Consumer Generated Media: Understanding Indonesian Social Traveller

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Abstract. Social media has brought a massive movement for the community in terms of the way to interact with each other. It tries to pull-off the communication barriers by providing a platform to share text, picture, motion-pictures, sounds, and many another form of data rapidly. By its capability to spread information just in a light, social media offers great and vast opportunity for business, start from small – to large corporate. The travel industry was a great business for decades providing a convenient trip for pleasure-traveler. The rise of social media has given a much easier way of promoting the travel destination by giving a sight-of real atmosphere depicting in a photo shared on social media. Based on this background, this research was aimed to develop a conceptual model, in order to explore factors that might affect Indonesian social travelers. This study was involving 503 usable sample, gathered from a social traveler in Indonesia by using purposive sampling. Based on the research objective, this research employed the SEM-PLS model to assess the exploratory factor analysis to understand the interaction among variable. This research found that the main contributor to social travel planning was the attitude towards social media on planning the travel. However, the larger path coefficient was shown by the effect of perceived ease of use on perceived usefulness. A further discussion and research limitation will be discussed at the end of the paper.

1. Introduction

1.1. Consumer-generated media

The technology of the internet has grown rapidly in decades. The Internet has become one of the most important commodities for public communications, connecting millions of individual, networks around the world [1]. Indonesia has the largest internet users in the world. Ministry of communication and information technology noted that internet users in Indonesia have reached 82 million people today. This fact explains why Indonesia was ranked 8th in the world. The fact told, 80 percent of them are teenagers between 15-19 years. For Facebook users, Indonesia has ranked the 4th largest users in the world [2]. The number of internet users is predicted to keep increasing in the future. Based on this fact, the internet has become a kind of necessity on daily basis. Activities such as communication, information sharing, working, and entertainment can be done right on our fingertip.

From current data of internet users, every individual has no less than one social media account on average. Social media has the power to ease the information seeking from various type of data. For example, if someone was looking for a video-based information, they can go with YouTube and if
they are looking for a simple-image based social media they can go with Instagram or Pinterest. This also considers that social media was not only can be used to looking for information but also could be used as a platform to express inner thoughts by creating a creative content. A comments column provided on any kind of social media platform creates such a discussion-room for people to share their experience related to particular content. A comment column also could become a reference for information-seeker about particular topics, that varies from a tourist information, hotels, restaurants, and company products or services. Online reviews have become a considerable reference for the consumer before the purchase decision has made. in many studies, this kind of comments and review was considered as an electronic worth of mouth [3], [4].

1.2. Relevant work on social travel behavior
The social media phenomenon has been a growing trend to the company, so they must keep in touch with information and technology by providing a platform to promote their product or services, so people can directly give a feedback by using comments and reviews of products or services provided for customers. The review was a become the most important consideration for consumers to assess the quality and services offered by the firm which can affect the interest of others. This fact means that the customer perception on ease of information finding of the particular product was a trust related, which becomes an important issue for business [3], [5], [6].

Far before the trust related topic, products or services provided on social media was considered as a rather doubtful information [7]. Back in the day when there is less information about the product provided on social media creates such a doubt in customer trust [7], [8]. The lower trust of the customer will result in low interest for the customer that will end up with less product or services being sold [3]. Social media has brought a great opportunity to spread information easily both for customer or product and service.

In several studies, the easier the customer seeks for information, the higher the degree of information usefulness[9]. The higher the ease for information finding, will also increase the user's attitude against a particular platform (social media) for information seeking, which means that the systems are reliable and give a quite valid information for them [10]. The perceived ease of use in most studies shows that the more reliable and valid information provided on the platform will increase user propensity to rely on a particular platform (social media), which in short-term the platform was giving a great benefit [11].

Though the use of TAM and TPB was long and widely used for decades, the research related for social media remained limited particularly that discussing travel issues. This work is going to give an insight into the use of social media for traveler users in planning they're itinerary by referring to the information provided on social media, particularly on Instagram. This work also giving a more comprehensive that haven't told by prior work by using structural modeling to understanding a comprehensive and deep insight related to social media user behavior.

2. Methodology
According to research objectives, this study was considered as exploratory analysis that aims to determine the causal relationship amongst variable, proposed in the empirical model. The research has conducted a survey to collect the data described below.

2.1. Data Collection
The data was collected through a survey conducted in Indonesia in April 2018. We targeted students mainly in Indonesia as they are using social media actively. Before the primary survey was conducted, a pilot study with 30 respondent was used to ensure the question and wordings were clearly understood by the respondent. The questionnaire were both in paper or electronic with the help of Google form using picture tagging and email. Due to end of April 2018, a total of 503 responses were received. Some of the questionnaires were eliminated due to incomplete form filling.
2.2. Data Analysis
The present studies apply structural equation modeling with the help of partial least squares (SEM-PLS). SEM modeling was employed due to its capability in estimating a series of network relationship. PLS path modeling was a component-based method so separately solves out the blocks of the measurement model, then estimates the path coefficient of the structural model [12], [13]. Thus PLS-SEM was more considered as an exploratory factor analysis (EFA) than as confirmatory factor analysis (CFA) by using CB-SEM. PLS-SEM also allows the researcher to use flexible data start from smallest set to a larger set of data then CB-SEM [14]. This research was employed 503 respondent to measures social media users. There are several steps in data analysis by using PLS-SEM. The first step was model development, model specification, the model evaluation including reliability and validity assessment, discussion and conclusion.

2.3. Research Model
To resume the theoretical background above, this research involved five constructs borrowed from TAM and TPB in order to understand the factor that may affect social traveler to plan their trip by using social media. The relationship among construct involved in this research includes perceived ease of use (PEOU), Perceived Usefulness (PU), Attitude towards Social Media (ATT) and Intention to plan travel by using social media (ITU).

![Figure 1. Social travel plan model](image)

3. Results And Discussion
3.1. Reliability and Validity Assessment
The focus of this study was to find-out social traveler preference in planning their travel plan. The survey was conducted among 503 respondents which most of them are drawn from social media that coming from Facebook, Twitter, and Instagram. The results were considered to be valid and reliable. The criteria in PLS-SEM were shown in table 1 below:

| Composite Reliability | AVE   | α     | Variable | PEOU | PU   | ATT  | ITB  |
|-----------------------|-------|-------|----------|------|------|------|------|
| 0.922                 | 0.663 | 0.898 | PEOU     | 0.901|      |      |      |
| 0.942                 | 0.765 | 0.922 | PU       | 0.764| 0.754|      |      |
| 0.918                 | 0.650 | 0.892 | ATT      | 0.719| 0.753| 0.829|      |
| 0.928                 | 0.763 | 0.897 | ITB      | 0.718| 0.726| 0.692| 0.769|
Criteria for PLS-SEM was mainly evaluated from reliability and validity assessment. Reliability assessment was evaluated by using Cronbach alpha and composite reliability which the recommended value for reliable constructs lies between 0.7 to 0.98. From table 1 above, most of the variable shows higher results either the composite reliability or alpha Cronbach’s. The second step was the validity assessment which consists of two validity assessment namely convergent and discriminant variable. The convergent validity was evaluated by the Average Variance Extracted score (AVE score) which the cut-off value should be higher than 0.50. From the table above AVE, the output indicates that all of the variables have met the cut-off value (>0.50), this is considered as valid. Second validity was examined by discriminant validity by using Fornel-Larcker criterion. Table 1 above indicates that the diagonal-bold value has a higher score than off-diagonal, thus the Fornel larger criteria have met the cut-off value. Next step after the reliability and validity has met the cut-off criteria, the model can be further processed for model evaluation.

Model evaluation was used to analyze the situation by identifying the path coefficient either indirect effect, indirect effect and total effect. Direct effect identifies the direct effect of the causal relationship between the two variable. Indirect effect identifies the role of mediating variable in path modeling, while the total effect was summed up both direct and indirect effect. The model evaluation in this study was shown in table 2 and figure 2 below:

| Hypothesis | DIRECT | INDIRECT | Total |
|------------|--------|----------|-------|
| PEOU → PU  | 0.918  | 17.210   | YES   |
| PEOU → ATT | 0.242  | 2.465    | YES   |
| PEOU → ITB | 0.262  | 1.771    | NO    |
| PU → ITB   | 0.419  | 2.360    | YES   |
| ATT → ITB  | 0.599  | 3.250    | YES   |

**Table 2. Model Evaluation output table**

From table 2 and figure 2 above, the direct effect of each hypothesis shows a significant effect indicates by a t-calc score by using critical ratio (CR>1.96). The results of the direct effect of the model show a significant effect on each hypothesis except for perceived ease of use to intention to
plan travel. The largest coefficient was shown by the effect of perceived ease of use on perceived usefulness (H1).

Table 2 above also indicates the indirect effect. The table above shows a significant effect on the whole indirect effect. However, the largest effect has indicated by the effect of perceived ease of use on attitude towards social travel, which shown by the weight of coefficient for 0.445 and CR for 5.250. The table also indicates the total effect of direct and indirect effect. The results indicate that the whole hypothesis shows a significant effect included the perceived ease of use on the intention to plan travel using social media.

From the results above the only non-significant effect was shown by perceived ease of use on the intention to plan travel using social media [9], [15]. It shows that the ease of using social media isn’t merely able to increase the intention to plan travel using social media. Users feel that the ease of social media was intended to just travel reference, rather than making or looking for travel plan [16]–[18]. The largest effect amongst the variable was shown by the effect of perceived ease of use on perceived usefulness. It was known for decades that the ease of use will enable the users to search for useful information, so the easier the systems will result in the higher feeling of usefulness [10]. Both perceived ease of use and perceived usefulness are able to increase the attitude towards social media to plan their travel. This also supports prior studies. From figure 2 above we can see the effect of perceived ease of use, perceived usefulness, and attitude towards social media to plan travel on intention to plan travel. The results indicate that the attitude towards social media to plan travel was showing the largest effects amongst the three. It indicates that increasing the attitude towards social travel planning has a great effect [10], [12], [19]. Increasing the user perspective by giving a great information and one-stop-information that provide travel info including pricing, package, travel itinerary, and option for custom traveler will create such interesting aspects for the traveler.

4. Conclusion
The presence of social media has changed the customer behavior in managing their travel plan, both a short-term plan or mid-term travel plan or even a long-term travel plan that is mainly for pleasure seeker. Most travelers are looking for a less painful travel plan since the purpose of travel is to reduce stress. According to several studies people tend to seek for necessary information related to tourist object information, travel agencies, accessibility, food-related and other convenience during travel. The paper used in model development in this study was obtained from various research. The finding of this study giving new insight into current social media phenomena, particularly which related to social travel. The main contribution of this work lies in the model development of social media on the social traveler. The study finds that the attitude on social media for social travel was the main contributor. User’s attitude itself wasn’t a standalone contributor but it has a prior contributor namely the perceived ease of use and perceived usefulness. Social media represented the social interaction. The content was created and consumed by society at the same times. The ease of information dissemination creates such ease to use social media. The ease to spread the information in this study also find that it creates the content inside it becoming useful, thus resulting a good users perspective about social media in planning their travel plan including, pricing, object alternative, accommodation, food-related product, and culture available at the travel object. However, there are several limitations to this works. First, this research was excluding variably related to destination or tourism object such as destination image. Second, the supporting literature related to social media was limited due to the social media research was remain at an early stage, so it still needs a further development. Third a larger set of data across social media need to be further included in the research to understand the different characteristics of social media use across social media platform.

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