

# The Model of Digital Communication and Supply Chain Service for Tourism Industry

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**Abstract**— This study aims to analyze the influence of digital communication, the supply chain service, on visiting decisions through interest in visiting Indonesian tourism. The quantitative approach is used in this research by applying a descriptive design and verification. The sample used was 400 respondents who were Indonesian visitors and social media users. The sampling technique is based on probability sampling technique using random sampling method. Analysis of research data using the method of Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of the study found that digital communication and supply chain service had a significant and positive effect on visiting interest which was shown positively. Interest in visiting has a positive and significant effect on visiting decisions positively.

**Keywords**— *digital communication, supply chain service, interest in visiting, visiting decisions*

## 1. Introduction

To maintain or improve the capability of the tourism industry, it depends on travel decisions seen from tourist behavior [1]. Previous research to overcome this can be done by applying destination attributes [2], promotion strategies, development of tourism facilities and infrastructure as well as environmental management and tourism development [3].

The decision to visit is also determined by the supply chain service that is the attraction, therefore the supply chain service is a determining factor for tourists in making decisions. The needs of tourists can be met by embedding the attributes of tourism products in the form of providing physical equipment so that it is facilitated properly in carrying out activities [4]. Meanwhile [5] states that from the point of view of (potential) tourists considering all forms of visits, products must be designed in a package consisting of tangible or intangible components and activities in the destination must be felt by tourists. be a suitable experience using market prices. In this study, the measurement of tourism product attribute variables is based on the dimensions of Access, Attractions, Amenities [6]. In research [7] states that product

attributes have a significant effect on the tourist decision process.

Based on tracing several research sources conducted, this study focuses on research on digital communication, supply chain service, interest in visiting and visiting decisions. Researchers found that the research carried out was adapted from part of an integrated model that influenced tourist visit decisions, the only difference is that only descriptive terms used by researchers and other studies also identified visiting interest, digital communication and supply chain services as influencing decisions. visit. The amount of digital communication exclusively on tourism has been found to be insufficient.

Consumers tend to receive and respond to electronic messages by word of mouth and consider them a source of interesting and useful information that is credible [8]. [9] state that this will change the structure of information related to traveling and further change tourists' understanding and perceptions of various tourism products. Currently, more and more tourists are using internet technology to obtain tourist information, share stories and opinions about their travel experiences on various social networking sites. As [10] states that tourism marketing currently focuses on the use of social media to generate a positive and warm image for tourist destinations as well as business people.

## 2. Literature Review

In marketing a product or service, one of the strategies that is often carried out in practice is to pay attention to the attribute strategy offered. The tourism attribute is the overall service that tourists receive or feel since they leave their place, arrive at the tourist destination they have chosen and return to the house where they originally left [2]. Meanwhile, according to [11] supply chain services are all forms of services enjoyed by tourists which have the main elements consisting of attractiveness, access and facilities, which state that there are three important aspects of tourism products that influence tourists' decisions to visit.

Interest in visiting is an impulse from within oneself to visit or make a visit to a place or area of interest [12]. According to [13], indicators that include visiting interest are Transactional Interest and Exploration Interest. You do this by contacting a travel agent, to be able to study promotional materials (brochures, leaflets, mass media), or to discuss with experienced people first. This can be evaluated in terms of limited funds and alternative time from various possible destinations to visit, as well as other considerations

Travelers have different needs and wants that will influence their buying decisions. The decision to buy tourists depends on the products or services offered by a tourist attraction, so they decide to visit. Purchasing decisions made by consumers do not just happen, but there are several sub-decisions that help consumers make their purchase decisions. Furthermore, the purchase decision is an evaluation step, consumers form choices between brands that are in the choice to form and form an intention to buy the brands they like [14]. According to [15] in implementing purchase decisions. There are six decisions that consumers will make, namely product selection, brand selection, supplier selection, purchase time, purchase amount, and finally the method of payment.

### 3. Methodology

The quantitative approach is used in this research in conjunction with descriptive and verification design. The sample used is 400 respondents who are Indonesian visitors and social media users. The sampling technique with probability uses the sample random sampling method. Analysis of research data using the method of Structural Equation Modeling-Partial Least Square (SEM-PLS). SEM-PLS analysis is used to conclude the effect of digital communication, supply chain service on visiting decisions through partial and simultaneous interest in visiting.

## 4. Result and Discussion

### 4.1 Results of Tourist Responses to digital communication

The variable digital communication which is measured using three dimensions with eight statement items. Based on the table above, it can be seen that the highest percentage score is in the dimension of 77.21%. If referring to the criteria according to [7] it is classified as good, meaning that many respondents have opinions or opinions in providing information, interactions and opinions between tourists on social networking sites about a tourist spot, one of which is Indonesia.

The results of descriptive analysis, it can be said that the intensity of digital communication is

obtained from the frequent access to information about Indonesian tourist objects by tourists. In addition, it is also supported by reviews written by many site users or social networks about Indonesian tourism. However, it turns out that there are still a number of respondents or tourists who say they rarely interact with users of sites or social networks to discuss tourism in Indonesia.

### 4.2 Traveler Response Results on product attributes

The tourism product attribute variable which is measured using three dimensions with ten statement items. Based on the table above, it can be seen that the highest score percentage is in the dimensions of the tourist attraction of 73.82%. If referring to the criteria according to [16] it is classified as good. This means that a tourist spot is a very vital component, therefore a tourist spot must be unique to attract tourists. Supporting facilities must also be complete so that tourism needs can be met, and accessibility to tourist attractions also plays a very important role in attracting tourists. This must be managed properly, so that Indonesian tourism becomes a tourist destination and tourists want to travel to that place.

### 4.3 Results of Tourist Responses to interest in visiting

The visiting interest variable, measured using two dimensions with four statement items from the table presented above. The highest percentage score shows that it is in the explorative interest dimension of 71.76%. This shows the tendency of tourists to find out in advance the experience of visiting Indonesia tourism. If referring to the criteria according to [17] it is classified as good.

### 4.4 Results of Tourist Responses to visiting decisions

The visiting decision of respondents, variable which was measured using six dimensions with ten statement items presents that, the highest percentage score is in the Product Choice dimension of 81.35%. meaning that tourists are interested in visiting Indonesia because they get information from other people's recommendations and communication via social media, one of which is about the tourism products offered by Indonesia which spread so quickly through social media, because this can encourage visiting decisions. If referring to the criteria according to [18] classified as Good

### 4.5 Results of Verification Analysis

This verification analysis is applied to assess the hypothesis based on the results of calculation, statistically. The hypothesis proposed is about the effect of digital communication, the supply chain service on visiting decisions through interest in

visiting Indonesia. The hypothesis in this research is tested by using statistical method applying the Structural Equation Modeling (SEM) through the Partial Least Square (PLS) approach. In the model of structural equation, there are two types of models formed, such as the measurement model (outer inner) and the structural model (inner model). The measurement model portrays the proportion of the variations of each manifest (indicator) variable that can be clarified in the latent variable. Through the model of measurement, it will be identified which indicators are the domains in the formation of latent variables. Subsequently, each latent on the measurement model describes the variable.

#### **4.6. Effect of digital communication on interest in visiting (X1 -> Y)**

On hypothesis 1, information obtained shows that the value of path coefficient from the variables of digital communication on visiting interest entails a positive value of 0.311 with a statistical value of 3.783. Because the statistical value is greater than tvalue ( $3,783 > 1.96$ ),  $H_0$  is rejected and  $H_1$  is accepted, which indicates that with an error rate of 5% it is clearly shown that digital communication has a significant positive effect on visiting interest in Indonesia tourism, so the research hypothesis is accepted.

In this research, the measurement of digital communication variables is based on the theory from [19]. Based on recent research, 87% of consumers indicate that reviews seen online (a type of digital communication communication) significantly influence their purchasing decisions, in this case it is assumed to be tourist interest. In addition, many related studies have observed the digital communication effect on purchasing intention [20].

One of the high tourist visits to Indonesia comes from destination information that is often promoted by the manager because information is one of the most needed things, making it easier to find information about Indonesia. Information can spread quickly through communication. Effective communication can increase sales. In terms of tourists, communication helps in the interest in visiting and making decisions.

Digital communication are considered as a source of information that is highly important in affecting human behavior [21], extensively influencing the way of purchasing decisions by consumers. This is in line with [22] research on the effect of digital communication on visiting interest which has a significant relationship. Someone will make a visit to a tourist spot through interest first and then will have a high desire to visit a tourist spot.

This is because they have obtained in-depth information about these tourist attractions before making a visit and have chosen according to their

interests. Moreover, the results of research by [23] indicates a positive association on the effect of digital communication. Thus, the more frequent on communication of digital communication, the more it impacts significantly on someone's interest in visiting a tourist site.

In line with [24] states that in the tourism industry, the effect of digital communication is very vital, the intangibility of tourism services cannot be estimated prior to purchasing. Therefore buying these intangible products and services involves a higher risk. Accordingly, consumers are more dependent on the interpersonal influence of online and digital communication. Purchasing decisions in tourism terms are defined as visiting decisions. The results of research accomplished by [25] proves that there is an influence between digital communication on purchasing decisions.

Although the variable on digital communication has a significant influence, it has a low attachment, namely 0.213, based on the facts in the field, it turns out that digital communication does not necessarily contain accurate information because it comes from sources that tend to be unknown (for example, fellow internet and certain social media users.) so as to influence interest in visiting Indonesia.

#### **4.7. The influence of supply chain service on interest in visiting (X2 -> Y)**

In hypothesis 2, information is obtained that the path coefficient value of the variable attributes of tourism products on visiting interest has a positive value of 0.575 with a statistical value of 10.115. Because the statistical value is greater than tvalue ( $10.115 > 1.96$ ),  $H_0$  is rejected and  $H_1$  is accepted, which indicates that with an error rate of 5% it is shown that the supply chain service have a noteworthy positive effect on visiting interest in Indonesia tourism, so the research hypothesis is accepted.

In this study, the measurement of tourism product attribute variables is based on the dimensions of Accesses, Attractions, Amenities [26]. In research [27] states that product attributes significantly influence the tourist decision process. [28] states that: "Effective attributes of a given product work together to provide the benefits that cause tourists to buy". Communication messages through the digital communication can diminish the possibility of vagueness from consumers' side when buying brand or product, so their interest in visiting the site would be more valuable [28]. This is in line with the research conducted by [29], argue that customers do not actually buy goods nor services, but the benefits and value of offered by the provider. Hence, a product could be considered as a complex set of satisfaction scores, the worth of which the product or service has been assigned.

Based on field observations that Indonesia tourism is a natural mountain tourism with beautiful and cool nuances of pine trees. Indonesia with an area of  $\pm 13$  Hectares is a natural tourist attraction that presents the natural atmosphere of the mountains with a variety of Instagram spot rides, among others, Alladin Carpets, Sky Tree, Sky Bike, Up House, Love Seat, Flying Lounge, there are also tours others such as Flying Fox, Kora-Kora, ATV etc., so that the tourist attributes offered by Indonesia continue to experience rapid development and continue to absorb the tourism market in Indonesia, and become one of the favorite tourist destinations for national and foreign tourists.

#### 4.8. Effect of visiting interest on visiting decisions (X -> Y)

In hypothesis 3, information is obtained that the path coefficient value of the visiting interest variable on the decision to visit has a positive value of 0.732 with t statistical value of 20.911. Because the statistical value is greater than t value ( $20,911 > 1.96$ ),  $H_0$  is rejected and  $H_1$  is accepted, which indicates that with an error rate of 5% it can be seen that interest in visiting significant positive effect on the decision to visit Indonesia tourism, so the research hypothesis is accepted.

The visiting interest variable has a significant influence on visiting decisions. The inner interest of visitors to visit tourist attractions such as Indonesia is the driving force for visitors to make decisions to visit Indonesia or these tourist attractions. When interest arises, visitors will realize that visitors like a certain tourist spot according to their interests and want to visit it. Furthermore, when the belief in a tourist spot strengthens, it will lead to a decision to make a visit [30]. The research from [31] is modestly aligned on the effect of visiting interest on visiting decisions which have a significant relationship. A person who visits a tourist spot through prior interest will have a high desire to visit the tourist spot because he has obtained in-depth information about the tourist spot before making a visit and has chosen according to his interest.

One of the reasons for someone's visiting interest in determining their visiting decision in choosing a tourist spot to visit comes from the influence of social media which informs and communicates positive messages or impressions of a tourist spot. This is because increasingly looking for information about a tour on social media makes curiosity and curiosity arise so that visitors want to prove and there is an interest in visiting, supported by research results from [32] showing that reviews hold a positive effect especially on social media towards the interest in visiting, so that in order to attract the interest of visiting visitors, the management of the tourism management must

carry out a marketing strategy in terms of marketing tourism services and the advantages and qualities contained in tourism services to be able to attract or initiate. So that the visitors are interested in visiting tourist attractions and they feel satisfied with the services provided by the tourism management company [33].

In essence tourists always have a hidden intention behind the desires of visitors to the interest in visiting, where the individuals with each other cannot know the desires and expectations of visitors, because every each visitor has a hidden interest [34]. There is a desire to visit a destination or tour by conducting a survey through social media [35]. By reviewing various reviews on the internet to see a review of the number of visitors who come to attract the attention of potential visitors

## 5. Conclusion

Digital communication entails a positive and significant effect on interest in visiting with a contribution as well as the supply chain service also possess a positive and significant effect on interest in visiting. A positive and significant value is found on the visiting interest where it has an effect to the decision of visiting Based on the research and discussion performed by the researcher in this study and problems that occurred in the field, there are some suggestions to put forward namely as follows, this research has been conducted with target respondents from visiting domestic tourists, so further research is suggested to select respondents to foreign tourists, it is expected to analyze destination competitiveness and because this research emphasizes more on quantitative research, it is hoped that further research can conduct research with mix-methods. and do a deeper comparative study. Research has shown that social media and cellular technology have become important channels for exchanging information prior to a purchase. The exchange of information by customers nowadays is mostly through social media so it is hoped that tourism industry players can use social media as a promotional medium. So it is hoped that this research can provide a new perspective in building a sustainable entrepreneurial strategy and be able to face competition and the business environment when the competitive conditions are in a dynamic and tight situation, especially facing the era of digitalization.

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