

ANTECEDENTS OF TOURISTS INTENTION TO VISIT BELITUNG ISLAND: GENERATION Z PERSPECTIVE IN JABODETABEK

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Abstract

This study has the purpose to examine the effect of electronic word of mouth, destination image, tourist motivation, and satisfaction on intention to visit Belitung Island. Non-probability sampling technique was used for this research. This research method used a survey method with a quantitative approach and types of primary data. Data collection strategies by conducting interviews and perceptions with questionnaire. The respondents involved 250 Generation Z who live in JABODETABEK. Data was analyzed using exploratory and confirmatory factor analyses. The data analysis in this study used SPSS version 26 and SEM with AMOS program version 24. There were seven hypotheses to be examined. As a result, all hypotheses were accepted. Implications for managerial: 1) E-WoM can be made in more attractive formats such as videos and uploaded on popular platforms to increase tourist attraction. 2) Business owners on Belitung Island should open an aesthetic Beach Club and Cafe to attract young tourists. 3) Business owners on Belitung Island should open a wizarding place that is currently in demand by Generation Z, such as cafes or entertainment venues that prioritize beautiful photo spots. 4) Belitung Island tourism industry can work with content bloggers, vloggers to provide good information and reviews about Belitung Island. 5) Belitung Island tourism industry can take advantage of influencer endorsements to travel to Belitung Island as is done by travel businesses in Lombok.

Keywords: destination image, electronic word of mouth, e-WoM, satisfaction, tourist motivation, visit intention

INTRODUCTION

Belitung Island is one of the islands in Indonesia which is located in the province of the Bangka Belitung Islands. Belitung Island has many beaches with amazing views. The white sand and clear sea water make Belitung Island very charming. According to a report from the Ministry of Culture and Tourism in (2009), the Bangka Belitung Islands were included in the top 10 Indonesian tourism destinations, ranking eighth beating the provinces of Papua and West Papua. However, over time, reported from the web belitungkab.bps.go.id (2021), BPS data for 2018 and 2019 indicated that there was a notable decrease in the amount of visits in the tourist area of Belitung Island, which is a problem for the tourism sector on Belitung Island. This shows that the intention of visiting Indonesian tourists to Belitung Island is very low. Reported from mongabay.co.id, Ismi (2020) stated that the people of Belitung Island have their main livelihood in the mining and tourism sectors. Belitung Island is known as an island that produces tin. Most of the people of Belitung Island are tin mining workers and until now their lives are still dependent on tin. Ironically, this tin mining causes many problems, ranging from environmental damage that has not been resolved until now, and dozens of lives lost due to accidents due to the lack of adequate equipment. Reported from web travel.kompas.com, Ramadhian (2020) stated that the Belitung people have started to switch from mining to tourism. The Belitung people who are now working in the tourism industry really love tourism and they think that the tourism industry can provide certainty for the future of Belitung Island.

Before tourists decide to visit a destination, there are several factors that are considered by tourists. Göker and Ayar (2020) in their study stated that e-WoM own a positive impact on visit intention. Before visiting a tourism destination, tourists will look for information about the destination via the internet. According to Nurhidayati and Abror (2020), the internet provides more information that tourists need about a tourist destination, so they can plan their trip well and according to their expectations.

Chaulagain *et al* (2019) in their research stated that destination image has a positive effect on intention to visit. According to Buck and Law in Pitana and Gayatri (2005) tourism is an image-based industry. The image of the destination will affect the tourists to decide to travel. The greater destination image, the more possibility travelers are to come to see that destination.

Luo and Ye (2020) in their studies, stated that motivation motivation own an influence on visit intention. Motivation has an important meaning in trip behavior like destination choice and visit

intention (Li & Cai, 2012). Tourists who have high travel motivation like have to know culture, new region, looking for information, ease up and unwinding, experience, as well as redirection and excitement have high intentions to come to see the destination (Mohammad J. Khan *et al.*, 2019).

Santoso (2019) in his research stated that satisfaction own an influence on visit intention. Within the tourism industry, tourist satisfaction have a role as an important obligation and promotional instrument to attract tourists' concern. In addition, tourist satisfaction is additionally an imperative component for the triumph of visit intention (Gorondutse & Hilman, 2014).

The researcher realizes that research on visit intention to Belitung Island has already been done. However, no one has yet used Generation Z as their research subject. Whereas, as reported by the web swa.co.id, Liliyah (2020) stated that in 2020 generation Z is the generation that spends the most money on vacations. This makes researchers believe that Generation Z is the portion of tourists who have the most potential to be attracted to the tourism industry in Indonesia.

LITERATURE REVIEW

E-WoM

Based on the research by Hennig-Thurau *et al* (2004), e-WoM is a explanation that make by prospective or previous clients around a item or corporation, that is intentional for individuals or institutions through the web. According to Gruen *et al* (2006) e-WoM is a communication means to share knowledge concerning a product or service that has been worn between buyers who don't know each other and have never met some time recently.. According to Sholikhah (2018), e-WoM is a communication medium that uses internet media in the form of negative or positive suggestions made by consumers on the use of products or services through social media or online which aims to provide information about the use of products or services that have been consumed, where they do not know each other or have not met before which can influence other people to make a decision on the purchase of a product or service. Goyette *et al* (2010) stated that e-WoM is divided into three dimensions, namely intensity, valence of opinion, and content.

Destination Image

As stated by Kim and Richardson (2003) destination image is the entirety of impressions, convictions, thought, trusts, and sense that have amassed against a put over time. As stated by Tasci *et al* (2007) destination image is an intelligently framework of minds, suppositions, sense, visualizations, and aims towards a objective. As stated by Tapachai and Waryzak (2000) destination image is a recognition or impression about a destination by sightseers in connection to the supposed benefits or utilization value which includes useful, communal, sentiment, epistemic,

and conditional benefits of a destination. This recognitions eventually head to the choice to come to a nation as a excursion destination. According to Ritchie and Echtner (1993) destination image has three dimensions, namely functional – psychological, attribute – holistic, and common – unique.

Tourist Motivation

According to Moutinho (2009) motivation points to a condition of require that gives a person 'push' towards certain sorts of activities that are considered to bring satisfaction. As stated by Li and Cai (2012) motivation is a inclination whether outline from thought that emerges because of a require that encourages a person to take dissimilar sorts of activities to meet these needs. According to Setiadi (Setiadi, 2003) tourist motivation is a booster that creates encouragement to someone in carrying out activities, and as a cause, distributor and in acting that is integrated with all efforts to achieve satisfaction. According to Siri *et al* (2012) there are four core dimensions of motivation, namely novelty seeking, stress busting/fun, achievement, and family oriented/education.

Satisfaction

As stated by Kotler and Keller (2009) satisfaction is a people's sentiments of delight or disillusionment coming about through comparing the seen execution (or result) of a item with expectations. As stated by Severt *et al* (2007) tourist satisfaction is the degree to which traveler satisfaction is gotten from the travel involvement about a a product or service that meets the wishes, hopes and eagerness of tourists related to the trip. According to Setyo (2017) in Rondonuwu and Komalig, there are seven indicators related to customer satisfaction, namely the fulfillment of consumer expectations, attitudes or desires to use the product, recommending to other parties, service quality, loyalty, good reputation, and location.

Visit Intention

According to Chen et al (2014) visit intention is the willingness to come to a tourist destination. According to Whang et al (2016) intention to visit alludes to the possibility of what visitor feel amid a particular time so that they can develop subjective discernments that impact behavior and the ultimate choice to come. As stated by Ahn et al (2013), intention to visit is the likelihood that that traveler want to to come to a certain destination inside a certain period. Intention to visit is additionally regarded as a mental process and change of trip motivation into behavior (Jang et al., 2009). According to Su, Lian, and Huang (2020), visit intention as the subjective aim and propensity of prospective tourists to visit a particular destination, which is triggered by inside and outside information such as destinations and social media. Adapted from research conducted by Doosti et al (2016), there are three dimensions of visit intention, namely the desire to visit tourist attractions, choosing tourist attractions over other options to visit in the future, and intending to provide recommendations.

Theoretical Framework

E-WoM and Satisfaction

Prayogo *et al* (2017) conducted a research on visit intentions to Malioboro Street, Yogyakarta. One of the hypotheses tested in their research is the consequence of e-WoM on satisfaction. This research proves that satisfaction is positively affected by e-WoM. These results support the study of Nurhidayati and Abror (2020) on tourist satisfaction. One of the hypotheses tested in their research is the influence of e-WoM on satisfaction. These two researchers prove that e-WoM has a positive effect on satisfaction.

Destination Image and Satisfaction

Kim (2018) conducted a research about loyalty behavior. One of the hypotheses tested in his research is the influence of destination image on satisfaction. The results of his research prove that satisfaction is a positively influenced by destination image. These results support the research of Sharma and Nayak (2018) about tourists' emotional experiences in the case of wellness tourism. One of the hypotheses tested in their research is the influence of destination image on satisfaction. These two researchers prove that satisfaction is a positively influenced by destination image

Tourist Motivation and Satisfaction

Agyeiwaah *et al* (2019) conducted a research on culinary tourist motivation, a case study on cooking class participants in Chiang Mai. One of the hypotheses tested in their research is the effect of tourist motivation on satisfaction. The results of their research prove that the motivation of the participants affects the satisfaction of the participants. These results align with the research of López-Guzmán *et al* (2017) about satisfaction of tourists at gastronomic festival. One of the hypotheses tested in their research is the level of satisfaction with gastronomy is determined by of tourists culinary motivation. The results of their research prove that motivation affects the level of satisfaction.

E-WoM and Visit Intention

A study conducted by Goker and Ayar (2020) examined visit intentions. One of the hypotheses tested is the influence of e-WoM on intention to visit. These two researchers prove that intention to visit is potively affected by e-WoM. These results support the study of Yacoub and Hamouda (2018) regarding intention to visit implicating e-WoM, perceived risk motivations and destination image. One of the hypotheses tested in their study showed that e-WoM has an influence on visit intention. The results of their research prove that electronic word of mouth has an influence on visit intention.

Destination Image and Visit Intention

Chaulagain *et al* (2019) conducted a research on the intention to visit of US tourists to Cuba. One of the hypotheses tested in their research is the influence of destination image on visit intention. The results of their research prove that intention to visit Cuba is positively affected by destination image. These results align the research of Ahmad *et al* (2020) about the factors that affect intention to visit in post Covid 19 crisis recovery. One of the hypotheses tested in their research is the relation between destination image and visit intention. The results of their research shows that intention to visit positively affected by destination image.

Tourist Motivation and Visit Intention

A study conducted by Yacoub and Hamouda (2018) examined intention to visit implicating e-WoM, perceived risk motivations and destination image. One of the hypotheses that the two researchers tested was the influence of motivation on visit intention. The outcome of their research shows that visit intention positively influenced by motivation. These results support the research of Hosany *et al* (2020) on visit intention. One of the hypotheses tested in their research is the influence of motivation on intention to visit. Their results prove that motivation has a positive effect on intention to visit and shows motivation as the main determinant of visit intention.

Satisfaction and Visit Intention

Kanwel *et al* (2019) conducted a study on tourist intention to visit Pakistan. One of the hypotheses tested in their research is tourist satisfaction is positively related visit intention. These results prove that satisfaction is positively related to visit intention. These results support the study of Santoso (2019) about visit intention in Yogyakarta. One of the hypotheses tested in his research is the effect of satisfaction on visit intention. He proved that visit intention is positively influenced by satisfaction.

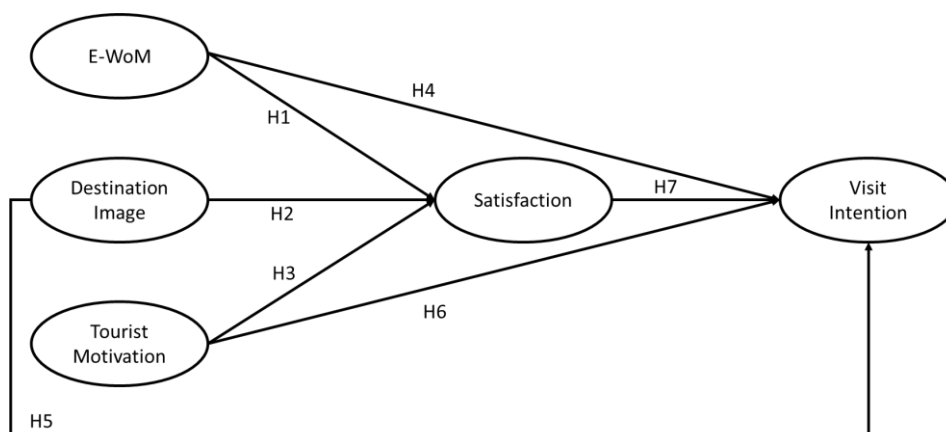


Figure 1. Research Model

Source: Data processed by researchers (2021)

While the hypotheses compiled in this study are following the above framework of thought:

Hypothesis 1	e-WoM will affect satisfaction positively and significantly
Hypothesis 2	destination image will affect satisfaction positively and significantly
Hypothesis 3	tourist motivation will affect satisfaction positively and significantly
Hypothesis 4	e-WoM will positively and significantly affect visit intention
Hypothesis 5	destination image will positively and significantly affect visit intention
Hypothesis 6	tourist motivation will affect visit intention positively and significantly
Hypothesis 7	satisfaction will affect visit intention positively and significantly

RESEARCH METHOD

The scale used in this study is the Likert type scale. The data that has been collected through a questionnaire, then the authors process it into quantitative form, namely by determining the answer score of the response to the statement given by the respondent, where the score is based on the provisions of number one, strongly disagrees up to number six, strongly agrees. There are six indicators for e-WoM (Doosti *et al.*, 2016, p. 143), four indicators for destination image (Chaulagain *et al.*, 2019, p. 7), four indicators for tourist motivation (Fodness, 1994, p. 563), five indicators for satisfaction (Prayogo *et al.*, 2017) and (Žabkar *et al.*, 2010), and three indicators for visit intention (Chaulagain *et al.*, 2019, p. 7). The respondents involved 250 Generation Z who live in JABODETABEK. The research technique used in sampling is convenient sampling. Data was analyzed using exploratory and confirmatory factor analysis. The data analysis software in this study utilized SPSS version 26 and SEM with AMOS program version 24.

RESULT AND DISCUSSION

Respondents in this study amounted to 250 people. From the data obtained, the majority of respondents were aged between 22-26 years with a total of 128 respondents (51.2%). This study was dominated by men with a total of 141 respondents (56.4%), then the majority of respondents in this study were high school graduates with a total of 122 respondents (48.8%). The majority of respondents in this study have not worked with a total of 110 respondents (44%) and the majority of respondents are from unmarried status with a total of 236 respondents (94.4%). In this study, the majority of respondents earn less than IDR 500,000 per month and have a budget for recreation of IDR 1,000,001 – IDR 5,000,000 per year.

The EFA instrument test results are declared valid if they have a factor loadings value > 0.4 (Hair *et al.*, 1998). The following are the results of the validity of this test.

Table 1 Exploratory Factor e-WoM

Item	Statement	Factor Loadings
E1	I often read other tourists' online travel reviews to know what cities make good impressions on others	0,797
E2	To make sure I choose the right tourism city, I often read other tourists' online travel reviews	0,779
E3	I often consult other tourists' online travel reviews to help choose an attractive city	0,755
E4	I frequently gather information from tourists' online travel reviews before I travel to a certain city	0,722
E5	If I don't read tourists' online travel reviews when I travel to a city, I worry about my decision	0,720
E6	When I travel to a city, tourists' online travel reviews make me confident in traveling to the city	0,662

Source: Data processed by researchers (2021)

Because the loadings factor value of all e-WoM variable indicators is above 0.4, it can be concluded that all indicators are declared valid

Table 2 Exploratory Factor Destination Image

Item	Statement	Factor Loadings
DI1	Belitung Island has many interesting places to visit	0,893
DI2	Belitung Island is a good place to go to the beach	0,864
DI3	Belitung Island has a variety of restaurants	0,832
DI4	Belitung Island has good entertainment activities	0,787

Source: Data processed by researchers (2021)

Because the loadings factor value of all destination image variable indicators is above 0.4, it can be concluded that all indicators are declared valid

Table 3 Exploratory Factor Tourist Motivation

Item	Statement	Factor Loadings
TM1	There are several places I always want to visit	0,853
TM2	Vacation time is a recovery period for us	0,848
TM3	I like going on vacation with good friends	0,832
TM4	I just like to travel, to go someplace and do something	0,763

Source: Data processed by researchers (2021)

Because the loadings factor value of all tourist motivation variable indicators is above 0.4, it can be concluded that all indicators are declared valid

Table 4 Exploratory Factor Satisfaction

Item	Statement	Factor Loadings
SF1	Belitung Island is a place that can make me satisfied	0,885
SF2	The information I received about Belitung Island made me satisfied to make a visit	0,842
SF3	I visited Belitung Island because I have satisfaction in finding information from the internet	0,834
SF4	I feel happy that I decided to visit Belitung Island	0,815
SF5	I feel happy with Belitung Island	0,809

Source: Data processed by researchers (2021)

Because the loadings factor value of all tourist motivation variable indicators is above 0.4, it can be concluded that all indicators are declared valid

Table 5 Exploratory Factor Visit Intention

Item	Statement	Factor Loadings
V1	I intend to go to Belitung Island in the future	0,879
VI2	I predict I will have to go to Belitung Island in the future	0,863
VI3	I am willing to visit Belitung Island in the future	0,847

Source: Data processed by researchers (2021)

Because the loadings factor value of all tourist motivation variable indicators is above 0.4, it can be concluded that all indicators are declared valid

For reliability test, according to Sugiyono (2010), if the alpha value is less than 0.6 then it can be said to be less good, while 0.7 is still acceptable, and 0.8 - 1 is good.

Table 6 Reliability Test

Variable	Cronbach's Alpha	Remark
e-WoM	0,825	Reliable
Destination Image	0,864	Reliable
Tourist Motivation	0,839	Reliable
Satisfaction	0,893	Reliable
Visit Intention	0,820	Reliable

Source: Data processed by researchers (2021)

In the reliability test table, the results of each variable meet the reliable requirements. This statement can be proven by the value of Cronbach's Alpha which is close to 1.

Bellow is the result of Fit SEM model in this research.

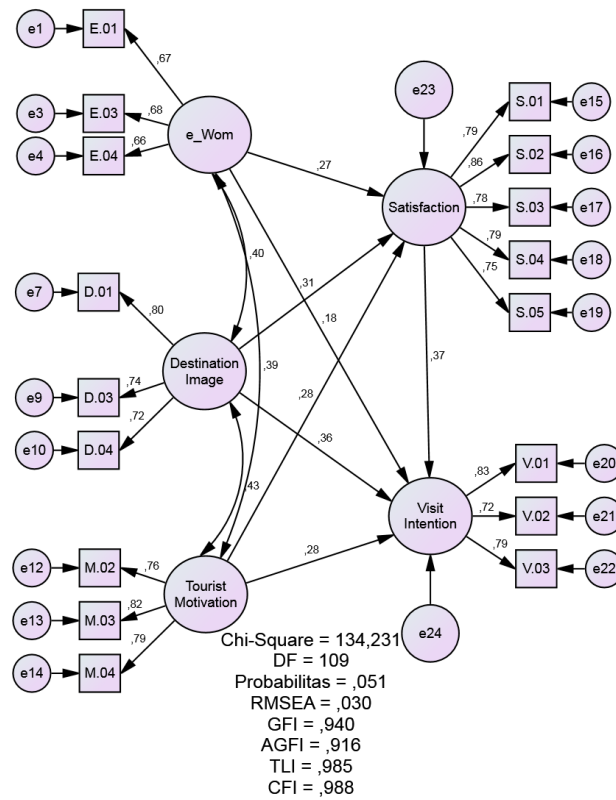


Figure 2 Fit SEM Model

Source: Data processed by researchers (2021)

Table 7 Result Fit Model SEM

Goodness-of-fit	Cut-off Value	Result
Probability	> 0,05	0,051
RMSEA	< 0,08	0,030
GFI	> 0,90	0,940
AGFI	> 0,90	0,916
CMIN/DF	< 2,00	1,231

Source: Data processed by researchers (2021)

Based on the SEM model fit test results, several indicators need to be removed so that the tested model meets the suitability requirements. The results of the appropriate model show the value of $P = 0.051$, $RMSEA = 0.030$, $GFI = 0.940$, $AGFI = 0.916$, and $CMIN/DF = 1.231$, so it can be concluded that the research model is fit.

Bellow is the result of hypothesis testing in this research.

Table 8 Hypothesis Test Result

Hypothesis	Path	C.R	P	Result
H ₁	<i>e-WoM</i> → <i>Satisfaction</i>	3,328	***	Fulfilled
H ₂	<i>Destination Image</i> → <i>Satisfaction</i>	4,065	***	Fulfilled
H ₃	<i>Tourist Motivation</i> → <i>Satisfaction</i>	3,773	***	Fulfilled
H ₄	<i>e-WoM</i> → <i>Visit Intention</i>	2,853	0,004	Fulfilled
H ₅	<i>Destination Image</i> → <i>Visit Intention</i>	5,700	***	Fulfilled
H ₆	<i>Tourist Motivation</i> → <i>Visit Intention</i>	4,750	***	Fulfilled
H ₇	<i>Satisfaction</i> → <i>Visit Intention</i>	5,490	***	Fulfilled

Source: Data processed by researchers (2021)

Discussion:

H₁: E-WoM on Satisfaction has a positive and significant effect. This shows that the more reviews through e-WoM, the higher level of tourist satisfaction. The results of this study align with previous research by Nurhidayati and Abror (2020), Prayogo *et al* (2017).

H₂: Destination Image on Satisfaction has a positive and significant effect. This shows that the better destination image, the higher level of tourist satisfaction. The results of this study align with previous research by Kim (2018), Sharma dan Nayak (2018), Eid *et al* (2019), Kanwel *et al* (2019).

H₃: Tourist Motivation on Satisfaction has a positive and significant effect. This shows that the higher tourist motivation, the higher level of tourist satisfaction. The results of this study align with previous research by Agyeiwaah *et al* (2019), López-Guzmán *et al* (2017).

H₄: E-WoM on Visit Intention has a positive and significant effect. This shows that the more reviews through e-WoM, the higher intention to visit the destination. The results of this study align with previous research by Goker and Ayar (2020), Kesumayuda *et al*, Yacoub and Hamouda (2018).

H₅: Destination Image on Visit Intention has a positive and significant effect. This shows that the better destination image, the higher intention to visit the destination. The results of this align with previous research Khan *et al* (2017), Yacoub and Hamouda (2018), Chaulagain *et al* (2019), Ahmad *et al* (2020).

H₆: Tourist Motivation on Visit Intention has a positive and significant effect. This shows that the higher tourist motivation, the higher intention to visit the destination. The results of this study align with previous research by Yacoub and Hamouda (2018), Hosany *et al* (2020), Luo and Ye (2020), Nguyen *et al* (2021).

H₇: Satisfaction on Visit Intention has a positive and significant effect. This shows that the higher level of tourist satisfaction, the higher intention to visit the destination. The results of this study align with previous research by Santoso (2019), Prayogo *et al* (2017), Kanwel *et al* (2019).

CONCLUSION

The first hypothesis states that the e-WoM variable positively and significantly affects satisfaction. The second hypothesis states that the destination image variable positively and significantly affects satisfaction. The third hypothesis states that the tourist motivation variable positively and significantly affects satisfaction. The fourth hypothesis states that the e-WoM variable positively and significantly affects visit intention. The fifth hypothesis states that the destination image variable positively and significantly affects visit intention. The sixth hypothesis states that the

tourist motivation variable positively and significantly affects visit intention. The seventh hypothesis states that the satisfaction variable positively and significantly affects visit intention.

The implication for this study are first, e-WoM can be made in more attractive formats such as videos and uploaded on popular platforms to increase tourist attraction. Second, business owners on Belitung Island should open an aesthetic Beach Club and Cafe to attract young tourists. Third, business owners on Belitung Island should open a wizarding place that is currently in demand by Generation Z, such as cafes or entertainment venues that prioritize beautiful photo spots. Fourth, Belitung Island tourism industry can work with content bloggers, vloggers to provide good information and reviews about Belitung Island. This is intended so that tourists do not lack information, such as information about interesting tours, hotels, restaurants on Belitung Island. Fifth, Belitung Island tourism industry can take advantage of influencer endorsements to travel to Belitung Island as is done by travel businesses in Lombok.

The suggestion for future studies are first, further research can use this research variable, but with different tourist objects, because there are still many Indonesian tourist areas that have the potential to be developed. Second, further research can develop other variables such as perceived risk, and travel constraints (Khan et al., 2017).

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