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Influences of Expertise, Credibility, and Level of Involvement to Tourist Intention

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Abstract:

Tourism is one of five sectors that are currently the main priority development for Indonesia; besides can reduce unemployment, foreign income from this sector also worthy. Beside Bali island, Special Region of Yogyakarta is known as a favorite tourist destination in Indonesia. Yogyakarta has many natural attractions and cultural tourism. However, foreign tourist visits to Yogyakarta are still far below Bali or other areas. On the other hand, there has been a rapid development of information and communication technology (ICT), especially in the massive use of electronic social media. If the first interest to visit a tourist destination influenced information from magazines, newspapers, tabloids, or word of mouth, currently searching for tourist information is suspected to have been done through the information technology products. The purpose of this study is to test the hypothesis whether information resource expertise variable in e WOM (e Word of Mouth) that used as a reference by tourists, credibility of eWOM variable, level of tourist involvement on e WOM variable positive and significant influence on tourist intention to visit certain tourist destinations in Yogyakarta. The research used survey research design using questionnaire given to a number of students at UKDW with purposive sampling technique. By using multiple regression analysis, result shows that the expertise variable in e WOM and credibility variable has no positive and significant influence on tourist intention variable; while level of involvement variable have positive and significant influence on tourist intention variable.

Keywords: EWOM, expertise, credibility, tourist destination

1. Introduction

Tourism is one of five sectors that are currently the main priority development in Indonesia. In addition to absorbing large amounts of labor, foreign exchange earnings from this sector are also large; if in 2011 foreign exchange from the tourism sector reached US \$ 8.5 billion, then the year 2015 has increased to US \$ 12.3 billion. Indonesian Bank's data show that the tourism sector contributes around 4.23% to GDP growth with employment reaching 12.16 million people in 2016, up from the year of 2015 which reached 10.23 million people. The creation of an employment sector in the tourism sector is also much cheaper, about US \$ 5,000 per person, compared to other sectors that can reach US \$ 30,000 per job.

During this time the Special Region of Yogyakarta is known as a favorite tourist destination in Indonesia; in Yogyakarta there are many natural attractions (e.g. beaches, caves), cultural tourism (e.g. Sultan Palaces, Temples), and artificial tourism (e.g. Taman Pintar, Malioboro Street) are popular in Indonesia. Nevertheless, the visit of foreign tourists to Yogyakarta is still far below Bali (about 250 thousand people by 2015); as well as domestic tourist arrivals (about 1.5 million people by 2015) are increasingly displaced by other cities in Indonesia. As an archipelagic country of more than one and a half million square kilometers and culturally diverse, Indonesia has the charm of natural beauty and great cultural diversity. However, it is precisely the visit of foreign tourists to Indonesia still lags behind with neighboring countries. Ministry of tourism's data shows that foreign tourist visits to Indonesia ranges from 10 to 12 million tourists, while foreign tourists who visit Malaysia reached 25 million, to Singapore about 15 million and who travel to Thailand reached 30 million. Although there is a year-on-year growth of 10%, but given the huge tourism potential in Indonesia, as well as the vast area, the number of foreign tourists should be increased even further. For 2019, the Ministry of tourism targets tourist arrivals to reach 20 million tourists; while for the domestic tourists, the year 2019 is targeted to reach 275 million trips. To achieve the target, in addition to Rp. 5.6 trillion for tourism promotion, the government has also created a number of new airports (related to tourist access), and establishes ten selected destinations, from Lake Toba, TanjungLesung, Borobudur, to Raja Ampat Papua.

For tourist destinations, Yogyakarta Special Region is one of the favorite tourist destinations other than the island of Bali. Yogyakarta Tourism Statistics Data in year 2016 shows that all star hotels in 2015 visited by foreign tourists as many as 231,971 people (increased by 16% from 2014) and 1,583,296 domestic tourists (up 32.5% from 2014). With the hotel occupancy rate is still below 40% and the length of stay of tourists is still less than two nights, Yogyakarta tourism activities should still be improved again. Because in addition to a large number of natural attractions, such as Parangtritis beach,

Indrayanti beach, Pindul Cave, Kalibiru etc., Yogyakarta has a rich culture and customs of Javanese (Yogyakarta Palace, Vredenburg Castle, Tourism Villages, and others).

On the other hand, there has been a rapid development of information and communication technology (ICT), especially in the massive use of electronic social media. Kartajaya (2008) suggests the emergence of youth groups, women, and netizens (internet users) as potential customers, including in making tourist visits. If the first interest to visit a tourist destination influenced information from magazines, newspapers, tabloids, or word of mouth (through word of mouth through testimonials), currently searching for tourist information is suspected to have been done through the applicable products of information technology. Prospective travelers will access information using smart phones and browse web pages, via Face Book, Twitter, Blogs, or other electronic social media (Guo et.al., 2004; Yang et.al., 2015). Lately, web technology is growing rapidly. The Web is no longer just an "information board" that provides textual and static visual information. Now, the web has become a kind of "mini studio" that allows the presentation of information in the form of animation or video, and can be accessed by mobile devices. Likewise with the social role of electronic media, with tools like Facebook, Twitter, Blogs, and others, which with its current popularity to share information has been transformed into e-WOM (Electronic Word of Mouth).

Presentation of information in various forms that not only touch the senses of sight, but also the sense of hearing the access of the internet. Thus, the built web tourism and also electronic social media will be better able to touch the cognitive and affective elements of the visitor, so they can be more influenced to visit the attractions offered. If the tourism potential in Yogyakarta is combined with the availability of adequate information and services, in the short term it will increase the knowledge of tourist attractions and tourism products in Special Region of Yogyakarta (DIY), and in the long run will encourage the increase of tourist visit to DIY as well as the prosperity of MSME member in tourism area. Presentation of information in various forms like that not only touch the senses of sight, but also touch the sense of hearing the access of the internet. Thus, the built of web tourism and also built of electronic social media will be better able to touch the cognitive and affective elements of the visitor, so they can be more influenced to visit the attractions offered. If the tourism potential in Yogyakarta is combined with the availability of adequate information and services, in the short term it will increase the knowledge of tourist attractions and tourism products in DIY, and in the long run will encourage the increase of tourist visit to DIY as well as the prosperity of small enterprises member in tourism area.

2. Theoretical Background

Nowadays, along with advances in information and communication technology, especially internet technology and web design, have a significant impact in the business world, especially in marketing management. The way companies introduce goods and services also undergoes substantial shifts. If formerly the marketing is vertical, from producer to consumer, digitalization in many areas makes marketing now is horizontal; by using social media, consumers can communicate freely with other consumers, with experts, and with a number of reference groups that can influence them buying the product. As a result, companies can no longer control consumer' desires, because marketing is now both horizontal and inclusive; consumers can interact with anyone, including with vendors, other consumers, and companies. Another impact of the advancement of information technology is the emergence of new sub-culture groups, namely Youth (young generation of Y generation and millennial generation who are very familiar with smart phones and social media), Woman (young women who understand information technology and determine spending patterns and expenditure households), as well as Netizens (urban and professional people most of the time related to their gadgets). These three sub-cultures will determine consumer behavior in the future in accessing information and consuming goods and services, including the intention of traveling to a number of places.

In the past, people have been able to access tourist destinations from conventional media, such as newspapers, magazines, tabloids, television, radio, and others, so now they can easily access hundreds of tourist destinations directly from internet sites or electronic social media such as blogs, Twitter, LinkedIn, Line, and more. Some recent surveys suggest that social media like Facebook, Twitter or Instagram have helped consumers become aware of a particular product or brand or service; this will further encourage them to make decisions on the promotion given the brand. In addition, social media has become part of their daily lives; consumers can spend about 20% -25% to interact with social media, by uploading photos, videos, and mutually commenting (chat) into their main activity on social media. In addition, the current wave of digitalization in Indonesia is apparently happening faster than previously thought, with one of the main triggers is the rapid adoption of end users in Indonesia in consuming information technology applications, especially in the world business. From the above explanation, it appears that the application of information technology today has influenced consumers to get tourism information to consume the desired products or tourism services; tourism and the accompanying businesses (hotels, restaurants, home stays, food stalls, car rentals, tour guides, etc.) will benefit greatly from information technology applications. In search of tourist information, currently tourists are accustomed to using a smart phone before, during and after their tour (Palumbo and Dominici, 2015; Li, 2014). Tourists are greatly helped by the ability of information technology that is able to simplify the complex decision-making process of a tourist because of the lack of information on a destination or a lot of variations of the number of destinations that are limited by the time and purchasing power of tourists. Dickinson et. al. (2014) states the existence of three smart phone uses: as a logistics tool (for meetings and others), as a relational tool (friends or other), as well as information (recent and other news); tourists use these three benefits when traveling. Changes in information access influenced by information and communication technology have a significant impact on the behavior of

tourists; a number of tourist behavior models with a touch of technology have been researched and developed, such as the realization of smart city for tourists, the impact of tourist involvement while accessing information technology, website design that can attract the attention of tourists, the influence of search engine optimization for access to certain tourist sites, and others (Guo et al., 2014; Xiang et al., 2015; Molina et al., 2015).

In addition to websites, other information technology tools that play a major role in the process of information searching from tourists is electronic social media that encourages positive word of mouth (WOM) among tourists if the news is delivered about a tourist destination is positive and interesting. WOM is defined as communication among consumers about a product, service, or company with a news source is independent of commercial influences (Sotiriadis and Zyl, 2013). Satisfied travelers will spread the word (WOM) is positive; vice versa for tourists who are not satisfied when visiting a tourist destination. While e WOM can be interpreted as all informal communication via the internet associated with the use or characteristics of a particular goods or services. These activities include between the consumer and the consumer, as well as among the consumers themselves. The study of Bae and Lee (2011) shows a significant relationship between positive WOM and good assessment with the desire to consume the product. Research from Sotiriadis and Zyl (2013) suggests a conceptual framework of e WOM relationships with online reviews and then proceeds to the outcomes of those assessments, developed further from the Litvin model et. al. (2008). In addition to source variables from senders in social media, writing in social media, a number of factors mediating relationships among variables, also emphasized some results from e WOM activities in tourism activities, namely the possibility of tourists interested and visiting, tourist satisfaction, and loyalty tourists (Dodds et.al., 2016). Based on the framework developed by Litvin et. al. (2008), Hakim (2006), Lichty (1994), and Sotiriadis and Zyl (2013), developed the following research models:

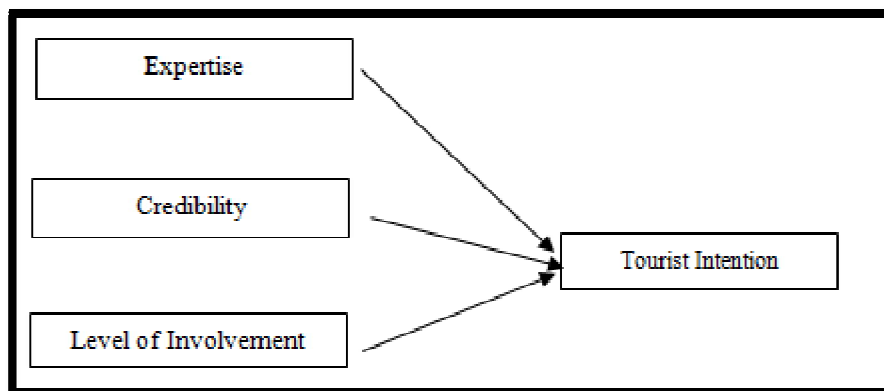


Figure 1

From the above discussion, several hypotheses are developed:

- H1: The expertise of information resources in e WOM as a reference by tourists has a significant and positive influence on tourist intention.
- H2: The credibility of the sender of e WOM as a reference by the tourists has a significant and positive influence on tourist intention.
- H3: The level of tourist involvement in e WOM as a reference by tourists has a significant and positive influence on tourist intention.

3. Research Method

The research used survey method by using questionnaire to a number of respondents who have visited several tourist places in Yogyakarta; sampling technique is using purposive random sampling method. The contents of the questionnaire are divided into two stages; the first part is about respondent profile, such as gender, income, education etc. The second part of questionnaire contains model testing questions. Before data can be processed with SPSS Statistics software, researcher conduct validity and reliability test to ensure that data are valid and reliable. Cronbach Alpha from reliability test is more than 0.6, and all of variables are valid. Finally, the primary data obtained from field will be processed using multiple regression to test the research hypothesis (Santoso, 2017).

4. Results

Research results can be divided in two main parts; first is about respondent profiling and second is about model testing. Following are about respondent's profile about theirs and their activities in social media electronics:

4.1. Respondent Profiling

Gender	Frequency	Percentages (%)
Male	47	47.0
Female	52	52.0
Total	99	99.0
Missing	1	1.0
Total	100	100.0

Table 1: Gender

Notes: Primary Data Processed

In numbers, female respondent's more than male respondents, although their composition can be said almost equals.

Area	Frequency	Percentages (%)
Jawa Island	37	37.0
Outside Jawa Island	63	63.0
Total	100	100.0

Table 2: Respondent Origin Area

Notes: Primary Data Processed

Table above shows that many respondents (tourist), about 63%, come from Outside Java (Sumatera island, Sulawesi island, Kalimantan island etc.).

Spending	Frequency	Percentages (%)
< Rp. 500.000,- / month	23	23.0
> Rp. 500.000,- / month –< Rp. 1.000.000,- / month	39	39.0
> Rp. 1.000.000,- / month	37	37.0
Total	99	99.0
Missing	1	1.0
Total	100	100.

Table 3: Respondent's spending Per Month

Notes: Primary Data Processed 1 Us\$ Equals Rp. 13.700,-

Table above shows that many respondents spend between Rp. 500.000,-/month to Rp. 1.000.000,-/month. Living cost in Yogyakarta relatively low, because many foods and beverages, hotel's rate, and car rent are much lower than Bali island (main tourist destination in Indonesia).

	Responses	% Responses	% Cases
Facebook	63	14.6%	63.0%
Twitter	29	6.7%	29.0%
Instagram	81	18.8%	81.0%
Linkedin	13	3.0%	13.0%
Whatsapp (WA)	91	21.1%	91.0%
Line	93	21.6%	93.0%
Youtube	54	12.5%	54.0%
Others	7	1.6%	7.0%
Total	431	100.0%	431.0%

Table 4: Social Media Electronic Devices

NB: Primary Data Processed

From the multi-response table above, social media WhatsApp (WA), Line, and Instagram are the most common types of social media used by respondents to interact with their communities or search for information about certain things, including tourist destinations.

	Frequency	Percentages(%)
Up to 2 hours	18	18.0
2 to 4 hours	31	31.0
More than 4 hours	51	51.0
Total	100	100.0

Table 5: Social Media Electronic Usage in a Day
NB: Primary Data Processed

The table above shows almost half the respondents (51%) spend more than 4 hours to access social media electronic. This indicates the role of social media electronic is increasingly important in communication activities or interaction with the outside world and between its society and communities.

	N	% Cases	% Responses
Chatting with friends etc.	100	20.7%	100.0%
Reading articles etc.	98	20.3%	98.0%
Searching things	95	19.7%	95.0%
Searching new places (coffee houses etc.)	95	19.7%	95.0%
Download new films etc.	94	19.5%	94.0%
TOTAL	482	100.0%	482.0%

Table 6: Activities in Social Media Electronics
NB: Primary Data Processed

The table above shows the two most frequently performed activities in social media is communicating between members of a particular community (chattings etc.), and second order is reading any articles or writings that are considered interesting. It can show communication activities between respondents and their community members can form a shared belief to do something. Respondents involvement between group members can form a belief to do something in destinations.

Responses	N	Percent
Sources: Social Media	77	41.6%
Sources: Internet	66	35.7%
Sources: Friends and Relatives	38	20.5%
Sources: Television	3	1.60%
Sources: Newspapers and Magazines	1	0.50%
Total	185	100%

Table 7: Tourist Sources Information
NB: Primary Data Processed

Table above shows that electronic social media and internet (blogs, websites, and more) are the two main information sources that influence respondents to make decision about their intention to visit a particular tourist destination. While conventional media such as television and conventional print media such as newspapers and magazines very little role (total below 5%).

4.2. Regression Outputs

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.486a	.236	.212	2.39072

Table 8: Model Summary Output
NB: Primary Data Processed

From the Model Summary table, the adjusted coefficient of determination is 0.212; this shows that only 21.2% variation in intentions is influenced by expertise, credibility and level of involvement, while most (78.8%) are caused by other things. Reisinger (1997) meta-analysis' study shows the amount of coefficient of determination (Adjusted R-Square) between 0.2 to 0.3 is common in some of the leading marketing journals, such as the Journal of Marketing Research and the International Journal of Research in Marketing. In social research, the magnitude of the coefficient of determination should be below 0.5. Moksony (1990) also stated in social research the small coefficient of determination does not mean the influence of independent variables so less meaningful, or vice versa, the coefficient of determination shows a good regression model.

ANOVA						
Model	Sum of Squares		df	Mean Square	F	Sig.
	Regression	167.527	3	55.842	9.770	.000
	Residual	542.978	95		5.716	
	Total	710.505	98			

Table 9: ANOVA Output
NB: Primary Data Processed

ANOVA table above shows that the three independent variables together significantly influence tourist intention to visit destinations.

Model	Unstandardized B	Coefficients Std. Error	Std.Coefficients Beta	t	Sig
(Constant)	4.257	2.430	1.752		.083
kepakaran	.199	.162	.137	1.229	.222
kredibilitas	.199	.122	.066	.685	.495
Keterlibatan	.370	.108	.371	3.437	.001

Table 10: T Test Output
NB: Primary Data Processed

From the table of regression coefficient test above shows that the significance value below 0.05 is for involvement variable (0.001); the other variables have significance values more than 0.05. This shows only Level of Involvement variable that positively and significantly influence the Tourist Intention, while the variable Expertise and Credibility variables have no effect on the Tourist Intention. Sotiriadis and Cinà (2013) studies show quite different things; their research shows that Expertise and Credibility variables actually affect Tourist Intention. While research from Yi (2014) shows involvement of a tourist who is triggered from the involvement of travel agencies in communication with a tourist will affect tourists to visit destinations. Nevertheless, the exciting conclusion of Deszczyński (2017) research in Poland suggests the need for further meetings between the two parties (tourists and hotel managers, bureaus and others) rather than tourists only involved in WOM activities; from the research, it was also shown that level of involvement should be accompanied by meetings, and not just from the three independent variables mentioned above. Nevertheless, the results of the above research indicate that a tourist is interested and want to visit tourist attractions because he had first conducted a search for information on the electronic device he possessed; he is not affected by the expertise of someone in telling a tourist attraction, originality of news sources, and others. the traveler may believe in the words and news of the reference group (other travelers, tourism experts and others), but the process and level of his involvement when tracing, seeking information, and comparing tourist objects is what drives him to make the decision to go or not to a tourist spot. In other words, the decision-making is much greater on his own judgment with the tourist object than the information from the experience and knowledge of other travelers. This supports Deszczyński (2017) which states that just interacting through electronic social media is not a guarantee that a tourist will soon come to destinations. In general, results also in agreement with Buhalis and Law (2008) research which states the increasingly vital and important role of information and communication technology in influencing tourists to obtain information and visit tourist attractions. However, Elliott and Bosh off (2009) state that need for professional management of tourism managers encourage tourists to visit tourist attractions; and tourists are also influenced by tourism links with each other, as well as the professional management of tourist attractions.

5. Conclusions and Suggestions

5.1. Conclusions

- From the profile analysis found that the respondents have a relatively balanced percentage of gender, some from outside Java, and most have spending levels above Rp. 500.000, - up to Rp. 1,000,000, - per month.
- For behavioral use of social media electronics, most respondents use WA, Line, and Instagram to access information; they spend over 4 hours on social media activities, and their main activity is communicating with community members and reading articles relevant to their interests. For tourism activities, their main source of information is through social media electronics and information searching through blogs, websites or others.
- From multiple regression analysis, it is found out that tourists intention to Yogyakarta and its surroundings is only influenced significantly and positively by their level of involvement in accessing information and getting additional information from their community. While the expertise of information resources and the credibility of information sources do not significantly influence.

5.2. Suggestions

- Since respondents' information for tourism activities is mostly done through social media electronics, tourism managers can massively promote via social media electronics, such as forming a certain regional tourism community, making routine articles about activities in certain tourist areas, and others.
- Since the level of involvement of respondents determines tourist intention, and level of involvement is a long-term activity and done in stages and incremental, it takes a 'slow but sure' strategy to make a particular brand (tourist destinations) become popular through the making of articles in social media electronics and disseminate the program; the next stage is to conduct intensive sales promotion to encourage tourist's first visit.

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