

Information System Based On Attraction Of Travel Selfies And Intention To Visit Tourist Destinations In The Context Of A Study Of The Utilitarian And Hedonic Benefits Of Travel Selfies

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ABSTRACT

Creating an information system based on travel selfie appeal and intention to visit tourist destinations involves integrating utilitarian and hedonic aspects to enhance user experience. Combining utilitarian and hedonic features, the information system aims to enhance the overall travel experience, from trip planning to enjoying the destination, while leveraging the appeal of travel selfies to create a more engaging and personalised platform. This study investigates the impact of utilitarian and hedonic advantages on the attractiveness of travel selfies and the intention to travel. There are 420 respondents from generation Z. The analysis employed is structural equation modeling, with Amos version 26 utilized to process the data. The findings of this study demonstrate that the utilitarian and hedonic effects of trip selfies can enhance their appeal. The appeal of travel selfies is a significant aspect of attracting travelers to travel destinations. Other research shows that hedonic benefits are more likely to get people to visit a site than utilitarian benefits. There are several implications presented both managerially and theoretically.

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1. Introduction

Creating an information system based on travel selfie appeal and intention to visit tourist destinations involves integrating utilitarian and hedonic aspects to enhance user experience. Combining utilitarian and hedonic features, the information system aims to enhance the overall travel experience, from trip planning to enjoying the destination, while leveraging the appeal of travel selfies to create a more engaging and personalised platform. Tourism and photography are intriguing themes that have been extensively studied by past scholars. Historically, photography was considered a journey keepsake [1][2], an act of infantilism [3], or a status symbol [4]. However, during its growth, everyone snapped photographs of themselves to remember memorable vacation experiences. Photography can capture all experiences, and individuals are free to do so [5]. Photography translates the actual experience's realism [6].

People increasingly choose to snap self-portraits with their cellphone cameras, sometimes known as "selfies." A "selfie" is the act of using a smart device to take a photo of oneself and publishing it on social media platforms such as Facebook, Twitter, Instagram, etc. Numerous individuals take selfies, including notable figures, the general public, and social and commercial marketing initiatives [7]. Using a smartphone's front-facing camera to take photographs [8] which are typically

accompanied with written text and captions relating to certain tales [9]. Selfies are also taken out of a desire to receive feedback from others [10].

Tourism and selfies are integral components of travel. Traveling tourists frequently take selfies. We refer to this phenomenon as "travel selfies." The travel selfie phenomenon is a result of technological advancements. Using smart devices that can blend photographs and animations makes individuals excited to shoot selfies, particularly when traveling. Travelers enjoy documenting their journeys and sharing images on social media. When taking selfies, tourists risk their lives to capture significant and intriguing circumstances surrounding tourist attractions [9]. "Selfie" refers to actions that can be performed on a daily basis to snap images that are either unusual or extraordinary [6] and to establish social contacts [6]. Selfie-takers at tourist attractions can influence others' desires to visit these locations. If the selfies are good, entertaining, and encourage people to visit.

We discovered a research gap in which few researchers in travel selfie research use a utilitarian approach and benefit hedonism. This arch focuses on Gen Z's traveling selves. Gen Z is the generation born after 1995 [11]. Gen Z is often referred to as a "digital native" [12], "the new silent generation", "the next generation", "the internet generation" [13], "the hyper-connected generation" [14], etc. Gen Z relates to a generation that has an environment that is always related to technology, smartphones, and activities related to the digital world [11], [14]. They are heavy users of the internet [15]. Childrens play for 6.5 hours per day Woodwarddand Girdinaa, 2000, and internet usage is increasing every day. Another characteristic is that they are network youth [13]. This study looks at how utilitarian and hedonic benefits affect how appealing travel selfies are and how likely people are to go there.

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2. Method

Several prior researchers in the field of tourism and hospitality collected data via an online survey. This investigation collects prospective data using an online poll. After the COVID-19 outbreak, the questionnaire's question list was provided to local tourists in Indonesia who desired to explore local attractions. The research sample was randomly dispersed online. Internet questionnaires were provided to a random sample of prospective local tourists. Email invitations to participate in a survey are issued to possible respondents. Using the Google Forms platform, a survey was administered online to collect data for this study.

This study employs four variables: the utilitarian advantages of travel selfies, the hedonic benefits of travel selfies, the attractiveness of travel selfies, and the intention to travel to tourist places. Indicators or questions are proposed for measuring each variable. Scale 1 indicates a tendency to rate strongly disagree, whereas scale 7 indicates a tendency to rate highly agree. The recommended indicators and items are outlined in Table 1.

To examine each variable in this study, we approved the structural equation model (SEM) method of data analysis using Amos version 21. First, SPSS software was used to examine respondent variables such as gender, age, and social media usage using descriptive statistics. The sample size of this study is sufficient for multivariate data analysis.

Table 1. Variable and Indicators

Variable	Indicator	Sources
Utilitarian Benefits of Travel Selfies	Tourist destinations are seen to have complete facilities (UB1)	[4][48]
	Tourist destinations look very well maintained (UB2)	

	Tourist destinations look very clean (UB3)	
	Tourist destinations that have never been visited before (UB4)	
Hedonic Benefits of Travel Selfies	Travel selfies look fun (HB1) High-arousal stimuli (HB2) Travel selfie makes you happy (HB3) Travel selfie provides entertainment (HB4) Travel selfie is very challenging (HB5)	[2]; [17]
Travel Selfie Attractiveness	I am impressed by travel selfie (PDC1) This travel selfie motivates me to learn more about destination (PDC2) This travel selfie look appealing (PDC3) This travel selfie motivates me to explore this community (PDC4)	[50]
Intention to Visit Tourist Destinations	I will visit the locations depicted in the travel selfie (IVD1) I plan to visit the locations depicted in the trip selfie (IVD 2) I am committed to traveling to the locations depicted in the trip selfie (IVD3)	[7]

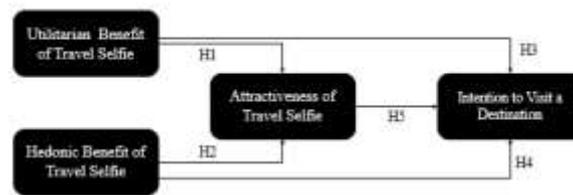


Fig. 1. Research Model

3. Results and Discussion

The proportion of sexes is composed of males and females. 33.33% of respondents are male, 66.67% are female, and 68.81% of respondents are aged 20–24. The majority of respondents (88.57%) used Instagram to browse trip selfies, while the remainder (11.43%) utilized Facebook, WA, etc. Personal information about the respondent is respondent data.

The validity and reliability of this study were determined using internal consistency as measured by the Composite Reliability (CR) score. The reliability of each item is tested with three indicators. According to the recommended factor loading, it should be greater than 50 [15]. It should approach above 0.70 for composite reliability [12], above 0.70 for Cronbach's alpha [12] [29] and above 0.50 for the average variance extracted (AVE) [15]. Concerning the validity test, the AVE of each prospective variable must be larger than 0.50 to be deemed convergent, and the standard square root test of AVE must be 0.70 or greater to be deemed discriminatory. According to Tables 2 and 3, all values satisfy the conditions provided.

Table 2. Validity and Reliability Testing

Variable	Loading Factor	AVE	Composite Reliability
Utilitarian Benefits of Travel Selfies		0.753	0.842
UB1	0.737		
UB2	0.846		
UB3	0.783		
UB4	0.647		
Hedonic Benefits of Travel Selfies		0.757	0.873
HB1	0.811		
HB2	0.720		
HB3	0.885		
HB4	0.798		
HB5	0.572		
Travel Selfie Attractiveness		0.791	0.871
PDC1	0.791		
PDC2	0.836		
PDC3	0.850		
PDC4	0.688		
Intention to Visit Tourist Destinations		0.890	0.919
IVD1	0.906		

IVD2	0.896
IVD3	0.867

Table 3. Determinant Validity Testing

	Mean	SD	1	2	3	4
Utilitarian Benefits of Travel Selfies (1)	5,369	0,934	(0.917)			
Hedonic Benefits of Travel Selfies (2)	5,735	1,036	0.665	(0.943)		
Travel Selfie Attractiveness (3)	5,274	1,109	0.716	0.629	(0.933)	
Intention to Visit Tourist Destinations (4)	5,470	1,258	0.679	0.553	0.773	(0.959)

The results indicate that the utilitarian benefit of travel selfies have a positive and statistically significant influence on the attractiveness of travel selfies ($\beta= 0.337$; $p<0.001$). The hedonic benefit of travel selfie have a positive and statistically significant impact on the attractiveness of travel selfies ($\beta= 0.736$; $p<0.001$). Hedonic benefit of travel selfie have a positive and statistically significant influence on the intention to visit tourist destinations ($\beta= 0.384$; $p<0.001$). Hedonic benefit of travel selfie have a positive and statistically significant influence on the intention to visit tourist destinations ($\beta= 0.030$; $p=0.705$). Thus, hypothesis 3 is rejected. The attractiveness of travel selfies has a favorable and statistically significant effect on the intention to visit tourist attractions ($\beta= 0.647$; $p<0.001$). The test outcomes are shown in table 4.

Table 4. Hypothesis Testing

Hypothesis	Result
H1: Utilitarian Benefit of Travel Selfie \rightarrow Travel Selfie Attractiveness	$\beta= 0.337$; $p<0.001$ H1 is accepted
H2: Hedonic Benefit of Travel Selfie \rightarrow Travel Selfie Attractiveness	$\beta= 0.736$; $p<0.001$ H2 is accepted
H3: Utilitarian Benefit of Travel Selfie \rightarrow Intention to Visit Tourist Destination	$\beta= 0.030$; $p=0.705$ H3 is rejected
H4: Hedonic Benefit of Travel Selfie \rightarrow Intention to Visit Tourist Destination	$\beta= 0.384$; $p<0.001$ H4 is accepted
H5: Daya Tarik Travel Selfie \rightarrow Intention to Visit Tourist Destination	$\beta= 0.647$; $p<0.001$ H5 is accepted

Travel selfie is an intriguing concept that deserves to be discussed and researched. In this study, the authors conclude that taking a travel selfie provides advantages, which are derived from utilitarian and hedonistic values [2][4][17]. The results of this study indicate that both utilitarian and hedonic benefits can affect the attractiveness of travel selfies. This study found that functional (utilitarian) benefits shown on social media, such as tourist sites that appear to have complete facilities, look very well maintained, look very clean, and have never been visited before, are important in increasing the attractiveness of travel selfies. Hedonic benefit that are more focused on travel selfies appear enjoyable, are high-arousal stimuli, make you happy, provide entertainment, and are tough to find intriguing because they can touch the emotional side of social media users who view travel selfies (both Instagram and Facebook or other social media).

People who see travel selfies on social media may be more inclined to visit tourist attractions due to the appeal of travel photos. When individuals see intriguing tourism locations displayed on social media, they are often pleased. Theme, product, and design are the three most significant factors that contribute to the appeal of locations and affect tourist decisions [50]. The more appealingly tourist sites are displayed on social media, the greater the desire to visit them. Attraction can influence social interaction behavior [5][34]

Compared to their utilitarian benefits, the hedonic rewards of travel selfies are more likely to enhance people's inclination to visit tourist attractions. These findings imply that it is more important to appeal to the emotional and experiential side of the tourist than to their functional side. Hedonic benefits are more likely to appeal to the emotional side of travelers and to influence their desire to visit tourist destinations.

There are multiple ramifications for management. Local governments can promote tourist spots in their regions by employing the notion of the "travel selfie." To boost the desirability of trip selfies, the content used describes both utilitarian and hedonistic benefits. However, it is recommended to focus more on the usage of content by emphasizing the benefits of hedonics, as this will have a significant impact on the intention of individuals who view travel selfies to visit tourist attractions. Use information that appeals to the emotional side of those who view travel selfies to boost their appeal. The more people like, appreciate, and enjoy the content of travel selfies, the more it will influence their desire to visit tourist areas.

The theoretical implication of this study is that the use of hedonic and utilitarian rewards has an effect on people's attraction to tourism and intention to travel. In terms of influencing people's intents to visit tourist locations, hedonic rewards are superior to utilitarian ones.

4. Conclusion

Combining utilitarian and hedonic features, the information system aims to enhance the overall travel experience, from trip planning to enjoying the destination, while leveraging the appeal of travel selfies to create a more engaging and personalised platform. This study aims to explore the impact of utilitarian and hedonic benefit on attractiveness of travel selfies and the intention to visit tourist destination. This study discovered that hedonic and utilitarian benefit can enhance the attractiveness of travel selfies. However, when examining the relationship between hedonic and utilitarian benefits and the inclination to visit tourist destination, hedonic benefits are more influential. Other findings indicate that the more attraction of the travel selfie, the greater the desire to visit tourist attractions.

The limitation of this research is the lack of attention to who is promoting tourism objects on social media. Understanding the people who do travel selfies will certainly have a big impact on the results. For future research, it is recommended to consider who is doing travel selfies, whether friends, family, or celebrities/endorsers.

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