



Online Treveler Reviews: How to Build the Intention of Generation Z Travelers

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Abstract. Tourism is one of the sectors that has been seriously affected by the COVID-19 pandemic. The number of tourist visits has decreased drastically due to the implementation of Large-Scale Social Restrictions. When visitors' trust in advertisements decreases, online reviews are an effective strategy to gain a competitive advantage. This study analyzes the effect of online reviews on attitudes and attitudes towards travel intentions in Generation Z. The respondents of this study are Generation Z from five provinces in Indonesia who actively use social media. Data from the respondent's questionnaire was collected from as many as 350. This quantitative descriptive study applies data analysis techniques using SEM PLS. The results showed the effect of online reviews on attitudes. After that, attitudes can affect generation Z's travel intention. These results confirm the application of the S-O-R theoretical framework.

Keywords: Onliner Review · Attitude · Travel Intention · Generation Z

1 Introduction

Tourism is one of the sectors most affected by the Covid-19 pandemic. In early 2022, after the Covid-19 pandemic was declared under control, tourism promotion was promoted in various countries worldwide, including Indonesia [1]. The COVID-19 pandemic has harmed tourism due to the implementation of the lockdown system and global travel restrictions [2]. The closure of tourist destinations due to Large-Scale Social Restrictions decreased tourist visits. The Ministry of Tourism's Monthly Tourist Visits Data for 2020 shows a decline in Indonesian tourism visits by 88.9% [3].

The government invites all managers of tourist destinations to start preparing themselves to be active again in operating managed tourist destinations. It aims to increase the number of tourist visits in Indonesia. Managers of tourist attractions should analyze who the potential visitors are. In Indonesia, the number of Generation Z reaches 68 million, which can be targeted as potential visitors. Generation Z uses their money and free time for tourism or entertainment activities. In addition, Generation Z significantly influences family vacation decisions [4]. In addition to analyzing potential visitors and preparing facilities and attributes of tourism products, tourism destination managers need to carry out effective promotions to increase travel intention.

Electronic word of mouth (E-WOM) is a marketing promotion strategy to attract the attention of travellers through the internet [5]. Online reviews are a new form of Electronic word of mouth (E-WOM), which is considered necessary in improving the travel decision-making process to encourage the emergence of travel intention [6]. Online reviews are also considered an appropriate promotional medium for Generation Z as potential visitors who tourist destination managers will target. This is because 47.5% of Generation Z in Indonesia are active internet users [4]. This condition shows a considerable number. Generation Z looks for information about tourist destinations through social media. Travel experiences and reviews of tourist destinations are widely shared through social media [7]. After the Covid-19 pandemic, there were changes in social media content caused by competition between social media accounts to attract tourists' attention [2].

Several behavioural researchers have investigated studies on the impact of online reviews on travel intention. Ghosh [8] revealed that online reviews of helpfulness and advocacy determine a traveller's intention to book a hotel room. Furthermore, Bigne et al. [9] state that online review valence is the primary determinant of the growth of travel intention. Furthermore, Su et al. [6] show that this online review valence significantly impacts travel intention. However, online reviews of emotional intensity do not affect travel intention. While Zainal et al. [10] stated that review valence, quality, and quantity were not proven to support the emergence of behavioural intentions. The majority of researchers tried to test the online review dimensionally. However, the research of Su et al. [6] and Zainal et al. [10] needed to prove the dimensions of the online review to predict travel intention.

This study is here to fill a research gap that tries to test online review as a latent variable construct in predicting travel intention. Previous studies' results regarding the direct influence of online reviews on travel intention also need attention [6, 8, 9]. These studies use the S-R assumption that considers online review as a stimulus (S) which can lead to travel intention in the form of a response (R). The psychological mechanism for the growth of travel intention is more complex. This study then adapts the S-O-R framework from Mehrabian and Russell [11] to explain in detail the psychological mechanism of the growth of travel intention. The online review will be used as a stimulus (S). This stimulus will then affect the attitude as an organism (O) [10, 12]. In turn, these organisms will grow travel intention to manifest the response (R).

2 Literatur Review

2.1 S-O-R Theory

The S-O-R theoretical framework postulated by Mehrabian and Russell [11] aims to explain a process of how humans produce a behavioural response due to getting a stimulus from the external environment. This theoretical framework consists of an external stimulus (S) and a human internal condition (O) and is considered a trigger for a response (R) [6]. The assumption of this S-O-R theoretical framework is the development of the S-R framework, which is considered less precise in predicting human behavioural responses. The current S-O-R theoretical analysis framework has proven to be widely applied in various studies, such as technology and internet fields [13, 14] and retail [15].

In addition, the S-O-R theory has also been proven to explain the tourism sector well [16–18].

Stimulation from the external environment becomes a stimulus that impacts human emotional conditions [19]. This will impact human internal conditions, especially attitudes towards these stimuli. It is not surprising that humans will pay attention to and analyze every stimulus they receive in this part of the organism. Furthermore, in this case, the organism will try to change a received stimulus into information so that it has meaning in the process of changing cognition and emotion. The process of changing cognition and emotion manifests as individual acceptance of the existing stimulus. The components of this organism consist of attitudes, emotions, motivations, and perceptions.

S-O-R theoretical framework analysis is considered appropriate to build a theoretical model that explains the mechanism of travel intention formation in generation Z. Based on a travel experience; online reviews will provide a format that allows travellers to express emotions through statements of varying intensity [17, 20]. In particular, this traveller's online review can be considered a stimulus within the framework of S-O-R theory. Furthermore, traveller attitudes are triggered by online reviews according to organism (O) features. Furthermore, this traveller's attitude will later determine travel intention as a form of final response (R).

2.2 Online Review

Most travellers currently rely on online reviews from relatives and acquaintances on social media to find out about the attributes and information of tourist places to visit [21, 22]. Especially Generation Z, as the most prominent internet users today, regularly seek information about tourist attractions before making a tourist visit. Generation Z relies more on online reviews from social media than websites. An online review reviews statements about related services or products posted by potential, actual, and future customers [23]. Unlike traditional reviews, online reviews are extensive in number and include a variety of available and well-organized sources of information for consumers. Many research studies have been conducted to examine the impact of online reviews on consumer attitudes and behavioural intentions [6, 24]. As one of the most influential sources of information, the research findings show that travellers generally trust online reviews posted by peers more than online reviews expressed by marketers. Thus it is necessary to examine the effect of online review messages on the attitudes and behavioural intentions of social media users.

Online traveller reviews are essential to marketing communications because messages are shared between travellers [25]. This online review consists of five main aspects that need attention [26]. The first is verbal; online reviews using written text are considered capable of completing the numerical assessment [27]. This condition shows that the verbal part of the review can be used to improve sales predictions [28]. Prospective travellers try to understand information about tourist attractions by reading the verbal part of the review. Travellers will gain more awareness about tourist attractions through reviews that are considered relevant. Second, valence is related to negative reviews, which causes information seekers to be careful in understanding information [29]. This condition improves knowledge and understanding of tourism products so that bad reviews can also increase the number of visits. Third, variance is related to variations in the reviews

given due to differences in segmentation and preferences. Fourth, volume is related to the number of reviews that further enrich the information that forms awareness and knowledge [26]. The volume of reviews also indicates the polarity of the object being reviewed. Fifth, helpfulness means reviews. This line will help travellers find information about tourist attractions amid a scarcity of information. Ghose and Ipeirotis [30] revealed that this online review would be helpful if it adhered to the principles of objectivity and informativeness.

2.3 Attitude

Gosal, Andajani, and Rahayu argues that attitude results from evaluating objects or thoughts [12]. This attitude towards online reviews means the evaluation carried out by potential travelers on the information content contained. Travelers will pay attention to online reviews containing the information needed to manifest individual attitudes. This attitude towards online reviews will later give impetus to the emergence of travel intention [12].

2.4 Travel Intention

Travel intention is a traveler's willingness to travel to a particular tourist destination [6]. The desire to travel is caused by the attitude formed on the results of the evaluation of the online review. This travel intention will make the traveler immediately make plans to travel. This travel plan will be carried out shortly.

3 Methodology

This quantitative study has a causal nature. This study's data for data analysis is primary data obtained from filling out online questionnaires. Respondents of this study must meet several requirements or often refer to as a purposive sampling technique. First, Generation Z is respondents who were born between 1997–2012. Second, respondents live in North Sumatra, Yogyakarta, Bali, East Kalimantan, and South Sulawesi. Second, respondents have used social media. All data that meet the requirements will then be analyzed with the help of the Smart PLS 3.0 application. The data of this study was obtained by distributing questionnaires containing statement items from three variables, namely online review, attitude, and travel intention. The following are measurements for the three variables in this study (Table 1).

4 Result and Discussion

4.1 Respondent Profile

The respondents of this study are 350 Generation Z from five provinces in Indonesia known for their variety of tourist destinations. The following profile of all respondents in this study can be seen in Table 2.

Table 1. Measurement

No	Variable	Measurement	Statement Item
1	Online Review	Maeyer [26]	5
2	Attitude	Chen and Tung [31]	5
3	Travel Intention	Su <i>et al.</i> [6]	3

Table 2. Respondent Profile

Characteristics		Amount	Percentage
Gender	Male	185	52.9%
	Female	165	47.1%
	Total	350	
Age	17–19 years old	60	17.1%
	20–22 years old	130	37.1%
	23–25 years old	160	45.8%
	Total	350	
Profession	Student	170	48.6%
	PNS	30	8.6%
	Entrepreneur	25	7.1%
	Private Employee	70	20%
	BUMN	25	7.1%
	Others (Freelancer, Housewife)	30	8.6%
	Total	350	
Province	North Sumatra	75	21.4%
	Yogyakarta	80	22.9%
	East Kalimantan	60	17.1%
	South Sulawesi	65	18.6%
	Bali	70	20%
	Total	350	
Most Used Social Media	Instagram	150	42.9%
	Tiktok	125	35.7%
	Facebook	75	21.4%
	Total	350	

4.2 Inner and Outer Model

The outer model is usually also known as the measurement model. This model helps assess the relationship between latent variables and each indicator. The outer model test includes reliability, discriminant, and convergent validity test. The first test in the outer model is the convergent validity test. The following Fig. 1 is the result of the convergent validity test.

The results of the outer model for the convergent validity test in Fig. 1 show that all items from the latent variables of this study meet the requirements. The value for the factor loading of each statement item is higher than 0.7, in line with the provisions stated by Hair et al. [32]. This result means that the statement item can measure the latent variable. In addition, the statement items can also be understood by the respondents.

The second test in the outer model is discriminant validity. Table 3 is the result of the outer model test for discriminant validity.

Table 3 shows that the cross-loading value or the square root of AVE (the number in the diagonal section in bold) is greater than the correlation value between the latent variables in this research model. This means that the statement items from different latent variables do not correlate highly. This also shows that the statement items can measure well each of the latent variables.

The third test in the outer model is construct reliability. Table 4 is the result of the outer model test for construct reliability.

According to Ghozali [33], the latent variable used in the research model is declared to have good reliability if the Composite Reliability and Cronbach's Alpha value is more significant than 0.7. The results of the reliability test in this study which are shown in Table 4, show that the value of Composite Reliability and Cronbach's Alpha of each

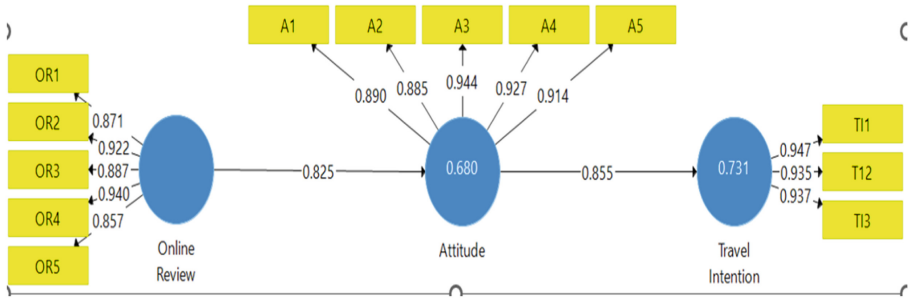


Fig. 1. Outer Model

Table 3. Output of Discriminant Validity

	Online Review	Attitude	Travel Intention
Online Review	0.896		
Attitude	0.825	0.912	
Travel Intention	0.826	0.855	0.940

Table 4. Construct Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
Online Review	0.938	0.953	0.803
Attitude	0.949	0.961	0.832
Travel Intention	0.934	0.936	0.883

latent variable is more than 0.7. The results of this reliability test intend that the latent variable statement items used in this research, when used repeatedly, will show consistent results. In addition, the AVE value of each latent variable used in this research model is more than 0.5 so that it can meet the criteria of construct validity in line with the assumptions of Ghazali [33].

This inner model or structural model is carried out to test the influence between latent variables used in the research model following the theory. The test carried out in this inner or structural model is a hypothesis test. The following are the results of the inner model for hypothesis testing, which are shown in Table 5.

The hypothesis is accepted if the T-statistic value is greater than 1.96 and the p-value is less than 0.05. Based on the results of the data analysis presented in Table 5, the two hypotheses of this study were declared accepted.

First, Table 5 shows that the original sample online review value for positive attitudes is 0.825 with a T-statistic of 91.090 greater than 1.96 and a P-value of 0.000 less than 0.05. The original sample value of 0.825 means that online review has an enormous influence, namely 82.5%, on the attitudes of Generation Z. The evidence from this study confirms the results of several previous studies regarding the impact of online reviews on attitudes [10, 12]. It means that hypothesis 1, namely online review, has a significant effect on the attitude of Generation Z at tourist attractions.

The results of this hypothesis test align with the S-O-R framework; online review is a stimulus received by generation Z travellers from the external environment. This stimulation in the form of online reviews on social media attracts travellers' attention to carry out an analysis. This stimulus (S) will later trigger the organism to behave (O). Online reviews from traveller experiences in text form are considered capable of supporting numerical assessments [27]. This encourages travellers to pay attention to every online review on social media about tourist attractions. This attention is manifested in the form

Table 5. Hypotesis Testing

	<i>Original Sample</i>	<i>Effect Size</i>	<i>T-statistic</i>	<i>P-value</i>	<i>Decision</i>
Online Review -> Attitude	0.825	0.826	91.090	0.000	Accepted
Attitude -> Travel Intention	0.855	0.855	57.144	0.000	Accepted

of reading and trying to understand information from online reviews. Travellers will gain greater awareness of tourist attractions through reviews that are considered relevant.

These online reviews also cause travellers to be careful to understand more deeply about negative reviews (valence) [26]. Negative reviews cause information seekers to be careful in understanding information. The traveller's attitude towards online reviews can increase knowledge and understanding of tourism products. Travellers can also find variations of online reviews through social media. The variety of reviews regarding travel preferences and experiences also triggers the attitude of potential travellers [26]. In addition to variations, the number of reviews is considered capable of enriching information that forms a traveller's awareness and knowledge to behave. The volume of reviews indicates the polarity of the object being reviewed. Travellers, when they get stimulation from online reviews, tend to choose reviews that have a helpful nature. This means that online reviews seen through social media can only help travellers find information about tourist attractions amid a scarcity of information. Ghose and Ipeirotis [30] explain that travellers will show a good attitude towards reviews presenting content by applying objectivity and informativeness principles.

Second, Table 5 shows that the original sample attitude value towards travel intention is positive, 0.855, with a T-statistic of 57.144 greater than 1.96 and a P-value of 0.000 less than 0.05. It means that hypothesis 2 is that attitude has a significant effect on the travel intention of Generation Z. The original sample value of 0.855 means that attitude has a considerable influence, namely 85.5%, on the travel intention of Generation Z in Indonesia.

The results of hypothesis 2 testing align with the S-O-R framework that attitudes (organisms) trigger the growth of travel intention. Attitude is a description of the assessment of the individual on an object. A positive assessment that is manifested in an attitude makes the individual intend to show a response. The results of this study indicate that the more positive a person's attitude is, the greater the travel intention and strengthen the findings from previous studies [34–36]. Amalia et al. [35] explain that attitude is an interpretation that plays a significant role in shaping traveller behaviour. This condition is formed through previous experience, which refers to a person's tendency to dislike or like a particular stimulus that responds to a tourist attraction. Rahayu [34] explain that if someone already has a positive attitude towards a tourist destination, that place is chosen as a vacation destination.

Theoretically, the attitude of traveller includes cognitive, affective, and conative components [37, 38]. In addition, the attitude of each traveller will be adjusted to a behavioural belief that represents the salient attributes of each tourist [37]. Furthermore, tourists who already have a positive attitude will show greater travel intention [39]. Thus, the traveller's attitude is proven to be a valid predictor of future behaviour and represents internal behaviour that can influence an individual's external behaviour [40].

5 Conclusion and Limitation

The S-O-R theoretical framework can explain the psychological mechanisms of how to travel intention is formed in Generation Z in Indonesia. Path analysis starting from online review as a stimulus (S) is proven to impact attitudes (O). Attitude as a manifestation of

the results of the evaluation of the stimulus will then lead to travel intention in generation Z. This research study still has gaps that future researchers can refine. First, the respondents of this study only come from five provinces in Indonesia which are considered to be known for their tourist charms, so they can increase the number of provinces to obtain generalizable results. Second, this study only examines the path analysis of the formation of travel intention. So, in future studies, moderation or mediation tests can be carried out to fill in the gaps in the inconsistency of study results regarding the direct influence of online reviews on travel intention.

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