

Analisis Peran Social Media Images Perceived Value, Consumer Engagement dan Consumer Involvement terhadap eWOM Instagram Pesona Indonesia = Analysis Role of Social Media Images Perceived Value, Consumer Engagement and Consumer Involvement on eWOM Instagram Pesona Indonesia

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Abstrak

Kementerian pariwisata menggunakan media sosial instagram untuk mempromosikan destinasi pariwisata Indonesia. Namun, terdapat tantangan dalam memilih atau menciptakan konten media sosial untuk berhasil menarik perhatian konsumen, merangsang keterlibatan konsumen dengan konten tersebut, dan memotivasi perilaku eWOM mereka. Penelitian ini bertujuan untuk mengidentifikasi dan menguji faktor-faktor langsung dan tidak langsung yang memiliki pengaruh dengan nilai gambar media sosial destinasi pariwisata yang dapat memprediksi eWOM. Dengan menggunakan Stimulus-Organism-Response (S-O-R) sebagai kerangka utama, peneliti mengintegrasikan model Ducoffe dan Elaboration Likelihood Model (ELM) untuk mempelajari pengaruh nilai gambar destinasi media sosial (hiburan, informativitas, irritation, kredibilitas, personalisasi, dan insentif) terhadap nilai yang dirasakan oleh konsumen dan eWOM melalui consumer engagement dan consumer involvement. Menggunakan metode penelitian survei, peneliti mengumpulkan data dari 213 individu dan mengolah data berbasis PLS-SEM dan mendapatkan hasil bahwa hiburan, informativitas, kredibilitas, personalisasi berdampak pada persepsi nilai gambar destinasi wisata sementara irritation dan insentif tidak memiliki pengaruh. Penelitian juga menunjukkan bahwa persepsi nilai gambar destinasi wisata di media sosial tanpa adanya mediasi consumer engagement dan consumer involvement tidak memiliki pengaruh yang signifikan terhadap eWOM.

.....The Ministry of Tourism uses Instagram as a social media platform to promote tourist destinations in Indonesia. However, there are challenges in selecting or creating social media content that effectively captures consumers' attention, stimulates consumer engagement with the content, and motivates their eWOM behavior. This research aims to identify and test direct and indirect factors that influence the perceived value of social media images of tourist destinations, predicting eWOM. Using the Stimulus-Organism-Response (S-O-R) framework as the primary structure, the researchers integrated Ducoffe's model and the Elaboration Likelihood Model (ELM) to examine the impact of the perceived value of social media destination images (entertainment, informativeness, irritation, credibility, personalization, and incentives) on consumer-perceived value and eWOM through consumer engagement and involvement. Employing a survey research method, the researchers collected data from 213 individuals and processed the data using the PLS-SEM approach. The results indicated that entertainment, informativeness, credibility, and personalization have an impact on the perceived value of tourism destination images, while irritation and incentives do not. The study also showed that the perceived value of tourism destination images on social media, without the mediation of consumer engagement and consumer involvement, does not have a significant influence on eWOM.

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captures consumers' attention, stimulates consumer engagement with the content, and motivates their electronic Word-of-Mouth (eWOM) behavior. This research aims to identify and test direct and indirect factors influencing the perceived value of social media images of tourist destinations, which can predict eWOM. Using the Stimulus-Organism-Response (S-O-R) as the primary framework, researchers integrate the Ducoffe model and the Elaboration Likelihood Model (ELM) to examine the impact of the perceived value of social media destination images (entertainment, informativeness, irritation, credibility, personalization, and incentives) on consumer-perceived value and eWOM through consumer engagement and involvement. The research employs a conclusive descriptive research method with purposive sampling through online questionnaires with structured self-administered questions. The survey involves 213 respondents residing in Indonesia within the last year, following the Instagram social media account Pesona Indonesia, and having visited tourist destinations after seeing posted images on Pesona Indonesia Instagram from January 2020 to the time of the study. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, the researchers find that entertainment, informativeness, credibility, and personalization impact the perceived value of tourist destination images, while irritation and incentives do not have an effect. The study also indicates that the perceived value of tourist destination images on social media, without the mediation of consumer engagement and involvement, does not significantly influence eWOM.