

Tourism in Digital Era: The Influence of Digital Marketing on the Intention to Visit Museum

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ABSTRACT

The growth of digital media usage in tourism industry over the last decade all over the world has led *Menteri Pariwisata dan Industri Kreatif Republik Indonesia* (the Ministry of Tourism and Creative Economy of the Republic of Indonesia) to establish tourism digital marketing as one of national tourism development master plans from 2010 to 2025. It was noticed that a tourism development vision could be pursued by achieving several goals, such as developing synergistic, excellent and responsible tourism marketing to increase domestic tourist visits. To implement the master plan and to gain more visitors, most of the tourism sectors including museums have increasingly utilised digital media. As one of the favourite museums in DKI Jakarta, Bank Indonesia Museum has engaged the visitors through Instagram and Electronic Word of Mouth (E-Wom). The objective of this study is to explore the influence of Instagram @museum_bi posts and E-WOM on the intention to visit the Bank Indonesia Museum. The method used was empirically verified through a survey which was distributed to Instagram followers of @museum_bi and analysed with SPSS. The results of this study revealed that the spread of Instagram @museum_bi posts, electronic word of mouth, and the posts of Instagram @museum_bi and electronic word of mouth simultaneously influenced tourists' intentions to visit the Bank Indonesia Museum.

Keywords: *Instagram, electronic word of mouth, visit intention, media exposure, museum.*

INTRODUCTION

Tourism is one sector which could bring sublime benefits to a nation, both socially and economically. In Indonesia, tourism activities were regulated in UUD (Constitution) of the Republic of Indonesia No. 10, Year 2009 about Tourism. It is explained that "tour shall mean the travel activity conducted by a person or group of people by visiting certain place(s) for recreation, personal development, or studying the uniqueness of the tour attractiveness visited in a temporary period" (Indonesian Ministry of Tourism, 2010). Meanwhile, tourism is stated as "many types of tour activities which are supported by many facilities and services provided by the community, businessmen, Government, and Regional Government" (Indonesian Ministry of Tourism, 2010).

To promote and enhance tourism in Indonesia, the Government has administered various strategies. One of them was by compiling the 2010-2025 National Tourism Development Masterplan by the Ministry of Tourism and Creative Economy. In the masterplan, it was noticed that a tourism development vision could be pursued by achieving several goals, such as developing synergistic, excellent and responsible tourism marketing to increase domestic tourist visits (Badan Pusat Statistik, 2019).

Jakarta is a city which was considered successful in attracting tourists' visits and in potentially developing its existing tourism industry. It has been evidenced by the highest number of foreign tourist visits growth which made DKI Jakarta in the 5th rank according to Mastercard Global Destination Cities Index's research in 2017 (Santoso, 2019). The news

reported that the development strategy is also stated in the Government's plan to promote tourism in Kota Tua Jakarta (Jakarta Old Town), an area which has been appointed as a cultural heritage including Fatahillah Museum, Wayang Museum (traditional puppet museum), Bank Indonesia Museum, and Bahari Museum (maritime museum).

As a tourist attraction, Bank Indonesia Museum is one of tourists' favourite destinations when visiting DKI Jakarta. According to TripAdvisor as of December 26, 2019, in which the reviews are frequently updated, Bank Indonesia Museum was ranked 1st in the best-rated museum in Jakarta by visitors with a total of 1.043 reviews (Tripadvisor, 2019). This achievement was also inseparable from marketing strategies applied by the management team of Bank Indonesia Museum. One of those is by utilising digital media such as Instagram and other digital media platforms which allow visitors to leave a review about the Bank Indonesia Museum. The strategies were considered as adequately effective.

Social media like Instagram could be utilised to such an extent as a marketing tool, as appropriate as it should be. Furthermore, Indonesia ranked fourth in terms of Instagram and Facebook users worldwide which generated promising opportunities in the promotion using marketing content (Wardani, 2019). Another research also revealed that Instagram can create a positive image of the destination places and engage tourist visits (Ayuningtyas, Fauzi Dh & Nuralam, 2019).

Besides using digital media technology, the management team also implemented "word of mouth" as another effective strategy which was also known as WOM. WOM is defined as two things allowing someone to have a reason to talk about a certain product from a company, and making people easier to start a conversation which is also closely related to Customer to Customer (CtoC) marketing (Sernovitz, 2012). WOM grew as a form of marketing which was not directly implemented by the management team. It beneficially provides influence and trusted information to a prospective tourist. WOM makes customers share person-to-person information about a brand every day (Kotler & Keller, 2016).

The availability of assistance from social media in this digital era enables social media users to experience WOM communication. Therefore, WOM would easily and rapidly be well-dispersed known as electronic word of mouth (E-WOM). Keller (2013) explained that E-WOM has strength on the credibility and relevance to what someone is talking about.

In the case of marketing, particularly on Instagram, E-WOM occurs when someone leaves a review on the product or service which a customer previously consumed. Indirect attempt from the company on the E-WOM on Instagram mostly originates from a user who voluntarily tags a company's official account. Sari (2019) argued that E-WOM positively correlated with tourists' intention to visit.

The communication marketing strategy which has been implemented by the Bank Indonesia Museum was performed to encourage tourist visit intention. In this matter, the intention to visit could be equated with the purchase intention concept. Moreover, purchase intention is a result of an alternative evaluation in purchasing a brand based on the equating goods act between the brand attitude and the brand benefit from the previous purchase experience (Morrison, 2010).

Furthermore, the Head of Bank Indonesia Museum and the Chairman of Greater Jakarta Museum Association "Paramita Jaya", Yiyok Trio Herlambang, said that the major target for the Bank Indonesia Museum's visitors is from the youth, especially those in high schools or college students. Biologically, the young generation is considered to end their puberty phase at 12-15 and biologically considered youth at 15-21 (Muzakkir, 2015).

Suarakarya.id reported that towards the end of 2019, nearly 70 percent of Bank Indonesia Museum's visitors were young people (Asianto, 2019)

The Public Service Manager for Bank Indonesia Museum who works in the Marketing Division stated that the museum prioritised using social media, especially Instagram, as a marketing and communication device to the public in 2018. In the initial stages when this paper was proposed, the management team did not have a target nor assessment indicator to determine whether the social media usage was effective or not. Whereas, good marketing communication should be adaptable to the target market preferences, who are, in this case, youths who closely interact with technology and social media.

Therefore, according to the previous explanation of two marketing forms and their objectives respectively, the researchers conducted research based on the marketing concept and theory of the Bank Indonesia Museum. The objective of this study is to reveal the influence of the two marketing forms which are Instagram @museum_bi posts and electronic word of mouth, and to reveal both simultaneous influences towards tourists' intention to visit the Bank Indonesia Museum.

LITERATURE REVIEW

a. Social Media Exposure on Instagram

Instagram is known as an attractive social media platform used for sharing experiences. In marketing context, it may influence destination branding through sharing pictures or visual content display (Iglesias-Sánchez, Correia, Jambrino-Maldonado, & de las Heras-Pedrosa, 2020).

Peters, Chen, Kaplan, Ognibeni and Pauwels (2013) said that content communication in marketing research is at least as important as its frequency. Rosengren (1974) stated that media exposure could be measured by several dimensions consisting of frequency, duration and attention..

- a) Frequency: It shows someone's routine or counting the amount of time to someone's consumption on media contents.
- b) Duration: It shows the length of time which someone spends to engage with media content.
- c) Attention: It refers to how someone shows his/ her concern or attention on the media usage and its contents.

b. Electronic Word of Mouth (E-WOM)

Word of mouth is one of the most important aspects in marketing. Word of mouth provides a way for people to talk about a product or service and for society to have easier access to the conversations. Word of mouth is easily known as "CtoC" or customer to customer marketing in which a consumer is talking to others about his/her experience after purchasing or utilising a product/ service (Sernovitz, 2012). The consumer will be the one who conducts the talking to other prospective consumers.

Word of mouth is a marketing technique in which people find a way to engage the consumers so that they are able to take part in the conversation about products, services or brands (Kotler & Keller, 2016). Word of mouth has five elements as suggested by Sernovitz (2012). They are known as Five Ts which are the talkers who have the role as the sender of a content. These senders often possess an influence toward people around them. They are also

called as an influencer. Other Ts were topics as types of a shared-content, tools as types of the media used in communicating, talking part as how people are talking about part of the content, and tracking as mass participation on the content through a survey for evaluation.

Nowadays, people seek information on the Internet or social media where it is given millions of comments and reviews (International Telecommunication Union, 2019). Hence, word of mouth is also adapting its method into electronic word of mouth (E-WOM). With the development in information technology and the internet, word of mouth also owns new terms such as viral marketing, email marketing, internet word of mouth, word of mouth marketing, and electronic word of mouth (Goyette, Richard, Bergeron & Marticotte, 2010).

Kotler and Keller (2016) also suggested the same point of view related to the development of electronic word of mouth. E-WOM is viral marketing which is capable of leading the consumers to write or to upload photos or videos about the products and services from a company online on social media (Kotler & Keller, 2016). Social media like Facebook allows users to be aware of what their friends and celebrities currently think about the good and the bad of a brand.

The effectiveness of electronic word of mouth is assessed based on a statement provided by Goyette, Richard, Bergeron and Marticotte (2010) that viral marketing is one of the elements of electronic word of mouth which is defined as an informal online communication transferring the information about a service or product to the society. Electronic word of mouth is currently considered as a more effective and persuasive tool compared to advertisements and newspaper (Kazmi & Mehmood, 2016).

Goyette, Richard, Bergeron and Marticotte (2010) added that electronic word of mouth has dimensions consisting of the intensity or the number of reviews written on social media, consumer's opinion on the product, service, and brands, and a content of information about the product, service and brands.

c. Visit Intention

In this research, the visit intention was equated with the purchase intention in a product or service. Morrisson (2010) stated that purchase intention is a result of an alternative evaluation in purchasing a brand based on the act, the attitude and the benefit from the previous purchase experience. Kotler and Keller (2016) implied five stages in the purchasing's process which are problem or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

Ferdinand (2002) explained that purchase intention, which in this research is equated as visit intention, owns several dimensions: a) Transactional interest which is described as the tendency of someone to purchase; b) Referential interest which is related to the tendency of someone to reference/to promote a product to others; c) Preferential interest is someone's behaviour who has a primary preference for a product. This type of preference can be changed if something happens with the preferred product; and d) Explorative interest which portrays someone's behaviour who is always looking for information to support the best quality of the product.

d. AIDDA Model

This research utilised the AIDDA model by Wilbur Schramm. The AIDDA model is short for Attention, Interest, Desire, Decision, and Action and is generally used in communication strategy (Cangara, 2014).

- a) *Attention*: A form of someone's desire which is looking for and perceiving products, goods, or ideas. The target depends on the benefits offered.
- b) *Interest*: The consumers' feeling of deep curiosity on purchasing something. The interest can only appear if what is offered is new.
- c) *Desire*: A will which occurs after the interest arises to the products or services offered. In this phase, the buyer hopes that the products or services will give them benefit and will satisfy them.
- d) *Decision*: A belief in doing something.
- e) *Action*: An activity which has been conducted by the consumer after having the products or services.

When applying this idea to marketing communication, planners design an ad with one of the stages as a goal. Furthermore, the hierarchy of an effect model assumes a consumer passes through a series of steps in sequential order from initial awareness of a product to actual process since the advertising effects occur (Guolla, Belch & Belch, 2017). This research is conducted to portray the desired stage of tourist visits intention.

e. The Correlation Between Instagram Posts and Visit Intention

Instagram with content management strategy will provide better outcomes, as measured by engagement, followers, impact, and reach of posts (Iglesias-Sánchez, Correia, Jambrino-Maldonado & de las Heras-Pedrosa, 2020). Recent studies also show that further upload of destination content in social media will lead to further participation of tourists (Özdemir & Çelebi, 2015). Information shared in the media becomes a consideration in a purchase process.

H1: There is a correlation between Instagram posts and visit intention

F. The Correlation Between Electronic Word of Mouth (E-WOM) and Visit Intention

Before purchasing, as stated previously, the prospective consumer will look for various information to help them decide on purchasing. One stage which is undertaken by the prospective consumer is based on the Hierarchy of Effect that is knowledge (Kotler & Keller, 2016). In this stage, the prospective consumer looks for information or knowledge to enrich the purchasing references, then it leads the consumer to like it. Study shows that online WOM is the primary factor of consumer's willingness to buy (Runxin & Zihan, 2021).

H2: There is a correlation between electronic word of mouth (E-WOM) and visit intention

g. The Correlation Between Electronic Word of Mouth (E-WOM) and Instagram Posts with Visit Intention

WOM has a mediator role in relationship marketing and customer loyalty (Ngoma & Ntale, 2019). A study also shows that E-WOM has an effect on consumer's purchase intention (Özdemir, Tozlu, Şen & Ateşoğlu, 2016).

H3: There is a correlation between electronic word of mouth (E-WOM) and Instagram posts simultaneously on visit intention

METHODOLOGY

This study used a questionnaire method containing questions list filled by the research participants. The type of questionnaire is close-ended questions in which the questionnaire has alternative answers for the respondents to choose.

The population in this study were followers of the Instagram account, @museum_bi. The purposive sampling would directly or indirectly reveal how the information disseminated via the account are engaged with. The total number of followers, obtained on January 23, 2020, at 21.10 are 7,851.

The sample was determined using Taro Yamane's Formula of 7,851 population and significance level 10% (0.1). According to the calculation, the total samples required for the study were 99 respondents. Hence, the research involved 99 respondents who are followers of the Instagram account, @museum_bi.

RESULT

Respondent Profile

The respondents of this study were 58 females and 41 males. Out of a total of 99 respondents, there were 19 groups of age categories. The majority were 17 years old (35 respondents) followed by 16 years old (17 respondents).

The Reliability Test

The reliability test was used to measure whether the questionnaire was reliable or not. The questionnaire is considered reliable when the score shows a consistent result. The acceptable reliability for the questionnaire is a Cronbach's alpha score of >0.06 (Ghozali, 2012). Based on the test, the result obtained a Cronbach's alpha of 0.967. As $0.967 > 0.06$ indicated that the question lists were categorised as reliable for research measurement tools.

Validity Test

The validity test was administered to examine whether the questionnaire as a measurement tool is able to achieve the object of this study. All question items are remarked as valid if $r \text{ count} > r \text{ table}$ and significance level 10% (0.1).

Multiple Linear Regression Analysis

Multiple linear regression analysis was utilised to determine the influence degree between the independent variables and the dependent variable. The result of the regression analysis is indicated by the coefficient of respective independent variables and the output is displayed as an equation. Multiple linear regression analysis is applied if there are two or more independent variables. Based on the multiple linear regression analysis, it shows an equation $Y = 13.927 + 0.115 X_1 + 0.236 X_2$ which results of the equation indicated that (a) 13.927, which is defined as if variable $X=0$, and tourist visits intention is 13.927. The intercept value also describes a positive result on tourist visits intention in which the tourist visits intention (Y) was affected by Instagram posts (X_1) and electronic word of mouth (X_2) resulted in a score of 13.927.

The regression coefficient of Instagram posts (X_1) was 0.115 which indicates that when X_2 increases by 1 unit, it will affect the increase of the Bank Indonesia Museum tourist visit intention by 0.115.

The regression coefficient of electronic word of mouth (X2) was 0.236 which shows that when X2 increases by 1 unit, it will affect the increase of the Bank Indonesia Museum tourist visit intention by 0.236.

Based on the equation model, it can be stated that Instagram posts variable (X1) and electronic word of mouth (X2) have a positive correlation on the tourist visits intention (Y). Furthermore, as the prospective consumer received more Instagram posts and electronic word of mouth, they affected the increase of tourist intention visit.

The t-Test

The t-Test was conducted to discover the partial influence between the independent variables and the dependent variable. The t-Test would be compared with the t-table value or significance level. If $t \text{ count} \geq t \text{ table}$ or $\text{sig} < \alpha$ (0.1), H_0 is rejected. If H_0 was rejected, there was a significant effect between independent variables and the dependent variable. Based on the t-Test result, the independent variable of Instagram posts (X1) towards the dependent variable of visit intention (Y) obtained a t count of 2.094, and the significance value was 0.039. Value of t count $2.094 > t \text{ table } 1.664$ and significance value $0.039 < 0.1$. Thus, the test concludes that Instagram posts (X1) have a positive and significant influence on the visit intention (Y).

Then, the independent variable of electronic word of mouth (X2) towards the dependent variable of visit intention (Y) obtained a t count of 2.283, and the significance value was 0.025. The value of t count $2.283 > t \text{ table } 1.664$ and the significance value $0.025 < 0.1$. Thus, the test indicated that electronic word of mouth (X2) has a positive influence and significance to the visit intention (Y).

The F-Test

The F-test was performed to discover the influence of total independent variables on the dependent variable simultaneously. The independent variables own a simultaneous significant influence on the dependent variable if $F \text{ count} > F \text{ table}$ or $\text{sig} < \alpha$ (0.1), H_0 is rejected. However, H_0 is accepted, or the dependent variable does not have a simultaneously significant influence on the dependent variable if $F \text{ count} < F \text{ table}$ or $\text{sig} > \alpha$ (0.1).

Using the ANOVA test or F-test leads to the discovery that the significant value is 0.000 in which $0.000 < 0.1$. Thus, H_0 is rejected and H_a is accepted. Hence, it can be concluded that a regression model can be used for predicting the visit intention (Y) or it can be indicated that the variable of Instagram posts (X1) and electronic word of mouth (X2) are simultaneously influenced to the visit intention (Y).

Determination Coefficient Test

The determination coefficient test was applied to determine the level of influence between the independent variables and the dependent variables. The negative value of adjusted R^2 is considered equal to 0, meanwhile, if adjusted R^2 is closest by 1, it shows that the independent variables predict and explain the dependent variable. Based on the calculation of the determination coefficient, it shows the following correlations:

- a. $R = 0.562$. The value of R implies that all independent variables had a correlation (X_1 dan X_2), and simultaneously influenced the dependent variable (Y) of 0.562 (56.2%).
- b. $R^2 = 0.316$. The value of R^2 indicates that all independent variables (X_1 and X_2) had the effect of 31.6% on the dependent variable (Y). Meanwhile, the remaining 68.4% (100% - 31.6%) was influenced by other factors which were not examined in this study. The independent variables had a weak influence on the dependent variable as the coefficient met interval 0.20 – 0.399.
- c. Adjusted $R^2 = 0.302$. The value of adjusted R^2 implies that 30.2% of tourist visits' intention was influenced by Instagram posts and electronic word of mouth, meanwhile, the remaining 69.8% (100% - 30.2%) was influenced by other factors.
- d. Standard Error Estimated or also known as standard deviation was performed to measure the amount of a predicted value variation. Standard Error Estimated in this study was 3.33761. If the standard deviation is smaller, the regression model is valued as the better.

DISCUSSION

The Influence of Instagram posts on @museum_bi Towards The intention to Visit Bank Indonesia Museum

Posts on @museum_bi have simultaneous influence toward tourists' intention to visit. The influence was evidenced by t-Test which shows t count value of 2.094 > 1.664 t table and a significant value of 0.039 < 0.1. Hence, it can be concluded that Instagram posts have a significant influence on intention to visit.

The results of the study indicate that there was an influence from the official account Instagram @museum_bi to the tourist intention to visit, which was respectively affected by the dimensions as this paper mentioned earlier. The influence of Instagram posts was affected by three dimensions which were frequency, duration and attention. Meanwhile, tourist visits intention was affected by four interests comprising transactional, referential, preferential and explorative.

Both variables in this discussion were analysed using AIDDA theory by Wilbur Schramm which showed the purchasing process on a product/service implemented by a consumer (Effendy, 2003). The first stage began by offering the consumer attention; and the consumers decided to conduct an action. However, in this study, the intention variable was only analysed to the stage of the desired element according to the AIDDA theory.

The attention provided by a prospective consumer was also correlated with the first element of AIDDA. In the attention stage, someone must have a desire to look for and perceive something (Effendy, 2003). In this case, the prospective tourist begins to show attention when he/she is exposed to information, both from the Instagram posts and Instagram Story on @museum_bi. The account, @museum_bi, often shares information related to the museum: insights, activities, and many other information about the Bank of Indonesia Museum. Based on the response from the participants, 55.15% agreed to a statement that he/she often observes the feed and story on @museum_bi.

In the next stage, when the prospective consumer gives attention to Instagram posts, it leads to interest (Effendy, 2003). During the interest stage, the prospective tourist shows curiosity about the information. In the media exposure concept, the attention level is interpreted as someone showing a certain level of attention when consuming the media

content (Rakhmat, 2009).

In the study, the respondents presented good attention to the information shared by Instagram @museum_bi. The survey results on the attention level show that 75.35% agreed they pay attention to the content, receive, and understand the content well. A good level of attention occurred due to routine shares on Instagram @museum_bi via feed and Instagram Story in which the management scheduled for at least three times a week. Furthermore, @museum_bi shares information more frequently when the museum establishes events.

A further stage determining a desire to grow in the consumers is they have a willingness to visit. On the desired stage, there will emerge a willingness related to something which has previously generated attention and interest (Effendy, 2003). The interest is then divided into four dimensions which consist of transactional interest, referential interest, preferential interest, and explorative interest (Ferdinand, 2002).

The survey results on desire showed that 83.83% agreed that the visit intention increases when they are exposed to the museum's information through social media. The highest index of desire was explorative interest in which the prospective consumer has a desire to look for additional information to fulfil their curiosity which they can obtain from the feed or Instagram Story on @museum_bi.

Based on the explanation above, it is understood that there is an influence from Instagram posts to the tourists' intention to visit. The result was supported by AIDDA theory which explains stages (elements) in the purchasing process that was interpreted as a visit to the Bank Indonesia Museum. Moreover, this result was also supported by previous research which stated that Instagram posts influences visit intention. Research conducted by Adinda and Pangestuti (2019) presents that Instagram had a significant influence on its followers to have an interest in visiting a destination (Kampung Warna-Warni Jodipan) with a coefficient result of 73.1%.

The Influence of Electronic Word of Mouth (E-WOM) Towards The Intention to Visit Bank Indonesia Museum

In this study, the next variable which shows a significant influence on tourists' intention to visit is the electronic word of mouth (E-WOM). Based on the t-Test, a t count of 2.283 > 1.664 and significance value of 0.025 < 0.1, was obtained. Thus, H_a is accepted, and it can be implied that the electronic word of mouth has a significant effect on intention to visit.

Similar to the previous factors, both factors in this second discussion also have derivation elements. Electronic word of mouth is divided into intensity, the valence of opinion and content. Meanwhile, tourists' intention to visit is divided into four interests which are transactional, referential, preferential, and explorative. The correlation of both variables was also analysed using AIDDA theory to the stage of desire.

Electronic word of mouth (E-WOM) is a new term as information technology and the Internet are developed in the digital era, by which the prior common term is word of mouth. Keller (2013) explained word of mouth as a critical aspect to build a brand's reputation, and it happens when a consumer directly shares his/her likes, dislikes and experiences of a brand to others. Word of mouth is performed by a consumer who previously buys a product/service, then shares it with others or future potential consumers.

The focus of this study is the electronic word of mouth as the variable. In other words, word of mouth was applied by a previous consumer on the Internet, particularly Instagram. More specifically, electronic word of mouth was observed from the uploaded photos/ videos

on the consumer's Instagram account which provides a review, testimony, or other aspects that meet the electronic word of mouth requirements, and also from the tag of @museum_bi Instagram account by the consumer's account.

Uploading content on Instagram related to the museum and adding a tag to @museum_bi will receive special attention from other Instagram users, one of which is a prospective tourist to the Bank Indonesia Museum. Using AIDDA theory, the first stage was followers' attention which is shown by a will to look for and perceive something (Effendy, 2003). Moreover, the concept was then correlated to dimensions of electronic word of mouth variables. The first derived dimension to discuss is Intensity.

Intensity is understood as many reviews written in social media related to the products or brands (Goyette, Richard, Bergeron & Marticotte, 2010). According to AIDDA theory, the number of uploads about Bank Indonesia Museum and also the tag on @museum_bi will attract other users' attention and lead to the next stage. According to the survey, 73% of respondents agreed that they viewed updates and observed many reviews about Bank Indonesia Museum from other users who tagged @museum_bi on Instagram.

When the attention stage is fulfilled, according to AIDDA theory, the next stage is the interest. The interest was addressed to a user who uploaded and tagged @museum_bi and who left a review to discuss various things related to Bank Indonesia Museum, in line with a dimension of valence of opinion which is a consumer's opinion about products, services and brands (Goyette, Richard, Bergeron & Marticotte, 2010). As many as 79% of respondents admitted finding information related to the ticket price, facilities, infrastructures, and experiences in visiting Bank Indonesia Museum from the users who tagged @museum_bi. Keller (2013) added that the strength of word of mouth depends on someone's credibility and relevance to the state they are talking about. Therefore, a review which usually comes from the family, friends, or other relevant users may give a strong argument so that the stage of interest will go on.

Responses obtained from this study show that 64% of respondents agreed that they found reviews from various uploads about Bank Indonesia Museum both from the users' uploaded photos or videos on Instagram, and tagged on @museum_bi. Those reviews contained opinions, recommendations, complaints, and suggestions addressed to the Bank Indonesia Museum. Sernovitz (2012) asserted that there are four rules implemented to word of mouth which are to create things attractively, to make things easy, to make others feel happy, and to build a sense of respect and trust. When the interest is built, the next stage is to develop the desire. The desire is a will which sincerely grows in someone's heart that can attract attention (Effendy, 2003). This interest then leads to the intention which encourages the consumer to visit. As the first discussion on Instagram posts, electronic word of mouth can influence the intention to visit a destination.

Thus, it is implied that there is an influence of electronic word of mouth (E-WOM) and intention to visit that is supported by the respective dimensions attached to the variables. Both variables were analysed using AIDDA theory to the stage of intention emerging to visit the Bank Indonesia Museum. This explanation is also supported by the previous research. Sari (2019) revealed that there was an influence of electronic word of mouth (E-WOM) and visit intention on her study about social media usage on Jakarta Aquarium visit.

The Influence of Instagram @museum_bi Posts and Electronic Word of Mouth (E-WOM) on the Intention to Visit Bank Indonesia Museum

Instagram posts on @museum_bi posts and electronic word of mouth (E-WOM) were simultaneously significant to tourist's intention to visit the Bank Indonesia Museum. The F-test shows a proven-result of significance value $0.000 < 0.1$. Hence, H_0 is rejected and H_a is accepted which indicates that there is an influence of Instagram @museum_bi posts and E-WOM simultaneously on tourist's intention to visit Bank Indonesia Museum.

Both variables were analysed using AIDDA theory, an acronym for Attention, Interest, Desire, Decision, and Action, which explains about the buying process conducted by someone (Effendy, 2003). In this study, visit intention was reviewed in the stage of desire. The stage of the buying process is interpreted as a visit. The visit variable is correlated with the independent variables (Instagram posts and E-WOM) as a source of information. That information will lead someone to the buying process (visit), as explained in the AIDDA theory.

Someone who received information from Instagram posts at @museum_bi or E-WOM shared from other users' accounts, by which the users posted information on their feed or Instagram Story tagged on @museum_bi, encouraged other users to have awareness on the posts, and it led to interest, then users exposed to information in the posts would later process the information. Thus, these posts generated the intention/action to visit.

In the attention stage, someone has a will to look for and perceive something (Effendy, 2003). In this case, someone will look for information from two sources which are Bank Indonesia Museum's Instagram page, @museum_bi and E-WOM marked on Instagram @museum_bi. Both sources provided a different point of view and complemented each other.

Instagram posts on @museum_bi posts have originally been presented by the Management team of Bank Indonesia Museum. The account, @museum_bi, often shared information on its feed and Instagram Story. Information shared by the team contains various contents such as events related to the Bank Indonesia Museum, history of central banks, IDR currency, and many insights about it. Meanwhile, E-WOM contains shared-contents from other users who tagged Instagram @museum_bi which is about reviews, experiences and testimonies after visiting Bank Indonesia Museum.

According to the response from the followers, the whole answers portray that the respondents were more exposed to the content or information on Instagram @museum_bi feed compared to Instagram Story. In line with the respondents' responses which were interpreted by the three-box method, it was found that the explorative interest had a higher index value. Based on the results, interest often emerged on someone as the information searching process was performed.

When someone has already obtained the information, the next stage is interest. This interest element will make someone have a deeper curiosity for something which then produces attraction (Effendy, 2003). As many as 71.7% of respondents agreed that "it is quite attractive to gain the users' attention when they viewed posts from feed or Instagram Story". Furthermore, as many as 85.85% of respondents agreed that information and reviews related to Bank Indonesia Museum tagged on Instagram @museum_bi by visitor's account can attract other users' attention.

In addition, the highest variable index according to the participants' responses respectively ranked as follows: attention, content and explorative interest. The dimension of attention obtained the most responses. The dimension of content indicated that information

can be appealing if it contains the most needed information for the participants. Meanwhile, the explorative interest indicated the respondents' intention to search for information. Hence, the highest index of each variable is in line with the search for information coming from two sources which are posts from the Instagram account, @museum_bi, and E-WOM.

Based on the explanation above, it can be concluded that both independent variables, Instagram posts and E-WOM, are simultaneously significant to influence the intention of tourist visits to Bank Indonesia Museum. Both different sources could encourage someone to process a different point of view which leads to an influence on someone's intention to visit.

CONCLUSION

In short, based on the results about the influence of Instagram @museum_bi posts and electronic of mouth on tourist visit intention to Bank Indonesia Museum, these conclusions can be made:

1. The variable of posts on Instagram @museum_bi (X1) has a significant influence on tourist visit intention to the Bank Indonesia Museum. The influence is evidenced by t-Test which shows t count value of $2.094 > 1.664$ t table and a significant value of $0.039 < 0.1$. Thus, it can be concluded that Instagram posts (X1) have a significant influence on the intention to visit (Y).
2. The variable of electronic word of mouth (X2) has a significant influence on the intention to visit Bank Indonesia Museum. The t-Test, which obtained a t count of $2.283 > 1.664$ t table and significance value of $0.025 < 0.1$. Hence, electronic word of mouth (X2) has a positive and significant influence on the intention to visit(Y).
3. The variable of Instagram @museum_bi posts (X1) and electronic word of mouth (E- WOM) (X2) are simultaneously significant to the tourist's intention to visit the Bank Indonesia Museum. The F-test shows a proven-result of significance value $0.000 < 0.1$. Thus, H_a is accepted which proves that there is an influence of Instagram @museum_bi posts (X1) and E-WOM (X2) on tourist's intention to visit Bank Indonesia Museum (Y).

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