Artikel 1

by Deborah Naomi

The Influence of Smart Tourism Technology (STT) on Intention to Visit in Talaud Island Regency

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Abstract. *Technological sophistication provides a lot of ease of access information, including tourism information. Usually, before makes a travel itinerary, tourists often look for more information before making a decision. The objective of this research is to find out the effect of smart tourism technology application into the intention to visit in Talaud Island Regency through trustworthiness. This research has six hypotheses and is measured quantitatively by distributing questionnaires to 130 respondent. All the data collection further analyzed with structural equation modeling method. The results of this research were found that information quality, source credibility, and accessibility are positive influences trustworthy. On the contrary, interactivity and personalization do not significantly affect trustworthiness. In addition, trustworthy have a positive affect intention to visit. The finding of this research also indicate that information which was received by the tourist would increase their confidence and encourage them to stay.*

Introduction& Research Problem

The development of information and digital technology continues to overgrowing. Digital technology makes it easy for many people to access the information they need anytime and anywhere; this is also applied in the tourism industry. Tourism is a multidisciplinary subject consisting of an understanding of psychological, geographic, economic, and other aspects. In essence, tourism depends on the perspective of vacation activities, which include the purpose of the trip, how much time is needed in the tour and how long will be spent during the holidays, and the situation being experienced in the country to be visited [1]. In the concept of improving the tourism industry, Smart Tourism, E-travel, and Augmented Reality Tourism became a trend that is currently overgrowing in the market. An organization must create a technology-based tourism concept starting from the moment a prospective traveler searches for information related to the tourist area, travel planning to when the future traveler executes their itinerary. Smart Tourism Technology (STT) is a technology-based tourism information search concept used by tourists to find information, transact, and communicate. Smart

Tourism Technology, according to [2], is a technology-based tourism concept where obtaining information becomes very easy, detailed, and faster because it is supported by internet connectivity. In general, STT supports the trip planning process by providing relevant and detailed information to prospective tourists interactively to make decisions on their trips itinerary. Implementation of STT, use of existing internet technology will help tourists find new destinations and arrange their plans. Smart Tourism Technology included smartphone applications, online travel agent websites, and search engines; they can make it easy for users to access various travel information. The components of STT, namely information quality, source credibility, interactivity, accessibility, personalization [3],[4]. In the context of smart tourism, before someone decides to visit somewhere, they tend to do a little research to find information about the location. Trust in the information received will usually lead to a desire to see the area. The object of research in this study is the Talaud Islands Regency.

Talaud Islands regency itself is a regency located in the north of Central Indonesia that borders directly with the Philippines. Following its name, the area endowed with the ocean's vast natural richness and many beautiful uninhabited islands. This area is included in the central government development acceleration program because it classified in 3T (Terluar, Terdepan, Tertinggal) or Outer, Leading, Lagging regions. Because of its location on the Indonesian border, this area is always synonymous with retarded things. Besides, many people do not know this area, even though this area is one of Indonesia's gates in international trade and the gateway of the eastern region of Indonesia. Of course, this affects the tourism industry. Based on data from the Central Bureau of Statistics from 2016 to 2018, domestic tourists who come to Talaud Islands are never more than 3,000 people; not only that, the number of foreign tourists visiting the Talaud Islands has only reached 277 people since 2016-2018. So, the research problem is the low level of tourist visits to Talaud Island. This research was conducted to see how much influence STT has on visiting tourists in an area, especially for border areas. This research was conducted using SEM analysis methods. In this study, we used the elaboration likelihood model as a theoretical framework to show a person's behavioral changes in processing the information they receive. Using ELM theory, one's belief that the story will impact decision-making in the future [4]. Acceptance of information can often lead to a change in a person's attitude [5]. Therefore, the use of ELM theory in applying STT becomes very important to see the intention to visit.This research is expected to help local governments, especially border areas, create an innovative product by utilizing STT to help increase the number of tourist visits in the area.

Literature Review

2.1   Elaboration Likelihood Model

Elaboration Likelihood Model (ELM) is a theory that explains the changing attitudes resulting from the acceptance of information from outside that has a clear communication pattern [4]. ELM explains that changes are not only influenced by

cognitive aspects but can be through different assessments depending on the situation. This means that when a person is given information in an unpleasant situation, then the reaction that appears is adverse, and vice versa [5]. So it can be explained that each individual can differ in the way they respond to a message. In ELM, the motivation and ability of individuals to process the messages presented become very important [6]. Motivation represents the reason a person acts, one's desire, and the need for a message to convey. This can be affected by the pattern of processing messages. Meanwhile, the ability has an impact on one's intelligence and level of knowledge. Relates to how many letters are received after passing through communication interruptions and message repetitions [6]. According to ELM, this ability and motivation can be measure by building the concept of "elaboration likelihood." In ELM, there are two persuasion routes in processing information, namely the central route and peripheral route. On the main path, a person with high motivation and ability to process messages tends to be careful in dealing with the messages received and tends to be influenced by the quality of the information they receive [7]. While on peripheral routes, a person who has a lower motivation and ability to process messages tends to pay attention to the attractiveness of the message resource without questioning the actual benefits of the information received [5].

2.2 Conceptual Framework

In this study, a conceptual framework was drawn up to determine the relationship of variables that affect the intention to visit prospective domestic tourists. In previous research, the conceptual framework consisted of information quality, source credibility, interactivity, accessibility, and personalization [3][4].
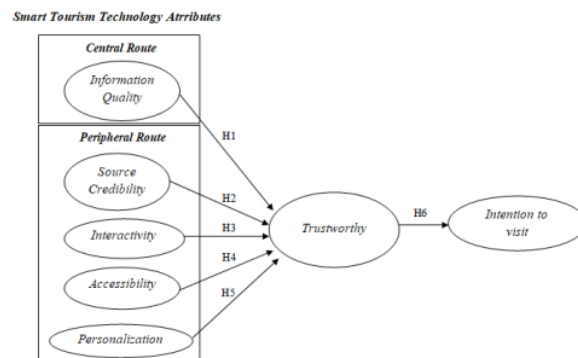
Fig. 1 Conceptual Framework [3] [4]

2.3 Information Quality

Information quality is determined by how valuable information is so that it can have a positive or negative impact on the recipient of the information [8]. The involvement of tourists in finding information related to their travels is usually done online i.e., using internet connectivity [9]. [10]explained that information quality is one reason consumers believe in a service, where consumers have felt that so far, the information provided can make a positive contribution The quality of information depends on consumer needs so that the consumer considers that the information can be trusted by the consumer itself [11]. Disseminating honest and quality information related to travel on websites or social media can make consumers believe in that information [12].

H1: Information Quality has a positive effect on Trustworthy.

2.4 Source Credility

Source credibility is the ability of information that can be trusted by others and assure the person [4]. Source credibility has also been used in advertisements to measure the credibility influence of such sources of information received by consumers, especially in the service industry. It can be measured through expertise, trustworthiness, attractiveness, and similarity [13]. The credibility of information is undoubtedly by its recipient when it comes to a trusting source [14]. Source credibility can influence consumer confidence when statements or information are judges to be genuine, honest, and to the point [14]. According to Schindler & Bickart (2012), in [15] the most important thing to assess a consumer's confidence in information is how the information presented, both in terms of its content and the writing style consisting of the choice of words and language styles used.

H2: Source Credibility has a positive effect on Trustworthy.

2.5 Interactivity

Interactivity is considered one of the most critical must-haves affecting user decision-making in electronic services [4]. An interactive website usually has a quick response, which is why responsiveness is referred to as vital because it relates to the feedback received by users when they access information [4]. According to [16], interactivity can be seen from the types of uses that are for education, two-way relationships, scientific research, and support in decision making. Quality interactivity, where information exchange occurs, can boost consumer confidence [17]. According to [18], interaction is the basis of building trust, where this trust is built gradually and can develop in the future

H3: Interactivity has a positive effect on Trustworthy.

2.6 Accessibility

Accessibility refers to the efficacy of websites providing information content to make it easier searched and accessed by its users [4]. Making web pages more comfortable to use and read by each user becomes the primary purpose of accessibility. The need for accessibility is to address visual, motor, auditory, seizures, and cognitive disabilities for those with disabilities [19]. Accessibility to information, where consumers feel the ease of accessing it, can affect consumer confidence [20]. The ease of accessing tourist travel information both in terms of tourist sites, accommodation, public facilities, and transportation using the internet can encourage consumer confidence in the information it obtains [21].

H4: Accessibility has a positive effect on Trustworthy.

2.7 Personalization

Personalization is also the process of identifying consumers, collecting records of consumer behavior, analyzing consumer preferences, and customizing them to the needs of those consumers [22]. Personalization is also the process of identifying consumers, collecting records of consumer behavior, analyzing consumer preferences, and customizing them to the needs of those consumers [22]. When a consumer gets personalized information and service with his needs, then the consumer will have a higher sense of trust so that it becomes loyal [23]. According to [9], that consumer confidence in particular websites that provide personalized information and services with consumer needs will have a positive effect in the future.

H5: Personalization has a positive effect on Trustworthy.

2.8 Trustworthy

Trustworthy is a person's level of trust when receiving information [14]. According to [21], trustworthiness is considered an essential dimension of accessing information by online. According to [24] intention to visit is a tourist trip that usually arises from tourists' mindset and behavior who can influence future travel decisions. This indicates that a person's desire tends to give a positive response in making future decisions [24]. [24]also explained that consumer confidence has a positive relationship with the intention visit built from the recommendations of others. According to [25]demonstrated that there is a positive relationship between trust and will to travel where beliefs are obtained from information obtained either from a website, a person's review or from social media.

H6: Trustworthy has a positive effect on Intention to Visit

Methodology

The population of this study was domestic tourists. Since the Indonesian government was trying hard to recover the domestic tourism due the Covid-19 pandemic that occur across the world. The Indonesian government wants to target the rise of the tourism industry again by encouraging domestic tourists to take vacations with health protocols. The research questionnaire was distributed online, with 130 respondents who were domestic tourists with a minimum age of 17 year old. Holiday period is one of the screening questions in this study, where the minimum vacation time is above six days and conducted within a period of four months. The sampling techniques in this study use Non-Probability Sampling. Non Probability Sampling is a sampling technique that relies on a researcher's personal assessment rather than the selection of sample elements that fit the procedure. In the sampling process, the method used is a cross-sectional design [26]. The cross-sectional design is a research method that involves retrieving information done only once from samples in the population element [26]. To obtain the primary data source, researchers deployed a questionnaire. The questionnaires' deployment is done randomly and online using Google Form and then obtained using SEM (Structural Equation Model) research techniques using Lisrel software version 8.80. The measurement scale in this study used a Likert scale of 1-5 (strongly disagree - strongly agree).

Result and Findings

Pre-test data processing result was show, the validity of each indicator is declared valid because it has a value of KMO, Anti-Image, Factor Loading $\geq$ 0.5 and the reliability value of each variable is declared reliable because it has a Cronbach alpha $\geq$ 0.7 [27]. Structural model calculations in this study found that of the five elements of smart tourism technology (STT), three factors positively influence trustworthy, and two hypotheses have no positive effect. However main data result was indicates the indicator is invalid and one variable is not reliable. Hypotheses result show, H1: information quality has a positive influence on trustworthy with t-value, 2.33. H2: source credibility has a positive influence on trustworthy with t-value, 2.46. H3: Interactivity has no positive influence on trustworthy because it has a t-value below standard that is 0.14. H4: Accessibility has a positve influence on trustworty with t-value, 4.79. H5: personalization has no positive influence on trustworthy because it has a t-value below standard that is 0.51. H6: trustworthy has a positif influence on trustworthy with t-value, 6.13.

Conclusion, Implication and Significance

For that from six existing hypotheses, there are four supported hypotheses and two unsupported hypotheses. The R^2 value of information quality, source credibility, interactivity, accessibility, and personalization to trustworthy is 0,84, which means is the influence of the five variables on trustworthy is 84%. While the value of R^2 from

trustworthy to intention to visit is 0,29 or the magnitude of its influence is 29%, there are still 71% of indicators that can influence intention to visit. This study's results indicate that the confidence of potential tourists to the information they receive can encourage intention to visit. With the results of existing research to increase the level of tourist visits in Talaud islands, the government should apply the concept of smart tourism technology. Proper use of communication media is one of the tools that can promote border areas. Local governments must have their own website containing a wide range of information and managed by the Regional Tourism and Culture Department.The purpose wants to carry out regional promotion. Local governments should integrate information across all existing communication media platforms, both social media and websites, so that the information provided is targeted and quality. Cooperation between the government as a decision-maker, business, and community is an important factor in realizing a good communication flow. Integration between every department in government is necessary to create a piece of information that is quality, trustworthy and has good credibility. This research can also help regional businesses create a good, quality, and unique product and service for visiting tourists.And the last, future research direction can be suggested to look at the health perceived value, which includes health facilities or information on the number of Covid-19 cases. So that future research can be conducted related to health perceived value of trustworthiness. Other than that, based on the value of R^2 of TR to IV, where there is still a 71% chance of being influenced by other factors, it can be advisable to look at the destination image influence on intention to visit. The aim is to determine whether the destination image of the Talaud Islands Regency can affect the intention to visit.Besides, research can also be conducted, taking into account infrastructure and regulatory factors that can affect the intentions of visits to Talaud Islands.

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