

**TOURISM TELEVISION PROGRAM EFFECTS ON TOURIST VISIT INTENTION
TO BALI AS A DESTINATION CHOICE**

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ABSTRACT

Film-Induced Tourism has a significant role as a powerful marketing media in marketing a tourism destination place. Film-Induced Tourism use visual media such us television program, movies, YouTube, and other media to spread the content. The aim of this research is to prove the effect on Film-Induced Tourism through tourism television program in affecting people or tourist intention to visit the destination place. The variable that examine in this study is empathy, nostalgia, perceived risk, place familiarity, place image that will affect the tourist visit intention. This research is conducted in Yogyakarta. The data is collected by using questionnaire based on Likert scale. The method of sample is using purposive sampling with 251 respondents were chosen to represent overall users. The data was then analyzed by using Structural Equation Modeling analysis with the helping of SPSS and AMOS. The result of this study model shows the relationship between the effect of tourism television program and tourists' visit intention to Bali as a destination choice is positive and significant.

Keyword: *Empathy, Nostalgia, Perceived Risk, Place Familiarity, Place Image, Visit Intention.*

PENGARUH PROGRAM TELEVISI PARIWISATA TERHADAP NIAT BERKUNJUNG WISATAWAN KE BALI SEBAGAI PILIHAN DESTINASI WISATA

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Abstrak

Film-Induced Tourism memiliki peran pemasaran yang kuat di pasar. *Film-Induced Tourism* menggunakan media visual seperti program televisi, film, YouTube, dan media lainnya. Tujuan dari penelitian ini adalah untuk membuktikan pengaruhnya *Film-Induced Tourism* melalui program televisi pariwisata terhadap niat berkunjung seseorang atau wisatawan ke Bali sebagai pilihan destinasi wisata. Variabel yang diteliti dalam penelitian ini adalah empati, nostalgia, persepsi resiko, familiaritas tempat, dan citra tempat wisata yang akan mempengaruhi niat kunjungan wisatawan. Penelitian ini dilakukan di Yogyakarta. Data dikumpulkan dengan menggunakan kuesioner berdasarkan *likert-scale*. Metode pengambilan sampel menggunakan *purposive sampling* dengan 251 responden. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dengan bantuan SPSS dan AMOS. Hasil dari model penelitian yang meneliti tentang hubungan pengaruh program televisi pariwisata terhadap niat berkunjung wisatawan ke Bali sebagai pilihan destinasi wisata ini adalah positif dan signifikan.

Kata Kunci: *Empati, Nostalgia, Persepsi Resiko, Familiaritas Tempat, Citra Tempat Wisata,*

Niat Berkunjung

INTRODUCTION

Film-induced tourism or movie-induced tourism is defined as tourist behavior through a destination because of the destination image that appears on television, video, or the cinema screen. Film-induced tourism gives marketing opportunity for tourism industry, when the motion picture is being premiered and distributed to the audience (Hudson & Ritchie, 2009). Film-induced tourism has become an important communication tool on product placement. Product placement is a phenomenon that is defined as the planned entries of products into movies or television shows that may influence viewers' product beliefs and behaviors favorably and it makes films and TV programs to have an impact on consumers while perceiving destinations (Saltik, Cosar, & Kozak, 2010; Hudson & Ritchie, 2009). However other study stated that movie induced tourism will give a risk because of the real situation in the place with what people have seen on the motion picture have big differences and it will affect people perception about the place image (Millan, Garcia, & Diaz, 2016).

The key objective in this study is to examine and test an integrated decision-making framework that empirically explains how television program about tourism place in Bali give an impact (empathy, nostalgia, perceived risk, place familiarity, and place image) on people's intention to visit the destination choice.

LITERATURE REVIEW

Empathy

Empathy is also defined as an ability of someone to understand and share another's emotional state (Wied, Boxtel, Matthys, & Meeus, 2011). Empathy is also a process of mind reading and film has a role to cue intentional empathy of audience while watching the film (Stadler, 2015). Previous study has found that empathy can influence the familiarity. A study found that familiarity has a different effect from one person to another person depends on the level of their empathy (Motomura, et all, 2015). Keen (2006) also stated that empathy establishes when someone has become familiar on something. Empathy gives an ability for someone to recognize others and it can increase someone attitude toward them (James, 2015). From the discussion above, the researcher presented the following hypothesis:

H1. Viewers empathy influences their familiarity of the place.

Nostalgia

Nostalgia is an effective response produced by reflection of things associated with the past (Wang, Li, Chou, & Huang, 2014). In marketing literature, it is stated that nostalgia is an appeal in advertising and is proven to be highly effective and persuasive in several studies (Phau & Marchegiani, 2010). Nostalgia feeling can facilitate the emerging of past events and memorization of past advertisements that create familiarity and positive attitudes that can facilitate the intention to purchase (Telford, 2013). There is a significant relationship between familiarity and how emotional people feel after remembering the memory (Maria & Ritchie, 2014) From the discussion above, the researcher presented the following hypothesis:

H2. Viewers nostalgia feeling influences their familiarity of the place.

Perceived Risk

Perceived risk is described as the probability of uncertain outcomes after a purchase (Chang & Ko, 2017). Perceived risk is also defined as a gap between expectation and reality that can influence people's decision making (Pérez-Cabañero, 2007). Risk perception might give an influence on people's destination choice. Once the destination has a higher perceived risk, it has a serious implication for the development of the tourism itself (Garg, 2015). From the discussion above, the researcher presented the following hypothesis:

H3. Viewers perceive risk toward a place influences their familiarity of the place.

Place Familiarity

Familiarity is defined as experience that consumer has with product or services. It can be considered a measure of the extent of a consumer's direct experience and indirect experience (Martí-Parreño, Bermejo-Berros, & Aldás-Manzano, 2017). Familiarity becomes the construction of destination image. It has a key role in influencing the destination image (Martins, 2015). Familiarity was essential because it can enhance consumer process of brand image (Tan, Ismail, & Devinaga, 2015). From the discussion above, the researcher presented the following hypothesis:

H4. Viewers familiarity of the place influences their place image perception of movie set.

Place Image

Brand image is defined as a mental construct developed by tourist based on their impression (Mohamed, 2008). Overall image of destination place will influence tourist visit intention (Whang, Yong, & Ko, 2016). there is a positive relationship between private brands image and purchase intention for a private label brand (Abdolhossein, Bahareh, & Ahmadinejad, 2014). Brand image has a positive effect or influence on purchase intention (Wu, 2015). From the discussion above, the researcher presented the following hypothesis:

H5. Viewers place image perception of the place influences their intention towards visiting the place.

Visit Intention

Visit intention is a combination of consumers' interest in and possibility of visiting a place (Wu, 2015). Intention is the positive results from attitude that increase tourist's belief about the place (Hultman, Kazemina, & Ghasemi, 2015). The higher level of someone attitude will increase the individual intention to perform the behavior (Jalilvand, Samiei, Dini, & Manzari, 2012).

CONCEPTUAL FRAMEWORK

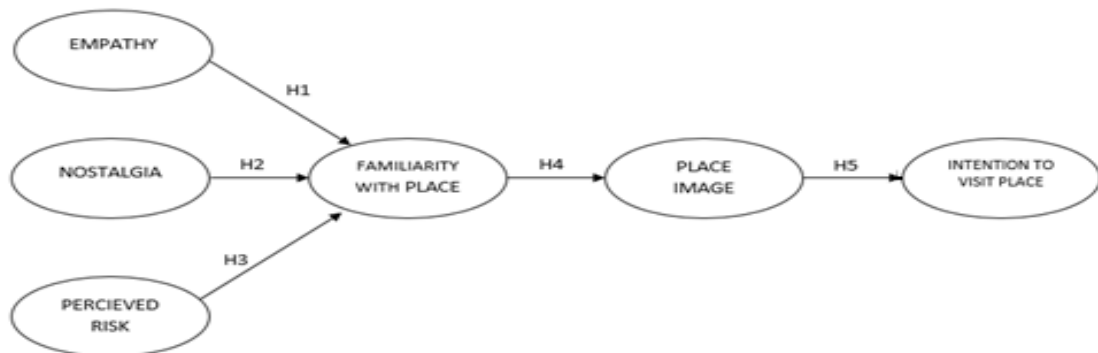


Figure 1. Conceptual Framework

RESEARCH METHOD

This study is examined the relationship between the attributes of empathy, nostalgia, perceived risk, familiarity, destination image, and tourist visit intention. This study used a quantitative approach, conducted by spreading questionnaire and used Likert Scale as the itemized rating scale to assess data from 251 respondents who have experienced in watching tourism and cultural television program. To measure those variables, this study use questionnaire with Six-Point Likert Scale ranging from strongly disagree (1) and strongly agree (6). The population of this study is people that have already watched some

destination television program series associated with Bali such as Indonesia Bagus, Jejak Petualang, My Trip My Adventure, Jalan Jalan Men, and Celebrity on Vacation, and other similar television programs. For scale of reliability and validity, internal consistency measures (i.e. Cronbach alpha and average variance extracted (AVE)), convergent validity (i.e. indicator loadings and critical ratios), and discriminant validity (i.e. inter-factor correlations) were tested. The tools that will be used for pilot test is SPSS and for the hypothesis testing, this study used structural equation model (SEM) test by SPSS and AMOS. Confirmatory Factor Analysis (CFA) used to assess the evaluation of measurement model. CFA is used to illustrate how good the variable can be used to measure the construct, the requirement is if the value of loading factor from each construct is more than 0.5 ($\lambda > 0.5$), it is considered as valid and if the value of construct reliability from each construct is more than 0.7, it can be stated as reliable. The formula is as follows:

Measurement Model Result

Constructs/Indicators	Standardized Factor Loading
Empathy	
EM1: While watching the TV series, I became very involved in the Bali setting.	0.764
EM2: While watching the TV series, I experienced the vibe of Bali	0.838
EM3: While watching the TV series, I could feel as if the events taking place in Bali were happening to me	0.877
EM4: While watching the TV series, I really got involved with the feel of the place	0.857
Nostalgia	
NOS1: If I do visit Bali, it will be to help me imagine what previous generations were like	0.697
NOS2: If I do visit Bali, it will be to experience events from past eras	0.736
NOS3: If I do visit Bali, it will be to experience a time before I was born	0.805
NOS4: If I do visit Bali, it will be to experience positive feelings about a time before I was born	0.785
NOS5: If I do visit Bali, it will be to experience the good old days before I was born	0.848
Perceived Risk	
PR1: When I think about visiting Bali, the experience would not provide the benefits I expect	0.817
PR2: When I think about visiting Bali, the trip may not really “perform” the way it is supposed to	0.799

PR3: When I think about visiting Bali, Bali cannot be relied upon to give me a good experience	0.913
PR4: When I think about visiting Bali, it could involve important financial losses for me	0.791
PR5: When I think about visiting Bali, the visit would not live up to my expectations	0.841
PR6: All things considered, I think I would be making a mistake if I go to Bali	0.851
PR7: When I think about visiting Bali, my decision would make others see me in an unfavorable light	0.598
PR8: When I think about visiting Bali, travelling to Bali would make others think less of me	0.803
PR9: When I think about visiting Bali, the esteem my family/friends have for me will decline	0.824
PR10: When I think about visiting Bali, Ridiculed by your friends	0.831
PR11: When I think about visiting Bali, I could be confronted by a hostile environment	0.819
PR12: When I think about visiting Bali, being exposed to violence and/or terror	0.888
PR13: When I think about visiting Bali, I could get sick	0.906
PR14: When I think about visiting Bali, I may get hurt	0.797
Place Familiarity	
PF1: I am familiar with the cultural/historical attractions in Bali	0.792
PF2: I am familiar with the entertainment in Bali	0.837
PF3: I am familiar with the landscapes in Bali	0.721
PF4: I am familiar with the lifestyle of the people in Bali	0.747
Place Image	
PI1: Iconic buildings	0.676
PI2: Trendy shopping facilities	0.690
PI3: Extensive range of entertainment	0.793
PI5: Vibrant surroundings	0.726
PI6: Interesting cultural/historical activities	0.847
PI7: Good variety of outdoor activities	0.788

Visit Intention		
VI1: I plan to visit Bali in the next 12 months		0.902
VI2: I intend to visit Bali in the next 12 months		0.912
VI3: I will expend effort to visit Bali in the next 12 months		0.869
VI4: If everything goes as I think, I will plan to visit Bali in the future		0.674
VI5: I would visit Bali rather than any other tourism destination		0.816

Table 1. Measurement Model Result

DATA ANALYSIS AND DISCUSSIONS

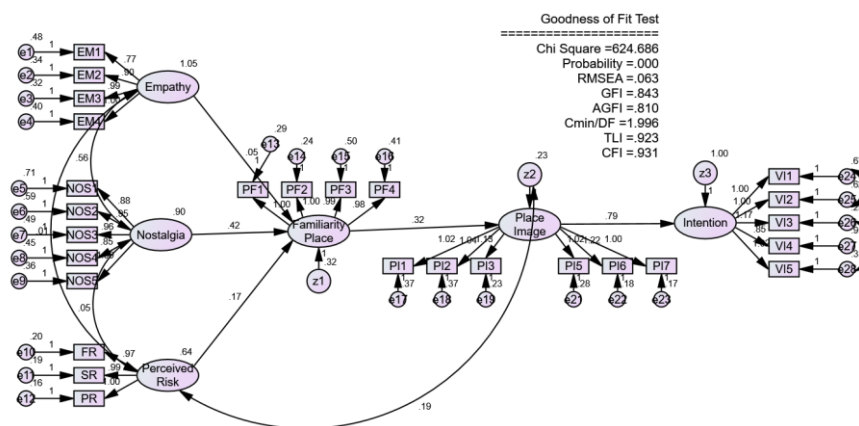


Figure 2. Hypothesis Testing Model

Hypothesis	Variable Relationship	Estimate	P	Label
H1	Empathy → Place Familiarity	0.053	0.326	Not Supported
H2	Nostalgia → Place Familiarity	0.417	0.000	Supported
H3	Perceived Risk → Place Familiarity	0.169	0.002	Supported
H4	Place Familiarity → Place Image	0.317	0.000	Supported
H5	Place Image → Visit Intention	0.791	0.000	Supported

Table 1. Hypothesis Testing Model

DISCUSSION

The result of this analysis shows that Degree of Freedom is positive with score of 313, X^2 (Chi-Square) 624.686, Probability 0.000, RMSE 0.063, GFI 0.843, AGFI 0.810, CMIN/DF 1.998, TLI 0.923, and CFI 0.931. H1 indicates empathy on place familiarity is not significant because the value probability was 0.326 ($p < 0.05$) and the path estimate was 0.053 (H1 not supported). H2 indicates nostalgia on place familiarity is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.417 (H2 supported). H3 indicates

perceived risk on place familiarity is proven significant because the value probability was 0.002 ($p < 0.05$) and the path estimate was 0.169 (H3 supported). H4 indicates of place familiarity on place image is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.315 (H4 supported). H5 indicates of place image on visit intention is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.792 (H5 supported).

H1 proves that people empathy toward tourism television program have a positive impact on people familiarity, is unacceptable. H2 proves that the greater of people nostalgia toward tourism television program, the greater people familiarity to Bali as a destination place. Moreover, the lower of people nostalgia toward tourism television program, the lower people familiarity to Bali as a destination place. H3 proves the lesser of people perceived risk with Bali as a destination place, the higher people familiarity toward Bali. H4 proves the greater the people familiarity with Bali as a destination place, the greater the place image of Bali. H5 the greater the Bali's place image, the greater the people's visit intention to Bali as a destination place.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis results, from 5 hypotheses that are proposed, there were 3 accepted hypotheses, which are H₂, H₃, H₄, and H₅. Meanwhile, the other two hypotheses, which are H₁ was rejected. It can be seen that nostalgia (NOS), peceived risk (PR), place familiarity (PF), and place image (PI) positively and significantly affected people's intention to visit Bali as their destination choice while Empathy (EMP) is not significant.

Research Limitations

First, the result of this study might be bias because this research collecting random sampling for doing the survey. Second, the sample of this research still might not represent all audience of tourism television program that shows Bali as a destination choice. Third, this study was conducted in Indonesia and necessarily limited to the study's context. If this research is conducted in another place the result might have a big gap on its differences.

Suggestions

For further empirical studies, the researcher suggests to examine the other element such as trust, stress level, attention, and other elements of audience of tourism television program by considering the effect of familiarity bias while watching the tourism television program.

For marketers, this study will contribute in giving understanding about the effects of tourism television program for marketing in tourism sector.

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