The Effect of Mass Media and Social Media on Destination Image and Visit Intention

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Abstract

The purpose of this study was to examine the factors that influence the destination image and visit intention. In contrast to previous studies, this study was conducted on tourist destinations in West Java, Indonesia and proposed two different types of media from different eras as independent variables. These media were conventional mass media and social media that emerge from the development of information & communication technology. This study use a questionnaire to collect empirical data and analyzed using structural equation modeling methods. The results of this study successfully proved that the destination image has a significant impact on visit intention. The results also showed that compared to mass media, social media is preferred by respondents and has a significant direct influence on the destination image, but not on visit intention. Conversely, besides being less favored by respondents, mass media does not have a significant influence on visit intention and destination image.

Keywords; *Destination Image, Visit Intention, Social Media, Mass Media*

I. INTRODUCTION

The tourism industry is an important sector that can drive the economy. Good tourism management can increase tourist arrivals, create jobs, and contribute to government revenues [1]. Many things can be done by destination manager to create successful tourism. One of which is spreading positive information about the value that they have. This effort aims to form a good destination image so that tourists are interested to visit. Destination image is an interesting concept and is often discussed by many researchers related to tourist behavior. The researchers believe that destination images can affect the tourists visit intention, especially if they are visiting for the first time or have limited information about the destination [2].

Marketing communication is a method commonly used to improve product image. Previous research has proven that the image of a product can increase along with efforts to spread positive information by marketers through various media. This of course also applies in tourism marketing. Before the existence of the internet, marketing communication was carried out through various mass media such as television, newspapers and magazines. Exposure through mass media like this has proven to be effective in increasing the number of visitors as investigated by researchers. Nowadays technology has developed in such a way and produces new communication media. One of the communication media that emerged from the development of technology and became very popular used by the public was social media, such as Facebook and YouTube.

There have been many studies that examine how the impact of the destination image on visit intention, but still few that relate to media exposure, especially those that simultaneously discuss mass media (which are more conventional) with social media (which arises from technological developments).

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Moreover, research like this has never been done on respondents in Indonesia with tourist destinations in West Java, Indonesia as the objects.

Therefore, this study aims to empirically examine how the influence of mass media and social media on the destination image and how it impacts on visit intention. The results of this study are expected to enrich the literature regarding these variables. Besides that, by understanding the relationship between each variable, it is expected to be able to provide useful inputs to tourism destination managers, both government and private, to increase destination image and number of visitors.

A. Destination Image

Destination Image has been the focus of research in the field of tourism over the past few decades. Image is a set of beliefs, ideas, and perceptions about the subject or phenomenon[3]. Destination image is defined as the characteristics of a tourist destination that can influence the decision of tourists to visit these tourist destinations[4]. In other opinion, destination image is considered as an accumulation of beliefs, ideas, or points of view collected by someone from certain sources of information about a particular tourist destination[5]–[7]. Other literature also agrees that destination image is a complex construction based on interrelated evaluations that are united into an overall impression and belief based on information processing from various sources over time [8]

Destination image has become the core for branding, which refers to the development of elements of the marketing mix and differentiation of a tourist destination through the development of a positive image[9]. The importance of the image of a tourist destination has been universally recognized, because it affects individual perceptions and consequent behavior and choice of objectives [10]–[14]

Similar to tangible product brands, destination image is very important in shaping tourists' desire to visit[15]. Improving the image of a tourist destination in a competitive environment is a challenging and demanding activity[16]. Destination image is very important in increasing the competitiveness of a place and increasing visitor loyalty[17]. Destination image is an important factor that influences the decision making process of tourists, especially when they have limited knowledge about the destinations[18], [19].

The process of forming a destination image is done by a series of agents who work together to create a unique image[20]. These agents consist of overt induced agents, covert induced agents, organic agents and autonomous agents. Overt induced agents are publications submitted by marketers, such as TV advertisements, print media, etc. Covert induced agents convey finer and tended publications, such as publications in the form of articles made by a traveler. Information is classified as an organic agent that is requested or not requested when information is taken from an acquaintance. Meanwhile, direct visits are one of the strongest sources of information one can take and are called organic agents[7]. Autonomous agents are all types of reports, documentation, news, or other media exposure to goals. Forms of popular culture such as films, dramas, reality shows and soap operas are classified as autonomous agents. Autonomous agents are believed to be credible [20], [21], can be trusted (Mackay & Fesenmaier, 1997), and provide important information in a short time[22], [23].

Image formation theory is also proposed by Gunn [24]. This concept has been widely used by researchers to investigate the course of formation and measurement of destination image as a basis for their conceptual framework [25]. This concept has three constructs, namely (1) organic; (2) induced; and (3) modified induced. Gartner[20] has developed the concept and systematized the typology of eight image formation agents with different levels of control by destination marketers, market penetration, and credibility to recipients of information. He asserted that these agents affect the

formation of destination images differently and must be used in combination for effective destination image promotion. Kim and Richardson [26]show that the role of autonomous image formation agents such as news, TV programs, and films seems to have a very strong effect on the formation of destination images. Media that is easily accessed in everyday life has a strong influence and can be used as an effective promotional tool. The location or event and which is exposed by the media is very important in the formation of the destination image. It was also found that images influence the decision-making processes carried out by prospective tourists [10], [18], [26]. Therefore, creating and managing the right destination image is very important for effective positioning and marketing strategies[10].

Destination Image has two components, namely image cognitive and affective goals[20], [27]. Cognitive Destination Image is an evaluation of the characteristics and attributes possessed by the destination. Affective destination image on the other hand is a person's subjective feelings or emotions towards a goal. This concept develops wherein further tourism researchers broadly agree that destination images have three different components, namely cognitive, affective and conative [28]. The cognitive component refers to individual knowledge and evaluation of attributes of tourist destinations Affective components show feelings about tourist destinations and conative components represent behavior, namely the intention to visit or re-visit tourist destinations.

B. Media Exposure

Many existing studies have shown that media has an important role in forming the destination image and intention of tourists to visit [29]. Davies & Cairncross[30] sort media into new media: the Internet (such as social media) and traditional mass media such as: film, television, books, magazines, and newspapers. Both new and traditional media will play a key role in influencing the choice of tourist destinations.

Tourists gather more information about tourist destinations in terms of accommodation, transportation, sightseeing and other activities [31]. Information is collected and used mostly for functional reasons or for planning trips [32]. Through the process of gathering information, tourists can reduce doubts and enrich the quality of their trips [33].

For marketers, it is important to know how tourists obtain information to make decisions about marketing programs, design effective communication campaigns and service excellence [34], [35].

C. Mass Media

Media is defined in various ways based on researchers, usually the term "media" is considered to be the Latin plural form of a single "medium," which means intervening substance through which something is conveyed, which includes television, newspapers, music, films, magazines, books, billboards, radio, satellite broadcasts, and the Internet [36].

Mass media in the early generation are newspapers, magazines, phonograms, cinemas, and radio. Then the media format developed along with the development of technology so that television was added as a mass media in the mid-twentieth century [37]. Fodnes& Murray [33] emphasize the importance of mass media as a source of travel information for tourists because many studies have shown that media has a large impact on the tourism industry, they can have both positive and negative effects. Gartner[20] examined that media has a positive influence on the formation of destination images when stories introduce or explain certain places. They assert that media influence will increase when the recipient of the message has insufficient knowledge and information about the purpose. Some previous studies also found a negative impact of bad publicity on the destination image caused by the media.

Based on the above, we put forward a hypothesis:

H1: Mass Media has a significant influence on the destination image

H2: Mass Media has a significant influence on visit intention

D. Social Media

Social media emerged along with the development of the internet as part of communication technology. Social media is very popular with internet users and is one of the fastest growing communication media [38]–[40]. Social media refers to internet-based online media in which individuals with similar interests, goals and practices are involved in social interactions that build personal profiles and share information and experiences [41].

Initially, social media was an application that was used to spread certain news. But then it developed into a participatory platform that allows people to become "media" themselves to collaborate and share information [42], [43]. Akar and Topcu[44] sort the main types of social media, such as social networking, photo sharing sites, sites for creating and sharing videos, community online, microblogging tools, and others.

Just as in the purchasing process, generally a consumer will find information about the product they are going to buy [33]. Likewise with tourists, they seek to find information on various tourist destinations before they make a visit [39]. Today, social media on the internet seems to be one of the most widely used sources of information for tourists. Why is that? This is because the internet is a fast and inexpensive source of information. In addition, the information contained in social media tends to be updated, real-time, and is a collection of information from many tourists [45]. This is very important for tourists who will travel on a destination [46].

Therefore, we put forward a hypothesis:

H3: Social media has a significant influence on the destination image

H4: Social media has a significant influence on visit intention

E. Visit Intention

Purchasing decisions by consumers on a product are not only influenced by product attributes, but also can be influenced by the image of the product. Likewise in tourism, tourist destinations that have a better image tend to be preferred by tourists, thus impacting on the selection, satisfaction and other aspects of tourism [10] [18] [20].

Tourist destinations with a stronger positive image will be more likely to be chosen by tourists to visit [10]. Therefore, destination images can simplify the process of selecting tourist destinations [20], and play a role in travel decisions, satisfaction, and actions related to travel [18]. This concept is widely recognized as an important concept in tourism marketing activities. Based on the explanation above, we propose the following hypothesis:

H5: Destination image has a significant influence on tourist visit intention

II. METHOD

This study uses a questionnaire to collect empirical data. The population in this study are tourists who know or have an overview of tourist destinations in West Java. The sampling technique used was purposive sampling by distributing 200 questionnaires filled out by respondents. Questionnaires designed using a Likert scale in the range of 1 to 5 (1 = strongly disagree, 5 = strongly agree) and consist of 3 sections that measure destination image, media exposure and visit intention.

The validity and reliability test were done to verify the questionnaire. Validity testing is done by applying confirmatory factor analysis technique, while the Cronbach α coefficient is used as a parameter to determine the reliability of the

questionnaire.The results of the analysis of the validity and reliability of variables can be observed in Table I. All items in loading factors have a large and significant load, which shows evidence of good construct validity. Also the scale of reliability is considered acceptable (no estimates of reliability fall below 0.60).

Table I. Factor Loading And Cronbach Alpha (α)

Variables	Items	Factor Loading	α
Mass Media	Mass1	0.61	0.706
	Mass2	0.76	
	Mass3	0.70	
Social Media	Sos1	0.61	0.607
	Sos2	0.66	
	Sos3	0.81	
	Sos4	0.66	
Destination Image	Image1	0.91	0.762
	Image2	0.83	
	Image3	0.68	
Visit Intention	Visit1	0.79	0.636
	Visit2	0.78	
	Visit3	0.66	

Data were analyzed using structural equation model (SEM) methods with SPSS 18 and Amos 20. Statistical software Index of overall fit models including normed $\chi 2$ (CMIN / DF), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), normalized fit index (NFI), ratio of fit index (CFI) and root mean squared error of approximation (RMSEA).

III. RESULTS

A. Descriptives

Figure 1 and 2 shows the distribution of respondents' characteristics by gender, age and occupation, which obtained through questionnaires. It was seen that the respondents in this study consisted of 62% were women and 38% were men.
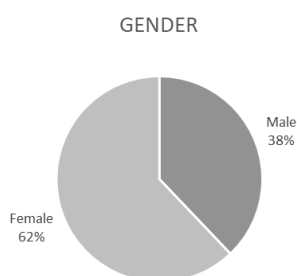

Fig. 1. Respondents Gender

Based on age, 41% of respondents were under 20 years old, 43% were between 21 and 30 years old, 7% were 31 to 40 years old and 9% were over 40 years old.

While based on occupation, the respondents in this study consisted of 74% students, 21% private company employees and the rest were entrepreneurs or civil servants
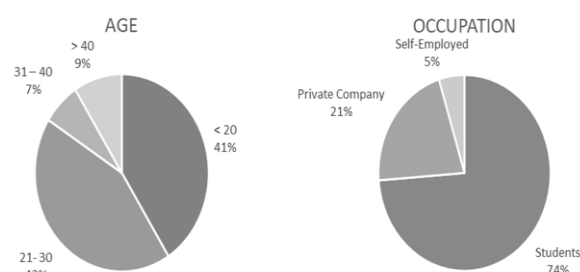

Fig. 2. Respondents Age and Occupation

Table II shows the frequency of media use used by respondents in seeking information about tourist destinations, which are sourced from the mass media (television, newspapers, and magazines) or social media (Youtube, Facebook, Twitter and Instagram). Respondents' answers indicate that the use of mass media is at a lower level compared to the use of social media. This means that respondents currently do not rely on mass media as a source of information in searching for tourist destinations but prefer to use social media such as Youtube, Facebook, Twitter and Instagram. According to respondents, other social media that are often used to get information about tourist destinations are: Path, Line, Tumblr, and Pinterest.

Table II. Frequency of Media Usage

	FREQUENCY				
TYPE OF MEDIA	Never	Almost Never	Moderate	Often	Always
Television	6.2%	23.4%	53.1%	17.2%	0%
Newspaper	35.2%	40.7%	20%	3.4%	0%
Magazine	24.8%	40.7%	29.7%	4.1%	0%
Youtube	3.4%	7.6%	35.2%	44.1%	9.7%
Facebook	0%	15.1%	33.1%	26.9%	24.1%
Twitter	0%	4.8%	26.9%	32.4%	35.9%
Instagram	2.1%	3.4%	16.6%	46.9%	31%

This study also tries to investigate the extent to which mass media and social media can provide information needed by respondents about tourist destinations. Based on table III, most respondents consider that mass media is less able to provide the information needed regarding tourist destinations. But on the contrary, social media can provide the information they need.

Table III. The Extent of Information Provided by Each Media

| TYPE OF MEDIA	Very Low	Low	Moderate	High	Very High
Mass Media	2.8%	56.6	33.8%	4.8%	2.1%
Social Media	1.4%	0%	5.5%	62.1%	31%

B. Hypotheses Testing

Before testing hypotheses, several tests were carried out to ensure goodness of fit from the proposed research model. Table IV shows the goodness of fit values consisting of CMIN/DF, GFI, AGFI, TLI, CFI and RMSEA.

Based on calculations, the results show that all values have reached an acceptable amount and show that the model has a goodness of fit.

Table IV. Goodnes of fit

CRITERIA	CMIN/DF	GFI	AGFI	TLI	CFI	RMSEA
Results	1.533	0.920	0.875	0.927	0.945	0.06
Requirement	< 3	> 0.9	> 0.8	> 0.9	> 0.9	< 0.08

After testing the overall fit of the measurement models, structural equations model was used to test the hypotheses. Structural equation modeling with regression coefficients can be seen in Figure 3 which shows standard estimates of structural coefficients for structural models. While Table V shows the regression coefficients related to each hypothesis.
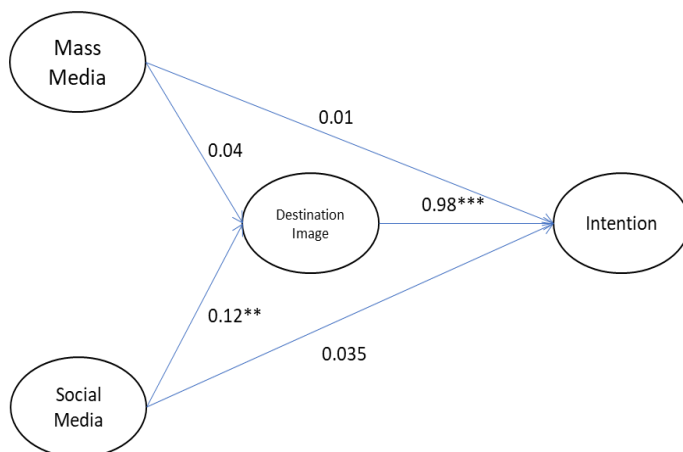
*** significance at .00 level
** significance at .05 level

Fig. 3. Structural Equation Results

As figure 1 shows, the effect of mass media on destination image and visit intention are 0.04 and 0.01. Social media has higher effect on destination image and visit intention with a coefficient of 0.12 and 0.035. Meanwhile destination image has effect on visit intention with a coefficient of 0.98. But unfortunately, not all the independent variables have significance effect. Table VI shows that only 2 paths that have significance effect, which are social media to destination image and destination image to visit intention.

Table V. Hypothesis Testing Results

Hypotheses	Path	Regression Coefficients	p	Result
H1	Mass Media → Destination Image	0.04	0.548	Not Supported
H2	Mass Media → Visit Intention	0.01	0.932	Not Supported
H3	Social media → Destination Image	0.12	**	Supported
H4	Social media → Visit Intention	0.03	0.735	Not Supported
H5	Destination image → Visit Intention	0.98	***	Supported

IV. DISCUSSION

The results of this study basically can confirm previous studies about media exposure, destination image and visit intention. However, the results of this study also show some differences with previous studies relating to the hypothesis proposed.

There are five hypotheses proposed in this study, but there are only two hypotheses accepted. The first is about the influence of social media on the destination image and the second is about the influence of the destination image on visit intention. The results show that social media affects the destination image positively and significantly. This can be interpreted that when the respondents got information from social media (both from YouTube, Facebook, Instagram and others), it significantly affected their perceptions of the destination exposed on social media. While a positive coefficient can be interpreted that if the information obtained by respondents from social media is good (positive) information, then their perception of the object in question will be good (positive) as well. This will apply otherwise where if the information obtained is bad (negative), then the image of the attraction will be bad (negative).

The influence of the destination image on visit intention also gets similar results, which are positive and significant. This means that a good destination image (positive) will increase tourist visit intention and vice versa.

The two results of hypotheses testing above can confirm the results of previous research on the influence of social media on destination image and visit intention. However, this study has not succeeded in proving three other hypotheses that were proposed previously. The hypotheses are as follows:

First, the influence of mass media on the destination image. The results of data processing show that in fact mass media has an influence on the destination image, but with very small and insignificant coefficients. This is probably because currently the mass media has become less popular. The rapid development of technology (especially the internet) has been able to replace the role of the mass media. This is supported by respondents' statements regarding the frequency of information seeking through the mass media which is quite low. On the contrary, now respondents prefer the internet as a medium to find various information. Information search via the internet is preferred because it tends to be easier and cheaper, besides its ability to provide up-to-date information that is specific and as needed. This is of course a distinct advantage when compared to mass media.

Second, the influence of mass media on visit intention. The results of data processing show that in fact mass media has an influence on visit intention, but the resulting coefficient is very small and not significant. The condition that causes this is not much different from the influence of mass media on the destination image.

Third, the influence of social media on visit intention. Surprisingly, we obtained the results that the influence of social media on visit intention was very small and insignificant. However, we can conclude that a variety of information about a tourist destination that is exposed on social media will only affect tourists' perceptions of tourist destinations and cannot directly affect visit intention. In other words, when tourists get interesting information through social media, they will not immediately want to visit these tourist destinations. They might get a positive image but don't want to visit immediately. To explain this, we assume that tourists actually try to supplement the information they get from social media, so that they get confidence in the information. The completeness of this information is very important because there are many things that must be prepared when they are going to travel, such as cost factors, security, availability of accommodation, and others. Another thing is related to the reliability of information contained in social media, which could be the result of the engineering of irresponsible parties.

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