

# Social Media and Tourist Behavior: A Quantitative Study on The Relationship Between Travel Experience Sharing and Travel Intention

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## ABSTRACT

Social media has emerged as a key source of travel information, with content created by users often regarded as more trustworthy than that provided by official tourism organizations. Given that young people make up the majority of social media users, this trend has transformed tourist behavior, where travelers not only visit destinations but also document and share their experiences. Gaining a deeper understanding of this dynamic offers valuable insights for the tourism sector to develop effective marketing strategies and improve interaction with travelers. This research investigates how sharing travel experiences on social media influences the intention to visit a destination, focusing specifically on youth travelers. Using incidental sampling, the study targeted domestic tourists. Through a quantitative method employing regression analysis, five main factors influencing this behavior were identified. The results also demonstrate a positive and significant correlation between travel experience sharing and tourists' travel intention, with travel experience sharing accounting for 41.7 percent of the variation in travel intention, while the remaining 58.3 percent is attributed to other factors beyond the scope of this study.

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## 1. INTRODUCTION

The presence of social media has influenced various sectors, one of which is tourism. In tourism, social media has triggered a deep change on the tourist behaviour mainly among youth generation [1]. Social media refers to a collection of internet-based platforms founded on the principles and technologies of Web 2.0, which enable users to create and share content

generated by themselves [2]. Social media makes information dissemination more interactive and provides a variety of option for tourist.

In the tourism, social media becomes a primary source of information for design a tour planning. Prospective tourists, in particular, form perceptions of destinations based on the content they engage with on social media [3]. In realm marketing, social media likewise holds a vital function,

particularly in spreading information and supporting promotional [4].

This phenomenon has triggered profound changes in tourist behavior especially among youth generations, who are not only looking for a tourism destination but also an experience that can be shared and documented on platforms such as Instagram, Facebook, TikTok, YouTube, and others [1]. Share travel experience on social media is one of important aspects of tourist behavior, both for customer or tourist and tourism/travel organizations [5].

According to [6] travel experience information shared on social media is perceived as more trustworthy compared to information disseminated by tourism organizations or private sector entities. Currently, the tourist trend is looking an interest destination for documented and then shared through social media [7].

According to we are social social media users in 2024 are 139 million, that reach half of the total populations in Indonesia. These are dominated by younger user with aged of 18-34 years around 64.8 percent. Based on the BPS Indonesian publication in 2022, about of 59.11 percent of domestic tourist trips are conducted by young travelers with an age group under 35 years, this commonly known as “youth travelers”. World Tourism Organization defines the youth and student travelers are tourist aged between 15

and 29 years, and at this time it becomes an important market for the tourism destination in the whole world. In 2015, around 23 percent of the total international trip was carried out by the youth travelers, estimated this amount will grow until 2020s.

As the market continually evolves and youth travelers increasingly become a dominant force in the tourism industry, gaining a thorough understanding of the relationship between travel experience sharing and travel intention among young travelers is crucial. This research serves as a solid foundation for tourism industry stakeholders to develop effective and targeted marketing strategies, optimization interaction to the tourist or customer, and make a memorable experience. Research into understanding the relationship between these variables will provide a valuable insight into customer behavior changes and digital trends.

## 2. LITERATURE REVIEW

Literature review is used to identify the state of art and novelty. Literature review using VOSviewer through Bibliometric Analysis, based on google scholar articles. The articles were selected by within the last 5 (five) years. The analysis is conducted by searching for keyword “travel experience share”, found 410 articles. The result of analysis can be seen on the Figure 1 below.

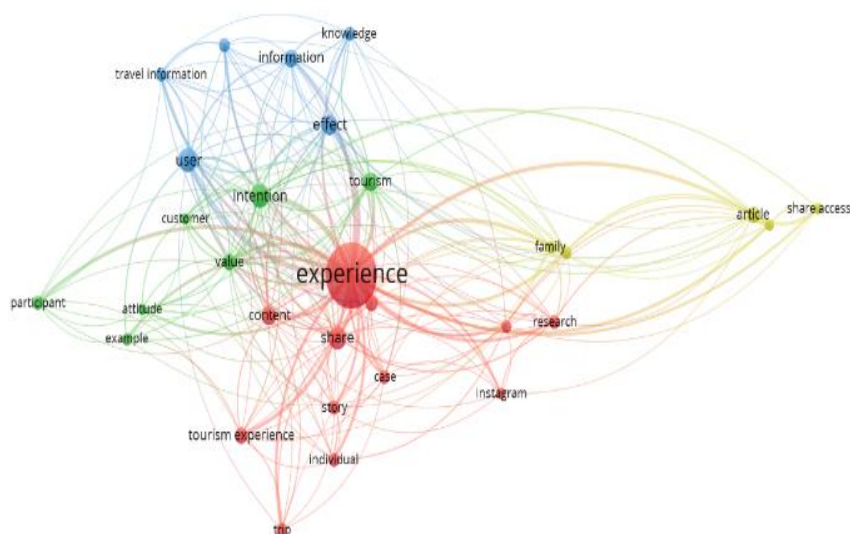


Figure 1 Analysis Bibliometric

Based on Figure 1 known that research about experience lots has been done. The analysis identify of 30 items with 4 [four] clusters. There are 221 links, mean a lot of researchs using experience variable. The variable experience has indirectly related on the variable intention, but still in a relationship. The experience in the first cluster (red) with 12 other different items such as content, instagram, photo, story, travel blog, and trip. The intention is in the second cluster (green) with 7 other different items such as attitude, customer, participant, tourism, and value. Based on this result can be identified that both variables have a relation pattern and trend, but indirectly related.

Some studies have explored the travel experience, but usually limited on the determinant factors. Although there are several items related to the variable, almost none are directly related to the intention variable. These seen by the different cluster between experience and intention. The novelty rest on the integration of experience and intention variables, with sample were collected in three different locations in Bali. Based on a review of previous literature, the distinction of this study lies in its specific research focus examining the relationship between travel sharing experience and travel intention among female youth travelers through social media platforms like an Instagram, Facebook, and TikTok.

### 3. METHODS

This study is a continuation of previous research that provides an analysis of the factors influencing female youth travelers to share their travel experiences on social media [1]. Accordingly, the indicators of travel experience sharing defined by [1], (1) five factors have been identified as significantly affecting the decision to share their experiences, namely 1) perceived enjoyment; 2) community engagement; 3) personal fulfillment; 4) self-presentation; and 5) altruism. Variable intention of travel is using indicators of [8] that defines intention can be identified by four indicators are 1) referential intention; 2) transactional

intention; 3) preferential intention; and 4) exploratory intention.

This study employs a quantitative approach, data were collected by questionnaires distribution at the popular destinations in Bali that particularly targeting domestic tourist in Kuta, Ubud, and Kintamani. Sampling method was through incidental sampling that focus on female domestic tourists. Total sampel uses quota sampling technique with number totally 100 samples. The data has been collected, analyzed by regression analysis method using SPSS software

### 4. RESULTS AND DISCUSSION

General description of female youth travelers who traveling in Bali especially to Kuta, Ubud, and Kintamani are seen from two criteria. [9] differentiate the description about tourist based on two categories, are seen from tourist descriptor and tour descriptor. The tourist descriptor uses several questions to identify tourist characteristics, including age, origin, education, and occupation. The female youth travelers who traveling in Bali exactly at Kuta, Ubud, and Kintamani are dominated by tourists aged 21-23 years with a percentage of 33 percent. This aged dominance aligns with the respondent criteria, that is a youth traveler with aged 15-35 years. The female youth travelers are mostly from Jakarta about 25 percent, have activities as student [62 percent]. In line with the respondent age criteria, most of the female youth travelers are studying in bachelor program with percentage of 71 percent.

Tour descriptor consists on several criteria to identify the type of trip are conducted by tourist, including transportation is used in traveling, transportation is used to Bali, and length of stay. Tourist characteristic based on the transportation was used to Bali mainly using Airplanes (68 percent). Connected to the origin characteristic of tourist mainly from Jakarta, therefore using Airplanes to Bali is highly appropriate. Considering the distance between Jakarta and Bali it would take several days if use land or sea transportation.

The characteristic of transportation that used while traveling not only emphasize usage in Bali, but also reflect in general during their trips. Motorcycle and car are the most usage transportation by percentage respectively of 48 percent and 44 percent. Motorcycle and car are more effective to reach the tourism destinations, considering the lack of adequate public transportation to reach all tourist destinations. Then for the length of stay, female youth travelers mainly stay for 1-2 days with percentage 37 percent. This is

understandable considering that most tourist are still students, who take the opportunity to travel during school holidays, exactly on weekends.

Previous research has aimed to identify the determining factors of travel experience sharing on social media. The findings, as explained by [10], indicate that five factors influence travel experience sharing on social media. These factors are detailed in Table 1 below.

Table 1. Factors of Travel Sharing Experience

Factor	Indicators
<i>Perceived Enjoyment</i>	Sharing travel experience is fun
	Sharing travel experience is enjoyable
	Sharing travel experience stimulates my curiosity
	Serve a backup file
	Help promote a tourism destination
	Provide a reference for other travelers
	Desire to share useful travel information with others
<i>Community Engagement</i>	Rewarded for sharing experience and information in some way
	Interested in opinion of the group members about shared travel experiences
	Sense of belonging when share an experience and information
	The effort is directly related to the rewards I receive
	Feel fit when share an experience and information
<i>Personal Fulfillment</i>	Share travel experience to get more likes
	Share travel experience to get more comments
	Share travel experience to gain attentions
	Important to make people know I'm traveling
	Share travel experience to be more popular (more followers)
	The right behavior or attitude is necessary to get the good responses on social media
<i>Self-Presentation</i>	Desire to transmit how I want people to think of me
	Desire to increase my presence on social media
	Desire to be recognized by travel experiences
	Share travel experience to disclose more about myself
	Feel enjoy when sharing travel experiences
<i>Altruism</i>	Contribute to useful hashtags
	Find friends who share same interest in traveling
	Desire to contribute to useful social media

Source: Dewi et al. (1)

Based on these results held further research to examine a better understanding of relation between the travel experience sharing on the travel intention. In determine this relation, a simple linear regression analysis is required to predict how the dependent

variable (criterion) changes (increase or decrease) when the independent variable as the predictor is manipulated [11]. The result of linear regression analysis is explained in the Table 2 below.

Table 2. Simple Linear Regression Analysis

Coefficients <sup>a</sup>				
Unstandardized Coefficients				
Model	B	Std. Error	Beta <sup>t</sup>	Sig.
1[Constant]	34.102	6.981		4.885.000
Travel Intention	3.653	.436	.646	8.379.000

a. Dependent Variable: Travel Experience Sharing

Based on the Table 2 can be known that the relation between travel experience sharing and travel intention is positive. The  $\alpha$  (constant value) is 34.102, it means that the value of Y (travel intention variable) is 34.102, when X=0 (travel experience sharing variable value). While, the  $\beta$  value is 3.653, thus if the X increase 1 unit, then the Y is also increase about 3.653 unit. The other important values are the t-statistic is 8.379 and the significance is 0.000. Thus, based on this result can be made an equation for the simple linear regression analysis as follows:

$$Y = 34.102 + 3.653X$$

This equation explains that there is a positive and significance relation between travel experience sharing and travel intention. The equation is also defining the travel intention will increase if the travel experience sharing increased. Therefore, can be concluded that the greater of the travel experience sharing, the greater the travel intention of tourist. In knowing how much the percentage of this effect, coefficient determination analysis was conducted. The result can be seen in Table 3 below.

Table 3. Coefficient Determination Analysis

Model Summary			
Model	R	R Square	Adjusted R Square
1	.646 <sup>a</sup>	.417	.411

a. Predictors: (Constant), Travel Intention

Table 3 illustrates the extent to which travel experience sharing influences travel intention, represented by the correlation coefficient (R). The results show that the coefficient of determination (R Square) is 0.417, indicating that the travel experience sharing variable accounts for approximately 41.7% of the variance in travel intention. According to [12], this R Square value represents a moderate level of relationship. Therefore, the connection between travel experience sharing and travel intention is moderate rather than weak or strong.

Hypothesis testing was conducted to determine whether the regression model can

effectively explain the influence of the independent variable on the dependent variable. This study used a t-test for hypothesis testing. The decision criterion is based on the significance value in the coefficients table: if the significance (Sig.) is less than or equal to 0.05, it indicates a significant effect between variables, meaning the null hypothesis is rejected. Conversely, if the significance (Sig.) is greater than 0.05, it implies no significant effect, and the null hypothesis is accepted. The results of the t-test are presented in Table 4 below.

Table 4. t-test

No	Variable	t-statistic	t-table	Sig.	Decision
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1	travel experienc e sharing	8.379	1.984	0.000	H0 rejected
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Sources: Research Result, 2025

The t-test on Table 4 shown that t-statistic (8.379) is higher than t-table ( $\geq 1.984$ ). On the table also known that the significant value for travel experience sharing variable is 0.000, lower than probability  $\leq 0.05$ . Therefore, based on the basis of decision-making in the t-test then the hypothesis (H0) is rejected. Meaning the variable of travel experience sharing has a positive and significant effect on travel intention of tourist.

### Discussion

Based on the results, five factors influencing travel experience sharing have been identified: 1) perceived enjoyment; 2) community engagement; 3) personal fulfillment; 4) self-presentation; and 5) altruism. This study further examines the relationship between travel experience sharing and travel intention. The findings reveal that the travel experience sharing variable has a positive effect on tourists' travel intention. A regression analysis produced an equation where the Y value is 34.102. For every one-unit increase in travel experience sharing, travel intention increases by 3.653. These results indicate a positive relationship between the variables, showing that travel intention rises as travel experience sharing increases. Therefore, it can be concluded that the greater the travel experience sharing, the higher the travel intention of tourists.

In knowing the significance this result, hypothesis test was carried out use t-test. Obtain, t-statistic is 8.379 that higher than t-table  $\geq 1.984$ . Also, the significant value for travel experience sharing variable is 0.000, lower than probability  $\leq 0.05$ . Thus, hypothesis (H0) is rejected. Meaning the variable of travel experience sharing has a positive and significant effect on travel intention of tourist. In coefficient determination analysis has been found that the effect of travel experience sharing variable on travel intention is 41.7 percent. According to [12] the R Square value is categorized into

moderate relation. Thus, the relation between travel experience sharing and travel intention is not extreme or tends to be in the middle. While remaining 58.3 percent is explained by other variables not involved in this study.

The findings of this study align with those of [7], who demonstrated that social media significantly affects travel intention. [13] reported that consuming travel-related content on social networks positively influences travel intention and exerts indirect effects through social comparison and envy. Similarly, [14] found that tourists' satisfaction with their experiences directly impacts their intention to revisit. Other studies by [15]–[18] also confirmed the significant effect of social media on travel intention. Wijayanti (18) highlighted that Instagram contributes 53.2% to the interest in visiting.

Along the same lines, [11] indicated in her research that Instagram has a significant effect, accounting for approximately 63.2% of the influence on travel intention. According to [15], tourist experiences that often affect revisit intention include memorable and emotional experiences characterized by positive emotions, service quality, destination image, and cultural factors. Finally, to impulsive [16] found that tourists are more prone travel intentions when they perceive shared travel experiences as conspicuous consumption rather than inconspicuous. Yao further explains that such conspicuous travel experiences can evoke feelings of dissatisfaction and envy, which may lead tourists to engage in impulsive travel behavior.

### 5. CONCLUSION

The findings reveal that five main factors have been identified and validated as significantly impacting the decision of young female travelers to share their travel experiences on social media. The variable of travel experience sharing shows a positive and significant influence on tourists' travel

intention. As travel experience sharing increases, so does travel intention. Hence, the greater the extent of travel experience sharing, the stronger the travel intention of tourists. The travel experience sharing affects 41.7 percent on travel intention. While remaining 58.3 percent is explained by other variables not involved in this study. The research result has strong implications for the tourism industry stakeholders in designing appropriate marketing strategies, optimalization interaction to the tourist or customer, and make a memorable experience.

## RECOMMENDATIONS

In light of the conclusions, various recommendations have been directed toward the relevant stakeholders. Practical recommendation is directed to marketers, to developing effective promotional strategies using user-generated content. The result shown that there is an effect between travel experience sharing and travel intention. Designing promotional strategies using user-generated content is one of best way to trigger

travel intention by the potential tourist. Academic recommendations suggest that next research focus on relation between the shared travel experiences and tourist decision on choosing a destination. Another variable is also need to added, as social media is rapidly evolving such as variables artificial intelligent (AI) or algorithms.

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