

The Impact of Online Destination Brand Experience, Destination Brand Authenticity and Tourist Destination Image on Behavioral Intentions

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Abstract

This paper aims to investigate online destination brand experience, destination brand authenticity, and tourist destination image on behavioral intentions of Solo Raya tourist destinations. In this study, a sample of areas was taken, namely several tourist areas of Solo Raya, which included Surakarta, Karanganyar, Sragen, Boyolali, Sukoharjo, and Klaten, who actively use social media in seeking information about several tourist destinations in Solo Raya. The sample in this investigation was 414 respondents. Types and sources of data in this investigation are quantitative data, which is primary data obtained through questionnaires. The sampling technique was using a purposive sampling technique. The data collection method used in this research is by allocating an opinion poll online using Google Forms. The results suggest that objective online destination brand experience, destination brand authenticity, and tourist destination image positively affect behavioral intentions toward the destination.

Keywords: Behavioral intentions toward the destination, destination brand authenticity, online destination brand experience, tourist destination image.

INTRODUCTION

The growth of social media has rapidly changed the pattern of human life [1]. In the era of technological disruption, tools such as social media are often used to communicate, interact, and collect various kinds of information that are needed by everyone. By using social media, tourists can also share their experiences and can be used as a source in finding information for new tourists about tourist destinations [2]. In this regard, the promotion of tourist destinations is carried out through official online platforms (for example, the Web and social media). From a tourist destination trade perspective, tourists need space for dialogue and relationships in the form of social media as a means of sensory (multi-sensory stimulation). Through social media platforms, tourists can capture travel story moments while visiting tourist destinations [3].

A consumer experience of a brand that can encourage consumers to repurchase a particular brand is called consumer brand experience. A good experience with a brand makes consumers reuse the brand, causing trust and satisfaction from the brand's value. If it is said that the brand has a good experience, it can be seen from the nature of consumer use of the brand, which informs others so that other people look for information about the brand, promotions to events held by the brand [4]. Several studies

have raised a quantitative approach to the dimensions of brand experience, especially using sensory and intellectual experiences, which in this analysis are used to direct tourists to visit and recommend tourist destinations through social media [5].

Tourism promotion through social media can increase community economic empowerment because it creates business opportunities through social networking tools such as Facebook, Instagram, YouTube, and other social media. Although the use of social media must be connected to the internet network, the existence of social media can provide direct benefits because it is easier, more economical, and more effective in marketing tourism for an area. Therefore, the promotion of tourist destinations through social media is increasingly useful for an area [2].

Apart from Brand Experience, Brand Authenticity is also important to attract consumers' intention to visit a destination. Where it can be seen the extent to which consumers view a brand as a level of loyalty and are motivated by concern and responsibility, to support consumers, to be honest with themselves. In essence, Authenticity means the honest attitude of every consumer. From year to year, the growth of both foreign and domestic tourists has experienced rapid growth. Therefore, it is necessary to develop the number of existing tourist destinations by developing various existing tourist objects, which have not been much glimpsed or have been visited, one of which is Solo Raya City.

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The slogan "Solo, Spirit of Java" is one of the best in Solo, which is used as an icon for the promotion of Indonesian tourism. Solo Raya is managed by the Department of Culture and Tourism (DKP) because many tourists make Solo a destination for traveling. The leading tourist destinations in Solo Raya vary, from historical tours, cultural tours, culinary tours, shopping tours for nature and recreation. These terms come from the various potentials that exist in Solo, both physically and psychologically. Based on this, Solo can be called a tourist city with many kinds of various tourist objects. The development of tourism in Solo Raya can be seen from the increasing number of cultural activities and performances as a way to promote its own tourist destinations.

The attachment of tourist behavior to a destination will affect the intention to visit and the desire to propagate a destination [6], who experience mental attacks formed by repurchase intention, word-of-mouth and agreement to pay more [7]. Other studies have shown objective positively affects word of mouth [8-12].

Offers online experiences that are sensory, literary and ambiguous that help tourists that can stimulate behavioral intentions to increase loyalty in the environment of tourists who have come back through the destination platform, this is because it can support tourist loyalty to tourists [13]. Other studies prove that the dimension of loyalty involves word of mouth, the ability to pay a premium price, and the determination to return visit objective positively affect the satisfaction that makes visitors return to a destination or tourist attraction [14-18]. However, the use of a destination platform allows for a goal dimension of the online social brand experience. It is set on the user's internal and subjective responses to the destination label as a result of consumer interactions with the destination and with other consumers on the destination platform [19].

The many complexities within the dimensions of the brand experience are evident in other authors, such as the result of a high level of intimacy, cleverness, or mental image of a destination that future researchers should reconsider when using this construct [20]. Thus, this study helps explain online brand experience when using tourist behavioral intentions and provides brand credibility and a tourist destination image that combines the two theories together with the construction of authentic experiences and subjective well-being.

Therefore, online destination brand experience is one solution that can be used as a means of communicating, interacting, as well as a means of promoting the potential of tourist areas, because the government still lacks attention in managing and seeing new tourism potential. It is very interesting to research because there are not many studies that discuss it. This study aims to contribute to companies regarding the impact of Online Destination Brand Experience, Destination Brand Authenticity, Tourist Destination Image on Behavioral Intentions in carrying out social media-based tourism marketing.

MATERIAL AND METHOD

Design Research

This research follows a quantitative approach by collecting data from tourists who have visited Solo Raya tourist destinations who actively use social media, such as official government websites, Instagram, Facebook and YouTube, to search for information and view reviews from tourists about tourist destinations in Solo City. The test in this research was 414 respondents from the total population of 85,000 people, with the determination of the number of samples using the Slovin formula. The type and source of data in this study are quantitative data, which is primary data obtained through questionnaires. The sampling technique was using the purposive sampling technique. The data aggregation method used in this research is by sharing questionnaires online using Google Forms.

Analysis Technique

In this study, data analysis used the Partial Least Square (PLS) approach. PLS is a constituent or version-based Structural Equation Modeling (SEM). PLS-SEM was established to appraise the study framework through two steps. First, the external model (measurement) is tried for reliability and validity, including the appraisal of indicator reliability, inside consistency reliability, convergent validity, and discriminant validity. Second, the inner (structural) design is appraised, and the hypothesis tested [21]. Path analysis is held by comparing the theoretical and empirical models. The compatibility of them will result in the acceptance of the theoretical model as an alternative policy that can revise the empirical model. PLS is used to describe the relation between dimensions [22].

PLS-SEM was chosen for various argument; (a) more precisely, the conceptual structure is complex in terms of the arrangement of the

constructs studied and the pathways constructed among them (direct correlation); (b) PLS-SEM is also a commonly used SEM technique for estimating behavior concepts, and (c) this is a fitness method that is not hindered by the total and allocation of construct indicators belonging to the studies model [23].

RESULT AND DISCUSSION

Respondent Profile

Table 1 shows the profile features of the respondents. Of the 414 contributors, 208 contributors were female and 206 were male,

88.9% were aged between 15 and 25 years, 62.8% were from the millennial generation or were students. About almost half of the respondents for tourist destinations are entertainment tourism. Instagram media is the most frequently used media (78.7%), where it is almost dominated for vacation purposes as the main tourist destination. Surakarta and Karanganyar are the favorite destinations that are frequently visited (51.4% and 39.9%) of the total sample of 414 respondents.

Table 1. Description of respondents

Characteristics	Category	Frequency	%
Age	15-25	368	88.9
	26-35	23	5.6
	36-45	18	4.3
	46-45	5	1.2
Gender	Woman	208	50.2
	Man	206	49.8
Job	Student	260	62.8
	Entrepreneur	88	21.3
	Employee PNS	13	3.1
	Other	53	12.8
Salary (IDR)	< 1.000.000	232	56
	1.000.000 – 2.000.000	112	27.1
	2.000.000-4.000.000	35	8.5
	4.000.000-5.000.000	17	4.1
	>5.000.000	18	4.3
Travel Destinations visited	Entertainment and reaction tourism	175	42.3
	Historical tourism	141	34.1
	Shopping destination	68	16.4
	Culture destination	29	7.0
	Other	18	0.2
Characteristicof Social Media used	Instagram	326	78.7
	Website Government	41	9.9
	Facebook	29	7.0
	Youtube	12	2.9
	Other	6	1.4
Visiting Requirements	Holiday	351	84.8
	Shop	34	8.2
	Research/Education	24	5.8
	Ritual/culture	2	0.5
	Other	3	0.7
Nature of Visit	As the main goal	284	68.6
	The next destination after visiting other tourist objects	76	18.4
	Just for a stopover (Transit)	37	8.9
	Other	17	4.1
City	Surakarta	213	51.4
	Karanganyar	165	39.9
	Sragen	15	3.6
	Boyolali	12	2.9
	Klaten	6	1.4
	Sukoharjo	3	0.7
Total		414	100

Test Measurement Model

According to the output of the PLS algorithm, the outside model was evaluated for reliability and reflective validity of the learned concept [24]. As presented in table 2, all indicators loading (which has a value of only ranging from 0.672 to 0.832) are rather than the 0.60 limit point recommended by [25] for research in the early stages of developing a loading value measurement scale of above 0.6 was considered sufficient and significant ($p < 0.001$) [25]. Therefore, the indicator reliability was accepted. In addition, all Cronbach's alpha (ranging from 0.608 to 0.808) exceeded the suggested 0.60 [26,27], and the composite reliability (CR) values

spread between 0.791 and 0.873 and more than the recommended 0.70 by strengthening internal consistency reliability in result research.

Based on the results of the PLS algorithm in Table 3, the researcher can explain the construct validity assessment. First, the Mean-Variance of Extracted Values (AVE) (which has a value only between 0.530 and 0.633) exceeds the recommended value of 0.50 [21], proves that convergent validity. And finally, following the regulations [28], the square root of the AVE calculation results of each latent variable is higher than the correlation of constructs with other constructs forming discriminant validity.

Table 2. Measurement model

Construct /Item	FL	CR	A	VIFs	Weights
Online Destination Brand Experience (X1)		0.791	0.608	1.318	
Facebook allows broad connections so that it is possible to share more complete information about tourist destinations in Solo Raya.	0.672				0.359***
Instagram's credibility is based on comments sent by visitors to tourist destinations in Solo Raya.	0.751				0.458***
YouTube shows the testimony of residents, which makes it more credible and at the same time makes people feel more confident in tourist destinations in Solo Raya.	0.814				0.510***
Destination Brand Authenticity (X2)		0.873	0.808	1.783	
Solo Raya stands out as a tourist destination because of its history.	0.774				0.252***
Solo Raya makes this city attractive as a tourist destination.	0.815				0.314***
Solo Raya has historical heritage that is always interesting to visit.	0.832				0.346***
Solo Raya can be defined as an authentic tourist destination.	0.759				0.344***
Tourist Destination Image (X3)		0.819	0.705	1.792	
Solo Raya has beautiful scenery and natural attractions	0.705				0.315***
Solo Raya has interesting cultural attractions	0.720				0.327***
Solo Raya has interesting historical sights	0.765				0.356***
Solo Raya has an unpolluted and undamaged environment	0.721				0.375***
Behavioral Intentions Toward the Destination (Y)		0.863	0.789		
I will visit the destinations that I see on the website (official website, facebook, instagram, youtube)	0.777				0.326***
I will look for more information about tourist destinations that I see on the website (official website, facebook, instagram, youtube)	0.794				0.294***
I will recommend the tourist destinations I visit to a friend	0.782				0.313***
I will say positive things about the tourist destinations I have visited	0.777				0.346***

Note: FL=Factor Loading, CR= Composite Realibility, α =Cronbach's Alpha***= $p < 0,001$

Table 3. Test construct validity

C	AVE	1	2	3	4
Y	0.612	(0.782)			
X2	0.633	0.574	(0.796)		
X1	0.559	0.502	0.443	(0.748)	
X3	0.530	0.568	0.639	0.447	(0.728)

Note: C=Construct, AVE=Average Variance Extracted, The diagonal number in bold is \sqrt{AVE}

Then in this research, the researcher found that R2 was only 44.6%, which means the ability of the online destination brand experience (X1), destination brand authenticity (X2), and tourist destination image (X3) models in explaining the variation of behavioral intentions toward the destination (Y) variables was 44.6%, and the rest are influenced by other independent variables. Based on the above findings, the external model is said to be valid and can be accepted. The next step is to analyze deep models and hypotheses.

Test Inner Model

The result analyzing the evaluation of the structural model in this research is carried out to look at the correlation among several calculate such as beta (β), p-value, R2, and effect size (f^2), which can be used to appraise the inner model of the studies model [21]. The findings presented in Table 4 shown that online destination brand experience (X1) has a absolute positive impact on behavioral intentions toward the destination (Y) ($\beta = 0.253$; $p < 0.001$), then destination brand authenticity (X2) ($\beta = 0.290$; $p < 0.001$) and a tourist destination image (X3) ($\beta = 0.269$; $p < 0.001$). Therefore, all three hypotheses are accepted.

Table 4. Test inner model

Hypothese	β	P Value	f^2	Supossed ?
H1: X1→Y	0.253	***	0.088	Yes
H2: X2→Y	0.290	***	0.085	Yes
H3: X3→Y	0.269	***	0.073	Yes

Note: β = Path coefficient; ***= <0.001 ; **= <0.01 ; *= <0.05

In the Table 4, the researcher can conclude and measure the effect size of this study. In doing so, guideline [29] reveals that a known effect size of 0.02 has a low effect; whereas an impact size of 0.15 has a moderate impact, and it is said that 0.35 has a large effect [29]. As shown in Table 4, a large effect is noted among the relationships between (X1 → Y; X2 → Y; and X3 → Y) having the disadvantaging effect on variable Y.

The Impact of Online Destination Brand Experience on Behavioral Intentions Toward the Destination

Based on Figure 1, the results of the analysis of this study indicate that online destination brand experience has a positive impact on behavior toward the destination, as evidenced by the results of the online destination brand experience t-statistic of 5.575 with a significance level of 0.000. Thus, the first hypothesis it is accepted, it means that a greater proportion of online destination brand experience can increase

behavioral intentions toward the destination. The results of this study indicate the similarities made by that online destination brand experience has a positive impact on behavioral intentions toward the destination [20].

From an experiential perspective in investigating user navigation of an online destination brand experience (official online platform), both for websites and social media, a pragmatic online user experience is a prominent previous motive to see and endorse tourist destinations. The interaction of tourist destinations distributed by other tourists on platform online, apart from relating to the online destination brand experience, is a relevant predictor of motive to see and endorse returning to others. Managers need to pay attention to improve the image or tourist destination image through online marketing of destination brand experiences so that behavioral intentions toward the destination can increase.

The Impact Destination Brand Authenticity on Behavioral Intentions Toward The Destination

The results showed that destination brand authenticity has a positive impact on behavioral intentions toward the tourist destination of Solo Raya, as evidenced by the sig value. $0.000 < 0.05$, and the direction is positive by looking at the t-statistic of 5.226. Thus, the variable showing destination brand authenticity has a positive impact on behavioral intentions for Solo Raya tourism. It proves the second hypothesis which states that destination brand authenticity has a positive and significant effect on behavioral intentions toward the destination, is proven true. The results of this study indicate that the stronger the online destination brand experience leads to a stronger destination brand authenticity in a tourist destination.

Destination brand Authenticity is a complicated assignment because it has been connected to several elements that take part in creating the concept, provocation, and supposition of tourists concerning destination destinations [30]. Authenticity in tourism is related directly to tourist behavior in terms of stimulation and sapidity for visiting tourist destinations, which are direct antecedents of tourist satisfaction in a tourist destination [31,32]. Online destination brand experience suggested a virtual simulation, in which managers attempt to keep alive a series of signification and character that discriminate this destination from other journey's end.

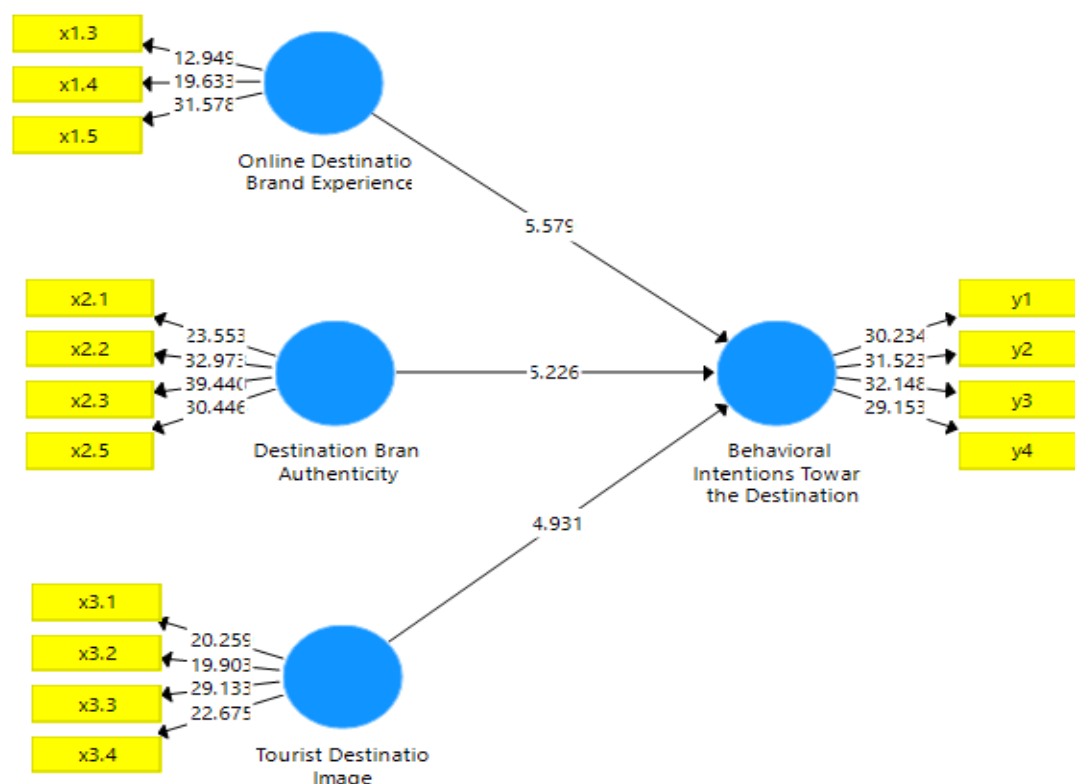


Figure 1. PLS regression path

The Impact Tourist Destination Image on Behavioral Intentions Toward the Destination

Figure 1 shows that the image of a tourist destination has a positive effect on behavioral intentions towards the Solo Raya tourist destination, as evidenced by the value of sig. $0.000 < 0.05$. The direction is positive by looking at the t-statistic of 4.931, so it can be explained that the image variable of tourist destinations has a significant effect on behavioral intentions towards the Solo Raya tourist destination. It proves that the hypothesis the image of a tourist destination has a positive and significant effect on behavioral intentions towards a destination is true.

Affective and cognitive tourist destination image is the main determinant of tourist intention to visit [33,34]. Destination image appears to have the most important influence on behavioral intention (i.e., intention to review and willingness to recommend). Goal image influences behavioral intentions in two ways, direct and indirect. Tourist Destination image consists of the results of a rational assessment or cognitive image and an assessment of emotional or affective images [33]. Cognitive goal images are based on faith and science about the attributes of a tourist destination, for example,

attraction, atmosphere, social setting, environment [35].

Affective goal images relate to emotions or feelings that are attached to the same thing (e.g., fun, arousing, or gloomy) [36]. Cognitive images have been investigated and assessed using a multi-attribute approach based on specific objectives. Affective imagery has been assessed in the literature using four bipolar scales (arousing-sleepy, unpleasant-unpleasant, attractive-gloomy, and relaxing-distressing) [37].

CONCLUSION

The relationship between online destination brand experience has a positive impact on behavioral intentions toward the destination, and the relationship between destination brand authenticity has a positive impact on behavioral intentions toward the destination. Meanwhile, tourist destination image relationships have a positive impact on behavior intentions toward the destination. The government still lacks attention in managing and seeing new tourism potentials in tourist attractions Solo Raya city. The results of this study showed that online destination brand experience and brand authenticity are solutions that can be used as a means of communicating, interacting, and promoting the potential of tourist areas.

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