ANALYSIS OF THE EFFECT OF USER-GENERATED CONTENT (UCG) INFORMATION FROM SOCIAL MEDIA AND POSITIVE ELECTRONIC WORD OF MOUTH (E-WOM POSITIVE) ON TOURIST VISITING INTENTIONS IN INDONESIA

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ARTICLE INFO	ABSTRACT
	This study aims to determine the role of user-generated content in social networks using the variables of information quality and credibility of information and e-WOM through receiving information in increasing the intention of visiting tourist destinations in Indonesia. This research was conducted quantitatively descriptive and verification. Data were collected by survey through online questionnaire using a differential semantic scale. Sampling technique with purposive sampling technique and distributing questionnaires randomly to respondents. Printed and electronic books, journals, and the internet as secondary data that support this research. A total of 112 samples were obtained, but only 85 samples that met the requirements for processing. Data processing with Smart PLS software or partial least squares (PLS) structural equation model (SEM), which aims to test the hypothesis of the influence between the variables of information quality, information credibility and e-WOM on information acceptance and travel intentions. The results of the research analysis show that the quality of information received by potential visitors has a very significant effect on how visitors adopt information and affects the intention to visit tourists in a tourist area, while the credibility of information does not affect how visitors adopt information as well as E-WOM Positive does not. influence the intention to visit tourists. This finding is expected to provide an illustration that the quality of information is the most influencing factor in the intention to visit tourists, so that relevant, accurate and up-to-date information is something that must be considered regarding tourist destinations, so that stakeholders can use influencers or appropriate reviews

so that they can increase the potential number of tourists according to the expected target.

Penelitian ini bertujuan untuk mengetahui peran user-generated content di jejaring sosial dengan menggunakan variabel kualitas informasi dan kredibilitas informasi dan e-WOM melalui penerimaan informasi dalam meningkatkan niat berkunjung ke destinasi wisata di Indonesia. Penelitian ini dilakukan secara deskriptif kuantitatif dan verifikatif. Pengumpulan data dilakukan dengan survei melalui kuesioner online menggunakan skala semantik diferensial. Teknik pengambilan sampel dengan teknik purposive sampling dan penyebaran kuesioner secara acak kepada responden. Buku cetak dan elektronik, jurnal, dan internet sebagai data sekunder yang mendukung penelitian ini. Sebanyak 112 sampel yang diperoleh, namun hanya 85 sampel yang memenuhi syarat untuk diproses. Pengolahan data dengan software Smart PLS atau partial least squares (PLS) structural equation model (SEM), yang bertujuan untuk menguji hipotesis pengaruh antara variabel kualitas informasi, kredibilitas informasi dan e-WOM terhadap penerimaan informasi dan niat berwisata. Hasil analisis penelitian menunjukkan bahwa kualitas informasi yang diterima oleh calon pengunjung berpengaruh sangat signifikan terhadap bagaimana pengunjung mengadopsi informasi dan mempengaruhi niat berkunjung wisatawan di suatu kawasan wisata, sedangkan kredibilitas informasi tidak mempengaruhi bagaimana pengunjung mengadopsi informasi. serta E-WOM Positif tidak. mempengaruhi niat berkunjung wisatawan. Temuan ini diharapkan dapat memberikan gambaran bahwa kualitas informasi merupakan faktor yang paling mempengaruhi niat berkunjung wisatawan, sehingga informasi yang relevan, akurat dan up-to-date menjadi hal yang harus diperhatikan terkait destinasi wisata, sehingga stakeholders dapat menggunakan influencer atau review yang sesuai sehingga dapat meningkatkan potensi jumlah wisatawan sesuai target yang diharapkan.

1. INTRODUCTION

Advances in technology in the field of information and communication have made it easier for us to receive, send and process information. One of the developments in information technology that is very widely used by today's society to help meet their daily needs is social media. Social media is no longer a static media that provides directional information, but also two-way because there is interaction between users in it. With the increasing use of the internet throughout the world, the flow of information exchange can occur in a very fast time, it can even be said that in seconds we can exchange information from within and outside the country, ranging from information from the political field,

entertainment to even information on vacation spots or places of interest. new tour. The development of the tourism sector in a country will attract other sectors to develop as well because their products are needed to support the tourism industry. such as agriculture, animal husbandry, plantations, folk crafts, increasing job opportunities, and so on. With the linkage between the tourism industry sector and other sectors, it is expected to be able to generate foreign exchange and be able to absorb labor so that it has an impact on reducing unemployment and increasing the level of community welfare. Therefore, it is necessary to encourage especially the tourism industry to continue to encourage tourism by understanding the current situation, by using social media as an effective marketing strategy. This attracts researchers to conduct studies related to the role of user-generated content on social media using the variables of information quality and credibility of information through receiving information in increasing the intention of visiting tourist destinations in Indonesia. In addition, research conducted by (Bataineh 2015) explains that prospective visitors who act as recipients of information will have more confidence from sources of information that are credible, quality and have the right quantity and positive e-WOM becomes the power of attraction of a tourist destination. So, it is hoped that by understanding the factors that influence UGC on social media on travel interest through the variables of information quality, information credibility, and information adoption as well as the influence of e-WOM, it can be input for business actors and the relevant government to be able to make improvements. on the quality of information and the credibility of information from social media content and utilizing positive E-WOM that can be used to attract tourists to visit tourist areas.

The use of the Elaboration Likelihood Model (ELM) theory is used to explain the information process model that influences people's attitudes and behavior. The addition of the e-WOM variable to analyze the effect of ELM is used as a basic theory to assess the quality of information on the trust of social media users, so the quality of arguments and the credibility of sources have a positive impression on impression formation. EML is a theory that focuses on a person's cognitive processes in evaluating information. The results of data collection are then processed and analyzed descriptively and inferentially and published scientifically because of the analysis of the use of social media as UGC (User-generated-content) to increase the intention of visiting tourists who can provide recommendations to related parties.

2.   LITERATURE REVIEW

2.1.   Elaboration Likelihood Model (ELM)

ELM is a theory used to study persuasive communication. This theory was first developed by Petty and Cacioppo in 1980. The model of ELM communication with its persuasive approach can be used in various fields including health, marketing, education, politics, and public communication. Electronic Word of Mouth / Viral Marketing is a marketing technique used to spread marketing messages from one website or user to another website or user, which can create the potential for exponential growth like a virus (Gosal, Andajani, and Rahayu 2020; Sari and Purwanto 2022). e-WOM as a communication medium to share information about a product or service that has been consumed between consumers who do not know each other and have met before. Electronic Word of Mouth (E-WOM) indicators are: (1) Social Capital, (2) Trust, and (3) Interpersonal Influence (Narangajavana et al. 2017). There are several studies that are related to this research, especially research on the adoption of information acceptance on travel intentions using

ELM Theory. Some of these studies are (Azis 2015; Fuady et al. 2020; Hereyah and Kusumaningrum 2019; Putri 2021; Tresnawati 2017).

2.2. Intention

Intention is something that arises from the information received that affects motivational factors and changes a person's behavior (Ajzen 1985). The online travel community is one of the sources that tourists need and use in making decisions to visit tourist attractions. Therefore, tourism marketers need to know the tourism potential and the needs of consumers or tourists in adopting online information about travel information

2.3. The quality of information

The quality of information is a strong persuasive information message (Liu et al. 2022) so that it can be accepted by the recipient of the message that the information is convincing to support what they want. In a previous study (Cheung, Lee, and Rabjohn 2008) stated that persuasive messages with strong arguments can produce cognitive reactions. Information from social media users can be a tool for adopting travel information for other users. Then the hypothesis that is built is, **H1: The quality of information has a positive effect on the adoption of information**

2.4. Information credibility

Information credibility is a competent source of information that can be trusted by the recipient (Howard, Lubbe, and Klopper 2011) and plays an important role in influencing individual cognitive attitudes (Hadinejad et al. 2022). The positive influence of the credibility of the information is a cognitive assessment for consumers. When the source of information is credible, consumers will adopt and view UGC information on social media as adoption of useful information (Chung, Han, and Koo 2015). Thus, a hypothesis can be made, **H2: Credibility of information has a positive effect on information adoption**

2.5. *Electronic Word of Mouth* (E-WOM)

E-WOM is considered an important source of information that influences tourists' travel intentions (Gosal, Andajani, and Rahayu 2020). Tourists use e-WOM communication to generate ideas and narrow choices in the stage of determining travel planning, namely travel intentions. Thus, a hypothesis can be made, **H3: Information credibility has a positive effect on travel intentions**
Information on social media from family and friends is a reliable source of information, especially travel information that can build emotional connections (Cheung, Lee, and Rabjohn 2008). Quality and credible information can determine consumer decisions to adopt information and will increase the intention to travel. **H4: Information adoption has a positive effect on travel intentions**

3.   RESEARCH METHOD

The data in this study were obtained directly or called primary data by conducting a survey of respondents, the questionnaires distributed were measured by a semantic differential scale. Semantic differential (SD) is a type of semantic rating scale that measures the connotative meaning of concepts such as terms, objects, events, activities, ideas, developed by (Ploder and Eder 2018). Cognitive attribution of respondents on the level of the selected concept. SD is universal and measures associations, motivations, emotions,

attitudes, and can be used for almost every concept. The research population is Indonesians of various ages and occupations. Samples were taken using non-probability sampling and purposive sampling, namely a form of sampling that focuses on candidates who have certain characteristics or characteristics in common (Etikan 2016). The sample obtained is 85. The questionnaire is the process of collecting data by giving or distributing several questions to respondents to obtain responses to the questions given. The scale used is the Semantic Differential scale; there are five; Being in the far-right position, positive answers and very negative answers are in the far left position, or vice versa(By Charles Egerton Osgood, George J. Suci 1957). PLS SEM analysis technique on data processing carried out in this study. The results were analyzed descriptively and inferential verification and published scientifically because of the analysis of the use of social media as UGC (User-generated-content) to increase the intention of visiting tourists who can provide recommendations to related parties.

4.   DISCUSSION OF THE ANALYSIS OR RESULTS

4.1.   Profile of Respondents

Data collection was carried out during May to September of 2022. Questionnaires made in the form of Google Form were distributed to the respondent. The testing method using SEM PLS. The results of the collected samples totaled 111 sample, there were 26 samples that were not used, so that the sample data that could be processed were 85 samples, with a total of 16 questionnaires distributed directly. Characteristics of respondents can be seen from the tables 1 as below.

Table 1: Correspondent Characteristic

No	Respondent	Number of People	Percentage (%)
1	Domicile		
	West Java	16	19
	Central and East Java	9	11
	Jakarta-Bogor-Depok-Tangerang-Bekasi	46	54
	Outside Java	14	16
	Total	85	100
2	Gender		
	Male	37	44
	Female	48	56
	Total	85	100
3	Education		
	Senior High School below	71	84
	University	14	16
	Total	85	100

Sources: Processed data, 2022

4.2.   Validity and Reliability

This validity test is carried out to measure whether the data that has been obtained after the research is valid data by using the measuring instrument used (questionnaire). In this research, validity test was carried out on 85 Respondents. (Sugiyono 2012) states that the reliability test is the extent to which the measurement results using the same object, will produce the same data. This reliability test was carried out on respondents using questions that have been declared valid in the validity test and will be determined reliability. The acceptable threshold value for cut of value reliability (CR) is > 0.7 while for average variance extract (AVE) > 0.5. The minimum threshold for Cronbach is 0.5 or 0.6 (Peterson 1994). The results of this study are shown in Table 2. It shows the Cronbach alpha value > 0.05, so that all research instruments are considered valid and the composite reliability value > 0.7 are all considered reliable.

Table 2. Validity and Reliability

	Cronbach's Alpha	rho_A ∧	Composite Reliability	Average Variance Extracted (AVE)
Adoption Information	0.758	0.811	0.858	0.670
E-Wom Positive	0.759	0.815	0.858	0.670
Quality Information	0.831	0.838	0.887	0.663
Visit Intention	0.802	0.842	0.881	0.711
Credibility Information	0.845	0.848	0.906	0.763

Sources: SEM PLS, 2022

4.3.   Discriminant Validity

Discriminant validity is carried out to ensure that each concept of each latent model is different from other variables. Validity testing is carried out to find out how precisely a measuring instrument performs its measurement function. Discriminant Validity of the reflexive measurement model can be calculated based on the cross-loading value of the manifest variable for each latent variable. If the correlation between the latent variable and each indicator (manifest variable) is greater than the correlation with other latent variables, then the latent variable can be said to predict the indicator better than other latent variables. Table 3. shows the diagonal value is greater than other related values, the construct shows acceptable discriminant validity. Comparison of the square root of the average value of the extracted variance (AVE) is also one way to calculate discriminant validity. If the AVE value is greater than the value of the correlation between latent variables, then discriminant validity can be achieved. The value of discriminant validity can be said to be accepted if the AVE value is greater than 0.5.

Table 3. Discriminant Validity

	Adoption Information ∨	Credibility Information	E-Wom Positive	Quality Information	Visit Intention
Adoption Information	0.819				
E-Wom Positive	0.647	0.375	0.819		
Visit Intention	0.601	0.617	0.437	0.564	0.843
Quality Information	0.448	0.712	0.360	0.815	
Credibility Information	0.430	0.873			

Sources: SEM PLS, 2022

4.4. Multicollinearity Test

Multicollinearity test aims to test and find out whether in a regression model there is a high or perfect correlation between independent variables. This test can be known by looking at the tolerance value and the value of the variance inflation factor (VIF). Testing is done by looking at the value of VIF or variance inflation factors. If the value is centered VIF (Variance Inflation Factor). VIF is a factor that measures how much the increase in variance of the regression estimator coefficient is compared to the orthogonal independent variables when connected linearly. The VIF value will be greater if there is a greater correlation between the independent variables. Testing can be done by looking at the Tolerance and Variance Inflation Factor (VIF) values in the regression model. The decision-making criteria related to the multicollinearity test are as follows (Akinwande, Dikko, and Agboola 2015) : If the VIF value is < 10 or the Tolerance value is > 0.01, it is stated that there is no multicollinearity. If the VIF value is > 10 or the Tolerance value is < 0.01, then multicollinearity is declared. If the correlation coefficient of each independent variable > 0.8 then multicollinearity occurs. But if the correlation coefficient of each independent variable < 0.8, then there is no multicollinearity. Table 4. Shows VIF value <10, there is a correlation but there is no multicollinearity.

Table 4. Multicollinearity

	VIF
AD1	1.522
AD2	1.454
AD3	1.680
EW1	1.421
EW2	1.613
EW3	1.625
INT1	1.628
INT2	1.786
INT3	1.782
KI2	1.580
KI3	2.429
KI4	1.926
KR1	2.702
KR2	1.651
KR3	2.469
KI1	1.858

Sources: SEM PLS, 2022

4.5. Hypothesis Testing Result

Table 4. Hypothesis Testing Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDE	T Statistics (|O/ST|	P Values
Adoption Information -> Visit Intention	0.547	0.549	0.111	4.924	0.000
Credibility Information -> Adoption Information	0.225	0.236	0.144	1.562	0.119
E-Wom Positive -> Visit Intention	0.084	0.095	0.120	0.697	0.486
Quality Information -> Adoption Information	0.288	0.295	0.139	2.077	0.038

Hypothesis testing is carried out based on the results of testing the Inner Model (model structural) which includes the output r-square, parameter coefficients and t-statistics. For see whether a hypothesis can be accepted or rejected, including pay attention to the significance value between constructs, t-statistics, and p-values. Test This research hypothesis was carried out with the help of Smart PLS (Partial Least Square) 3.0. These values can be seen from the bootstrapping results. Rules of thumb used in this study is t-

statistic > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. The results of the hypothesis test are illustrated in Table 4, P <0.05 (influential and significant).
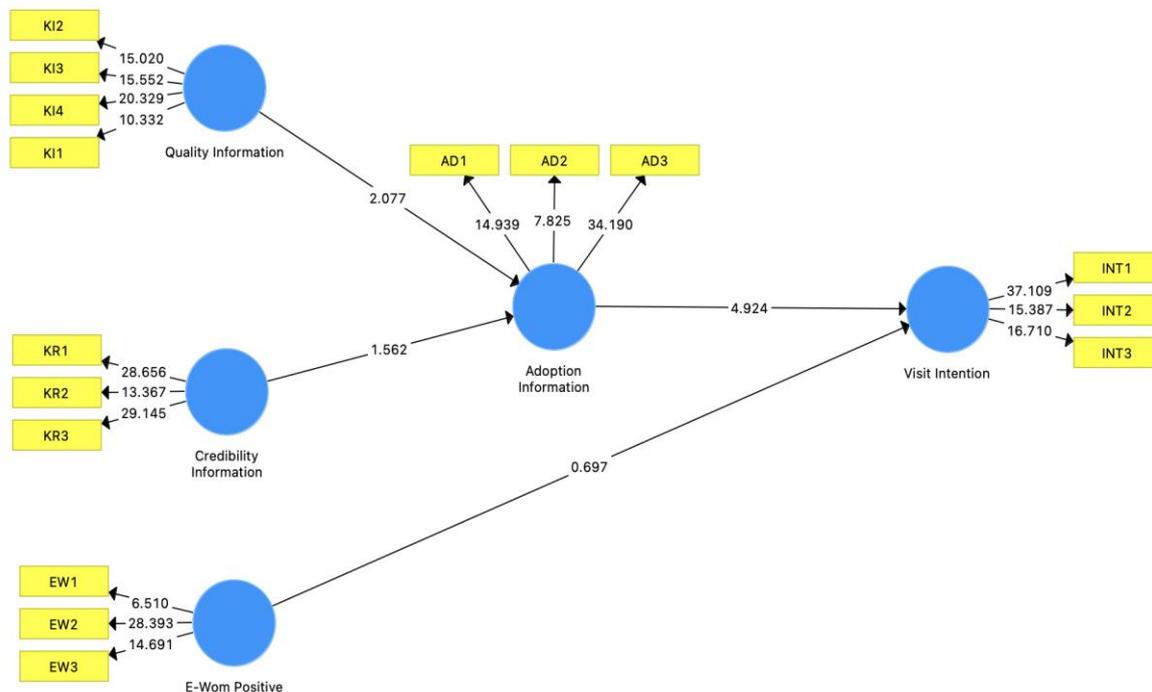

Fig 1. Research Framework; Sources: SEM PLS,2022

5.　CONCLUSION

From table 4, we can see that the first hypothesis which states that H1: Information quality has a positive and significant effect on information adoption. The results of data processing show a p value of 0.000 <0.05. The quality of accurate, relevant, and up-to-date information is an indicator of how tourists can adopt the information they receive. It is hoped that information with relevant, accurate and up-to-date elements for tourists will encourage attitudes to be able to adopt the information. The second hypothesis that H2: Information credibility has a positive effect on information adoption is not proven. Tourists do not consider important figures who provide information or the credibility of sources as important. So, in this case reviews from ordinary people can be used as a guide to the description and facilities of a tourist attraction. In other words, influencers or endorsers or brand ambassadors are not mandatory to attract visitors. Although many positive E-Wom are believed to have a positive impact on various products and services, this is not the case with tourism objects. Tourists do not see good reviews or positive values as their reference to visit an area. The results of the data processing show that the p value of E-Wom -> intention to visit >0.05 means that it is positive and not significant. Tourists will rate and every information they receive is both positive and negative and does not affect the intention to visit directly, however the quality of relevant, accurate and up-to-date information is the most significant thing to increase the intention of tourists to visit. In addition, this study is also to see which indicators most influence the adoption of information from the information quality variable (KI). The results of the loading factor on the KI3 indicator are "Information via social media or other online platforms by previous visitors is accurate based on actual facts" with the largest loading factor of 0.854 and

Indicator (AD3) of the information adoption variable (AD) with the statement "Information about facilities from tourism objects encourage me to believe more in visiting tourist attractions" with a loading factor of 0.890. It can be concluded that accurate information about the facilities of a tourist object is the factor that most influences the intention of tourists to visit a location. Therefore, business actors and related agencies must pay attention that facilities are an undeniable thing that must be addressed to increase the number of tourists at their business locations.

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<div align="center">REFERENCES</div>

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