	<b>106,03</b>	<b>20,26</b>	<b>15,67</b>	<b>9</b>	<b>%</b>

Source: Yogyakarta Tourism Service, 2022

from 2021 to 2022, due to the impact of the covid-19 pandemic. Many growing tourist destinations were not able to survive during the covid-19 pandemic. This shows that a large number of tourists are interested in visiting tourist destinations with cultural and natural attractions in them.

Respondents' decisions in choosing tourist objects are basically "purchasing" decisions, namely spending money to get satisfaction. But purchases in the tourism context have some flexibility [16]. More clearly in Pitana and Gayatri [16] states that in the decision to take a tour there are 5 stages, namely: (1) the need or desire to travel, (2) search and evaluate information, (3) the decision to take a tour, (4) travel preparation and tourist experience, and (5) evaluation of tourist trip satisfaction (Table 4).

According to Pitana and Gayatri, basically the process and stages of decision making in choosing a tourist destination start from wants and needs, then proceed with searching for gathering information about tourism and then evaluating the choice of the destination to be visited. After that, tourists determine and choose which tours to visit. For indicators of travel preparation, travel experience, and evaluation of travel satisfaction are conducted in the variables of tourist behavior.

Now, a trend that is emerging forces many business and tourism activities to carry out digital marketing. Instagram is considered as an effective platform for spreading information about tourism. In Fig. 1 shows that interesting travel photos uploaded by ordinary users or business accounts seem to be able to influence and generate responses for other Instagram users. Not a few photos uploaded on Instagram by well-known accounts are one of the reasons for choosing tourist attractions. For people who haven't traveled or traveled for a long time during the Covid-19 pandemic, they use Instagram to find information about these tourist attractions.

**Table 4.** Indicators of Tourist Destination Variables

Research Variable	Indicator	Measuring Instrument
Visiting Decision Selection of Tourist Destination	Desire	1. Desire that arises because of Instagrams' post
	Search and value of the Information	2. Search information through Instagrams' post
	Decision to go on a tour	3. Choosing tourist attraction based on Instagrams post 4. Choosing tourist attraction based on Instagrams' account status 5. Choosing tourist attraction based on comments or reviews on Instagram 6. Choosing tourist attraction based on the number of likes on Instagrams' posts



Fig. 1. Non-personal Instagram account as a promotion of tourist attractions



Fig. 2. Personal Instagram account as a “promotion” of tourist attractions

Based on Fig. 2 users can upload photos and videos to the Instagram feed, which can then be modified with various filters and categorized by tags and geographic information. Uploads can be shared with the general public or with pre-approved followers. Users can view trending content and browse other users’ content by tag and location. Users can add their material to the site by liking photos and following other users.

### 3.4 Instagram Determine Air Passenger Behavior in Choosing Tourist Destination

To determine the influence of air passengers’ behavior in using Instagram on the selection of tourist destinations, simple linear regression analysis in this study was used to determine the effect of the independent variable (X) and the dependent variable (Y), then a simple linear regression equation was created as Table 5.

$$Y = a + bX + e$$

**Table 5.** T Test

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.850	.881		2.100	.037
	Instagram	.369	.014	.846	25.801	.000

<sup>a</sup>Dependent Variable Y

Source: researcher, 2022

**Table 6.** Koefisien Determination

<b>Model Summary</b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.846 <sup>a</sup>	.715	.714	2.185	

<sup>a</sup>Predictors: (Constant), Instagram

$$Y = 1,850 + 0,369X + e$$

Based on the results of the classification and tests that have been carried out, a positive constant value of 1.850 indicates a positive influence of the independent variable (X), namely the behavior of passengers rising or influencing it in 1 (one) unit, then the dependent variable (Y), namely the use of social media Instagram on Destination Selection Tour will go up or fulfilled. The regression coefficient of the Passenger Behavior variable (X) is 0.369 (positive) which indicates that if Passenger Behavior experiences an addition of 1 (one), then the variable value of Instagram social media usage as a Selection of Travel Destinations will increase by 0.369 assuming that other variables do not change. The form of the simple linear regression equation can also be used as a prediction of growth (Table 6).

Based on the results of the hypothesis that has been accepted, there is an influence of air passenger behavior on the use of Instagram as a selection of tourist destinations, the effect can be seen from the R<sup>2</sup> value of 0.715, it means that the X variable affects the Y variable by 0.715 or 71.5%. While 28.5% is a contribution from other unknown variables from this study.

## 4 Conclusion

Based on the results of the study it can be concluded that tourist behavior is important to analyze to evaluate in selecting tourist destinations. To evaluate the behavior of air passengers seen from three phases, namely before travel, during travel, and after travel. In deciding or choosing a tourist village destination, air passengers carry out stages such as: (1) analyzing the need or desire to travel, (2) search and evaluate information, (3)

decide to travel. The results of the calculations state that the behavior of air passengers in using Instagram influences choosing tourist destinations by 0.715 or 71.5%, while 28.5% is a contribution from other unknown variables from this study.

Tourists search for information through Instagram as social media to find out various activities and tours, such as natural, historical, cultural, educational, culinary tourism that can be found in tourist destinations. Instagram is an ideal medium in promoting the tourism industry in Yogyakarta, because it is widely used by the wider community. The attractiveness of uploads on the tourist village Instagram account has a strong influence on the choice of tourist village destinations.

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