



Creating Behavioral Intention Through Online Experience on Virtual Tourism

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Abstract. This study aims to determine behavior in the tourism context associated with experience using virtual tourism applications. The population in this study were social media followers of the Indonesia Virtual Tour application using quantitative method as data analysis techniques. Impression is the indicator that gets the highest response. this shows that the virtual tour is able to provide a different and memorable experience, while the physical attractiveness aspect is the indicator that gets the lowest response. In accordance, Sense of Telepresence, which is measured by the level of getting the same impression as visiting a tourist destination directly when viewing it virtually - The level of knowledge regarding existing attractions. It is known that the experience of using a virtual tour has a significant effect on behavioral intention.

Keywords: Online Experience, Behavioral Intention, Virtual Tour.

1 Introduction

The Covid-19 pandemic has resulted in many changes in people's lives, including in the tourism industry. The movement of the tourism industry which is so dynamic must be put on the brakes by itself because of the prohibition to travel and avoid crowds. One alternative that can be done and developed during a pandemic is to do virtual tour activities. According to an article on the news portal Many Enthusiasts, Enjoying Walk Will Continue Virtual Walking Tour it is said that public interest in taking part in virtual tours is quite high, this is considered capable of curing people's longing to travel (inibaru.id). The advancement of internet and other innovations in technology has changed the paradigm of tourism industry. The 3D virtual word offers opportunities host destination management to build communication with potential market by providing a rich environment for targeted visitors to explore tourist attractions [1].

The presence of virtual tour could be an alternative way for fulfilling desires to visit tourism destination and experiencing the new realm of tourism activity. Virtual application can provide meaningful information for users of destination representation via online media to potential users as motivation [2]. Moreover, virtual tours can invite tourists as if they are taking a direct tour to their destination. A virtual tour can be said to be successful if it is supported by a good internet connection, a technical team, and an understanding of the tour guide so that they are able to create a travel atmosphere.

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Z. B. Pambuko et al. (eds.), *Proceedings of the 4th Borobudur International Symposium on Humanities and Social Science 2022 (BIS-HSS 2022)*, Advances in Social Science, Education and Humanities Research 778,
https://doi.org/10.2991/978-2-38476-118-0_52

System quality of virtual reality has significant influences on user's attitudes toward virtual reality [3].

Indonesia Virtual Tour as a virtual application for tourism destination in Indonesia provides a lot of information which deliver attractive pictures and information as well in the time of Covid-19 pandemics. main component and key to the success of virtual tours are images that are equipped with other multimedia such as sound effects, music, narration, and good text. Format, content and realism should be the main treatment to make the most powerful predictor [4]. The pictures itself can illustrated the real condition and persuade users to make a visit intention in the next future. Online media present pictorial information and delivering the spatial structure of an tourist's attractions [5].

This study aims to analyze the experience gaining by the millennials who use Indonesia Virtual Tour as their option to create a tourism activity. According to the Mark Plus Center for Tourism and Hospitality (2014) states that millennial tourists have personal characteristics and their affinity for technology, size and power that influence them is quite large, therefore requiring a unique marketing strategy. In addition, virtual tours are a new phenomenon in the world of tourism amid the current Covid-19 pandemic, so it is important to discuss and study further to see future prospects.

2 Method

Because of the number of millennials in Indonesia is unknown and quite a lot, with a 95% confidence level that a random sample of size 97 will give an estimate difference of less than 0.05. In this study, 150 questionnaires were distributed and returned as many as 147 questionnaires.

Data was collected by means of questionnaires distributed online to the millennial generation. The millennial generation as those born in the 1980s and entered the job market in the 2000s. They are the first generation who highly educated, and highly competent in the use of information and communication technology, and close to the world of social media. In accordance with the definition above, the respondents in this study were the millennial generation born from the 1980s to early 2001s.

The main questions in the distributed questionnaire include, millennial generation personal information with the features of the virtual tour itself such as attitudes, sense of telepresence, involvement, interest of art, interest of new technologies, frequency of visits [6]. Then, the results of the data obtained from distributing the questionnaires were processed by analyzing the confirmatory factor analysis and measuring mean for every indicator.

3 Result and Discussion

The virtual tour which is the object of this research is a virtual tour whose object of visit is a tourist spot. In this study it was shown that the service quality of virtual tour service providers is at a good and very good level which increases the possibility of the millennial generation buying this service. To measure the effectiveness of virtual tours,

the following dimensions measure the performance of virtual tours [6], as found in Table 1.

Table 1. Results

No	Enablers	Measurement	Mean	Loading Factor
1	Attitude	Attractiveness	0.473	0.714
		Usefulness	0.412	0.832
2	Sense of telepresence	Impression	0.488	0.756
		Knowledge	0.439	0.881
3	Involvement	Active	0.337	0.719
4	Interest of art	Art value attractiveness	0.311	0.693
		Physical attractiveness	0.287	0.722
5	Interest of new technologies	Ease of use	0.396	0.879
6	Frequency of visits	Duration	0.375	0.851

As Table 1. Result show that impression is the indicator that obtains the highest response. this shows that the virtual tour is able to provide a different and memorable experience, while the physical attractiveness aspect is the indicator that gets the lowest response. It is known that the experience of using a virtual tour has a significant effect on behavioral intention. Online experience has a vital role as an antecedent in visitor's behavioral intention [7]. Other than that, tourists need to fulfill satisfaction of the psychological aspect [1].

Attitudes, as measured by the level of tourist interest in a virtual collection of tourist destinations and the level of usefulness of virtual tours. This finding shows that the picture presentation in the web has significant effect on visitor attitude and attract new visitors [4].

Sense of Telepresence, which is measured by the level of getting the same impression as visiting a tourist destination directly when viewing it virtually - The level of knowledge regarding existing attractions. Fruitful information in online media such as visual communication and the sense of the real tourist destination and other components can improve the user's satisfaction [2]. On the other side, VR users can have enriched and immersed experience to choose the most valuable destination relevant to their needs out of several options of tourism destinations [3].

Involvement, which is measured by the level of activity following the travel instructions provided in the virtual tour. In accordance with, The effective strategy is based on providing an online experience which are mainly sensory, intellectual and affective to attract new visitors and strengthening the loyalty via virtual platform [7]. Next, Informative and interactive tourism destination need to be constructed to attract potential both online and offline visitors [1].

Interest in Art, which is measured by the level of interest in the artistic value of the attractions displayed on the virtual tour and the level of interest in the appearance of buildings, music, and the arrangement of attractions through the virtual tour. Providing

panoramic pictures of all attractions in tourism destination will build a strong engagement [5].

Interest in New Technologies, which is measured by the level of ease with which the technology is used in the virtual tour. Perceived usefulness is significantly related to the enjoyment of experiencing the application, furthermore the detail information about tourism attraction given in the application [1].

Frequency of Visits, as measured by the level of duration spent visiting Indonesia's virtual tour. It shows that the application can not create the attractiveness to users for using the application often. Moreover, they evaluate the quality of experience using virtual tourism application. Attitudes on virtual reality are based on user's evaluations of the comprehensive virtual reality experiences [3].

4 Conclusion

During the Covid-19 pandemic, services that are virtual or online are very important and are supported by the development of the current trade in goods and services which has gone online and virtual. This understanding means the delivery of goods or services using new media, namely the website. The existence of evidence of service quality for the delivery of goods or services through a website is a very important strategic success compared to low prices and web presence. This is in line with the emergence of virtual tours as an alternative service for the community, especially the millennial generation who want to travel but have to be hindered due to the current conditions of the Covid-19 pandemic, which is usually done by traveling directly with this service. Participants just stay at home and are able to experience traveling in person on line.

Virtual tour application is an alternative way for tourists to continue to fulfill their desire to travel while still providing a good experience while still considering the risk aspects of traveling during a pandemic. From these studies it is known that virtual tours were developed before the pandemic and are now gaining popularity again. If you pay more attention, there are similarities that virtual tours are used for marketing activities or marketing tools to attract someone to visit.

Acknowledgement. Writers would like to express gratitude for Research Department in Universitas Singaperbangsa Karawang for supporting this research and appreciation for reviewer on this paper.

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