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# Important Factors for User-Generated Content for Tourists Visiting Ciwidey Nature Tourism

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## ABSTRACT

Social media has become the main means in this digital era to share experiences and obtain information on tourist attractions in the form of user-generated content which is used as material for tourists to consider when visiting tourist attractions in an area, one of which is the Ciwidey tourist area. This research aims to identify important factors from user-generated content on social media for tourists visiting Ciwidey Nature Tourism. This research was carried out with a quantitative descriptive research approach using nonprobability sampling in the form of purposive sampling and factor analysis methods as well as data collection techniques by distributing online questionnaires to tourists who have visited the Ciwidey tourist area. The results of this research show that there are four important user-generated content factors including content quality, content attractiveness, level of contribution, and content reputation and popularity with content quality being the most important factor in its contribution to tourists' decisions to visit Ciwidey natural attractions.

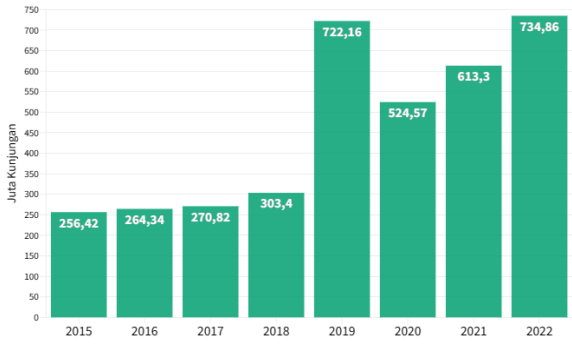
**Keywords:** Social media; User Generated Content; Important Factor

## INTRODUCTION

As information and communication technology develops, means of communication between individuals or groups of people develop towards communication that avoids the boundaries of space and time. One form of communication resulting from advances in information and communication technology is social media. However, the use of social media is not limited to a means of communication between individuals or groups but can be used as a place to exchange information as explained by Kotler (2016) social media is a medium used to share information in the form of images, sound, text and video between individuals. or groups. Social media can be used as a promotional tool, especially in the tourism sector, by sharing information about various types of tourism destinations desired by the management of a tourist destination.

In a report published by a British media company called We Are Social and the HootSuite content management service site called Digital 2022: Another Year of Bumper Growth, it was reported that social media users in Indonesia in January

2022 were 191.4 million of the total population. as much as 277.7 million. Based on this data, it can be concluded that the majority of the Indonesian population uses social media to interact. Generally, the social media used is Internet-based software that can be accessed via cell phones, such as Facebook, Instagram, YouTube, and TikTok.




*Picture1. Data on Indonesian Tourists 2015 – 2022*
*Source: https://www.bps.go.id/id (2023)*

Data on domestic tourists taken from the Central Statistics Agency for the period 2015 to 2022 shows an increase in the number of tourists from year to year. The high increase in the number of domestic tourists that has occurred in the last 5 years indicates an increasing need for local tourism. Indonesia has high tourism potential with various amazing natural views and rich history and cultural heritage. One of the tourist destinations with beautiful natural views is in the province of West Java, namely the Bandung Regency area.

## LITERATURE REVIEW

Social media can be defined as media that utilize the Internet so that it can help users to interact with each other and present themselves, directly or delayed, broadly or narrowly, and increase the value of user-generated content and awareness of interactions with other people (Carr & Hayes, 2015). User-generated content or content created by social media users can be interpreted as views, opinions, and feedback provided by internet users in expressing what they have consumed or used (Bahtar & Muda, 2016).

User-generated content can be concluded as all content created by all parties who use social media containing information about opinions and feedback related to the products they consume and can be shared with others as recommendations. The increasingly rapid development of internet technology has also influenced the development of UGC for use in the marketing field. Usually, this UGC content is shared via social media so that it can be consumed by other users.

TG Thomas (2020) concluded that there are 4 dimensions related to user-generated content, including the following:

1. Informing (Informing)

Something forms information which refers to the process user making content that praises or criticizes something brand or product and gives bait back to the user.

2. Co - Communicating (Joint Communication)
   Social media users can communicate with companies or similar parties through content on social media.
3. Co-Creating (Mutually Creating)
   Consumers or social media users have the opportunity to provide input or share information with companies or brands, which can then produce innovations for new products from that company.
4. Pioneering (Pioneering)
   Consumers share their experiences in developing, changing, or creating innovations from products that have been produced by brands through user-generated content, to spread new information.

According to Rachman, et al., (2021), there are several factors from user-generated content on social media that influence tourists' interest in visiting tourist destinations, namely:

1. Information Quality
   Completeness and accuracy of the actual state of the information.
2. Benefits of Information
   Information that comes from friends or family on social media is a reliable source of information, especially travel information that can build emotional connections (Chung, et al., 2015).
3. Information Credibility
   Source credibility refers to the information recipient's perception of the information source's expertise and the extent to which the information provided is worthy of trust and is believed to be true by the information recipient (Luo, et al., 2015).
4. Information Adoption
   The level or amount of information taken from social media content that will be applied to meet someone's needs.

## METHOD

This research uses quantitative methods based on the philosophy of positivism to examine a particular sample or population (Sugiyono, 2018). This research collects data with the help of an instrument, namely a questionnaire with a Likert scale as the measurement scale. According to Sugiyono (2018), a questionnaire is a method of collecting data by distributing a set of questions for respondents to answer. The Likert scale is used to help measure opinions, attitudes, and perceptions of individuals or groups of people towards social phenomena by measuring agreement on a scale of 1 to 5 (Sugiyono, 2018). The questionnaire used in this research was administered online via Google Forms.

Non-probability sampling techniques and purposive sampling techniques were used to sample data for this research. The purposive technique determines the required

qualifications of respondents first, before taking samples from the population based on the research objectives. Sample data was obtained through a survey of tourists who had visited tourist attractions in the Ciwidey area such as Kawah Putih, Situ Patenggang, Rengganis Crater, Ranca Upas, Bukit Mushroom, Barusen Hills, Taman Kelinci, D'Riam Riverside, Southland Camp, Teras Bintang, and Strawberry Picking Farm and actively uses social media such as Instagram, Facebook, Twitter, YouTube and TikTok.

The sample size for this study was determined using the Bernoulli distribution sampling formula as follows:

$$n = \frac{z^2 \times p \times (1-p)}{e^2}$$

Information:
n = Number of Samples
p = Proportion of samples in the population
e = Error tolerance limit
Z = z value according to the sample confidence level

The researcher used a z value which can cover 97.5% of the standard normal distribution. Using the standard normal table as a reference, the Z value = 1.96%. The e value (error tolerance) is 10% and the p-value is 0.5, so by using the Bernoulli formula the sample size is obtained:

$$n = \frac{1{,}96^2 \times 0{,}5 \times (1-0{,}5)}{0{,}1^2} = 96.04$$

This research collects primary data by distributing online questionnaires to tourists who have visited the Ciwidey tourist area. The questionnaire distributed contains statements regarding user-generated content variables and their dimensions. There is also a section that includes respondent characteristics such as gender, age, highest level of education, tourist locations visited, social media frequently used, expenses when traveling, and sources of user-generated content they often encounter.

Research variables can be understood as everything that researchers do to obtain information that can be concluded. (Arikunto, 2014). This research has indicators on various dimensions of the user-generated content variable that will be tested, namely the following:

*Table1. Variable Operations*

| Dimensi | Indikator | Notasi |
|---|---|---|
| Informing | Informasi lokasi daya tarik wisata | a1 |
| | Informasi harga - harga pada daya tarik wisata | a2 |
| | Informasi fasilitas - fasilitas pada daya tarik wisata | a3 |
| Co communicating | Interaktivitas antar pihak | b1 |
| | Partisipasi Wisatawan | b2 |
| | Respons Tim Manajemen | b3 |
| Co Creating | Keterlibatan Pengguna | c1 |
| | Implementasi Ide Penggun | c2 |
| Pioneering | Kreativitas Konten Pengguna | d1 |
| | Keunikan Daya Tarik Wisata | d2 |
| Kualitas Informasi | Akurasi Informasi | e1 |
| | Relevansi Informasi | e2 |
| | Kemudahan Pemahaman | e3 |
| | Kualitas Foto dan Video | e4 |
| Manfaat Informasi | Pengaruh pada Rencana Wisata | f1 |
| | Kepuasan Wisatawan Terhadap Informasi | f2 |
| Adopsi informasi | Frekuensi Referensi | g1 |
| | Tingkat adopsi informasi | g2 |
| Kredibilitas Informasi | Ulasan Pengguna Lain | h1 |
| | Popularitas UGC | h2 |
| | Reputasi Pembuat UGC | h3 |

**Source: Researcher (2023)**

Data analysis in this research was carried out with the help of factor analysis methods which can identify relationships between many variables that were initially independent of each other(Sugiyono, 2018). Santoso (2014) divides the objectives of factor analysis into 2, namely:

1. *Data summarization*(summarizing data)
   Summarizing can be done through a correlation test process which makes the relationship between variables identified.
2. Data reduction (data reduction)
   After summarizing the data through a correlation test, a certain group of variables is replaced by several new variables which are formed and called factors.

Researchers use the help of a Windows application in the form of the Statistical Program for Social Science (SPSS) to process and analyze research data.

## RESULTS AND DISCUSSION

### Characteristics of Tourists in the Ciwidey Tourism Area

Based on an online survey via Google Forms with 100 respondents, the majority were women (60%) and aged 25-34 years (40%) and generally had a bachelor's degree. A total of 28% of respondents spent IDR 100 thousand-200 thousand

when traveling, with the favorite destination being the Rengganis Crater (41% of respondents). YouTube social media is used by the majority of respondents to search for information and Instagram to share information. Respondents prioritize information and reviews of tourist destinations from other users on social media (user-generated content). As many as 53% of respondents got user-generated content from friends or friends.

**Validity and Reliability Test**

Validity checks provide information that the research instrument accurately measures the similarity between what researchers report and data received directly from research participants (Sugiyono, 2018). In the factor analysis method, the validity tests used are the KMO Test (Kaiser-Mayer-Olkin), Bartlett's Test of Sphericity, and Measure of Sampling Adequacy.

*Table 2.*
*SPSS Test Results Bartlett and KMO*

| Tes KMO dan Bartlett | | |
|---|---|---|
| Skor MSA tes KMO | | .899 |
| Tes Bartlett | Chi-Square Approximation | 839.201 |
| | df | 210 |
| | Signifikansi | .000 |

Source: SPSS Data Processing (2023)

Valid data is processed in factor analysis if the KMO value is > 0.6 and the data in this study is 0.899, which fulfills the requirements so that factor analysis can be carried out on the data collected. The significance value of the results of the Bartlett test process is 0.000 and below 0.05 so it can be concluded that the indicator data is suitable for use in factor analysis**.**

*Table3 SPSS Test Results MSA and Anti-image values for each variable*

| Korelasi Anti-image | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| a1 | a2 | a3 | b1 | b2 | b3 | c1 | c2 | d1 | d2 | e1 | a.Skor MSA |
| | .886[a] | .900[a] | .901[a] | .881[a] | .921[a] | .886[a] | .887[a] | .925[a] | .889[a] | .896[a] | |
| e2 | e3 | e4 | f1 | f2 | g1 | g2 | h1 | h2 | h3 | | |
| | .888[a] | .923[a] | .934[a] | .856[a] | .918[a] | .828[a] | .927[a] | .912[a] | .861[a] | | |

*Source: SPSS Data Processing (2023)*

In Anti-image Correlation, the MSA (Measure of Sampling Adequacy) value is obtained from each indicator tested for validity. An indicator being tested is suitable for use if it has an MSA value > 0.6. In the sample data used in this research, all indicators have an MSA value > 0.6 so that the indicators in this sample can represent the research variables and can be used in further factor analysis.

*Table 4. Cronbach Alpha Test Results*

*Reliability Statistics Score*

| Cronbach Alpha value | Number of items |
|---|---|
| ,920 | 21 |

*Source: SPSS Data Processing (2023)*

This test method has the provision that the research sample can be relied on for reliability if the Cronbach Alpha test processing score is > 0.6. This research sample showed a score of 0.920 > 0.6 so the sample data is reliable.

**Factor Analysis**

In factor analysis, there are generally 2 types of rotation methods, namely orthogonal and oblique rotation. Oblique rotation was used for this research because in general in social science research, oblique rotation is more appropriate and produces more realistic results (Sürücü et al., 2022). Orthogonal and oblique rotation will produce almost the same solution if the factors are not perfectly correlated so there is no loss in using the oblique method and this rotation can accurately model correlated and uncorrelated factors compared to orthogonal which cannot handle correlated factors (Osborne, 2015). 21 indicators are used as variables in factor analysis and will be grouped into new factors that are formed after rotating the matrix components.

*Table 5. Factor Extraction Results and Eigenvalues*

| Component | Eigenvalue Score | | |
|---|---|---|---|
| | Total | Percentage Variance | Cumulative Percentage |
| 1 | 8,132 | 38,722 | 38,722 |
| 2 | 1,236 | 5,884 | 44,606 |
| 3 | 1,202 | 5,723 | 50,329 |
| 4 | 1,114 | 5,303 | 55,632 |

**Source: SPSS Data Processing (2023)**

The results of the Principal Component Analysis extraction show 4 new factors with an Eigenvalue > 1, each factor has a value of 8,132, 1,236, 1,202, and 1,114. This value explains the magnitude of the contribution of each new factor formed in explaining the variance in the data table, with the largest value being factor 1 so this factor can be said to be the most important factor influencing tourists' decisions to visit the Ciwidey tourist area.

Next, the matrix rotation is carried out on the factors formed using the direct noblemen method because it can simplify the data structure resulting from the rotation (Sürücü et al., 2022). The results of the rotation of the factor matrix show

the grouping of each variable in a new matrix with each variable having a correlation value (loading factor) between the new factors formed. The suitability of a variable in a factor is seen from the factor loading value with a value range of -1 to 1 and the further it is from 0, the more appropriate it is for the factor.

In the Oblique rotation method, by grouping variables into new factors, 2 rotation result matrices can be interpreted, namely the Structure Matrix and the Pattern Matrix. These two matrices have different loading factors so there are possible differences in the variables grouped in each factor.

**Table6Pattern and Structure Matrix**

| Pattern Matrix[a] | | | | | Structure Matrix | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Component | | | | | Component | | | |
| Variable | 1 | 2 | 3 | 4 | Variable | 1 | 2 | 3 | 4 |
| f2 | 0,801 | -0,134 | 0,098 | -0,092 | f2 | 0,804 | 0,255 | 0,288 | -0,338 |
| h1 | 0,612 | 0,221 | -0,067 | -0,137 | h1 | 0,729 | 0,496 | 0,205 | -0,415 |
| e3 | 0,558 | 0,204 | 0,091 | 0,01 | e3 | 0,66 | 0,454 | 0,305 | -0,284 |
| a3 | 0,486 | 0,191 | 0,467 | 0,234 | a3 | 0,607 | 0,452 | 0,601 | -0,126 |
| f1 | 0,457 | 0,145 | 0,185 | -0,091 | e1 | 0,598 | 0,594 | -0,052 | -0,402 |
| a2 | 0,388 | 0,06 | 0,25 | -0,294 | f1 | 0,596 | 0,426 | 0,378 | -0,351 |
| d1 | 0,129 | 0,732 | -0,114 | -0,146 | a2 | 0,579 | 0,414 | 0,448 | -0,514 |
| g2 | 0,074 | 0,667 | 0,249 | 0,251 | d1 | 0,441 | 0,802 | 0,205 | -0,446 |
| g1 | -0,198 | 0,635 | 0,131 | -0,136 | e4 | 0,411 | 0,712 | 0,287 | -0,406 |
| e4 | 0,121 | 0,609 | 0,018 | -0,123 | g2 | 0,321 | 0,683 | 0,43 | -0,098 |
| d2 | 0,154 | 0,571 | -0,052 | -0,071 | g1 | 0,136 | 0,653 | 0,328 | -0,349 |
| e1 | 0,453 | 0,479 | -0,374 | -0,157 | d2 | 0,393 | 0,642 | 0,2 | -0,333 |
| a1 | 0,036 | 0,426 | 0,372 | -0,133 | a1 | 0,351 | 0,618 | 0,559 | -0,406 |
| b2 | 0,131 | 0,026 | 0,683 | -0,113 | b2 | 0,361 | 0,353 | 0,755 | -0,342 |
| c2 | 0,056 | 0,22 | 0,501 | 0,01 | c2 | 0,274 | 0,408 | 0,588 | -0,223 |
| e2 | 0,245 | 0,048 | 0,318 | -0,264 | e2 | 0,439 | 0,357 | 0,467 | -0,448 |
| h3 | 0,018 | 0,133 | -0,063 | -0,806 | h3 | 0,33 | 0,433 | 0,192 | -0,848 |
| h2 | 0,23 | 0,2 | -0,079 | -0,624 | h2 | 0,502 | 0,509 | 0,209 | -0,76 |
| b3 | 0,375 | -0,077 | 0,136 | -0,515 | b3 | 0,556 | 0,319 | 0,34 | -0,647 |
| b1 | -0,291 | 0,327 | 0,317 | -0,498 | b1 | 0,094 | 0,512 | 0,477 | -0,607 |
| c1 | 0,134 | -0,081 | 0,422 | -0,437 | c1 | 0,363 | 0,286 | 0,542 | -0,559 |

**Source: SPSS Data Processing (2023)**

In this study, researchers used the Structure Matrix as an interpretation because the loading factors for each variable tend to be greater than the Pattern Matrix so there is a greater correlation between the variables and the factors formed. The grouping of variables into each new factor is determined by the loading factor value which ranges from -1 to 1 with the most appropriate value being farthest from 0.

Each new factor that is formed is named according to the variables that form it. The following are the names of the new factors formed:

1. Content Quality

These factors include price, facilities, accuracy, ease of understanding, impact on plans, and satisfaction. This shows that the quality of information is an important factor for tourists visiting Ciwidey.

2. Content Appeal

This factor reflects creativity, uniqueness, media quality, and frequency of reference to user-generated content. This is related to the novelty and level of attractiveness of the content itself.

3. Contribution Level

The third factor involves tourist participation, implementation of ideas, and relevance of information. This shows that content allows the involvement of tourists and tourism managers.

4. Content Reputation and Popularity

The fourth factor involves interactivity, responsiveness, engagement, popularity, and reputation. A negative loading factor indicates an inverse relationship compared to other factors so that when UGC has high quality, attractiveness, and content contribution factors, the content does not require a high level of reputation and popularity.

## CONCLUSION

Factor analysis of the available data sample produces a smaller number of new factors than the initial variables. New factors that can be used as a result of factor analysis must have an eigenvalue > 1. 4 new factors have an eigenvalue > 1 including content quality (8.132), content attractiveness (1.236), UGC user contribution level (1.202) and reputation and UGC popularity (1,114). These four factors are important UGC factors for tourists to visit various tourist destinations in the Ciwidey tourist area. The content quality factor has the largest eigenvalue (8.132) compared to other factors, so it can be concluded that content quality is the most important UGC factor for tourists visiting tourist destinations in the Ciwidey tourist area.

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