

## An Integrative Model of Online/Website Experience: Structural Modelling Approach (Case: Kampung Tarung)

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### ABSTRACT

This study develops a model using the concept of variable flow based on the limited results of empirical studies regarding online/web experience on strategic aspects that require a theory-based conceptual framework. This model can support the practical strategy to develop tourism sector (Case Kampung Tarung Sumba). Flow variables in this modeling use 3 stages, starting from independent variables (interactivity, usability, connectedness, challenge, skill, telepresence, perceived benefit), component variables (functionality, psychological, content/marketing) and outcome variables (satisfaction, trust and behavior). The unit of analysis is website users of various tourist destinations based on local culture and traditions, with a total of 364 respondents. Data were analyzed using Structural Modeling Approach (SEM-LISREL). The research model can prove most of the hypothesis testing as many as 15 of the 19 proposed hypotheses. The modeling in this study can be declared valid to be developed in the next research. There are 4 hypothesis tests that show insignificant results, namely: 1) the effect of connectedness on functionality; 2) the influence of content on behavioral intention; 3) psychological influence on trust and 4) influence of skill on psychology. For the development of future research, it is necessary to develop a more comprehensive "flow experience" model by taking into account the relationship of insignificant variables by considering several important things: respondent characteristics, similarity of tourist destinations and conducting comparative studies with equivalent units of analysis.

**Keywords:** Flow Variable, Web/Online Experience, Antecedents, Outcome

## INTRODUCTION

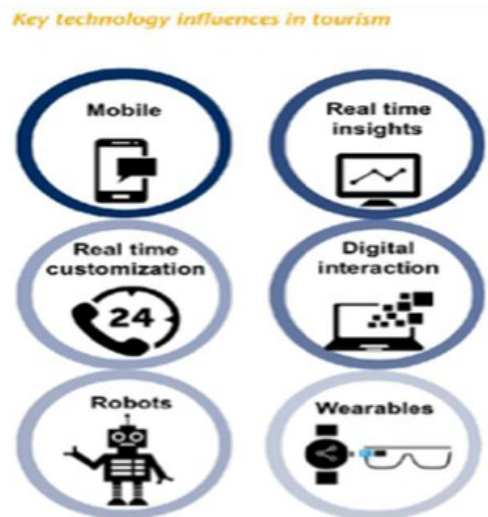
In recent years, the tourism sector has shown good performance, and can be used as a mainstay for the government to increase foreign exchange. The performance of the tourism sector is increasingly positive because it is able to accommodate, among others, 3 important disruptions, namely: digital, millennial and leisure. The three disruptions that are well adopted by tourism actors encourage acceleration in providing quality services (unique experiences) to tourists. One of the Ministry of Tourism's programs that takes into account the power of technology is by launching a digital tourism (e-tourism) program based on the following considerations: a) 63% of all trips are searched for, bought and sold online, b) 50% of all travel sales online and involving more than one device, c) more than 200 reviews per minute written on TripAdvisor. With the trend of information and communication technology growing very rapidly at this time, various information about tourism products and destinations can be conveyed to prospective tourists through various new methods, for example through travel blogs, online social media, and applications on tablets/smartphones.



**Figure 1: The condition of digital media in Indonesia**

**Source: Renstra Kementerian pariwisata, 2019**

That technological developments (technological revolution) have an impact on various business activities, because they shape and change aspects of daily life. Technology is an integral part of life. The Internet has changed the way people find and explore information. The use of robots, interactive displays, and smartphones in the future will become an inseparable part of various business sectors including tourism. During the holidays, tourists will get real time information about programs and business activities. In the end, this has an impact on increased consumption levels and creates loyalty.



**Figure 2: Main trends of the technological revolution**

Source: Renstra Kementerian pariwisata, 2019

The spread of the internet opens up opportunities for publication and promotion of tour packages throughout the world. Distance and time are no longer a constraint. The internet can speed up the buying process known as the 5 A's (Aware, Appeal, Ask, Act, Advocate). How tourists (domestic and international) can be aware of Indonesia and all its destinations that can make them interested, seek information, come to tourist destinations and provide recommendations for their relationships. The online world today is full of travel and tourism sites that influence people to choose tourist destinations. A popular website as a reference for recommendations is TripAdvisor. The decision based on the recommendation of the closest community becomes the provision for making purchase decisions. The engagement process or in the form of interaction between consumers and service actors on tourism products/services is very high and can provide experience to consumers and they will be happy to share impressive experiences with their community. This condition can build loyalty where consumers not only buy or use product/service but also recommend to others.

Undoubtedly, the development of the internet provides opportunities for tourist destination providers to be able to offer products and services through **web-based applications**. Identifying the components of website quality can be the first step to exploring online customer experience. The experience felt by consumers is not only related to part of the website components, but must be seen as a cumulative outcome of the exposure presented by the service provider. According to (Novak et al., 2000, Rose et al, 2012) customer experience needs to be viewed holistically, so that service providers can get a complete picture of what things can affect user ratings. As stated by Novak (2000) "that creating a compelling online environment for Web consumers will have numerous positive consequences for commercial Web providers".

The opinion of several experts (Drake, 2001; Kelley & Davis 1994) shows the importance of creating a memorable experience for users which can be summarized as follows: 1) can have a strong impact on strong word-of-mouth; 2) provide opportunities for service providers to add differential value through complete information about the products/services offered; 3) can be the key to competitive advantage in today's internet era. According to Varhoef (2009), creating a superior customer experience is the main goal

of corporations at this time which emphasizes aspects of convenience, value and quality. Starbucks' success in opening outlets around the world is through the creation of a distinctive customer experience.

The findings of research results from AC Nielsen (2014) show that consumer intentions to buy products/services in the e-commerce landscape are growing. According to (Gil et al, 2009, and Gounaris et al, 2008) service providers must be able to offer service experiences to consumers if they want to succeed in business which has an impact on intention to use and positive word of mouth. Behavioral intention is a variable that causes behavior from an attitude and becomes a mediator of the influence of various motivational factors that have an impact on behavior (Cronin et al, 2000). In addition, intention also shows how hard someone dares to try, how much effort a person plans to do and the intention that has the most influence on subsequent behavior, namely the behavior of real use of products/services (Ajzen and Icek, 1991).

Several studies (Zeithalm, 2000; Lovelock, 2011 and Parasuraman, 2009) have proven that behavioral intention is strongly influenced by customer satisfaction. The consumer's intention to perform a repeat action is influenced by the level of satisfaction. In the context of e-shopping, service experience at the time of making a transaction affects satisfaction. The satisfaction felt by consumers when conducting transactions on online activities is the satisfaction caused by an attractive web display and the ease of finding information and satisfaction in terms of payment and delivery. The level of satisfaction felt by consumers will have an impact on behavioral intention in the form of: word of mouth, purchase intention and the desire to return to transactions via the internet. The trust factor can also be an important determinant that can affect behavioral intention. This aspect of trust can be an obstacle to the development of online buying behavior because there are aspects of losses and other negative impacts.

Verhoef et al (2009) stated "Online customers display low trust levels for web-based merchants (hackers breaking into company databases and stealing credit card numbers) and that is an important reason why many customers do not shop online". So it can be stated that the outcomes of customer experience (online/web) are customer satisfaction, trust and behavioral intention (Rose et al, 2011; Boyer et al, 2006). Thus, it can be stated that online/website user satisfaction from service providers is the result of evaluation and impressions of website performance. Then trust on the other hand is related to the feeling of uncertainty in making transactions because of the distance from the service provider. Satisfaction and trust in web performance have an impact on intention to use (Rose et al., Constantinides, 2004).

By considering the importance of customer experience outcomes, service providers need to consider the dynamic character of users in the virtual marketplace, therefore attention needs to be focused on developing a holistic concept. The holistic concept proposed as a model is the answer to previous research gaps from several experts who put more emphasis on behavioral aspects (Constantinides, 2004; Straus & Frost, 2009; Chan & Chen, 2008). The holistic conceptual model in this study uses an integrating framework using three antecedent variables that show the flow experience when using the Website, namely: 1) Website functionality including elements related to usability and interactivity and connectedness; 2) psychological website including elements related to challenges, skills and telepresence and 3) content consisting of 2 elements, namely perceived benefits and

marketing mix. This holistic concept combines the models of several experts (Novak, 2000; Rose et al, 2012, Verhoef, 2009).

In essence, the model proposed in this study is more focused on the antecedents and consequences of online/web experience, which in previous studies focused on managerial and outcome aspects, this research will explore it from a theoretical perspective. The limitations of the results of empirical studies regarding online/web experience which emphasize on strategic aspects require a theory-based conceptual framework that becomes the stimulus and basis for conducting this research. This opinion is expressed by Constantinides (2004) "the web experience must be regarded as a dynamic and evolving subject rather than a static one; developments in the virtual marketplace, changing customer technographics and technological innovation will present e-marketers with new tools and methods for enhancing their customers' online experience".

This study investigates the facts in the field using a holistic conceptual model. This study uses website of various travel agent and government agencies that explore and promote their tourism destination as research object. The unit of analysis for this research is people who use the website to find information about tourist destinations. The research is aimed at building a comprehensive theory of online/web customer experience by taking into account the antecedent and consequences aspects. To strengthen the importance of website role in promoting tourism sectors, this article provide case of Kampung Tarung as Icon of tourist destination in Sumba.

## LITERATURE REVIEW

The development of the internet provides opportunities for tourism service providers to be able to offer products and services through web-based applications. Identifying components of website quality can be the first step to exploring online/website customer experience. The website of a tourist destination is part of the promotion and socialization aimed at providing opportunities for various parties to obtain accurate and credible information about the tourist destinations offered (Case Kampung Tarung at Sumba Province). At this time the interest of tourists to visit destinations based on culture and local wisdom shows an increasing trend, such as traditional villages and tourist villages. This condition is inseparable from the availability of information through websites, both officially issued by the government and private parties.

To be able to provide an experience for users, website design needs to pay attention to various components that can affect the assessment or perception of a tourist destination. It is important to note that by creating an online/website environment that can provide a memorable experience. Providing user experience can be a competitive advantage as the key to compete in today's internet era. Tourist destination providers are required to be able to create a superior website/online experience that pays attention to aspects of usability, psychology and content/marketing mix. From the functional aspect by paying attention to three aspects, namely interactivity, usability, connectedness. Psychological aspects by paying attention to three aspects, namely challenge, skill and telepresence. Aspects of content (marketing mix) by paying attention to two aspects of perceived benefits and aesthetics. By paying attention to these three components will be able to create a positive website/online experience.

If this can be done, it is expected to have a positive influence on satisfaction and trust which in turn will have an impact on behavioral intention to continue accessing the

website. Behavioral intention shows how hard someone dares to try, how much effort a person plans to do and the intention that has the most influence on subsequent behavior, namely the behavior of real use of the products/services offered by the provider of a tourist destination. Based on this framework, the following research model is proposed (Figure 3)

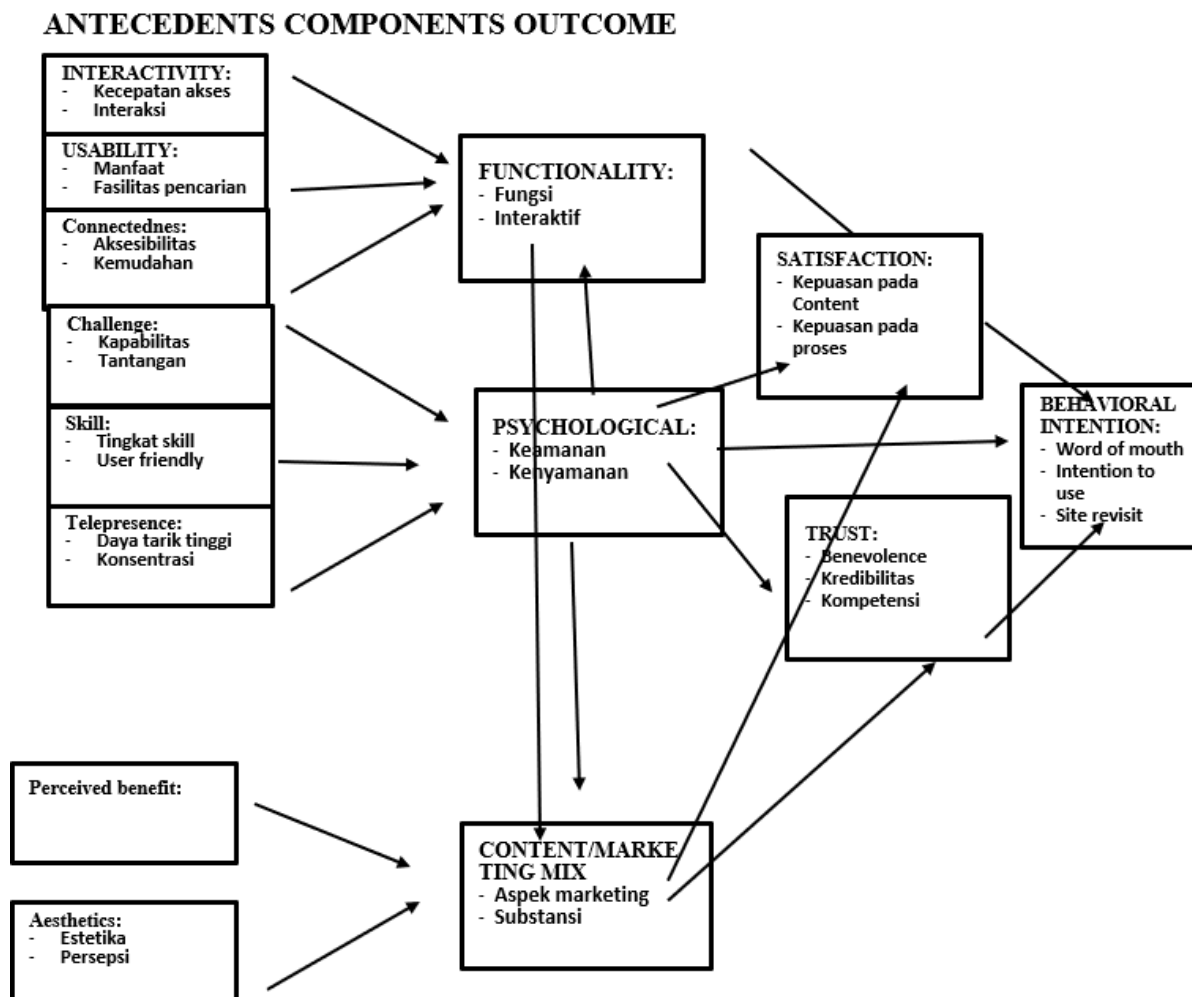


Figure 3. Reesearch Model

## METODE

The method used in this research is descriptive and verification (Cooper and Schindler 2011). The verification method uses the explanatory research method, which is to explain the nature of the causal relationship through hypothesis testing. Through quantitative modeling proposed by the research using Structural Model which can measure flow activity which can create website/online experience. From the research method used, information will be obtained about the effect of the antecedents variables (functionality, psychological and content/marketing mix) on the outcomes variables (satisfaction, trust and behavioral intention). To obtain research data, a survey method was used by taking the object of research on the several tourist destination website. For the purposes of this study, the unit of analysis for this research is people who use the website to find information about tourist destinations. Research using online method in June – August 2021.

The independent variables used are independent variables (interactivity, usability, connectedness, challenge, skill, telepresence, perceived benefit), component variables (functionality, psychological, content/marketing) and outcome variables (satisfaction, trust and behavioral intention). The type of data obtained is in the form of participant responses to antecedents and website/online experience outcomes.

In this study, the target population are website users of various providers of local cultural and cultural-based tourist destinations. Sampling in this study was conducted by using convenience random sampling technique (Sekaran, 2009:276). Determination of research samples using recommendations from Hair et al (2013). The sample size is determined based on the maximum number of arrows pointing at the construct (Hair et al (2014:21), so in this study there are 7. With a significance level of 5%, the minimum number of samples is 80 respondents. The distribution is based on proportional allocation, which is a proportional distribution according to the subjects taken by the participants.

## RESULTS AND DISCUSSION

The number of samples that participated in this study were 364 people. Respondents involved in this study came from various occupational backgrounds which were dominated by civil servants and followed by private employees and students. Data were collected from June-August 2021 using an online survey. Most of the respondents work as civil servants (35%) followed by students and private employees at 30% and 35% respectively. The number of female respondents is greater than that of men, respectively, 64% compared to 36%. When viewed from the frequency of access to the Website, the largest number (65%) accessing 1 to 5 times and followed by access 6 to 10, namely 19%. The number of respondents more than 6 times a week is also quite large (14%). Judging from the distribution area of respondents accessing the website is from Jabodetabek, and several other areas such as Pekanbaru, Jogjakarta, Solo, Bandung, Bengkulu and Batam. The results of the research modeling hypothesis test can be seen in Table 1 below.

**Table 1. Hypothesis test Result**

Path Coefficient	Value	t	t table	Conclusion
Aesthetics -> Content	0,32	5,49	1.96	significant (hypothesis accepted)
Challenge -> Psychological	0,34	5,01	1.96	significant (hypothesis accepted)
Connectedness -> Functionality	0,09	1,78	1.96	Not significant (hypothesis rejected)
Content -> Behavioral Intention	0,14	1,93	1.96	not significant (hypothesis rejected)
Content -> Satisfaction	0,52	10,86	1.96	significant (hypothesis accepted)
Content -> Trust	0,49	7,25	1.96	significant (hypothesis accepted)
Functionality -> Behavioral Intention	0,27	3,63	1.96	significant (hypothesis accepted)
Functionality -> Trust	0,26	4,89	1.96	significant (hypothesis accepted)

Path Coeficient		Value	t	t table	Conclusion
Interactivity	->	0,15	3,14	1.96	significant (hypothesis accepted)
Perceived Benefit	->	0,25	4,15	1.96	significant (hypothesis accepted)
Psychological	-> Behavioral Intention	0,26	3,94	1.96	significant (hypothesis accepted)
Psychological	-> Content	0,25	5,14	1.96	significant (hypothesis accepted)
Psychological	->	0,42	9,02	1.96	significant (hypothesis accepted)
Psychological	->	0,14	2,01	1.96	significant (hypothesis accepted)
Psychological	-> Trust	-0,02	0,36	1.96	not significant (hypothesis rejected)
Skill	-> Psychological	0,09	1,25	1.96	not significant (hypothesis rejected)
Telepresence	->	0,23	2,95	1.96	significant (hypothesis accepted)
Trust	-> Behavioral Intention	0,18	2,72	1.96	significant (hypothesis accepted)
Usability	-> Functionality	0,26	4,50	1.96	significant (hypothesis accepted)

Source: Author

If we look at the model, comprehensively this model shows that most of the hypothesis testing has been proven. There are 4 hypothesis tests (red line) that are not significant (See Figure 4).

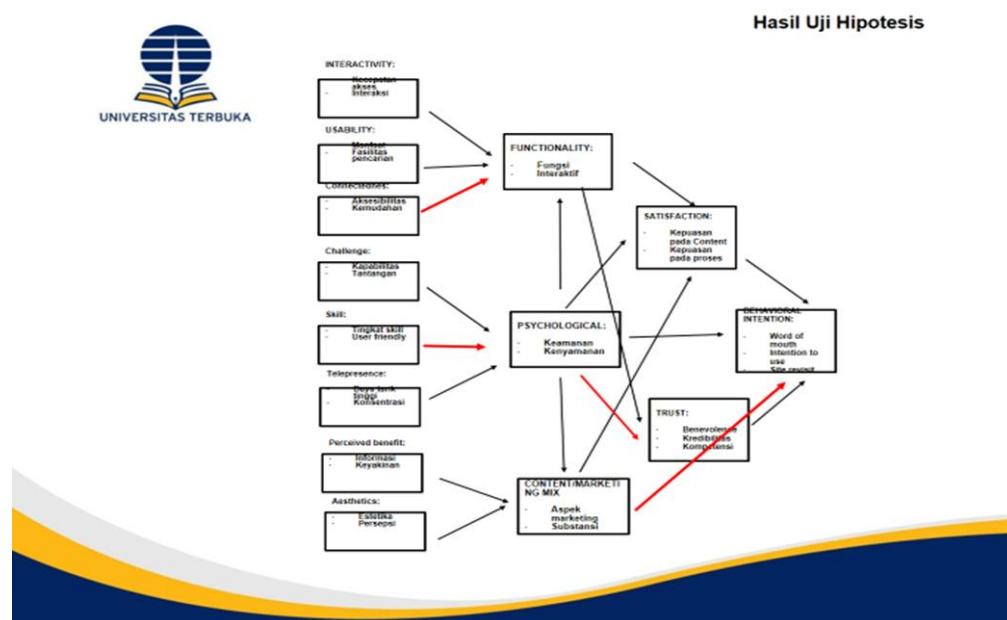


Figure 4. Research Model and Hypotesis result



The results of the calculation of the path coefficient of the antecedents variable on the component variable show that connectedness has no significant effect on functionality. This means that connectedness which shows the speed of access and interaction has not been able to have a significant influence on the functionality aspect of the website which shows interactive functions and aspects. A fairly strong influence occurs in aesthetics on content and challenges on psychology. With the path coefficient value of more than 0.30, the effect is quite large. Test statistics using t test statistics. The test criteria state that the null hypothesis is rejected if the t-count is greater than the t-table at a significance level of 5%. The results of partial hypothesis testing provide a t-count value greater than the table value (1.96) and the decision to test the  $H_0$  statistic is rejected. So, it can be concluded that aesthetics have a strong enough effect on content and psychological challenges.

If it is detailed from each sub-variable in the modeling (antecedent to component), it can be stated that this research has succeeded in proving that interactivity (speed of access and interaction) and usability (benefits and search facilities) can affect functionality (function and interactive). This means that if the interactivity and usability of the website is improved, it will have a major effect on functionality. No less important aspects of challenge, skill and telepresence in this study proved to have a positive effect on the psychological (security and comfort). This means that web users feel the challenge, have the skills and interest in the appearance and information on the web so that it has a strong impact on psychology. From the aspect of perceived benefit (information and belief) and aesthetics (aesthetics and perception) it has also been shown to have a significant effect on content (substance and marketing). This means that the perceived usefulness of web users and the appearance of an attractive website can significantly affect content/marketing.

The effect of functionality on behavioral intention and trust shows a significant and strong influence. This means that the functionality aspect on the web which shows the functional and interaction aspects has a strong enough effect on the level of trust and desire to use the website and recommend it to other parties. If the aspect of functionality can be increased higher, it will have a positive impact on the trust and desire of web users.

Another interesting finding is that the psychological aspect has a significant effect on satisfaction and functionality as well as content. This means that the security and comfort aspects can be felt by website users so that it affects user satisfaction and other aspects. However, this study cannot prove a significant psychological effect on trust. This finding indicates that the security and convenience aspects offered to web users have not been able to significantly make users believe in credibility and competence. In terms of content, findings in the field can affect satisfaction and trust, meaning that the marketing and substance aspects created on informative features on the web can make users feel satisfied and put their trust in credibility.

The Holistic concept (gap research) using integrating variables has not been comprehensively fulfilled (4 variables that do not show a significant effect), namely: 1) Connectedness to Functionality, 2) Content to Behavioral Intention, 3) Psychological to Trust and 4) Skill to Psychological.

## CONCLUSION

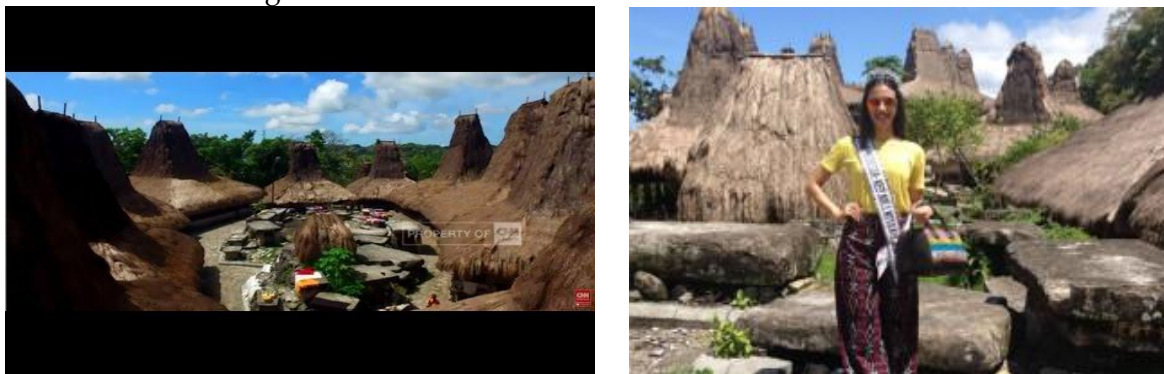
The research modeling using respondents who use websites that provide tourism destination services based on culture and local wisdom can prove most of the hypothesis tests (15 hypotheses) of the 19 hypotheses proposed. The modeling in this study can be declared valid to be developed in the next research. There are 4 hypothesis tests that show insignificant results, namely: 1) the effect of connectedness on functionality; 2) the influence of content on behavioral intention; 3) psychological influence on trust and 4) influence of skill on psychology.

The results of hypothesis testing that have a significant effect both starting from the antecedent - component - outcome indicate that there are two variable relationships that show a very strong influence, namely content on satisfaction and trust. This finding indicates that the content developed on the website has been able to make users feel satisfied and trusted. If this aspect of content is further improved, it will increase the satisfaction and trust of website users. This finding is in line with the respondents' answers regarding the effectiveness of information on websites which tend to be in a high rating (7 to 9) with a scale of 7. This means that the information presented is rated as very effective (benefit) supported by speed and ease of access as well as user friendly and easy to operate.

To develop a more comprehensive "flow experience" model, it is necessary to pay attention to the relationship of insignificant variables by considering several important things: 1) respondent characteristics, 2) respondent distribution and 3) conducting a comparative study with equivalent units of analysis.

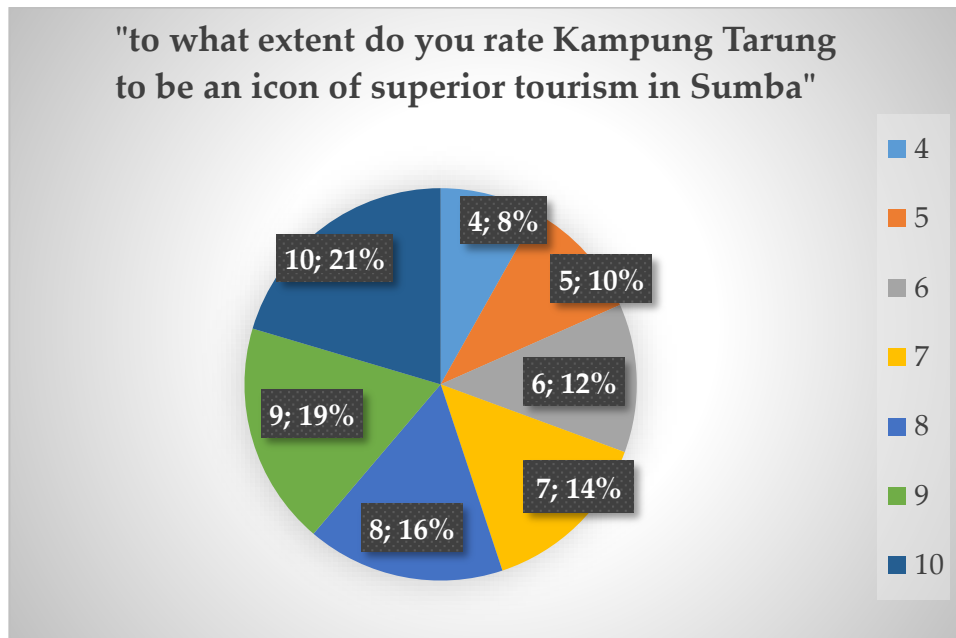
### PUTTING MODEL INTO PRACTICE:

Kampung Tarung As a Popular Tourist Destination In Sumba Province : The Importance of Promotion Through Websites



**Figure 5. Kampung Tarung as Icon Superior Tourist Destination in Sumba Province**

To assess whether the idea of making Kampung Tarung an icon of superior cultural tourism in Sumba, this survey sought input from respondents by asking the question "to what extent do you rate Kampung Tarung to be an icon of superior tourism in Sumba - with a range of 1 to 10). The findings of the survey results indicate that 70% gave a positive assessment, namely from 7 to 10.



The following are important comments from respondents who provide support for the idea of making "Kampung Tarung an Icon of Sumba's Leading Tourist Destinations":

"The traditional house building is so beautiful and has cultural values that are so thick with local traditions and customs."

"The preservation of culture that is still maintained, from weaving to traditional rituals and the houses that are still maintained"

"Easy access (near Waibubak city), customs that are still well maintained"

In my opinion, this village is suitable as a cultural tourism destination in Sumba because the culture in this Tarung village is still natural and strong"

"If the development of this Tarung village becomes a tourism icon, it must really need to develop knowledge and skill community in the village itself. Therefore, with the help of training from the government or related agencies so that the local community provides quality services to local and international tourists. The friendliness of the local community provides added value besides the beauty of nature and building Sumba is known for its unique culture and legendary traditional houses. Kampung Tarung can be a medium to introduce the uniqueness of Sumba that never fades with time".

"Yes, I totally agree that Kampung Tarung is one of Sumba's icons that will improve the positive image of Sumba as a whole."

"Very good and worthy of being an extraordinary cultural asset for West Sumba Regency, especially Tarung Village".

Introducing the beauty and uniqueness of Tarung Traditional Village as an icon of a leading tourist destination in Sumba must start from building strong awareness. One strategy is promotion/communication utilizing online and offline activities. Online can utilize various channels (digitalization) to get wide coverage such as making short videos about the uniqueness of Tarung Village and socializing it through YouTube and social media. From the survey results, important input was obtained regarding "HOW TO PROMOTE KAMPUNG TARUNG AS ICONIC TOURISM DESTINATION", namely mainly through social media, making films and videos of the short history of Tarung Village and organizing interesting events. All packaging to increase awareness must

prioritize uniqueness and excellence, namely: preservation of ancestral culture related to the Marapu religion and community customs.

The results of the survey involving 82 respondents, most of whom were Sumbanese, provided interesting insights, the essence of which is strong support for making Tarung Traditional Village an Iconic tourist destination in Sumba. From the respondents' opinions, it can be concluded that Tarung Traditional Village has uniqueness and advantages that have selling value and are worthy of being a tourist destination such as: traditional house buildings, Marapu culture and customs, community activities that still uphold traditions and ceremonies. Making Tarung Village a tourist destination is part of the implementation of sustainable tourism that prioritizes the harmony of 3 important aspects, namely: social/cultural, economic and environmental.

Building strong awareness about Tarung Traditional Village is important to optimize, one of the right strategies to get wide coverage is to utilize digitalization channels such as: social media, websites, YouTube. There is an important thing to note, namely the aspect of service quality as a tourist destination must be considered. Most respondents stated that aspects of comfort and environmental cleanliness need to be considered. Learning from the success of the Panglipuran tourist destination (Bali) which succeeded in organizing its village by paying attention to aspects of cleanliness and environmental beauty, it turned out to be a magnet for tourists to come.

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