

EWOM EFFECT ON INTENTION TO VISIT RAJA AMPAT PAPUA (Theory of Planned Behavior)

Virginia Winarta

virginiawinartav@yahoo.com

Siti Rahayu

Sitirahayu151@gmail.com

Prita Ayu Kusumawardhany

pritaayu.k@gmail.com

*Department of Management, Faculty of Business and Economics,
Universitas Surabaya, Indonesia*

ABSTRACT - This study aims to determine the effect of eWOM and intention to travel to Raja Ampat Papua using the approach of theory of planned behavior. This study uses quantitative data. The sampling technique used is non probability sampling with purposive sampling type. In this study, sample used is 150 respondents using non-probability sampling techniques. The data were processed using SEM test. The results of this study stated that there is a significant positive effect between e-WOM and intention to travel to Raja Ampat Papua approach theory of planned behavior.

Keywords: eWOM, Attitude Toward Visiting, Subjective Norms, Perceived Behavior Control, Intention

RESEARCH BACKGROUND

In this day, everyone use the Internet in their life. Everyone use many electronic media to access the internet, such as gadgets, laptops, tabs. Each individual using the Internet for a variety of purposes, among them is to get some information. Such information can be obtained through a variety of media, such as google, website, twitter, or instagram.

Currently, instagram is one of the very popular and frequently used by everyone. Many things such information can be obtained from instagram, the information is on the form of pictures and explanations about a thing. One of the information is very often found in Instagram is a tourist destination. Such information is also called electronic word of mouth (eWOM). In Indonesia, the

most popular for tourist destination is Raja Ampat, Papua. Raja Ampat is one of the tourist destinations in Indonesia, which has a priceless beauty.

Litvin et al. (2008) specifically analyze eWOM role on the world of tourism. Litvin et al. (2008) mention that the technological developments improved faster and the number of tourists who use Internet to search information and transactions increased too. According to data from the Travel Industry Association of America (TIA 2005), sixty seven percent of American travelers have used the Internet as a means of seeking information about a destination. In this case, information flows through the communication that occurs between the tourist and the tourist with potential tourists.

Some studies concerning the effect that can be caused by eWOM, most analyzes on the effect eWOM on customer loyalty (Kim et al., 2004), (Gruen et al., 2006), in which each also relate to the value of customers (Gruen et al., 2006) and the decision to buy (Kim et al., 2004). While on the other part, Zhang et al. (2010) analyzed the effect of eWOM to the popularity of a restaurant which incidentally is the infrastructure dimension of the destination image.

Research that links between eWOM with the intention to travel is still very limited. So it is reasonable to be analyzed in this study about the influence that can be provided by eWOM the intention to travel. And as it goes, will be analyzed also the influence of the attention toward eWOM visiting, Subjective norms, perceived behavioral control, and will be analyzed also the intention to travel is influenced by attention toward visiting, Subjective norms, perceived behavioral control.

This research development of research conducted by Jalilvand and Samiei (2012) about the influence of eWOM against tourism destination choice approach to psychology theory is a theory on planned behavior (TPB), show communication eWOM have a significant impact on the customer attitude to visit tourist destinations, subjective norm, perceived behavioral control, and intention to visit the tourist destinations. According to the theory of Ajzen (1991) in Jalilvand and Samiei (2012), TPB is a theory developed by Ajzen (1991) whose main focus is the intention of the individual to perform certain behaviors,

intentions deemed able to see the motivational factors that influence the behavior and intentions of this an indication of how hard people are willing to attempt to try and how much effort will be issued an individual to perform a behavior (Jalilvand and Samiei, 2012).

LITERATURE REVIEW

EWOM

The rapid advancement of technology, particularly the Internet network WWW (World Wide Web) is able to provide informed choices about a product allows for a communication word of mouth is not only a form of communication between individuals regarding a product, service or brand but capable of being many form WOM communications that propagate almost universally through online media and is often called the Electronic Word of Mouth (Jalilvand, 2012).

EWOM become a very important place for the consumer to give his opinion and considered more effective than WOM because of the level of accessibility and its scope is broader than traditional offline WOM (Jalilvand, 2012).

Attitude Toward Visiting

Tung (2011) argues that the attitude toward visiting is the attitude toward the behavior is the degree to which a person has a favorable evaluation or unfavorable from a behavior.

According to Ajzen (2012) attitude toward visiting influenced by the belief that such behavior will bring the desired results or undesirable. Individuals who have a positive belief toward a behavior will have a tendency to display such behavior. So that attitude leads to behavior that is determined by the consequences raised by the behavior, called with confidence on behavior.

Subjective Norms

According Azjen & Driver (1991), Subjective norms are feeling or prediction of a person against the expectations of the people in his life done or not done about a particular behavior.

According to Fishbein and Ajzen (1975), Subjective norms an individual's beliefs about the expectations of those around influential (significant other) either

individually or per group to display a particular behavior or not. Understanding the above explained that the subjective norm is the product of the individual's perception of the trust of others. Subjective norm generally has two components, namely normative beliefs and motivation to comply.

Perceived Behavioral Control

According Azjen (1991) defined perceived behavioral control as one's perception of easy or difficult it is to the behavior of interest. With the level of perceived behavioral control someone who is greater, will allow a person to have a great attitude and intention to perform the behavior of interest.

According Jalilvand and Samiei (2012) PBC can be measured by, (a) can to visit there is to visit tourist attractions, (b) have the knowledge resources is to have a source of knowledge to visit, (c) it would be easy to visit the can easily to visit.

Intention

According to Conner & Norman (2005) in Keat (2009) revealed that the intention is deciding which represents a person's behavior. Intention is an awareness of one's motivation or decision to exert efforts in doing a behavior. Intention of this research is the intention to make or not make a trip to the tourist attractions that have been through the information obtained.

According Jalilvand and SMIEI (2012) Intention can be measured by, (a) will visit there is going to visit, (b) would visit rather than any other tourism destination is going to visit compared to other tourist attractions, (c) will plan to visit is planned will visit.

RESEARCH METHOD

This type of research used in this research is causal research by using quantitative data derived from primary data. The primary data obtained directly from the questionnaires have been compiled and structured distributed to respondents who meet the specified characteristics of the population. This research used 150 respondents with non-probability sampling techniques. The measurement used interval with measurement scale numerical scale that is measured in a scale of seven levels.

In the study, the seventh scale used as follows:

Disagree 1 2 3 4 5 6 7 Agree

Characteristics of the population used is the respondents who have an interest to travel to Raja Ampat in Papua, Indonesia, both of which have never traveled or who have never traveled, sex male and female, had an average age of 15 years to 64 years, and active or frequently use Instagram.

Independent variable used in this study is eWOM. eWOM as negative or positive statements made by tourists about Raja Ampat Papua, Indonesia through social media Instagram. Meanwhile, the dependent variable in this study there are four variables:

1. Attitude toward visiting

Attitude toward visiting is the degree to which a person has a favorable evaluation or unfavorable from the tourist attractions Raja Ampat in Papua, Indonesia.

2. Subjective Norms

Subjective norms are feeling or prediction of a person against the wishes of the other travelers who have traveled to Raja Ampat Papua, Indonesia regarding whether or not to travel to Raja Ampat in Papua, Indonesia.

3. Perceived Behavioral Control (PBC)

Perceived behavioral control is one's perception of easy or difficult it is to make a trip to Raja Ampat in Papua, Indonesia.

4. Intention

Intention is the awareness of one's motivation or the decision to exert effort to travel to Raja Ampat in Papua, Indonesia.

Data processing such as validity, reliability, SEM test, and F test using SPSS 16.0 and AMOS 16 for windows. SEM test use the significance level of 5% with a critical ratio ≥ 1.96 . F test use the significance level of 5%.

RESULT AND DISCUSSION

In this research has been conducted for distributing questionnaires to 150 respondents online and offline. Of the 150 respondents were showed that 100% of respondents using Instagram. Most respondents are aged respondents aged 15-22 years with a percentage of 81.3% or 122 respondents. While respondents aged 23-30 years had a percentage of 18.7% or as much as 28 respondents. 118 respondents (78.7%) who had never visited Raja Ampat Indonesia, 30 respondents (20%) who had first visited Raja Ampat Indonesia, 2 respondents (1.3%) who've 2 times visited Raja Ampat Indonesia, and there are no respondents who have visited Raja Ampat Indonesia is more than 2 times. Thus, it can be concluded that the majority of respondents who have an interest to visit Raja Ampat Papua Indonesia are the respondents who have never visited the Raja Ampat Papua Indonesia.

Table 1.
Respondents Response

No.	Statement	Mean	Std. Dev
EWOM			
1	I often read reviews of other travelers via Instagram, to select destinations.	5.41	1.12
2	I often read reviews of other travelers to make sure I choose the correct destination.	6.09	0.95
3	I often ask other travelers via Instagram to help choose destinations.	5.29	1.24
4	I often collect information from other travelers review via Instagram before travel.	5.51	1.15
5	I often read reviews of other travelers that I did not feel worried.	5.56	1.07
6	Another traveler reviews of Instagram makes me confident to travel.	5.98	0.99
Average		5.64	1.09

<i>Attitude Toward Visiting</i>			
1	Raja Ampat is a great attraction	5.68	1.06

2	Raja Ampat is a valuable attraction	5.73	1.08
3	Raja Ampat is a fun attraction	5.62	1.03
Rata-rata		5.68	1.06

<i>Subjective Norms</i>			
1	Important people in my life said I had to visit Raja Ampat.	5.55	1.21
2	Most important for me to say I had to visit Raja Ampat.	5.64	1.06
3	Those whose opinion is valuable to me will advise me to visit Raja Ampat.	5.61	1.12
Average		5.60	1.13

<i>Perceived Behavioral Control</i>			
1	I will be able to visit the Raja Ampat.	5.31	1.22
2	I have the ability to visit Raja Ampat.	5.37	1.13
3	I will be easy to visit Raja Ampat	5.35	1.28
Average		5.34	1.21

<i>Intention</i>			
1	I plan to visit Raja Ampat in the future.	5.83	1.07
2	I will visit the Raja Ampat compared to other tourist attractions.	5.76	1.09
3	If all the way I want, then I will be visiting Raja Ampat in the future.	5.84	1.07
Average		5.81	1.08

Based on Table 1, 150 respondents give response about result of questionnaires. Respondents tend to have a very good perception of the EWOM, Attitude towards visiting, Subjective Norms, Perceived Behavioural Control and Intention.

According to Hair et al., (2010) in a model of confirmatory factor analysis (CFA), researchers can see the contribution of each indicator is measured

as how well a measurement scales to measure a concept. If the value of the critical ratio > 1.96 then the relationship is statistically significant.

Table 2
Compatibility Test Result Measurement Model

No	Tests Matches	Suitability Criteria	Result	
1	CMIN/DF	CMIN/DF < 2	1.229	<i>Good fit</i>
2	GFI	GFI $> 0,90$	0.905	<i>Good fit</i>
3	RMSEA	RMSEA $< 0,08$	0.039	<i>Good fit</i>
4	CFI	CFI $> 0,90$	0.973	<i>Good fit</i>
5	TLI	TLI $> 0,90$	0.967	<i>Good fit</i>
6	IFI	IFI $> 0,90$	0.974	<i>Good fit</i>

Structural Model

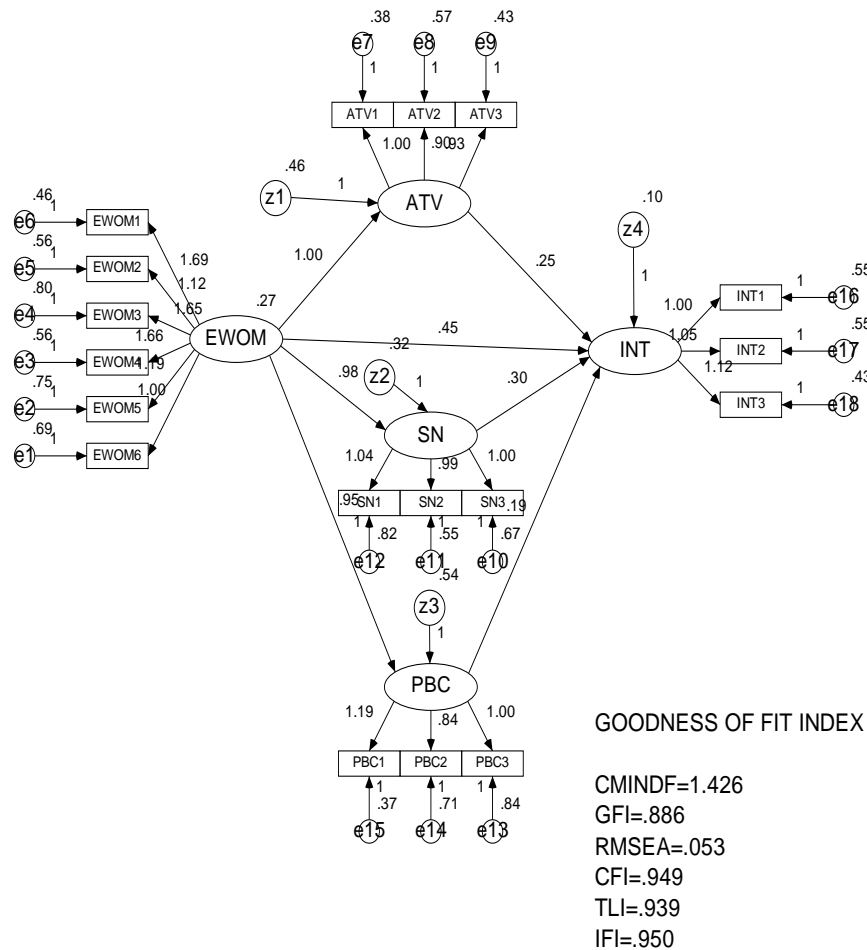


Figure 1
Structural Model Research

Table 3
Structural Model Compatibility Test Result

No	Tests Matches	Suitability Criteria	Result	
1	CMIN/DF	CMIN/DF < 2	1.426	<i>Good fit</i>
2	GFI	GFI > 0,90	0.886	<i>Marginal fit</i>
3	RMSEA	RMSEA < 0,08	0.053	<i>Good fit</i>
4	CFI	CFI > 0,90	0.949	<i>Good fit</i>
5	TLI	TLI > 0,90	0.939	<i>Good fit</i>
6	IFI	IFI > 0,90	0.950	<i>Good fit</i>

Based on the description on Figure 1 and Table 3, the structural model as a whole has had a value that meets Goodness-of-Fit so that the analysis followed by testing the hypothesis.

Table 4
Hypothesis Test Results Summary

Hypothesis	Link Between Construct	Estimate Value	Critical Ratio	P-value	Result
H1	EWOM→ATV	0.995	4.919	***	Significant
H1a	ATV→IT	0.255	2.969	0.003	Significant
H2	EWOM→SN	0.980	4.588	***	Significant
H2a	SN→IT	0.296	2.439	0.015	Significant
H3	EWOM→PBC	0.946	4.361	***	Significant
H3a	PBC→IT	0.194	2.481	0.013	Significant
H4	EWOM→IT	0.445	2.410	0.016	Significant

Notes :

*** p < 0,1% or p < 0,001

On Table 4, there are 7 hypothesis in this study were tested. The hypothesis of this study is said to be significant and could be accepted if it meets the criteria of the value of the critical ratio > 1.96 and P-value of <0.05. The following discussion of the results of testing this hypothesis:

1. EWOM effect on Attitude Toward Visiting

This is evident from the number of uploads and good comments about the destination of Raja Ampat on Instagram, giving rise to the perception that is very good for other travelers who read the review on Instagram about the destination of Raja Ampat. With so many reviews about the beauty of Raja Ampat on Instagram, the tourists gain knowledge or information about the Raja Ampat very beautiful and charming.

2. Attitude Toward Visiting effect on Intention

This is evident from the many comments and uploads about the destination of Raja Ampat on Instagram saying that Raja Ampat is a wonderful tourist destination, fabulous, and fun. It is generated interest from other travelers to be able to visit the Raja Ampat, such as for example the comments on Instagram saying that they would visit the Raja Ampat. With so many reviews about the beauty of Raja Ampat on Instagram, the tourists will have the interest to travel to Raja Ampat because the information obtained from Instagram.

3. EWOM effect on Subjective Norms

This is evident from the many comments on Instagram recommend Raja Ampat destinations for day trips. Usually someone will mention Instagram account to a friend or family to say that they have to visit Raja Ampat. With so many reviews about the Raja Ampat on Instagram, many tourists are invited or recommended Raja Ampat to their friends and relatives because of the beauty of Raja Ampat.

4. Subjective Norm effect on Intention

This is evident from the reply to reply to a comment on Instagram about the desire of tourists to visit Raja Ampat. For example, many comments on Instagram recommend Raja Ampat as a tourist destination to friends or family, then friends or family they will reciprocate with positive feedback comments related desire to visit Raja Ampat. With so many recommendations on Instagram, many tourists who eventually travel to

Raja Ampat with friends or relatives and upload their photos while in Raja Ampat on Instagram.

5. EWOM effect on Perceived Behavioral Control

This is evident from the many uploads and comments on Instagram on access and cost of a trip to Raja Ampat, giving rise to the perception of tourists about the ease and ability of travelers to visit Raja Ampat. With so many reviews about the Raja Ampat on Instagram, many tour and travel to promote a package trip to Raja Ampat. Many tourists can easily visit the Raja Ampat with the tour package. In addition, many of the reviews on Instagram on access to go to a beautiful place in Raja Ampat.

6. Perceived Behavioral Control effect on Intention

This is evident from the comments rating on Instagram saying that Raja Ampat can be used as a tourist destination because of the cost and access are more affordable than similar tourist destinations abroad. With so many reviews regarding access to a beautiful place in Raja Ampat and package tour trip to Raja Ampat, many tourists who have interest and can easily visit the Raja Ampat. Can be seen by the number of tour packages to Raja Ampat already filled his quota on Instagram.

7. EWOM effect on Intention

This is evident from the number of uploads and comments on Instagram about the destination of Raja Ampat, which then get comments back from other travelers on Instagram says it will visit the Raja Ampat. With so many reviews about Raja Ampat on Instagram, many tourists are interested to travel to Raja Ampat. Many positive comments from tourists about how wonderful the Raja Ampat, even many who finally visited Raja Ampat and provide a review of related their experiences in Raja Ampat.

Table 5
F-Test Results In Each Variable Based
Frequency of Visits to Raja Ampat Papua Indonesia

Number	Variable	Never	1 x	2 x	F-Value	P-Value
1	Electronic Word of Mouth	33.80	33.97	33.50	0.019	0.981
2	Attitude Toward Visiting	16.63	18.40	20.50	7.441	0.001
3	Subjective Norms	16.61	17.50	17.50	1.346	0.263
4	Perceived Behavioral Control	16.13	15.57	17.00	0.511	0.601
5	Intention to Travel	17.21	18.10	20.00	2.234	0.111

Notes :

P-value < 0,05

Based on the results of the F test (ANOVA) in Table 5, it can be seen that the variable EWOM, Subjective Norms, Perceived Behavioral Control, and Intention there are no significant differences in the category of frequency of visits to Raja Ampat Papua Indonesia, but at variable Attitude Toward Visiting differences which exhibited significantly.

F-Test Results in this study stated that the variable EWOM, Subjective Norms, Perceived Behavioral Control, and Intention to have a strong impact and significant impact on the frequency of visits to Raja Ampat Papua Indonesia. While variable Attitude Toward Visiting does not have a strong impact and exhibited significantly on the frequency of visits to Raja Ampat Papua Indonesia. This is evident from the value P-value of each variable > 0.05, except for the variable Attitude Toward Visiting (0001).

Variable EWOM, Subjective Norms, Perceived Behavioral Control, and Intention to have a strong impact and significant impact on the frequency of visits to Raja Ampat Papua Indonesia, evident from the comments on Instagram related 4 variables are different between tourists who have never and have never visited the King Ampat. While variable Attitude Toward Visiting does not have a strong impact and significant impact on the frequency of visits to Raja Ampat Papua

Indonesia, for comments on Instagram will remain the same for tourists who have never and have never visited the Raja Ampat, the Raja Ampat is one of the destinations travel very beautiful, amazing, and worth. However, it does not affect the results of testing the hypothesis in this study is that all the hypothesis was accepted and had a positive influence.

CONCLUSION

Based on the results of hypothesis testing that has been done, then the conclusion is obtained from all the hypotheses that have been tested using SEM. Variable EWOM positive influence on Attitude Toward Visiting, Subjective Norms, and Perceived Behavioral Control, Intention to visit Raja Ampat in Papua, Indonesia. The result of study are consistent with the results of research that has been done before by Mohammad Reza Jalilvand and Neda Samei (2012) which showed that EWOM significant positive effect on Attitude Toward Visiting, Subjective Norms, Perceived Behavioral Control, and Intention. Attitude Toward Visiting variable, Subjective Norms, and Perceived Behavioral Control positive effect on Intention to visit Raja Ampat in Papua, Indonesia. This results are consistent with the results of research that has been done before by Mohammad Reza Jalilvand and Neda Samei (2012) which showed that the Attitude Toward Visiting, Subjective Norms, and Perceived Behavioral Control significant positive effect on Intention.

For future research, this study uses only one social media alone is Instagram. The next researcher could using other social media. This is because with a growing era, many new and emerging social media, so that travelers can obtain information of tourist destinations through many other social media.

REFERENCES

- Ajzen, I, 1991, The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*. Vol. 50: 179-211.
- Chunling, Yu, dan Tang Xu, 2010. The construct and Influence of word of mouth:- Receiver Perspectives. School of Economics and Management, Tsinghua University, Beijing.

- Dewi, N.P.R.A. dan Ardani, I.G.A.K.S., Pengaruh Sikap, Norma Subjektif terhadap Niat Beli Ulang Produk Fashion Via Online di Kota Denpasar, E-jurnal Manajemen Unud, Vol. 5 No. 1, 2016
- Fan, Y.W. et al, Establishing the Adoption of Electronic Word of Mouth through Consumers' Perceived Credibility, International Business Research, Vol. 6 No. 3, 2013
- Ho, Cheng-Hsun, 2010, Effects of Brand Image, Online Word of Mouth, and Price Discount on Consumer's Purchase Intention Mobile Phone as the Example, Department of Business Administration, National Taipei University, Taiwan.
- Imelda, S., Rofi'i, dan Huwaida, H., Pengaruh Sikap dan Norma Subyektif terhadap Minat Konsumen (Studi pada Pengguna Refill Tinta Printer Dataprint di Banjarmasin, Smart – Study and Management Research, Vol. 11 No. 2, 2014
- Jalilvand, M.R. dan Samiei, N., The Impact of Electronic Word of Mouth on a Tourism Destination Choice, Emerald Internet Research, Vol. 22 No. 5, 2012
- Kartika, C. dan Piranti, D., *Pengaruh Electronic Word of Mouth (EWOM) Twitter @batikair terhadap Brand Image*, Jurnal Visi Komunikasi Vol. 14 No. 1, 2015
- Munandar, *Pengaruh Sikap dan Norma Subyektif terhadap Niat Menggunakan Produk Perbankan Syariah pada Bank Aceh Syariah di Kota Lhokseumawe*, Jurnal Visioner dan Strategis, Vol. 3 No. 2, 2014
- Permadi, P.C., Kumadji, S., dan Kusumawati, A., *Pengaruh Citra Merek terhadap Word of Mouth dan Keputusan Pembelian (Survei pada Konsumen Dapoer Mie Galau Jalan Selorejo 83 Malang)*, Jurnal Administrasi Bisnis, Vol. 10 No. 1, 2014
- Pradipta, I.G.S. dan Suprapti, N.W.S., *Pengaruh Sikap dan Norma Subjektif terhadap Niat Calon Pemilih di Kota Denpasar untuk Memilih Partai Demokrat dalam Pemilu Legislatif Tahun 2014*, Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan, Vol. 7 No. 1, 2013
- Semuel, H. dan Lianto, A.S., *Analisis EWOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya*, Jurnal Manajemen Pemasaran, Vol. 8 No. 2, 2014
- Wijaya, T. dan Paramita, E.L., *Pengaruh Electronic Word of Mouth (EWOM) terhadap Keputusan Pembelian Kamera DSLR*, Research Methodss and Organizational Studies, 2014

<http://penelitiandeskriptifkomparatifkausal.blogspot.co.id/2015/03/metodologi-penelitian-deskriptif.html> downloaded on 19 September 2016

<http://doubleheadsnake.blogspot.co.id/2012/07/nonprobability-sampling-menurut.html> downloaded on 20 September 2016

<http://elib.unikom.ac.id/files/disk1/438/jbptunikompp-gdl-shenyamali-21870-4-babiii.pdf> downloaded on 20 September 2016

<http://www.artikelsiana.com/2015/04/pengertian-variabel-macam-macam-variabel-para-ahli.html> downloaded on 21 September 2016

<http://www.spssindonesia.com/2016/08/cara-melakukan-uji-f-simultan-dalam.html> downloaded on 2 October 2016

A Big Push to World-Class Tourism: Strategic Analysis & Opportunities

14th INSYMA



BIG PUSH TO WORLD-CLASS TOURISM: Strategic Analysis & Opportunities

ISBN 978-602-73852-1-4



9 786027 385214

**Department of Management
Faculty of Business and Economics
Universitas Surabaya**

EC Building 1st Floor
Jl. Raya Kalirungkut, Surabaya, 60293
Ph: +62 31 2981139 Fax: +62 31 2981231
email: ubayainsyma@gmail.com

Proceeding 14th International Annual Symposium on Management
Tanjung Pinang, Riau Islands, Indonesia | March 3rd - 4th, 2017

Member of:



Co-host:



HINDU UNIVERSITY
OF AMERICA



PROCEEDING

**The 14th UBAYA International Annual Symposium on
Management**

A BIG PUSH TO A WORLD-CLASS TOURISM: STRATEGIC ANALYSIS & OPPORTUNITIES

Tanjung Pinang, Riau Islands, Indonesia
3rd-4th March 2017

Department on Management
Faculty of Business and Economics, Universitas Surabaya,
Surabaya, Indonesia

Proceeding

The 14th UBAYA International Annual Symposium on Management

A BIG PUSH TO A WORLD-CLASS TOURISM: STRATEGIC ANALYSIS & OPPORTUNITIES

Editors:

Dudi Anandya, Dr.
Arif Herlambang, M.Si.

Layout and Cover Designer:

Edithia Ajeng P, SE.

Reviewers:

Candra S. Chayadi, Ph.D. (School of Business, Eastern Illinois University)

Dudi Anandya, Dr (Universitas Surabaya)

Joniarto Parung, Ph.D, Prof. (Universitas Surabaya)

Ning Gao, Ph.D. (Manchester Business School)

Wahyu Soedarmono, Ph.D. (Research Analyst, The World Bank, Jakarta)

Yuantio Kusnadi, Ph.D. (City of Hongkong University)

Published by:

Department Of Management, Faculty Of Business & Economics

Universitas Surabaya

Jl. Raya Kalirungkut

Surabaya, Indonesia 60293

Phone : +62-31-2981139

Fax : +62-31-2981239

ISBN: 978-602-73852-1-4

Copyright © 2017 Department of Management, Faculty of Business & Economics, Universitas Surabaya

FOREWORD

We are delighted to welcome you to 14th International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14th International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed “**A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES**”. The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14th INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants' presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14th INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province's reputation as a premier destination to visit, invest, work-live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not be possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3rd, 2017
Prita Ayu Kusumawardhany
Chairwoman of 14th INSYMA

CONTENTS

FOREWORD	iii
CONTENTS	v

FINANCE & ACCOUNTING

1. THE INFLUENCE
OF FINANCIAL KNOWLEDGE,
FINANCIAL CONFIDENCE, AND INCOM
E ON FINANCIAL BEHAVIOR AMONG
THE WORKFORCE IN JAKARTA
Agus Zainul Arifin, Kevin, Halim Putera Siswanto 3
2. THE EFFECT OF PROFITABILITY,
TANGIBILITY, SIZE, GROWTH AND
LIQUIDITY TO LEVERAGE OF
BUSINESS ENTITIES LISTED IN
INDONESIA STOCK EXCHANGE ON
PERIOD 2011-2015
Ayrin Corina, Werner RiaMurhadi, Liliana Inggrit Wijaya 4
3. THE EFFECT OF FIRM FUNDAMENTAL
FACTORS ON CAPITAL STRUCTURE
OF CEMENT AND CHEMICAL
INDUSTRIES LISTED IN INDONESIA
STOCK EXCHANGE
D. Agus Harjito, Robert Oktama 5
4. THE INFLUENCE OF CORPORATE
GOVERNANCE, CAPITAL STRUCTURE

	AND FIRM SIZE ON FIRM VALUE WITH FIRM PERFORMANCE AS AN INTERVENING VARIABLE	
	Dodik Wahyudi, Abdul Hadi, Fifi Swandari	6
5.	THE IMPACT OF INTERNATIONALIZATION AND R&D ON FIRM PERFORMANCE	
	Elsandra Juwana, Deddy Marciano	8
6.	TEST OF JANUARY EFFECT, DAY OF THE WEEK EFFECT, AND ROGALSKI EFFECT ON MANUFACTURING FIRMS LISTED IN INDONESIA STOCK EXCHANGE	
	Fauzia Wijayanti, Zaenal Arifin	9
7.	FACTORS AFFECTING THE VALUE OF THE COMPANY AND HEDGING ON INDUSTRY COMPANIES LISTED IN BEI	
	Firdaus AR, Suyadi, Hamdi Agustin, Emkhad Arif	10
8.	OWNERSHIP STRUCTURE AND BANK PERFORMANCE IN INDONESIA	
	Hamdi Agustin, Azmansyah, Kamar Zaman	12
9.	EFFICIENT OR OPPORTUNISTIC EARNINGS MANAGEMENT CONCERNING THE EFFECT OF FAMILY OWNERSHIP, FIRM SIZE, AND CORPORATE GOVERNANCE PRACTICES	
	Inez Devina, Hanna	13

10. **STOCK AND BOND CORRELATION IN
TERM OF CONTAGION AND FLIGHTS
REFER TO UNCONVENTIONAL
MONETARY POLICY**
Isye Nur Isyroh, Zaäfri Ananto Husodo 14
11. **STOCK RETURN PREDICTABILITY BY
USING MARKET RATIO, TRADING
VOLUME, AND STOCK VARIANCE**
Klaudia Fraulein Tejosaputro, Werner RiaMurhadi,
Bertha Silvia Sutejo 15
12. **CASH CONVERSION CYCLE AND FIRM
PERFORMANCE: EVIDENCE FROM
INDONESIA**
Lukas Purwoto, Caecilia Wahyu Estining Rahayu 17
13. **MERGER OF PROVINCIAL AND
DISTRICT OWNERSHIP SAVING AND
LOAN (S&L) AND MARKET
POTENTIAL IN TOURISM SECTORS**
Marijati Sangen, Fifi Swandari 18
14. **ROLE OF SUSTAINABLE GROWTH
RATE TO INCREASE COMPANY’S
VALUE**
Rosemarie Sutjiati 20
15. **FACTORS AFFECTING THE CAPITAL
STRUCTURE AND EFFECT ON ITS
PERFORMANCE**
Samuel Pramana Dwidjaja, Werner R. Murhadi, Mudji Utami 21
16. **THE IMPACT OF FUNDAMENTAL
FACTORS ON INDONESIA STOCK**

EXCHANGE COMPOSITE INDEX	
Sri Zaniarti	22
17. TOWARDS EXCELLENT HOSPITALITY INDUSTRY THROUGH MANAGEMENT CONTROL SYSTEM FRAMEWORK	
Stanislaus Adnanto Mastan,	23
18. THE EFFECT OF TUNNELING, PROFITABILITY, LEVERAGE AND SIZE TO THE FUTURE FIRM PERFORMANCE AND FINANCIAL DISTRESS ON THE CONSUMER GOODS SECTOR (ASEAN STOCK EXCHANGE 2011-2015 PERIOD)	
Steffi Felicia, Werner R. Murhadi, Arif Herlambang	25
19. ANALYSIS OF FINANCIAL LITERACY IN MICRO BUSINESS IN PEKANBARU INDONESIA	
Susie Suryani, Eka Nuraini, Evizal Abdul Kadir, Surya Ramadhan	27
20. ISLAMIC SHARE PRICES DETERMINANT EMPIRICAL STUDY ON ISLAMIC CAPITAL MARKET	
Sutrisno	28
21. HUMAN RESOURCES IN PERSPECTIVE ACCOUNTING SHARIA	
Zarah Puspitaningtyas	29
22. THE ROLE OF BUSINESS INCUBATOR IN DEVELOPING DIGITAL STARTUP IN INDONESIA	
Andy Saputra	30

23. THE INFLUENCE OF FUNDAMENTAL
FACTORS TO FIRM'S SHARE PRICE
INCLUDED IN 2015 KOMPAS 100 INDEX
Ika Yanuarti, Helena Dewi 31

HUMAN RESOURCES

24. THE ROLE OF ENTREPRENEURSHIP
CULTURE AND ENTREPRENEURSHIP
COURSE TOWARD
ENTREPRENEURSHIP INTENTION
AMONG STUDENTS
Ivana Krisantana, Noviaty Kresna Darmasetiawan, Elsy
Tandelilin 35
25. GROUP ORGANIZATIONAL
CITIZENSHIP BEHAVIOR INFLUENCES
INDIVIDUAL-ORGANIZATIONAL
CITIZENSHIP BEHAVIOR: A CROSS
LEVEL ANALYSIS.
Joseph L. Eko Nugroho 36
26. ORGANIZATIONAL CLIMATE,
COUNTERPRODUCTIVE BEHAVIOR
AND EMPLOYEE TURNOVER
Meily Margaretha 37
27. COMPETENCE ENHANCEMENT OF
HUMAN RESOURCES IN THE
DEVELOPMENT OF TOURISM REGION
BOJONEGORO AS AGROPOLITAN
TOURISM AREA
Noviaty Kresna Darmasetiawan 38

28. **THE IMPACT OF WORK STRESS AND BURNOUT ON NURSE'S PERFORMANCE WITH JOB SATISFACTION AS AN INTERVENING VARIABLE**
Suhartini, Ramadhany Setyarini 39
29. **STAY OR QUIT: ANALYZING FACTORS AFFECTING EMPLOYEE LOYALTY (EMPIRICAL STUDY OF HOTELS IN BALI)**
I Gusti Ayu Putu Wita Indrayani 40
30. **INVESTIGATION FACTORS INTENTION AS A PUBLIC ACCOUNTANT AUDITOR AT THE BIG FOUR PUBLIC ACCOUNTANT FIRM**
Yohana F. Cahya Palupi Meilani, Herlina Lusmeida 41
31. **MIDDLE MANAGERS' PULL FACTORS ON THE EFFECT OF TURNOVER INTENTIONS, BEHAVIORAL STUDY OF INDIVIDUALWORK**
Honorata Dwi Ratnawati Putranti 43
32. **FACTORS THAT INFLUENCING THE ADOPTION OF DIVERSITY MANAGEMENT: CASE OF MNC BANK**
Wolter Boeky, Lieli Suharti, Christantius Dwiatmadja 44

MARKETING

33. THE CONSUMER'S ATTITUDES
TOWARDS WEB ADVERTISING ON
TOURISM MALAYSIA WEB
ADVERTISEMENT: LITERATURE
REVIEW AND HYPOTHESIS
Bahtiar Mohamad, Nur Syuhada Rahimi 49
34. THE INFLUENCE OF GOVERNMENT
OFFICER AS AN AD ENDORSER
TOWARD ADVERTISEMENT ATTITUDE
AND PURCHASE INTENTION
Brian Fredericka Supit, Muchsin Muthohar 50
35. GREEN PERCEPTION, GREEN VALUE
AND GREEN AWARENESS ON GREEN
PURCHASE OF TOYOTA AGYA IN
SURABAYA
Calvin Halim, Christina Rahardja Honantha, Liliana Inggrit
Wijaya 51
36. UNDERSTANDING OF PERCEPTION
QUALITY MANAGEMENT SYSTEM
PROCEDURE AND THE
IMPLEMENTATION OF THE TESTING
HAVE ON SATISFACTION SERVICES
Deni Surapto 52
37. THE IMPACT OF SOCIAL MEDIA
CELEBRITY ENDORSER TO BRAND
EQUITY AND PURCHASE INTENTION
Nency, Dudi Anandya 53

38. THE EFFECT OF BRAND
AUTHENTICITY TOWARD BRAND
TRUST HATTEN WINES IN SURABAYA
Ferdinandus Yohanes Nugraha Sutrisno, Silvia Margaretha,
Christina R. Honantha 54
39. THE IMPACTS OF LENGTH OF STAY
TO ROOM OCCUPANCY: A ROOM
REVENUE MANAGEMENT
PERSPECTIVE OF AMAN RESORTS
Ida Bagus Made Wiyasha, I Ketut Surata 55
40. A STRATEGIC ANALYSIS OF
DOMESTIC TOURISM MARKET IN
INDONESIA
Ike Janita Dewi, Lucia Kurniawati 56
41. INFLUENCE OF MALL PERSONALITY
AND FASHION ORIENTATION
TOWARD SHOPPING VALUE AND
MALL PATRONAGE INTENTION
Innocentia Sally Hartono, Indarini, Andhy Setyawan 57
42. THE TRANSFORMATION STRATEGY
OF A FARM BASED VILLAGE INTO
TOURISM VILLAGE: A CASE STUDY
ON WESTERN PARTS OF SLEMAN
REGENCY, YOGYAKARTA SPECIAL
PROVINCE
Lucia Kurniawati, V Mardi Widyadmono, Ike Janita Dewi,
BR Diah Utari 58
43. MEASUREMENT OF THE DOMESTIC
TOURISTS' ATTITUDE ON THE
TOURIST DESTINATIONS IN

**INDONESIA BY USING IDEAL POINT
MODEL**

Muhamad Ariza Eka Yusendra 59

**44. DEVELOPING LOCAL POTENTIAL-
BASED ENTREPRENEURSHIP MODEL
IN KANGEAN ISLANDS**

Uswatun Hasanah, Ahmad Arsyad Munir 60

**45. IMPLEMENTASI UNCERTAINTY
REDUCTION THEORY PADA KONTEKS
CONSUMER ONLINE REVIEW: STUDI
PADA DIGITAL NATIVE ANGGOTA
THE URBAN MAMA**

Anna Riana Putriya, Whony Rofianto 61

**46. TRUST AS MEDIATION VARIABLE
BETWEEN COMMUNICATION AND
IMAGE AGAINST THE LOYALTY OF
GOJEK'S USER IN JAKARTA AND
SURROUNDING**

Soekiyono 63

OPERATION

**47. THE EFFECT OF EFFICIENCY, SERVICE
QUALITY, AESTHETICS, AND PLAY
AGAINST THE PERCEIVED VALUE,
SATISFACTION, AND LOYALTY AT
IBIS HOTELS INDONESIA**

Andy Raymond Willyanto, Juliani Dyah Trisnawati, Prita
Ayu Kusumawardani 67

48. **PANEL THEME: CULTURAL
EDUCATION AND TOURISM
INTERFACE: VOICES FROM THE
PHILIPPINES
TOURISM AND ASEAN INTEGRATION:
CHALLENGES OF SOCIOCULTURAL
LITERACY AND COMMUNITY-
BUILDING**
Levita A. Duhaylungsod 69
49. **UPGRADING THE VALUE CHAIN FOR
SPIRITUAL TOURISM IN CHAU DOC -
AN GIANG – VIETNAM
(THE STUDY IS SPONSORED BY
NATIONAL UNIVERSITY HO CHI MINH
CITY THROUGH PROJECT INDICATE
ON NUMBER CODE B2016-18B-02 VÀ
MSĐT: 373.2016.9)**
Duong Duc Minh, Ta Duy Linh 70
50. **INTERNATIONAL TOURISTS’
MOTIVATIONS AND REVISIT
INTENTION TO INDONESIA**
Erna Andajani, Siti Rahayu, Fitri Novika W, Adi Prasetyo
Tedjakusuma 71
51. **CREATING CUSTOMER VALUE
THROUGH TOURISM EXPERIENCE
DESIGN IN BALI**
I Gusti Ketut Adi Winata, Ni Luh Putu Eka Yudi Prastiwi,
Ni Made Wulan Sari Sanjaya, I Ketut Suardika 72
52. **YIELD MANAGEMENT, AN EFFORT TO
EARN PROFIT THROUGH DYNAMIC
PRICING**

(CASE STUDY OF TRANSPORT INDUSTRY)	
Nining Purwatmini	73
53. CAT TIEN ARCHAEOLOGICAL SITE WITH TOURISM DEVELOPMENT OF LAM DONG PROVINCE - VIETNAM	
Prof.Dr. Dang Van Thang, Duong Hoang Loc (M.A)	74
54. THE IMPLEMENTATION OF FISH BONE ACTIVITIES TO ENSURE THE QUALITY OF UNIVERSITY	
Ratna Widiastuti	75
55. SOME FACTORS IN THE ADOPTION OF UBAYA LEARNING SPACE BASED ON TECHNOLOGY ACCEPTANCE MODELS	
Richard Changay, Stefanus Budy Widjaja Subali, Prita Ayu Kusumawardhani	76
56. ANALYZING THE DEVELOPMENT OF TOURISM INDUSTRY IN SEVERAL CULTURAL EVENTS AT BATAM REGENCY, RIAU ISLAND PROVINCE	
Syailendra Reza Irwansyah Rezeki, Siska Amelia Maldin	77
57. PAWON GENITRI AS A BUSINESS UNIT SUPPORTING UNIVERSITAS SURABAYA'S EDUCATIONAL TOURISM	
Veny Megawati	78
58. EWOM EFFECT ON INTENTION TO VISIT RAJA AMPAT PAPUA (THEORY OF PLANNED BEHAVIOR)	
Virginia Winarta, Siti Rahayu, Prita Ayu Kusumawardhani	79

59. TOURISM INDUSTRY DEVELOPMENT
IN VIETNAM: A CONCEPTUAL
SUGGESTION AS STRATEGY
David Koh 80
60. COMMUNITY-BASED DISCERNING
TOURISM
Nguyen Ngoc Tho, Lu Nguyen Xuan Vu 81
61. CULTURAL TOUISM IN CAMBODIA
(ANGKOR WAT)
THUY Chanthourn 82

STRATEGIC MANAGEMENT & ECONOMICS

62. DEVELOPMENT OF TOURISM AND
CREATIVE ECONOMY IN INDONESIA
Ahmad Zafrullah Tayibnapis, Lucia E. Wuryaningsih 85
63. THE IMPEMEMNTATION OF
CORPORATE SOCIAL RESPONSIBILITY
IN INDONESIA: AN OBLIGATION OR
STRATEGIC COMPETITIVE
ADVANTAGE
Andhy Setyawan, ME. Lanny Kusuma Widjaja 86
64. THE ROLE OF HIGHER EDUCATION TO
DEVELOPMENT OF TOURISM SECTOR
IN RIAU PROVINCE
Detri Karya, Azmansyah, Desy Mardianti 87

65. **BUDGETING PARTICIPATION,
ORGANIZATIONAL COMMITMENT
AND QUALITY OF SERVICE**
Candra Sinuraya 88
66. **MALUKU’S TOURISM DEVELOPMENT:
AN ANALYSIS OF TOURIST
DESTINATION IN AMBON**
Charly Hongdiyanto 89
67. **STUDENTS’ CHALLENGES IN
MAXIMIZING ENTREPRENEURSHIP
CAPACITY**
Rachmasari Devi 90
68. **LAMLIFEW: A CULTURAL
COMMUNITY-INITIATED MUSEUM IN
THE SOUTHERN EDGE OF THE
PHILIPPINES**
Joan Christi Trocio 91
69. **HEALTH AND WELLNESS TOURISM : A
STRATEGIC PLAN FOR TOURISM
ENTREPRENEURSHIP**
Leonardi Lucky Kurniawan 92
70. **THE NGHINH ONG FESTIVAL IN GO
CONG DISTRICT, TIEN GIANG
PROVINCE
(A PERSPECTIVE OF TOURISM
CULTURE)**
Nguyen Thi Le Hang, Tran Thi Kim Anh, Cao Thanh Tam 93
71. **SUSTAINABILITY DEVELOPMENT
REPORTING: FIRMS’
CHARACTERISTICS AND**

SHAREHOLDERS VALUE, INDONESIA CASE		
	Fr. Ninik Yudianti	95
72. TRI HITA KARANA AS PHILOSOPHY OF PROPONENT SUSTAINABLE SPIRITUAL TOURISM IN BALI	Ni Wayan Novi Budiasni, Ni Luh Eka Ayu Permoni, Ni Made Rianita, I Gusti Made Oka Astana	97
73. TOURISM INDUSTRY AS ECONOMIC DRIVER IN EAST JAVA	nurul istifadah	99
74. COUNTING CULTURE: FLOWS AND FLAWS OF CULTURAL STATISTICS IN SOCIAL AND NON-MARKET CULTURAL PRODUCTIONS	Assoc. Prof. Ricamela S. Palis	100
75. “WEEKEND TOURISM” - AN ORIENTATION OF TOURIST DEVELOPMENT IN VIETNAM ON THE CONTEXT OF ASEAN COMMUNITY (CASE STUDY OF BINH DUONG PROVINCE)	Assoc Prof. Dr Phan Thi Hong Xuan	101
76. GLOBALIZATION TOURISM PROMOTION, CULTURE, NATURAL TOURISM OBJECTS, HOME INDUSTRY, LOCAL PRODUCTS, INFRASTRUCTURE, AND SERVICES.	Seno H Putra	102

77. “CULTURAL TOURISM”
THE RISK INVOLVED, POSSIBLE
CONFLICTS AND CHALLENGES IN A
MULTI-RELIGIOUS -
MULTI CULTURAL COUNTRIES”

Yashwant Pathak, Adi Prasetyo Tedjakusuma

103