

# The Influence of Destination Image, Novelty Seeking, and Information Quality in Social Media: The Case of Media News Company Indonesian Tourism on Instagram

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## Abstract

This study aims to determine how the influence of destination image, novelty seeking, and information quality in social media towards visiting intention. Empirical analysis based on data collected from followers of @explorebandung, @explorejogja and @explorebali Instagram accounts of 400 respondents. The theory used in this study is the social information processing theory. Findings indicated that destination image, novelty seeking, and information quality on Instagram partially or simultaneously have a positive and significant effect on the visiting intention variable, with a fairly strong correlation value. Instagram, which is a new media, can be used as a trendy tool in digital tourism. The media news company on Instagram is considered effective if it's already known, interesting and has many followers. These findings are beneficial to both destination managers and the government in their efforts to improve and promote the Indonesian tourism as an attractive and unique destination to attract more tourists through social media.

*Keywords:* Destination image; Novelty seeking; Information quality; Visiting intention; Social media network

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## 1. Introduction

Indonesian tourism is growing very rapidly along with the development of information technology. Through information technology, people can easily get access to information about various destinations and tourist attractions via social media. One of the social media which is seen as a trendy tool in digital tourism is Instagram. In addition to the government that always strives to promote Indonesian tourism, netizens on social media play an active role in promoting the beauty of Indonesian tourism with many tourism accounts popping up outside the management of the Indonesian Ministry of Tourism. One of the social media used by netizens to disseminate tourism information is Instagram. Instagram's role is quite large for tourism, many travelers now go traveling after seeing photos on Instagram. Instagram is considered to be an effective platform for disseminating tourism information. The appearance of interesting tourist photos uploaded by Instagram users can affect other users and cause a response for other Instagram users. In addition to the phenomenon of traveling, tourism in Indonesia has been increasingly explored since the presence of Instagram.

Tourism promotion through social media can be said to be a relatively new method and has a major impact in encouraging tourist mobility (Fatanti & Suyadnya, 2015). By using social media, tourists can share their experiences and can also be used as a source in searching information about tourist destinations (Gohil, 2015). In addition to tourism promotion, social media can also create business opportunities. With this phenomenon, it opens up great opportunities for anyone to use Instagram to communicate and can also be used as a means of promoting tourism potential. On that basis, emerging tourism promotions carried out by one or two people, or even communities. In addition, many media news company accounts also appear that fill the content promoting tourism in their respective regions, each Instagram account @explorebali, @explorejogja, @explorebandung, @explorelombok etc. by repost photos or videos of Instagram users who mentioned to their account. Based on measurements carried out by Frontier Consulting Group and Tempo Media Group in 2018, the tourism index of Bandung City is one of the highest in Indonesia, reaching 95.30 or higher than Denpasar City with 87.65 Tourism Index and Yogyakarta City with 85.68 Tourism Index (jabargov. id, 2018). In addition, researchers have also surveyed Instagram that followers of community accounts / news companies travel in Indonesia with the highest number of followers, namely @explorebandung account for 709,000 follow-up, then

followed by @explorejogja 653,000 followers and @explorebali 436,000 followers (accessed on January 25, 2019).

The aim of this study was to determine how the influence of destination image, novelty seeking, and information quality in social media towards visiting intention. It is believed that the results from the study will contribute to literature as well as relevant agencies, government organizations and administrators.

## **2. Literature Review**

### *2.1. Destination Image*

According to del Bosque, Martin, and Collado (2006) image is the result from the perception customers have in terms of a company. In other words, the image of a company consists of the impressions, beliefs and feelings a person has toward any given company. While According to Nguyen and Leblanc (2001) image is the full extent of the impressions which an enterprise has left in the mind of consumers. The impact an image has on the mind of the consumer materializes with the impact established by the conglomeration of advertising, public relations, word-of-mouth advertising and through the experiences consumers have with the goods and services. The image of an enterprise is a significant variable which can have a positive or negative effect on the marketing activities of the enterprise (Kandampully & Suhartanto, 2000).

According a research of Savas Artuger, Burcin Cevdet C., & Ibrahim Kilic, (2013), classify destination image into two dimensions, namely Cognitive image and Affective image where each of these dimensions is classified into several indicators. The indicator of the cognitive image consists of a natural attractions, infrastructure, atmosphere, social environment, value for money. And affective Image consists lively city, exciting city, and pleasant city.

### *2.2. Novelty Seeking*

In the tourism context, variety seeking has been replaced by novelty seeking, which has been found to be particularly important in relation to tourist destinations (Crompton, 1979; Dann, 1981; Feng & Jang, 2004; Scott, 1996; Uysal & Hagan, 1993). Novelty-seeking theory provides a stronger theoretical foundation in explaining destination choice behavior (Babu & Bibin, 2004; Bello & Etzel, 1985; Zuckerman, 1971). Novelty is often defined as the degree of contrast between present perception and past experience, making it the opposite of familiarity (Pearson, 1970). According a research of G. Assaker et al. (2011), classify novel seeking into several dimensions, namely:

- Experiencing a different culture
- Local crafts and handiwork
- Local cuisine and new food
- Interesting and friendly local people
- Opportunity to see or experience people from different ethnic
- Opportunity to see or experience unique local residents or native groups
- Opportunity to increase your knowledge about places, people, and things
- Variety of things to see and do
- Visiting a place you can talk about when you get home

### *2.3. Information Quality*

In information systems, a variety of studies have identified various dimensions of IQ. Most frequently cited dimensions are those proposed by DeLone and McLean (2003). Although those IQ dimensions are well suited for studies on information system users, we believe that, in this study, it is necessary to focus on IQ dimensions that emphasize consumers' (in particular, travelers) view point, rather than information system users view point. The indicators of information quality variables according to DeLone and McLean (1992) are relevance, timeliness, completeness and interestingness

### *2.4. Social Information Processing Theory*

. Social Information Processing Theory is a theory that learns how to communicate using social networks. In this theory also explains the way people can get to know each other online, without cues (non verbal communication) and how they develop and manage relationships between people using computer media in the communication process. Joseph Walther (Littlejohn and Foss, 2009: 897) also introduced Social Information Processing (SIP) as an alternative to see the phenomenon of relationship development through Computer Mediated Communication (CMC). In the explanation of social information processing communicators meet through computer text-based communication, then develop the impression and interpersonal relations between the two.

Within this context the hypothesis of the study is manifested as follows:

**Simultaneously:**

**H<sub>0</sub>** = There is no influence of the variable destination image, novelty seeking and information quality on visiting intention.

**H<sub>a</sub>** = There is influence of variable destination image, novelty seeking and information quality on visiting intention.

**Partially:**

**H<sub>0</sub>** = There is no influence of the destination image variable on visiting intention.

**H<sub>a</sub>** = There is the influence of the destination image variable on visiting intention.

**H<sub>0</sub>** = There is no effect of novel seeking variables on visiting intention.

**H<sub>a</sub>** = There are influences of novel seeking variables on visiting intention.

**H<sub>0</sub>** = There is no effect of information quality variable on visiting intention.

**H<sub>a</sub>** = There is an influence of information quality variable on visiting intention.

### 3. Method

The method used in this study is a quantitative method. According to Creswell (2010: 5) quantitative research is methods for completing theories by examining relationships between variables. The paradigm used is the positivism paradigm. Positivism paradigm according to several opinions, namely communication is a linear process or causal process that reflects the efforts of the sender of the message to change the knowledge of the recipient of the passive message (Ardianto and Q-Anees, 2011: 87). The population used to determine the influence of destination image, novelty seeking, and information quality in social media with research subjects are followers from Instagram accounts @explorebandung, @explorejogja and @explorebali.

Accordingly the size of the sampling was calculated with the Slovin formula recommended because the sample size of the population is known in number (Umar, 2003: 59). The sampling size calculated with the formula was 400. Data was collected using an online questionnaire administered in January 2019. SPSS 22.0 for Windows software program was used in the analysis of the obtained data.

### 4. Result and Discussion

The distribution of the personal characteristics of the individuals in the sampling group of the study are presented in Table 1.

Table 1. Distribution of The Participants According to Their Demographic Characteristics

Variable	Group	Number (f)	Percentage (%)
Nationality	Indonesia	398	99,50
	Others	2	0,50
Gender	Female	245	61,25
	Male	155	38,75
Marital status	Single	349	87,25
	Married	49	12,25
	Divorce	2	0,50
Age	20 below	157	39,25
	21-30	221	55,25
	31-40	19	4,75
	41-50	2	0,50
	51 and above	1	0,25
Education level	Junior high school and under	4	1,00
	Vocational school	39	9,75
	High school	105	26,25
	Bachelor	227	56,75
	Master/ Doctor	25	6,25
Profession	Student	218	54,50
	Employee	127	31,75
	Civil servants/ Army/ Police	18	4,50
	Lecture	13	3,25
	Entrepreneur	24	6,00
Have you ever visited Bandung?	Yes	324	81,00
	No	76	19,00
Have you ever visited Yogyakarta?	Yes	356	89,00
	No	44	11,00
Have you ever visited Bali?	Yes	233	58,25
	No	167	41,75
	<b>Total</b>	<b>400</b>	<b>100,00</b>

According to the findings in Table 1 99,50% of the participants consisted of tourists who were Indonesian nationals, 0,50% were others nationalities. 61,25% of the participants were female, 87,25% were single, 55,25% were 21-30 of age, 56,75% had a bachelor education, 31,75 had profession as employee and 81,00% of the participated in the survey indicated that they were ever visited Bandung, 89,00% ever visited Yogyakarta, and 58,25% ever visited Bali.

The results of the factor analysis and reliability analysis (Cronbach's Alpha) applied in the study for the destination image, novelty seeking and information quality scales and the arithmetical averages and standard deviation values for the views of the participants are presented in Table 2. As a result of the factor analysis it is concluded that the factors explaining 40,253% of the total variance for the destination image are collected under six factors while 13,027% of the total variance for the novelty seeking scale are collected under nine factors and 03,863% of the total variance for the information quality scale are collected under four factors.

A study of the arithmetical averages in Table 2 reveals that the general destination image (X=3,431), general novelty seeking (X=3,40) and general information quality (X=3,396) points are over 3 points which is a median value in the 1-4 point interval. These values show that the tourists in the sampling group have a positive opinion of the destination image of Bandung, Yogyakarta, Bali and that their levels of novelty seeking and information quality are also high. While it has been determined that the arithmetical average values of "cognitive image" (X=3,412) and "affective image" ( X=3,517) regarding destination image are close to each other, the "exciting city" (X=3,57) factor has been calculated as the most positive outlook for the affective image dimension. This finding shows that image of Bandung, Yogyakarta, and Bali is an exciting city. In addition, although the " value for money " (X=3,178) factor of the cognitive image dimension is considered positive by the participants it has been ascertained that the average values calculated for this factor are lower than for the other factors. On the other hand it has been determined that the average points for "Visiting a place you can talk about when you get home" (X=3,58) in terms of novelty seeking are higher than the average points for "Opportunity to see or experience unique local residents or native groups" (X=3,03). And the other hand it has been determined that the average points for "Information contained in the Innstagram account @explorebandung, @explorejogja, and @explorebali is relevant to helping followers" (X=3,47) in terms of information quality are higher than the average points for "The information presented by the Innstagram account @explorebandung, @explorejogja, and @explorebali for an upload has described the desired followers" (X=3,36).

Table 2. Item, Subscale, and Total Scale Statistics for Destination Image, Novelty Seeking, and Information Quality

Scale, Subscale and Items	% f variance	Cronbach's Alpha	Mean (1-4)	Std. Deviasi
<b>DESTINATION IMAGE</b>	<b>40,253</b>	<b>0,955</b>	<b>3,431</b>	<b>6,345</b>
<i>Cognitive image</i>	<b>27,676</b>	<b>0,890</b>	<b>3,412</b>	<b>5,261</b>
<i>Natural Attractions</i>	1,268	0,694	3,665	1,126
Bandung, Yogyakarta and Bali has several natural parks			3,61	0,500
Bandung, Yogyakarta and Bali offers much in terms of natural scenic beauty			3,78	0,424
Bandung, Yogyakarta and Bali has many historic sites and museums			3,62	0,502
<i>Infrastructure</i>	2,205	0,775	3,378	1,485
Bandung, Yogyakarta and Bali has good quality infrastructure			3,41	0,572
Bandung, Yogyakarta and Bali has a good network of tourist information			3,49	0,579
Bandung, Yogyakarta and Bali has a good standard of hygiene and cleanliness			3,24	0,635
<i>Atmosphere</i>	1,789	0,697	3,476	1,338
Bandung, Yogyakarta and Bali has a good nightlife (entertainment).			3,45	0,577
Bandung, Yogyakarta and Bali is an exotic destination			3,57	0,540
Bandung, Yogyakarta and Bali has many sports and recreational opportunities			3,41	0,577
<i>Social Environment</i>	1,155	0,636	3,340	1,075
The people of Bandung, Yogyakarta and Bali			3,51	0,584

are friendly and helpful.				
Bandung, Yogyakarta and Bali is generally a safe city			3,17	0,669
<b>Value for Money</b>	<b>2,701</b>	<b>0,775</b>	<b>3,178</b>	<b>1,643</b>
Accommodation prices in Bandung, Yogyakarta and Bali are reasonable			3,06	0,762
Bandung, Yogyakarta and Bali is an inexpensive city			3,21	0,615
I can get value for the money I pay in Bandung, Yogyakarta and Bali for a holiday			3,27	0,588
<b>Affective image</b>	<b>2,083</b>	<b>0,853</b>	<b>3,517</b>	<b>1,443</b>
Bandung, Yogyakarta and Bali is a lively city			3,43	0,570
Bandung, Yogyakarta and Bali is an exciting city			3,57	0,530
Bandung, Yogyakarta and Bali is a pleasant city			3,56	0,541
<b>NOVELTY SEEKING</b>	<b>13,027</b>	<b>0,866</b>	<b>3,450</b>	<b>3,609</b>
Experiencing a different culture			3,52	0,557
Local crafts and handiwork			3,47	0,538
Local cuisine and new food			3,57	0,531
Interesting and friendly local people			3,49	0,520
Opportunity to see or experience people from different ethnic backgrounds			3,41	0,576
Opportunity to see or experience unique local residents or native groups			3,03	0,770
Opportunity to increase your knowledge about places, people, and things			3,49	0,575
Variety of things to see and do			3,51	0,539
Visiting a place you can talk about when you get home			3,58	0,543
<b>INFORMATION QUALITY</b>	<b>03,863</b>	<b>0,898</b>	<b>3,396</b>	<b>1,965</b>
Information contained in the Innstagram account @explorebandung, @explorejogja, and @explorebali is relevant to helping followers			3,47	0,547
Information contained in the Innstagram account @explorebandung, @explorejogja, and @explorebali is the latest information			3,38	0,576
The information presented by the Innstagram account @explorebandung, @explorejogja, and @explorebali for an upload has described the desired followers			3,36	0,574
The appearance of the Innstagram account @explorebandung, @explorejogja, and @explorebali is attractive to followers			3,38	0,548

From the results of multiple linear regression tests in table 3, we get  $Y = 2.862 + 0.150X_1 + 0.155X_2 + 0.575X_3$ . From these results, it can be said that if the values of  $X_1$ ,  $X_2$ , and  $X_3$  are worth 0 or none, then the variable value  $Y$  is 2.862. That means, variable  $Y$  (visiting intention) already has a value with a positive direction. In terms of @explorebandung, @explorejogja and @explorebali Instagram account followers have been affected and interested in visiting each of these regions. In addition, it can be seen that the correlation coefficient value between  $X$  and  $Y$  is the highest in the relationship between the effect of the information quality ( $X_1$ ) variable on visiting interest with a value of 0.575 and is estimated to be 57.50%. This value is greater than the value of the destination image variable ( $X_2$ ) of 0,150 and is proportional to 15,00% and novel seeking ( $X_3$ ) of 0,155 and to be 15,50%. This value reflects that information quality ( $X_3$ ) has a positive relationship to interest in visiting or the higher information quality presented by Instagram accounts @explorebandung, @explorejogja, and @explorebali, the higher the influence of tourists visiting interest to come to the place that is.

Table 3. Analysis result of Multiple Linear Regression Tests

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.862	1.046		2.737	.006
X1	.150	.025	.303	6.011	.000
X2	.155	.047	.177	3.289	.001
X3	.575	.074	.358	7.748	.000

The result of multiple correlation values obtained based on the results of multiple regression tests in table 4 between variables X1, X2, and X3 against Y are 0.734 seen from the value (R). This means that visiting intention @explorebandung, @explorejogja, and @explorebali followers is affected by 0.734 by destination image, novelty seeking and information quality on Instagram, this value has a positive correlation value with a strong relationship value, because it is in the range of 0.600 - 0,799. In this study, the determination coefficient value was 0.538 or 53.8%, this value indicates that visiting intention can be influenced by destination image, novelty seeking, and information quality by 53.8%, while the remaining 46.2 % is the influence of other factors outside of this study.

Table 4. Analysis Result of Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.538	.535	2.151

Based on the hypothesis testing through t-test in table 5 conducted by the researcher using SPSS, it was found that the destination image variable (X1) had an influence on the Y variable (visiting intention) with a  $t_{hitung}$  of 16,603 with a significance level of 0,000 and  $t_{table}$  of 1,966. Where as for novelty seeking variable (X2) has an influence on variable Y (visiting intention) with a  $t_{hitung}$  greater than  $t_{table}$ . The value of  $t_{hitung}$  X2 is 16.137. Then the information quality variable (X3) also has an influence on the variable Y (visiting intention) with a  $t_{hitung}$  of 17,110. So that from the results of the three, the conclusion is to reject H0 and accept Ha, that is with the sound Ha1: there is the influence of the destination image variable on visiting intention, Ha2: there are influences of novelty seeking variables on visiting intention, and Ha3: there is influence of information quality variable on visiting intention. In addition, the results of multiple linear regression tests obtained the  $F_{hitung}$  of 153,893, which was then compared with  $F_{table}$ , which was  $F_{table}$  in this study amounting to 3,018. Then the significance value of the F test results is obtained as well as 0,000. Based on the results of the comparison, the conclusion of the hypothesis is that rejecting H0 and accepting Ha, with the sound Ha: there is an influence of variable destination image, novelty seeking, and information quality on visiting intention.

Table 5. Comparison of t Hitung and t Table, F Hitung and F Table and sig.

Variable	t Hitung	F hitung	t table	F table	Sig.
Destination Image (X1)	16,603	153.893	1,966	3.018	0,000
Novelty Seeking (X2)	16,137		1,966		0,000
Information Quality (X3)	17,110		1,966		0,000

Based on the explanation above, it was obtained that meaning, destination image, novelty seeking and information quality on Instagram social media can influence tourists visiting interest. Information seeking has the highest influence compared to other variables where the quality of information measured by indicators of relevance, timeliness, completeness and interest conveyed by communicators in this study affects the intention to visit in accordance with the concept of Social Information Processing Theory. SIP reveals that when communicators are allowed to exchange messages, their interpersonal relationships will be comparable to those produced in face-to-face communication. If reviewed by media news company accounts on Instagram, not only upload photos and videos, but also the ability to write captions can build network connections and add information to others. When users upload photos of their activities while traveling, other users can add comments, or even upload the upload. For Instagram users, this is very possible. In addition, other users can also make text-based comments on content to links to photos or videos. In other words, Insragram displays two types of information that are controlled by the owner of the account and which are outside the direct control of the account owner. Walther believes this is one of the differences in how Instagram users process social information.

Then Instagram, which is actually a new media that can reach mass netizens from various parts of the



world, can be used as promotional media, especially in mobile commerce. Instagram can also be used as a trendy tool in digital tourism. Media news companies such as @explorebandung, @explorejogja and @explorebali in Instagram are considered effective if they are already known, interesting and have many followers. This finding is useful for destination managers and governments in their efforts to improve and promote Indonesian tourism as an attractive and unique destination to attract more tourists through social media.

## 5. Conclusion

Based on the results of data analysis and discussion, it can be concluded that destination image, novelty seeking and information quality partially or simultaneously have a positive and significant effect on the variable visiting intention, with a fairly strong correlation value. Information quality variables provide the highest influence compared to other variables, which is Information quality as measured by the indicators of relevance, timeliness, completeness and interestingness conveyed by the communicators in this study which greatly influence the intention to visit. Social Information Processing reveals that when communicators are allowed to exchange messages, their interpersonal relationships will be comparable to those produced in face-to-face communication. Followers can be affected and interested in visiting when the message delivered is of high quality. Walther believes this is one of the differences in how Instagram users process social information. Instagram which is a new media that can reach mass netizens from various parts of the world can be used as promotional media, especially in mobile commerce. Instagram can also be used as a trendy tool in digital tourism. Media news companies like Instagram are considered effective if they are known, interesting and have many followers. This finding is useful for destination managers and governments in their efforts to improve and promote Indonesian tourism as an attractive and unique destination to attract more tourists through social media.

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