



How Tourist Destination Online Content and Social Media Interaction Influence Tourist's Visit Intention?

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Abstract. One indicator of SDGs achievement is the proportion of the population served by mobile broadband. Data sourced from the Ministry of Communication and Information of the Republic of Indonesia stated that in 2022, the proportion of the population served by mobile broadband was 96.97%.. It is common for prospective visitors to use social media to research travel destinations. Many contents on social media is created by visitors who have visited a tourist destination. The quality of information and accessibility in Tourist Destination Online Content (TDOC) influences interactions on social media and has an impact on the emergence of visit intention and e-WOM. Content about tourist destinations on Madura Island has been widely uploaded on social media, while the number of tourist visits to Madura Island only reached 2.15% of the total tourist visits to East Java Province. Researching the connection between TDOC, social media interactions, visit intentions, and e-WOM at Madura Island tourist locations is therefore essential. Prospective travelers who had read social media posts regarding Madura Island tourist attractions were the subject of research. Data analysis used SEM-PLS. The study's findings indicate that while TDOC has no direct impact on visit intention, it does have an impact on social media interactions. Social media interaction acts as a mediator between TDOC's impact on visit intention and e-WOM.

Keywords: SDGs, social media interaction, tourist behavior

1 Introduction

The Sustainable Development Goals (SDGs), which comprise 17 global goals and targets for 2030 that were announced by nations at the UN General Assembly in September 2015, represent a global and national commitment to improving society. As one of the countries that supports SDGs, Indonesia plays an active role in achieving 17 goals. One indicator of SDGs achievement is the proportion of the population served by mobile broadband (indicator 9.c.1 of the 9th goal: Industry, Innovation and Infrastructure). Data sourced from the Ministry of Communication and Information of the Republic of Indonesia stated that in 2022, the proportion of the population served by mobile broadband was 96.97%. This proportion experienced a gradual increase per year from 2017 which still reached 87.98%. This indicates that the spread of internet use in Indonesia has reached a wide reach. Data in January 2024 from wearesocial.com,

there are 353.3 million (out of Indonesia's total population of 278.7 million) who are cellular mobile connection users. 66.8% of Indonesia's population are internet users and 49.9% have social media user identities.

Social media plays the part of a communication tool that links people to other people or to groups. On social media, information is exchanged via text, images, videos, and sounds. Customers and potential customers can interact directly with company personnel, as well as with friends and the community, through social media [1]. Considering the importance of social media, including in the world of tourism, the use of social media also has a big role[2]–[5]. Destination marketing organizations face paradigm changes with technological developments. The emergence of various social media platforms has become a medium for marketing, promoting and communicating tourist destinations. Social media is an important promotional tool for disseminating information for DMOs (Destination Marketing Organizations)[6].[7]provide guidance to destination management organizations on how to communicate tourist destinations effectively using different emotional values for each platform. Content on social media can be issued by Destination Marketing Organization and is referred to as Producer Generated Content (PGC). Apart from that, travelers can also create content based on their travel experiences and called User Generated Content (UGC). [8]stated that UGC has an important contribution. Travelers often upload reviews, suggestions and assessments regarding their experiences during their visit. Proven to be persuasive and successful, PGC and UGC content can be found in abundance on major platforms like Instagram, Facebook, YouTube, and TripAdvisor [9]. Tourists usually use social media during the process of searching for information in planning their tour[10].

When using social media, both UGC and PGC cannot be separated from the content or message conveyed. By using social media, tourists often compare the experiences of one traveler with another before making decisions related to tourist destinations, shopping places and places to eat. The growth of communication and information technology has resulted in a sharp rise in online data and material regarding travel destination offerings on social media platforms. There is little doubt that the proliferation of online information (via social media) leads to TDOC (Tourist Destination Online Content) issues, including information quality and accessibility [11]. [12]also found that high quality reviews or information influence consumer behavior in purchasing a product. Travelers usually look for information to lower risk and uncertainty while making decisions [13]. [11], [14], [15] found that ease of accessing social media influences tourist behavior. Thus TDOC is measured using information quality and ease of accessibility of online resources and provides important clues that influence tourist behaviour (visit intention and e-WOM). [16], [17] investigated how social media content affects traveler intention behavior and the creation of e-WOM. However, the results demonstrated that using social media to seek for travel-related information does not significantly predict real traveler behavior [17]. Aligned with [11], [18] who found that the quality of information in social media content did not influence tourists' decisions. The inability to obtain relevant information from digital content and the perception that it is inconvenient because it annoys consumers by trying to control them through digital content [16].

Interaction on social media will lead to purchase intentions and behavioral engagement [19]. Travelers' experiences before and during their journey are greatly impacted by their interactions on social media, particularly their searches for

information online [20]. Interaction in social media occurs when communication occurs between users in the form of searching for information, experiences and recommendations from tourists who have visited a tourist destination. Furthermore [21] suggest further researching the effects of interaction in social media on user engagement. However [22] have another opinion, that the influence of social media is only visible when existed a certain conditions. Furthermore, [4], [23] draws attention to the connection between social media activity and customer involvement, which takes the shape of electronic word-of-mouth. Consumers tend to interact on social media by looking at reviews (positive, negative comments, sharing experiences) on various social media platforms to see descriptions of tourist attractions and comments from visitors who have visited. [17], [24]. Involvement in online discussions also influences tourists' visiting behavior [25]. [11] found that interactions in social media influence tourist behavior, namely the formation of intentions to visit and intention to share e-WOM. Thus, research is needed that can further reveal the influence of TDOC on interactions in social media and the formation of visit intention and e-WOM.

The SOR paradigm is being used by academics to forecast behavioral responses. The SOR paradigm highlights how an organism's internal mechanisms might cause a stimulus to elicit a desired response [13], [26], [27]. The environmental psychology field's SOR model, developed by Mehrabian and Russell in 1974, describes how emotions affect assessments as well as the cognitive and physical processes involved in experiencing and responding to particular stimuli [28]. Research in the tourism sector is starting to use the SOR model [13], [26], [27], [29], [30]. This research uses the SOR framework, to better understand the role of TDOC in influencing visit intentions. The stimulus component (S) is an external factor that generates situational elements, which in this research is TDOC which is viewed from the quality of online information and user-friendly accessibility adopted from [11]. All internal processes that react to outside stimuli, such as psychological feelings, perceptions, and thoughts, are described by the Organism (O) component. Social media interaction is the research's component O. The Response Component (R) explains how a person's behavior is determined by internal processes, which in this research are visit intention and e-WOM.

Online content in social media initiated by PGC and UGC will create interaction between social media users which will ultimately form visit intention and positive reviews (e-WOM). There is still not many research that addresses intention to visit Madura Island and it is interesting to research considering the number of visits to Madura Island is only 2.15% of total tourist visits to East Java Province. Even though Madura Island provides many tourist attractions and many content on social media that provides information, reviews, comments and shares experiences when traveling to Madura Island. This research does not refer to one particular social media platform and generally reviews all existing social media platforms because the research looks more at the quality of information shared and ease of accessibility by users. Apart from that, this research is intended as preliminary research to see intention to visit the island. Madura with a low level of tourist visits. Thus, with the large amount of tourism content available on various social media platforms, one can see its influence on visiting intentions.

The findings that will be obtained in this research gives a contribution to literature's development and reveal the factors that influence visit intention. Additionally, research on the significance of online information quality is essential for

assisting travel service providers in understanding how to fulfill potential tourists' expectations by offering reliable and correct information. In turn, this can lead to positive e-WOM and repeat visits. Thus, the results of this research can be used by destination managers, marketers and stakeholders. Therefore, it is essential to explain the influence of TDOC on tourist behavior in choosing destinations and interactions on social media.

2 Literature Review

2.1 Tourist Destination Online Content (TDOC)

First-time travelers look for online information regarding the destination which they want to visit. DeLone (1992) believes that a website's success is dependent on the quality and usability of the content it offers. As a result, TDOC can be evaluated based on the information's quality and accessibility. Adapted from [11], indicators used to measure TDOC are information about tourist destinations, completeness of tourist destination information, up-to-date information, online view of tourist destinations, ease of understanding content, the desired information about tourist destinations can be quickly accessed, online information on tourist destinations can be easily available, easy to browse the desired tourism information.

TDOC and social media interaction. TDOC is measured using information quality and user-friendly accessibility [11]. Travelers are more likely to interact with digital marketing (social media) and trust information they find about a destination or tourism product when they have access to reliable and accurate information about it. In addition, user accessibility plays a significant role in digital marketing communications (Social media). Travelers need to have rapid and easy access to digital marketing resources, such as social media [19]. The quality of online information and tourists' perceived accessibility possess the ability to significantly influence digital marketing (social media) interactions. [11]. Sharing information on social media will form interactions between consumers [31]. In this way, we will test the influence of TDOC on interactions in social media.

H1: TDOC has a positive effect on social media interaction

TDOC and visit intention. Social media has played a major role in the sharing, exchange and distribute user-generated content (UGC). Social media user can browse videos, pictures, reviews of a destination from experienced travelers and freely participate in discussions [32]. [33] researched the impact of social media in influencing purchasing interest in generation Y. However, the results demonstrated that using social media to look for travel-related information did not significantly predict real traveler behavior [17]. Aligned with [18] who found something interesting, namely that the quality of information in social media content did not influence tourists' decisions. [11] also found that the quality of information and accessibility used to measure TDOC had no effect on tourists' behavioral intentions. In this way, we will test the influence of TDOC on interactions in social media.

H2: TDOC has a positive effect on visit intention

2.2 Social Media Interaction

Interactions on social media give users access to information and the chance to communicate with other users, which deepens the information available about products. A lot of consumers interact with social media brand communities in order to learn more details about particular brands and items. Digital interactions will be formed when consumers share experiences and photos[31], videos on social media[32] encourage tourists' pre-trip decision making[34]. Interaction of C2C (consumer-to-consumer) on social media influence purchasing interest[19]. It showed that the more interaction between consumers and content created by friends, coworkers, and acquaintances on social media (i.e., Facebook, X, Instagram), the higher the likelihood they can establish reliable connections with the person who share the content. Results [19] also shows that observing and studying the behavior of other consumers through their posts on social media will encourage another customers to purchase the same good or service. In the tourism context, the indicators used to measure social media interactions (adapted from[11]) is trying to find information, reading other tourists' experiences, looking for comments from other tourists, looking for recommendations about tourist destinations.

Social media interaction and visit intention. It is acknowledged that interactions in digital marketing play a critical role in online destination information. Based on the aforementioned data, it is established that social media and digital marketing interactions play a significant influence in the behavioral intentions of individuals ([11]. [32] found that the TikTok platform has influenced Gen Z tourists in making decisions about visiting tourist destinations. Interaction in social media occurs when communication occurs between users in the form of searching for information, experiences and recommendations from tourists who have visited a tourist destination. Furthermore[21] suggest further researching the effects of interaction in social media on user engagement

H3: Social media interaction has a positive effect on visit intention

2.3 E-Word of Mouth (e-WOM)

E-word-of-mouth (eWOM) is traditionally understood to be pre-purchase conduct when it is searched for (eWOM-seeking) and post-purchase behavior when it is given (eWOM-giving). [35]–[37] measuring eWOM in 3 dimensions, namely giving opinions (eWOM giving), seeking opinions (eWOM seeking) and continuing opinions (eWOM passing on). Recent research further divides eWOM intentions into three constructs: intentions to give, pass-on and seek information.[38]. Intention to provide information (giving) is an intention to offer their knowledge about a particular issue to other Fan Page users. Intention to disseminate information (pass-on) is an intention to disseminate information obtained from the Fan Page to other people who do not use the Fan Page. Intention to obtain information (seeking) refers to an individual's intention to request information on the Fan Page.

Social media interaction and e-WOM. Communication between brands and products in social media interactions provides positive and negative WOM and provides high exposure in a short time[39]. This, in turn, motivates researchers to pay attention to

issues related to eWOM [40]–[43]. [44] states that 92% of papers in the research on social media marketing claim that social media platforms increase the impact and prevalence of eWOM. Travelers use digital marketing platforms and social media to research places. [11] discovered that social media interactions affect how tourists behave, namely the formation of intentions to visit and intentions to share e-WOM. With the active use of high-quality content and easy accessibility, together with additional applications like eWOM, this offers destinations a significant opportunity for online marketing [11]. For this reason, consumer behavior in the digital environment needs to be emphasized [16].

H4: Social media interaction has a positive effect on e-WOM

2.4 Visit Intention

Basically, visiting intention is purchasing intention in the tourism context. In this way, visit intention can use indicators that form purchase intention. Purchase intention can be interpreted as an attitude of enjoyment towards an object which makes individuals try to obtain the object by paying for it with money or sacrifice. When consumers make purchases, there are indicators of purchase intention [45]. In this study, to measure visit intention, it was adapted from [45] in the context of tourism, namely: feeling interested in visiting, wanting to visit and willingness to ignore other options.

3 Research Method

The population in this research are prospective tourists who have seen social media about tourist destinations on Madura Island. The samples was 100 people who have accessed social media about tourist destinations on Madura Island in the last 3 months and viewed at least 2 contents for the same tourist destination in Madura Island.

In this research there are 4 variables, namely TDOC, social media interaction, visit intention and e-WOM. The dependent or antecedent variable is TDOC, the social media interaction variable is the mediating variable, while the visit intention and e-WOM are the dependent variables. TDOC measurements adapted from [11], [23][11], [23]. The measurement of social media interaction was adapted from [31],[32] [34]. Measuring visit intention [45]. The e-WOM measurement was adapted from [11], [35], [38], [40]. The collected data was analyzed using path analysis, using the smartPLS4 program.

4 Result and Discussion

4.1 Result

In this research, 100 respondents were involved who had seen content about tourist destinations in Madura Island. From 100 respondents, 56% are man and 44% are female. 65% of respondents are not married yet and 45% between 17-25 of age. 55% of respondents are high school graduates and 31% are student or collage student. For social media accessed (can choose more than one), 100% of respondents access WhatsApp, 85% access Instagram, 71% access Facebook and 80% access TikTok.

Hypothesis testing was carried out using SEM-PLS analysis, utilizing the bootstrapping feature in the smartPLS4 application. Hypothesis testing can be seen through calculating the Path Coefficient for direct effects and also the Specific Indirect Effect for indirect effects in inner model testing. Variables are influential or accepted if the hypothesis test shows a t-statistic value $> t$ -table 1.96 or a p-value $<$ significance value or alpha 0.05 or 5%[46]. The following is the research model after the second test by removing invalid indicators.

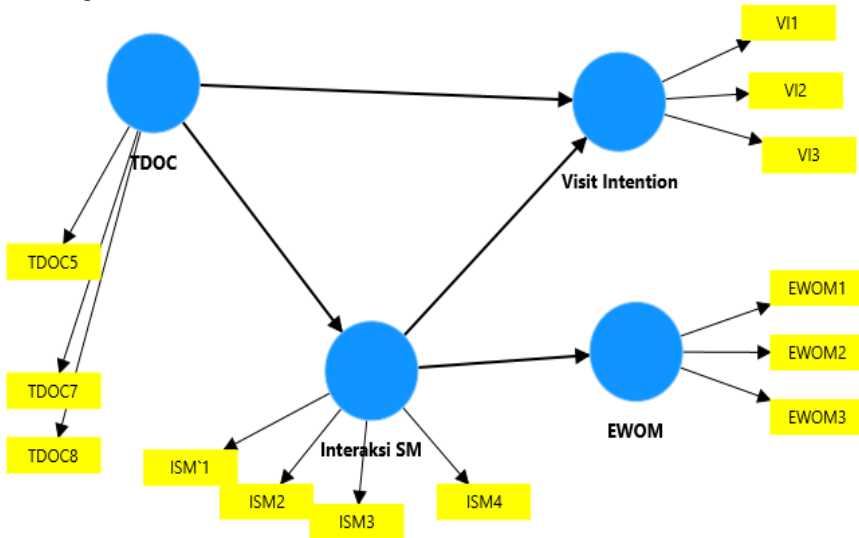


Figure 1. Research Model after second testing

The basis used for hypothesis testing in this research is the results of smartPLS4 bootstrapping output values from the path coefficient and specific influence effect in inner model testing. This test is useful for seeing direct effects and indirect effects. The results of the value of the path coefficient to see the direct effect are as follows:

Table 1. Direct Influence Relationship Test Results (Output Path Coefficient)							
Influence Variables	Between	Path coef (PC)	Sample mean(M)	Standard deviation(STDE V)	t-statistic	p-Values	Hypotheses
TDOC	SM Interaction	0.641	0.653	0.065	9,790	0,000	H1 Accepted
TDOC	visit intention	0.084	0.070	0.137	0.608	0.544	H2 Rejected
SM Interaction	EWOM	0.506	0.521	0.065	7,812	0,000	H3 Accepted
SM Interaction	visit intention	0.521	0.540	0.109	4,757	0,000	H4 Accepted

From the test results, it was found that TDOC ($PC = 0.841$ and $p < 0,000$) has a significant effect on social media interaction. Therefore in table 1, H1 (TDOC has a positive effect on social media interaction) hypothesis was accepted. Meanwhile, TDOC ($PC = 0.084$, $p > 0,544$) do not have a significant effect on visit intention. Therefore, H2 (TDOC has a positive effect on visit intention) hypothesis was rejected. Social Media interaction ($PC = 0.506$, $p < 0.000$) has a significant effect on e-WOM, so H3 (Social media interaction has a positive effect on visit intention) hypothesis was accepted. Social media interaction ($PC = 0.521$, $p < 0.000$) has a significant effect on visit intention, so H4 (Social media interaction has a positive effect on e-WOM) hypothesis was accepted.

4.2 Discussion

This research uses the SOR framework, to better understand the role of TDOC in influencing visit intentions. The stimulus component (S) is an external factor that generates situational elements, which in this research is TDOC which is viewed from the quality of online information and user-friendly accessibility adopted from [11]. The Organism (O) component describes all internal mechanisms in response to external stimuli. In this research, component O is interaction in social media. The Response Component (R) describes how individual behavior is the result of internal mechanisms, which in this research are visit intention and e-WOM.

Prospective tourists have a tendency to look for information about a tourist destination through social media [10]. Much of the content on social media is created by visitors who have visited a tourist destination. Content about tourist destinations on Madura Island has been widely uploaded on social media, while the number of tourist visits to Madura Island only reached 2.15% of the total tourist visits to East Java Province. For this reason, this research focuses on the relationship between TDOC, interactions on social media, visiting intentions and eWOM at tourist destinations on Madura Island. Tourist Destination Online Content (TDOC) is measured by indicators that reflect the quality of information and ease of accessibility.

The results of this research show that H1 is accepted, namely that there is a positive influence of TDOC on interactions in social media. Social media content with good quality information and easy accessibility will form interactions between users. Considering 45% of respondents is between 17-25 of age and all of them is social media users. Travelers are more inclined to interact with digital marketing (social media) and trust information they find about a destination or tourism product when they have access to reliable and accurate information about it [19], [47]. Sharing information on social media will form interactions between consumers [31]. Apart from that, an important factor in digital marketing interactions (Social media) is user accessibility. Tourists must be able to access digital marketing materials (social media) easily and quickly. There is a lot of social media content about tourism on Madura Island. Content uploaded by tourists (UGC) in the form of videos and images has provided the necessary information and formed interactions between users on social media. The ease of understanding the content, online information on tourist destinations can be easily

available and the ease of searching for desired tourism information are indicators that shape interactions on social media.

Content on social media can influence purchasing interest [33]. [12] also found that high quality reviews or information will influence consumer behavior in purchasing a product. Travelers usually look for information to lower risk and uncertainty while making decisions [13]. [14] found that ease of accessing social media influences tourist behavior. [15] also stated that tourist destination content on social media influences tourist intentions. In this study, H2 was rejected, which means that TDOC has no positive effect on visit intention. It can be said that content on social media that is easy to access and provides the latest information about a tourist destination on Madura Island, does not create interest in social media users to visit. These results contradict the results of research conducted by [12], [14], [33], [44]. However, these findings are in line with [17] who found that the use of social media to search for travel-related information did not significantly predict real traveler behavior. Aligned with [18] who found that the quality of information in social media content did not influence tourists' decisions. [11] also found that the quality of information and accessibility used to measure TDOC had no effect on tourists' behavioral intentions. The inability to obtain relevant information from digital content and the perception that it is inconvenient because it annoys consumers by trying to control them through digital content [16]. It can be said that digital content does not influence purchase intentions that contain persuasive knowledge such as trying to manipulate consumers in ways they do not like, and annoying consumers by trying to control them through digital content [16]. Thus, it can be said that the information conveyed on social media and the ease of accessing social media about tourist destinations on Madura Island do not directly shape social media users' interest in visiting tourist destinations. Social media users need to process the information they obtain, dig deeper and not immediately develop an interest in visiting tourist destinations.

H3 hypothesis which states that social media interaction has a positive effect on visit intention, is acceptable. Interactions on social media that occur after seeing content about tourist destinations on Madura Island can form intention to visit Madura Island. The interactions that occur are a form of internal mechanism in response to external stimuli from tourist destination content on social media. Interactions that occur when communication occurs between social media users in seeking deeper information about tourist destinations on Madura Island, reading other tourists' experiences, looking for comments from other tourists, looking for other recommendations about these tourist destinations. [19] also stated that interaction on social media will lead to purchasing intentions and behavioral engagement. Interactions on social media, including searches for online information by tourists, have significant implications for their travel experience, both before and during the trip. [20], [47]. The results support the research [11] which states that interaction becomes a mediator to bridge the relationship between TDOC and visit intention. Interaction on social media provides partial mediation in bridging the influence of TDOC on visit intention. Travelers tend to seek information about destinations through social media and digital marketing channels and drive tourists' pre-trip decision making [34]. Findings [19] shows that the more consumers interact with content created by friends, coworkers, and acquaintances on social media (i.e., Facebook, Instagram), the higher the likelihood they can build trustworthy relationships with experienced and similar sources sharing the content. By looking at

destination content about tourist destinations on Madura Island, interaction will arise on social media in the form of communication between users and will ultimately lead to an intention to visit.

We found that H4 hypothesis, which states that social media interaction has a positive effect on e-WOM, is acceptable. Communication that occurs on social media forms the intention to provide e-WOM (e-WOM passing, giving and obtaining). In this research, eWOM is measured using 3 dimensions, namely e-WOM passing, giving and seeking. The use of 3 dimensions of eWOM refers to [38] which conveys about e-WOM intention. Intention to provide information (giving) refers to an individual's intention to offer his knowledge about a particular issue to other users. Intention to disseminate information (pass-on) refers to an individual's intention to disseminate information obtained from others. Intention to obtain information (seeking) refers to an individual's intention to request information. The results of this research found that interactions that occur on social media give rise to e-WOM in the form of intentions to provide information and spread the information they have to other people. These results are in line with the research conducted [11], which found that interactions in social media influence tourist behavior, namely the formation of intentions to visit and intentions to share e-WOM. Communication between brands and products in social media interactions provides positive and negative WOM and provides high exposure in a short time [39]. [44] states that 92% of papers in the research on social media marketing claim that social media platforms increase the impact and prevalence of eWOM. Interaction on social media provides full mediation. Content about tourist destinations on Madura Island, which is easy to access and provides up-to-date information, has encouraged interaction on social media in the form of communication between users. This ultimately forms the intention to provide information, disseminate information to others (e-WOM giving, seeking and passing on). Interaction on social media forms consumer involvement which is manifested in the form of e-Word of Mouth [4], [23]. Consumers tend to interact on social media by looking at reviews (positive, negative comments, sharing experiences) on various social media platforms to see descriptions of tourist attractions and comments from visitors who have visited [17], [24]. Involvement in online discussions also influences tourists' visiting behavior [25]. [11] found that interactions in social media influence tourist behavior, namely the formation of intention to visit and intention to share e-WOM.

5 Conclusion, limitations, and suggestion for future research

The research show that TDOC has a positive effect on social media interactions and TDOC has no direct effect on visit intention. Interaction in social media mediates the influence of TDOC on visit intention and e-WOM. This research has several limitations: (1) the research was conducted on 100 respondents who had accessed social media about tourist destinations on Madura Island. It would be better if the number of respondents were broadened and the number increased; (2) to measure TDOC, this research focuses more on the quality of information and ease of accessibility according to [11]; (3) e-WOM measurements have used multidimensional measurements with 3

dimensions according to [38]. However, the measurement is still made into one variable, not into 3 dimensions.

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