



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



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Travelers' Motivation: impact of information factors in Tourists Visiting Intentions

Nareenad Panbun

Faculty of Management Sciences
Suan Sunandha Rajabhat University, Bangkok, Thailand

Abstract

This study examines the influence of credibility of the website, image of a tourist destination, motivation to elaborate information on traveler attitudes and intentions towards tourist destinations of tourists visiting. Used laboratory experiments to ensure this observation variables controlled, the number of participants consisted of 160 students. Hierarchical regression analysis is used to elaborate on the relationship between variables. The study results indicate that the phenomenon of traveler attitudes and intentions influenced by the credibility of tourists visiting the website, the image of a tourist destination and motivation to elaborate information and has been tested significantly. Implications for further studies discussed in this study.

Key-words

Tourist Destinations, Motivation To Elaborate Information,
Traveler Attitudes

Introduction

The Role of motivation to elaborate information on the attitudes and intention of tourists in the tourism context interesting to research. Previous studies indicate the diversity of use the variable motivation to elaborate information on the model that has implications for the limitations of the model can only be used on the objects and settings are observed (Chiu & Chiu, 2012; Park & Kim, 2008; Lee, 2009; Petty, & Cacioppo, 1983). These conditions indicate the limited ability of the model that can be applied to any situation, so as to provide space for this research to design an alternative model which is expected to be applied to the study phenomenon.

Elaboration Likelihood Model (ELM) is a persuasive approach to the process of the formation of attitudes, based on the motivation and the ability to pay attention to, process and assess the quality of information in the context of a person persuasion (Petty et al., 2004; Petty & Cacioppo, 1986). Travelers in search of information aimed to obtain comfort, support knowledge to act, and also reduces the uncertainty for the information seekers (Belkin, 1978; Buckland, 1991).

Previous studies described that travelers are increasingly making use of information from the site Users Generated Content (UGC) to make decisions related to traveling and to form perceptions and impressions about travel destinations. In his research was revealed the hospitality and tourism industry has been integrating UGC site into an online business strategy (Fotis, et al., 2012; Cox et al., 2009).

Literature review

Destination Image

The image of the destinations influences on attitudes and behavior of tourism, strengthen, create, and modify them (Kim & Richardson, 2003). It was formed on the basis of destination images exchange between values is sought and expected, as well as the efforts made to get those values (Gunn, 1988). Destination image formed basically through message and impression (Kotler et al., 1993), previous research revealed that the theory assumes individuals have ELM different perceptions in the process and think about the message and the impression towards the object, so that if the involvement and motivation of someone to elaborate on the information, and the information obtained is positive, the information will have an impact on changing attitudes and reinforce perceptions of tourists against the image of tourist destination (Wagner & Petty, 2011).

Website Credibility

Tourists generally seek information online, this is done to reduce the risk in making decisions that are not profitable at the time of the tour (Fesenmaier & Jeng, 2000). Media website is one of the media that make it easier for travelers to search for information, supported by internet technology, it is also capable of creating collaboration information, of use to the spread of information, ultimately influencing decision making to travel (Julian et al., 1995; Jin et al., 2009; Litvin et al., 2008; and Pan et al., 2007).

The response of a person against an interesting experience story about a tourist destination will influence the attitude to love and intend to visit, different conditions when one will do the excursions with the search for information through internet media such as websites, and when obtaining information that someone will respond positively when getting positive information and vice versa (Jun & Gibson, 2008). These conditions describe two situations that show different information processing behavior, previous research reveals the theory of temporal distance is based on the theory of involvement of ELM is able to describe two of these conditions (Trope & Liberman 2003; Liberman & Trope 1998; Petty & Cacioppo, 1981). Based on previous discussion which was revealed in previous research that the ELM is part of a process that is able to change his attitude and also increase the power of attitude (Lee et al., 2007). Thus the hypothesis of this research are:

H1: The higher the perception of the credibility of the website, the higher the intentions of tourists visiting

H2: The higher the perception of the image of the object, the higher the intentions of tourists visiting

H3: The higher the motivation for elaborating information would further strengthen the influence of perceptions of website credibility of the intentions of tourists visiting

H4: The higher the motivation for elaborating information would further strengthen the influence of perception of the image of the tourist destination of the intentions of tourists visiting

Attitude

Attitude is a psychological context expressed positively or negatively when associated with certain behaviors (Ajzen, 1991; Schiffman & Kanuk, 1994; Kraus, 1995). In the tourism context, attitudes traveled consist of cognitive factors that an evaluation conducted in shaping attitudes; affective which is a psychological response in expressing the preference of tourists to a destination; and component behavior is an indication of intentions verbal tourists to visit or use the tourist destination (Vincent & Thompson, 2002).

Tourist attitude is effective predictors of the traveler's decision to travel to the destination (Ragheb & Tate, 1993; Jalilvand & Samiei, 2012). The approach uses the theory of planned behavior (theory planned behavior / TPB) reveals the influence of attitudes towards behavioral intentions (Ajzen, 1991; Lee, 2007). Other studies revealed that the involvement and motivation for someone to elaborate height information, and the information obtained is positive information, will have an impact on the higher intentions tourists to visit (Wagner & Petty, 2011), as well as other expressions that theoretical elaboration (ELM) are able to provide understanding as moderating and mediating variables to changes in attitudes and intentions (Petty & Cacioppo, 1986).

H5: The higher the tourists attitude, the higher the intentions of tourists visiting

H6: The higher the tourist motivation to elaborate on the information, further strengthening the influence of attitude tourists of the intentions of tourists visiting.

Methodology

This research uses experimental approach to design, the number of participants as many as 160 students on campus UPI, taking into account the factorial design consisting of a combination of treatments: 2 (credibility of the website: high and low categories) X 2 (the image of tourist destinations: high and low categories) X 2 (motivation elaborate information tourist destinations: the high and low category), in order to obtain 8 groups that received different stimulus material.

Conclusions

Based on the results of testing the hypothesis (H1), as stated in Table 1 for level 1 indicated a pattern of positive and significant influence ($\beta = 0.0420$; Z test = 2.7416; $p < 0.01$), while for level 2 pattern indicated a significant negative influence ($\beta = -0.0818$; test Z = -3.2174; $p < 0.01$). The test results support the hypothesis (H-1). Therefore, the perception of the credibility of the website is considered important for travelers in forming intentions of tourists visiting. The test results are consistent with previous studies (Nhon & Thu, 2014; Jin et al., 2009; Chen et al., 2008; Cheung et al., 2008; Kerstetter & Chou, 2004; Lafferty and Goldsmith 1999).

Hypothesis (H-2) which states that the higher the perceived image of the object, the higher the intentions of tourists visiting evidenced by the test results for the level 1 which states the pattern of positive and significant relationship ($\beta = 0.1028$; Z test = 5.4379; $p < 0.01$), and level 2 ($\beta = 0.0843$; Z test = 1.0946; $p < 0.01$). It shows the alignment of the test results with previous studies (Frias et al., 2008; Chen and Tsai, 2007; Baloglu & McCleary, 1999a; Beerli & Martin, 2004; Chen & Kerstetter, 1999).

TABLE : The Hirarchical Regression Analysis Results

Dependen Variable	Level 1	Level 2
Garch	-0,1529 (0,0353)***	- 0,0862 (0,0130)***
Constant	-0,3423 (0,0924)***	-0,3568 (0,1660)***
Attitude (ATT)	0,7699 (0,0360)***	0,8314 (0,0660)***
Website Credibility (WC)	0,0420 (0,0153)***	-0,0818 (0,0254)***
Destination Image (DI)	0,1028 (0,0189)***	0,0843 (0,0771)***
Motivation to elaborate information (MT)	0,0821 (0,0357)***	0,33017 (0,0610)***
MT*WC		0,0340 (0,0082)***
MT*DI		0,0173 (0,0164)***
MT*ATT		0,0740 (0,0168)***
F-test	10,5308***	15,8643***
R-Squared (R^2)	0.8877	0,9041
Adjusted (R^2)	0.8563	0,8813
Δ Adjusted R^2		0,0251
F-test Δ Adjusted R^2		16,160***

Statement hypothesis (H-3), the higher the tourist motivation to elaborate on the information, further strengthening the influence of the perception of the credibility of the website on the intention tourists to visit, based on the results of this test proved, it is shown from the test results of step 2 that states the pattern of a positive and significant ($\beta = 0.0340$; Z test = 4.1782; $p < 0.01$). This test indicates the role of tourist motivation for the elaboration of information capable of being a good moderator variable to strengthen the influence of the perception of the credibility of the website on the intention tourists to visit. The test results are consistent with previous testing (Heesacker et al., 1983; Moore et al., 1986; and Zhang & Buda, 1999).

Testing level 2 for testing hypotheses (H-4) indicated a pattern of relationships positive and significant ($\beta = 0.0173$; Z test = 1.0528; $p < 0.01$), therefore the higher the tourist motivation to elaborate the information, the strengthen the influence of tourists perception of the image of the object on the intentions of tourists visiting proven. Based on previous research, there is harmony between the

test results in previous studies (Wagner & Petty, 2011; Park & Kim, 2008; Park et al., 2007; Rucker and Petty, 2006; Petty & Cacioppo, 1983). This indicates that the motivation of elaboration of information strengthens the influence of tourists perception of the image of a tourist destination on the intentions of tourists to visit.

The test results on the first level for the hypothesis (H-5) indicated a pattern of relationships positive and significant ($\beta = 0.7699$; test $Z = 21.4188$; $p < 0.01$) and for level 2 pattern indicated a positive and significant relationship also ($\beta = 0.8314$; test $Z = 12.6065$; $p < 0.01$), it is proven that the higher the traveler attitudes towards tourism tourists to the higher intentions. Therefore, the test results are consistent with several previous studies (Fakharyan et al., 2012 and Jalilvand et al., 2012). Hypothesis (H-6) which states that the higher the tourist motivation to elaborate the information, further strengthening the influence of the attitude of tourists to the attractions on the intentions of tourists visiting proven, this is indicated by the test results at level 2 which states the pattern of a positive and significant ($\beta = 0.0740$; Z test = 4.4094; $p < 0.01$). The test results are consistent with previous studies (Wagner & Petty, 2011; Park & Kim, 2008; Park et al., 2007; Rucker and Petty, 2006; Petty & Cacioppo, 1983).

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