

The Role of Tourist Destination Online Content in Influencing Tourist Behavioral Intention in Tourism



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ABSTRACT: The tourism sector plays a vital role in driving the economy in Indonesia. Behavior This research aims to investigate tourist destination online content perceptions, online content satisfaction and digital marketing interaction on tourists' behavioral in visiting tourist destinations. The aspects examined in this study include Tourist Destination Online Content, Online Content Satisfaction and Digital Marketing Interaction in influencing Tourist Behavioral Intention. Questionnaires were distributed and returned with 300 respondents. To answer the research questions, quantitative method is used. Data obtained from respondents using purposive sampling technique processed using the Partially Least Square Structural Equation Model. As expected, the results showed that the variables studied in this research which is tourist destination content have a positive influence on tourist behavioral intention, both directly and indirectly through online content satisfaction or digital marketing interaction. This research allows tourism managers to increase tourist visits and provides insights into managing social media marketing by improving destination online content especially that drive satisfaction and interaction.

KEYWORDS: Tourism, Social Media, Content, Satisfaction, Intention, Behavior

I. INTRODUCTION

The phenomenon of social media has shifted and transformed the conventional marketing methods, leading to the creation of digital marketing (Indrawati et al., 2023). Digital marketing can include website marketing, email marketing, and social media marketing (Piñeiro-Otero & Martínez-Rolán, 2016). According to Alalwan et al., (2017), customers now rely on social media as an information source in the purchasing process. According to GoodStats 2023, social media users in Indonesia have reached 167 million, and social media is also the most frequently used type of application, followed by websites (Yonatan, 2023). From this data, it can be seen how big is the importance of using social media and websites as digital marketing channels to promote products.

Social media and websites are also very important in the tourism sector. This is because tourists now search for information about travel destinations through websites and social media (Ramkissoon, 2017). The ownership of information and communication technology devices, such as laptops, tablets, iPads, and smartphones among tourists, has driven the use of social media and websites in the planning, promotion, and consumption of the tourism sector (Parra-López et al., 2011). The availability of travel destination information on electronic platforms, such as social media and websites, has made a significant contribution to the promotion of tourism businesses (Law et al., 2018).

The tourism sector plays a vital role in driving the economy (Sahata et al., 2022). Furthermore, the tourism sector can stimulate economic growth through investment opportunities, job opportunities, and business opportunities that can enhance community welfare (Juliarizka et al., 2018). According to Satu Data Indonesia (2020), the tourism sector was the main contributor to foreign exchange earnings in Indonesia's economy in 2018 and 2019, surpassing palm oil, coal, and oil & gas. Therefore, the tourism sector must be further strengthened to contribute even more foreign exchange, considering that the other three sectors rely on natural resources that can eventually be depleted. However, in 2020, the COVID-19 pandemic significantly impacted the tourism sector. Consequently, in 2020, the tourism sector contributed only US\$ 3.31 billion to the country's foreign exchange, a steep drop compared to US\$ 16.91 billion in 2019. Nevertheless, in 2022 and 2023, there has been an upward trend, with the tourism sector contributing US\$ 4.26 billion and US\$ 5.95 billion to the country's foreign exchange, respectively (Kusnandar, 2023). Furthermore, Indonesia's tourism sector contributes 2.4% to the GDP, making Indonesia the country with the 6th largest tourism contribution to GDP in the world.

According to the Travel & Tourism Development Index, Indonesia's tourism industry ranked 32nd out of 117 countries worldwide in 2021. This position marks an improvement of 8 places compared to its performance in 2019 (Anam, 2022). According to Sandiaga Uno, the Minister of Tourism and Creative Economy, this is an indicator of recovery in the tourism sector

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following the COVID-19 pandemic. Additionally, domestic tourist visits have also shown recovery. Mustajab, (2023) "explained based on BPS data, there were 734.86 million domestic tourist visits in 2022. This number represents a 19.82% increase compared to the previous year, which saw 613.30 million visits".

Currently, Java Island remains the primary destination for domestic tourists, as reflected in Figure 1.4. Out of the total 734.86 million tourist visits in Indonesia, 75.49% visited the island (Pratiwi, 2023). However, when compared to East Java and West Java, the total number of domestic tourist visits to Central Java still lags behind these two provinces (Pratiwi, 2023). Furthermore, if compared with provinces like Banten, DKI Jakarta, and DI Yogyakarta, these provinces indeed have fewer tourist visits than Central Java. However, all three provinces have experienced an increasing trend in domestic tourist visits after the COVID-19 pandemic, similar to East Java and West Java (Arifatin & Utari, 2023).

The comparison of the data indicates that service providers in Central Java Province should focus more on promoting tourist behavioral intention, including intention to visit destinations and intention to engage in electronic word-of-mouth (eWOM). This is because tourist behavioral intention is crucial in the tourism industry as it reflects how likely tourists are to visit a destination and recommend it to other travelers (Khozaei et al., 2023).

Since tourist's habits could vary across countries, this study aims to close the research gap from previous studies by examining the tourist destination online content, online content satisfaction, digital marketing interaction and tourist behavioral intention in the Central Jawa Tourism. By understanding these specific effect in the context of tourism in Central Jawa, this research provides deeper and more relevant insight for tourism managers in developing effective marketing strategies adjusted to tourist habits.

II. LITERATURE REVIEW

Tourist Destination Online refers to how potential tourist view and evaluate online content related to specific travel destinations, based on the quality of the information and the ease of accessing that information that can shape tourists' perceptions (Pai et al., 2020). This perception is very important because it can influence tourists' decisions when choosing a travel destination. Destination with attractive and informative online content are more likely to be preferred and visited by tourists (Goo et al., 2022). Since Tourist Destination Online Content refers to the content available on the internet and social media platforms that serve as the primary source of information for prospective tourists, therefore, high-quality, and easily accessible content will encourage the intentions of potential tourists (Siegel et al., 2023).

Tourist destination online content has a positive impact on Online content satisfaction (Goo et al., 2022). This means that the quality and accessibility of online information about a travel destination, as perceived by tourists, contribute to the level of satisfaction they experience. In other words, the better tourists perceive the online content of a travel destination, the more likely they are to be satisfied with the information received. This highlights the importance of Tourist Destination Online Content (TDOC) in influencing tourists' satisfaction with the destinations they choose (Park et al., 2007).

Online Content Satisfaction is the level of satisfaction experienced by user regarding the content they consume, such as articles, videos, or images, based on quality, relevance, clarity, and usefulness of the content in meeting the users' needs and desires (Cheung et al., 2021). Online Content Satisfaction also refers to the satisfaction tourists feel regarding their travel experiences, leading satisfied tourists to provide positive reviews that can influence the behavioral intentions of other tourists (Lee et al., 2014). Additionally, Online Content Satisfaction also pertains to the satisfaction of tourists or potential tourists in their experience of browsing for high-quality and easily accessible information, which can affect their behavioral intentions (Majeed et al., 2020).

Online Content Satisfaction has a positive impact on Tourist Behavioral Intention (Chen et al., 2014). This is supported by a study conducted by (Majeed et al., 2020), which also states that Online Content Satisfaction positively influences Tourist Behavioral Intention.

Digital marketing interaction refers to exchange of information among tourist about their intended using digital marketing channels (Karami et al., 2018). Digital marketing interaction allows consumers to access' ideas and opinions about a travel destination (Armutcu et al., 2023). Therefore, digital marketing interaction is an important factor that can influence tourist behavioral intention. According to research Blomstervik et al., (2021), digital marketing interaction has positive impact on tourist behavioral intention.

Tourist destination online content variables positively and significantly affect tourist behavioral intention through online content satisfaction. Tourists who are satisfied with the online information they receive about a travel destination will have their satisfaction influence their behavioral intentions, such as the desire to visit the destination or spread positive information about it (Majeed et al., 2020).

Tourist behavioral intention is a concept in tourism and consumer behavior studies that refers to the likelihood of actions or behaviors a tourist will undertake in the future related to traveling or visiting a specific destination (Bayih & Singh, 2020). According Wang et al., (2023), in context of tourism, tourist behavioral intention refers to the extent of a tourist's intention to visit a destination and recommended it to others. Tourist destination online content variables positively and significantly affect

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tourist behavioral intention through digital marketing interaction (Armutcu et al., 2023). Users can share knowledge and experiences about a product or service through social media and web applications. This means that tourists can consider the experiences and opinions of others when searching for online content or information about services and products at a travel destination.

The research framework is adopted from a previous study conducted by Armutcu et al., (2023). This model was selected because it aligns with the research topic to be explored, which focuses on tourism and examines tourist behavioral intention. According to Vu et al., (2020), tourists' habits vary from country to country or region to region, and further research is needed to validate models from previous studies. Therefore, this study will address the research gap concerning the variations in tourists' habits in Indonesia.

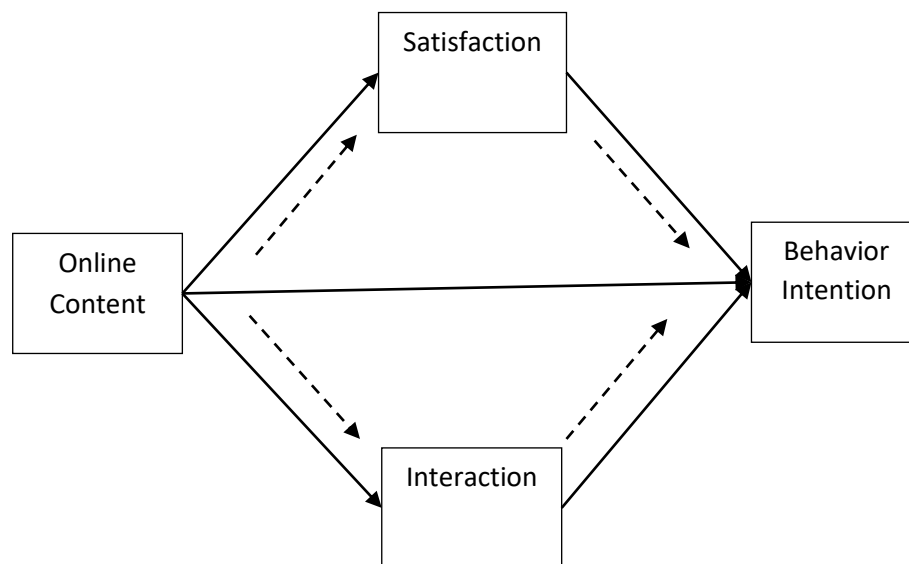


Figure 1: Conceptual Framework (Figure Source: Adapted from (Armutcu et al., 2023))

III.METHOD

This study utilizes casual and quantitative research methods. Casual research is conducted to determine the cause-and-effect relationship behind the differing behaviors among groups. Quantitative research aims to accurately measure behaviors, theories, opinions, or attitudes. This method is well-suited for testing models or hypotheses, making it widely used.

This study involved 300 respondents, which is an adequate sample size for a large population. The sampling method used in this study was non-probability sampling, specifically utilizing purposive sampling. Purposive sampling in this study allowed the research to select participants who were most likely to provide valuable insight and enhance the efficiency of data collection. The target respondents in this study are individuals who have seen tourism content related to Central Jawa Province.

Model evaluation was conducted using the same analysis technique as the previous study, Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM can handle complex models and numerous variables, making it suitable for this study. This method allows researchers to analyze latent variables, which are not directly observable but can be inferred from multiple indicators. It facilitates the testing of intricate theoretical frameworks and provides a comprehensive understanding of the relationships between variables. Additionally, PLS-SEM is particularly appropriate for identifying the drivers of tourist behavioral intentions specified in the model and can offer reliable estimations of the relationships between variables (Hair et al., 2021). Furthermore, PLS-SEM can manage non-normal and non-linear data, making it suitable for research involving complex phenomena or data. Questioners are adopted from the studies (Amaro et al., 2016; Armutcu et al., 2023; Yamagishi et al., 2023).

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IV. RESULT AND DISCUSSION

Table 1. Discriminant Validity Result

	Tourist Destination Online Content	Online Content Satisfaction	Digital Marketing Interaction	Tourist Behavioral Intention
OIQ	0.896	0.55	0.55	0.299
UFA	0.929	0.704	0.602	0.36
OCS1	0.558	0.817	0.486	0.307
OCS2	0.55	0.767	0.462	0.234
OCS3	0.522	0.765	0.41	0.267
DMI1	0.55	0.558	0.874	0.32
DMI2	0.54	0.434	0.848	0.223
EW	0.29	0.264	0.279	0.853
IVTD	0.343	0.334	0.277	0.894

Table 1 shows that the cross-loading value for each variable is greater than the other construct items. Therefore, it can be concluded that each indicator on the research variable has met discriminant validity testing.

Table 1 Average Variance Extracted

Indicators	Composite Reliability	AVE	Result
X1 (TDOC)	0.909	0.833	Reliable
Z1 (OCS)	0.826	0.614	Reliable
Z2 (DMI)	0.851	0.741	Reliable
Y1 (TBI)	0.866	0.763	Reliable

Based on Table 2, the average variance extracted (AVE) test indicates that the AVE value for each variable exceeds 0.50. Therefore, it can be concluded that the measurement of the AVE value in this convergent validity test is good. The measurement of the variable construct is also reliable, sound, and highly satisfactory since all composite reliability are over 0.7.

Table 2 R-square

Variable	R-square	R Square Adjusted
Online Content Satisfaction	0.481	0.479
Digital Marketing Interaction	0.400	0.398
Tourist Behavioral Intention	0.156	0.147

According to Table 3, the R-square value for the tourist behavioral intention variable is 0.156, and the adjusted R-square is 0.147. This indicates that 15.6% of the variation in tourist behavioral intention is explained by the exogenous variables, with online content satisfaction and digital marketing interaction acting as interventions. The remaining 84.4% of the variation is attributed to other variables not included in this study.

Table 3: Goodness of Fit

Variable	AVE	R ²
Tourist Destination Online Content	0.833	
Online Content Satisfaction	0.614	0.481
Digital Marketing Interaction	0.741	0.400
Tourist Behavioral Intention	0.763	0.156
Rata-rata	0.737	0.345

Based on the data in Table 4 and the results of the GoF calculation, the Goodness of Fit for this study is 0.504. This value falls within the large classification, indicating that the model's suitability and quality have excellent measurement performance.

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Table 4: Result of Hypothesis Testing

Hypothesis	T Statistics (O/STDEV)	T-table	P Values	Hypothesis test results
TDOC -> OCS	16.311	1.65	0.000	Significant
TDOC -> TBI	1.683	1.65	0.047	Significant
TDOC -> DMI	12.921	1.65	0.000	Significant
TDOC -> OCS -> TBI	1.782	1.65	0.038	Significant
OCS -> TBI	1.868	1.65	0.031	Significant
DMI -> TBI	1.709	1.65	0.044	Significant
TDOC -> DMI -> TBI	1.661	1.65	0.049	Significant

Table 5, which presents the results of direct and indirect effect testing, shows that the t-statistical values and p-values exceed the established thresholds (t-statistical value > 1.65 for significance, and p-value < 0.05 for significance). This indicates that all exogenous variables in the study have a significant effect on the endogenous variables.

DISCUSSION

This study proposed a comprehensive model to investigate whether TDOC influences behavioral intentions. Additionally, it examined the relationship between TDOC and behavioral intentions, online content satisfaction, and digital marketing interaction. Finally, the study revealed the mediating role of online content satisfaction and digital marketing interaction in the relationship between TDOC and online content satisfaction levels.

The empirical result demonstrated a significant positive relationship between tourist destination online content and online content satisfaction. The quality of information and the ease of online accessibility of content related to tourist destinations can directly influence user satisfaction with that content. Informative, engaging, and expectation-meeting content tends to increase users' satisfaction with the content they have viewed (Xiang et al., 2015). This study finding concurs with the findings of other studies in the literature (Armutcu et al., 2023; Hwang et al., 2018; Majeed et al., 2020; Narangajavana Kaosiri et al., 2019). Therefore, it is important for providers of tourist destination content to focus on delivering high-quality and engaging information to their audience.

The result showed that tourist destination online content positively and significantly affect tourist behavioral intention. Online content about tourist destination, such as images, and information, can influence tourists' perceptions and evaluation of destination, thereby affecting their behavioral intention (Simonetti & Bigne, 2022). The result of this study differs from those of Armutcu et al., (2023) research, which stated that tourist destination online content does not affect tourist behavioral intention. The possible explanation is different culture between countries investigated. In Indonesia, there might be less verification culture to the consumed content. Hence, after seeing a relevant content, one might jump to intention without the need to interact nor satisfied.

The result showed tourist destination online content positively and significantly affect digital marketing interaction. This means that the quality and appeal of online content significantly influence the dynamics of digital marketing interaction is shaping positive perceptions of tourist destinations. This study finding concurs with the findings of other studies in the literature (Salinas Fernández et al., 2020; Sun et al., 2021). The research result show that tourist destination online content has a significant positive impact on tourist behavioral intention through online content satisfaction. Therefore, the reliability of online information can affect tourist satisfaction, thereby encouraging the intention of potential tourist (Jiménez-Barreto et al., 2020). The result of this study is consistent with previous research (Majeed et al., 2020).

The tourist's behavioral intention is positively and significantly impacted by online content satisfaction. The satisfaction derived by tourists from informative and easily accessible travel content will lead them to have intentions to engage in eWOM and intend to visit tourist destinations featured in online content in the future, thus impacting tourist behavioral intentions (Jacobsen & Munar, 2012). The result of this study is consistent with previous research (Armutcu et al., 2023; Majeed et al., 2020).

The result of this study indicated a significant positive influence between digital marketing interaction and tourist behavioral intention. Tourist will consider the experience and opinions of others when planning to visit a destination, thus digital marketing interaction significantly tourists' behavioral intention (Fesenmaier & Pearce, 2019). The result of this study is consistent with previous research (Armutcu et al., 2023).

The final point is that tourist destination online content influences tourist behavioral intention through digital marketing interaction. Informative and engaging online content about tourist destination online content not only enhances user satisfaction

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but also influence digital marketing interaction that subsequently shape tourists' intention to visit those destinations (Deng & Liu, 2021). The result of this study is consistent with previous research (Adam, 2021; Armutcu et al., 2023; Lin et al., 2022).

This study showed that the the path followed by tourist could be different among countries. Even though the path result vary, but the goodness of fit indicates that the model can be applied to Indonesia case. This result also indicates that further study needs to be performed in other countries to verify this model and find the pattern. The goodness of fit result also suggests that there is a room for model improvement by adding other variables and extend the study furthermore to real behavior.

V. CONCLUSIONS

In this study, calculations reveal that exogenous variables positively and significantly impact tourist behavioral intention through online content satisfaction and digital marketing interaction. This suggests that factors like tourist destination online content perception influence tourist behavioral intention both directly and indirectly via online content satisfaction and digital marketing interaction. Even though this study showed different result with previous referred study especially the direct effect of TDOC, but overall, it confirms that tourism can utilize this model to enhance tourist behavioral intention by leveraging these variables.

The results suggest that future research for more broad and comprehensive study should include variables such as destination image, memorable tourism experience and service quality for tourism are needed. Additionally, it also suggests that endogenous variables might need to be expanded to actual behavior variables.

For practical advice, the quality and accessibility of tourist destination online content need to be enhanced as well by the content provider. This is because online content about destination significantly enhances online content satisfaction the most. Furthermore, online content satisfaction has the highest direct influence on tourist behavioral intention.

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