



The Model of Digital Communication and Supply Chains For The Tourism Industry

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Abstract: This research aims to understand the effects of digital communication, supply chain services and tourism on the decision to visit Indonesia. A quantitative approach was used to gather data through 400 survey participants. This study took the form of a methodology, design and approach framework. It analyzed the effect of digital communication, supply chain services and tourism with Quantitative data collected from Indonesia tourists and social media users. Probability sampling was used to collect data in a random manner. This method was used in a study that used Structural Equation Modeling and the SEM-PLS method. Results showed that digital supply chain and communication services had a significant positive impact on the interest of visitors. This led to a significant increase in their choice to visit a location. Additionally, this led to a significant increase in the impact of their decision on whether or not to visit.

Keywords: Digital Communication, Supply Chain Service, Interest In Visiting, Visiting Decisions.

INTRODUCTION

Tourists frequently visit the tourism village because of its unique culture and traditions. This includes both local customs and indigenous flora and fauna. Additionally, the village boasts natural resources that are rarely found in other locations (Masitah, 2019). Tourism villages provide a unique product diversification option. They help create a wide range of tourism products in a community that appeals to the surrounding population. This helps communities avoid the urbanization trend from village to city (Hamzah & M.Irfan, 2018). Community Based Tourism emphasizes local communities' cultural, social, and environmental sustainability. This tourism style is managed by the community themselves through a collaboration with tourism companies (Tyas & Damayanti, 2018).

Digital marketing has an effect on tourism promotion due to its use in the digital economy. Some of the effects of this include increased inspiration from social media and ease of finding travel references. Social media itself is related to finding travel resources due to the

information easily accessible through digital marketing (Sucidha, 2019). Digital marketing applications like websites, social media, mobile apps and online forums are used to promote and market a business's tourism services. People who run tourism businesses need to plan how they will reach their potential tourists so they can increase the number of people who know about their business. This will also help them target future consumers (tourists) so more people will learn about their business (Helianny, 2019).

Like conventional marketing, digital marketing requires specific steps to be completed in order to be effective. These include setting goals, implementing a plan, controlling actions and providing information. In addition to this, digital marketing also requires implementing dimensions related to awareness of culture, sharing information and marketing (Piñeiro-Otero & Martínez-Rolán, 2016). As part of these duties, the local community as a whole must support the strategy of charm when using digital technology within tourist attractions (Pranita, 2018). This is because charm is viewed as an important concept in understanding digital tourism (Nagari & Pangestusi, 2019). West Java, Sagalaherang District, has many potential spots for tourism. However, some of the Dayeuhkolot Village's locations don't have any digital marketing to promote their spots and are still using conventional methods (Desa Dayeuhkolot, n.d.). This means that their digital marketing needs to be developed so they can promote their tourism spots on social media. As mentioned in previous studies, community digital education is a vital component of developing digital tourism villages. These include Internet use and social media. Several researchers have already tackled this problem (Utami, Praswati, Fatahuddin & Prijanto, 2017; Pitana & Pitanatri 2016; Pitana & Pitanatri, 2016).

This new study complements their work by examining how to increase digital marketing in these tourism communities. The Dayeuh Kolot tourism village development program encourages the use of digital marketing tools to promote tourism. This helps their effectiveness as a tourism village by providing professional staffing for digital marketing efforts. Another step to increase the performance of a tourism village is to improve their ability to market using online media (Raharjana & Putra, 2020).

The capability of the tourism industry improves through behavior choices made by tourists. This stems from previous research by applying attributes to destinations (Matzler et al., 2016), implementing promotion strategies, developing tourism infrastructure, environmental management and tourism development (Teo et al., 2010).

Attractions with a supply chain usually require supplies to operate. Supplies should be included in the Tourism Product in order for it to be useful for tourists. This is necessary due to the fact that deciding where to visit is also determined by the supply chain. Providing supplies is also a way for tourism companies to meet tourists' needs (Polo Peña, Frías Jamilena and Rodríguez Molina, 2017; Lemmetyinen, Dimitrovski, Nieminen and Pohjola, 2016). From a tourist's perspective, creating Tourism Products with tangible or intangible components and activities must be thought out (Lemmetyinen, Dimitrovski, Nieminen and Pohjola, 2016). This is because someone considering all possible visits would want Tourism Products that already have those features. using market prices, this experience provides a suitable option for the public. The study used the variables of Access, Attractions, Suites and Tonges as measurements for product attributes (Su & Tong, 2015). According to the IASB (2016) cited in research, tourist attractions change people's decisions via their attributes.

This research was based on many research sources and included both descriptive and abstract words. It studied supply chain services, digital communication, tourist decisions and interest in visiting. Many other studies influenced this one— including those related to supply chain services — but researchers altered the model to fit their specific needs. One of the main differences between this research and other studies is that some researchers used terms like “supply chain services” instead of “visitor interest.” Tourist sites need more visitors to justify their digital communication needs.

People trust word of mouth testimonials and news articles, which leads them to believe these forms of information are reliable. Additionally, this leads them to receive more information about traveling via the media (Chmielarz, 2015). Some sources suggest that this shift will cause people to change how they perceive other travel-related products. Tourism marketing aims to create positive and warm images of destinations, businesses, and tourism through social media. This statement comes from Li & Kaplanidou (2013), who state that more tourists use internet technology to share stories, opinions, and information about their travels.

METHODS

In this research, the use of design, observation and measurement techniques are combined with an emphasis on data analysis. A total of 400 people were chosen through random selection to participate in the study. The focus is on Indonesian visitors and social media users. SEM-PLS is an effective way to analyze data using research methods. It uses partial and simultaneous interest in visiting to conclude the effects of digital communication, supply chain service on a person's decision to visit.

RESULTS AND DISCUSSION

Because digitalization has affected every industry, media publications have to change their methods to publish information. This is necessary for all tourism related sectors in Indonesia. All travelers can easily access all aspects of Indonesia's tourism — from licensing to events and information about the country. People traveling to Indonesia can easily find information regarding the country's tourism through digital platforms. Providing a unique, educational and interesting website helps putra saepudin adriansyah and adrian tourism locations draw more people to their destinations (Putra, Saepudin, Adriansyah, & Adrian, 2018). Digital tourism uses digital technologies to enhance the tourist experience. As stated by Benyon, Quigley, O'Keefe and Riva, 2014, this increasingly common mix-up of the digital world with reality has to do with websites intended for tourists. It involves using digital content to create a more positive experience for visitors (i.e. improving their tourism). Several steps are necessary in promoting digital education to the public and tourism industry professionals. These include developing programs to educate both the public and professionals about digital development, developing programs to evaluate digital development programs, and creating a digital promotion program on a national scale (for a “tourism village”).

After completion of a development project, monitoring activities are performed to determine the project's success. This is done through monthly questionnaires that are distributed to participants to assess how well they understand digitalization and literacy knowledge. The answers from these questionnaires are used to calculate a project's success based on results from indicators and outputs . This is referred to as program evaluation and is carried out as one measure of success for all programs. The development team continuously provides digital promotion activation, writing, photography, videography, graphic design and digital platforms (such as social media and websites). Development materials such as these are used to promote the digital village in advanced stages of its implementation. In order to ensure that the digital village is properly optimized, a village company profile was also designed. This profile serves the purpose of showcasing the village's culture, history, culinary delights and various benefits of Dayeuh Kolot tourism village. After testing how much the test subjects learned about their material, the results of each test are averaged with a second test to produce a result in percentages. This method makes it easy to see which subjects have learned the material and which haven't. This helps practitioners determine if

their development efforts are successful or not. Most statistical tests depend on pre- and post-test results to measure the significance of a difference in results. Before testing, it's necessary to assume a normal distribution of results and to be suspicious of any data smaller than 50. After testing, it's necessary to calculate the significance of differences in understanding among stakeholders in the evaluation phase.

Results of Tourist Responses to digital communication

The table above shows the percentage of digital statements scored by each statement area. It can be seen that visitors to Indonesia scored the most statements in that country's dimension; 77.21% of statements received a score in this dimension. The next highest score was given to statements in Dimension 77, which is also referred to as "77." Statements with this score are considered good because many respondents provide information, opinions or interactions.

Through detailed analysis, it can be determined that the amount of digital communication is increased when tourists regularly access information about Indonesian tourist attractions. Additionally, this information can be found through reviews written by many site users or social networks that discuss Indonesia's tourism. However, there are still a number of respondents or tourists who claim they rarely interact with other site users or social network members to discuss their tourism experiences in Indonesia.

1. Products with high ratings received a response rate when tested on attributes.

The table shows the highest percentage of positive statements for the product's tourism attribute is for attractions such as a zoo or art gallery. York & Danes (2014) list this statement as considered good criteria. The third dimension, which measures ten statements, has the lowest percentage of positive statements at 50%. A tourist attraction must be unique in order to attract tourists. It must also have supporting facilities that meet the needs of tourism, such as accessible parking and complete supporting facilities. Proper management of a tourist spot is necessary in order to make it a real tourist attraction and to encourage international travelers to visit it.

2. The results of tourists' interest in visiting a place is seen

For this measurement, visitors choose two statements from the table above and choose the one with the highest score. The highest percentage of exploration is represented by a score of 71.76%. This is a positive comment about the transparency of Indonesia tourism regarding tourist experiences. It comes from Limakrisna & Ali, 2016 and is considered to be a high quality rating.

People's responses to their decisions to visit a place are listed in the fourth section of this data.

Tourists visiting Indonesia choose to do so because of recommendations from other people, as well as information shared on social media. They prefer to choose Indonesia's tourism products through this method. This helps explain why the visitors' decision was measured with 10 statement items and six dimensions. The highest percentage score is in the Product Choice dimension; this means that tourists are very interested in choosing their destination based on which tourism product they want to see. This is because they are choosing based on what other people recommend, and because of how fast recommendations spread through social media.

3. The report gives a result of verification analysis.

This verification focuses on assessing the supposed effects of digital communication by measuring the results of a statistical calculation. The specific intended result is about the relationship between supply chain services and interest in visiting Indonesia. This research uses SEM and PLS Partial Least Square methods to test its hypothesis. There are two different types of models that structural equation forms. These include the outer inner

model and the inner model. The inner model reflects the relationship between an individual's indicators and their latent variable. This relationship is expressed through the measurement model. The measurement model uses indicators to identify which latent variables are formed by the formation of domains. Each variable then appears on the measurement model as a separate one.

The increased interest in visiting caused by digital communications is stated to be 4.6 on a scale of 1 to 5.

Information collected on the first theory supports the positive effects of digital communication on Indonesia tourism. Although the coefficient path on this variable is 0.311, the value is higher than tvalue (1.96 vs. 3.783), which means H0 can't be proven true and H1 can be proven true. This means 5% of errors show that digital communication significantly increases Indonesia tourism interest. Additionally, this information supports the research hypothesis, which states that digital communication has a significant positive effect on Indonesia tourism.

A recent research shows that 87% of shoppers believe reviews they see online influence their purchasing decisions (such as tourist interest). Additionally, Sichtmann and Diamantopoulos showed that digital communications have a significant effect on their intended purchase in a 2013 study. The measurement of digital variables in this research comes from Oliveira, Baptista, Thomas and Campos' theory (2016).

Gathering essential information about a region is a high priority for many travelers. This is due to the fact that information is easily spread through communication channels. Many visitors take advantage of the fact that the information manager promotes destination information. Effective communication can increase sales by encouraging more people to buy. It also helps tourists decide if they want to visit and listen to the information they need.

People believe digital communication to be an important source of information. This leads to people's decisions on what they buy. For instance, purchasing decisions influenced by digital communication can be seen in research by Mudege and Aras (2015). In line with Tiago & Verissimo 2014's research on digital communication effects on tourist attraction, a significant relationship exists between the two. People become interested in a particular tourist spot through exposure to the information first. They would desire to visit this location afterward.

Because they extensively researched these tourist destinations before visiting them, they chose their destination based on their interests. Furthermore, research by Kassim and Asiah Abdullah (2010) indicates that digital communication has a positive impact on someone's interest in visiting a tourist location. As a result, increased digital communication has a huge effect on the interest people have in visiting these locations.

According to Dirhamsyah, 2007, digital communication is an important part of the tourism industry. Before purchasing a service or product, it's impossible to estimate the impact of digital communication. This is because purchasing intangible services and products involves a greater chance of failure. As a result, consumers look towards the influence of digital communication when making purchasing decisions. According to research performed by Melendez, Mullins, Eddington, Boyden, Mattingly and Mullins (2019), digital communication has an effect on decisions made when purchasing tourism related products.

People have little faith in digital communication due to their lack of trust. The study found that the variable's close was 0.213, and was determined through observations in the field. When assessing digital communication from unknown sources, such as social media and the internet, people usually don't have much faith in it. This leads them to resist travelling to Indonesia.

The influence of supply chain service on interest in visiting (X2 -> Y)

Data gathered through hypothesis 2 supports the idea that supply chain services increase motivation to visit Indonesia tourism. It proves that attributes for Indonesia tourism products have a path coefficient value of 0.575 and a statistical value of 10.115. This means their path coefficient values are higher than 1.96, which is the t-value for research. Because 10.115 exceeds 1.96, it's concluded that H0 — that supply chain services have no effect — is incorrect. According to the data, 5% of supply chain services tourists inaccurately state their motivation for going to Indonesia. This indicates that supply chain services have a positive effect on tourism motivation in Indonesia. Therefore, the research hypothesis has been confirmed by the data.

When choosing a destination for tourism, one should consider the products they'll buy. This is because certain attributes of a product significantly influence how someone chooses which option to pick. Additionally, Delgado-Ballester, Navarro and Sicilia (2012) found that purchasing benefits caused by effective product attributes work together to provide overall benefits that cause tourists to purchase. Digital means of communication can help consumers understand their purchase more easily. Doing so leads to higher sales when consumers visit the site; this is because digital communication aligns with findings from Bellezza and Keinan (2014), Delgado-Ballester et al. (2012) and other sources. In short, people don't buy products— they buy the benefits and value offered by providers. Adding a price to a product determines its satisfaction score, which is considered a complex combination of values.

Indonesia has a high mountain tourism spot as it has land with thirteen hectares. These tours can be seen in their Instagram photos such as rides on Mount Api, Flying Lounge and Kora-Kora. Other tours are available such as Love Seat, Sky Bike, ATV, Sky Carpet and Sky Wheelchair. Indonesia's tourism industry continues to grow rapidly thanks to the natural beauty offered by their pine trees.

Effect of visiting interest on visiting decisions (X -> Y)

According to hypothesis 3, which states data found that the visiting interest variable has a 0.732 positive path coefficient, indicates that it has no effect on the decision to visit Indonesia. Indicates that 5% random inaccuracies in results are significant positive effects on interest in visiting Indonesia tourism. Consequently, the hypothesis is either rejected or accepted. This indicates that the research hypothesis is accepted when it is inaccurate by 5%.

Visiting tourists base their decisions on their inner interests in visiting specific tourist destinations. When interested in a destination, travelers realize that they enjoy visiting that location due to their interests. This motivates them to decide to visit the location they like. Prior interest in a tourist destination leads to increased desire to visit the location through subsequent visits. This is due to a greater understanding of the place, which reinforces belief in it as a worthwhile diversion (Rodrigues, Gasalla, Duarte, & Sumaila, 2010). The research of Grønhaug, Kleppe and Haukedal aligned with this statement (1987). They found that interest in visiting an area led to specific decisions about whether or not to visit, even when the decision was unrelated to the interest.

Information about a tourist spot is often found through social media. This allows people to get a first impression of the place before even visiting. Additionally, positive messages about a location can be passed around through social media. This can lead people to decide whether or not they want to travel to that particular place. It can even lead them to decide where they want to travel to. A study conducted by Chen & Phou (2013) supports this idea; it found that reviews on social media held a strong positive effect on people's interest in visiting the location. This means that in order to increase visitors' interest in tourism, managers need to use marketing techniques. These techniques could include marketing the advantages and

qualities contained in tourism services. In order to encourage tourists to consider visiting specific tourist attractions, this management company offers satisfying services (Omondi, Murithi, & Wanjau, 2018).

When people come to a place, they have a hidden motive behind their desire to visit. This is because most people come to see something or tour. People use social media to measure the number of visitors in a location so they can attract new ones. People also look at online reviews to see if other travelers like their destination (Fay & Haydon, 2018). People don't know what other travelers expect or desire when they come to a location.

CONCLUSION

Digital communication has a significant and positive effect on visitors' interest in the supply chain. It also has a significant and positive effect on visitors' interest in contributing. A significant benefit is seen in visitor interest where it can influence the decision to visit through discussions and results achieved by the researcher. A number of issues arose as the result of this study. These include a lack of study subjects that only included domestic tourists and difficulties collecting data from foreign tourists. Additional research is recommended; this should also use both quantitative and qualitative methods. Additional study is needed to analyze both domestic and international tourism competition. This can be done using a variety of methods and approaches to create a more in-depth analysis. Social media is the most popular way of sharing information; it's hoped that the tourism industry can use this as a promotional tool. Currently, people believe digitalization is getting close, which leads to the belief that competition will increase. This motivates them to create a new business plan that can adjust to this competitive environment.

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