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Digital Tourism Analysis Based On Technology Acceptance Model (Tam) To Improve Tourist Destinations In Kerinci Regency

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Abstract

This study aims to analyze the Technology Acceptance Model (TAM) in tourists in tourism areas in Kerinci Regency and to analyze the development of Digital Tourism with Technology Acceptance Model (TAM) in tourism areas in Kerinci Regency. This research using Structural Equation Modeling (SEM). Total sample of 100 respondents. The data used in this study were primary data through interviews and questionnaires. Data analysis in this study uses a structural equation model with the analysis tool used is to use AMOS. The results of the study : the Structural Equation Model (SEM) obtained from this study, it can be concluded from hypothesis testing. Perceived Enjoyment, Perceived Ease Of Use and Perceived Usefulness have a positive and significant effect on Intention to use tourism aplication in Kerinci Regency. while the Perceived Enjoyment, Perceived Ease Of Use and Intention to use tourism aplication have a positive and significant effect on Tourism Digital. But Perceived Usefulness has a negative and no significant effect on Tourism Digital.The Intention To Use Tourism Aplication can be explained by the variables Perceived Enjoyment, Perceived Ease Of Use and Perceived Usefulness of 25,2%. While Tourism Digital can be explained by the variability of Perceived Enjoyment, Perceived Ease Of Use, Perceived Usefulness and Intention To Use Tourism Aplication is 64,4%

Keywords: Technology Acceptance Model (TAM), Tourism Digital, Analysis of Moment Structure(AMOS), Tourist Destinations, Structural Equation Modeling (SEM), Intention To Use Tourism Aplication

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INTRODUCTION

Tourism in rural areas can be used as a solution to problems faced by villagers such as increasing unemployment, decreasing income, decreasing living standards and lack of infrastructure. It is believed that tourism areas in rural areas can improve economic welfare for local communities. The development of tourism trends increasingly leads to the concept of back to nature. The natural atmosphere that is seen by some people is very suitable to be a comfortable vacation spot, because basically humans are part of nature and need nature as a place to release and forget all problems that arise in everyday life. So that tourism is expected to contribute to economic growth in Kerinci Regency.

Tourism areas can be a source of income for rural residents. Traditional products and resources that can be capitalized through this form of tourism are: natural tourism motorcycle taxis, traditional architecture, traditional objects, customs, sculptures, traditional musical instruments, folklore manifestations, various traditional gastronomic products, and environmentally friendly products; In other words, a specific rural way of life (Kovács, Gulyás, and Farkas 2021). In order for the Tourism Area to have a high value, it is necessary to increase the economic value of activities that are close to each other and interrelated. To improve tourism marketing, one of them is the use of technology as a form of promotion in improving tourism marketing (Ham, Koo, and Chung 2020; Lim, Mostafa, and Park 2017). One of the models to be developed is to use the Technology Acceptance Model (TAM) (Ali, Nair, and Hussain 2016; Hasni, Farah, and Adeel 2021; Irwansyah and Triputra 2016).

Technology Acceptance Model (TAM) is one model that can be used to analyze factors that affect the acceptance of an information system. As well as tourism, the acceptance of technology to support the increase in tourism in general has been used (Liu and Jia 2021; Stankov and Gretzel 2020). Therefore, to market and recommend tourism requires technological intervention. Through technology, there is a direct introduction of travel products and the initial information available in travel products on major tourism platforms. The combination of tourism product classifications can be informed in information technology methods (Ammirato et al. 2021; Ozdemir, Ar, and Erol 2020).

The estuary of information technology readiness is to make these tourist destinations into smart tourism. Smart tourism aims to build e-tourism, with the aim that visitors can recognize tourist destinations through technology. With the introduction of e-tourism, it contains tourism supporting components such as tourism marketing, reservation systems, social media, digital applications to support tourism (Kazandzhieva 2021; Ramos, Ruiz-pérez, and Alorda 2021). Digital capital provides the main source of consumer utilization in the use of the internet, online information

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systems, online communication systems and digital literacy. Digital capital can be used as a basis for the application of digital in tourism (Cheuk et al. 2018; Fedoryshyna et al. 2021; Mkono 2018).

For success in digital tourism, it requires the involvement of related parties who collaborate in utilizing technology. Gössling (2021) believes that in managing digital-based tourism destinations, digital-based innovation is needed, there is a close relationship between tourist destinations and technology. Such combinations are such as combining the information provided in a web page with information from a tourist destination. From this information, visitors can find out relevant information and are equipped with data, facts, stories, history and sites of related tourist destinations (Bustard et al. 2019; Neuburger, Beck, and Egger 2018). On the other hand, the web that contains tourism has an important role in creating tourism competitiveness and sustainable tourism, such as by displaying virtual-based digital tourism (Li and Zhong 2022).

With the existence of internet information technology, it is a supply chain in tourism services. In providing digital-based tourism services in the context of digital tourism, there are still shortcomings (Wang 2020). Such as the lack of coordination among tour package providers, tourism products that are personal, not yet integrated and incorporated available tourism products (Ge 2019). Tourists only passively receive tourism products offered from tour package providers (Sottini et al. 2021).

Kerinci Regency has a variety of tourism objects including natural tourism and historical tourism which if managed and developed properly and appropriately will become an attractive tourist destination to visit. So to support the capital of these tourism products in Kerinci Regency, digitalized tourism information is needed. Based on the phenomenon and background of these problems, the title of this study discusses "Digital Tourism Analysis Based On Technologyacceptance Model (TAM) To Improve Tourist Destinations In Kerinci Regency"

Objectives

1. To analyze the Technology Acceptance Model (TAM) in tourists in tourism areas in Kerinci Regency.
2. To analyze the development of Digital Tourism with Technology Acceptance Model (TAM) in tourism areas in Kerinci Regency

Research Methods

1. Location and Time of Research

This research was conducted for 3 months on Tourism Destinations in Kerinci Regency, Jambi. This research consists of the identification stage of competitiveness

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owned, the next stage of making the Technology Acceptance Model (TAM).

2. Data Analysis

Regarding the stages of research, several approaches and steps in carrying out activities until the implementation of data sources can be accepted and beneficial to all parties are as follows:

1) Searching of primary and secondary data from Tourist Destinations in Kerinci Regency.
2) Literature study on: the influence of Tourism Destinations in Kerinci Regency, several alternative preventive and curative action solutions in the management of Tourist Destinations in Kerinci Regency.
3) Analysis of problems in Tourist Destinations in Kerinci Regency.

3. Stages Research Methods

This research uses a mixture of qualitative and quantitative methods which are divided into four stages:

1) The first stage is to develop a model of competitiveness indicators from the literature; These are called "early models".
2) The second stage involves testing the initial model to tourism actors from both the public and private sectors in the research object, namely on Tourist Destinations in Kerinci Regency through in-depth interviews and filling out questionnaires; The results are used to develop "advanced models".
3) In the third stage, questionnaires for advanced models were distributed to tourism industry players in Tourism Destinations in Kerinci Regency.
4) In the fourth stage, data obtained from other tourist destinations in Kerinci Regency will be analyzed at the final stage using Structural Equation Modeling (SEM) analysis

4. Respondents

Respondents in the study are parties who are interested in the management and involved in tourist destinations that are in the object of research. Such as: managers or owners of tourist destinations in tourist destinations, village officials, government parties in research objects. In determining the number of research samples, it is necessary to pay attention to various things in addition to the problem of population representation and accuracy reasons such as related to the technical analysis used in the hypothesis test in this study.

The sampling technique is purposive sampling. Purposive sampling is a sampling technique based on the researcher's assessment that the sample is the best

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party to be used as a research sample with the aim of obtaining representative data. Based on this, the sample in this study was determined, namely parties related to the tourism business sector including a total of 100 people.

5. Analysis Tools

Model Testing Techniques in this study use the Stuctural Equation Model (SEM). Model Testing Techniques in this study using the Stuctural Equation Model (SEM) using AMOS Version 25. SEM is a combination of two separate statistical methods, namely factor analysis (factor analysis) simultaneous equation modeling developed in econometrics, to analyze the structural relationships of the proposed model. The suitability of the dSievaluation model through a review of various goodness-of-fit criteria. Several conformity indices and their cut-off values are used to test whether a model is accepted or rejected. With the increasing number of tourist destinations in Kerinci Regency, it has an impact on increasing income and welfare for tourism actors who are directly dealing with tourism activities. In general, it will increase development in Kerinci Regency.

Discussion

Structural Equation Model (SEM)

In figure 1 below, you can see the results of data processing using AMOS Version 25 with Full Model-Structural Equation Model (SEM) Test Results :

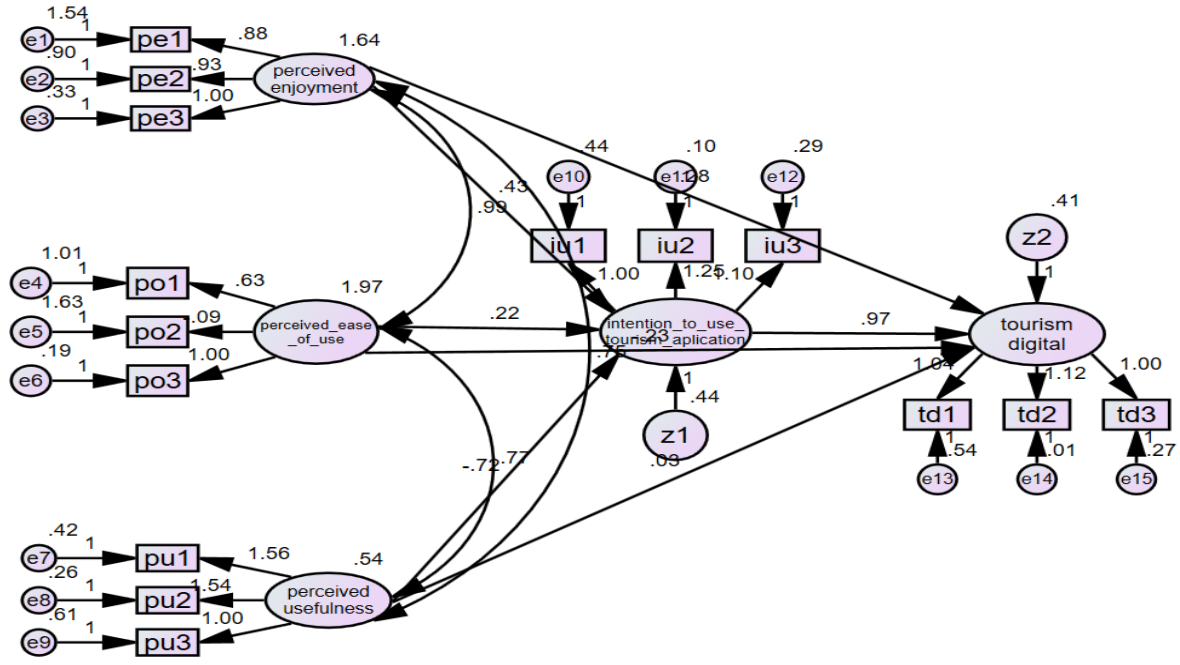


Figure 1. Result Full Model-Structural Equation Model (SEM)

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The results of the Full Model-Structural Equation Model (SEM) Test are compared with the fit testing criteria, resulting in the following model testing :

Table 1: Model Summary

No	Testing Fit	Acceptable match rate	Results
1	*Absolute Fit Indices* DF *X2*/DF	Accepted If Positive The lowest limit is 1.0, the highest limit is 2.03	105 (Accepted) 1,472 (Accepted)
2	*Icremental Fit Indices* - GFI - AGFI - TLI - CFI	Values Range 0-1, close to 1 the better	0,867 (Accepted) 0,801 (Accepted) 0,952 (Accepted) 0,963 (Accepted)
3	*Icremental Fit Indices* - RMR - RMSEA	< 0,08	0,050 (Accepted) 0,069 (Accepted)
4	*Parsimony Fit Indices* - PNFI - PCFI	Value Range 0-1	0,682 (Accepted) 0,734 (Accepted)

Table 2: Standardized Regression Weights

Standardized Regression Weights			Estimate
intention_to_use__tourism_application	<---	perceived_enjoyment	.709
intention_to_use__tourism_application	<---	perceived_ease__of_use	.397
intention_to_use__tourism_application	<---	perceived_usefulness	-.688
tourism_digital	<---	intention_to_use__tourism_application	.695
tourism_digital	<---	perceived_enjoyment	.339
tourism_digital	<---	perceived_usefulness	.022

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Standardized Regression Weights			Estimate
tourism_digital	<---	perceived_ease__of_use	-.307

The regression equation from the explanation of the table above is :

Tourism Digital = 0,695 IU + 0,339 PE - 0,307 PO + 0,022 PU

Intention To Use Tourism Aplication = 0,709 PE + 0,397 PO – 0,688 PU

The value of 0,695 IU means that a positive sign means that the influence of Tourism Digital is positive, the better Tourism Digital, then there is a tendency to increase from Intention To Use Tourism Aplication in Kerinci Regency. The value of 0,339 PE means a positive sign means that the influence of the Perceived Enjoyment is positive, the better the Perceived Enjoyment, then there is a tendency to increase Tourism Digital in Kerinci Regency. The value of 0,307 PO means a negative sign means that the influence of the Perceived Ease Of Use is negative, a decline from Perceived Ease Of Use, then there is a tendency to decrease from Tourism Digital in Kerinci Regency. The value of 0,022 PU means a positive sign means that the influence of the Perceived Usefulness is positive, the better the Perceived Usefulness, then there is a tendency to increase Tourism Digital in Kerinci Regency.

The value of 0,709 PE means a positive sign means that the influence of the Perceived Enjoyment is positive, the better the Perceived Enjoyment, then there is a tendency to increase Intention To Use Tourism Aplication in Kerinci Regency. The value of 0,397 PO means a positive sign means that the influence of the Perceived Ease Of Use is positive, the better the Perceived Ease Of Use, then there is a tendency to increase Intention To Use Tourism Aplication in Kerinci Regency. The value of 0,688 PU means a negative sign means that the influence of the Perceived Usefulness is negative, a decline from Usefulness, then there is a tendency to decrease from Intention To Use Tourism Aplication in Kerinci Regency.

Table 3. Squared Multiple Correlations

Squared Multiple Correlations			Estimate
Intention To Use Tourism Aplication			0,252
Tourism Digital			0,644

The Intention To Use Tourism Aplication equation of 0.252 which means the variability of Intention To Use Tourism Aplication can be explained by the variables Perceived Enjoyment, Perceived Ease Of Use and Perceived Usefulness of 25,2%.

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While the coefficient of determination of the Tourism Digital equation is 0,644 or the Tourism Digital variable which can be explained by the variability of Perceived Enjoyment, Perceived Ease Of Use, Perceived Usefulness and Intention To Use Tourism Aplication is 64,4%

Hypothesis testing in the SEM model of this study uses critical ratio criteria with the condition or criterion set that the value must be greater than 1,96 or the level of significance must be below 0,05 (5%). The results of hypothesis testing in this study are:

Table 4. Model Testing

Regression Weights			Estimate	S.E.	C.R.	P	Label
Intention to use tourism aplication	<---	Perceived enjoyment	.425	.142	3.002	.003	par_9
Intention to use tourism aplication	<---	Perceived ease of use	.217	.105	2.068	.039	par_10
Intention to use tourism aplication	<---	Perceived usefulness	-.722	.327	-2.208	.027	par_11
Tourism digital	<---	Intention to use tourism aplication	.969	.155	6.235	***	par_12
Tourism digital	<---	Perceived enjoyment	.284	.143	1.981	.048	par_18
Tourism digital	<---	Perceived usefulness	.032	.319	.101	.920	par_19
Tourism digital	<---	Perceived ease of use	-.234	.115	-2.030	.042	par_20

The explanation of hypothesis testing in this study are:

1. Perceived enjoyment has a positive and significant effect on Intention to use tourism aplication

   Hypothesis 1 is accepted because the result of the critical ratio value is 3,002, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,003. So it can be concluded that Perceived enjoyment has a positive and significant effect on Intention to use tourism aplication received.
2. Perceived ease of use has a positive and significant effect on Intention to use tourism aplication

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Hypothesis 2 is accepted because the result of the critical ratio value is 2,068, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,039. So it can be concluded that Perceived ease of use has a positive and significant effect on Intention to use tourism aplication received.

3. Perceived Usefulness has a positive and significant effect on Intention to use tourism aplication
   Hypothesis 3 is accepted because the result of the critical ratio value is 2,208, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,027. So it can be concluded that Perceived Usefulness has a positive and significant effect on Intention to use tourism aplication received.
4. Intention to use tourism aplication has a positive and significant effect on Tourism Digital
   Hypothesis 4 is accepted because the result of the critical ratio value is 6,235, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,000. So it can be concluded that Intention to use tourism aplication has a positive and significant effect on Tourism Digital received.
5. Perceived enjoyment has a positive and significant effect on Tourism Digital
   Hypothesis 5 is accepted because the result of the critical ratio value is 1,981, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,048. So it can be concluded that Perceived enjoyment has a positive and significant effect on Tourism Digital received.
6. Perceived Usefulness has a positive and significant effect on Tourism Digital
   Hypothesis 6 is rejected because the result of the critical ratio value is 0,101, this is interpreted as a critical ratio result smaller than 1,96 and a probability result upper than 0,05, which is 0,920. So it can be concluded that Perceived Usefulness has a positive and significant effect on Tourism Digital rejected.
7. Perceived Ease Of Use has a positive and significant effect on Tourism Digital
   Hypothesis 5 is accepted because the result of the critical ratio value is 2,030, this is interpreted as a critical ratio result greater than 1,96 and a probability result below or less than 0,05, which is 0,042. So it can be concluded that Perceived Ease Of Use has a positive and significant effect on Tourism Digital received.

CONCLUSION

Based on the results of the Structural Equation Model (SEM) obtained from this study, it can be concluded from hypothesis testing. Perceived Enjoyment, Perceived

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Ease Of Use and Perceived Usefulness have a positive and significant effect on Intention to use tourism aplication in Kerinci Regency. while the Perceived Enjoyment, Perceived Ease Of Use and Intention to use tourism aplication have a positive and significant effect on Tourism Digital. But Perceived Usefulness has a negative and no significant effect on Tourism Digital.

The Intention To Use Tourism Aplication can be explained by the variables Perceived Enjoyment, Perceived Ease Of Use and Perceived Usefulness of 25,2%. While Tourism Digital can be explained by the variability of Perceived Enjoyment, Perceived Ease Of Use, Perceived Usefulness and Intention To Use Tourism Aplication is 64,4%

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