

DIGITAL ADVOCACY BEHAVIOR: DESTINATION IMAGE ON TOURIST SATISFACTION

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Abstract

This study posits to explain the tourists behaviour after visiting tourist destinations and how satisfaction can encourage tourists to advocate for others through digital devices and social media. This study uses the theory of consumer behaviour, Theory of Reasoned Action (TRA), and Theory of Planned Behaviour (TPB) as the grand theory. Focus on empirical researches of tourist consumer behaviour, where tourist satisfaction is proven to be able to influence tourists to make repeat visits and recommend to others. Digital advocacy triggered also by the rapid development of information technology, which the emergence of many social interaction applications in the form of social media that are widely used by the public. This study demonstrates that the focus on direct recommendations in the form of Word of Mouth (WOM) and Electronic Word of Mouth (E-WOM), but that more in-depth suggestions in the form of Advocacy are not addressed. It's a proactive defence and promotion based on favourable word-of-mouth recommendations. Pleading, supporting, and recommending are all aspects of behavioural defence. Advocacy can also include word-of-mouth referrals to family, friends, and other social networks. This study provides discussion regarding this gap by involving the Digital Advocacy Behaviour as an in-depth recommendation through tourist social media.

Keywords: *Digital Advocacy Behavior, Tourists Consumer Behavior, Tourist Satisfaction,*

1. Introduction

The tourism sector is one sector that can help support the progress of the people's economy. Tourism also acts as a bulwark to preserve social culture and promote the image of the nation at home and abroad. The tourism industry in Indonesia is a country with a very rich variety of cultures and stunning natural beauty because it has thousands of islands, hundreds of races and ethnicities, religions, languages, which is an extraordinary potential. Natural potential and its wealth is a potential that can be sold by exploring these potentials. According to Pitana, elements of resources, such as water, trees, air, mountain ranges, beaches, landscapes, and so on, will not be a useful resource for tourism unless all these elements can satisfy and understand human needs. Therefore, resources require human intervention to turn them into benefits. (Pitana, IG., nd)

In 2009, 6.32 million foreign tourists visited the country, according to the Central Statistics Agency (BPS). This figure had climbed to 8.8 million people by the end of 2013. In 2018, 15.81 million foreign tourists visited Indonesia, an increase of 2.5 times from 2009. According to the administration, foreign tourist arrivals are forecast to hit 18 million people. According to the World Economic Forum's Travel and Tourism Competitiveness Index (TTDC), Indonesia's tourism was placed 40th with a score of 4.3 points this year, and tourism growth was ranked 9th fastest in the world in 2018. People can now communicate more easily because to the advancement of digital technology.

Communication ease is commonly utilized to disseminate information about tourist locations via social media or mobile devices. The term 'destination image' refers to an individual's perception of the destination's features, which can be impacted by promotional information, mass media, and a variety of other variables (Tasci & Kozak, 2006). Travel satisfaction will be easily recommended to others through information technology, including convincing and supporting the destination to visit. There is a positive relationship between satisfaction and loyalty. In tourism, (San Marti'n, H., Collado, J. and Rodr'iguez, 2013). Tourists Satisfaction has a significant effect on Digital Advocacy Behavior (Saini & Arasanmi, 2020). Research conducted by Aliman on tourists visiting tourist destinations on the island of Langkawi found that: Destination Image had a significant effect on Tourist Satisfaction, Costs and Risk had a significant effect on Tourist Satisfaction (Aliman, Hashim, Wahid, & Harudin, 2016). Research findings Destination Image has a significant positive effect on Satisfaction, Destination Image has a significant positive effect on Revisit Intention, Satisfaction has a significant positive effect on Revisit Intention (Allameh, Pool, Jaber, Salehzadeh, & Asadi, 2015). Research findings Destination Image has a significant positive effect on Satisfaction, Satisfaction has a considerable positive influence on Revisit Intention, as does Destination Image (Allameh et al., 2015). According to Gomezelj and Mihali (2008), the image of a destination, perceived quality, and perceived value have been shown to influence sports tourists' satisfaction levels and revisit intentions, but it has been proven that these features can shape tourist satisfaction and tourists' decision to visit globally. Cultural differences prevent them from returning. These findings show that no efficient and competitive model exists for all tourism locations throughout the world (Gomezelj & Mihali, 2008). Further research is needed to understand the link between the factors in tourist destinations so that the results may be generalized. The role of target image, perceived quality, perceived worth, and satisfaction as antecedents of desire to return. Other elements are thought to have a role in visitors' desire to return (abkar, 2005). Some studies suggest investigating other antecedents, namely price or others as in other service industries (Pisnik Korda & Snoj, 2007). Various studies that have been carried out have limitations so that currently there is no research model that is most efficient and can be applied globally in tourist destinations (Gomezelj & Mihalič, 2008).

2. Literature Review

The theory of reasoned action (TRA) coined by Fishbein and Ajzen in 1975, is a behavioral desire model. The theory of reasoned action outlines the integration of all aspects of attitude into a structure that aims to give a better and more accurate explanation of conduct. The Theory of Reasoned Action has been applied to improve an object model's capacity to

anticipate customer behavior. The Theory of Reasoned Action is intended to account for a person's decision-making process (Ajzen, I & Fishbein, M., 1980). As antecedents of intention, the theory includes normative beliefs and behaviors, attitudes, and subjective standards, concentrating particularly on the individual's desire to make specified decisions/behaviors. (I. Ajzen and M. Fishbein, 1980). The Theory of Reasoned Action is a framework for analyzing a person's conduct. The Theory of Reasoned Action states that the most important determinant of behavior is the intention to behave. That is, a person's intention to perform a behavior is a combination of attitudes toward behavior and subjective norms of the individual. Individual attitudes towards these behaviors include; behavioral beliefs, normative beliefs, evaluation of behavioral outcomes, subjective norms, and motivation to comply. If customers believe that good activity produces positive benefits, they will be more likely to engage in the behavior in the future. If the action is perceived as unfavorable, the customer will have a negative attitude about future conduct activity. Meanwhile, the Theory of Planned Behavior, or TPB, grew out of TRA by adding new elements, such as the development of perceived control behavior. The degree to which a person has a favorable or negative evaluation assessment is defined by Ajzen's TPB theory of attitudes toward behavior. Mahyarni (Mahyarni, 2013). The inclusion of past behavior in the equations in predictions was shown to provide a means to test the adequacy of the theory, another problem that remains unresolved. available and limited. Evidence on this question suggests that the theory predicts behavior much better (Ajzen, 2012).

There is a relationship between tourist satisfaction with a product or service with the image of a tourism destination. Likewise, research confirms that the image of a tourism destination affects tourist satisfaction. How tourists assess the image of the tourist destinations they visit will be one of the factors that affect their satisfaction in making visits. The image of a destination that is perceived as goodwill certainly leads to satisfaction, while on the contrary if the image of the destination is felt bad, it will also cause feelings of disappointment and/or feelings of dissatisfaction for tourists who have visited. (Saini & Arasanmi, 2020). Hasan, Abdullah, Lew, and Islam (2019b) found that the destination's image had a beneficial impact on tourist satisfaction. According to Assaker and Hallak (2013), there is a link between tourist destination image and satisfaction. The results of subsequent study show that a tourism destination's image has a favorable impact on visitor satisfaction, and that a positive image of a tourism destination leads to increased satisfaction and attachment to various destination attractions. (2017, Prayag, Hosany, Muscat, and Del Chiappa). Tourist satisfaction is influenced by the image of the destination (Aliman et al., 2016). Tourist satisfaction rises as a result of a destination's individuality (Hultman, Skarmeas, Oghazi, & Beheshti, 2015). Satisfaction is significantly influenced by the image of the destination (Allameh et al., 2015). The outcomes of the study back up the theory that a destination's image has a direct impact on visitor satisfaction and loyalty, and that contentment has a direct impact on loyalty.

The image of tourism destinations in the context of tourism is drawn from the Aaker brand image as one of the primary variables in explaining visitor behavior, according to the association between destination image and digital advocacy activity. The image of a tourism destination has an impact on consumer behavior, information processing, sentiments toward a product, product distinctiveness, and purchase intentions in a tourist environment (Aaker et al., 1997). The image of a tourist destination will shape the behavior of tourists to share their good

experiences with others through word of mouth to the act of convincing others by providing recommendations in the form of defending the tourist destinations they have visited, which is known as advocating. Along with the rapid development of information technology where technological developments through the inventions of communication infrastructure in the form of gadgets, internet, applications, and other supports, it is possible for communication to be carried out very easily with almost unlimited reach, so behavior or action recommendations or advocates tourist destinations are not only done through word of mouth but through the means of information technology is much more widely used. (Saini & Arasanmi, 2020) shows that the image of a tourist destination affects the tendency of tourists to engage in advocating for a destination that is by their pre-visit perception of the destination. A study (Prayag et al., 2017) also revealed that in particular, the overall destination image has a direct and indirect influence on the tendency of tourists to recommend. Indirectly, the image of a tourist destination affects recommendations through satisfaction. Similarly, other studies have shown that the personality of a destination also influences the promotional behavior of tourists (Hultman et al., 2015). Other study has found a link between the appropriateness of destination personality, destination trust, and destination brand identity when it comes to destination advocacy. 2017 (Kumar & Kaushik). Willingness to suggest is influenced by image (Alcaiz et al., 2005).

Tourist Satisfaction's Impact on Digital Advocacy as a visitor decision, behavior can be viewed as a connection. Tourists' purchase decisions are influenced by their level of satisfaction, which is a critical component in the tourism industry. Satisfaction is a crucial factor to consider while analyzing one's post-purchase experience. Satisfaction refers to a tourist's cognitive-affective state as a result of his visit to a tourist attraction (San Martín & Rodríguez del Bosque, 2008). Tourism consumers have more uniqueness than other consumers of goods and services. The tourist travel experience can be an asset for tourism managers where these consumers can be an effective promotion engine for a tourist destination. Many well-known and viral tourist destinations have become public attention and have significantly increased tourist visits due to word-of-mouth promotion either directly or through digital communication devices and social media by visitors to a destination. Of course, the opposite applies when the tourist experience is not pleasant, of course, visitors will become an effective machine to provide unpleasant information to others. So here is the importance of tourist satisfaction in providing positive advocacy to others, especially through communication tools and widely available social media. Satisfaction is a person's feelings of pleasure or disappointment regarding the expectations set for a product. Satisfaction is an expression of individual feelings of pleasure or disappointment with the expectations given to a product or services. Individual experience of a goal can also be categorized as satisfaction. A person's satisfaction is an evaluation given when a purchase of the value of the product has been made, as well as the service obtained. Several previous studies have proven that there is a positive relationship between satisfaction and loyalty. In tourism particular, evidence has shown that satisfaction can influence the intention to revisit a destination and the expression of one's willingness to recommend it to others. A person's feelings of pleasure or disappointment over the expectations set for a product are referred to as satisfaction. A person's sensation of achieving a goal is called satisfaction. Satisfaction is a post-purchase assessment of the product's worth and the service obtained at a tourist site. Many prior research has discovered a

link between satisfaction and loyalty. In the tourist industry, research has shown that contentment influences both the desire to return to a site and the readiness to promote it to others. Satisfaction refers to a person's satisfaction or dissatisfaction with a product based on their expectations. A person's sensation of achieving a goal is called satisfaction. (San Martí'n, H., Collado, J. & Rodr'iguez, 2013). In study of Prayag et al. (2017) discovered a link between visitor satisfaction and the desire to refer to others. Overall Image has a direct and indirect impact on Recommendation Intention, which is mediated by Satisfaction. Tourist pleasure has also been found to be a predictor of destination identification and promotion (Hultman et al., 2015). Satisfaction among tourists has a big impact on digital advocacy behavior (Saini & Arasanmi, 2020). Alcaiz et al. (2005) found that satisfaction has a substantial impact on willingness to recommend. Customers that are happy with the product providing are more likely to advocate for it, according to a study (Wu & Chang, 2019). The authors emphasize the impact of experience quality on tourist advocacy intents. If tourists are pleased with the experience provided, they will advocate on behalf of service providers. Tourists that are pleased with their experience will actively advocate and promote a tourist location to others. (Cronin, Brady, & Hult, 2000) discovered that the quality of service, A study (Sashi, Brynildsen, & Bilgihan, 2019) shows that customer retention efforts and calculative commitment are the most important factors influencing advocacy. Efforts to retain customers using social media communications increase advocacy. (Shams-ur-Rehman & Abd-ul-Qayyum, 2015) found that tourist advocacy is determined by factors such as perceived destination awareness as independent and tourist satisfaction as a mediator. (Athar, Edy, & Mulyono, 2020) found that tourist satisfaction positively and significantly affects Tourist Advocacy. (Wang, 2016) shown that the social residents identity have a play an important role in advocating for tourism in predicting their engagement and behavioral intentions in supporting. Cognitive identity results in stronger advocacy behavior and can be encouraged by greater involvement of residents with tourism activities (Palmer, Koenig-Lewis, & Medi Jones, 2013). Satisfaction has a direct effect on Advocacy Intention and indirectly through Affective Commitment (Fullerton, 2011).

3. Results and Discussion

2019), (Sashi, Brynildsen, & Bilgihan, 2019), (Shams-ur-Rehman & Abd-ul-Qayyum, 2015), (Athar, Edy, & Mulyono, 2020), (Wang, 2016), (Palmer, Koenig-Lewis, & Medi Jones, 2013), (Fullerton, 2011) Most of the research on Advocacy Behavior is still not specific about using social media because the development of information technology, especially social media, is still relatively new. Research related to Digital Advocacy Behavior is important considering that there is a very massive transformation of communication from direct to the digitalization of information in all fields as well as in the tourism sector. Most of the research on Advocacy Behavior is still not specific about using social media because the development of information technology, especially social media, is still relatively new. Research related to Digital Advocacy Behavior is important considering that there is a very massive transformation of communication from direct to the digitalization of information in all fields as well as in the tourism sector. 2011) Most of the research on Advocacy Behavior is still not specific about using social media because the development of information technology, especially social media, is still relatively new. Research related to Digital Advocacy Behavior is important

considering that there is a very massive transformation of communication from direct to the digitalization of information in all fields as well as in the tourism sector.

4. Conclusion

There are several growing studies of digital advocacy behaviour, yet research of online advocacy behaviour is limited. Satisfaction is a post evaluation of the value of the product purchased and the service received at a tourist destination. Empirically studies proved that tourist satisfaction positively and significantly affects tourist advocacy. Digital advocacy behavior is important information related the digitalization of information in all fields as well as in the tourism sector. It also reveals that advocacy behavior plays an important role and this is driven by greater involvement of tourism activities. Destination image in tourism has a significant effect on willingness to recommend the other tourists due to increasing tourist satisfaction. Therefore, the destination image in obtaining digital advocacy in achieving tourist satisfaction is a tourism-based strategy that needs to be considered and implemented in tourism activities.

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