

The Influence of Instagram Travel Influencer on Visiting Decision of Tourist Destinations for Generation Y

Regina Dewi Hanifah

Hotel Operation Study Program, Akademi Pariwisata Bunda Mulia

rhanifah@bundamulia.ac.id

Abstract: The growing development of Instagram in the community, especially in Indonesia, also varies the character of the people who use social media. A person's personality can be seen from his Instagram account to the interests and habits of someone. There are several facts related to today's social media users, where 85.2% of the respondents follow influencers on their social media. This phenomenon is the background of researchers where, many tourists today rely heavily on information that they only know from Instagram, both from direct destination, travel bloggers/influencer even from their own friends especially users in Generation Y, who lived on the internet and they are very competent to use it to find information about products. The aim of this paper is to find out the influence of Instagram Travel Influencer on Visiting Decisions, for tourists who use Instagram as social media for their main information searching tools. The data in this study are quantitative and use analysis of Coefficient Correlation Test, Simple Linear Regression Analysis, and Correlation Product Moment. Data collection techniques used are interviews, observations, questionnaire, literature studies and document from Travel Influencer. The results of this study is there is a strong relationship as 0.634 shown from Influencer Travel to visiting decisions for a tourist destination. Also 59.1% of the dependent variables can be predicted from a combination of all independent indicators. Through the analysis of this study, all tourist destination suggested to work together with Travel Influencer to promote their place. With Instagram, users can easily find information to evaluate alternatives before deciding to visit a tourist destination. It can maximize revenue from each company or tourist destination in promotion.

Keywords: Instagram; Travel Influencer; Visiting Decision; Tourist Destination; Generation Y

1. Introduction

1.1 Background

The development of social media in Indonesia in particular has grown rapidly since the support of infrastructure in terms of devices, internet networks, and technology. According to Stevenson (2012) Social media can be defined as web websites and applications that allow users to create and share content or to participate in social networks. Based on a survey conducted by eMarketer.com, the level of social media usage in Indonesia is very high and increases every year. And predicted to continue to increase to 109.8 million users in 2019.

Figure 1. Social Media Users and Penetration in Indonesia 2013-2019

	2013	2014	2015	2016	2017	2018	2019
Social network users (millions)	55.9	64.5	72.3	82.0	92.1	100.8	109.8
—% change	29.9%	15.4%	12.1%	13.5%	12.3%	9.4%	8.9%
—% of internet users	76.7%	77.0%	77.4%	79.8%	81.9%	82.0%	82.2%
—% of population	22.3%	25.4%	28.2%	31.8%	35.4%	38.4%	41.4%

Note: internet users who use a social network via any device at least once per month

Source: www.eMarketer.com (2018)

One of the social media that is currently widely used by the public is Instagram. This social media is not much different from other social networks such as Facebook, Twitter and Path. The different thing is Instagram is more focused on photos and videos in the delivery followed by the message given to the photos and videos that they upload. Most Instagram accounts are made for personal use or for professional use, even though sometimes the combination is both. Professional users including travel companies, accounts from tourist destinations and professional travel photographers. Personal accounts can include travel bloggers, famous figures, and any members of the general public. How to use that is quite easy to make everyone have this account to be able to interact with one another, especially for those who want to be able to keep in touch with their relationships remotely.

The growing development of Instagram in the community, especially in Indonesia, also varies the character of the people who use social media. A person's personality can be seen from his Instagram account to the interests and habits of someone. It can be seen from any accounts that are followed by users, if they are interested in fashion, then they will follow a fashion designer account or even a model to satisfy their interests. Likewise with someone who has an interest in traveling, then they might follow a tourist destination account, even travel companies often join a blogger travel account where they specialize in interesting and new tourist attractions to explore. It can be said that social media now has the power to influence individuals to do something new. An example is to grow interest and decide on purchases from an Instagram user. The influence of social media is different, but what is common is that information originating from social media will have an influence on purchasing decisions that will be taken by consumers (Nurgiyantoro, 2014).

1.2 Rational

In the world of tourism there have been many changes that have occurred in the past decade. Where Generation X is looking for more information about the purpose of his vacation from a travel agent or travel operator and prefer to order directly at the destination. Whereas millennial generations are more critical and more detailed in comparing prices, promotions, and activities that can be done in each destination destination. That's why entrepreneurs using social media also direct their content to attract the millennial generation. Generation Y has access to computers, the internet and, importantly, Generation Y has lived on the internet and they are very competent to use it to find information about products. This generation is also a user of technology that seems extraordinary. Even to communicate, understand, learn, search, and to do many things they use internet technology. This has become a necessity for this generation, they have relied on the internet.

The launch of Instagram into the world of social networking in 2010 has facilitated this growth even further. This phenomenon occurs because information is easier and easily accessible, making tourists more smooth and spontaneous in their travel habits. Social media users, especially Instagram, can almost follow other travelers and travelers, get an insight into their overall experience; where they go, when they leave, what they see, with whom they go. Many tourist destinations are becoming more commercial and researchers believe that social media has a big impact on this.

Based on Lestari in mudazine.com (2018), there are several facts related to today's social media users, where 85.2% of the respondents follow influencers on their social media. Nearly half of the respondents, which is around 48.3%, are quite affected by Influencers on social media. This is a phenomenon where users of social media more easily decide on the purchase of a product because of the Influencers they follow, because they believe and can rely on their Influencers to choose a product that can be said to be good.

Basically a visiting decision is a decision taken by someone before visiting a place or region by considering several factors. Tourist visiting decisions are influenced by pull factors and driving factors (Crompton in Kozak and Decrop, 2009). The driving factor is an internal factor that encourages a person to travel, while the pull factor is an external factor originating from a destination that can attract someone to choose the destination (Crompton in Kozak and Decrop, 2009).

This phenomenon is the background of researchers where, many tourists today rely heavily on information that they only know from Instagram, both from direct destination, travel bloggers, even from their own friends. The blogger travel account which is currently also becoming the main reference for tourists is a limitation for this research, where travel bloggers have followers, namely Instagram users who are interested in traveling / traveling. Good for those who already have plans for

their trip or for those who only like to see photos from that account. Most of the Instagram users who are interested in blogger travel accounts are those who are in Generation Y. Based on previous research, Beham (2015) stated that social media has an influence on the purchasing decision process in a travel trip especially for Generation Y. Decision making is very important when they are at tourist sites, and are looking for something interesting to do.

From the description above, the authors are interested in conducting further research to reveal the extent to which the Influence of Instagram Travel Influencers on Visiting Decisions of Tourist Destinations for Generation Y.

1.3 Problem Statement

1. How is the Influence of Instagram Travel Influencers on Visiting Decisions of Tourist Destinations for Generation Y?

1.4 Objectives

1. The aim of this paper is to find out the influence of Instagram Travel Influencer on Visiting Decisions, for tourists who use Instagram as social media for their main information searching tools
2. To be able to see the effectiveness of uploading Influencer Travel content to followers on social media
3. To be able to find out the number of tourists who trust Travel Influencers as a source of information before traveling

1.5 Research Limitation

The research will only measure the fourth stage in the purchasing decision process, namely the purchase decision, where in this study the type of decision that is measured is the decision to visit tourists. Measurements also use pull factors and push factors. This is supported by (Crompton in Kozak and Decrop, 2009: 17), which states that pull factors and push factors are one of the theories that are often used in tourism research. Push and pull factors are internal and external factors that motivate tourists to make decisions. In addition, the author only focuses on the millennial generation as the most social media users for Instagram at this time. In this research, Travel Influencer in Instagram limited into two public account of Influencer from Indonesia who always generate a travel picture and explain their experience in their account.

2. Related Works/Literature Review

2.1 Social Media

According to Putri (2012) social media is a medium designed to facilitate interactive or two-way social interactions. Social media based on internet technology that changes the pattern of information dissemination from previously one to many audiences, becomes a large audience to many audiences. Furthermore, Kotler and Keller (2012) explain that social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. According to Mayfield (2008: 5), social media has the following characteristics:

- 1) Participation
Social media can encourage users to make contributions and feedback in the form of comments to other users so that there is no limit between users.
- 2) Openness
Almost all types of social media services allow users to freely provide feedback in the form of voting, commenting or disseminating information. In social media there is almost no limit to accessing and using content on social media.
- 3) Conversation
The spread of content through traditional media in the form of spread from one to many only, but on social media relations that occur take place in two directions.
- 4) Community
Social media can form communities that consist of people who share the same interests and interests. In the community members can communicate with each other effectively.

5) Connectedness

Most types of social media are growing rapidly due to the ease of users to connect with other users, ease of accessing sites, resources and users in the context of finding information.

2.2 Visiting Decisions

In addition, Woodside and Martin (2008) argue that tourist visiting decisions are influenced by two factors, namely:

1) Pull Factors

Pulling factors are external factors originating from destinations that can attract someone to choose the destination (Crompton in Kozak and Decrop, 2009). Pull factors are the desire to travel, find information, and evaluate alternative trips. Pull factors arise due to the presence of external variables and aspects of consideration of the destination. External variables and aspects of consideration of the destination which is information also affect someone's desire to travel.

2) Push Factors

The push factor is an internal factor that encourages a person to travel (Crompton in Kozak and Decrop, 2009). The push factors are motivation, needs and desires, and expectations. The push factor arises due to the presence of travel stimuli as well as social and personal factors of tourist behavior.

2.3 Previous Study

According to Beham (2015) stated that social media influences the purchasing decision process in a tourist trip, especially for generation Y. This decision making is very important when they are at tourist sites, and looking for something interesting to do. Besides those research, Parsons (2017) found that social media and Instagram can influence an individual's decision to visit a tourist destination. Although there are many varying elements which come into the tourist's decision-making process (Minazzi, 2014), findings have predominantly been consistent with that of literature reviewed. Various aspects of social media influence various individuals to different extents, both intrinsically and extrinsically.

3. Material & Methodology

3.1. Data

Based on the type of data used in this study, this type of research is quantitative. Sugiyono (2012) states that quantitative methods can be interpreted as research methods that are based on positivist philosophy, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing hypotheses that have been set. Shortened by Sugiyono (2012) that it is called quantitative because research data in the form of numbers and analysis using statistics. According to the level of exploration, this type of research is associative, according to Sugiyono (2012), explaining that associative research is research that aims to determine the relationship of two or more variables.

3.2. Method

3.2.1 Collecting Data Method

This study uses the data collection methodology as follows:

1. Primary Data Collection

According to Sugiyono (2012), primary data is data whose source directly provides data to data collectors. To get the primary data used in the study, the methods used are as follows:

• Interview

The author conducted an interview with one of the Travel Influencers to obtain research permits and information related to the research topic

• Observation

The author researches directly by being one of the Instagram account users of one of the Influencers Travels to be able to see the extent of the material and content provided by the Influencer to their followers.

• Questionnaire

The questionnaire was distributed by millennial Instagram users who acted as responders using the Likert measurement scale. According to Tehubijuluw and Sugiarto (2014), the Likert scale is a scale that measures respondents' agreement or disagreement with statements relating to their beliefs against certain objects. Actually the Likert scale is an ordinal scale, but it is often modified and assumed to be an interval scale.

In the preparation of this questionnaire the Likert scale was modified into 4 alternative answer choices by eliminating the hesitation category. This is done to prevent respondents from being neutral or not choosing so as to reduce the amount of information that can be collected from respondents. This is in accordance with the opinion of Arikunto (2009) which suggests that if researchers argue that there are weaknesses with five alternatives because respondents tend to choose alternatives in the middle (because they feel safe and easiest because they almost do not think) and that reason is true. Based on those theory, the author in making questionnaires will use the Likert scale as follows:

Table 1. Likert Scale

Assesment	Point
Strongly Disagree	1
Disagree	2
Agree	3
Strongly Agree	4

Source: Arikunto (2009)

2. Secondary Data

According to Sugiyono (2012), secondary data is data whose source does not directly provide data to data collectors, for example through other people or documents. To get secondary data used in research, the methods used are as follows:

- Literature review

The author gets information and inputs by reading books, journals and articles related to this research.

- Documents

Online articles on the development of the tourism industry, especially the use of social media in making decisions about visiting someone

3.2.2 Population and Sample

1. Population

According to Sugiyono (2012), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn. While the sample is part of the number and characteristics possessed by the population. The population of this study is Instagram users who follow Travel Influencer and had mad the same tourist visit after Travel Influencer post it on his/her Instagram Account, within period Januari to March 2019. From that time, the authors get 97 persons who did the tourist visit.

2. Sample

Sampling technique is a sampling technique (Sugiyono, 2012). Basically sampling techniques can be grouped into two types, namely Probability Sampling and Nonprobability Sampling techniques. Nonprobability sampling is a sampling technique that does not provide the same opportunity or opportunity for each element or member of the population to be chosen as a sample (Sugiyono, 2012). Nonprobability sampling includes systematic sampling, quota sampling, accidental / incidental sampling, purposive sampling, saturated sampling / census sampling, and snowball sampling. As for this research, a purposive sampling technique was used for Instagram users whose accounts joined one of the Influencers' Travels and had made the same tourist visit after the Travel Influencer uploaded it on his account. From the number of followers of one of the Indonesian Influencers Travel, the author took a sample of followers of Travel Influencers who also visited the same tourist attractions as Travel Influencers from January to March 2019. The sample in this study is

limited to Instagram users who have age included in the Millennial Generation. Social researchers often classify generations born between the 1980s and 2000s as the millennial generation. Millennial generation can say that today's young generation is in the age range of 15-38 years, as adults in Indonesia are 17 years and above, this study limits the lower millennial generation to that limit with a range of 17-38 years. Based on that limitation the authors get 43 people whose categorized in the millennium / Y generation.

3.2.3 Analysis Data Technique

1. Validity Test

The first step in processing the data in this study is to examine the validity of the questionnaire that has been prepared by the researcher. According to Siregar (2013), validity or merit is to show the extent to which a measuring instrument is able to measure what it wants to measure. To test the validity, the author uses the type of construct validity, which means that validity is related to the ability of a measuring instrument in measuring the understanding of a concept that is measured (Siregar, 2013).

To determine the level of validity and validity of the items used product moment correlation (Priyatno, 2009). According to Masrun in Sugiyono (2012), if the correlation coefficient is ≥ 0.3 and is significant ($p < 0.05$), then the instrument is declared valid. Measuring the validity of each statement item is done by correlating the measurement of item scores with variable scores (total score items) using the α significance level of 0.05 or 5% (Priyatno, 2009).

2. Reliability Test

Reliability test aims to test the extent to which the measurement results remain consistent if measurements are made twice or more for the same symptoms using the same tool (Siregar, 2013). In this study, the authors used consistency internal reliability tests. This test is done by trying the measuring instrument once, then the data obtained is analyzed by certain techniques (Siregar, 2013).

Measurement of reliability can be calculated manually using the Cronbach Alpha technique with the following formula:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

r_{11} = instrument reliability coefficient

k = the number of questions

σ_t^2 = varians total

$\sum \sigma_b^2$ = number of item variance

According to Siregar (2013: 57), the basis for decision making in determining an instrument can be said to be reliable, if:

- If r_{α} positif and $r_{\alpha} > 0,6$, then the item is reliable
- If r_{α} positif and $r_{\alpha} < 0,6$, then the item is not reliable
- If $r_{\alpha} > 0,6$ but in negatif, then the item is not reliable

3. Simple Linear Regression

Regression analysis is used to predict how far the value of the dependent variable (Y) if the independent variable (X) is changed. Sugiyono (2012), explains that regression analysis is used to make predictions, how changes in the value of the dependent variable when rising independent variables are increased or decreased in value. According to Sugiyono (2012) the formula for linear regression analysis is as follows:

$$\hat{Y} = a + bX$$

\hat{Y} = Subjects in the dependent variable are predicted

a = Price Y if $X = 0$ (constant price)

b = Numbers of directions or regression coefficients, which indicate the number of increases or decreases in the dependent variable based on independent variables. If b (+) then goes up, and if (-) there is a decrease

X = Subjects on independent variables that have certain values

4. Correlation Product Moment

Correlation analysis is used for the closeness of the relationship between two variables and to find out the direction of the relationship that occurs. In this study used Pearson product moment correlation analysis because it uses interval scale data. Pearson product moment correlation uses the criterion that the correlation value (r) ranges from 1 to -1, the value gets closer to 1 or -1 meaning the relationship between the two variables gets stronger, whereas the value close to 0 means the relationship between the two variables is getting weaker. Positive values show a directional relationship (X rises then Y rises) and a negative value indicates a relationship (X rises then Y drops).

Product moment correlation can be calculated manually using the following formula (Arikunto, 2010):

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N\{\sum X^2 - (\sum X)^2\}\{n\{\sum Y^2 - (\sum Y)^2\}\}}}$$

r_{xy} = Correlation Coefficient

X = Question item score

Y = The total score obtain

$\sum X^2$ = Amount of square value of X

$\sum Y^2$ = Amount of square value of Y

N = Respondent

n = the number of samples in the study

According to Sugiyono (2012), to be able to provide an interpretation of the strength of the correlation relationship, the guidelines can be used as follows:

Table 2. Table of Guidelines for Interpreting the Correlation Coefficients

Correlation Coefficient Interval	Interpretation of Relationships
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,4 – 0,599	Average
0,6 – 0,799	Strong
0,8 – 1,000	Very Strong

Source: Sugiyono (2012)

5. Coefficient of determination

Coefficient of determination (R^2) used to determine the contribution / contribution that has been given by the independent variable on the dependent variable. R^2 is in interval $0 \leq R^2 \leq 1$. R^2 calculated by below equation:

$$R^2 = (r)^2 \times 100\%$$

Where:

R^2 = coefficient of determination

r = correlation coefficient

The better the estimation / contribution in describing the data, the closer the value of R to value 1.

4. Results and Discussion

4.1. Result

Instagram was developed by a startup named Burbn, Inc. which was initiated by Kevin Systrom and Mike Krieger. Instagram is one of the most widely used social media in Indonesia, due to the ease of the features in it. Its use also uses more photos or videos on the main page where users can share this with other users. The friendship system in this social media uses the terms following and

followers. Where for followers are other users who follow the account and following means Instagram users follow other users. An Instagram account can also be set as a public account that can be seen by all Instagram users without having to be friends, or it can be a private account where someone's posts can only be seen if they have become friends.

All diverse material is shared on Instagram every day. To make it easier for users, Instagram uses the hashtag to categorize the posts of its users. Therefore, someone who has an interest in a particular field can easily find what they need. As mentioned previously, a person's personality can be seen from searches that are often done on social media, because it shows the interests, interests and habits of someone. Social media has become a cultural phenomenon where the world becomes smaller and people are more connected to one another. One of the most popular interests of course is traveling. To be able to decide to carry out these activities, of course, a source of information is needed to be evaluated and the activities or places to be chosen are chosen, using how much it costs and when to travel. This is a series of decision making that requires varied information and with social media that is very easy to use, Instagram supports its users to be able to find that information. Plus the number of users who specialize in posting only those things, so that their followers will certainly find it easier to find information by following the account. Here comes the Travel Influencers, where they fill their social media with informative material in accordance with the experiences they have lived and posted on their social media accounts.

4.1.1 Validity Test

The first test performed is testing the validity of the questionnaire. Validity test used to measure whether or not a legitimate or valid questionnaires. A questionnaire is valid if the questions on the questionnaire were able to reveal something that will be measured by the questionnaire.

Table 3. Validity Test

Correlations	
	Sum
Participation1	,821
Participation2	,737
Participation3	,897
Openness1	,737
Openness2	,321
Openness3	,737
Conversation	,881
Community1	,860
Community2	,834
Connectedness1	,809
Connectedness2	,592
Connectedness3	,592
PullFactor1	,858
PullFactor2	,321
PullFactor3	,705
PushFactor1	,858
PushFactor2	,321
PushFactor3	,809

Masrun in Sugiyono (2012), if the correlation coefficient ≥ 0.3 and significant ($p < 0.05$) are obtained, then the instrument is declared valid. Based on the data above with each coefficient value that is owned for each question, then 18 questions submitted to the respondent are declared valid.

4.1.2 Realibility Test

After all otherwise valid indicator of the reliability test performed to measure the reliability of a questionnaire. Test reliability was measured by Cronbach 's Alpha Value (α), if the value of Cronbach's alpha (α) is greater than 0,60 then the research data is considered good enough and reliable to be used to test the research hypothesis. Reliability testing can also be done by comparing the alpha value with the alpha value if the item delete where the alpha value for each sub dimension should not be equal to or greater than alpha comparison.

Table 4. Reliability Statistics

Cronbach's Alpha	N of Items
,947	18

Based on realibility test above it shows that overall reliability value is 0.947, with 18 question items. The value per item shown in the next table where if the indicator is removed then the value of the overall reliability will be up or down but does not exceed the value of alpha comparison.

4.1.3 Demographic Data of Respondent

Table 5. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	26	60,5	60,5	60,5
Woman	17	39,5	39,5	100,0
Total	43	100,0	100,0	

This study using 43 sample as respondent, who follow Instagram Account of Travel Influencer in Indonesia. Most of them are Man with 60.5% from total. This point indicate, that the Travel Influencer they follow having perspective for men more than to woman. It was supported by statement of Arief, as a Travel Influencer who made a content applied to a man instead of woman for travel activity.

Table 6. Age

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Age	43	17	18	35	26,63	3,976
Valid N (listwise)	43					

In this study, all sample are limited to Y Generation, which cut off from 17 – 38 years. Based on that age, the authors had 43 sample who suitable to categorize. Based on table above, the minimum age of followers was 17 and the maximum age of followers was 35 years. Within the average of age was 26-27 years. It shows that travellers in Millennial Generation was spread from the oldest into the youngest. And many of them did travelling on 26-27 because most of them already has a job instead of followers within range 17-22 who still in School or College and having limited budget to follow any travel suggestion from the Influencer.

Table 7. Following Session

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1 year	20	46,5	46,5	46,5
>2 years	4	9,3	9,3	55,8
1-2 years	19	44,2	44,2	100,0
Total	43	100,0	100,0	

Based on the length of time the user follows an Influencer Travel and finally follows to choose the same destination with Influencer Travel can be seen from the table above. Where 46.5% of all samples even just followed the Travel Influencer under 1 year. This indicates that it does not take long for an Influencer Travel to be trusted by users on Instagram as one

of the information used in choosing a travel decision to a tourist destination. Next are those who have joined the Travel Influence account with a range of 1-2 years, as many as 44.2% who have chosen the same tourist destination with their Travel Influencers. This tendency is shown that the Y generation easily have confidence in the Influencers who are on their Instagram to later become the basis for decision making, especially for traveling.

4.1.4 Normality Test

In this study to test normality, the author uses the Test-Non-parametric Statistics Kolmogorov Smirnov (K-S). The K-S test is carried out with the following guidelines:

1. If the value of significant > 0.05 then the distribution is normal
2. If the value of significant < 0.05 then the distribution is not normal

Table 8. One-Sample Kolmogorov-Smirnov Test

		Variable X	Variable Y
N		43	43
Normal Parameters ^{a,b}	Mean	43,02	21,37
	Std. Deviation	4,480	2,000
Most Extreme Differences	Absolute	,142	,147
	Positive	,133	,094
	Negative	-,142	-,147
Test Statistic		,142	,147
Asymp. Sig. (2-tailed)		,29 ^c	,20 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the Normality Test of the Kolmogorov-Smirnov data above, it can be seen that the sig value is in the Asymp column. Sig (2 tailed) is 0.29 for Variables X and 0.20 for Variable Y, where the value is both > 0.05. So that both data are declared valid.

4.1.5 Coefficient Correlation Test Result

Table 9. Correlations

			Jumlah X	Jumlah Y
Kendall's tau_b	Variable X	Correlation Coefficient	1,000	,634**
		Sig. (2-tailed)	.	,000
		N	43	43
	Variable Y	Correlation Coefficient	,634**	1,000
		Sig. (2-tailed)	,000	.
		N	43	43

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the data above, it can be seen that the correlation coefficient value is 0.634. Based on Sugiyono (2012), the interpretation of the relationship between the two variables belongs to the strong category.

4.1.6 Simple Linear Regression Analysis

Table 10. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,488	1,907		3,403	,001
	Travel Influencer	,346	,044	,775	7,848	,000

a. Dependent Variable: Visiting Decision

The equation obtained from the table above is:

A constant value of 6.488 and a constant value b of 0.346. From these results a regression equation is found:

$$Y = a + Bx$$

$$Y = 6,488 + 0,346X$$

In other words a constant of 6.488 if there is no influence from Travel Influencer on Instagram, then the big decision to visit a tourist destination is 0.346. The value of b is a positive value, indicating that the relationship between positive variables. This means that if X rises in value by one unit then Y will increase by 0.346.

4.1.7 t-Test Result

In the distribution table above can be seen the value of tcount is 7.848 where $t_{count} > t_{table}$ or $7.848 > 1.682$, the explanation states there is a relationship or influence between Influencer Travel on Instagram to the decision to visit a tourist destination.

4.1.8 F-Test Result

Table 11. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100,889	1	100,889	61,593	,000 ^b
	Residual	67,158	41	1,638		
	Total	168,047	42			

a. Dependent Variable: Variable Y

b. Predictors: (Constant), Variable X

Based on table above that the value of F-Count of all independent variables of 61,593 > from F-Table (4,08), then H_0 rejected and H_1 accepted. Means all independent variables has a significance influence simultaneously towards the dependent variable.

4.1.9 Coefficient Determination Test

The coefficient of determination is a parameter to measure how far the ability of models (especially the independent variable) in explaining the variation of the dependent variable. Testing the coefficient of determination used to describe how much the dependent variable variation can be explained by the variation of all the dependent variables. Coefficient determination test observed through the value of adjusted R^2 .

Table 12. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 ^a	,600	,591	1,280

a. Predictors: (Constant), Travel Influencer in Instagram

b. Dependent Variable: Visiting Decision

To calculate Influence of Instagram Travel Influencer on Visiting Decision on Travel Destinations used numbers R Square (number correlates in squared) or the coefficient of determination. In the above table views known coefficient of determination of Adjusted R^2 value is 0.591. This means that 59.1% of the dependent variables can be predicted from a combination of all independent indicators, while the remaining 40.9% are all factors that are not included in this research model.

4.2. Discussion

Indonesia is the country with the largest number of Instagram users, amounting to approximately 89% of its users who are 18-34 years old. Wherever active users are, they access instagram with a minimum period of once in a round. Indonesian people also use Instagram to find

inspiration, share travel experiences, the latest trends, and communities that have encouraged small businesses to grow. This is what discusses how account owners can become a Travel Influencer who trust their experiences by other users.

Based on the results above, it is stated that there is a strong relationship as 0.634 shown from Influencer Travel to visiting decisions for a tourist destination. Where this supports previous research made by Beham (2015). According to him, social media influences the purchasing decision process in travel, especially for generation Y. This is supported by Thurm (2014), according to his research, the influence of social media in the choice of objectives.

The results from this study also show that there is no need to wait long as followers in Instagram to be able to choose or choose a visiting decision for tourist destination. Supported by previous data, which showed 46.5% of correspondents choose a destination based on Travel Influencers already following Instagram of Travel Influencer under 1 year. Meanwhile person who following Instagram of Travel Influencer after 2 years only 9.3%. It didn't show that more longer person following the account, will be influenced by the Travel Influencer perspective and experience.

5. Conclusion

This study revealed that Travel Influencer in Instagram could influence their Generation Y followers to choose a tourist destination based on what their posted in their account. Using characteristics of social media, it shown that all of participation, openness, conversation, community and connectedness has influence the followers to increase their pull and push factor to visit a tourist destination. Which most of followers age 26-27 will choose a same place of their Travel Influencer supported by factor of economy and cost. It really effective to Generation Y to get information from Instagram, based on what Travel Influencer experienced in tourist destination, because Travel Influencer will post a picture and express their feeling in caption or reply the question in their account in comment coloumn. It makes all of followers in Instagram feels enough to get information from Instagram of Travel Influencer.

Through the analysis of this study, all tourist destination suggested to work together with Travel Influencer to promote their place. And Travel Influencer give an honest review for their followers. All operator must realized that the world has been technologically literate and facilitated by social media, especially Instagram. With Instagram, users can easily find information to evaluate alternatives before deciding to visit a tourist destination. This can maximize revenue from each company or tourist destination in promotion.

Regarding the limitations of this study, it needs to be acknowledged that a small sample size has been used. Hence, the findings may not represent the overall thought of Generation Y-ers who follow all Travel Influencers. To redress the problems listed above, future researchers are encouraged to expand the sample size to get a better overview of Generation Y travellers, and understand listed frequent travellers or non-frequent travellers. It is to make sure person who has interesting in travelling or only one time occasion when visit a tourist destination. In further research, it better to have perspective and point from traveller of aspect outside the social media to choose the reason in choosing travel destination on preparation stage.

References

Journal Papers

- Bendahao, C ., & Berbou, H., "The Impact of Culture on the Use of Social Media in Travel Destination Search". *The Journal of Macro Trends in Social Science*, 1(1), 59-73.(2015).
- Crampton, S. M., & Hodge, J. W., "Generation Y: uncharted territory". *Journal of Business & Economics Research*, 7(4), 1-6. (2009).
- Xiang, Z., Magnini, V.P., & Fesenmaier, D.R., "Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet". *Journal of Retailing and Consumer Services*, 22, 244–249. (2015).

Book

- Arikunto, S., "Prosedur Penelitian Suatu Pendekatan Praktik" Rineka Cipta, 2010
- Buhalis, "eTourism: Information technology for strategic tourism management, 1st Edition," Pearson, 2003

- Decrop, A., & Kozak, M., “*Decision strategies in tourism evaluation. Unpublished*”. In M. Kozak, & A. Decrop (Eds.), *Handbook of Tourist Behavior: Theory and Practice* (Vol. 16, pp. 65-80). Routledge. 2009.
- Han, J., Kamber, M., and Pei, J., “*Data Mining: Concepts and Techniques, 3rd edition*,” Morgan Kaufmann, 2011.
- Kotler, Philip & Keller, Kevin Lane., “*Principles of Marketing, 14th Edition*” Pearson, 2012
- Nurgiyantoro, Burhan, “*Stilistika*” Gadjah Mada University Press, 2014
- Priyatno, Dwi., “*5 Jam belajar olah data dengan spss 17*” Andi, 2009
- Siregar, Syofian, “*Metode Penelitian Kuantitatif Dilengkapi Dengan Perbandingan Perhitungan Manual & SPSS*”, Kencana, 2013.
- Stevenson, A.”*Oxford Dictionary of English, 3rd edition*” Oxford University, 2012
- Sugiyono, P.D, “*Metode Penelitian Kuantitatif Kualitatif dan R&D*”, Alfabeta, 2012
- Tehubijuluw, Florentina K., & Sugiarto, “*Metodologi Penelitian*”, Matana Bina Utama, 2014
- Woodside, Arch G. and Martin, Drew, “*Tourism Management: analysis behaviour and strategy*” CAB International, 2008

Online

- <https://dailysocial.id/post/apa-itu-instagram/> Retrieved 01 November, 2018
- <https://mudazine.com/anitalstr/influencers-media-sosial-milenial/> , Retrieved 30 October, 2018
- <https://techno.okezone.com/read/2016/01/14/207/1288332/pengguna-instagram-di-indonesia-terbanyak-mencapai-89/> Retrieved 16 October, 2018
- <https://tekno.kompas.com/read/2018/03/01/10340027/riset-ungkap-pola-pemakaian-medsos-orang-indonesia>, Retrieved 25 October 2018
- <http://www.emarketer.com/Article/Millennials-Seek-Online-Advice-Opinions-Booking-Travel/1009531>, Retrieved 30 October, 2018

Thesis

- Azariah, D. R.,”Mapping the travel blog: A study of the online travel narrative”. Ph.D., School of Media, Culture, and Creative Arts, Department of Communication and Cultural Studies, Curtin University, 2012
- Beham, Angelika., “Role of Social Media in Generation Y travellers’ travel decision making process”, thesis, Bisnis Administration in Tourism and Hospitality Management, Vienna University, 2015
- Parsons, Hannah L., “ Does Social Media Influence an Individual’s Decision to Visit Tourist Destinations? Using a case study of instagram”, thesis, Event Management, Cardiff Metropolitan University, 2017
- Putri, Cindy Paramitha R.,”Analisis Faktor Pengaruh Promosi Berbasis Sosial Media Terhadap Keputusan Pembelian Pelanggan Dalam Bidang Kuliner (Studi Kasus : PT XYZ)”, thesis, Binus University, 2012
- Thurm, Marie C., “The impact of travel blogging on the tourist experience: An e-ethnographic investigation” Tilburg University, 2014