

How Social Media Impact Millenials in Choosing Traveling Destination

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ABSTRACT

One important component in the industrial era of 4.0 is social media, which not only is used for networking but also as a promotional instrument where influences are distributed through pictorial or informational posts. The focus of this study is to investigate how individuals are affected in deciding their tourist destination based on the gathered information on social media, especially millennial generations (known as Gen Y). In 2018 the World Travel & Tourism Council stated how the total GDP is globally made up by 10.4% of the tourism sector, and new employment opportunities of 20%. Through the use of SPSS, it was concluded that 0.989 is the value resulted from the influence of social media on deciding the destinations for tourism, which was obtained from those who were located in Jakarta, Bogor, Depok, Tangerang, as well as Bekasi.

Keywords

Social Media, Tourists' Destination, Decision on Destination, Perception, Impact

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Introduction

Tourism has increasingly becoming an influential element for numerous nations, and also a resource of incomes with the rise of popularity in travel. It was stated how the total GDP is globally made up by 10.4% of the tourism sector, amounting to USD 8,272.3 billion, and increase to 11.7% (USD 12,450.1) in 2028 (World Travel & Tourism Council; 2018). Job opportunities are also resulted from this industry with a global amount of 9.9%, and new job opportunities of 20% over the past decades.

Due to the provision of GDP incomes by tourism, rivalries within this industry has been aggressive with promotions on media (national and international) and events from both the government and associations for their tourist attractions. Multiple amendments were also made on regulations as to increase the number of tourists' visitations, such as issuance of Visa. This is done as to attain advantageous benefits within the competing industry.

Promotions, along with advertisements, are vital to appeal tourists as they are confronted with alternative choices of various locations from numerous nations (Thai, 2017). This is because advertisements have always been utilised for promotional purposes, with televising it for its fullest exposure.

Despite its high expense, televised promotions are still popular, especially in developing countries, yet consumers are now consuming both televisions and online contents equally (Pew Research, 2017). However, millennial generations possess a differing behaviour of obtaining information, affecting the way promotion is done.

With the current generation, deciding the effective promotional way is important, while also considering the less priced ones (Wang, 2018). Due to this, questions arise in regards to this. The first question is whether the use of social media allows wider exposure of promotional tourist activities directed towards the millennial generations. As for

the second question, is whether applying this promotional method is worth the capital put in?

Examining the effect of social media has towards the influence on Gen Y in them deciding the destinations to visit is the key purpose for this study. The obtained findings would be of help for those who are in the industry of marketing or advertisings. It will also provide an insight on the promotional activities that may be taken when the target market is the Gen Y.

Literature Review

Multiple researches were made in regards to the effect of social media on consumers, and it was shown how it has impacted behaviours, such as their attitude on spending. As for the aim of the study, the effect of social media on the decision of selecting the designated location is examined.

To get information, individuals tend to go to social media and get their news through their homepage. A research was done on businesses that focus on tourism, their promotions and financial developments that are located in rural areas of western Pennsylvania and West Virginia, on the comparisons of essential contributing factors for promotional purposes and solving challenges (Dudensing, et al., 2011). Generally, promotions are viewed to be an essential factor in the tourism industry, yet there is underestimation on the use of Internet by promotional agents and lack of consideration of work challenges.

Generally, media has an effect on perspectives and behaviours. An analysis was done focusing on media's effect towards price changes in IPO shares which occurred in Hong Kong, and was shown how media significantly affected the shares (Tong, 2013). It was concluded how shares that was positively covered on media tend to be higher.

Media's effect that will be stated in this study is towards individuals' decision-making on their preferred destinations. Their decision can be influenced by advertisements which involve the cognition and emotional aspects. It was claimed

that consumers' perspective will be affected when advertisements involve aspects that affects them emotionally, and not overwhelmed with unnecessary information (Rodriguez-Molina, et al., 2015).

The perspective that consumers have on the tourist destinations is also important in their decision-making factor as it affects their intent in proceeding with the visit (Souiden, et al., 2017). It was also shown how this factor contributes to consumers' behaviour on the location.

Certain preferences on the destination may be developed by consumers based on the information that they receive from social media, such as the likes and dislikes (Sanchez, et al., 2016). The developed likes or dislikes may influence their behaviours, either positively or negatively, and affecting the decision to make the visit.

The regional tourist brand from Central Northeastern Thailand Tourism Branding was studied, with the result stating that consumers' perspectives are heavily influenced by their mental representation and recognition (Kovathanakul, 2015). Not only that, branding communication is effective as it convinces consumers' on the presence of the tourist attractions.

Although individuals within the millennials' age grouping are those born from 1982 (Strauss & Howe, 2000), many arguments are still happening on defining the exact age limit for this generation. Hence, this study will refer the millennial generations as Gen Y, specifically individuals between the age of 17 and 25.

Further insights on the impact of social media towards the sector of tourism will be discussed. Upon making a visit, consumers tend to have certain imageries in their mind on the designated location, and it may result to some likes or dislikes (Souiden, et al., 2017; Sanchez, et al., 2016). This also applies in Thailand's tourism sector (Kovathanakul, 2015). The importance of social media and Internet is believed to shape perspectives and behaviours, yet is still undervalued (Tong, 2013; Dudensing, et al., 2011; Rodriguez-Molina, et al., 2015).

Research Methodology

The questionnaire was distributed to 220 people, whose age are between 17 to 25, located in Greater Jakarta (Jakarta, Bogor, Tangerang, Depok, as well as Bekasi). These respondents are required to be active social media users, and have gone out of the city for holidays (at a minimum of one time).

From the 220 distributed questionnaires, 203 were valid to be used with 45% females and 55% males. Two conditions that respondents need to have are: have travelled for holidays, and active user of a social media (at least one, such as Facebook, Twitter and/or Instagram). The method of random sampling was applied on the specified subjects (Sekaran, 2013).

The prerequisite conditions that were previously mentioned will determine the eligibility of the respondents. The attained samples were then analysed through SPSS to check its valid and reliable aspects, and afterwards R Square and t-test took place.

Results And Discussions

The outcome of the test stating its reliable and valid aspects are seen below:

Table 1. Validity Test

Indicators	Corrected Item-Total Correlation
i ₁₆ . I source information for my holiday destination through social media	0.507
i ₁₅ . Postings on social media influences considerations in choosing my holiday destination	0.537
i ₂₀ . I believe that postings on social media describe the real information of tourism destination	0.491
i ₂₃ . I trust postings on social media about tourism destination more than advertisements in mainstream media	0.586
i ₂₄ . I like postings on tourism destinations in social media more than in advertisements about them	0.536

As seen from the above table, the values being over 0.3 indicate the indicators used are all valid (Nunnally & Bernstein, 1994).

Table 2. Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.762	6

As for the reliability, shown from Table 2 using Cronbach Alpha, the values can be relied on being over 0.6.

Table 3. Social Media's Effect Towards Tourists' Chosen Destinations

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994 ^a	.989	.989	.118

a. Predictors: (Constant), i₂₄, i₁₅, i₁₆, i₂₀, i₂₃

As shown in Table 3, the values of correlating co-efficient (R) is 0.994 and 0.989 for R-Square. Table 4 shows the assessment done for the indicators' significance.

Table 4. Significance Test

Table 1. Significance Test								
Model	Coefficients ^a			t	Sig.	Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	-.523	.043					
	i6	.084	.023	.082	3.643	.000	.112	8.911
	i15	.135	.015	.100	8.762	.000	.438	2.284
	i20	.405	.016	.343	25.575	.000	.317	3.156
	i23	.426	.014	.524	29.604	.000	.182	5.507
	i24	.061	.012	.073	5.144	.000	.283	3.533

a. Dependent Variable: Y

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.523	.043		-12.179	.000		
1 I6	.084	.023	.082	3.643	.000	.112	8.911
I15	.135	.015	.100	8.762	.000	.438	2.284
I20	.405	.016	.343	25.575	.000	.317	3.156
I23	.426	.014	.524	29.604	.000	.182	5.507
I24	.061	.012	.073	5.144	.000	.283	3.537

a. Dependent Variable: Y

With the stated Sig. values of every variables are <0.05 and t-test of >1.96 indicate how dependent variables are impacted by independent ones. For the VIF value of each variable being less than ten shows no occurrence of multicollinearity. The equation of regression is seen as follows:

$$Y = -0,523 + 0,084(I_6) + 0,135(I_{15}) + 0,405(I_{20}) + 0,426(I_{23}) + 0,061(I_{24})$$

From the results, the theoretical implications can be inferred that there is a correlation of social media usage towards consumers which is similarly shown from previous studies (Malik, et al., 2016; Lin, 2014; Punyanunt-Carter, et al., 2017). Not only that, the consideration of the importance of social media as a promotional tool should also be considered, especially when the marketing is targeted on millennials. The use of social media also allows active interactions, whereby users can both provide and consume information and news (Felix, et al., 2017).

There are managerial implications found from this research, such as the impactful significance on the use of social media on millennial consumers' as a deciding factor. The use of social media for promotional purposes is also important, especially when targeting individuals within the age of 17 to 25.

Conclusions

With this, it is concluded that a vital instrument among Gen Y, and for tourism to continue evolving is social media. This is because individuals have developed a habit of posting various informational or pictorial posts.

It was also shown how those behaviours are influential in affecting other people in deciding the locations to visit, along with the development of likes and dislikes. Individuals who are looking for information may be easily swayed with the available information, affecting their final decision on their designated locations. This significance is shown with the value of 98.9% for R square. Those who attempt to influence the millennials cannot ignore it.

When deciding to travel, a quite amount of finance is required hence in-depth research will be done by tourists prior their travel, which is usually done through social media. However, other factors that are considered prior are promotions, brandings, destinations' viewpoint, and

animosity (Dudensing et al., 2011; Kovathanakul, 2015; Sanchez, 2016; Souiden et al., 2017).

The result gathered from this research also indicates that social media is viewed as an important instrument for promoting tourism. This is because individuals who seek information tend to believe the news they find on social media to be true and accurate. Due to this, businesses need to moderate the information related to them as it can be impactful, both positively or negatively. Related to this, other factors for future research may need further explorations, such as pricing, promotions, tourism managements, and infrastructures.

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