

THE EFFECT OF SOCIAL NETWORK SITES ON MILENIAL GENERATION AGAINST INTENTION TO VISIT A DESTINATION

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ABSTRACT

The tourism industry is the most promising industry today compared to other industries in Indonesia. Referring to the World Economic Forum, Indonesia climbed the ranking of the world tourism competitiveness index, which in 2013 was in the 70th position, and in 2017 was in the 42nd position. The millennial generation also cannot be underestimated. Millennials are not just vacationers, but dare to make new tourist destinations. This study aims to analyze the relationship between social comparison and self presentation to travel envy in social media, especially Instagram as a mediator, on the intention to visit a destination. Besides analyzing the direct impact of social comparison and self presentation on intention to visit a destination. Survey data on 100 respondents were then analyzed by PLS-SEM (Partial Least Square - Structural Equation Model). The results of the study show that social comparison and self presentation have a significant influence on travel envy and travel envy. It also affects the intention to visit a destination. Then the direct impact of social comparison and self presentation also significantly influence the intention to visit a destination.

Keywords: *social comparison ,self presentation, travel envy, intention to visit a destination, instagram, social network sites.*

1. INTRODUCTION

The tourism industry is an industry that is currently the most promising industry compared to other industries in Indonesia. This can be seen from the increasing growth every year and significantly when compared to other commodities such as oil, gas, coal, palm oil, and rubber which are declining. The

existence of the millennial generation also cannot be underestimated. Millennials are not just vacationers, but dare to make new tourist destinations. In this case the millennial generation (generation Y) is the most dominant generation in terms of changes in this consumption pattern. Millennial is someone who has a birth year from the early 1980s to the early 2000s. This study also sees self-representation as a precursor before the emergence of envy. The study found that when someone receives notifications / information (newsfeed, posts, photos) from other people, individuals tend to relate the content to themselves, and in some cases, they feel jealous and feel they have to adjust their behavior to raise their self representations -post positive content on SNS). This proves that when someone sees the activities or lifestyle of a friend on SNS, they try to improve their status based on what they can achieve in social status. In other words, individuals who already have a high self-representation may not be affected or do not want to visit a tourist spot. This study aims to provide new knowledge in the world of tourism literature and fill a gap that is quite important by exploring the feeling of travel envy as a mediation of social comparison and self presentation with intention to go on a tour. Besides social comparison and self presentation as a precursor before the emergence of feelings of travel envy, especially in the millennial generation.

2. LITERATURE REVIEW

2.1 Social comparison has an influence on the intention to visit destination in the millennial

The motivational process is based on internal motives such as needs, cognition and emotions, and / or external events that are influenced by environmental, social and cultural sources (Reeve, 2009). Motivation

is one of the most important of the many other variables in tourist behavior (Crompton, 1979; Pearce and Caltabiano, 1983; Fodness, 1994). Based on a number of previous studies, one hypothesis was set, namely:

H1: Social comparison has an influence on the intention to visit destination in the millennial generation.

2.2 Self presentation has an influence on the intention to visit destination in the millennial generation.

Individuals use SNS to fulfill their self-presentation needs (Mongrain & Zuroff, 1995). For example, prior research on the frequency of using Facebook with the aim of satisfaction and dissatisfaction. This illustrates that some users meet their needs through the use of SNS (Sheldon et al., 2011).

Instead, Instagram allows users to express various aspects of themselves, because the formation of one's identity is influenced by the reactions and feedback of others (Michikyan et al., 2015). Individuals with narcissistic personality styles can present fake / imaging self on SNS to get recognition from others, through likes and comments (Balick, 2014). Previous research shows Instagram is more consistent with individual personal identities than their relational identity, compared to other SNSs. Self presentation is the main feature exhibited on Instagram more than other SNS (Marcus, 2015). This finding shows that Instagram users are more concerned with choosing images to promote their self-concept rather than dealing with others.

When posing in front of a popular place, most tourists take selfies or narcissistic on their journey to become tangible evidence of 'I've been there', which turns intangible experiences into reality (Stylianou-Lambert, 2012). The emergence of several innovative mobile applications such as Instagram and Photoshop, which allows users to improve the quality of photos and manipulate their outward appearance on their journey, at the core promotes good and strategic self presentation (Hancock & Toma, 2009). Based on a number of previous studies, the second hypothesis is determined, namely:

H2: Self presentation has an influence on the intention to visit destination in the millennial generation.

2.3 Social comparison has an influence on travel envy in the millennial generation.

Social comparison becomes a basic theory that expresses as a root that influences envy behavior or

someone's actions (Duffy et al., 2012). In other words, it makes sense that individuals who make social comparisons might accidentally lead to travel intentions, but instead they will feel jealousy on the SNS that is the generator or trigger of their desire to visit the tourist attractions their friends share on SNS. . Thus we see social comparison as the intention to visit tourist attractions (Hajli, Wang & Tajvidi, 2018). Based on a number of previous studies, the third hypothesis is determined, namely:

H3: Social comparison has an influence on travel envy in the millennial generation.

2.4 Self presentation has an influence on travel envy in the millennial generation.

Representation of yourself as a precursor before the emergence of envy. Self-representation is defined as the value of someone who is able to improve their self-concept in relation to others who use social media (Krasnova, Spiekermann, Koroleva, & Hildebrand, 2010, p. 112). In other words, individuals who already have a high self-representation may not be affected or do not want to visit a tourist spot. But individuals who have a poor self-representation, receive envy and then give birth to the feeling of wanting to visit the tourist attractions. Therefore, envy can be a bridge and a trigger for someone to visit tourist attractions (Hajli, Wang & Tajvidi, 2018). Based on a number of previous studies, the fourth hypothesis is determined, namely:

H4: Self presentation has an influence on travel envy in the millennial generation.

2.5 Travel envy has an influence on the intention to visit destination in the millennial generation.

We chose the intention of going on tours as a consequence of travel envy from SNS, because the intention of tourists to visit tourist attractions was said to be their future prediction of travel (Baker & Crompton, 2000). Travel envy as a mediation between social comparison and self presentation in triggering individuals to travel (Hajli, Wang & Tajvidi, 2018). Based on a number of previous studies, the fifth hypothesis was determined, namely:

H5: Travel envy has an influence on the intention to visit destination in the millennial generation.

3. RESEARCH FRAMEWORK

Based on the results of the research that has been explained on the theoretical basis, it is assumed that this study wants to measure the extent to which social

comparison, self presentation, travel envy variables have an influence on the intention to visit destination. In addition, the research model used in this study is the replication of research conducted by research by Nick Hajli et al. (2018).

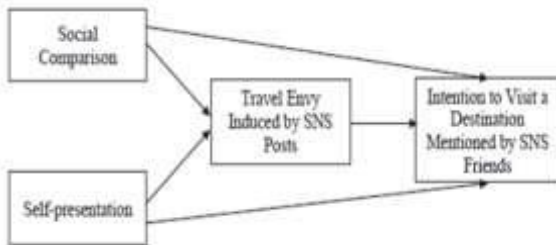


Figure 1. Nick Hajli et al (2018)

4.CONCLUSION

Based on the results of data processing using SmarPLS, the following discussion of each hypothesis test results.

Social Comparison and Intention To Visit Destination

The first hypothesis testing (H1) which states that social comparison significantly affects the intention to visit destination is accepted, because $t\text{-value} > 1.96$ is equal to 2.327 which means that social comparison has a significant positive effect on the intention to visit destination in the millennial generation with path coefficient value is 0.240. The results of this hypothesis test are in line with research by (Reeve, 2009) stating the process of motivation is based on internal motives such as needs, cognition and emotions, and / or external events that are influenced by environmental, social and cultural sources. Motivation is one of the most important of the many other variables in tourist behavior (Crompton, 1979; Pearce and Caltabiano, 1983; Fodness, 1994).

H1: Social comparison affects the intention to visit destination in the millennial generation.

Self Presentation and Intention To Visit Destination

Testing the second hypothesis (H2) which states that self presentation significantly influences the intention to visit destination is accepted, because $t\text{-value} > 1.96$ is equal to 2.891 which means that self presentation has a significant positive effect on the intention to visit destination in millennials with path coefficient value is 0.295. This finding is in line with research that says that when posing in front of a popular place, most tourists take selfies or narcissistic their trips to be tangible evidence of 'I've been there', which turns intangible experiences into reality (Stylianou - Lambert, 2012).

H2: Self presentation affects the intention to visit destination in the millennial generation.

Social Comparison and Travel Envy

Testing the third hypothesis (H3) which states that social comparison significantly influences travel envy is accepted, because $t\text{-value} > 1.96$ is equal to 3.343 which means that social comparison has a significant positive effect on travel envy in the millennial generation with path coefficient values of 0.306. This finding is in line with research that says that jealousy on SNS is a generator or trigger for their desire to visit tourist attractions shared by their friends on SNS (Hajli, Wang &Tajvidi, 2018).

H3: Social comparison affects travel envy in the millennial generation.

Self Presentation and Travel Envy

Testing the fourth hypothesis (H4) which states that self presentation significantly influences travel envy is accepted, because $t\text{-value} > 1.96$ is equal to 3.660 which means that self presentation has a significant positive effect on travel envy in the millennial generation with the path coefficient value of 0.338 This finding is in line with research that states that individuals who have poor self representations, receive envy and then give birth to the feeling of wanting to visit the tourist attractions. Therefore, envy can be a bridge and a trigger for someone to visit tourist attractions (Hajli, Wang &Tajvidi, 2018).

H4: Self presentation affects travel envy in the millennial generation.

Travel Envy and Intention to Visit Destination

Testing the fifth hypothesis (H5) which states that travel envy significantly affects the intention to visit destination is accepted, because $t\text{-value} > 1.96$ is equal to 2.584 which means that travel envy has a significant positive effect on the intention to visit destination in millennials with the path coefficient value is 0.234. This finding is in line with research that says that going to travel intentions as a consequence of travel envy from SNS, because tourists' intention to visit tourist attractions is said to be their future predictions in traveling (Baker & Crompton, 2000).

H5: Envy travel affects the intention to visit destination in the millennial generation.

Based on the results of the research conducted, some conclusions can be drawn as follows: 1. Social Comparison in the millennial generation influences the intention to visit tourist attractions. The relationship be-

tween these two variables is positively significant, thus supporting the first hypothesis. 2. Self presentation in the millennial generation influences the intention to visit tourist attractions. The relationship between these two variables is significant, thus supporting the second hypothesis. 3. Social comparison in the millennial generation influences travel envy. The relationship between these two variables is positively significant, thus supporting the third hypothesis. 4. Self presentation in the millennial generation influences travel envy. The relationship between these two variables is positively significant, thus supporting the fourth hypothesis. 5. Travel envy affects the intention to visit tourist attractions. The relationship between these two variables is significantly positive, thus supporting the fifth hypothesis.

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