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A Comprehensive Structural Model of Online/Website Experience

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ABSTRACT

Creating a website is not just about providing information but prioritizing aspects of the experience that encourage users to surf enthusiastically. This is beneficial, especially for website developers in the tourism sector, so the tourists can visualize and imagine the quality of service of a tourist destination. This study aims to build a website modeling experience by prioritizing the "Flow Experience Variable" aspect using three stages (independent - component - outcome). Among the three stages of component aspects (functionality, psychology, content/promotion), the main point is providing a user experience that impacts behavioral aspects (satisfaction and confidence). This study involved 364 respondents who are website users of various tourist destinations. Data were analyzed using SEM-Partial Least Square. The results of this study prove 15 of the 19 hypotheses that were built. The findings can be used as input for developing a more comprehensive "flow experience" by looking at several important aspects: respondent characteristics, types of tourist destination services and similarity of tourist destinations.

Keywords: Antecedents, Experience, Tourist Destination, Variable Flow, Website.

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INTRODUCTION

In recent years, the tourism sector has shown good performance and can be used as a mainstay for the government to increase foreign exchange. The tourism sector's performance is increasingly positive because it accommodates three important disruptions: digital, millennial, and leisure. The three disruptions that are well adopted by tourism actors encourage acceleration in providing quality services (unique experiences) to tourists. One of the Ministry of Tourism's programs that considers the power of technology is a digital tourism (e-tourism) program based on the following considerations: a) 63% of all trips are searched for, bought, and sold online, b) 50% of all travel sales online and involving more than one device, and c) more than 200 reviews per minute written on TripAdvisor (see Figure 1). With the proliferating trend of information and communication technology at this time, various information about tourism products and destinations can be conveyed to prospective tourists through various new methods, such as travel blogs, online social media, and applications on tablets/smartphones.

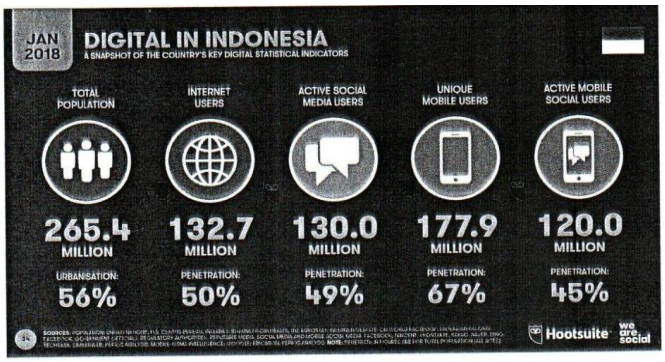

Figure 1. Digital Media in Indonesia
Source: Renstra Kementerian Pariwisata, 2019

The technological developments (technological revolution) impact various business activities because they shape and change aspects of daily life. Technology is an integral part of life. The Internet has changed the way people find and explore information. The future use of robots, interactive displays, and smartphones will become an inseparable part of various business sectors, including tourism (see Figure 2). During the holidays, tourists can get factual information about programs and business activities. In the end, this increases consumption levels and creates loyalty.

Figure 2. Main Trends of the Technological Revolution
Source: Renstra Kementerian Pariwisata, 2019

The spread of the Internet opens opportunities for the publication and promotion of tour packages throughout the world. Distance and time are no longer a constraint. The Internet can speed up the buying process, known as the 5 A's (Aware, Appeal, Ask, Act, Advocate). Domestic and international tourist awareness of Indonesia and all its destinations make them interested, seek information, come to tourist destinations, and provide recommendations. Today's online world is full of travel and tourism sites that ease people when choosing tourist destinations. A popular website as a reference for recommendations is TripAdvisor. The decision based on the recommendation of the closest community becomes the provision for making purchase decisions. The engagement process of interaction between consumers and service actors on tourism products/services is very high and provides experience to consumers, and they will be happy to share impressive experiences with their community. This condition can build loyalty where consumers not only buy or use a product/service but also recommend to others.

Undoubtedly, the Internet development gives tourist destination providers opportunities to provide goods and services using web-based platforms. Identifying and investigating the elements of website quality may be the starting point for learning about the online consumer experience. Customers' experiences must be viewed as a cumulative result of the exposure provided by the service rather than only being tied to some of the website's components. Customer experience needs to be examined holistically (Novak, Hoffman, & Yung., 2000; Rose, Moira, & Philip 2012), so that service providers understand what factors affect user evaluations. According to Novak et al. (2000), commercial web providers will benefit greatly from developing an engaging online environment for web users.

The experts' point of view (e.g., Drake, 2001; Kelley & Davis, 1994) shows the value of co-creation of a historic encounter for users. They are to provide a significant impact on word-of-mouth, offer possibilities for services to add unique value by providing comprehensive information on the offered goods and services, and hold the solution to gaining a competitive edge in the internet age of today. At this time, the main objective of organizations is to create a superior customer experience that emphasizes convenience, value, and quality. Starbucks has opened stores successfully in many

different countries, especially with the development of a unique customer experience (Verhoef, Katherine, Parasuraman, & Anne, 2009).

As stated by Gil, Cesani, and Median (2009) and Gounaris and Dimitriadis (2008), to succeed in business, service providers should be able to present exposure to consumers. Novak et al. (2000) suggested that behavioral attention affects behavior from an attitude. It also mediates the influence of various motivation factors on behavior. Additionally, intention demonstrates how much a person is willing to risk failing, how much work they intend to put in, and the intention which influences following behavior, specifically, how people really use products/services (Ajzen, 1991).

Various studies (e.g., Lavelock & Writz, 2011; Parasuraman, 2009; Zeithaml, 2000) have proven that consumer satisfaction has a significant impact on behavior. The level of satisfaction has an impact on the consumer's decision to repeat an action. In the context of online shopping, exposure at the time of making a transaction affects satisfaction. When conducting online transactions, consumer's satisfaction is affected by an interesting website display, the ease of finding information, and payment and delivery. Users/consumer's satisfaction will impact behavioral purposes of WOM, purchase intent, and the intention to return to online transactions. Another significant aspect that could affect behavioral intention is trust. This aspect of trust can be an obstacle to online buying behavior because there are aspects of losses and other negative impacts.

According to Verhoef et al., (2009), "Online customers display low trust levels for web-based merchants (hackers breaking into company databases and stealing credit card numbers), and that is an important reason why many customers do not shop online". Thus, it is possibly said the outcomes of customer's online experience are trust, customer satisfaction, and behavioral intention (Boyer & Hult, 2006; Rose et al., 2011). Customer satisfaction significantly affects customer behavioral intentions (Ardani, Rahyuda, Giantari, & Sukaatmadja, 2019). So, it can be stated that online/website evaluations and impressions of website performance lead to user satisfaction with service providers. On the contrary, trust is related to the feeling of uncertainty about transactions because of the distance from the service provider. Satisfaction and trust affect intentions in the use of web performance (Constantinides, 2004; Rose et al., 2012).

The value of customer experience outcomes requires the providers to take into account the changing nature of customers in the online market, which is why emphasis must be paid to creating a holistic idea. The holistic idea put forth as a model fills in the gaps left by earlier studies from numerous specialists who placed a greater emphasis on behavioral components (Contantinides, 2004; Straus & Frost, (2009). Suitable strategy factors are used in the integrated framework of the holistic conceptual model in this study to demonstrate the flow experience when visiting the website. They are 1) website usability, including elements related to usability and interactivity and connectedness; 2) psychological website, including elements related to challenges, skills and telepresence; and 3) material has two components: marketing mix and perceived benefits. The models of various experts are combined into one comprehensive idea (Novak et al., 2000; Rose et al., 2012; Verhoef et al., 2009).

In essence, the model this study suggested is more concentrated on the causes and effects of online/web experience, as opposed to earlier studies that mostly focused on management and outcome aspects. The constraints of empirical studies that focus on strategic aspects of the online/web experience call for a theory-based conceptual

framework to serve as the inspiration and foundation for this study. Constantinides (2004) contended that "the web experience must be viewed as a dynamic and evolving topic rather than a static one; developments in the virtual marketplace, shifting customer technographic, and technological innovation will present e-marketers with new tools and methods for enhancing their customers' online experience."

This study uses a comprehensive conceptual model to explore the relevant facts in the area. The websites of various travel agencies and governmental organizations that investigate and promote their tourist attractions serve as the research object in this study. As the unit of analysis for this study, we involve people who use the website to find information about tourist destinations. The research aims to construct a theory of the customer experience broadly by considering the antecedent and consequences aspects.

LITERATURE REVIEW

The development of the Internet provides opportunities for tourism service providers to offer services and products through web-based applications. Identifying the quality of website components can be the first stage to exploring online/website customer experience. The website of a tourist destination is part of the promotion and socialization aimed at providing opportunities for various parties to obtain accurate and credible information about the tourist destinations offered. At this time, the interest of tourists to visit destinations based on culture and local wisdom shows an increasing trend, such as traditional villages and tourist villages. This condition is inseparable from the availability of information through websites, both officially issued by the government and private parties.

To provide an experience for users, website design needs to pay attention to various components that can affect the assessment or perception of a tourist destination. It is important to note that creating an online/website environment can provide a memorable experience. Providing user experience can be a competitive advantage as the key to competing in today's internet era. Tourist destination providers must create a superior website/online experience that pays attention to aspects of usability, psychology, and content/marketing mix. From the functional aspect, attention is paid to three aspects: interactivity, usability, and connectedness. Psychological aspects deal with paying attention to three aspects, namely challenge, skill, and telepresence. The aspects of content (marketing mix) are about paying attention to two aspects of perceived benefits and aesthetics. Paying attention to these three components creates a positive website/online experience.

This could positively influence satisfaction and trust, affecting behavioral intention to continue accessing the website. Behavioral intention demonstrates an effort, plans, and purposes that greatly influence subsequent behavior, whis is the behavior of real use of the products/services offered by the provider of a tourist destination.

Based on this framework, we proposed the following research model (see Figure 3).

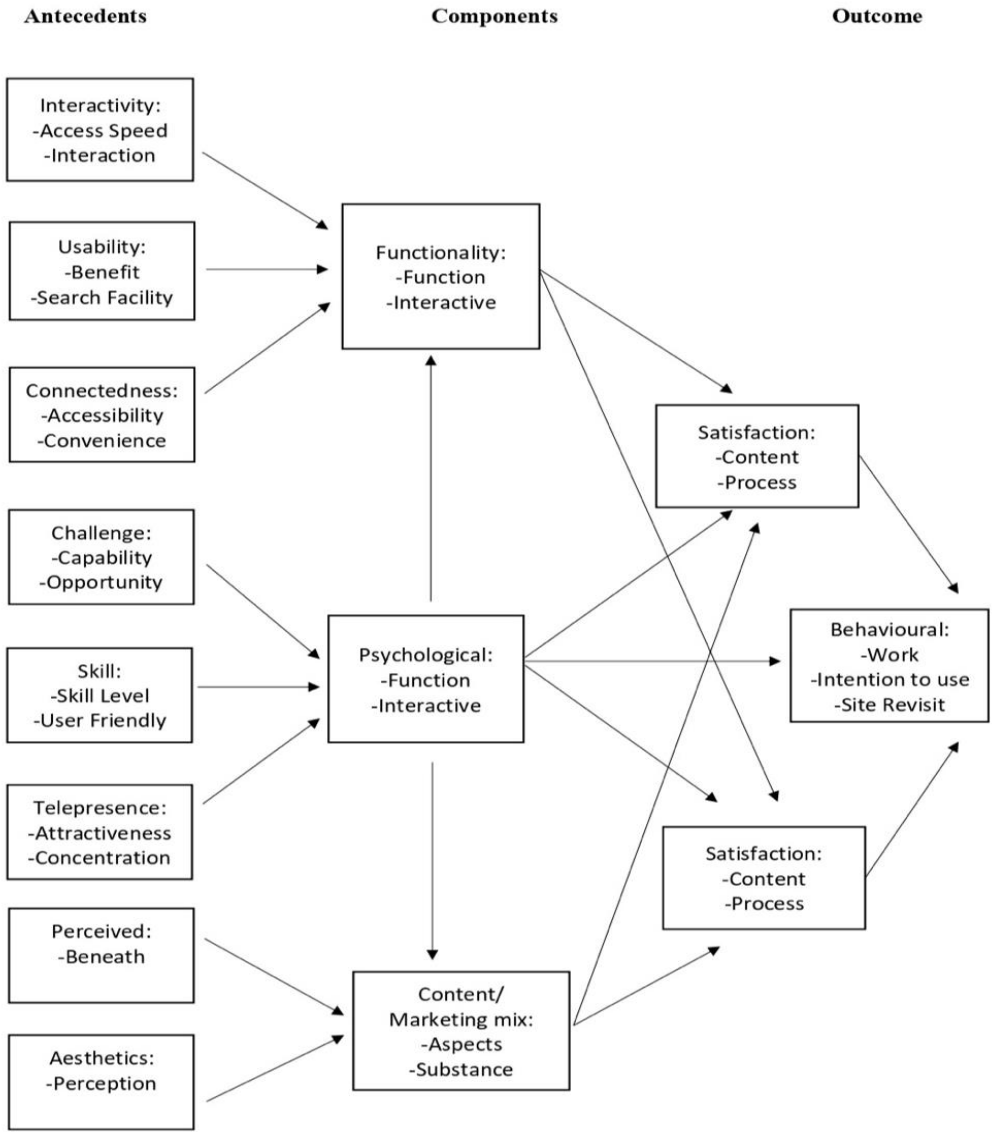

Figure 3. Proposed Research Model

RESEARCH METHOD

Research Design and Operationalization of Variables

This recent study used descriptive and verification methodology adopted from Cooper and Schindler (2011). We used explanatory research for the verification method to elaborate the nature of the causal relationship through hypothesis testing. Through quantitative modeling proposed by the research using a structural model, it can develop a website or an online experience and measure flow activity. Information about the impact of the antecedent variables (functionality, psychological, and content/marketing mix) on the outcome variables (trust, satisfaction, and behavioral intention) will be measured by using the research method. The unit of analysis for this study is people who use the website to find information about tourist destinations. Our research was conducted using the online method in June – August 2021.

The variables used are independent variables (i.e., usability, connectivity, interactivity, challenge, competence, telepresence, and perceived advantage), component factors (functions, content/marketing, psychology), and outcome variables (trust, satisfaction, and behavioral intention). The type of data obtained is in the form of participant responses to antecedents and website/online experience outcomes.

In this study, the target population is website users of various providers of local cultural and cultural-based tourist destinations. Sampling in this study was conducted by using the convenience random sampling technique (Sekaran & Bougie, 2009). In this study, there are 19 participants because the sample is defined by the maximal number of arrows directing to the construct (Hair et al., 2013). A total of 160 respondents are required as the minimum number of samples with a significance level of 5%. The distribution was made based on proportional allocation, which is a proportional distribution determined by the subjects chosen by the participants. The information effectiveness was measured by a ten-point Likert Scale of 1 (lowest) to 10 (highest).

RESULTS

There were 364 samples that participated. Respondents involved in this study came from various occupational backgrounds, which were dominated by civil servants and followed by private employees and students. Data were collected from June-August 2021 using an online survey. Most respondents (35%) are employed as civil servants, followed by private workers and students, 35% and 30%, respectively. By gender, 64% of women and 36% of men responded to the survey. When looking at how often people browse the website, the majority (65%) only do so once to five times, with 19 % accessing it six to ten times. Few responders react more than six times each week (14%). According to the respondents' geographic distribution, the website is accessed by people from Bandung, Batam, Bengkulu, Jabodetabek, Jogjakarta, Pekanbaru, and Solo. The data was analyzed using SEM-PLS. The results of running data using the outer and inner models are presented in Figure 4 and Figure 5.

The Outer Model

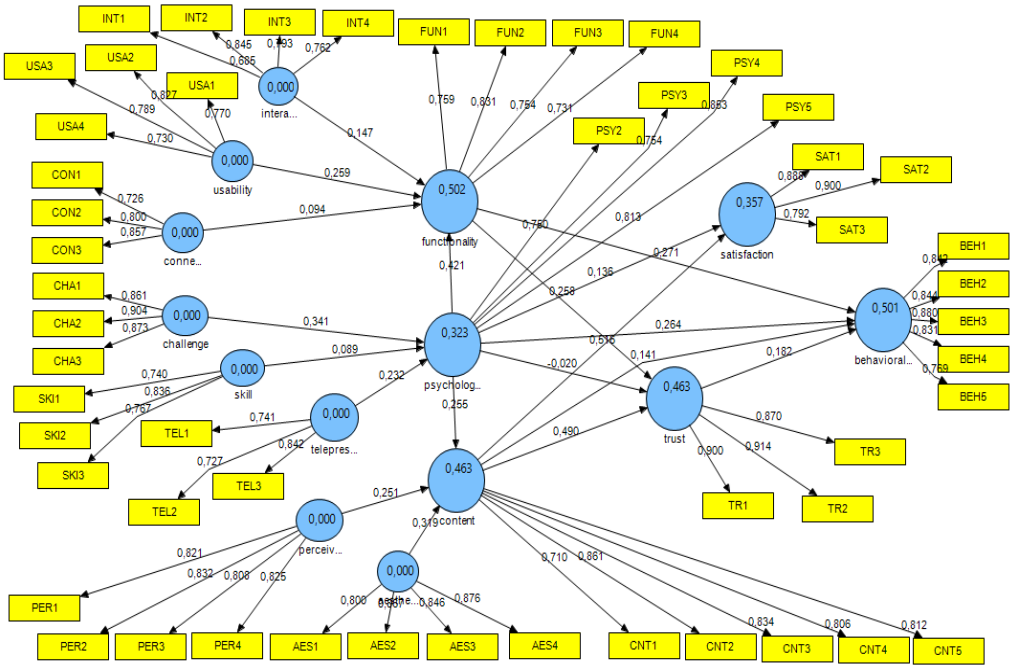

Figure 4. The Outer Model

It can be seen from the outer model the loading factor is above 0.70. This means that all indicators are valid in measuring each dimension. Besides, all indicators are reliable, assessed from the composite reliability on each dimension greater than 0.70 and the t-value > t-table. In this measurement model, the largest factor loading value shows the dominant indicators or the most closely related to the dominant dimensions or dimensions affecting the variables.

Measurement Model

The outer model can be used to identify composite reliability (see Table 1). Each construct is reliable because it has high composite reliability above 0.80. Likewise, each indicator is significant at 0.05. This can be seen from all indicators having a statistical t value above the t table 1.96 (sig 0.05).

Table 1. Composite Reliability

aesthetics	**0.910684**
behavioral intention	0.919390
challenge	0.911079
connectedness	0.838056
content	0.902421
functionality	0.852684
interactivity	0.855633
perceived benefit	0.892661
psychological	0.871506
satisfaction	0.895917
skill	0.824935

telepresence	0.814875
trust	0.923591
usability	0.860954

Output Model Structural

Partial Least Square (PLS) evaluates the structural model using R Square for the dependent variable and the value of the path coefficients for the independent variable and tests the significance using t-values on each path. The results of the structural model are presented in Figure 5.

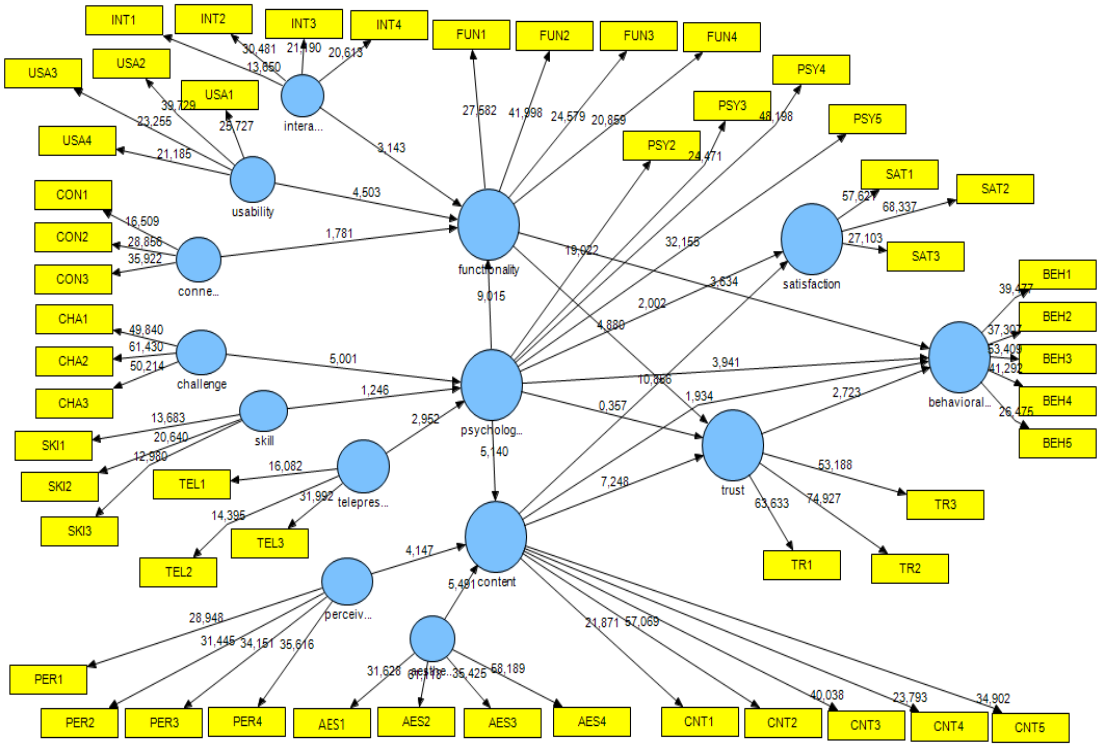

Figure 5. Structural Model (Inner Model) Results

The results of the inner model can be used to determine the relationship between constructs (see Table 2), which can be identified from parameter estimation and path significance test.

Table 2. Parameter Estimation and Path Significant Test

Path Analysis	Sample (O)	M	Deviation Standard	STERR	O/STERR
Aesthetics -> Content	0.319455	0.321799	0.058178	0.058178	5.490995
Challenge -> Psychological	0.340713	0.338086	0.068123	0.068123	5.001465
Connectedness -> Functionality	0.094479	0.095950	0.053052	0.053052	1.780878
Content -> Behavioral Intention	0.141384	0.137765	0.073103	0.073103	1.934034

Content -> Satisfaction	0.516114	0.516745	0.047543	0.047543	10.855822
Content -> Trust	0.489535	0.485236	0.067543	0.067543	7.247807
Functionality -> Behavioral Intention	0.271385	0.278419	0.074680	0.074680	3.633981
Functionality -> Trust	0.257675	0.262210	0.052801	0.052801	4.880115
Interactivity -> Functionality	0.146694	0.146659	0.046678	0.046678	3.142706
Perceived Benefit -> Content	0.251428	0.252299	0.060624	0.060624	4.147362
Psychological -> Behavioral Intention	0.263889	0.258494	0.066960	0.066960	3.941005
Psychological -> Content	0.254759	0.253563	0.049561	0.049561	5.140348
Psychological -> Functionality	0.421074	0.418563	0.046706	0.046706	9.015386
Psychological -> Satisfaction	0.135556	0.140415	0.067707	0.067707	2.002091
Psychological -> Trust	-0.020358	-0.020546	0.057088	0.057088	0.356608
Skill -> Psychological	0.088921	0.094154	0.071378	0.071378	1.245772
Telepresence -> Psychological	0.232360	0.233298	0.078702	0.078702	2.952425
Trust -> Behavioral Intention	0.181609	0.181861	0.066689	0.066689	2.723236
Usability -> Functionality	0.258635	0.263184	0.057435	0.057435	4.503095

DISCUSSION

The results of the research modeling hypothesis test are presented in Table 3.

Table 3. Hypothesis Test Result

Path Coefficient	Value	t	t table	Conclusion
Aesthetics -> Content	0.32	5.49	1.96	(hypothesis accepted)
Challenge -> Psychological	0.34	5.01	1.96	(hypothesis accepted)
Connectedness -> Functionality	0.09	1.78	1.96	not significant (hypothesis rejected)
Content -> Behavioral Intention	0.14	1.93	1.96	not significant (hypothesis rejected)
Content -> Satisfaction	0.52	10.86	1.96	(hypothesis accepted
Content -> Trust	0.49	7.25	1.96	(hypothesis accepted)
Functionality -> Behavioral Intention	0.27	3.63	1.96	(hypothesis accepted)

Functionality -> Trust	0.26	4.89	1.96	(hypothesis accepted)
Interactivity -> Functionality	0.15	3.14	1.96	(hypothesis accepted)
Perceived Benefit -> Content	0.25	4.15	1.96	(hypothesis accepted)
Psychological -> Behavioral Intention	0.26	3.94	1.96	(hypothesis accepted)
Psychological -> Content	0.25	5.14	1.96	(hypothesis accepted)
Psychological -> Functionality	0.42	9.02	1.96	(hypothesis accepted)
Psychological -> Satisfaction	0.14	2.01	1.96	(hypothesis accepted)
Psychological -> Trust	-0.02	0.36	1.96	not significant (hypothesis rejected)
Skill -> Psychological	0.09	1.25	1.96	not significant (hypothesis rejected)
Telepresence -> Psychological	0.23	2.95	1.96	(hypothesis accepted)
Trust -> Behavioral Intention	0.18	2.72	1.96	(hypothesis accepted)
Usability -> Functionality	0.26	4.50	1.96	(hypothesis accepted)

This model shows that most of the hypothesis testing has been proven. The path coefficient calculation results of the antecedent's variable on the component variable show that connectedness has no substantial impact on usability. As a result, the content of the website, which displays interactive functions and elements, has not been significantly impacted by connectedness, which illustrates the speed of access and involvement. A strong influence occurs in aesthetics on content and challenges on psychology. The effect is quite large with a path coefficient value of more than 0.30. If the t-count exceeds the t-table at a significance level of 5%, the test conditions specify that the null hypothesis is rejected. The choice to test the Ho statistic is rejected since the partial hypothesis testing results show a t-count value bigger than the table value (1.96). Thus, it can be said that aesthetics sufficiently affects content and psychological difficulties.

This study has been successful in establishing that interactivity (interaction and speed of access) and usability (search facilities and benefits) can affect functionality from each sub-variable (antecedent to component, function and interactive). This implies that increasing the website's usability and interaction will have a significant impact on its functionality. The study found that the psychological benefits of challenge, skill, and telepresence were not less significant (security and comfort). This indicates that the appearance and information on the web have a significant psychological influence since web users are aware of the problem, have the necessary skills, and are interested in it. It has also been demonstrated that it significantly affects content from the perspectives of perceived advantage (knowledge and belief) and aesthetics (aesthetics and perception, substance and marketing). This means that content and marketing can be strongly impacted by how useful visitors consider a website to be and by how appealing it appears. Figure 6 shows the hypotheses results.

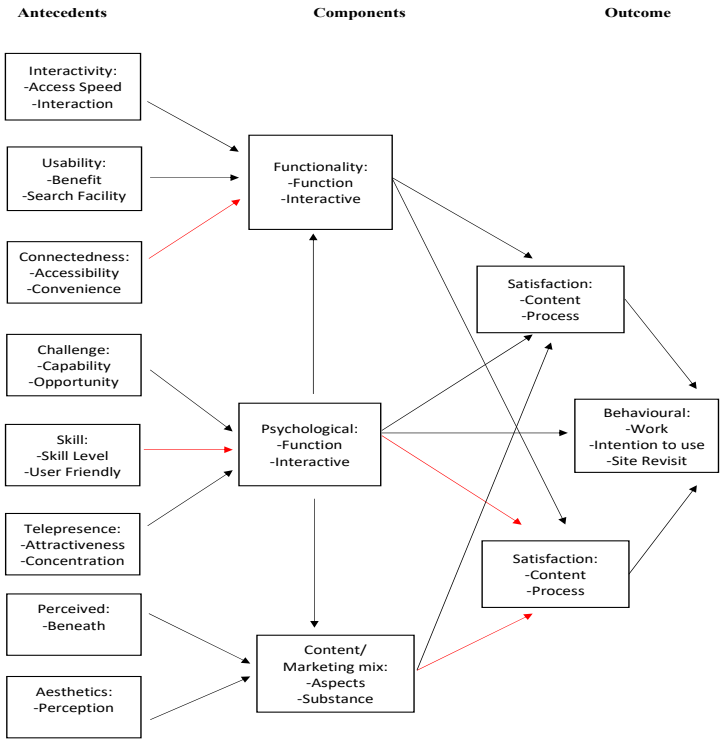

Figure 6. Hypotheses Results

Functionality has a large and powerful impact on behavioral intention and trust. This indicates that the functionality of a website, which demonstrates its functional and interactional characteristics, has a sufficiently strong impact on users' levels of trust and motivation to use and suggest the website. The trust and desire of web users will improve if the functionality part can be made more advanced.

The psychological component significantly affects content, functionality, and enjoyment, which is an additional intriguing discovery. This indicates that users of the website can experience the security and comfort features, which have an impact on user happiness. Nevertheless, our study failed to demonstrate any significant psychological impact on trust. This conclusion suggests that the users are not considerably persuaded to believe in legitimacy and competency by the security and convenience features supplied to them. The web marketing and content elements developed on educational attributes can satisfy users and place their confidence and credibility, according to research findings on how the content can affect satisfaction and trust.

The holistic concept (gap research) using integrating variables has not been comprehensively fulfilled (four variables that do not indicate a significant effect), namely: 1) connectedness to functionality, 2) content to behavioral intention, 3) psychological to trust, and 4) skill to psychological.

CONCLUSION

Most of the hypothesis testing (15 hypotheses) of the 19 proposed hypotheses are supported by research modeling employing respondents who utilize websites that offer tourism destination services based on culture and local expertise. The models used in this study can be found to be reliable and used in future research. Four hypothesis tests, namely: (1) the relationship between connectivity and functionality; (2) the relationship between content and behavioral intention; (3) the relationship between psychology and trust; and (4) the relationship between skill and psychology, yield insignificant results.

The findings of the hypothesis testing suggest two variable connections with a very strong influence: content on satisfaction and trust, both starting from the antecedent - component - outcome. This outcome suggests that the website's content was successful in establishing consumers' satisfaction and trust. The satisfaction and confidence of website visitors will rise if this component of the content is further improved. This result is consistent with the respondents' responses, which on a scale of 7 range from high ratings (7 to 9) for the effectiveness of information on websites. This indicates that the timeliness and accessibility of the information support its high perceived effectiveness (benefit). Most website users rated the value of the information presented on the tourism destination websites are in the range of 7 to 9 (out of a scale of 10).

The results imply the necessity to pay attention to the relationship of insignificant variables by focusing on: 1) respondent characteristics, 2) respondent distribution, and 3) conducting a comparative study with equivalent units of analysis to develop a comprehensive "flow experience" model.

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DECLARATION OF CONFLICTING INTERESTS
We declare no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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