

Government's Role in Promoting Tourism Destination in Jambi Province through Increasing the Quality of Electronic Media and Its Effect on Visiting Tourist Interests

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Abstract: This study aims to analyze the promotion strategy of tourism in the area of Jambi through improving the quality of electronic media by Jambi Provincial Government, analyzing its influence on the interest of tourists to return to existing tourist destinations in Jambi Province and provide recommendations related to promotional strategies through electronic media that can be applied in increasing interest. Tourists return to various tourist destinations in Jambi Province. The sample used in this study amounted to 200. The data obtained was analyzed using an average approach to obtain respondents' responses and assessments of government tourism promotion through electronic media. The relationship between research variables was analyzed using the SEM (Structural Equation Model) approach. From the results of data analysis, there was an illustration that on average respondents gave positive responses to all indicators on the four dimensions of web quality managed by the Jambi Province government in informing and promoting various tourist destinations in Jambi Province. Based on the results of the hypothesis test obtained evidence that the quality of WEB managed by the Jambi Provincial Government jointly and partially has a significant effect on the interest in revisiting tourists to tourist destinations in the Jambi area. Variable processing speed (X2) has the greatest influence on tourists' interest to visit again. It takes a higher speed and intensity of government web managers in updating tourism information in addition to ensuring the access speed of the website being managed. For the future research to test the use of all promotional media (electronic, social media, government print media), and various other events in increasing interest in revisiting tourists to Jambi Province.

1 INTRODUCTION

Tourism is a global phenomenon, has become a necessity involving millions of people both among the tourism industry community, as well as its users. This makes various international organizations such as the United Nations, the World Bank and the World Tour Organization, recognize that tourism is an integral part of human life, especially concerning social and economic activities. The United Nations World Tourism Organization (UNWTO) notes that in 2014 the tourism sector has contributed 9.5% to global GDP and 5% to world exports. Antonakakis, Dragouni, and Fillis (2014) found that there was a dynamic relationship between the growth of the tourism sector and economic growth, including the creative industries. The tourism sector is proven to

provide encouragement to other sectors in county's economy when coupled with infrastructure development. Tourism has a large multiplier effect on the growth of the creative industry, because these two sectors are inclusive growth can be felt directly by the local community.

In the last eight years, the highest tourism growth in the world is in Southeast Asia, so the role of this sector for the economies of the countries in the region is important. Deputy Minister of Tourism and Creative Economy, Sapta Nirwandar said in 2013, the flow of tourist visits to ASEAN countries increased 12% to 92.7 million people, while global growth was only 5% (Dimas 2015). Furthermore, according to the BPS / Ministry of Tourism, there was an increase in the contribution of the tourism sector to GDP in a period of five years, namely from 261.05 T rupiah in 2010 - to 461.36 T rupiah in 2015

Reasoned if tourism was made a national priority in the 2015 RPJM 2019, where this sector becomes a media for integration of programs and activities between development sectors, and in 2019 Indonesian Tourism is targeted to be the best destination in the ASEAN region, even surpassing Thailand, which earns more than US \$ 40 billion in tourism revenue from tourism.

Various steps are taken by the government to make Indonesia a world-class tourist destination, including through Country Branding Wonderful Indonesia, which in 2015 succeeded in raising Indonesia from rank 100 to ranked 47 in the world, overtaking country branding of Truly Asia Malaysia (ranked 96), and country branding Amazing Thailand (rank 83). This shows that Wonderful Indonesia's country branding reflects the Positioning and Differentiating of Indonesian Tourism.

Jambi Province is an area that has a lot of tourism potential and creative economic products that have the potential to be developed. According to data from the Central Bureau of Statistics of Jambi Province, the number of natural tourism in 2014 was 147 places, 63 artificial tours and 75 historical tours, spread in 9 districts and 2 cities in Jambi Province. The great potential of the tourism sector, if managed properly, including the promotion and development of human resources carried out by local governments and tourism businesses in Jambi Province, will be able to increase the number of tourist arrivals, especially foreign tourists, considering there are quite a lot of interesting tourist destinations in the province Jambi. Promotion by Kotler & Keller (2009; 510) is which attempt to inform, persuade, and remind consumers— directly or indirectly "to the products and brands they sell. The purpose of promotion is to inform, persuade and remind consumers of the existence of a product and service. Promotional activities can be carried out by using various media, including the use of electronic media through the opening of a website page.

The use of the internet as a manifestation of the use of information technology development, has a real impact on all aspects of life. This happens because the internet makes it easier for people to obtain various information and news, including news about tourist destinations in Jambi Province that can be accessed anywhere and anytime. The rapid growth in the number of internet users can become a potential market for businesses to enter. According to a survey conducted by the Indonesian Internet Network Organizing Association (APJII), it was found that 132.7 million of the 256.2 million Indonesians were connected to the internet, an

increase of 51.8% compared to the number of internet users in 2014 (Yoga Hastyadi, 2016)

The use of online media such as the Internet must be a concern of the Provincial Government in the framework of promoting and attracting tourists to visit and revisit tourist destinations especially those in Jambi Province. In addition to information about tourist destinations, the provincial government should also inform the activities that will be carried out in these tourist destinations, such as the annual activities in the form of Lake Kerinci Party. The development of a tourist area also depends on what the area has to offer tourists. According to Inskip (1991), a tourism object must have 5 important elements, namely (1) attractiveness, (2) tourism infrastructure, (3) tourism facilities, (4) infrastructure and (5) community, environment and culture.

Based on the description above, research problems can be formulated: 1). How is the promotion strategy of tourist destinations in Jambi Province through electronic media run by the Jambi Provincial Government? 2). How can the influence of promotional strategies through electronic media on tourists' interest visit back to existing tourist destinations in Jambi Province? 3). The dominant factor influencing the promotion strategy through electronic media that can be applied in increasing interest in revisiting tourists to existing tourist destinations in Jambi Province?

Based on research problems, the objectives of this research are:

1. Analyzing the promotion strategies of tourist destinations in Jambi Province through electronic media run by the Jambi Provincial Government
2. Analyzing the influence of promotional strategies through electronic media on the interest of tourists to visit tourist destinations in Jambi Province
3. Analyzing the dominant factors affecting promotion strategies through electronic media that can be applied in increasing the interest of revisiting tourists to existing tourist destinations in Jambi Province

2 LITERATURE REVIEW

Tourism is one of 5 (five) 2017 priority development sectors, namely food, energy, maritime, tourism, industrial areas and Special Economic Zones (KEK). Tourist destinations are geographical areas that are in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities,

accessibility, and communities that are interrelated and complement the realization of tourism (Law Number 10 of 2009 concerning Tourism). According to Cooper et al (1993), tourist destinations are one of the most important elements because it is the reason people make travel and the tourist attractions that are inside will attract tourists.

There are five important components determining the attractiveness of destinations in the delivery of tourism services (Inskeep, 1991): 1). Attractiveness, is the main factor that attracts tourists to travel to a place, classified into the attractiveness of the location, namely as permanent, 2). Tourism infrastructure, is needed to serve tourists during tourist travel, oriented to tourist attractions in tourist locations, consisting of: a). Accommodation infrastructure, is the main facility where the largest proportion of tourist expenditure is used for this infrastructure such as the need for a comfortable stay / rest area, eating, drinking, b). Supporting infrastructure, which is used to serve tourists, the number and type are determined based on the needs of tourists. 3). Tourism facilities, are the completeness of tourist destinations needed to serve the needs of tourists in enjoying their tour, such as travel agents, transportation equipment, and communication tools. 4). Infrastructure, which supports tourism facilities and infrastructure in the form of regulatory systems and physical buildings on the ground and underground, such as: irrigation systems, electricity and energy sources, transport and terminal lines, communication systems, and security or surveillance systems. 5). Community, Environment and Culture, a). the community around the tourist attraction that interacts with tourists, b). natural environment around well-maintained and preserved tourism objects, c). culture that is a pillar supporting the survival of a society that is maintained so impressive for every tourist who visits.

The existence of a tourist destination requires the media to inform it, because without complete information tourists will not know about a tourist destination. Media for informing tourist destinations can be done using print, advertising and electronic media. Promotional media that has the widest access to access is electronic media. According to Zeithaml et al in Ong Soo, et, al (2016) the dimensions of promotion using electronic media in this case the use of online media, including the use of websites include: ease of use, aesthetic design, processing speed, and security. Promotional media that has the widest access to access is electronic media, including through the use of website pages.

Promotion through electronic media (website) is largely determined by the quality of the website itself (SITEQUAL). SITEQUAL was developed by Yoo and Donthu (2001) and is used to measure the quality of a website (Ong Soo, et, al 2016). Dimensions of promotion using electronic media ease of use, aesthetic design, processing speed, and security. Ease of use is the ease and ability to search for information. Aesthetics design is the creativity of a website with perfect multimedia and graphic coloring that attracts website visitors. Processing speed is the timeliness of processing data and responses that are interactive at the request of consumers, and security is the security of personal data and financial information from web visitors.

3 RESEARCH METHODS

The type of data used in this study is primary and secondary data. Primary data is collected by direct observation of the field, interviews and questionnaires. The questionnaire was designed by giving group questions according to variable dimensions using a Likert model with a measurement scale of 4 (four) numbers. Questionnaires are distributed through an online system. Secondary data is collected from literature studies, journals, literature, and other information related to research problems.

The population used in this study were tourists who had visited tourist destinations in Jambi Province at least 2 times. The population in this study is unknown. Because the population is unknown, the sample size is determined by 3 factors: the degree of trust, sampling error and the proportion of the population. In this study the sample size is determined in the form of statistical tests that will be used, namely the structural equation model (SEM), whose sample size depends on the number of variables studied (Joreskog and Sorbom in Achmad Bachrudin and Harapan L. Tobing; 2003). then the minimum sample used in this study amounted to 200.

The input variables used in this study refer to the SITEQUAL concept developed by Yoo and Donthu (Ong Soo, et, al 2016) as follows: 1). Website Quality (X), includes, ease of use (X1), aesthetic design (X2), processing speed (X3), and security (X1). Interest in returning to tourist destinations (Y), refers to the concept of Inskeep (1991), which includes dimensions of attraction (Y1), tourism infrastructure (Y2), tourism facilities (Y3), and community, environment and culture (Y4).

Data obtained from the results of questionnaires were first tested for validity and reliability to ensure the feasibility of questionnaires used as research instruments. Data were analyzed using: a). average method, to get respondents' responses to questions on the questionnaire. b). The measurement of the relationship between the research variables used the SEM (Structural Equation Model) approach with Lisrel 8.70.

4 RESULTS AND DISCUSSION

The Jambi Provincial Government made a promotional strategy regarding existing tourist destinations in Jambi Province through an official website, pesonajambi.net. The following is the face view of the website:



Figure 1: Pesonajambi.net, 2018

The research questionnaire was distributed to 200 respondents online, obtained the following characteristics of respondents, 58.4% of respondents were female, 71.3% of respondents were in the age range between 15 to 25 years, this age range was the age of internet and media users most socially active, and the majority of them are in school age, that is, equal high school and strata 1 (student) with an average income of under two million rupiah, because the majority of respondents still rely on pocket money from parents, but have an adventure by visiting tourist destinations in Jambi Province.

Overall respondents gave positive responses to the input variables and output of this study. The five dimensions of the quality of government websites in promoting tourist destinations in Jambi Province get positive ratings of respondents with an average score of 3.04, and the dimension of interest variable revisits with an average score of 3.08.

The estimation results in the form of structural equation models using SEM analysis tools obtained the following results:

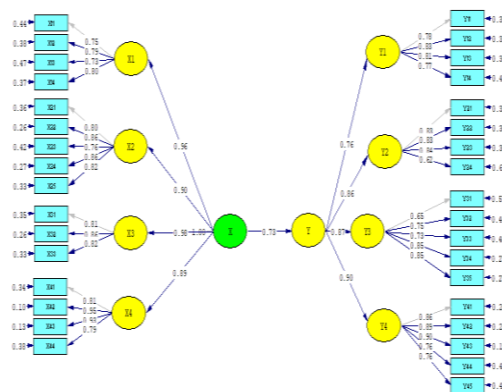


Figure 2: Structural Equation Model Result

Source: Data processed, 2018

From the above model can be explained that the variable Website Quality (X) which is built by several dimensions, namely ease of use (X1), design aesthetics (X2), Processing Speed (X3) and Security (X4) affect the variable interest in revisiting. Regarding the dimensions of attraction (Y1), tourism infrastructure (Y2) and tourism facilities (Y3). The model is said to be appropriate if it meets the GOF (Good of Fit) criteria.

Table 1 shows the results of model match test using LISREL 8.70. The results show that the chi-square value 5 0.05 means that the quality of the website has a significant effect on the interest in revisiting. This is also strengthened by the results of the RMSEA, CFI, IFI, RFI, RMR AND SRMR values, all of which value ≥ 0.9 . But the website quality variable is categorized as not too strong affecting the interest of tourists to visit again, this is seen from the results of GFI which is only 0.73. This means that there are other variables outside the variables that are studied that influence the interest of tourists to visit the existing tourist destinations in Jambi Province.

From the model picture, it can be seen that the website quality variable has a significant effect on the interest of tourists to visit tourist destinations in Jambi Province, where the effect is 0.73 or 73%. While the partial results are shown in the Table 2.

Table 1: Model Match Test

Overall Model Match Test Size	Benchmark Value for Model Match	Model Compatibility with Data
Probabilitas dari $X^2_{hitung} = 0,0$	$\leq 0,05$	Ya
RMSEA = 0,084	$\leq 0,08$	Ya
NFI = 0,95	$\geq 0,9$	Ya
NNFI = 0,97	$\geq 0,9$	Ya
CFI = 0,97	$\geq 0,90$	Ya
IFI = 0,97	$\geq 0,9$	Ya
RFI = 0,95	$\geq 0,9$	Ya
RMR = 0,040	$\leq 0,05$	Ya
SRMR = 0,073	$\leq 0,05$	Ya
GFI = 0,73	$\geq 0,9$	Marginal Fit
AGFI = 0,69	$0,8 \leq AGFI < 0,9$	Marginal fit

Source : Hair et,al (1998)

Table 2: Results of Calculation of Website Quality Variables

Indicator	Loading Factors	R ²	Error variance	CR	VE
Ease of use (X ₁)	0.96	0.92	0.0784	0.98123	0.87103
Aesthetics design (X ₂)	0.9	0.81	0.19		
Processing speed (X ₃)	0.98	0.96	0.0396		
Security (X ₄)	0.89	0.79	0.2079		

Source : data processed, 2018.

From the calculation results in Table 2, it can be seen that the value of construct reliability (CR) for the website quality variable (X) used in this study is 0,98123 or has been above the lowest limit value of 0.6 (Bagozzi and Yin in Imam Ghozali, 2005), which means Dimensional value of the quality of the website has met the limits to be accepted and this means that the indicators used on the quality of the website (X) have a good suitability. For the value of variance extracted (VE) of 0.87103 is above the lowest limit value of 0.5, meaning that the indicators used are in accordance with the variables used. The R² value of each dimension also shows its ability to explain the website quality variables well, where the most powerful dimension explaining the website quality

variable (X) is processing speed (X₂) and the lowest is security (X₄) which is 0.96 and 0.79. This means that the website created by the Jambi Provincial Government namely pesonajambi.net can be accessed easily and quickly by tourists who are looking for information about tourist destinations in Jambi province without going through complicated procedures. In addition, the website does not require personal data from website visitors so that data security is not too much considered by website visitors who provide information about existing tourist destinations in Jambi Province.

While the results of the calculation for the interest variable to visit again (Y) can be seen in the following table:

Table 3: The results of the calculation of the interest variable visit again

Indicator	Loading Factors	R ²	Error variance	CR	VE
Attractiveness (Y ₁)	0.76	0.58	0.4224	0.90224	0.72103
Tourism Infrastructure (Y ₂)	0.86	0.74	0.2604		
Tourism Facilities (Y ₃)	0.87	0.76	0.2431		
Community, Environment and Culture (Y ₄)	0.9	0.81	0.19		

Source: Data Processed, 2018

From the table above, it can be seen that the value of construct reliability (CR) for interest variables revisits (Y) of 0.90224, this shows that the dimensions used to construct variable Y have good suitability, this is also strengthened by the variable value extracted (VE) of 0.72103 which is above the specified minimum threshold of 0.5 (Bagozzi and Yin in Imam Ghozali, 2005). For the R² value of each dimension used in variable Y also shows good value, where the lowest ability to explain the variable Y is the attractiveness (Y₁) that is equal to 0.58. This happens because tourists already know the attractiveness of a tourist destination because before they had visited and had experience with these tourist destinations. And the dimensions that most strongly explain the Y variable are society, environment and culture (Y₄), which is 0.81. This happens because the community tries to explore the typical cultures in each tourist destination, especially tourist destinations in Jambi Province. The friendliness of the people in the destination area, the strength of customs and the distinctive cultural attractions that exist in each tourist destination, especially with the existence of various cultural festivals and festivals in various regions in Jambi Province, in addition to the natural beauty, which was exposed through the government website to be a reinforcement interest in returning to various tourist destinations in Jambi Province.

5 CONCLUSION

1. The use of electronic media as one of the promotional strategies applied by the Jambi Provincial Government has been able to attract tourists to visit these destinations again, with an attractive web display and have complete information from each destination.
2. Each indicator that is used to explain each variable and dimension has the suitability to build the research model used.

3. The dominant factor influencing tourist interest to revisit through promotion strategies using electronic media is processing speed because the website can be accessed easily.
4. The added value of Jambi cultural distinctiveness to be more intensely raised through the frequency of holding various degree events and cultural festivals both on a local, regional, national and even international scale that are exposed on the Jambi government website to boost the number of tourist visits to Jambi Province.
5. It takes a higher speed and intensity of government web managers in updating tourism information in addition to ensuring the access speed of the website being managed.
6. Further research is needed on the use of all promotional media: both electronic (radio, television, website pages), social media, print media, and various other events in increasing the interest of revisiting tourists, especially in tourist destinations in Jambi Province.

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