

SOCIAL MEDIA EFFECTS MAKE POPULAR NEW TRAVEL DESTINATIONS: COUNTRY ABOVE CLOUDS

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***Abstract.** Tourism is a travel activity carried out temporarily from the original residence to the destination area with the reason not to settle or make a living but only to fulfill curiosity, spend leisure or holiday and other destinations. One of the new tourism destinations that has a natural charm as if we are standing on a bumpy cloud. This new tourism destination is named after the country above the clouds located in Lebak Regency, Banten, Indonesia. The results of this study the role of social media marketing can introduce and popularize the country's tourism above the clouds located in the district of Lebak, Lebak and can affect the image of tourists about the quality of the destination and can also provide satisfaction and loyalty to tourists.*

***Keywords:** Social Media, Image Destination, Product Destination, Tourist Satisfaction.*

INTRODUCTION

Prayogo (2018) Tourism can be simply defined as the journey of a person or group of people from one place to other places make plans within a certain period of time, to recreational purposes and get entertainment so that his wishes fulfilled.

Tourism in recent years has become a very competitive market. An important component of tourism resources is a tourist destination. The most competitive tourist destinations are the most effective at creating sustainable prosperity for the people around them. Tourism is a strategic industry and has become a great and large industry, tourism contributes a large foreign exchange for tourism management countries. Tourism in recent years has become a very competitive market (Damanik, Janianton, F. Teguh, 2013)

Tourism competitiveness as a tourist destination (destination) is very interesting researched. The competitiveness of tourist destinations as part of tourism in Indonesia can become a tourist destination (destination). Increasing the competitiveness of tourist destinations is not without theoretical and empirical grounds. One important component of tourism resources is a tourist destination or destination. Indonesia is very famous for a variety of stunning natural attractions that can be found from one region to another.

Each tour has a charm according to the origin of each region, this is a good basis for the development of tourism into a tourist destination (Damanik & Teguh, 2013). Banten Regional Government is aggressively marketing tourism in the Banten Province, Indonesia. Lots of tourism in the Banten region is good, but not yet known by domestic and foreign tourists. Banten Province, which is part of Indonesia, has a new tourism destination in Lebak Regency, Banten. One of the new tours that are named country tours above the clouds, these tours provide natural charm to tourists as we feel standing above the surging thick clouds.

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This study aims to determine the role of social media marketing, destination image, product destination, tourist satisfaction, whether it can be known as the country's top tourist destination cloud located in Lebak Regency, Banten and analyze whether it can provide satisfaction to tourists.

LITERATURE REVIEW

Social media

Social media is the media used by consumers to share text, images, sound and video information with others as well as companies and group colleagues. A term that describes a variety of technologies used to bind people into a collaboration, exchange information and interact through web-based message content, because the internet is constantly developing, the various technologies and features available to users are always changing. Social media is an internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed by a wide audience or not that encourages the value of user generated content and the perception of interaction with others. Social Media Marketing (SMM) is the most influential driver in marketing and shaping brand image today. A form of Internet marketing that utilizes social networking sites as a marketing tool, thereby gaining traffic, brand exposure, and interaction with customers through social media (Philip Kotler and Kevin Lane Keller, 2016; Caleb T. Carrdan rebecca A. Hayes, 2015)

Destination Image

Measuring destination image by knowing the internal motivation of tourists (driving factors), external motivation of the destination (pull factors), word of mouth from trusted sources and perceived travel risks. Destination image is an impression for a tourist destination can be a place, region, country, places that have a cultural, historical, archeological or natural beauty. Destination image is an experience that tourists feel and will return again and recommend that memorable experience to others through word of mouth and sharing online (Chen and Segota, 2015; Puh, 2014)

Product Destinations

The product of a tourism destination starts from the availability of tangible to intangible sources. Tourism products are expressed as everything that can be sold and produced by combining the factors of production, consumers who are interested in places of interest. Something offered to consumers or market share to satisfy their desires and desires including physical objects, new ideas (Kotler, Philip and Gary Armstrong, 2014).

Tourist Satisfaction

Customer satisfaction is a full evaluation where the alternative is chosen at least, giving the same results as or exceeding customer expectations, while dissatisfaction arises when the results do not meet customer expectations. Satisfaction as an emotional response. To evaluate the consumption experience of a product or service. If the product performance is below expectations, the customer is not satisfied (Kotler and Keller, 2016).

Customer satisfaction is basically a function that starts from the expectations and perceptions of the performance of a product, after the customer gets or uses a particular service or product. There are five factors that influence satisfaction (Tjiptono, 2014).

Research Model

Country research on this cloud will analyze the effects of social media relationships, destination images, product destinations, tourist satisfaction and process with methods so that social media can give effect to new tourist destinations. The country above clouds always gives the impression of destination images and in-depth product destinations so that can provide tourist satisfaction. Analysis of the research will be processed with Wrap PLS (Partial Least Square) analysis tools and analyze the relationships between variables such as Figure 1. This model will also outline theories relating to social media, destination images, destination products, tourist satisfaction (Tham *et al*, 2013; Buhalis, d and Wagner, R, 2013; Rootman, C., & Cupp, M. N, 2015).

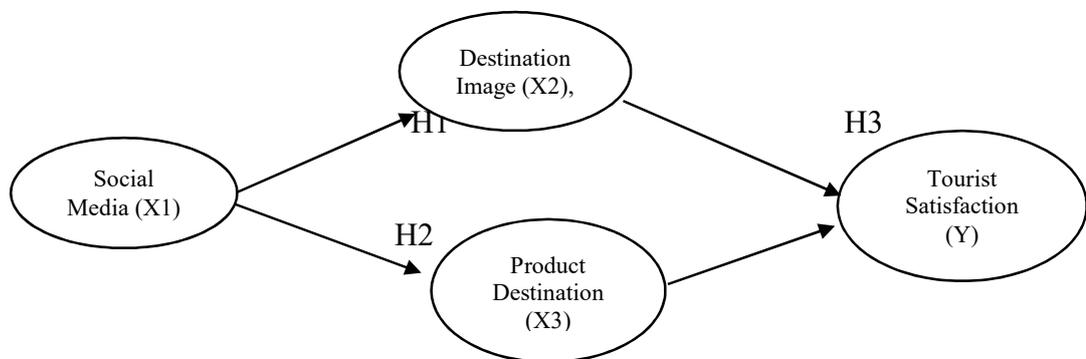


Figure 1. Research Model

Note : Independent Variable: Social Media (X1), Destination Image (X2), Product Destination (X3)
Dependent Variable: Tourist Satisfaction (Y)

Hypothesis

The research hypothesis is the next step after the literature review and research model and research method. Hypothesis is a temporary answer to research problems, where the hypothesis is expressed in the form of sentence questions, said temporarily, until proven through the data collected (Arikunto, 2010)

Based on the review of the literature review and research models and research methods, in this study obtained 4 hypotheses:

H1: Does social media affect the destination of tourist images

H2: Does social media can provide an overview of product destinations to tourists

H3: How destination destinations can provide tourist satisfaction

H4: How product destinations can provide tourist satisfaction

RESEARCH METHOD

Population

The population is the subject of research. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and drawn conclusions. The population has certain characteristics with an infinite number (Infinite) (Sugiyono, 2019). The population in this study the subjects were the people of Jakarta and Banten City.

Sample

The sample is a portion of the number and characteristics possessed by the population (Sugiyono, 2019). This study uses a simple random sampling technique that is included in the probability sampling technique. Samples were taken to people who lived in the cities of Jakarta and Tangerang and South Tangerang who had already come, to see the country's tourism over the clouds. Sample 52 tourism

Measurement

Sugiyono (2018) states that the research variable is an attribute or the nature or value of people, objects or activities that have certain variations that determined by the researcher to study and then draw conclusions. Thus, the author will be able to find out how measuring the variables that are built on the basis of a concept in the form of indicators in a questionnaire.

This survey was conducted by distributing questionnaires. For this study will use closed questionnaires or questions for which answers have been provided by researchers. Variable measurements are carried out using a Likert scale of 1-5 consisting of positive and negative statements with 5 categories of answers, Questionnaires use multivariate variables (Solimun 2017)

Data Analysis

Measurement of a research variable is useful to measure the characteristics or nature of the population and obtain data. Data collected in tabulation, and processed and analyzed with SEM Wrap PLS which is part of a multivariate analysis involving many variables that were observed together. SEM Warp PLS will provide simultaneously or partially simultaneous data and have ties between variables that are interconnected and have large dimensions. Output analysis with SEM Wrap PLS can test questionnaires, get descriptive analysis of research variables, model fit and quality indices, profile variables, hypothesis testing results, model research results, output analysis (Solimun, 2017).

Analysis

Analysis is a process of understanding and determining in detail what the information system should achieve. Analysis is also as a decomposition of a complete information system into component parts with a view to identifying and evaluating problems, opportunities, obstacles that occur, needs that are expected so that improvements can be proposed (Stzinger, JW, Jackson, RB, Burd, SD, 2010; Jimmy L. Goal, 2008).

RESULT

Model Fit and Quality Indices

Table 1: Model Fit and Quality Indices

No	Model fit and Quality Indices	Criteria Fit	Results Analysis	Information
1	Average path Coefficient (APC)	P < 0.05	0.303 (P < 0.001)	Good
2	Average R-squared (ARS)	P < 0.05	0.201 (P < 0.001)	Good
3	Average adjusted R-squared (AARS)	P < 0.05	0.198 (P < 0.001)	Good
4	Average block VIF (AVIF)	Acceptable if ≤ 5 Ideally ≤ 3.3	1.562	Ideal
5	Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5 Ideally ≤ 3.3	1.696	Ideal
6	Tenenhaus GoF (GoF)	Small ≥ 0.1 Medium ≥ 0.25 Large ≥ 0.36	0.349	Ideal
7	Sympson's Paradox Ratio (SPR)	Acceptable if ≥ 0.7 Ideally = 1	1.000	Ideal
8	R-squared Contribution Ratio (RSCR)	Acceptable if ≥ 0.7 Ideally = 1	1.000	Ideal

9	Statistical Supression Ratio (SPR)	Acceptabel	if ≥ 0.7	1.000	Ideal
10	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptabel	if ≥ 0.7	1.000	Ideal

Table 1 model fit and quality indices shows the analysis results for Average path Coefficient (APC) values of 0.303 and $P < 0.001$ (good), Average R-squared (ARS) values of 0.201 and $P < 0.001$ (Good), Average adjusted R-squared (good) AARS) values are 0.198 and $P < 0.001$ (Good), Average block VIF (AVIF) is 1.562 (Ideal), Average full collinearity VIF (AFVIF) is 1,696 (Ideal), Tenenhaus GoF (GoF) is Large 0.349 (Ideal), Sympson's Paradox Ratio (SPR) value of 1,000 (Ideal), R-squared Contribution Ratio (RSCR) value of 1,000 (Ideal), Statistical Supression Ratio value of 1,000 (Ideal), Non linear Bivariate Causality Direction Ratio (NLBCDR) value of 1,000 (Ideal)

Convergent Validity Test

Table 2 Indicator Loading and P Value

Indicator	Indicator Loading	Type as (defined)	P value
X1 (Social Media)			
X1.1	0.711	Reflective	< 0.001
X1.4	0.827	Reflective	< 0.001
X1.5	0.653	Reflective	< 0.001
X2 (Destination Image)			
X2.1	0.809	Reflective	< 0.001
X2.2	0.807	Reflective	< 0.001
X2.3	0.785	Reflective	< 0.001
X2.4	0.819	Reflective	< 0.001
X2.5	0.788	Reflective	< 0.001
X3 (Destination Image)			
X3.1	0.730	Reflective	< 0.001
X3.2	0.748	Reflective	< 0.001

X3.3	0.754	Reflective	< 0.001
X3.4.	0.760	Reflective	< 0.001
X3.5	0.800	Reflective	< 0.001
X3.6	0.758	Reflective	< 0.001

Y (Tourist Satisfaction)

Y1.1	0.791	Reflective	< 0.001
Y2.2	0.793	Reflective	< 0.001
Y2.3	0.751	Reflective	< 0.001
Y2.4	0.750	Reflective	< 0.001
Y2.5	0.774	Reflective	< 0.001

Table 2
and can
whole

above shows
be seen as a
convergent

validity for social media variables (X1) and destination image variables (X2) and product destination variables (X3) which overall questions have an outer loading value > 0.5 and P - value < 0.001, then can be said for the measurement of variables X1, X2 and X3 already meet the requirements requested from convergent validity

RELIABILITY TEST

Table 3. Consistent Reliability and Composite Internal Reliability (Cronbach's Alpha).

No	Variable	Composite Reliability Coefficient	Cronbach's Alpha Coefficient
1	X1	0.885	0.835
2	X2	0.900	0.861
3	X3	0.890	0.852
4	Y	0.881	0.830

Table 3 above shows for variables X1, X2, X3, Y for Composite reliability greater than 0.70, so it can be said that the research instrument can be said to be reliable, also for the

Internal consistency reliability at X1, X2, X3, Y values greater than 0.60, so the research instruments for all variables meet the consistency of internal reliability

AVE and Correlation Coefficients

Table 4. AVE Root and Correlation Coefficient

Variabel	Nilai
X1 (Social Media)	0.609
X2 (Destination Image)	0.643
X3 (Destination Product)	0.576
Y (Satisfaction Tourism)	0.596

Table 4 shows that each AVE root of each variable is greater than the correlation of the respective variable, so it can be said that each variable has fulfilled discriminant validity.

Outer Loading Variabel

Table 5. Outer Loading

No	Variable	Indikator	Loading Factor
1	X1	X1.2	0.999
2	X2	X2.2	0.802
3	X3	X3.1	0.786
4	Y	Y1.3	0.780

Outer Loading Varabel Social Media (X1)

Indicator X1.2 (Social Media makes shopping easy for millennials) is the most important indicator that has the biggest loading factor (0.999) and the conditions are good (average score 3.90).

Outer Loading Variabel Destination Image (X2)

Indicator X2.1 (tours on the clouds provide an attractive image to tourists) is the most important indicator that has the biggest loading factor (0.802) and the conditions are good (average score 3.90).

Outer Loading Variabel Destination Product (X3)

Indicator X2.1 (tours on the clouds provide an attractive image to tourists) is the most important indicator that has the biggest loading factor (0.786) and the conditions are good (average score 3.90).

Outer Loading Variable Tourism Satisfaction (Y)

Indicator Y1.3 (social media provides comfort in millennial shopping) is the indicator that has the strongest influence on the Tourism satisfaction variable (Y) which has the biggest loading factor (0.780) and good condition (average score 3.81).

HYPOTHESIS TESTING

Table
6.

No	Relations between variables (Explanatory variable → Response Variable)		Coefficient of Path	<i>p</i> - <i>value</i>	Info
1	X1	X2	0.229	$p < 0.01$	<i>Highly Sig</i>
2	X1	X3	0.196	$p < 0.01$	<i>Highly Sig</i>

Hypothesis Testing Result

The results of testing the effect of each variable and obtained the results of hypothesis testing:

Hypothesis 1: the increasing X1 (Social Media), the more influential towards X2 (Destination Image) with path coefficient of 0.229 positive and $p < 0.01$, considering that p is smaller than 0.01, it can be said to be highly significant, so hypothesis 1 is said to be accepted and highly significant, this means that the increasing use of X1 (Social Media), will increase the influence of X2 (Destination Image).

Hypothesis 2: which is written is that the increasing X1 (Social Media) will be more has an effect on X3 (Destination Product) with path coefficient of 0.196 marked positive and $p < 0.01$, considering that p is smaller than 0.01, it can be said to be highly significant, so hypothesis 2 is said to be highly significant and accepted, this means increasing X1 (Social Media) it will increasingly influence the (Destination Product).

Advanced Table 6. Hypothesis Testing Result

Hypothesis 3: Increasing X1 (Sosial Media) towards X2 (Destination Image) through Y (Tourist Satisfaction), through the path coefficient of 0.240 positive and $p < 0.01$, considering that p is smaller than 0.01, it can be said to be highly significant. so that hypothesis 2 is said to be accepted and highly significant, this means that Destination Image (X2) is a mediating variable so hypothesis 3 is said to be not accepted, this means

No	Relations between variables (Explanatory variable --→ Response Variable)		Coefficient of Path	<i>p</i> - <i>value</i>	Information
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Testing of Mediation Variables 2 Segments

	Explanator Variable	Mediati on Variable	Koeff Response Variable.	Indirect Influence Path		
5	X1	X2	Y	0.240	< 0.001	Mediation
6	X1	X3	Y	0.545	< 0.001	Mediation

that the more use of social media (X1) does influence the destination image (X2) through tourist satisfaction (Y).

Hypothesis 4 : Increasing X1 (Social Media) towards X3 (Destination Product) through Y (Tourist Satisfaction), through the path coefficient of 0.545 positive and $p < 0.01$, considering that p is smaller than 0.01, it can be said to be highly significant. so that hypothesis 2 is said to be accepted and highly significant, this means that Destination Product (X3) is a mediating variable so hypothesis 4 is said to be not accepted, this means that the more use of social media (X1) does influence the destination product (X2) through tourist satisfaction (Y).

Wrap PLS path Diagram

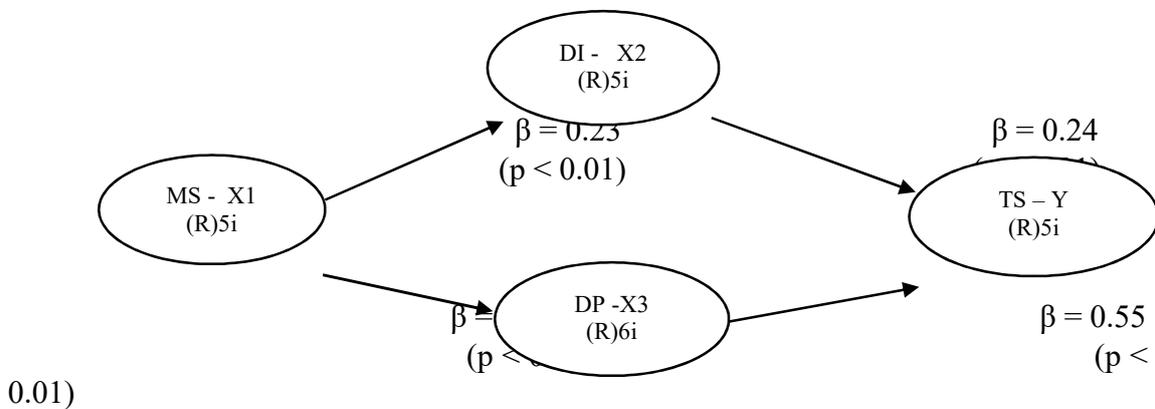


Fig 2. Wrap PLS Path Diagram

Note: Social Media (MS - X1), Destination Image (DI - X2), Destination Product (DP - X3), Tourist Satisfaction (Ts - Y)

DISCUSSION

Research has a focus on the relationship between social media, destination image, destination product, tourist loyalty. The research has four hypotheses which will be tested by literature. The findings of the study are :

The stronger the influence of the social media , this will have an effect on destination image . This finding is in accordance with the research conducted by Mc Mahan *et. al* (2009), Tham *et. al* (2013).

The stronger the influence of the social media , this will have an effect on destination product. This finding is in accordance with the research conducted by Buhalis dan Wagner (2013), Lee (2011).

The stronger the influence of destination image will have an effect on the tourist satisfaction, this is consistent with the research conducted by Rootman, C., & Cupp, M. N (2015), Prayag, G. (2009), Marzuki, A. *et. al* (2011).

The stronger the influence of the destination product, this will have an effect on tourist satisfaction. This finding is in accordance with the research conducted by Sonny Indrajaya (2019), Rashid, Intan Maizura Abd; Rani, Mohd Juraij Abd; Yusuf, Bibi Noraini Mohd; Shaari, Mohd Shahidan. (2015).

CONCLUSIONS

This research have provides benefits both theoretically and practically, data collection was carried out in Lebak, respondents of tourists in Lebak, research uses quantitative methods, research results have a positive and significant relationship.

IMPLICATIONS

The limitations in this study can be continued for further research, it can be seen from the implications that provide benefits both theoretically and practically. This study has several limitations to be considered as opportunities for further research. 1. Data collection is only done in the city of Jakarta and all respondents are only for tourists in Jakarta. Therefore, these findings should be generalized to respondents from other regions in Indonesia. 2. This research only uses quantitative methods, which can be developed using qualitative research methods or Mix Methods. 3. The results of this study only cover growth in satisfaction and can be developed with other themes or focuses. 4. Further research can add variables, Positioning, Brand and other variables that can be added

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