The Implication of Self-Relevant and Travelling Consumption on Propensity to Share e-WOM

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A R T I C L E I N F O

A B S T R A C T

This study aims to examine the effect of 3 dimensions of self-relevant value (Reflected Appraisal of Self, Conspicuous Value, and Self-Image Congruity) and 3 dimensions of value of traveling consumption (Desire for Experience Travel, Need for Uniqueness, and Social Esteem) on the tendency for someone to share their experiences on social media (e-WOM). To answer the research objectives, this study uses a quantitative research design using cross sectional time dimension of the study. The questionnaire was used as a sample data collection tool, in which the sampling was done purposively. The data collection method used in this study is by distributing online questionnaires by inserting questionnaires into Google Form, then online questionnaires are distributed through social media such as Facebook, Instagram, and WhatsApp. Appropriate respondents to fill out this questionnaire are people who have visited popular tours in Indonesia, especially young tourists. Data analysis method is planned using Multiple Regression Analysis. The results show that four of the six hypotheses are proven in this study. There are two hypotheses that are rejected, specifically the relationship between conspicuous value on propensity to share e-WOM, and the relationship between self-esteem on propensity to share e-WOM. This study gives a contribution to the body of knowledge on the relationship between self-relevant value and desire to experience travel concepts on propensity of travellers to share their experience on the electronic Word of Mouth (e-WOM).

1. INTRODUCTION

Advances in technology and information have changed the consumption patterns of various social circles, especially young people (Bolwijn et al., 2018; Tapscott, 1997). Young people tend to share useful information with others through social media. People share their experiences because they want to be seen by their peers (Eastman et al., 2014). Everyone can share their information and experiences related to the product, not only with their friends and family but with a larger audience. Because of this, online consumer reviews about restaurants, travel, or tourism destinations and hotels have become essential sources of information for consumers (Jeong & Jang, 2011). When a tourist posts online about a tourist destination they have visited, the tourist unwittingly or unintentionally shares information with others through electronic word of mouth (Goldsmith & Horowitz, 2006). The propensity to share an electronic word of mouth is a revolution in information technology that allows consumers to share suggestions and exchange consumption-related things with one another quickly and conveniently. This new habit is influenced by the emergence of many online friendship media networks, such as Facebook, Instagram, WhatsApp, Line, and others (Litvin et al., 2008). Therefore, there is a need to understand tourists posting or sharing content on social media and investigate why they choose to do so (Bronner & De Hoog, 2008).

E-WOM is defined as informal communication via internet-based technology associated with the use or sale of specific goods and services (Litvin et al., 2008). e-WOM is a "venue" or a place that is very important for consumers to give their opinions and is considered more effective than word-of-mouth (WOM) because of accessibility and broader reach than traditional word-of-mouth (WOM), which is carried out in an offline manner (Jalilvand & Samiei, 2012). E-WOM communication through electronic media can make consumers get information about related products and services from people they know and from a group of people from different geographic areas who have experience with the product or

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service in question (Cheung & Lee, 2012). Most e-WOM studies related to tourism have focused on tourism review and comparison sites such as TripAdvisor (Bronner & De Hoog, 2008). There is still a lack of e-WOM research in social media networks, Facebook or Instagram, and other social media (Kim et al., 2015). These drawbacks make tourists not only post information and review related tourism when they are on tour. There are many determining factors for a person's tendency to share on social media or e-WOM, including self-relevant value and value of traveling consumption. Self-relevant value has three critical dimensions that form it, namely Reflected Appraisal of Self, Conspicuous Value, and Self-Image Congruity. The value of traveling consumption also has three essential dimensions that shape it, namely Desire for Experience Travel, Need for Uniqueness, and Social Esteem*.

The value of traveling consumption has positive influences on the propensity to share in their research on Mallorca tourists (Munar & Jacobsen, 2013). Other study also noted the same thing. In their study of young tourists conducted in three different countries, they found that the value of traveling consumption had a significant relationship with a propensity to share (Ek Styvén & Foster, 2018). The travel experience a person has after visiting a destination influences the process of seeking information and their personal feelings about the destination, which involves tourist cognition (such as tourist knowledge about products) and affective imagery or responses to products) phenomena such as it affects the individual's overall image of the destination (Beerli & Martin, 2004). Other researchers also agree that when individuals do visit a destination, the images they form after their visit tend to be more realistic, concrete, and different from those created through secondary sources of information such as advertisements and newspapers (Gartner, 1994; Pearce, 1982; Phelps, 1986). There are previous study show a positive relationship between perceived social benefits and participation levels in online travel communities (Wang & Fesenmaier, 2004). Tourists usually choose a travel destination from various photos of their preferred destination (Dadgostar & Isotalo, 1996). Also, destination-related images directly impact travel behavior and play an essential role in the destination selection process (Bonn et al., 2005). The travel experiences someone wants to share while traveling is related to how they want to be seen by others (reflected appraisal of self). Apart from the reflected appraisal of self, another factor that affects the propensity to share (e-WOM) is self-image congruity*.

Self-image suitability affects purchase motivation and behavior when products and brands match consumers' self-image (Sirgy & Su, 2000). Self-image congruity is a self-based reference compared with the image of a product or brand to form an assessment of self-image congruity (Sirgy & Su, 2000). The self-enhancing motive behind e-WOM by showing that consumers are more likely to engage in e-WOM when enhancing their skill performance and increasing self-esteem (Wojnicki & Godes, 2008). Self-image congruity was significantly related to the propensity to share (e-WOM) in their research on café consumers in Korea (Kim et al., 2015). Other previous study also showed the same result that self-image congruity makes bloggers share their information on blogs and guides that self-image congruity has a positive relationship to a propensity to share (e-WOM) (Wang & Fesenmaier, 2004). Therefore, consumers who have a high self-image with travel experiences are more likely to generate e-WOM intentions to share information about the tours they take.

Empirically, these variables have been identified before. In this study, the researcher wants to reconfirm these variables in Indonesia's popular tourism destinations. The researcher modified several variables in the previous research to be studied. The self-relevant value consists of 3 dimensions, namely, Reflected Appraisal of Self, Conspicuous Value, and Self-Image Congruity. The value of traveling consumption consists of 3 dimensions, namely, Desire for Experience Travel, Need for Uniqueness, and Social Esteem. Do the six variables forming self-relevant value and value of traveling consumption influence propensity to share (e-WOM) in Indonesia's popular tourist destinations, especially for young tourists who have visited popular tourist destinations in Indonesia. This study aims to examine the effect of 3 dimensions of self-relevant value (Reflected Appraisal of Self, Conspicuous Value, and Self-Image Congruity) and 3 dimensions of value of traveling consumption (Desire for Experience Travel, need for Uniqueness, and Social Esteem) on the tendency for someone to share their experiences on social media (e-WOM).

2. METHODS

This type of research uses quantitative research because there is hypothesis testing. Hypothesis testing studies usually explain individual relationships' nature or determine differences between groups or independence (independence) of two or more factors in a situation. Research framework of this study are presented in Figure 1.
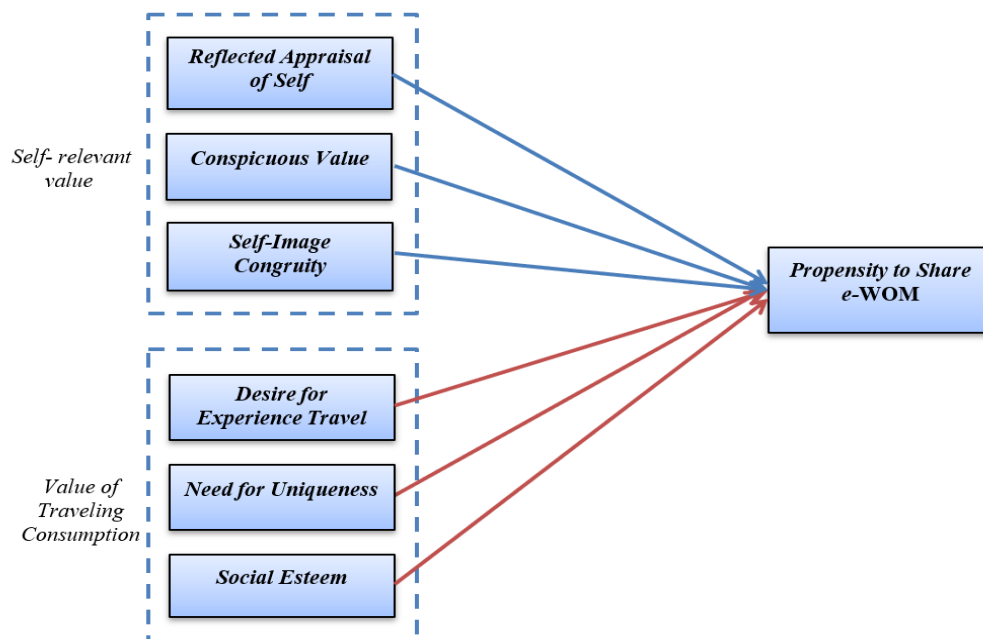
Figure 1. Research Framework

        The population in this study were all young tourists who had visited popular tourist destinations in Indonesia. The sample is a population element chosen to represent the study population (Cooper & Schindler, 2003). This study's sampling technique falls into the category of non-probability sampling (Cooper & Schindler, 2003). A non-probability sampling technique is a sampling design in which the population elements have no known or predetermined chance of being selected as sample subjects (Sekaran, 2009). The non-probability sampling technique chosen in this study used purposive sampling technique, where sampling was limited to certain types of people who could provide the desired information (Sekaran, 2009). This study's sample criteria were to share information about popular tourism in Indonesia on social media. Also, additional questions on the questionnaire aim to verify whether the individual is part of the population that the researcher wants to study or are called filter questions (Hernandez et al., 2006). Determination of the number of samples is determined by predetermined criteria (Black et al., 2010), which states that the number of samples taken is at least five times the number of indicators suggested in the study. In this study, the parameters and indicators used were 30 indicators, so the number of samples in this study was 250 respondents.
        This study's data collection method is by distributing online questionnaires by entering the questionnaire into Google Form. Online questionnaires are spread through social media such as Facebook, Instagram, and WhatsApp. The right respondents to fill out this questionnaire have visited popular tourism in Indonesia, mostly young tourists. The researchers' steps to get the right respondents were first the researchers trained the enumerator team to find the community or traveller groups on social media. Then the enumerator team joined the available traveller groups. The enumerator team will distribute the questionnaire link to the group members both in open messages and in private messages, using the questionnaire distribution technique about four times a month. The data collected will then be re-purified by the enumerator team to see the feasibility of the data obtained and prepared for analysis. Data analysis using statistical tools, namely multiple linear regression. Multiple linear analysis is used to determine how much influence the independent variables, namely Reflected Appraisal of Self, Conspicuous Value, Self-Image Congruity, Desire for Experience Travel, need for Uniqueness, and Social Esteem on the propensity to share (e-WOM) (Y). The data obtained were processed using the SPSS version 22 program with multiple linear regression analysis equations.

3. RESULTS AND DISCUSSIONS

Results
Respondent Characteristics
        Based on the data processing results on 227 respondents with a tendency to share information on social media on popular tourist destinations in Indonesia that they have visited, mostly young tourists as respondents, data processing has been carried out using multiple linear regression analysis tools. Multiple

regression analysis is used to determine the effect of self-relevant value and value of travel consumption as independent variables, and the propensity to share e-WOM as the dependent variable using IBM SPSS Statistics software version 22.0 can be seen in the Table 1.

Table 1. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.609	1.060		3.404	0.001
	RAS	0.398	0.051	0.441	7.747	0.000
	CV	0.015	0.021	0.038	0.709	0.479
	SIC	0.135	0.043	0.168	3.150	0.002
	DET	0.139	0.034	0.276	4.092	0.000
	NU	-0.102	0.039	-0.187	-2.659	0.008
	SE	0.048	0.037	0.092	1.300	0.195

The results of the coefficient of determination (R^2) test are based on the output of the regression analysis shows that the coefficient of determination has an R^2 of 0.491. These results indicate that 49.1% propensity to share e-WOM (Y) can be explained by independent variables, namely Reflected Appraisal of Self, Conspicuous Value, Self-Image of Congruity, desired for Experience Travel, Need for Uniqueness, Self Esteem. At the same time, the rest (100% - 49.1% = 50.9%) is explained by other variables outside the model that are not explained in this study, according to the theory which states that the coefficient of determination (R^2) essentially measures how far the model's ability to explain the dependent variable, while other variables outside the model influence the rest (Ghozali, 2014). The summary results of hypothesis testing in this study are presented in Table 2.

Table 2. Hypothesis Testing Results

Hypothesis	t-statistic	t-table	Conclusion of Hypothesis
H1 (RS => PS)	7.747	1.96	Accepted
H2 (CV => PS)	0.709	1.96	Rejected
H3 (SC => PS)	3.150	1.96	Accepted
H4 (DT => PS)	4.092	1.96	Accepted
H5 (NU => PS)	-2.659	1.96	Accepted
H6 (SE => PS)	1.300	1.96	Rejected

The results of multiple linear regression data processing through SPSS 22 show that four of the six hypotheses are proven in this study. Meanwhile, two other hypotheses were rejected, namely the effect of Conspicuous Value and Self Esteem on the propensity to share e-WOM. Both hypotheses were rejected because the significance value did not reach the required criteria, which is greater than 0.05. In addition, of the four hypotheses that are proven to be significant, one hypothesis has a negative direction: the effect of the need for uniqueness on the propensity to share e-WOM.

Discussion

Based on the results of the research that has been done, it can be seen that the respondent's assessment of the Reflected Appraisal of Self is quite high. This shows that respondents in this study have a Reflected Appraisal of Self attitude; respondents tend to convey their personal opinions when sharing information related to popular Indonesian tourist destinations on their social media. Travelers with a high Reflected Appraisal of Self often communicate their personal opinions when sharing information regarding popular tourist destinations they visit on social media to influence potential tourists. The strategy that can be carried out by tourism companies and tourist areas is to provide a website related to existing popular tourist destinations to accommodate tourists who want to share their information and opinions regarding popular tourist destinations on offer. With this tourism web, tourists can join and share their information and opinions according to the popular tourist destinations they have felt. This can assist potential tourists in making decisions when determining their tourist destinations.

The results also found that the desired travel experience variable partially had a significant effect on the level of e-WOM propensity to share. This means that the higher the desired travel experience in popular tourist destinations in Indonesia, the higher the propensity to share among young tourists in Indonesia. The finding is supported by research which states that travel experience positively influences

the propensity to share (Munar & Jacobsen, 2013). This shows that travel experience has a positive influence on the propensity to share. Based on the results of the research that has been done, the respondent's assessment of the desired travel experience is high. This shows that most respondents in this study have the desired travel experience, namely the travel experiences they share after visiting popular Indonesian tourist destinations on social media. Respondents hope that the experiences they share can help potential tourists avoid bad experiences while traveling. Future researchers who wish to research travel experience and propensity to share can add more literature and question indicators accordingly. Researchers can also add objects or replace other objects and use different respondents so that the research carried out can be even better in the future.

The t-test shows the variable need for uniqueness has a significant adverse effect on the propensity level to share e-WOM for young tourists in Indonesia. This means that the higher the need for a uniqueness that tourists have in Indonesia's popular tourist destinations, the less they want them to share their travel experience on social media. The strategy that can be done by tourism companies and tourist areas is by conducting market research to determine market segmentation. Thus, the tourist destinations that will be offered can attract tourists according to tourists' need for facilities, both products, and services provided at popular tourist destinations. The t-test shows that the variable self-image congruity partially affects the level of propensity to share for young tourists in Indonesia. The results show that the self-image congruity variable has a positive and significant effect on the propensity to share for young tourists in Indonesia. The higher the self-image congruity in popular tourist destinations in Indonesia, the higher the propensity to share with young tourists in Indonesia. This finding is supported by previous study which states that self-image congruity has a positive effect on the propensity to share (Wang & Fesenmaier, 2004). Self-image congruity encourages someone to communicate messages through social media. This finding state that self-image congruity has a positive influence on the propensity to share. Self-image congruity makes bloggers share their information on blogs; this indicates that self-image congruity affects the propensity to share (e-WOM).

Self-image suitability affects purchase motivation and behavior when products and brands match consumers' self-image (Sirgy & Su, 2000). Self-image congruity is a self-based reference compared with the image of a product or brand to form an assessment of self-image congruity (Sirgy & Su, 2000). The self-enhancing motive behind e-WOM by showing that consumers are more likely to engage in e-WOM when enhancing their skill performance and increasing self-esteem (Wojnicki & Godes, 2008). Self-image congruity was significantly related to the propensity to share (e-WOM) in their research on café consumers in Korea (Kim et al., 2015). Other previous study also showed the same result that self-image congruity makes bloggers share their information on blogs and guides that self-image congruity has a positive relationship to a propensity to share (e-WOM) (Wang & Fesenmaier, 2004). Therefore, consumers who have a high self-image with travel experiences are more likely to generate e-WOM intentions to share information about the tours they take.

Based on the results of the research that has been done, the respondents' assessment of self-image congruity is high. This shows that most respondents in this study have self-image congruity, namely the suitability of their personalities with the characteristics of the popular tourist destinations being targeted is very important to them. The conformity of self-image with the image or characteristics of a popular tourist destination makes tourists feel that their destination matches or matches their self-image and can reflect themselves to others when they share on social media. The strategy that can be carried out by tourism companies and tourist areas is by looking at what the market needs, providing facilities according to what tourists need, matching tourists' needs with the tourist destinations offered. Tourism companies and tourist areas can provide mountain climbing access that can attract tourists who imagine themselves as adventurers and like challenges. If the tourist destination is a beach, it can give snorkelling, surfing facilities, and others. If potential tourists feel the popular tourist destinations offered are suitable and appropriate for them, they will visit these popular tourist destinations. And when they share their impression of their tourism trip on social media, they can show that the destination they are visiting matches their self.

Utilizing the internet or social media networks helps potential tourists to find information more quickly and accurately. Creating a website and social media for Instagram and Facebook specifically for popular tourist destinations that are offered can accommodate reviews from tourists who have visited popular tourist destinations and help potential tourists in determining their choice of destination tourist destinations. Instagram and Facebook are crucial for tourists who have the self-relevant value and desire to travel experience to convey complete and reliable information on tourists' tourist destinations. In this study, there are several limitations which the next researcher hopes to improve. This research was conducted during the COVID-19 pandemic, so that researchers cannot predict future tourism developments in Indonesia. Researchers who want to do similar research are advised to use different

objects and respondents to strengthen their research. Further researchers are expected to study other variables or examine the tendency to share on social media of popular tourist destinations. Future researchers are also expected to add more relevant literature, expand the sample, and use moderating or modified variables with other variables so that the research carried out can be even better in the future. Future researchers who wish to examine self-image congruity and propensity to share can further expand the research sample, not only to young tourists in Indonesia. Examine more deeply the influence of self-image congruity on the tendency to share on social media. Adding more literature and question indicators so that the research carried out will be better for the future

4. CONCLUSION

This study found that reflected appraisal of self, self-image congruity and desire for experience travel significantly impact propensity to share e-WOM. Besides, the need for uniqueness has a significant and negative impact on the propensity to share e-WOM, as expected. In addition, two variables have no significant impact on the propensity to share e-WOM. Tourism companies and destination developers can attract potential tourists through social media as a communication tool that is integrated into people's daily lives. The behaviour patterns of tourists can be identified through the various information they post on social media. Relevant agencies and agencies can also provide websites and unique offerings for tourists visiting their area to convey impressions and destination development suggestions. The web and social media should be used as a place to exchange information and opinions for tourists. These tools will make it easier for tourists to share information based on what they have felt after visiting existing popular tourist destinations and helping potential tourists when looking for information related to destinations popular tours have to offer. Social media can also encourage tourists to share and exchange information and making it easier for potential tourists to visit the social media of travellers who are members of the web and social discussions media. Also, this can reach a broader range of potential tourists because potential tourists can see this information on the web provided.

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