

Purchase Intention to Raja Ampat Papua

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Abstract

In connection with the pandemic/covid subsided, the Indonesian government reopened tourist sites in the country, especially at Raja Ampat, Papua. Indonesia also has the other tourist destinations that have gone global, such as Bali, Borobudur Temple, Bunaken, Komodo National Park, Lake Toba, Gili Trawangan and Wakatobi. Raja Ampat Islands is a series of four adjacent island groups and is located in the west of the Bird's Head (Vogelkoop) of Papua Island. Administratively, this cluster is under Raja Ampat beauty of its underwater scenery. In collecting the data, because the population size is unlimited, therefore to determine the sample size is based on the ratio of 1 to 10 for maximum or 1 compared to 5 for minimal (Hair, 2013). The sample to be taken is 200 respondents. Questionnaires were distributed to respondents who already visit Raja Ampat by using random sampling method. To analyze data, SEM PLS is used. Purchase Intention does not mediate Consumer Motivation, Destination Awareness, and EWOM to Purchase Decision. Also there is the influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Intention is weak. Likewise, the influence of Purchase Intention to Purchase Decision is weak.

Keyword: EWOM, Destination Awareness, Consumer Motivation, Purchase Intention and Purchase Decision

1. Introduction

Indonesia has tourist destinations that have gone global, such as Bali, Raja Ampat, Borobudur Temple, Bunaken, Komodo National Park, Lake Toba, Gili Trawangan and Wakatobi. But in fact Indonesia still has so many tourist destinations that are very potential but have not been well exposed. In connection with the pandemic / covid, the Indonesian government reopened tourist sites in the country, especially in Raja Ampat, Papua.

The name of Raja Ampat (Raja means king, and empat means four) comes from local mythology that tells of a woman who finds seven eggs). Four of the seven hatch and become kings who occupy four of Raja Ampat's biggest islands whilst the other three become a ghost, a woman, and a stone. Area: 8,034.44 km² (3,102.11 sq mi), Population: 64,141 (2020 Census), Province: West Papua, Indonesia. Total islands: 612. (en.wikipedia.org/wiki/Raja_Ampat_Islands) The capital of the district is located in Waisai, including the Raja Ampat islands. Four of them, namely Misool Island, Salawati, Batanta and Waigeo, are large islands. Of the entire island only 35 islands are inhabited while the other islands are uninhabited and most do not have names. Raja Ampat Islands is a series of four adjacent island groups and is located in the west of the Bird's Head (Vogelkoop) of Papua Island. Administratively, this cluster is under Raja Ampat beauty of its underwater scenery.

Indonesia's tourism potential needs to be boosted because it can provide a variety of benefits for the country, one of which is economic benefits. The tourism sector proved to be able to increase state revenue, namely foreign exchange. Based on the data above, there is a positive correlation between the number of foreign tourist visits and tourism foreign exchange receipts. The greater the number of foreign tourist visits, the more foreign exchange received from the tourism sector. In addition, tourism has proven to have a multiplier effect on sectors directly related to tourism such as hotels, restaurants, transportation services, food and beverage provision, arts services, entertainment, and recreation, rental services and business support services, and various other sectors that support tourism activities (Ministry of Tourism and Creative Economy, 2018).

Raja Ampat is one of the tourist destinations designed to be used as "10 New Bali" by the government. The implication is that the segment of the tourist market targeted by the government is tourists whose expenditure is greater than tourists in general. For this reason, it is necessary to plan carefully and strategically to execute this large government program therefore that it has a positive impact on the regional and national economy.

Jang et al. (2009) stated that interest can determine the behavior of a traveler. Even interest is often more effective to be able to understand the human mind. In addition, interest can be a benchmark for how strong a person's desire and effort to perform certain behaviors (Ajzen, 1991, in Chiu et al., 2019). Jang et al. (2009). Therefore, in the tourism industry, it is necessary to investigate the interest in visiting from potential tourists, so that it can be developed the key factors that make them want to travel (Chi et al. 2020). Furthermore, according to Zarrad and Debabi (2015) that eWOM has a positive effect to visiting interest. Another variable that also affects travel intention is destination image. According to Makhdoomi and Baba (2019) said that destination image has a positive effect to travel intentions.

Travel motivation has a positive influence to travel intentions with knowledge enhancement as the strongest factor and motive of the respondents studied (Lu et al., 2016). In addition, Khan et al. (2019) also found that despite having a high perceived risk perception about destinations, travel motivation has a strong role to encourage someone to visit a tourist destination.

2. Literature Review

2.1E-WOM

The personal opinions and experiences leave substantial effect to readers in evaluating products and making final purchase decisions (Lu, Chang and Chang, 2014). The occurrence of the simultaneous two-way communication between the source and recipients of the information called WOM (Word of Mouth). WOM plays a crucial role in the consumer purchasing decision and shaping consumer behavior patterns (Jalilvand & Samiei, 2012). Also, Jalilvand & Samiei (2012) said that e-WOM communication has a significant effect on the visit and travel intention. Samuel & Lianto (2014) also stated that e-WOM is proven to influence purchase intention significantly. Internet Media currently connects and eases an individual to communicate and get information easily. Before deciding to buy a product or service, a customer will previously search the information about the product or service, Jalilvand & Samiei (2012) said that e-WOM communication has a significant effect on the visit and travel intention. Samuel & Lianto (2014) also stated that e-WOM is proven to influence purchase intention significantly. According to Doosti et al., (2016), Iraq, where the results showed e-WOM has a significant positive effect on travel intention, city image, and attitude toward the city.

H1: There is the influence of E-WOM to Purchase Intention

Semuel&Lianto (2014) also stated that e-WOM is proven to influence purchase intention significantly.

2.2 Destination Image

According to Echner and Ritchie (1991, cited in Jorgensen, 2004) as the destination image is "impression of the place" or "perception area". Then according to Hunt (1975, cited in Jorgensen, 2004) describe that a positive destination image generating increasing visits and have a major impact on tourists. Pangki (2016) declared that the better the image of this tourist destination, the intention of tourists to visit will also be higher. Perceptions of the image of a tourist destination affect the satisfaction and intent to visit related sites in the future, which of course depends on the ability of the tourist destination to provide an unforgettable positive experience gained during the tour (Beerli and Martin, 2004). Destination image consists of three components, namely the cognitive component (tourist's perception of a destination), the affective component (the traveler's feelings towards a destination), and the conative component (how the cognitive and affective components affect and predict tourist purchase behavior (Nassar et al., 2015). Phelps (1986) in Liu et al. (2018) states that destination image is the overall perception or impression that a person has about a place.

H2: There is the influence of Destination Image to Purchase Intention

Pangki (2016) declared that the better the image of this tourist destination, the intention of tourists to visit will also be higher.

2.3 Travel Motivation

Interest in visiting is a type of behavioral interest with an emphasis on a person's desire or intention to travel to a certain place (Makhdoomi& Baba, 2019). Travel motivation is also defined as a mood that drives him to travel (Dann, 1981 in Song & Bae, 2017 and can significantly predict tourist behavior (Crompton, 1979 in Song & Bae, 2017).

Like Bieger and Laesser (2002), Jang and Cai (2002) said travel motivation is clearly a popular variable in tourism, its relationship with behavioral intention. Also, travel motivation is clearly a popular variable in tourism studies, its relationship with behavioral intention deserves researchers' attention. Travel motivation is a number of needs that influence a person to do tourist activities (Meng et al., 2008). Understanding human needs is important to explain the motivation of traveling from tourists themselves (Jang et al., 2009). Khan et al (2018) define motivation as a psychological state that arises due to the need to perform a particular action.

H3: There is the influence of Travel Motivation to Purchase Intention

Bieger and Laesser (2002), Jang and Cai (2002) said travel motivation is clearly a popular variable in tourism, its relationship with behavioral intention.

2.4 Purchase Intention

Behavioral intentions describe as a person's willingness to adopt a particular behavior, and reflect how strongly a person's efforts to actualize the behavior (Zarrad&Debab, 2015). Visiting interest is one type of behavioral interest with an emphasis on a person's desire or intent to travel to a particular place (Makhdoomi& Baba, 2019). Next, behavioral intentions describe a person's willingness to adopt a particular behavior, and reflect how strongly a person's efforts to actualize the behavior (Zarrad&Debab, 2015). Visiting interest is one type of behavioral interest with an emphasis on a person's desire or intent to travel to a particular place (Makhdoomi& Baba, 2019). In addition, the interest in visiting or travel intention is the willingness (willingness) or possibility of potential tourists to visit a tourist destination (Chen, Shang, & Li, 2014). The greater a person's interest in visiting a destination, the more likely it is to visit that destination (Lu, Hung, Wang, Schuett& Hu, 2016). Chen et al., (2014) also mentioned that travel intention arises from a rational evaluation by taking into account costs or sacrifices and benefits that will be received and equipped with external sources of information such as EWOM or tourist blogs. Behavior in visiting intentions indicates the readiness of tourists to exhibit certain behaviors and it can be assumed that the intention of visiting precedes their actual behavior (Zarrad&Debab, 2015). Purchase intention is a kind of decision-making that the reason to buy a particular brand by consumer (Shah et al., 2012)

H4: There is the influence purchase intention to purchase decision

Purchase intention is a kind of decision-making that the reason to buy a particular brand by consumer (Shah et al., 2012).

2.5 Purchase Decision

Sari & Pangestuti (2018) found that travel intention has a significant influence on travel decisions. This is supported by Khandelwal et al. (2012) that proposed purchase intention is an important and significant factor as a precondition for determining consumer attitudes towards purchasing decisions. Peter & Olson (2000) said that the travel decision is an integration process that combines knowledge to evaluate two or more alternative attitudes and choose one of them. According to Schiffman & Wisenblit (2015), consumer purchasing decisions are the process of purchasing decisions derived from the cognitive and emotional influence of family, friends, advertising, model roles, moods, and situations that influence a

person to buy. Information seeking is integrated into tourist shopping (Jin et al., 2017), and is the first step of the complete purchasing process of a tourist in a destination or tourist shopping journey (Garcia-Milon et al., 2020), purchasing decision making usually occurs when consumers buy products with low engagement, low cost and familiar products that are often purchased. Mohamad & Jamil (2012) conducted an exploratory study and they discovered that tourist intention are classified four different categories namely; physiological, physical, social interaction and seeking exploration.

2.6 Research Model

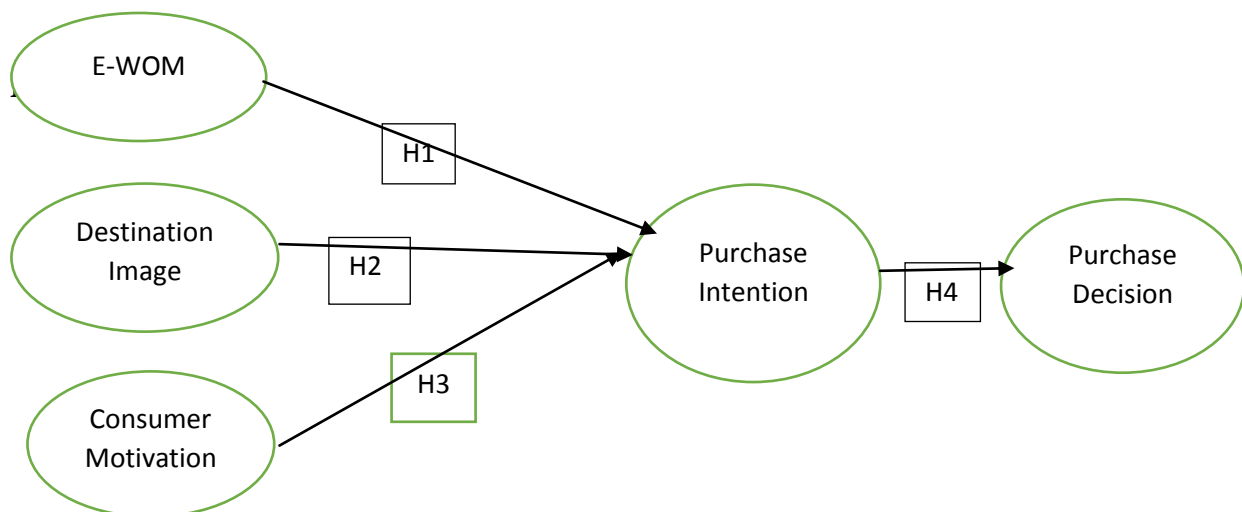


Figure 1.1 Research Model

2.7 Conceptual Hypothesis

H1: There is the influence of EWOM to Purchase Intention

H2: There is the influence of Destination Image to Purchase Intention

H3: There is the influence of Consumer Motivation to Purchase Intention

H4: There is the influence of Purchase Intention to Purchase Decision

H5: There is the influence of EWOM, Destination Image, and Customer Motivation to Purchase Decision mediated by Purchase Intention.

3. Research Methods

In collecting the data, because the population size is unlimited, therefore to determine the sample size is based on the ratio of 1 to 10 for maximum or 1 compared to 5 for minimal (Hair, et al., 2013). The sample to be taken is $20 \times 10 = 200$ respondents.. Questionnaires

were distributed to respondents who already visit Raja Ampat destination by using random sampling method. To analyze data, SEM PLS is used.

MEASUREMENT MODEL

1.1 Pengujian validitas

1.1.1 Convergent Validity

a. Outer Loadings

	Consumer Motivation	Destination Awareness	EW OM	Purchase Decision	Purchase Intention
DA2		0,579			
DA3		0,882			
DA4		0,855			
DA5		0,828			
EWOM 1			0,654		
EWOM 2			0,674		
EWOM 3			0,551		
EWOM 4			0,825		
EWOM 5			0,782		
EWOM 6			0,819		
PD1				0,601	
PD2				0,725	
PD3				0,624	
PD4				0,856	
TI1					0,787
TI2					0,867

TI3					0,861
TI4					0,819
TI5					0,602
TM1	0,679				
TM2	0,792				
TM3	0,814				
TM4	0,773				
TM5	0,660				

The outer table above shows that all factor loading values are above 0.5 and significant at 0.000. thus, the construct can be said to have good convergent validity. Whether or not the convergent validity of a construct can also be seen from the Average Variance Extracted (AVE) value. The table below shows that all research constructs have good convergent validity. The outer table above shows that all factor loading values are above 0.5 and significant at 0.000. thus, the construct can be said to have good convergent validity. Whether or not the convergent validity of a construct can also be seen from the Average Variance Extracted (AVE) value. The table below shows that all research constructs have good convergent validity.

b. Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Motivation	0,799	0,801	0,862	0,557
Destination Awareness	0,804	0,850	0,871	0,633
EWOM	0,825	0,884	0,867	0,525
Purchase Decision	0,719	0,793	0,798	0,502
Purchase Intention	0,848	0,866	0,893	0,629

1.1.2 Discriminant Validity

Cross Loadings

	Consumer Motivation	Destination Awareness	EWO M	Purchase Decision	Purchase Intention
DA2	0,483	0,579	0,277	0,056	0,257
DA3	0,564	0,882	0,431	0,048	0,545
DA4	0,547	0,855	0,428	0,053	0,540
DA5	0,618	0,828	0,354	0,080	0,562
EWOM 1	0,275	0,318	0,654	0,145	0,176
EWOM 2	0,327	0,313	0,674	0,045	0,240
EWOM 3	0,062	0,229	0,551	0,042	0,220
EWOM 4	0,282	0,333	0,825	0,024	0,408
EWOM 5	0,233	0,312	0,782	0,030	0,364
EWOM 6	0,337	0,484	0,819	-0,033	0,526
PD1	0,080	0,115	0,067	0,601	-0,033
PD2	0,011	-0,001	0,016	0,725	-0,114
PD3	0,083	0,095	0,030	0,624	-0,039
PD4	0,008	0,075	0,023	0,856	-0,158
TI1	0,537	0,514	0,370	-0,026	0,787
TI2	0,543	0,606	0,467	-0,088	0,867
TI3	0,467	0,515	0,389	-0,151	0,861
TI4	0,401	0,468	0,401	-0,201	0,819
TI5	0,350	0,324	0,303	-0,175	0,602
TM1	0,679	0,663	0,305	0,131	0,486
TM2	0,792	0,512	0,333	0,014	0,456

TM3	0,814	0,478	0,277	-0,027	0,434
TM4	0,773	0,496	0,200	0,009	0,411
TM5	0,660	0,385	0,193	-0,027	0,378

a. Fornell-Larcker Criterion

	Consumer Motivation	Destination Awareness	EWOM	Purchase Decision	Purchase Intention
Consumer Motivation	0,746				
Destination Awareness	0,690	0,795			
EWOM	0,357	0,473	0,724		
Purchase Decision	0,032	0,073	0,034	0,709	
Purchase Intention	0,586	0,623	0,491	-0,155	0,793

The cross loading table above shows that the construct has a good discriminant validity because the correlation value of the indicator to the construct is higher compared to the value of other construct indicators.

The table below also shows that constructs have good discriminant validity because the AVE root values are higher compared to the correlation values between other constructs.

	Consumer Motivation	Destination Awareness	EWOM	Purchase Decision	Purchase Intention
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Destination Awareness	0,690	0,795			
EWOM	0,357	0,473	0,724		

Purchase Decision	0,032	0,073	0,034	0,709	
Purchase Intention	0,586	0,623	0,491	-0,155	0,793

1.1.3 Pengujian reliabilitas

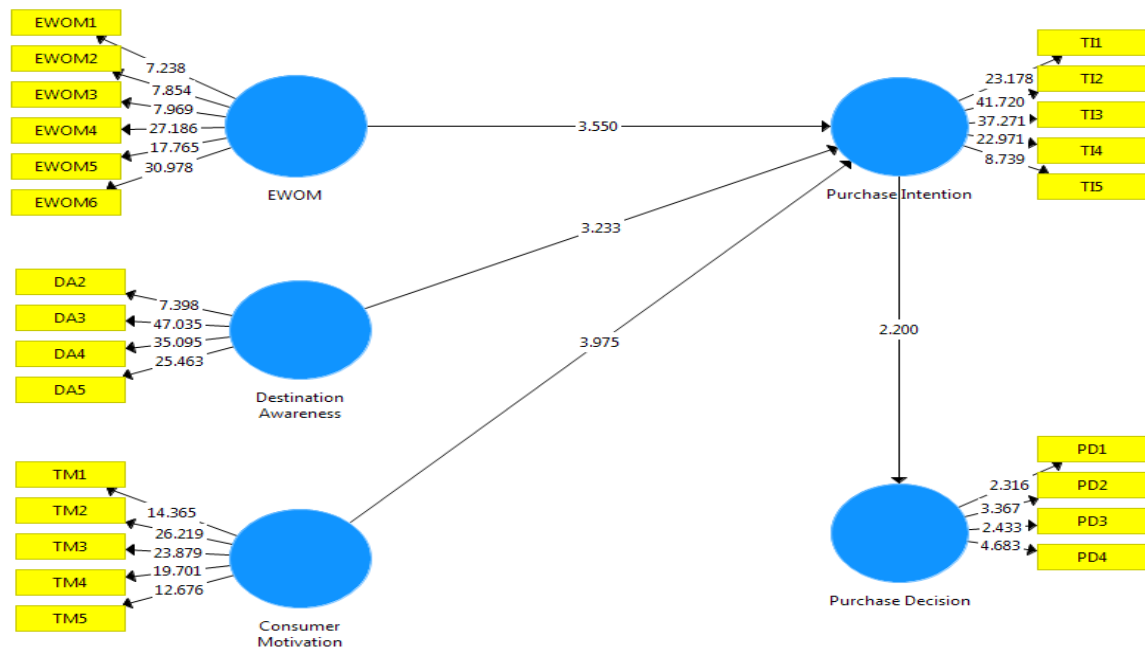
Composite Reability

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
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Purchase Decision	0,719	0,793	0,798	0,502
Purchase Intention	0,848	0,866	0,893	0,629

The table above shows that the values of Cronbach's Alpha and Composite Reliability > 0.7, which means that the consumer motivation, destination awareness, EWOM, purchase decision, and purchase intention constructs have good reliability

Conclusion: the results of the convergent validity, discriminant validity, and composite reliability tests show that all indicators and constructs in this study are valid and reliable



2.1 STRUCTURAL MODEL

2.2.1 Coefficient of determination (R²)

R Square

	R Square	R Square Adjusted
Purchase Decision	0,024	0,019
Purchase Intention	0,480	0,472

R-Square Purchase Decision value of 0.024 means a purchase decision constructability variability that can be explained by the Purchase Intention construct of 2.4%, while R-Square Purchase Intention value of 0.480 means a constructability that can be explained by the Consumer Motivation, Destination Awareness, and EWOM constructs of 48%.

According to Chin (1998), the R-Square criterion consists of three classifications, namely: R² values 0.67, 0.33 and 0.19 as substantial, moderate and weak. Thus, the value of R-Square is classified as moderate.

2.2.2 Cross-validated redundancy (Q²)

Blindfolding

Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Consumer Motivation	1.000,000	1.000,000	
Destination Awareness	800,000	800,000	
EWOM	1.200,000	1.200,000	
Purchase Decision	800,000	795,766	0,005
Purchase Intention	1.000,000	721,434	0,279

The Construct Crossvalidated Redundancy table above shows the Q² value of the Purchase Decision and Purchase Intention constructs of 0.005 and 0.279, respectively, which is greater than > 0. This indicates that the model has predictive relevance.

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Motivation -> Purchase Intention -> Purchase Decision	-0,044	-0,052	0,025	1,756	0,079
Destination Awareness -> Purchase Intention -> Purchase Decision	-0,048	-0,056	0,028	1,714	0,086
EWOM -> Purchase Intention -> Purchase Decision	-0,037	-0,045	0,022	1,689	0,091

2.2.3 Cross-validated redundancy (Q²)

Blindfolding

Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
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Destination Awareness	800,000	800,000	
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Purchase Intention	1.000,000	721,434	0,279

The Construct Crossvalidated Redundancy table above shows the Q² value of the Purchase Decision and Purchase Intention constructs of 0.005 and 0.279, respectively, which is greater than > 0. This indicates that the model has predictive relevance.

2.2.4 Multicollinierity

Collinearity Statistics (VIF)

Inner VIF

Values

	Consumer Motivation	Destination Awareness	EWOM	Purchase Decision	Purchase Intention
Consumer Motivation					1,913
Destination Awareness					2,149
EWOM					1,291
Purchase Decision					
Purchase Intention				1,000	

The Collinearity Statistics (VIF) table above shows that all indicators have a VIF value less than 5. This means that the SEM-PLS model is free from multicollinearity problems.

“5” as the maximum level of VIF (Ringle et al., 2015)

3.1 HYPOTHESIS TESTING

a. Direct Effect

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Motivation -> Purchase Intention	0,284	0,290	0,071	3,975	0,000
Destination Awareness -> Purchase Intention	0,313	0,310	0,097	3,233	0,001
EWOM -> Purchase Intention	0,242	0,245	0,068	3,550	0,000
Purchase Intention -> Purchase Decision	-0,155	-0,181	0,070	2,200	0,028

The table above shows that

- The direct effect of Consumer Motivation to Purchase Intention is significant and positive ($\beta = 0.284$, $p < 0.05$)
- The direct effect of Destination Awareness to Purchase Intention is significant and positive ($\beta = 0.113$, $p < 0.05$)
- The direct effect of EWOM to Purchase Intention is significant and positive ($\beta = 0.242$, $p < 0.05$)
- The direct effect of Purchase Intention to Purchase Decision is significant and negative ($\beta = -0.155$, $p > 0.05$)

b. Indirect Effect

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Consumer Motivation -> Purchase Intention -> Purchase Decision	-0,044	-0,052	0,025	1,756	0,079
Destination Awareness -> Purchase Intention -> Purchase Decision	-0,048	-0,056	0,028	1,714	0,086
EWOM -> Purchase Intention -> Purchase Decision	-0,037	-0,045	0,022	1,689	0,091

The table above shows that the indirect effect of Consumer Destination ($\beta = -0.044$, $p > 0.05$),

Destination Awareness, Consumer Motivation ($\beta = -0.048$, $p > 0.05$), EWOM ($\beta = -0.037$, $p > 0.05$) to Purchase Decision through Purchase Intention is not significant. This means that Purchase Intention does not mediate the influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Decision. In other words, Purchase Intention does not act as a mediating variable.

3.2 Effect size (f²).

f Square

	Consumer Motivation	Destination Awareness	EWOM	Purchase Decision	Purchase Intention
Consumer Motivation					0,081
Destination					0,088

Awareness					
EWOM					0,087
Purchase Decision					
Purchase Intention				0,025	

The table above shows that the magnitude of the effect of the constructs of Consumer Motivation, Destination Awareness, and EWOM to Purchase Intention, and the magnitude of the effect of Purchase Intention to Purchase Decision. Seeing the magnitude of this number, the influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Intention is weak. Likewise, the influence of Purchase Intention to Purchase Decision is weak.

According to Cohen (1988) the value of effect size: 0.02 - 0.15 (weak), 0.15 -0.35 (moderate) and > 0.35 (strong).

4. Discussion

The direct effect of Consumer Motivation to Purchase Intention is significant because motivation is the encouragement of the impulse from within a person to take action in this case visiting the destination Raja Ampat. Furthermore, the direct effect of Destination Awareness to Purchase Intention is significant, because tourists realize that Raja Ampat as tourist destination that very beautiful therefore they will visit the destination. In addition the direct effect of EWOM to Purchase Intention is significant, because the number of the other tourists who talk about Raja Ampat whose display is beautiful snorkling. There is direct effect of Purchase Intention to Purchase Decision is significant, because with the interest in visiting Raja Ampat, most of tourists decide to visit the destination, even it costs to go there quite expensive.

Purchase Intention does not mediate the influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Decision. In other words, Purchase Intention does not act as a mediating variable. This means that there is no purchase intention, tourists also decide to visit Raja Ampat. The influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Intention is weak. Likewise, the influence of Purchase Intention to Purchase Decision is weak.

5. CONCLUSIONS

Purchase Intention does not mediate Consumer Motivation, Destination Awareness, and EWOM to Purchase Decision. In other words, Purchase Intention does not act as mediating variable. Also there is the influence of Consumer Motivation, Destination Awareness, and EWOM to Purchase Intention is weak. Likewise, the influence of Purchase Intention to Purchase Decision is weak.

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