

# Does the Quality of Indonesian Tourism Website Influence Foreign Tourist Decision to Visit Indonesia?

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**Abstract:** Indonesia tourism develop significantly. However, foreign tourist development in Indonesia is still fluctuating. The Indonesian government is optimizing the website in order to increase the number of tourists. The website plays a significant role in many aspects of tourism, especially in information search and decision-making behaviors. Information quality, service quality, and design quality are components that construct destination website quality confirmation. Destination website quality confirmation, destination website satisfaction, and willingness to visit are three major elements for researchers in examining how tourists decide to visit tourism destination via tourism website. The purpose of this research is to analyze the correlation between the qualities of the destination website and destination website satisfaction and the subsequent effects on willingness to visit a tourism destination in Indonesia. The research collected in three cities in Indonesia, namely, Batam, Jakarta, and Denpasar. The methodology is by examining 500 foreign tourists who already have used the wonderful Indonesia website. Demographic characteristics include sex, age, education, job, and nationality. The research employs 22 question items. The data were analyzed by using structural equation modeling (SEM). The results show that information quality has the greatest impact on destination website quality confirmation. In addition, the destination website quality confirmation influences website satisfaction. Finally, by this satisfaction, the tourist decides to visit the destination. This study contributes to the academia, government, and industry to more fully understand what tourists need before they decide to travel..

**Keywords :** Destination Website Quality; Destination Website Confirmation; Destination Website Satisfaction; Willingness to Visit; Wonderful Indonesia website

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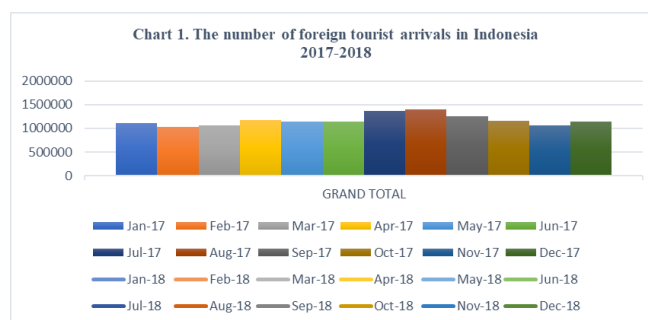
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## I. INTRODUCTION

Indonesia government had many programs to attract foreign tourists to visit Indonesia, including by promoting some tourist destinations in Indonesia through Wonderful Indonesia website (Saeno, 2016).

Wonderful Indonesia website is an official tourism website which created by Indonesian government. The aim of Indonesia government creates the website is to attract potential tourists to visit some tourist destinations in Indonesia. Based on the chart below, foreign tourist development in Indonesia is still fluctuating. It indicates that the increasing was not quite significant.



Source: (BPS, 2019)

Formerly, local government and tourism industry used brochures in attracting a destination to the potential tourist. At that time, brochures had a significant role in distributing information about a destination to the potential tourists (Santos, 1998). In the 21<sup>st</sup> century, the paradigm shift from brochures into websites. 95% potential tourist using the website to gather travel-related information and 93% have visited a destination website; of the latter group, roughly half have used e-mail to gather information about a destination (Lehto, Kim, & Morrison, 2006). Destination website or mobile app distributes the images and the information of a particular destination to the potential tourist. Internet is as a main source of information in the tourism industry today. The distinctive feature in tourism industry is holding in intangible features, such as experience or services (Koo, Shin, Kim, Kim, & Chung, 2013).



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Mostly, a potential tourist will gather information during the planning stage through online travel agency websites, supplier sites, search engines, and destination websites (Xiang, Wang, O'Leary, & Fesenmaier, 2014). The more tourist website informative, the higher quality of the tourist website becomes. It will encourage the potential tourist to select the tourist destination (Romanazzi, Petruzzellis, & Iannuzzi, 2011).

In tourism, it is considered that the importance of the intensive information for the tourist. Information system sensitivity of tourism is such a critical enough to affect the industry's success. Generally, destination websites are the sites for the potential tourists to generate their first impression on the travel destination.

As an impact, they are simultaneously, and convenient channel to access destination information. If the website quality is low, it is highly estimated that the potential tourists would leave the low-quality website, seek another information source, or even change their preference travel destination.

There are a few studies that investigated the relationship between special features of destination website and tourists' tendency to visit the destination (Pallud & Straub, 2014). Therefore, by stating to the former studies, this study aims to measure and examine how the quality of the destination website influences tourists' confirmation and its impact to tourists' satisfaction toward the website and how it encourages the potential tourist to select the tourist destination.

## II. LITERATURE REVIEW

Destination marketing organizations concerns in promoting and marketing a specific destination to the potential tourist. It can be a city, state, region, or country (Choi, Lehto, & O'Leary, 2007). Li & Wang (2010) categorized destination marketing organizations become national, regional, or local. National destination marketing organizations concern on tourism authorities or organizations that market a country. Then, regional destination marketing organizations focus on promoting a region, province, or state. Finally, local destination marketing organizations revolve around a small geographic area such as a city or town. Nonetheless, most destination marketing organizations improve their own website (Kim & Fesenmaier, 2008).

Destination websites potentially encourage website users to obtain relevant information, pilot through different textual and graphic elements, and practice a virtual first impression (Palmer & McCole, 2000). To reach potential tourists quickly and directly, destination website should capturing potential tourists' attention long enough to tell the destination's story. DMOs should design the websites that meet potential tourists' information. They can show an enjoyable virtual experience. Moreover, effective websites will entreat to visitors' emotions, needs, and interests. Consequently, it can capture visitors' attention and differentiate the featured destination from other destinations (Park & Gretzel, 2007).

Kim, Shaw, & Schneider (2003) suggest that destination marketing organizations should manage the website properly. The aims are to interface between a destination and potential tourists. The website users believe such websites represent destinations. Additionally, websites allow visitors to evaluate

the products, services, and experiences (e.g. events, attractions, places to visit, culture) which offered by a destination. A highly functional, appealing, and enlightening website would encourage potential tourists and facilitate them to visit the destination. The successful application of Information Systems (IS) onto customers becomes a crucial factor in corporate marketing performance (DeLone & McLean, 1992). DeLone & McLean (1992) conceptualizes and operationalizes IS success factors, namely, the DeLone and McLean's IS success model. The IS success model proposes two independent variables. They are system quality and information quality. System quality and information quality affect "use" and "user satisfaction" both singularly and jointly. System quality and information quality have a subsequent effect on individual and organizational.

This research using DeLone & McLean (2003) updated information system (IS) success model. The first measurement is on the qualities of the destination website. Then, hypothesize the website qualities such as system, information, and service contribute to the formation of expectation. IS success model is used to research satisfaction on a website at the individual level. The expectation–confirmation model (ECM) is applied in this research. It assumes that confirmation of the destination website influences satisfaction. Finally, satisfaction to the website leads the potential tourist to visit the destination. (Bhattacharjee & Barfar, 2011).

In figure 1, in the IS success model DeLone & McLean (2003), the service quality is as an independent variable and the intention to use for measuring attitude is a moderating variable. The IS impacts on "individual impact" and "organizational impact," which have combined as a net benefit, and evolved into one independent variable.

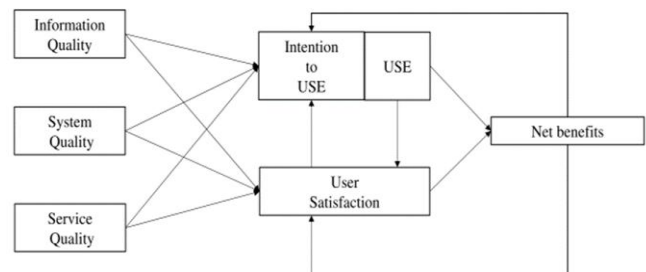


Figure 1: IS success model (DeLone, 2003)

System quality of IS success model refers to the desired characteristics of technology, and its measurements are ease-of-use, functionality, reliability, flexibility, data quality, portability, integration and importance. Information quality of IS success model is the characteristics of the output provided by IS. It is measured by accuracy, timeliness, completeness, relevance, and consistency. While service quality embraces the components of up to-date hardware and software (tangible), dependability (reliability), prompt service (responsiveness), knowledgeability (assurance), and having the user's best interests at heart (empathy). The user satisfaction is related to the appreciation and likeability of an IS and its output and information. The use refers to the receiver's consumption of the output of an IS.

Then, net benefits are the combined concept of individual impact and organizational impact in the original of IS model. Moreover, they capture the successful or positive outcomes or gains while excluding negative outcomes (DeLone & McLean, 2003).

Consumer satisfaction and post-purchase behavior have been a major concern in customer behavior studies (Churchill & Surprenant, 1982). The most comprehensive research model is expectation–confirmation theory (ECT) which proposed by Oliver (1993). In ECT, it hypothesizes that a consumer's level of satisfaction with a product/service expresses a re-purchase intention. The consumer's level of satisfaction is determined by the comparison of initial expectations on a product/service. The tourist will satisfy when they meet the performance exceeds expectation. Consequently, it affects the post-purchase intentions behavior (Thong, Hong, & Tam, 2006).

The concept of technology in the consumer market as seen in terms of technology-customer, employee, and company has an important role (Parasuraman, 2000). The concept of ECT from consumer behavior studies is integrated into the technology acceptance model (TAM) in the information system.

Expectation–confirmation model (ECM) is proposed by Bhattacharjee (2001). ECM is a theoretical mode of IS continuance. It hypothesizes that expectation which followed by an initial approval of specific information, will lead to the confirmation by comparison of the estimated result. ECM is intended on the basis of the ECT, but it has three distinct characteristics. First, ECM highlights expectation after approval rather than initial expectation about the information system. The users continuously update their expectations about information technology while using it. The experiences make the users' expectations on information technology different from the expectations before accepting information technology (Thong, Hong, & Tam, 2006). The variables which measure initial acceptance of IT, are considered to be already included in ECM's confirmation and satisfaction (Bhattacharjee, 2001). Second, ECM suggested ECT's perceived usefulness in place of post-adoption expectation (Bhattacharjee, 2001). The perceived usefulness is a reasonable alternate for expectation (Thong, Hong, & Tam, 2006). Third, ECM does not include any variables that related to the performance of the information system. It means that confirmation already takes the influence of performance into account.

The quality of the destination website has an impact to the potential tourists' expectation. The potential tourists may perceive a negative image to the destination website if the destination website quality does not satisfy their expectation. As an impact, they may select another destination website as their information source.

In tourism, the destination website should provide destination information and images through the Internet. The destination website quality has an effect on the confirmation. The quality of the destination website may influence the potential tourist's expectation toward the destination. As the result, the potential tourist who using the website may respond to the pre-travel expectation. The higher the quality of the destination website, the higher the performance of the destination website.

Confirmation in ECM is a concept that show the cognitive agreement between the customers' expectation and

the performance. If the performance of the destination website is positively met with potential tourist's expectation, they will satisfy with the destination website. Conversely, if the performance of the destination website negatively met with their expectation, they will dissatisfy. It will lead them to select another destination website. Confirmation is a stronger predictor of satisfaction to affect the potential tourist for willingness to visit the destination. (Bhattacharjee, 2001). The initial information in destination website gives a great importance for the tourist's impression (Everard & Galletta, 2006). The potential tourist will search online information by entering destination-related keywords in a search engine (e.g. Google) or access directly the destination website by typing web address (URL). In the lack of knowledge about the destination, most potential tourists seek for the former alternative and perform an online information search. During the search stage, the potential tourist use their understanding and skill to identify keywords for regaining information with a search engine. After they receive the information, the first page of search engine hits. The potential tourist enters the importance stage, during which they select and visit favorable websites. When the potential tourist reach the first impressions toward the homepage, they either explore or depart websites during the elaboration stage.

The destination design refers to the tourist's involvement level toward the tourist destination. The destination design has a great influence over the website cognition (Tang, Jang, & Morrison, 2012).

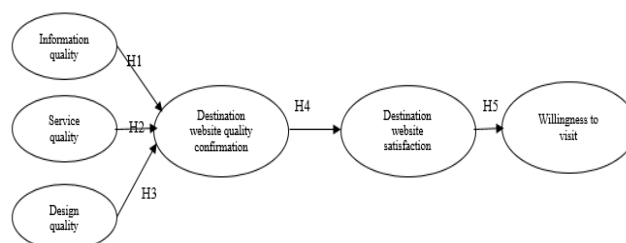


Figure 2: Proposed research model.

It is important to measure the visual factors at the destination website which includes the information quality, the service quality, and the design quality. Moreover, the information quality, the service quality, and the design quality affect to the confirmation of the destination website (Lee & Chung, 2009).

**Hypothesis 1.** Information quality of the destination website has a positive impact on the potential tourists' confirmation.

**Hypothesis 2.** Service quality of destination website has a positive impact on the potential tourists' confirmation.

**Hypothesis 3.** Design quality of destination website has a positive impact on the potential tourists' confirmation.

Satisfaction of the potential tourist is determined by whether the performance of destination website meet with their expectation or not. Confirmation of destination website is positively related to satisfaction with information system because customers realize that the expected benefits of information system use (Bhattacharjee, 2001).



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Confirmation of destination website has a positive impact on potential tourist satisfaction. If the performance after using the destination website meets or exceeds the pre-visit expectations from the potential tourist, the potential tourists planning a trip to the destination (Lee & Kwon, 2011). Tang, Jang, & Morrison (2012) found that the potential tourists with high involvement with the destination recognize the website's design, and the information quality will create a positive attitude toward the website. As the result, the potential tourist decides to visit the destination.

**Hypothesis 4.** The potential tourists' confirmation has a positive impact on their satisfaction with the destination website.

Researchers and stakeholders took an interest in the evaluation and efficacy of a destination website in order to successful positioning in the competitive market environment.

The potential tourists with only high involvement with the destination recognize the website's design and the information quality to form an attitude toward the website. With the destination cognition as an antecedent, tourists form an attitude toward the destination. Consequently, it creates willingness to visit to the destination. (Tang, Jang, & Morrison, 2012). Moreover, the potential tourist tends to select the destination if the destination website satisfies them, and it is in the context of information, service, design, and all of about the contents. (Pallud & Straub, 2014).

**Hypothesis 5.** The destination website satisfaction has a positive impact on willingness to visit the destination.

## III. METHODOLOGY

The empirical data was collected in three cities in Indonesia, namely, Batam, Jakarta, and Denpasar. The methodology utilized is by examining 500 foreign tourists who already have used the wonderful Indonesia website. Demographic characteristics include sex, age, education, job, and nationality.

The measurements were adapted from previous literature. All items were measured on a five point Likert scale, from strongly disagree (1) to strongly agree (5). Furthermore, the research employ 22 question items. To measure service quality (4 items), design quality (4 items), and information quality (4 items), we revised the measurement items based on the three quality dimensions of IS success by DeLone and McLean (2003), Lee and Chung (2009), Kim et al. (2013), and Koo et al. (2013). Confirmation items (2 items) were adapted from Bhattacharjee (2001) and Bhattacharjee and Barfar (2011). Destination website satisfaction items (2 items) were adapted from McKinney, Yoon, & Zahedi (2002). The willingness to visit measurement items (5 items), the dependent construct, were self-developed based on Chen & Tsai (2007) and Assaker & Hallak (2013).

This research uses survey method with the quantitative approach. In this study, the calculation method uses SPSS, which includes the calculation of validity and reliability for all variables, and normality. While the hypothesis analysis using simple regression formula for hypothesis 1 to 3 (partial) with significance using t test, and for hypotheses 4 and 5 (simultaneously) using multiple regression formula with significance using F test.

## IV. RESULTS AND FINDINGS

The data were analyzed by using Structural Equation Modelling (SEM). SEM is a very general statistical modeling technique, which is widely used in the behavior sciences. It can be viewed as a combination of factor analysis and regression or path analysis (Hox & Bechger, 2011). Table 1 demonstrates demographics characteristics of respondents from the research.

**Table 1: Demographics Characteristics of respondents**

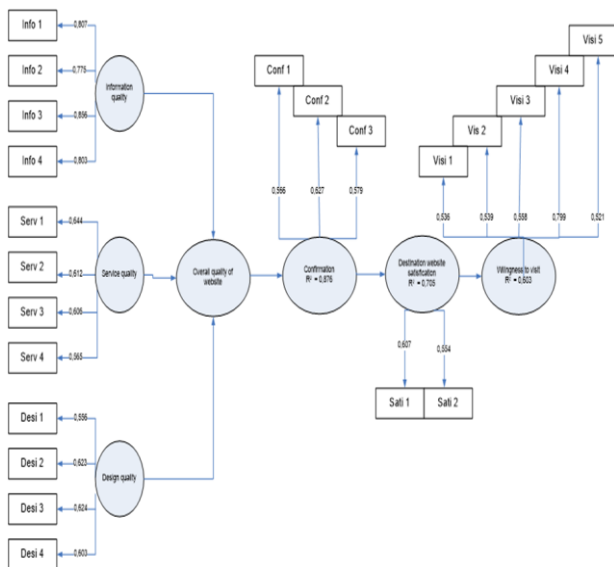
Profile Category	Frequency	Percentage
<b>Sex</b>		
Male	325	65%
Female	175	35%
<b>Age</b>		
≤20	20	4%
20–29	178	35.6%
30–39	135	27%
40–49	64	12.8%
50–59	78	15.6%
≥60	25	5%
<b>Education</b>		
Senior High School	20	4%
Bachelor	257	51.4%
Master	165	33%
Doctor	58	11.6%
<b>Job</b>		
Student	158	31.6%
Entrepreneur	129	25.8%
Private Company	115	23%
Public Company	98	19.6%
<b>Nationality</b>		
Asian Countries	180	36%
Australia	122	24.4%
USA	78	15.6%
European Countries	99	19.8%
Others	21	4.2%
<b>Total</b>	<b>500</b>	<b>100</b>

The content validity of our survey was established from the existing literature, and our measures were constructed by adopting constructs validated by previous research. As shown in Table 2, all of the constructs that were used in the model fulfilled the requirements. Therefore, the items proved convergent validity. Reliability is commonly defined as the extent to which an instrument or process consistently yields the same results under the same conditions, regardless of the number of repetitions (Tasic & Feruh, 2012). The reliability of a measurement indicates the extent research without bias. It covers consistent measurement cross the time and across the various items (Bajpai & Bajpai, 2014). Table 2 shows that the reliability score is fulfilled the requirements.

**Table 2: Validity and Reliability**

No	Constructs	Measurement Items	validity	reliability
1	Overall quality of website	Information quality	0.807	0.915
2		the Wonderful Indonesia website is fun to read	0.775	0.917
3		the Wonderful Indonesia website is full of things to read	0.856	0.918
4		the Wonderful Indonesia website is not boring	0.803	0.915
5	Service Quality	I can get answers by posting a question through the Wonderful Indonesia website	0.644	0.915
6		I can find the latest information through monthly the Wonderful Indonesia website newsletters	0.612	0.916
7		I can get answers to my questions in a timely manner from the Wonderful Indonesia website	0.606	0.916
8		I can get satisfactory email replies containing all the information I need from the Wonderful Indonesia website	0.565	0.917
9	Design Quality	The visual graphic on the Wonderful Indonesia website is user-friendly	0.556	0.917
10		The display on the Wonderful Indonesia website is appropriate	0.623	0.916
11		the Wonderful Indonesia website design is easy to understand	0.624	0.916
12		It is easy to search for information on the Wonderful Indonesia website	0.603	0.916
13	Confirmation	User experience on the Wonderful Indonesia website is overall better than expected	0.566	0.919
14		Service level of the Wonderful Indonesia website is higher than expected	0.627	0.916
15		Content on the Wonderful Indonesia website is better than expected	0.579	0.917
16	Destination website satisfaction	Satisfaction level after using the Wonderful Indonesia website	0.607	0.916
17		Pleasant level after using the Wonderful Indonesia website	0.554	0.917
18	Willingness to visit	I want to visit Indonesia for personal leisure	0.536	0.918
19		I want to visit Indonesia on a group tour	0.539	0.917
20		I want to visit Indonesia with my family	0.558	0.919
21		I want to visit Indonesia because of its culture	0.799	0.920
22		I want to visit Indonesia because of its nature	0.521	0.920

Figure 3 presents the results of the hypothesis tests of the proposed model. Based on figure 3, the highest cross loading is in item no. 3 of information quality. It means most of tourists do not feel boring when they visit the Wonderful Indonesia website. Otherwise, the smallest cross loading is in item no. 5 of willingness to visit. It indicates that most of the tourist do not attracted by the nature of Indonesia.



**Figure 3: Overall model path estimates by SEM analysis.**

In this research, the R2 values for the overall quality of the website (information, service, and design), destination website confirmation, destination website satisfaction, willingness to visit the destination were calculated. The R2 indicates the amount of variance explained by the exogenous variables (Barclay, Thompson, & Higgins, 1995). The R2 value from information quality is  $0.4472 = 0.19$  or 19%. Information quality significantly affects destination website confirmation in the amount of 19%. It means Hypothesis 1 (information quality of the destination website has a positive impact on the potential tourists' confirmation) was supported. The R2 of service quality is  $0.4922 = 0.24$  or 24%. Service quality significantly affects destination website confirmation in the amount of 24%. It reflects that Hypothesis 2 (service quality of destination website has a positive impact on the potential tourists' confirmation) was supported. The R2 of

design quality is  $0.6062 = 0.36$  or 36%. It means design quality influences destination website confirmation in the amount of 36%. Thus, Hypothesis 3 (design quality of destination website has a positive impact on the potential tourists' confirmation) was supported. The R2 of destination website confirmation is  $0.5852 = 0.34$  or 34%. It represents that destination website confirmation impact positively destination website satisfaction in the amount of 34%. It describes that Hypothesis 4 (the potential tourists' confirmation has a positive impact on their satisfaction with the destination website) was supported. The R2 of destination website satisfaction is  $0.6852 = 0.46$  or 46%. It explains that destination website satisfaction influence willingness to visit in the amount of 46%. It shows that Hypothesis 5 (the destination website satisfaction has a positive impact on willingness to visit the destination) was supported.

**Table 3: Correlations**

Control Variables		Correlations									
		information	service	design	confirmation	destination	willingness				
-infoe-*	information	Correlation	1.000	.712	.638	.447	.403	<b>0.38</b>			
		Significance (2-tailed)		.000	.000	.000	.000	.000			
		off		0	498	498	498	498			
		Correlation	.712	1.000	.717	.492	.398	<b>0.35</b>			
		Significance (2-tailed)			.000	.000	.000	.000			
		off			498	0	498	498			
		Correlation	.638	.717	1.000	.606	.498	<b>0.41</b>			
		Significance (2-tailed)				.000	.000	.000			
		off				498	498	498			
		Correlation	.447	.492	.606	1.000	.585	<b>0.44</b>			
		Significance (2-tailed)					.000	.000			
		off					498	498			
-infoe-*	confirmation	Correlation	.403	.398	.498	.585	1.000	<b>0.68</b>			
		Significance (2-tailed)		.000	.000	.000		.000			
		off		498	498	498	0	498			
		Correlation	.498	.498	.498	.498	.498	1.000			
		Significance (2-tailed)									
		off						498			
	-infoe-*	destination	Correlation	.398	.355	.432	.446	.685	1.000		
			Significance (2-tailed)		.000	.000	.000	.000			
			off		498	498	498	498	0		
		-infoe-*	willingness	Correlation	.498	.498	.498	.498	.498	1.000	
				Significance (2-tailed)							
				off						498	
-infoe-*			information	Correlation	1.000	.670	.398	.344	.232		
				Significance (2-tailed)		.000	.000	.000	.000		
				off		0	497	497	497	497	
			-infoe-*	service	Correlation	.670	1.000	.669	.399	.227	
					Significance (2-tailed)			.000	.000	.000	
					off			497	0	497	497
	-infoe-*			design	Correlation	.398	.669	1.000	.512	.308	
					Significance (2-tailed)		.000	.000	.000	.000	
					off				497	497	497
		-infoe-*		confirmation	Correlation	.344	.399	.512	1.000	.428	
					Significance (2-tailed)		.000	.000	.000	.000	
					off					497	497
-infoe-*				destination	Correlation	.232	.227	.308	.428	1.000	
					Significance (2-tailed)		.000	.000	.000	.000	
					off						497

**V. CONCLUSION**

This research investigates how the Wonderful Indonesia website influences potential tourists to visit Indonesia. The research finds some variables that concern with destination website, such as information quality, service quality, design quality, destination website quality confirmation, destination website satisfaction, and willingness to visit. The measurement is constructed by some theories as mentioned in previous section. The result shows that most of the tourist do not feel boring when they use the Wonderful Indonesia website. It demonstrates that the tourists enjoy the Wonderful Indonesia website when they seek information about tourism. On the other side, most of the tourist are not attracted by the nature of Indonesia. It indicates that the government should improve and recovery Indonesian nature, in order to attract the potential tourist to visit Indonesia. In additional, all of Hypothesis were supported (Hypothesis 1 – Hypothesis 5).



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A well-informed website may persuade motivation for tourists to visit a particular destination. It even brings tourists to regularly visit a physical place as a future leisure activity.

The research offers several theoretical and practical implications. On the theoretical implications, the crucial contribution is the effective combination of the DeLone and McLean's (1992, 2003) IS success model with Bhattacharjee's (2001) ECM.

On the practical implications, the results of this study offer suggestions on how to manage websites by official tourism. It is expected that the government increase the quality of the website, in order to attract tourists significantly. Particularly on information quality, service quality, and design quality.

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