



The influence of social media usage, destination personality, destination image and self congruity on behavioural intention to Visit Labuan Bajo

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ABSTRACT

The tourism sector in Indonesia still has a low contribution to gross domestic income compared to other countries in ASEAN; therefore, the tourism sector in Indonesia has the potential to continue to be developed and, of course, can contribute more to the economy. This research analyses the influence of social media use, destination personality, destination image and self-congruity on behavioural intention to visit Labuan Bajo. This research was conducted on 173 respondents who had visited tourist attractions in Labuan Bajo. The method used is quantitative with the SEM-PLS analysis technique. The research results show that the use of social media, destination personality and self-congruity can influence behavioural intention to visit Labuan Bajo significantly and positively. However, destination image cannot significantly influence behavioural intention to visit.

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INTRODUCTION

Tourism significantly contributes to Indonesia's gross domestic product (GDP). According to data from the Ministry of Tourism, in 2019, the contribution of the tourism sector to Indonesia's GDP reached 4.8% (Ananda, 2020). Foreign exchange earnings in 2019 in the tourism sector reached US\$16.9 billion (Rosadi, 2020). The large contribution of the tourism sector to the Indonesian economy makes the tourism sector must be developed. However, the tourism industry experienced a decline in 2020 during the Covid-19 pandemic to 4.0%, and in 2021 managed to increase to 4.2%, but in 2023, it decreased again to 3.6% of GDP (Hasibuan et al., 2023). Several countries in ASEAN have made the tourism sector the biggest revenue generator for their countries, such as Thailand, the Philippines, and Cambodia (Rani, 2020). When compared, the combined area of Thailand, the Philippines, and Cambodia has not been able to touch 60% of Indonesia's territory. Meanwhile, foreign exchange earnings from the tourism sector in Thailand reached USD\$62 billion in 2019 (CEIC DATA, 2020), very far from Indonesia's foreign exchange earnings of US\$16.9 billion. The low contribution to GDP also still occurs in 2022, and the tourism sector in Thailand even

contributes to at least 5.8 per cent of Gross Domestic Product (GDP) compared to countries outside Southeast Asia; tourism in the United States and China is in the range of 5.5 per cent and 4.6 per cent respectively (Rainer, 2023)

The tourism sectors in Thailand, the Philippines, and Cambodia contribute more to their GDP than Indonesia's, despite their smaller territories, due to well-developed infrastructure, effective marketing strategies, unique cultural and natural attractions, and strong government support. In contrast, Indonesia's tourism sector faces challenges such as underdeveloped infrastructure and limited marketing efforts, hindering its growth. The decline in tourist arrivals to Labuan Bajo between 2017 and 2022 can be attributed to social restrictions during the COVID-19 pandemic, inadequate infrastructure, and insufficient marketing. To address these issues, government policies should focus on improving infrastructure, enhancing marketing and promotion, and supporting tourism development through incentives and investments. These measures can help boost tourist arrivals and the local economy in Labuan Bajo and other priority destinations in Indonesia (Haryana, 2020)

The large contribution of the tourism sector to the Indonesian economy has made the government focus on improving the tourism industry through the development of 5 Super Priority Destinations (DSP) namely Borobudur, Likupang, Mandalika, Lake Toba, and Labuan Bajo (Kemenparekraf, 2021). According to Tourism and Creative Economy Minister Sandiaga Uno, this is one of President Joko Widodo's direct instructions to improve tourism in Indonesia. Although Indonesia has many potential tourism areas, for development to be more effective, it is necessary to focus on several areas to become quality tourism areas that foreign tourists, such as Bali, know.

The use of social media has been proven effective in increasing tourists' interest in visiting certain regions in Indonesia. The government and tourism boards have utilized social media platforms such as Twitter, Facebook, Instagram, and TikTok to promote tourist attractions and destinations. For instance, the Ministry of Tourism and Creative Economy (MOTCE) has been active on these platforms, posting content about the beauty of tourism destinations in Indonesia, including during the Covid-19 pandemic. This strategy has been categorized as a social content strategy, focusing on suitable contents for the audiences who struggle with the pandemic (Chloridiany, 2021).

Social media engagement has been analyzed for domestic tourists in West Java province, showing that TikTok has a higher engagement rate compared to Instagram. This suggests that social media platforms can be used to disseminate information and promote tourist destinations effectively (Putri, 2023). Additionally, the tourism sector in Indonesia has seen significant contributions to the country's GDP, with foreign exchange earnings reaching US\$16.9 billion in 2019. The tourism sector is considered a vital part of the Indonesian economy, and efforts are being made to improve it through the development of super-priority destinations (DSP) like Labuan Bajo, which has experienced a downward trend in visitor numbers since 2017 (Chloridiany, 2021).

Data obtained from Diskoria Labuan Bajo is one of the super-priority destinations (DSP) focused on by the government, since 2017, the number of visitors, both domestic and foreign tourists, has experienced a downward trend until 2022 (Pusparisa, 2023). Data from Badan Pusat Statistik (BPS) show the number of visitors in Labuan Bajo in 2017 reached 125,069 tourists, and in the period 2018, 2020, 2021 to 2022, never exceeded the number of visits except in 2019, which reached 221,703 tourists. Regarding trendline, visit data from 2017-2022 experienced a downward trend. The determination of DSP is expected to increase tourist interest in visiting tourist cities in Indonesia. A person's Intention to Visit plays an important role in choosing a travel destination. In the path model of intention to visit formation, travel intention is determined by three elements, namely perceptual/cognitive and affective evaluation of tourists, the number and type of information sources used, and socio-psychological travel motivation (Chu & Luckanavanich, 2018).

The three super priority areas, namely West Nusa Tenggara (NTB), East Nusa Tenggara (NTT) and Yogyakarta, experienced a significant decrease in visits in 2020 due to government

regulations regarding social restrictions during Covid-19. However, from 2021 to 2022, there was an increase in tourist visits. However, compared to other super priority areas, Labuan Bajo in NTT is the area that experienced the lowest increase of 42.7% in 2021, while tourist visits in Yogyakarta experienced an increase of 140.7% and NTB experienced an increase of 132.3%. Likewise, in 2022, NTT only experienced a growth of 45.3%, while Yogyakarta managed to experience an increase of 72.3%. This indicates that Labuan Bajo in NTT experienced the lowest increase in visits among other super-priority areas.

During current technological developments, social media is used by the government, influencers, and private parties who manage tourism sites to promote tourist areas. Technological developments that lead to digitalisation can certainly also change the face of the tourism industry in the eyes of locals and the world because, with digitalisation, the hospitality industry can make efforts to attract both local and foreign tourists to visit cities in Indonesia as vacation spots. This is supported by research conducted (Chu & Luckanavanich, 2018) which says that the use of social media significantly influences the motivation to travel on holiday and the desire to holiday in a city. In addition to the use of social media, (Zhang et al., 2022) in his research also said in their research that destination personality can influence behavioural intention to visit. Destination personality departs from the assumption that tourists associate their personality with destinations based on three major factors, namely sincerity, excitement, and friendliness (Kurnia et al., 2022). A well-formed destination personality in a traveller's mind and emotionally attached to their personality can increase their intention to visit a destination, recommend it to others, and even be willing to pay more (Ervina & Octaviany, 2022). (Zhang et al., 2022) also revealed that several factors, such as Destination image or image of the destination area, influence interest in visiting tourism. Destination image refers to the ideas, perceptions, and impressions obtained from tourist destination information that is promoted to assist tourists in planning their trip (Silaban et al., 2022). (Souiden et al., 2017) said factors that may contribute to influencing a destination's image include the media and international events (e.g. cultural and sporting events).

Labuan Bajo being made a super priority destination (DSP) by the government can give a positive impression or image, encouraging tourists to visit. Research conducted by (Silaban et al., 2022), (Zulzilah et al., 2019) dan (Chu & Luckanavanich, 2018), shows that Destination image has a significant influence on tourist Intention to Visit. In their research, (Zhang et al., 2022) also said that Self-congruity or the suitability of tourist attractions with visitors' personalities can affect Behavioural Intention to Visit. Self-congruity is the match/mismatch between the perception of the destination image and the tourist's self-image (Ardyan & Wibisono, 2019). When a tourist attraction is perceived to match a tourist's personality, for example, an adventurous tourist is likely to feel suitable for a tourist attraction such as mountains, which will increase the tourist's interest in visiting mountainous areas. Research conducted by (Pujiastuti et al., 2022), (Kurnia et al., 2022) and (Yang, Isa, Wu, et al., 2020) shows that self-congruity has a significant influence on the Intention to Visit a tourist attraction. This study will examine the effect of social media use, Destination personality, Destination image and Self-congruity on Behavioural Intention to Visit the Labuan Bajo tourist area.

RESEARCH METHOD

According to (Mustafa et al., 2020) this research uses a quantitative type. *Quantitative research* is a method used to examine certain populations or samples through data collection using quantitative data analysis, aiming to test predetermined hypotheses. This study aims to determine the cause and effect relationship, so the quantitative approach is causal. A research population is a group of people, objects or things that are the source of sampling, a group that fulfils certain conditions related to research problems (Rifai, 2021). The population in this study were tourists who had visited the Labuan Bajo tourist area. The population size in this study is unknown. In multivariate

research, the sample size is better, around 5 to 10 times greater than the number of indicators (Hair et al., 2017). So, this study determines the number of samples based on the number of research indicators. The sampling method is for selecting samples from a large population, which varies for everyone in the population or element selected as a sample. In this study, non-probability sampling was used, namely sampling techniques that provide unequal opportunities for each member of the population (Sahir, 2022). The sampling technique used is convenience sampling, which is the selection of close samples that are easy to obtain. Data was collected through primary data sources, namely questionnaires and secondary sources of previously published journal articles, reports, and written documents. To address this, respondents could be approached in specific locations within Labuan Bajo, such as Komodo National Park, popular tourist spots, local hotels, and restaurants. Additionally, online platforms like travel forums, social media groups, and tourism websites could be utilized to reach tourists who have previously visited the area. This dual approach of on-site and online outreach would help ensure a more representative and accessible sample for the study.

The primary data sources in this research included from questionnaire. The secondary data sources in this research included previously published journal articles, reports, and written documents. These sources provided a theoretical foundation and contextual background for the study. For the analysis, Structural Equation Modeling-Partial Least Squares (SEM-PLS) was utilized. This method allowed for a robust examination of the relationships between the variables, providing insights into the causal connections. Testing uses validity and reliability, multicollinearity, R square testing, F Square, and hypothesis testing. Finally, the research findings were compiled into comprehensive report, detailing the methodology, analysis, results, and implications of the study.

RESULTS AND DISCUSSION

This study uses a research instrument in the form of a questionnaire. Several questionnaires have been distributed to respondents who are tourists who have visited the Labuan Bajo tourist area. It is important in a study to know the direction of a construct indicator, whether reflective or formative, to evaluate the relationship between latent variables and their indicators. Evaluation of the measurement model (outer model) consists of three stages: convergent validity test, discriminant validity test and composite reliability test. Validity testing for reflective indicators can be done using the correlation between the indicator and construct values.

Table 2. Convergent Validity Result

Variabel	Dimension	Code	Outer Loading	CR	AVE
Behavioral Intention to Visit	Visit Intention	BI.01	0.833	0.895	0.681
		BI.02	0.850		
		BI.03	0.833		
		BI.04	0.783		
	Recommedation	BI.05	0.815	0.872	0.695
		BI.06	0.837		
		BI.07	0.849		
Destination Image	Cognitive Image	DI.01	0.805	0.901	0.645
		DI.02	0.810		
		DI.03	0.796		
		DI.04	0.834		
		DI.05	0.770		
	Affective Image	DI.06	0.833	0.871	0.692
		DI.07	0.819		
		DI.08	0.844		
Destination	Conviviality	DP.01	0.860	0.9	0.751

Personality	Sincerety	DP.02	0.928	0.895	0.589
		DP.03	0.809		
		DP.04	0.732		
		DP.05	0.816		
		DP.06	0.816		
		DP.07	0.789		
		DP.08	0.760		
		DP.09	0.682		
		DP.10	0.709		
	Excitement	DP.11	0.839	0.876	0.64
		DP.12	0.829		
		DP.13	0.815		
		DP.13	0.815		
Self-Congruity	Actual Self-congruity	SC.01	0.857	0.916	0.731
		SC.02	0.873		
		SC.03	0.873		
		SC.04	0.817		
	Ideal Self-congruity	SC.05	0.726	0.893	0.677
		SC.06	0.907		
		SC.07	0.778		
		SC.08	0.868		
Social Media	Entertainment	SM.01	0.841	0.84	0.637
		SM.02	0.760		
		SM.03	0.791		
	Interaction	SM.04	0.756	0.791	0.655
		SM.05	0.859		
	Trendiness	SM.06	0.851	0.825	0.703
		SM.07	0.826		
	WOM	SM.08	0.875	0.859	0.753
		SM.09	0.861		

Source: Data Processing Results (2023)

Table 3. Discriminant Validity Result

Variable	BI	DI	DP	SC	SM
Behavioral Intention					
Destination image	0.336				
Destination personality	0.304	0.539			
Self congruity	0.480	0.204	0.217		
Social media	0.840	0.259	0.241	0.506	

Source: Data Processing Results (2023)

Table 3 shows that all values in the HTMT table are less than 0.900, so it can be said that all variables have fulfilled the discriminant validity aspect. So, all indicators in this study have been able to measure the targeted variables and not measure other variables.

The construct reliability test is measured through two criteria: Cronbach's Alpha from the indicator block that measures the construct. The variable is declared reliable if the Cronbach's alpha value is above 0.7. As shown in Table 4.9, all constructs in the model have a Cronbach's alpha value above 0.700. The following are the results of reliability testing in this study:

Table 4. Reliability Result

Variable	Cronbach's alpha	Composite reliability	Description
Behavioral Intention	0.892	0.915	Reliable
Destination image	0.913	0.929	Reliable
Destination personality	0.935	0.943	Reliable
Self congruity	0.920	0.933	Reliable
Social media	0.889	0.910	Reliable

Source: Data Processing Results (2023)

It can be seen in Table 4. that all variables have a Cronbach's alpha value of more than 0.700, so it is said that all variables are reliable. The inner model is a structural model test that tests the influence of each variable. In the inner model, the r square value, hypothesis test and f square value will be tested. The following are the results of the inner model test in this study.

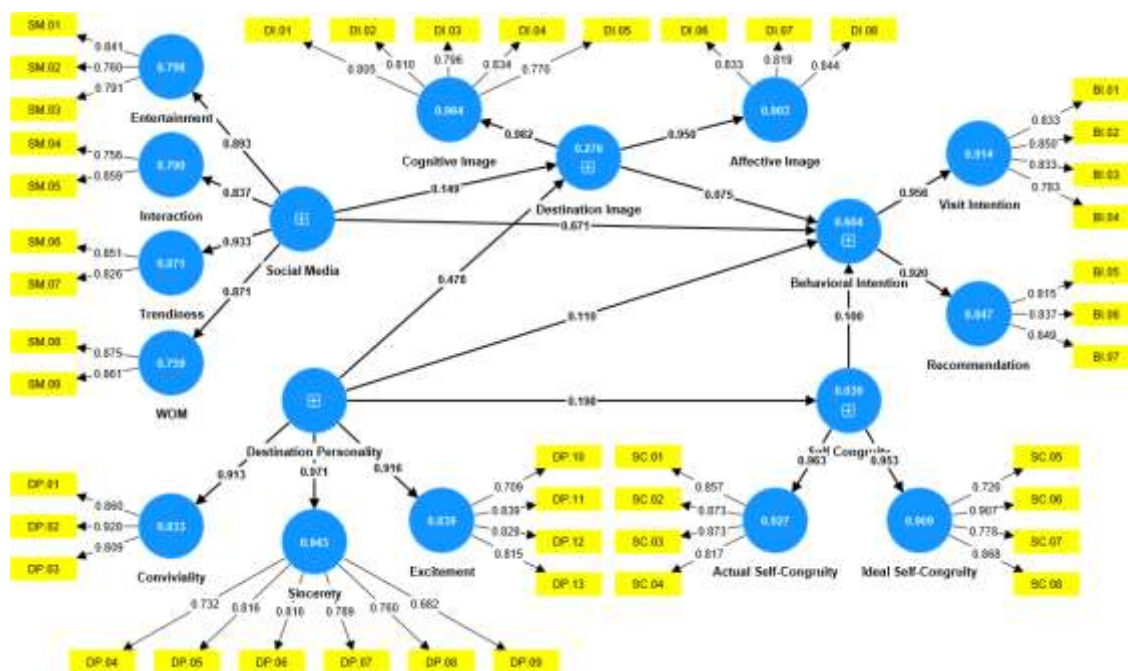


Figure 3. Inner model result
 Source: Data Processing Results (2023)

The r square value is a value that shows the strength of the influence between exogenous latent variables, mediating latent variables and endogenous variables. The r square value is in the range 0 - 1.00, where the higher the r square value, the stronger the influence of the exogenous latent variable on the mediating latent variable on the endogenous variable. The following are the results of the r-square test in this study:

Table 5. R Square Result

Variable	R-square	R-square adjusted
Behavioral Intention	0.625	0.616
Destination image	0.312	0.304
Self congruity	0.050	0.044

Source: Data Processing Results (2023)

The test results show that the adjusted r square value on the behavioural intention to visit variable is 0.616, which means that 61.6% of social media variables, Destination personality, Destination image and Self-congruity, can explain the behavioural intention to visit variable. In comparison, other variables outside this study influence the remaining 38.4%.

Square is a value that explains how much prediction (predictive value) is between exogenous latent variables, mediating variables and endogenous variables. The F-Square value is categorised into 3, namely: small effect (0.02 - 0.149), moderate (0.15 - 0.35) and large (> 0.35), which explains how much the effect of one latent variable predicts another latent variable (Hair et al., 2017).

Table 6. F Square Result

Path	F Square	Description
Destination image => Behavioral Intention	0.011	Small effect
Destination personality => Behavioral Intention	0.016	Small effect
Self congruity => Behavioral Intention	0.023	Small effect
Social media => Behavioral Intention	0.902	Big effect
Destination personality => Destination image	0.365	Big effect
Social media => Destination image	0.026	Small effect

Source: Data Processing Results (2023)

The data processing results show that the f-square value that falls into the small effect category is between the exogenous latent variables Destination image, Destination personality and Self-congruity. The social media variable is the variable that has the largest f square value of 0.902, which makes it a variable with a large effect. This means that if the social media variable is removed from the research model, it will majorly impact changes in the r square value.

The collinearity test is carried out to determine the relationship between indicators. To determine whether the formative indicators experience multicollinearity by knowing the VIF value. With a VIF value between 5 and 10, it can be said that the indicator has multicollinearity, while the VIF value is below 5.00, and it can be concluded that there is no collinearity between exogenous variables (Hair et al., 2017)

Table 7. Collinearity Result

Variable	BI	DI	DP	SC	SM
Behavioral Intention					
Destination image	1.454				
Destination personality	1.446	1.047		1	
Self congruity	1.34				
Social media	1.355	1.047			

Source: Data Processing Results (2023)

Table 7. shows that the value of collinearity in all variables is below 5.00, so the collinearity value is below 5.00. It can be concluded that there is no collinearity in this study. The next step is bootstrapping to increase the precision of the PLS estimate through the resampling of 5000 samples. In addition, hypothesis testing is done by looking at the t table and p values. However, this research is census research, so it does not use the t table and p values. The following are the results of hypothesis testing in this study:

Table 8. Hypothesis Test Result

Hyphotesis	Original sample	T statistics	P value	Description
H1 Social media -> Behavioral Intention	0.677	14.948	0.000	Influence
H2 Destination personality -> Behavioral Intention	0.093	1.668	0.048	Influence
H3 Destination image -> Behavioral Intention	0.078	1.342	0.090	Not Influence
H4 Self congruity -> Behavioral Intention	0.108	2.047	0.020	Influence
H5 Social media -> Destination image	0.138	1.817	0.035	Influence
H6 Destination personality -> Destination image	0.513	7.883	0.000	Influence
H7 Destination personality -> Self congruity	0.224	2.960	0.002	Influence

Source: Data Processing Results (2023)

Based on the test results in Table 8, it can be concluded that social media significantly influences behavioural intention to visit because the p-value of 0.000 is below alpha 0.05, and the t-statistical value of 14.948 is above Table 1.65. Destination personality significantly influences behavioural intention to visit because the p-value of 0.048 is below alpha 0.05, and the t statistical

value of 1.668 is above the t table 1.65. Destination image does not significantly influence behavioural intention to visit because the p-value of 0.090 is above alpha 0.05, and the statistical t-value of 1.342 is below Table 1.65. Self-congruity significantly influences behavioural intention to visit because the p-value of 0.020 is below alpha 0.05, and the statistical t-value of 2.047 is above the t table 1.65. Social media significantly influences destination image because the p-value of 0.035 is below alpha 0.05, and the statistical t-value of 1.817 is above Table 1.65. Destination personality significantly influences destination image because the p-value of 0.000 is below alpha 0.05, and the statistical t-value of 7.883 is above Table 1.65. Destination personality has a significant influence on Self-congruity because the p-value of 0.002 is below alpha 0.05, and the statistical t-value of 2.960 is above t Table 1.65.

Indirect Effect tests the indirect effect between variables. This study uses the affective commitment variable as an intervening variable or mediating variable. The following are the results of indirect effect testing in this study:

Table 8. Indirect effects testing

Path	Original sample	T statistics	P values	Description
Social media -> Destination image -> Behavioral Intention	0.011	0.995	0.160	Not Influence
Destination personality -> Destination image -> Behavioral Intention	0.040	1.278	0.101	Not Influence
Destination personality -> Self congruity -> Behavioral Intention	0.024	1.606	0.054	Not Influence

Source: Data Processing Results (2023)

Table 8 shows that destination image cannot mediate the effect of social media on behavioural intention to visit because the p-value of 0.160 is above alpha 0.05, and the t statistic 0.995 is below table 1.65. Likewise, the effect of destination personality on behavioural intention to visit where destination image cannot mediate this effect because the p-value of 0.101 is above alpha 0.05 and t statistics 1.278 is below table 1.65. Self-congruity cannot mediate the effect of destination personality on behavioural intention to visit because the p-value of 0.054 is above alpha 0.05 and t statistic 1.606 is below table 1.65.

Social media significantly affects behavioural intention to visit because the p-value of 0.000 is below alpha 0.05, and the t statistical value of 14.948 is above the t table 1.65. The results of this study are in line with research conducted by (Silaban et al., 2022), (Gomes et al., 2023) and (Nguyen et al., 2021) which shows that social media has a significant influence on the behaviour of tourists.

Destination personality significantly affects behavioural intention to visit because the p-value of 0.048 is below alpha 0.05, and the t statistical value of 1.668 is above t Table 1.65. Therefore, hypothesis 2 in this study is accepted. The results of this study are in line with research conducted by (Zhang et al., 2022), (Ervina & Octaviany, 2022) and (Pujiastuti et al., 2022) shows that Destination personality has a significant influence on tourist Intention to Visit.

Destination image does not significantly affect behavioural intention to visit because the p-value of 0.090 is above alpha 0.05, and the t statistical value of 1.342 is below the t table 1.65. Therefore, hypothesis 3 in this study is rejected. The results of this study are different from those conducted by (Silaban et al., 2022), (Zulzilah et al., 2019) and (Chu & Luckanavanich, 2018) which shows that Destination image has a significant influence on the behavioural intention to Visit tourists. However, the results of this study align with those conducted by (Gomes et al., 2023), who said that the image of a place could not significantly affect behavioural intention to visit.

Self-congruity significantly affects behavioural intention to visit because the p-value of 0.020 is below alpha 0.05, and the t statistical value of 2.047 is above the t table 1.65. Therefore, hypothesis 4 in this study is accepted. The results of this study are in line with those conducted by

(Pujiastuti et al., 2022), (Kurnia et al., 2022) and (Yang, Isa, Wu, et al., 2020) show that self-congruity has a significant influence on the Intention to Visit a tourist attraction.

Social media significantly affects Destination image because the p-value of 0.035 is below alpha 0.05, and the t statistical value of 1.817 is above the t table 1.65. Therefore, hypothesis 5 in this study is accepted. The results of this study are in line with those conducted by (Silaban et al., 2022), (Ilieva, 2022), (Putri & Yasri, 2020) and (Arifiansyah et al., 2020) how that social media has a significant influence on the Destination image of a tourist spot. Destination personality significantly affects Destination image because the p-value of 0.000 is below alpha 0.05, and the t statistical value of 7.883 is above the t table 1.65. Therefore, hypothesis 6 in this study is accepted. The results of this study align with those conducted by (Souiden et al., 2017) and (Zhang et al., 2022) , showing that Destination personality significantly influences the Destination image of a tourist spot. Destination personality significantly affects Self-congruity because the p-value of 0.002 is below alpha 0.05, and the t statistical value of 2.960 is above the t table 1.65. Therefore, hypothesis 6 in this study is accepted. The results of this study are in line with those conducted by (Zhang et al., 2022), (Usakli & Baloglu, 2011) and (Yang, Isa, & Ramayah, 2020), show that destination personality has a significant influence on self-congruity.

CONCLUSION

Based on the results of the analysis carried out, the following are the final conclusions on this research. Social media has an influence on Behavioural Intention to Visit. Destination personality has an influence on Behavioural Intention to Visit. Destination image has no influence on Behavioural Intention to Visit. Self congruity has an influence on Behavioural Intention to Visit. Social media has an influence on Destination image. Destination personality has an influence on Destination image. Destination personality has an influence on Self congruity. Social media is the variable that has the greatest influence on behavioural intention to visit, so if you want to increase behavioural interest in visiting Labuan Bajo, the government and private parties can pay attention to the use of social media to promote.

The research provides valuable contributions and implications for both academic understanding and practical applications in tourism marketing. Academically, it advances the knowledge on how various factors such as social media, destination personality, destination image, and self-congruity affect tourists' behavioral intentions to visit. Notably, the finding that social media has the greatest influence on behavioral intention underscores its critical role in modern tourism dynamics. This insight enriches the existing literature by highlighting the power of digital platforms in shaping travel decisions. Practically, the research offers actionable recommendations for stakeholders in the tourism sector, particularly in Labuan Bajo. The government and private entities are advised to leverage social media more effectively to enhance the destination's appeal and increase tourist visits. By focusing on engaging and strategic social media campaigns, they can significantly boost tourists' interest and intention to visit. Additionally, efforts to cultivate a strong and appealing destination personality should be prioritized, as it directly impacts both destination image and self-congruity, further influencing tourists' behavioral intentions. These insights help in formulating targeted marketing strategies that can attract more visitors and promote sustainable tourism growth in Labuan Bajo.

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