Influence of Traveloka's Instagram Social Media Advertising on Sumba on Followers' Visit Decisions

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Abstract

The latest developments in information technology have provided quick and technically straightforward access. In the rapidly evolving world of the internet, various types of e-commerce, such as online travel agent (OTA) companies, have emerged. Tourism in Indonesia is currently considered one of the significant influences in the country. Traveloka is an online travel agent used for booking tickets and various accommodations online. Additionally, Traveloka is known for its active presence in advertising on various social media platforms. The aim of this research is to determine the Influence of Traveloka's Instagram Social Media Advertising on Sumba on Followers' Visit Decisions. This study employs communication theory (S-O-R) or Stimulus-Organism-Response. The research method is quantitative, involving several data analysis techniques to analyze the obtained data from questionnaire distribution, including Normality Test, Correlation Test, and Simple Linear Regression Test to understand the extent of the influence among the variables being studied using SPSS. The research concludes that Instagram advertising influences visitation decisions. The hypothesis can be interpreted as Instagram advertising having an impact on Visit Decisions.
Keywords: Instagram Advertising, Sumba, Traveloka, Visit Decisions.

Introduction

The latest developments in information technology have facilitated quick and user-friendly access, requiring minimal time and technical know-how. The use of technology has the potential to create new routines across various aspects of life. The number of digital platform users in Indonesia continues to grow each year, as indicated by a study from the Association of Internet Service Providers in Indonesia (APJII). According to their research, the number of individuals using the internet in Indonesia reached 215.63 million during the 2022-2023 period. For comparison, this figure represents a 2.67% increase compared to the 210.03 million users in the preceding period. (apjii.or.id, 2023).

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As time progresses, the rapid development of technology and information in Indonesia, particularly in the field of digital business, becomes increasingly significant. Businesses rely on digital advertising to create lasting and relevant impressions, aiming to attract consumers. Kotler & Keller define advertising as a form of social communication used to promote products and services by sponsors who pay for the advertisements (Hediyanti, 2021). According to Widyatama, advertising is also recognized as a communication process with significant advantages in marketing products, services, and conveying ideas or concepts using specific channels or media that can involve persuasive information (Hediyanti, 2021). Social media plays a crucial role for companies in communication, information sharing, daily support, advertising, sales, and creating content for potential social media consumers. (Karamang, 2022).

Additionally, Indonesia's tourism is currently considered one of the most significant influences in the country (Hediyanti, 2021). The tourism industry contributes to many key sectors to ensure the smooth operation of tourism, including the hospitality sector. One factor contributing to the development of tourism is the rapid advancement of technology and information. One real advantage lies in the ease of booking hotel rooms online.

In line with the developments occurring worldwide, particularly in Indonesia, there is a significant focus on the evolution of the internet as a digital platform. This evolution serves as a primary pathway for entrepreneurs to effectively run and promote their businesses (Bloomenthal, 2021). Among various types of e-commerce, one notable example is the online travel agent (OTA). Online Travel Agents (OTAs) enable consumers to book tickets, hotel vouchers, and access services anytime, anywhere, solely through mobile devices accessed via websites or applications.

Tourists typically prefer to make purchases online rather than directly from travel agencies. This preference has evolved over time, especially as the internet has become integral in land, air, and sea transportation. There is no need to go to ticket counters and wait in line to purchase tickets, as customer awareness has shifted significantly with the advent of online booking services (Kumparan.com, 2022).

According to a survey (Databoks, 2022) raveloka is recorded as the most favored Online Travel Agent platform with a data percentage of 67.5%, while the rest is distributed among Tiket.com 21%, Agoda 5.5%, Airbnb 2%, and other Online Travel Agent platforms. On June 17, 2023, the Online Travel Agent platform Traveloka achieved a significant milestone by officially joining The World Tourism Organization (UNWTO) to contribute to the tourism sector in Southeast Asia and sustainable tourism. As the only Online Travel Agent platform to attain this status, Traveloka shared insights on the challenges and opportunities in the evolving tourism era, along with strategic partnerships with local and regional governments (Traveloka.com, 2023).

Traveloka is renowned as a leading travel platform in Southeast Asia, providing access to facilitate the discovery and purchase of travel necessities such as various types of accommodation, transportation, local attractions, and financial services products. Traveloka actively creates advertising content on Instagram @traveloka.id, with the latest followers recorded on April 4, 2023, totaling 953k with a total of 2,647 posts and regular daily updates on Instagram Stories. One Traveloka Instagram ad with high engagement is found in the Sumba

edition, with content views reaching 1.1M, 70,572 likes, and 667 comments and interactions from Traveloka followers. The content focuses on obtaining recommendations and quickly and easily booking tickets while in Sumba using the Traveloka app, featuring Refal Hady. According to Kotler & Keller, social media is applied as a tool for consumers to disseminate information widely in the form of captions, photos, sound, and video recordings (Kurniawan, 2020). The decision of followers to visit is influenced by social media advertising on potential consumers. By making efforts to improve advertising content on Instagram with high-quality videos, compelling messages, and avoiding monotony, it is expected to influence followers' decisions to visit Sumba with Traveloka.

Based on the above phenomenon, the research problem is formulated as follows: Does the Traveloka Sumba edition advertisement significantly influence the decision of followers to visit, and to what extent does the Traveloka Sumba edition advertisement impact the decision of followers to visit? The objective of this research is to determine the influence of Traveloka's Instagram social media advertising, specifically the Sumba edition, on followers' visit decisions. The academic benefit of this research lies in providing information for future reference, utilizing the same concepts and foundations, particularly in terms of methods such as communication through advertising on Instagram social media. On the practical side, the hope is that Traveloka will facilitate online ticket purchases and consistently engage in social media campaigns within the scope of local tourism.

Literature Review

Stimulus Organism Response (S-O-R) Theory

This research employs the Stimulus Organism Response (S-O-R) theory, which posits that communication operates based on a series of reactions. Essentially, this theory suggests that words, nonverbal expressions, and specific symbolic signs can stimulate a target to respond in a particular way. The S-O-R theory was introduced by Houland in 1953, outlining the existence of these three elements. According to Efendy, the primary goal of media communication, especially in stimulating and altering the attitudes and behaviors of the target audience, is to encourage them to take similar actions. (Abidin, 2021).

Instagram Advertising

In general, according to Tjiptono, advertising is a form of communication conducted indirectly or through intermediaries, based on information about the usefulness or benefits of a product. It is intended to create a joyful and pleasant feeling to encourage purchases (Santosa, 2020). Advertising is structured as a collection of impersonal communication information, typically characterized by persuasion for payment through various media for goods, services, and ideas identified as sponsors (Pristiwa, 2021). The above definitions of advertising represent a form of non-personal communication with the goal of inviting potential consumers to influence the advertised product or service.

Instagram advertising is a feature that businesses can utilize to promote and introduce their products or services. Instagram users can contribute to the displayed advertisements by liking and commenting on them (Alfaruq, 2021). Advertising on social media disseminates a

lot of information to help understand the desires, intentions, goals, and media choices that will impact the target audience of the advertisement (Hardany, 2022).

There are five indicators in Instagram advertising: Information, so that potential targets can easily understand and remember the content of the advertisement; Image, to present visually appealing visualizations with eye-catching colors; Audio, so that potential targets can clearly understand the message conveyed, including engaging sound effects; Price, to provide the best competitive offerings to attract the attention of potential targets; and Promotion, to offer discounts and attractive promo codes(Yudha et al., 2022).

Social Media

Social Media is a platform that serves a dual role. Its utility extends beyond being a tool for communication; it is a medium used by users to explore various kinds of information. Social media is also referred to as an Internet tool for users to represent themselves, socialize virtually, collaborate, interact with other users, and build relationships online (Mustapa et al, 2022).

Social media is an online medium utilized by society as a means to engage in social interactions through the internet (Butar et al., 2022). Social media is known as one of the internet-based platforms, such as Instagram, Facebook, Twitter, and TikTok, used for sharing information with various concepts like text, images, audio, and even videos, typically aimed at conveying specific information to others (Hartawan et al., 2021). Meanwhile, according to Keller, social media serves the purpose of disseminating information in the form of text, images, sound, and video recordings with others and other business endeavors. A common characteristic of all social media is the openness of dialogue among users (Batee, 2019). From these definitions, it can be concluded that social media is the most effective way to promote businesses due to its broader reach. In advertising on social media, several commonly used platforms include Instagram, Facebook, and Twitter (Prasetyo, 2016). Therefore, social media is known as one of the effective alternative media for interacting with consumers through discussions to disseminate information (Prasetyo, 2016).

Instagram is a photo and video-sharing tool launched in October 2010, applying digital filters to users' content. It allows users to share moments with other social networks like Facebook, Twitter, and TikTok. The rapid development of the digital era has made Instagram an excellent application for social media, information, and news. Many people appreciate Instagram for its ease and speed in sharing content. This is supported by several indicators that facilitate interactivity in advertising on Instagram, such as the use of adequate facilities, users' responses matching expectations, and effective interactions between sellers and buyers (Ma'ruf, 2017).

Online Travel Agent

An Online Travel Agent, commonly known as an OTA, is an agency that handles travel arrangements, typically serving as a sales medium through online platforms, either websites or applications. The term "Biro Perjalanan" is another way of expressing Online Travel Agent, with a mission to mediate the target market and conduct sales online through a website. A travel

agency's website is controlled by an OTA by facilitating distribution and providing booking facilities for operators (Hendriyanti, 2021).

An Online Travel Agent is a virtual travel agency, also known as OTA, that serves various aspects of travel beyond just online bookings (Santosa, 2020). Many portals often expand their travel services to cover international visits, including flight reservations, accommodations, vacation packages, transportation, and insurance.
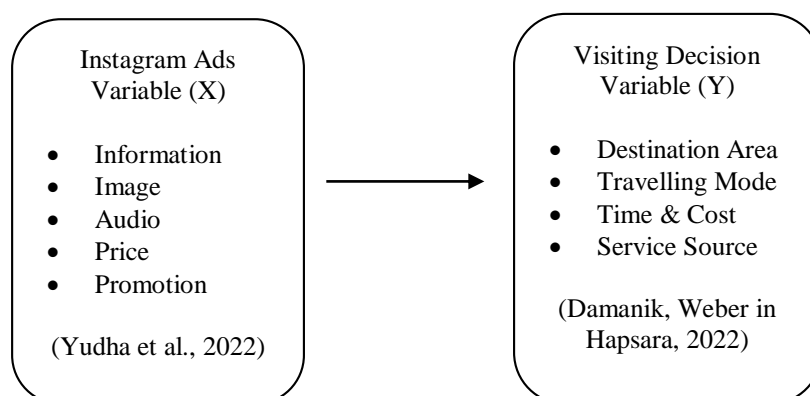
Visiting Decision

According to Kotler & Keller, the decision of followers to visit, also known as Purchase Decision made by prospective consumers, is the most prevalent option when buying products with a popular brand compared to several other brands(Dewi et al., 2020).

In general, people act rationally, considering the types of information provided and evaluating the risks of their actions before engaging in specific behaviors. Therefore, according to Simamora, before making a purchase decision, prospective consumers identify problems, deepen their product knowledge, evaluate, think about the decision in purchasing, and then the purchasing behavior can take place (Kristiutami, 2017). Understanding consumer behavior is crucial for the long-term success of anyone involved in sales. The decision to use a service is also a series of actions taken by consumers in relation to their needs, such as recommendations and satisfaction after using a product.

According to (Amelia, 2014), changes in tourists can be studied from various approaches, including psychographic, socio-economic, geographic, and travel patterns. There are five indicators of the visiting decision established by Damanik and Weber, namely: (1) Destination Area, which relates to the connection between the tourist destination and the visitor's needs; (2) Traveling Mode, which is the decision in choosing transportation access to reach the tourist destination; (3) Time and Cost, which involves adjusting to travel time and expenses; (4) Service Source, which includes alternatives for various services such as tour guides, souvenir centers, etc. (Hapsara, 2022).

Tabel 2.1 Operational Concept

Instagram Ads Variable (X)

- Information
- Image
- Audio
- Price
- Promotion

(Yudha et al., 2022)

Visiting Decision Variable (Y)

- Destination Area
- Travelling Mode
- Time & Cost
- Service Source

(Damanik, Weber in Hapsara, 2022)

Therefore, the hypotheses for the study below are:

Ho   : Instagram advertising has no influence on the Visiting Decision.
Ha   : Instagram advertising has an influence on the Visiting Decision.

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Research Methods

This research adopts the positivist paradigm with a quantitative approach because its aim, according to Sugiyono, is to understand the relationship between variables and values as numerical or weighted data, represented by mathematically required numbers with statistics (Situmeang, 2020). According to Bungin, this explanatory research type generalizes information about a sample to a population or clarifies differences between relationships or influences among variables (Dwi, 2020). The research method involves conducting a survey according to Sugiyono, aiming to gather information about specific natural locations by consolidating information through the distribution of questionnaires, tests, and interviews (Hediyanti, 2021).

The population in this study consists of 953,000 followers on Instagram @traveloka.id. The research uses a sample based on the Slovin formula. With a 10% margin of error, the Slovin formula is as follows:

n = N/(1+ 〚Ne〛 ^2)
n = N/(1+ 〚Ne〛 ^2)
n = 953.000/(1+(953.000) 〚(0,1) 〛 ^2)
n = 953.000/9531
n = 99.989 n = 100 respondents.

Based on the calculation of the Slovin formula above, it is determined that the sample size for this research is 100 respondents.

The sampling technique uses a specific consideration, namely non-probability sampling (Sugiyono, 2013:68). This involves using predefined filters, such as those who specifically follow Instagram @traveloka.id and have watched the Sumba Edition Ads on the Instagram account @traveloka.id.

There are two variables to be developed: Instagram Ads and Visiting Decision. To obtain data, both variables will be presented to respondents in the form of a questionnaire, and the responses will then be processed into statistical data using a Likert scale.

Validity is a measure of the precision of a measuring instrument. An instrument with high reliability or trustworthiness remains stable, reliable, and predictable (Situmeang, 2022). According to Kriyantono, validity is achieved if the validity test results have a total indicator value of <0.05. If it is >0.05, the item is considered invalid. Meanwhile, reliability, according to (Situmeang, 2020), refers to a measuring instrument being considered reliable if it consistently produces the same results or answers for the same problem, even when used multiple times. Reliability, according to Sugiyono, means having a stable (constant), reliable, and consistent measure. Reliability can be measured using the Cornbach's Alpha test, and an instrument is considered reliable if it has an alpha value >0.70 (Santosa, 2020).

Data collection techniques for this instrument involve two types: primary data and secondary data. Primary data are obtained through the distribution of questionnaires. Secondary data are used to complement the research and come from sources such as books, articles, and the internet. The data are then subjected to tests such as normality, correlation, simple linear regression, and t-test.

Tabel 3.1 Operationalization of Concept

Variabel	Dimensions	Indicator
Instagram Advertising (Yudha et al., 2022)	Information	Providing information that is easy to understand, memorable, and attention-grabbing.
	Image	Displaying appealing visualizations with eye-catching colors.
	Audio	Using clear audio to describe products/services appropriately and incorporating good sound effects.
	Price	Displaying quality prices that are competitive and can attract potential customers.
	Promotion	Offering discounts or relying on promotional code offers.
Visiting Decision (Damanik, Weber dalam Huryati, 2015)	Destination Area	Choosing tourist destinations based on the destination's goals and visitors' needs.
	Travelling Mode	Decisions in choosing transportation access to reach the destination and during the trip.
	Time & Cost	Adjusting travel time during the trip and travel expenses.
	Service Source	Providing alternatives for various services such as tour guides, souvenir centers, etc.

Result

After distributing questionnaires according to the calculated sample size using the Slovin formula and obtaining 100 respondents, the survey was successfully distributed and filled out according to the criteria with each respondent providing their respective answers. The following are the results of the data processed using SPSS 25:

Validity Test

The purpose of testing validity is to determine the reliability of each item in the instrument. By conducting a trial of the instrument/pre-test, data used for validity testing consisted of 30 respondents, taken from the calculated sample size, which became the predetermined research population to be distributed with values approaching the normal curve. The data were processed using SPSS version 25. The validity test criteria were based on the comparison of the recorded rhitung values, with the lowest value being 0.725 and the highest value being 0.916, while the rtabel value was 0.361. It can be observed that rhitung > rtabel. This indicates that the statements in the research instrument are considered valid.

The results of the validity test state that out of 23 statements, each item in the variables "Instagram Advertisements" and "Decision to Visit" has a sig value of 0.000 < 0.05. Therefore, the validity test results for the variables "Instagram Advertisements" and "Decision to Visit" can be considered valid.

Reliability Test

The purpose of testing reliability is to determine the extent to which the results of a research measuring tool are consistent when repeated, indicating whether the instrument is reliable or not. A variable can be considered to have a reliable value if it has a Cronbach's alpha coefficient greater >0.70, or in other words, the research instrument can be trusted and used.

Here are the results of the reliability test for each variable:

Tabel 4.2 The result of reliability test for the variables X

Reliability Statistics	
Cronbach's Alpha	N of Items
.955	13

Tabel 4.2.1 The result of reliability test for the variables Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	10

Source: Output SPSS 25

Based on the reliability test table above, it is stated that the Cronbach's Alpha value is 0.955 for variable X and 0.953 for variable Y. Therefore, the variables "Instagram Advertisements" and "Decision to Visit" have several dimensions that are in accordance with the criteria and are considered reliable based on Cronbach's Alpha >0.70.

Normality Test

The normality test is conducted to determine whether the sample used is derived from a population that is claimed to follow a normal distribution. The results of the normality test using the Kolmogorov-Smirnov test are presented in Table 4.3.

Tabel 4.3 The result of Normality Test

One-Sample Kolmogorov-Smirnov Test		X	Y	Unstandardized Residual
N		13	10	10
Normal Parameters[a,b]	Mean	436.00	385.50	.0000000
	Std. Deviation	2.739	2.506	1.48516638
Most Extreme Differences	Absolute	.115	.141	.121
	Positive	.094	.141	.121
	Negative	-.115	-.125	-.111
Test Statistic		.115	.141	.121
Asymp. Sig. (2-tailed)		.200[c,d]	.200[c,d]	.200[c,d]
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				
d. This is a lower bound of the true significance.				

In Table 4.3, it is observed that the asymp.sig values for Variable X and Variable Y are both 0.200, which is greater than 0.05. This suggests that the data can be considered to follow a normal distribution.

T Test

Based on Table 4.5.1, it is evident that the t-test has a significance value of 0.000, which is less than 0.05. Additionally, the calculated t-value of 8.800 > critical t-value of 1.660 (t-table). Therefore, it can be stated that there is a significant difference between Variable X and Variable Y.

Referring to Table 4.5.1, the hypothesis formulated beforehand is supported by the results. The hypothesis states that Instagram Advertisements have an influence on the Decision to Visit.

Correlation Test

The correlation test is conducted to determine the extent to which two variables have a close relationship between Variable X and Variable Y.

Tabel 4.4 Correlation Test

Correlations		X	Y
X	Pearson Correlation	1	-.805[**]
	Sig. (2-tailed)		.005
	N	13	10
Y	Pearson Correlation	-.805[**]	1
	Sig. (2-tailed)	.005	
	N	10	10
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Output SPSS 25

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The correlation value in Table 4.4 indicates that Variable X (Instagram Advertisements) and Variable Y (Decision to Visit) have a Pearson correlation value of -0.805. This value signifies a strong negative linear correlation, indicating a strong opposite relationship between the two variables.

Simple Linear Regression Test

Tabel 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805ª	.649	.605	1.575
a. Predictors: (Constant), X				

In the coefficient of determination test, the R-square value is indicated as 0.649. It can be concluded that the influence of Instagram Traveloka's social media advertisement on the decision of followers to visit is 64.9%, while the remaining 35.1% is influenced by other factors.

Tabel 4.5.1 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	684.374	77.771		8.800	.000
	X	-.685	.178	-.805	-3.843	.005
a. Dependent Variable: Y						

Source: *Output SPSS 25*

In the Coefficients table, which is used to test the regression of the variable Instagram Advertisements on the Decision to Visit using simple linear regression in SPSS version 25.

The regression equation is written as follows:
Y = a - bX
Y = 684.374 - 0.685 X

The interpreted values are as follows: the constant value is 684.374, and the regression coefficient for the variable X (Instagram Advertisements) is -0.685. This implies that with each increase in the Instagram Advertisements variable, there is a decrease of -0.685 in the Decision to Visit variable. It is noted that the Decision to Visit variable has a significant value of 0.000 < 0.05. This indicates that there is an influence of Instagram Advertisements on the Decision to Visit.

Discussion

From the processed data, it is evident that the results align with the predetermined hypotheses based on the data tested using SPSS. The hypothesis can be interpreted as indicating that Instagram Advertisements have an influence on the Decision to Visit.

Furthermore, the results of the data analysis using simple linear regression suggest that there is an impact of Instagram Traveloka's social media advertisement on the decision of followers to visit. This finding is in line with the research theory used, namely S-O-R (Stimulus-Organism-Response). The theory suggests that communication is based on a series of reactions to stimulate the target audience to give specific responses and change attitudes and behaviors so that they take similar actions. In this case, the stimulus (advertisement on Instagram) impacts the organism (audience), resulting in the response (Decision to Visit) stimulated by the content of the Sumba edition advertisement.

The S-O-R theory explains that communication is carried out based on reaction processes to stimulate the target audience to give specific responses and change attitudes and behaviors to take similar actions. This is reflected in the responses of respondents who viewed the Instagram Traveloka advertisement, leading to a decision to visit Sumba significantly.

After distributing questionnaires, the interpreted results indicate that Variables X and Y have a negative directional relationship. This occurs because the Instagram Advertisements variable increases, while the Decision to Visit variable decreases. In this case, it is noted that Traveloka has frequently advertised on Instagram, but there is still a decline in the decision to visit, attributed to the Time & Cost dimension within the Decision to Visit variable, which discusses travel time and costs. In this context, Time & Cost has the lowest scores in the questionnaire responses, with statements such as "Purchasing Tour Tickets Through Traveloka is Very Cost-Effective and Time-Saving." The highest scores in respondent answers are found in the Instagram Advertisements variable, particularly in the Information dimension.

The S-O-R theory also explains the influence of individual attitudes, relying on a reaction by creating attractive Instagram advertisements in Sumba. The stimulus distributed must have strong power compared to the knowledge and experiences of the audience. This way, the stimulus can generate the desired action, which is the decision to visit Sumba.

There is also a connection with the factor of attitude change in each individual respondent who answered the questionnaire. This factor is typically formed based on the communication skills of an individual or a social group regarding the decision to visit Sumba.

Conclusion

In this conducted research, the following conclusions can be drawn based on the data analysis and discussions presented above:

The hypothesis testing indicates a significant difference between the variables Instagram Advertisements and the Decision to Visit.

Instagram Advertisements and the Decision to Visit exhibit a strong negative linear correlation, indicating a robust opposite relationship between the two variables.

Instagram Advertisements have an influence on the Decision to Visit, specifically in the context of Traveloka's advertisement edition for Sumba.

The current study focused specifically on the influence of Instagram Traveloka's social media advertisement on the decision of followers to visit. Future research could explore the impact of advertising products/services using different media and other programs that may influence potential consumers to develop a desire to visit Sumba.

These conclusions provide valuable insights into the relationship between Instagram advertisements and the decision-making process for visiting Sumba. Future research can build upon these findings to explore additional factors and expand the scope of understanding consumer behavior in travel-related decisions.

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