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

Nazli Amanda¹, Paulus Insap Santosa¹ and Wing Wahyu Winarno¹

¹Department of Electrical Engineering and Information Technology, Universitas Gadjah Mada, Yogyakarta, Indonesia

Keywords: E-tourism, Effectiveness, Promotion, AIDA, WebQual

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). E-tourism 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 hierarchy effect models or hierarchy 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
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.

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 the model 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 Action.
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

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

5 RESULT

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

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>91</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>99</td>
<td>53%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elementary/Junior</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Highschool</td>
<td>50</td>
<td>26%</td>
</tr>
<tr>
<td>University</td>
<td>134</td>
<td>71%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 3: Respondent Detail.

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.

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.

<table>
<thead>
<tr>
<th>Respondent Assessment</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>29</td>
<td>15%</td>
</tr>
<tr>
<td>High</td>
<td>161</td>
<td>85%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 4: Quality of Information 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.

<table>
<thead>
<tr>
<th>Respondent Assessment</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>16</td>
<td>8%</td>
</tr>
<tr>
<td>High</td>
<td>174</td>
<td>92%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 5: Service Interaction quality 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.

<table>
<thead>
<tr>
<th>Respondent Assessment</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>40</td>
<td>21%</td>
</tr>
<tr>
<td>High</td>
<td>150</td>
<td>79%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 6: Usability Distribution.

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

<table>
<thead>
<tr>
<th>Respondent Assessment</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>31</td>
<td>17%</td>
</tr>
<tr>
<td>High</td>
<td>159</td>
<td>83%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 7: Attention Distribution.
of the website visitingjogja.com, with a high attention rating of 79%, the remaining 31% rated moderate/average.

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 indicated by the high percentage of votes by 90% and the remaining 10% judge was moderate/average.

Based on the Figure 9, 76% of respondents rated the content of sites visitingjogcausings 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.

Based on the Figure 10, it shows that the assessment of the majority of respondents is low, which is 72% and for the moderate/average is 28%. this shows that the majority of respondents have not or rarely visited or made purchases of tourism products after getting information from visitingjogja.com.

### 6 FINDING

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

**Variable** | **Coefficient of Regression** | **Fcount** | **Sig.**
---|---|---|---
Konsultan | 1,230 | 0,513 | 0,608
X1 Quality of Information | 0,021 | 3,878 | 0,000
X2 Service Interaction Quality | 0,136 | 4,847 | 0,000
X3 Usability

### Figure 11: Action Distribution.

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

a) If the value of Sig. <0.05 then there is a simultaneous effect of variable X on Y, then h1 is accepted.

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

According from the Figure 11, it is known that $F_{count} = 83,354$ with a significance value 0.000, and from the formula $F_{table} = (k; n-k)$, $F_{table} = 2,42$ 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 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 Interaction Quality and Usability variables has a simultaneous effect of R Square, which is 57.4%, the remaining 42.6% is influenced by other variables outside the research.

So the regression equation is $Y = a + b1X1 + b2X2 = b3X3 + b4X4$, then $Attention = 1,230 + 0,021 + 1,702 + 0,136$

**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 $F_{table} = (k; n-k)$, $F_{Ftable} = 2.42$ 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 $Interest = 2.058 + 0.133 + 0.103 + 0.224$.

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 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.
REFERENCES


