Effectiveness of E-tourism Website as a Tourism Promotion Media using AIDA Model: A Study in Context of visitingjogja.com

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Abstract: The use of e-commerce in the tourism industry is known as e-tourism terminology. E-tourism can include promotion, marketing to tourism transactions. The Indonesian government has poured a considerable amount of funds in developing e-tourism, as well as the Government of the Special Region of Yogyakarta in developing visitingjogja.com as one of the e-tourism website. By using questionnaires this study wants to find the extent to which the effectiveness of website e-tourism as a tourism promotion media is measured using the AIDA model based on the area on WebQual 4.0. In addition, this study also examined what factors were influential in it. The results showed a very high level of effectiveness in most of the AIDA model, which is Attention, Interest and Desire but has not been too effective in the stage of Action. furthermore, areas on WebQual 4.0 has an effect on every stage of AIDA.

1 INTRODUCTION

Tourism that uses information technology in its management is called e-tourism. In a publication that made the World Tourism Organization, "Tourism Ecommerce", wrote that the notion of e-tourism is the use of technology to enhance tourism relations (Zhang, 2009). Etourism is something that is very potential to be developed, therefore, the Indonesian government has poured substantial funds in developing e-tourism in Indonesia, especially after the implementation of tourist visits in 2008. E-tourism can include promotional, marketing to transaction of tourism sector. At present almost 75% of the world's population owns smartphones, therefore the development of tourism through interconnected interconnected services is a great potential that must be managed well and planned (Murtadho and Shihab, 2011).

Promotion is one of the four basic elements of marketing, the four elements are product, place, price and promotion. (Sari, 2011) Promotional tools must attract attention, get and encourage interest, generate desire, and produce action. Promotions are implemented effectively and controlled properly it will play a role in influencing and raising consumer interest which in turn will significantly affect the number of purchases of products or services.

A good promotional tool at this time is online media, this is because the number of internet users is increasing at any time. According to data from the Indonesian Internet Service Providers Association (APJII) in 2016, the figure of 132.7 million out of 256.2 million Indonesians has used the internet, and the majority are on the island of Java ((APJI), 2015).

Visitingjogja.com is an information system based e-tourism websites launched by the Department of Tourism DIY (Special Region of Yogyakarta), which aims to integrate the various information through a single door. The vision of the Office of Tourism is to realize Yogyakarta as a culture-based tourism area that is based on local strength and excellence and can be the locomotive for the development of the Special Region of Yogyakarta. Therefore this study wants to find out the extent of the effectiveness of the information system visitingjogja.com in terms of promoting tourism in the Special Region of Yogyakarta using the AIDA marketing model.

AIDA

The effectiveness of a product or service promotion can be measured by using the AIDA model (attention, interest, desire, action). The AIDA model is one of the class models known as hierrarchy effect models or hierrarchy models, which implies that consumers move through a series of steps or stages when they make purchasing decisions. This model is a linear model, sequentially built on the assumption that consumers who move through a series of cognitive stages (thinking) and affective (feelings) and the peak

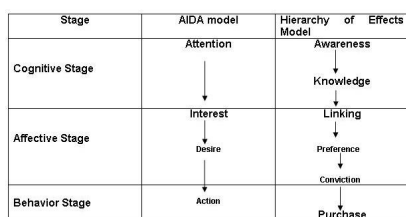stage is action (purchase or experiment)(Zeithaml et al., 1990)

Figure 1: Hierrarchy of Effect Model (source http://old.perpusnas.go.id/gambarmajalah/1-hirarcyeffect-model.jpg)

The level of effectiveness based on AIDA, explains the steps taken by consumers in responding to advertisements or information offered. These steps include: attention, maintaining interest (interest), stimulating desire (desire), and resulting in action according to the contents of the information provided (action)(Vakratsas and Ambler, 1999).

WebQual 4.0

Webqual is a method of measuring website quality based on the perceptions of end users (communities). This method is a development of servqual (Zeithaml et al., 1990) which was used previously in measuring service quality (Zeithaml et al., 1990) (Diana and Tjiptono., 2007). WebQual 4.0 is based on research in three areas, namely, Information Quality, Service Interaction Quality, Usability.

a Information Quality is the quality of them content obtained at the site, the suitabelity of information for user purposes such as accuracy, format and relevance (Diana and Tjiptono., 2007)

b Service Interaction is the quality of the interaction of service experienced by users when they delve deeper into the site, which is realized by the trust and empathy, for example the issue of security of transactions and information, product delivery, personalization and communication with site owners. (Diana and Tjiptono., 2007)

c Usability is the quality associated with site design, for example appearance, ease of use, navigation and images conveyed to users (Diana and Tjiptono., 2007)

2 LITERATURE REVIEW

The study (Adhanisa and Fatchiya, 2017) uses AIDA as a measure of the website and Instagram shows that websites and Instagram are only effective in attracting attention, and attracting interest, while in wanting and also acting is still less influential. This is influenced by the completeness of the information on the website and the completeness of information and caption grammar on Instagram. The study was conducted in Yogyakarta.

The study (Losung, 2011) measures the effectiveness of utilizing e-tourism as a promotional Media and its implications in tourism destination planning. The goals of this study are to find factors that influence the effectiveness of e-tourism seen from the expectations of users from highest e-tourism features and considered the most important in providing etourism information. The study was conducted in North Sulawesi.

The study (Masthori et al., 2016) resulted in a modified webqual method that was able to explore the quality of website services as well as the level of benefits obtained through the application of the website so that this method can be used to evaluate the quality of local government website services more comprehensively. The data analysis technique used is quantitative and qualitative with the method of collecting data using a questionnaire.

3 OBJECTIVE OF THIS STUDY

a. To find out how effective e-tourism website visitingjogja.com when measured using a model AIDA

b. To find out whether there is influence/effect WebQual 4.0 on the effectiveness of using th emodel AIDA

4 METHODOLOGY

The effectiveness of the website visitingjogja.com as a tourism promotion media can be measured using the AIDA model (attention, interest, desire, action). Effectiveness was measured by the quality of the website by WebQual 4.0 are, quality of information, service interaction quality, and usability.

In this study the independent variable is the area on WebQual 4.0 (quality information, service interaction quality, and usability) while the dependent variable is the AIDA model (attention, interest, desire, action). The hypothesis in this study is formulated as follows:

H1. There is the influence of WebQual 4.0 variable on Attention H2. There is the influence of WebQual 4.0 variable on Interest H3. There is the influence

of WebQual 4.0 variable on Desire H4. There is the influence of WebQual 4.0 variable on Action

Each variable is broken down into several indicators as a reference in making questionnaire questions. Data collected by distributing questionnaires online. The scale used in this measurement is an interval scale of 1-5. Point given as below
Strongly Agree : 5 point Agree : 4 point Neither Agree/Disagree : 3 point Disagree : 2 point Strongly Disagree : 1 point
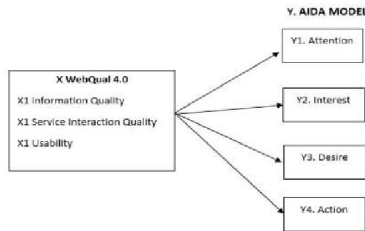

Figure 2: Variable Corelation

This study uses a sampling method that is non-probability sampling with an accidental sampling procedure, with a technique where the researcher selects the sample spontaneously or anyone who is considered to represent the population based on predetermined criteria (Unaradjan 2013). This accidental sampling technique was carried out because the researcher did not know the population so it did not determine the sampling frame.

Questionnaires lasted from 15 March 2019 until 15 May 2019. The total questionnaires were collected on the questionnaire was 219. But after verifying and reducing 190 questionnaires were obtained. The data was then processed for research.

5 RESULT

Respondents Detail is an important factor and it is being measured. The following table shows the details of the respondents.

Characteristic	Amount	Percentage
Sex		
Male	91	42%
Female	99	53%
Education		
Elementary/Junior	6	3%
Highschool	50	26%
University	134	71%
Total	190	100%

Figure 3: Responden Detail.

Figure 3 represents the distribution of respondents by sex dan education. The data were collected from 190 respondents among the 100 respondents 42% are male and 53% are female. On educational distribution shows 3% are elementary/junior school, 26% are highschool and the rest are university with 71%.

Respondent Assesment	N	Percentage
Low	0	0%
Average	13	7%
High	177	93%
Total	190	100%

Figure 4: Quality of Information Distribution.

Based on the data in the Figure 4 shows that the majority of respondents rated Quality of Information on sites visitingjogja.com very high, with a percentage of 93% and this proves that the quality of information provided on the website is good according to respondents, both on the side of completeness of information, actuality , benefits as well as the language of communication is delivered.

Respondent Assesment	N	Percentage
Low	0	0%
Average	29	15%
High	161	85%
Total	190	100%

Figure 5: Service Interaction quality Distribution.

Based on the Figure 5, the assessment of the majority of respondents to the quality of service interactions is very high reaching 85%, while the remaining 15% assess the quality of service interactions is moderate. This shows that the majority of respondents considered the elements of communication, security, believability in the site visitingjogja.com is good.

Respondent Assesment	N	Percentage
Low	0	0%
Average	16	8%
High	174	92%
Total	190	100%

Figure 6: Usability Distribution.

According to the Figure 6 above, the majority of respondents rate the Usability or quality associated with the site design is very good, with the percentage of votes a high category by 92%, while the remaining 16% rate this medium/average. This shows the easy to use element, interface design, access speed assessed by the majority of respondents to be very good.

Respondent Assesment	N	Percentage
Low	0	0%
Average	40	31%
High	150	79%
Total	190	100%

Figure 7: Attention Distribution.

Based on the Figure 7, the majority of respondents paid very high attention when viewing the contents

of the website visitingjogja.com, with a high atten-tion rating of 79%, the remaining 31% rated moder-ate/average.

Respondent Assesment	N	Percentage
Low	0	0%
Average	18	10%
High	172	90%
Total	190	100%

Figure 8: Interest Distribution.

Based on Table 8, the majority of respondents judge the content of visitingjogja.com causing any interest for respondents to know more information about the product delivered within a site, this is in-dicated by the high percentage of votes by 90% and the remaining 10% judge was moderate/average.

Respondent Assesment	N	Percentage
Low	0	0%
Average	45	24%
High	145	76%
Total	190	100%

Figure 9: Desire Distribution.

Based on the Figure 9, 76% of respondents rated the content of sites visitingjog causing a high desire to make purchases or visit tourism products, while the other 24% rated moderate/average. The majority of respondents would to make purchases or visit tourism products offered, in this stage the respondents began to look for additional information to meet the needs of the tourism products they wanted.

Respondent Assesment	N	Percentage
Low	136	72%
Average	54	28%
High	0	0%
Total	190	100%

Figure 10: Action Distribution.

Based on the Figure 10, it shows that the assess-ment of the action of the majority of respondents is low, which is 72% and for the mederate/average is 28%. this shows that the majority of respon-dents have not or rarely visited or made purchases of tourism products after getting information from visit-ingjogja.com.

6 FINDING

From this chapter, it can be described some findings about the analysis from the data collection. The anal-ysis model is multiple linear regression analysis on each of WebQual 4.0 variables as indepenen variable to each of AIDA variable as dependen variable.

Variable	Coefficient Regression	F_{count}	Sig.
Konstanta	1,230		
X1 Quality of Information	0,021	0,513	0,608
X2 Service Interaction	0,167	3,878	0,000
Quality X3 Usability	0,136	4,847	0,000

Figure 11: Action Distribution.

F_{count} = 83,354 0,000
R Square = 0,573

To find out whether the X variable influences si-multaneously on the Y variable, the resulting data must meet the following conditions,

a If the value of Sig. <0.05 then there is a simul-taneous effect of variable X on Y, then h1 is ac-cepted..

b If the value of $F_{count} > F_{table}$ then there is a si-multaneous effect of variable X on Y, then h1 is accepted.

According from the Figure 11, it is known that F_{count} is 83,354 with a significance value is 0,000, and from the formula F_{table} = (k; n-k) , FF_{table} =2,42 were obtained. where k is the number of variables and is the number of respondent, so it can be concluded as below:

a 0,000 < 0,05, then hypothesis 1 is accepted

b 83,354 > 2,42, then hypothesis 1 is accepted

The Figure 11 shows that the percentage of the effect of the Quality of Information, Service Interac-tion Quality and Usability variables has a simultane-ous effect of R Square, which is 57.4%, the remaining 42.6% is influenced by other variables outside the re-search.

So the regression equation is $Y = a + b1X1 + b2X2 = b3X3 + b4X4$, then $Attention = 1,230 + 0,021 + 0,167 + 0,136$

Variable	Coefficient Regression	F_{count}	Sig.
Konstanta	2,058		
X1 Quality of Information	0,133	2,315	0,022
X2 Service Interaction	0,103	1,702	0,090
Quality X3 Usability	0,224	5,697	0,000

Figure 12: Multiple Linear Regression to Y2 Interest.

F_{count} = 84,846 0,000
R Square = 0,578

According to Figure 12, it is known that F_{count} is 84.846 with a significance value of 0.000, from the

formula F_{table} = (k; n-k) , FF_{table} =2,42 were obtained. where k is the number of variables and n is the number of respondent, so it can be concluded as below:

a 0,000 < 0,05, then hypothesis 2 is accepted

b 84,846 > 2,42, then hypothesis 2 is accepted

The Figure 12 shows that the percentage of the effect of the Quality of Information, Service Interaction Quality and Usability variables has a simultaneous effect of R Square, which is 57.8%, the remaining 42.2% is influenced by other variables outside the research. then the regression equation is $Y = a + b1X1 + b2X2 = b3X3 + b4X4$, so $Interest = 2,058 + 0,133 + 0,103 + 0,224$.

Variable	Coefficient Regression	F_{count}	Sig.
Konstanta	0,030		
X1 Quality of Information	0,195	2,576	0,011
X2 Service Interaction	0,343	4,332	0,000
Quality X3 Usability	0,097	1,870	0,063

Figure 13: Multiple Linear Regression to Y3.Desire.

F_{count} = 69,553 0,000
R Square = 0,529

According Figure 13, it is known that F_{count} is 69,553 with a significance value of 0.000, from the formula F_{table} = (k; n-k) , FF_{table} =2,42 were obtained. where k is the number of variables and n is the number of respondent, so it can be concluded as below

a 0,000 < 0,05, then hypothesis 3 is accepted

b 69,553 > 2,42, then hypothesis 3 is accepted

The Figure 13 shows that the percentage of the effect of the Quality of Information, Service Interaction Quality and Usability variables has a simultaneous effect of R Square, which is 52,9%, the remaining 47,1% is influenced by other variables outside the research.

Then the regression equation is $Y = a + b1X1 + b2X2 = b3X3 + b4X4$, so $Desire = 0,030 + 0,195 + 0,343 + 0,097$

F_{count} = 5,335 0,002
R Square = 0,079

According Figure 14, it is known that F_{count} is 5,335 with a significance value of 0.000, from the formula F_{table} = (k; n-k) , FF_{table} =2,42 were obtained. where k is the number of variables and n is the number of respondent, so it can be concluded as below :

a 0,002 < 0,05, hypothesis 4 is accepted

b 5,335 > 2,42, then hypothesis 3 is accepted

Variable	Coefficient Regression	F_{count}	Sig.
Konstanta	2,649		
X1 Quality of Information	-0,058	-0,934	0,352
X2 Service Interaction Quality	0,119	1,831	0,069
X3 Usability	0,045	1,050	0,295

Figure 14: Multiple Linear Regression to Y4 Action.

The Figure 14 shows that the percentage of the effect of the Quality of Information, Service Interaction Quality and Usability variables has a simultaneous effect of R Square, which is 7,9%, the remaining 92,1% is influenced by other variables outside the research. Then the regression equation is $Y = a + b1X1 + b2X2 = b3X3 + b4X4$, so $Action = 2,649 + (-0,058) + 0,119 + 0,045$

7 CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion that have been explained, there are some conclusions from this study. First, the results of this study show a high valuation response to the stages of Attention, Interest, Desire. So that the effectiveness of the website visitingjogja.com effectively only reaches the third stage, which is Desire from the four stages of AIDA.

Second, there is the effect/influence of each area on WebQual 4.0 to AIDA, this is evidenced by the value of the Significancy of each step of less than 0.05. In addition, it is also known the percentage of the influence of area variables on WebQual 4.0 on AIDA, which is Attention stage is 57.3%, Interest is 57.8%, and Desire is 52.9%, this indicates the influence of quality of information, service interaction quality and usability affect more than half to the stages of attention, interest, desire, and the rest is influenced by other factors outside this research. While Action, the percentage of the influence of the Webqual 4.0 area is only 7.9%, this proves that the decision to take action is influenced by many factors outside of this research.

In the future, an increase in each of the WebQual 4.0 areas is needed, because this area has an influence on the effectiveness of website e-tourism for promotion side and besides that there needs to be research to find out other factors that influence the effectiveness of tourism promotion on website etourism.

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