

Digital Marketing: Support of Digital Advertising to Tourism Intention Behavior

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Keywords: Digital Marketing, Tourism Intention Behavior, Digital Advertising.

Abstract: Digital marketing is a marketing strategy which is based on information technology; it is used by companies to achieve sustainable marketing. Based on the phenomenon of digital marketing, this study examines specifically the impact of digital advertising on the behavior intention of tourism. This study is conducted by survey to 200 of tourism in Bandung City (Indonesia). The respondents are selected which have been accepted for digital advertising to be assessed. Path analysis and research hypothesis test is conducted by using SmartPLS tool. Research finding is found that there is a positive impact of digital advertising to brand awareness and tourism intention. Tourism intention is consumer behavior that can be influenced directly to brand awareness. Information from this study emerges as a supporting model of digital advertising on tourism intention. Furthermore, information from this study is useful to the tourism industry before the implementation of digital marketing.

1 INTRODUCTION

Tourism industry has an important role in a country because it can encourage economic growth (Nicolau, 2008), the growth of this industry also stimulates employment and productivity in the country (Kemkes, 2015). Many economic sectors are integrated with the tourism industry, because there are many products which accompany services of tourism (Costa and Canavate, 2015). The growth of tourism destinations in an area has a positive impact on changes in the regional economy (Darsono et al., 2016). So that if there are new destinations in the area, it will be followed by the growth of new business around the destination. It is realized that there is a multiplier effect from the tourism industry which can accelerate the economic growth and it creates jobs (Van Wijk and Persoon, 2006). Facing the 4.0 era, the tourism industry has entered the digital era, so the marketing strategy implementation of a tourism destination has adjusted to the digital platform known as digital marketing (Smith, 2019; Alamsyah et al., 2021a; Alamsyah et al., 2021b).

Supporting technology through digital marketing is very much needed by the tourism industry, because consumers are used to finding information related to

destinations through digital platforms (Opote et al., 2020). The purpose of implementing digital marketing is to support sustainable tourism, namely the concept of tourism development which is able to fulfill the needs of today's consumers and future generations (Othman et al., 2021). In general management science, company development activities are also known as sustainable performance of a company (Moscardo and Murphy, 2016). Where it is not easy to maintain the company's sustainability if it is not supported by information technology. One of the information technologies is the implementation of marketing strategies through digitalization, such as digital marketing (Smith, 2019; Kull and Health, 2016). Digital advertising is part of digital marketing (Yang et al., 2016), which is used by companies to deliver products or services to a wider range of consumers. It contains persuasive messages in digital advertising; the importance of this message gives meaning to increase the value of a product or service (Yang et al., 2018). Tourism industry offers more services, in which digital advertising can be conducted to convey new services or it provides value to old services in the form of tourism destinations (Yang et al., 2018). The purpose of implementing digital advertising in the tourism industry is surely

increasing consumers' concern, is for visitors to choose tourism destinations (Yang et al., 2016). Digital tourism destination advertising can be conducted through several types, such as websites, blogs, or social media (Yang et al., 2018). With more frequent advertising through digital media, it certainly provides knowledge to consumers about the existence of tourism destinations. It means that the implementation of digital advertising in the tourism industry has an impact on consumers' concern. Furthermore, the company's image carries out advertising to be better known by consumers; so it emerges consumer brand awareness (Rahim et al., 2012; Lee et al., 2013).

The establishment of a tourism destination in an area hopes certainly to be visited by tourism, so that tourism services as a place of entertainment can run and it provides the benefits for managers and surrounding community (Belanche et al., 2017). However, raising visitors' interest to visit is not easy; a stimulus is needed because services in the tourism industry are intangible (Krishnamurthy et al., 2018). So that advertising is needed to explain the value of tourism destinations, it is intended to increase visitors' interest to visit. It means that the implementation of digital advertising has an impact on tourism visiting intention. Based on the problems' phenomenon which appears in the tourism industry with the implementation of digital marketing; this study aims to examine the impact of digital advertising implementation on brand awareness and tourism visiting intention. The position of this research emphasizes the ability of digital advertising as a determining factor for tourism visiting intention. In which information from this research is useful for the tourism industry in evaluating the implementation of digital marketing through digital advertising.

2 LITERATURE REVIEW

2.1 Digital Advertising

Theoretically, digital advertising is stated as marketing communication carried out by marketers in promoting a product or service via internet media (Yang et al., 2016). There is an internet channel in digital advertising, so the reach of advertising is wider than the common advertising (Yang et al., 2018). Because it uses electronic media, there are more interactive advertisements which are accepted by consumers (Yanti et al., 2019). In principle, digital advertising contains messages made persuasively by marketers; it is usually used to promote products, but it is often used to promote services, such as tourism

destinations (Yang et al., 2016). The use of digital advertising is believed to make it easier for marketers to convey information related to services in tourism destinations which are more easily and interactively to broad potential visitors.

Digital advertising is used through several supporting platforms. The platform is evaluated by consumers before visiting and it becomes an indicator in measuring digital advertising. The first indicator is known as search engine advertising (Yang et al., 2016), which is a platform on the internet where consumers search for information. It usually contains advertisements which are adjusted to consumer search behavior on websites. The second is interactive advertising, which is advertising that appears directly when consumers interact with a website or blog. The implementation of interactive advertising is very effective because it can remind consumers about tourism destinations. The third is opt-in advertising, it is related to advertising appearing at the same time as e-mail. It is usually only for certain consumers, because opt-in requires the willingness of consumers to receive all of the information submitted by the marketer. A lot of marketing information related to tourism destinations are delivered by email, particularly after consumers open an account at one tourism destination online, they will get offers related to services. The fourth is often used by consumers today is social media networks (Solnais et al., 2013), and in fact social media contains several advertisements which explain the existence of tourism destinations. So that it provides indirectly the understanding to potential visitors of those tourism destination values. The last, digital advertising is commonly used, mobile advertising, in which advertising is used via short messages directly to consumers via mobile devices.

Based on the previous studies, it is known that the implementation of digital advertising is useful in changing consumer behavior. In the science of tourism, digital advertising has an impact on brand awareness of potential visitors. However, digital advertising is also directly able to increase tourism visiting intention. Assessing from the previous theory, a research hypothesis design is carried out which is presented as follows:

H1: Digital advertising has a positive correlation to brand awareness.

H2: Digital advertising has a positive correlation to tourism intention.

2.2 Brand Awareness

Brand awareness is also said to be brand awareness

carried out by consumers for a brand they see. Implementing brand awareness is not easy, it takes a time because it appears from the consumer side depending on information it gets. In this case, brand awareness is related to tourist destinations, and it is obtained through advertising. In theory, brand awareness is stated to be consumers' ability to recognize or to remember a brand from a tourism destination. In which many tourism destinations offer services currently, but not all of them can be recognized well by consumers or visitors. Because tourism destinations are intangible; efforts are needed to introduce the value of tourism destinations, so that they are easily recognized by potential visitors. The goal of achieving brand awareness in the tourism industry is on tourism visiting intention.

Understanding brand awareness means knowing indicators which can be assessed by consumers, in this case potential visitors. In a previous study, it was said that consumers' concern depends on the brand, it means that the easier it is to be recognized by the brand of the company, the higher the potential for consumer awareness. The two brand identities are logos or distinctive colors. Because a good brand identity allows consumers to more easily recognize and it increases consumer awareness, remember of brand, namely the memory of consumers in knowing the brand. If consumers recognize the brand, it is stated that consumers have a concern for the service brand. The fourth is related to knowledge of brand, namely knowledge of brands. Consumer knowledge is limited due to many brands. However, if consumers easily understand the brand and the meaning of the brand, it will facilitate consumer awareness in the future. Finally, it is easy to search for a brand, it relates to whether a brand's impact is famous or not. All tourism destinations have different brands. Digital advertising is carried out through online media, if it is easy to find, consumer awareness will also increase. Understanding indicators which can be assessed from brand awareness indirectly understands the factors that influence it, namely digital advertising. However, brand awareness which is considered by consumers is related to tourism visiting intention. Based on this theoretical study, the research hypothesis design is presented as follows:

H3: Brand awareness has a positive correlation to tourism intention. isting service So that there will be other recommendations or attitudes which emerge afterwards in the future. It is important to know that tourism intention, because it has an impact on visiting decisions.

Knowing there is interest or not from potential visitors to a tourism destination has known from the

first new indicators, is intent to visit. Intent to visit is related to an intention which appears from a visitor to be able to come. Second is the expectation of visitors to come to tourism destinations. Glad to visit is a feeling of pleasure that arises when coming to a tourism destination. Want to visit is a strong intention to be able to visit tourism destinations and the last plan to visit, is a plan to visit that will be carried out. From all of the visiting indicators, it is important to explain that there is interest from visitors to be able to come to tourism destinations

3 METHODS

This research examined three variables, such as digital advertising, brand awareness, and tourism intention. The study focused on tourism in Bandung City (Indonesia), with a tourist number of 200 people. This study used a descriptive survey method, so that the analysis was based on the results of the survey conducted through a quantitative questionnaire. There were measurements asked in the questionnaire, like digital advertising through search engine advertising indicators, interactive advertising, opt-in advertising, social media networks, and mobile advertising. Brand awareness was measured by awareness of brand, identity of brand, remember of brand, know of brand, and easy to search for brand (Alamsyah and Febriani, 2020). Then for tourism intention with the measurement: intent to visit, expect to visit, glad to visit, want to visit and plan to visit

Tourism was chosen as the respondent, and they are given information related to digital advertising and tourism destinations. Furthermore, data from respondents were processed through path analysis based on the research hypothesis design. The analysis tool used was SmartPLS, so that the model was tested with the Inner and Outer

4 RESULT AND DISCUSSIONS

The research results and discussion are separately conducted. Based on the research results, it is known that there are 200 respondents who filled out the questionnaire correctly, then data from the questionnaire was processed through SmartPLS with one-time testing of the research model. The research model examines the previous hypothesis design and the results of research model testing are shown in Figure 1. There are three variables, such as digital advertising, brand awareness, and tourism intention.

The model has been processed before it is analyzed, then it is tested through an inner and outer test.

Inner model test is conducted based on several test criteria, including Loading Factors, Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE). An inner test has been carried out and the results are summarized in Table 1, where it is known that Outer Loading which is Loading Factor and has a value it is above 0.5 for all of indicators in all of variables. Furthermore, the results of another inner test appear in Table 2, in which it is known that Cronbach's Alpha and Composite Reliability values are above 0.5, and the AVE value is above 0.4. Based on the test results, all indicators on the variables are accepted or valid, it considers that the value appears above the provisions. The next stage is the outer test, where the results are shown in Table 3. Based on the results in Table 3, it is known that all T-Statistics values obtained for all research instruments which have values above 2.2 (except X3). It means that the outer model test is accepted, so based on the results of the inner and outer test, this research model can be accepted and it can be analyzed further.

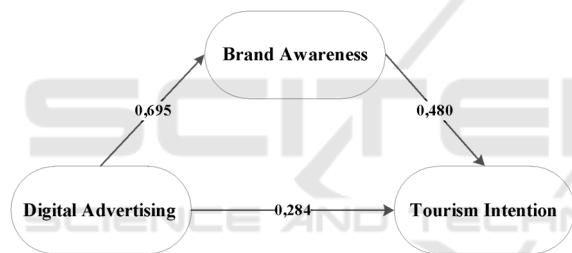


Figure 1: Research model.

Table 1: Value of Outer Loadings.

Instruments	Digital Advertising	Brand Awareness	Tourism Intention
X1	0,685		
X2	0,697		
X3	0,098		
X4	0,765		
X5	0,671		
Y1		0,692	
Y2		0,834	
Y3		0,847	
Y4		0,801	
Y5		0,727	

Table 2: Value Validity and Reliability.

Variables	Cronbach's Alpha	Composite Reliability	AVE
Digital Advertising	0,580	0,739	0,400
Brand Awareness	0,839	0,887	0,612
Tourism Intention	0,893	0,921	0,701

Table 3: P-Value of Instruments.

Instruments	T Statistics (O/STDEV)	P Values
X1<- Digital Advertising	13,716	0,000
X2<- Digital Advertising	13,368	0,000
X3<- Digital Advertising	1,003	0,317
X4<- Digital Advertising	10,793	0,000
X5<- Digital Advertising	16,304	0,000
Y1<- Brand Awareness	13,301	0,000
Y2<- Brand Awareness	35,584	0,000
Y3<- Brand Awareness	29,684	0,000
Y4<- Brand Awareness	23,384	0,000
Y5<- Brand Awareness	15,374	0,000
Z1<- Tourism Intention	32,507	0,000
Z2<- Tourism Intention	28,935	0,000
Z3<- Tourism Intention	25,889	0,000
Z4<- Tourism Intention	47,507	0,000
Z5<- Tourism Intention	25,550	0,000

In this study, a research hypothesis was tested, in which the summary of hypothesis test results is shown in Table 4. The research hypothesis test results said that all were accepted; based on T-Statistic assessment are above 1.69 with a P-value is below 1. It can be concluded that digital advertising has a positive correlation to brand awareness and tourism intention, and brand awareness has also a positive correlation to tourism intention. The hypothesis test results are described in the research model shown in Figure 1.

4.1 The Impact of Digital Advertising to Brand Awareness

The study results have been described in Figure 1 that there is a positive correlation of consumer need in digital advertising preference with a correlation value is 0.387 or

it has a positive impact of 15%. This study results are in line with the previous research which mentions that digital advertising preference in its implementation is depending on consumer needs. Based on these findings, it can be stated that this part of the research completes the previous research. Information from this research is important for marketers that the implementation of digital advertising in digital marketing cannot be separated from consumer preferences and consumer needs. The purpose of implementing digital advertising preference is certainly to increase the value of the product or service which is promoted, so that it can be accepted by consumers.

There are many types of digital advertising but focusing on consumer preferences, so the intended advertising is related to the platforms used in digital advertising. First, it focuses on search engine advertising; consumers feel that there is advertising that appears when searching for information via the internet. This advertising has consumers' attention, and it is felt to be effective. Furthermore, interactive advertising appears when consumers are interacting with a website or e-commerce. Advertising that appears is not directly noticed by consumers, so that it has an impact on the consumer's assessment. Sometimes consumers feel that opt-in advertising appears when a transaction occurs, so that even though it is disturbing, it has an impact on consumers' attention. Currently, consumers are accustomed to all social media networks, as a medium for interacting and communicating. However, it is not realized that many advertisements have appeared, and it got consumers' attention. Companies are more active in providing advertising digitally; one of them is directly through mobile advertising. Although it does not receive direct attention, it has an impact on consumers' memory. Digital advertising preference appears to be related to consumer needs, in which each consumer has a different level of need for advertising. However, all the preferences that emerge from consumers are indirectly an important part of what marketers notice to implement digital advertising.

Table 4: Hypothesis Test.

Hypothesis	T Statistics (O/STDEV)	P Values
Digital Advertising -> Brand Awareness	15,930	0,000
Brand Awareness -> Tourism Intention	6,422	0,000
Digital Advertising -> Tourism Intention	3,776	0,000

4.2 The Impact of Brand Awareness to Tourism Intention

These research findings are based on the model presented in Figure 1, which states that digital advertising preference has a positive correlation to consumer brand awareness. Based on a quite higher correlation value, which is 0.646, or digital advertising preference has an impact of 41.7% to brand awareness. This finding is in line with previous research which explains the benefits of digital advertising in controlling consumer brand awareness. Based on these findings, this part of research completes the previous research. Advertisements are packaged by marketers, and it contains messages that are conveyed in a persuasive way, in fact they notice consumers' concern for the brand.

There are other research results illustrated in Figure 1, which explains that there is a positive correlation between consumer needs and consumer brand awareness of 0.120. This correlation is not so close to the recommendation, which means that what consumers need is directly not able to explain consumers' concern for the brand. The correlation between two variables is still too far away. Based on this study, the position of digital advertising preference is a mediation of the correlation between consumer needs and consumer brand awareness. It considers that digital advertising can be influenced by consumer needs, and it can affect consumer brand awareness. The implementation of digital advertising has an impact on consumer behavior. Digital advertising, which is part of digital marketing, is beneficial in supporting marketer performance, because it can measure consumer behavior. Based on this research findings, it is clear that the implementation of Management Information System (MIS) is the implementation of digital advertising as an implementation of a marketing strategy. Information from this study can be used by companies, in which the importance of observing digital advertising in order to control consumers' assessment of brands and their concerns.

4.3 The Impact of Digital Advertising to Tourism Intention

The concern of tourism on tourism destinations has been stated that it can be formed through digital advertising; on one hand, digital advertising has also a good correlation in increasing tourism intention. It seems from the results summary shown in Figure 1, in which digital advertising has a correlation value of 0.284. It means that the better digital advertising

implementation with persuasive messages conveyed through online media, the higher the consumer's interest. This part of the research tends to complete the previous research mentioned that interest can be changed by advertisements both online and offline; it depends on persuasive messages, particularly on service. Understanding the interest means understanding consumers' desires for today and tomorrow, so the sustainability of digital advertising needs to be noticed by marketers. Because interest does not mean an instant behavior will change visitors' decision at this time, but when it is needed or for the future by visitors.

Services are as part of tourism destinations products which have differences, it is caused that it is intangible. So advertising is prioritizing the value of service. For a marketer, getting tourism intentions is very important. Because of the aims of marketing strategy implementation is emerging consumers intention both for today or for tomorrow. The main purpose of marketer is education of service existing; it is not about selling or succeeding to do a transaction. Tourism understanding with a service existing will be remembered by tourists for a long time.

This research finding surely seems in Figure 1, where there is a supporting model of digital advertising in changing consumer behavior, increasing brand awareness and tourism intention. Information from this research can be used by companies, particularly in the marketing field to notice more digital advertising as a part of digital marketing.

5 CONCLUSION

The implementation of digital modeling in the tourism industry is needed; it is related to sustainable tourism; digital marketing can be conducted through digital advertising, which aims to increase the positive impact on consumer behavior. The research findings conveyed that digital advertising has a positive impact on brand awareness and on tourism intention. On the other hand, brand awareness has also a positive impact on increasing tourism intention. This study emerges as a supporting model of digital advertising in increasing tourism intention. Information in this research can be used by the tourism industry in understanding tourism behavior, so that it is easier for digital marketing implementation. However, there are limitations in this study, are it does not examine the biographies of tourism, even though it has an important role in

behavior intention. The limitations of this study are recommendations for further research.

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