

Factors Influencing Indonesian Tourists' Interest in Visiting South Korea

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Abstract

The purpose of this research to measure the influence of film tourism and electronic word of mouth (e-WOM) on Indonesian tourists' intention to visit South Korea, as well as determine the role of destination image in mediating the influence of film tourism elements on interest in visiting South Korea. 140 respondents, who are fans of South Korean films or dramas but haven't experienced South Korea, engaged in the online survey. This research uses SEM-PLS for primary data processing. The results of the research show that South Korean tourism films have a positive and significant influence on the formation of the destination image of the country of Ginseng among Indonesian tourists. E-WOM does not have a positive and significant effect on Indonesian tourists' intentions to visit South Korea. The destination image of South Korea has a positive and significant impact on Indonesian tourists' intention to visit. Destination image is proven to significantly mediate the influence of film tourism on the desire of Indonesian tourists to visit South Korea. Destination image is proven to significantly mediate the influence of e-WOM on Indonesian tourists' desire to visit South Korea.

Keywords: destination image, electronic word of mouth, film tourism, visit intention

A. Introduction

South Korea is one of the developed countries that attracts tourists to this day. With the success of the Korean Wave or Korean culture such as food, Korean dramas, K-POP, clothes and so on, South Korea has become one of the countries that must be visited by Korean Wave lovers as well as foreign tourists from all over the world who want to visit South Korea because of the beauty and uniqueness of the Ginseng Country. With the beauty and uniqueness provided by South Korea, every year South Korea experiences an increasing number of foreign tourists from all over the country including tourists from Indonesia.

South Korea is one of the prominent film tourism destinations in the world besides the USA, UK, Australia and New Zealand (Connell, 2012). South Korean films, dramas and television programs which are products of the Hallyu or Korean Wave (Korean cultural wave) have contributed quite a lot to the increase in the number of foreign tourists visiting South Korea. According to Connell (2012), elements of film tourism such as themes, stories, characters, and the setting of a film have a role in developing the image of a destination through the emotional attachment of the audience. According to data released by netranews.com, in 2022 the people of Indonesia set South Korea as the third favourite tourist destination after Singapore and Japan. Apart from wanting to enjoy the natural beauty of cities in South Korea, of course Indonesian citizens are very interested in Korean and K-pop films or dramas.

A survey conducted by JAKPAT from June 2022 to July 2022 shows that as many as 91 percent of respondents have the desire to visit South Korea as a tourist destination after they watch Korean dramas or films. According to (Yonhap, 2017) tourists decide to visit South Korea after watching travel programs on television. One of the film tourism destinations in South Korea that has caught the public's attention is the replica set of the drama series Squid Game, which is located at Itaewon Station. Even though it was only operated for a while, the replica set of the drama series Squid Game managed to attract tourist visits from various regions (Hae-yeon, 2021).

Before determining a tourist destination, tourists tend to spend a lot of time looking for information that can support their decision making (Loncaric, Ribaric, & Vlatka, 2016). According to Erkan & Evans (2016) that social media is opinion leaders for creating and promoting products or services from certain brands. Conversations conducted on social media often refer to a brand, and naturally can influence consumer interest in a product or service brand. Social

Media as a new platform in facilitating chain message communication (electronic word of mouth). Electronic word of mouth (e-WOM) has a big role in marketing, (Albarq, 2013). Some marketers in the tourism and hospitality sectors find critical issues regarding intangible service products that cannot be evaluated before consumption so that interpersonal influence is important to increase (Litvin, Goldsmith, & Pan, 2008). Electronic word of mouth can change the structure of information as well as knowledge and perceptions of tourists about various travel products (Litvin et. al. 2008). According to Alcazar, Pinero, & de Maya, (2014) that for potential tourists, user-generated content through recommendations and comments from other tourists is an important source of information that can shape the image of a destination.

The image of the destination is able to move and encourage tourists to make a choice of their tourist destination. Tourist destinations that provide pleasant experiences for tourists have a major influence on the development of a positive image (M. R. Jalilvand, Ebrahimi, & Samiei, 2013). Boger et al. (2021) suggests that if tourist trust is low, then the intention to visit tourist destinations is low. Research conducted by Cahyanti and Anjaningrum (2018) states that destination image has a positive and significant effect on visit intention.

Based on the phenomena described above, such as the large number of Indonesian tourists who choose South Korea as a tourist destination, the researcher wants to examine more deeply the relationship between film tourism, e-WOM, the image of a tourist destination, and its influence on visiting intentions. The results of this study are expected to provide input to tourist destination managers and the government to develop film tourism through creating a positive destination image.

Film tourism is a growing phenomenon worldwide and continues to attract visitors year after year (Hudson & Ritchie, 2006; Qiao, Choi, & Lee, 2016). Film tourism can be defined as visits to places where films and TV programs have been filmed and tours to production studios, including amusement parks (Beeton, 2005). Meanwhile, Hudson and Ritchie (2006) state that film tourism is a destination shown on television, video or cinema screens that can attract tourists to visit that destination.

Film is not only a big screen showing beautiful and natural natural scenery, but also the ability to increase the number of tourists visiting these destinations (Horrigan, 2009; Park, Haemoon, & Park, 2010). A survey conducted by the Korea Tourism Organization shows that at the end of 2016 to early 2017, 55.6 percent of tourists chose South Korea as a tourist

destination after they watched television dramas and movies, and as many as 36.8 percent of tourists decided to visit South Korea. after watching travel programs on television (Yonhap, 2017).

According to Wang (2015) electronic Word of Mouth (e-WOM) plays an important role as an important source of information for tourists. Previous research conducted by Jalilvand et al., (2013) stated that e-WOM has a significant influence on visiting intentions. According to Albarq (2013), tourists who decide to take a tour will ensure their tourist destination is the right choice through e-WOM. There is an influence of e-WOM on visiting interest, which can be caused by content or posting photos that appear on social media. Frequently appearing content indicates the popularity of a destination and the destination is frequently visited by tourists.

According to Hudson et al. (2010) stated that films can create a positive destination image in the minds of viewers and trigger visits to tourist destinations featured in the film. Furthermore, Zeng et al. (2015) and Whang et al. (2016) revealed that cognitive and affective destination images play an important role in a person's process of selecting destinations because they can affect the desire or intention of visiting tourists. Alcazar et al., (2014) stated that destinations that have a strong and positive image can increase the likelihood that these destinations will be selected and considered by tourists. Intangible tourism products allow tourists to have limited experience and knowledge about destinations so that the image of the destination can influence tourist choices (Moreira & Iao, 2014).

Attitudes toward K-dramas were identified as a factor influencing viewers' intentions to visit South Korea (Yoo et al., 2014). The Hallyu phenomenon and audience love for K-drama have had an extraordinary positive impact on South Korea's image (Kim et al., 2012). The demand for Korean popular culture makes the South Korean government export cultural products (such as Korean films). The global expansion of Korean cultural products has contributed to enhancing South Korea's image as a nation (Lee, 2011). From related studies that still exist, Korean films are influential in enhancing the image of South Korea, which in turn generates an intention to visit among the audience.

Bataineh (2015) states that corporate image is proven to mediate the relationship between e-WOM and purchase intention. Alcazar et al., (2014) revealed that destination image with cognitive image dimensions is proven to have a mediating effect on user generated content and tourist interest behavior. Meanwhile, according to Jalilvand & Samiei (2012), e-WOM that is posted

clearly and interactively has a strong influence on brand image and has an impact on purchase intention. Torlak et al., (2014) also suggested that the effect of e-WOM on purchase intention can be explained through brand image.

B. Literature Review

Destination Image

Tourist villages have tourism products that have cultural value and have strong traditional characteristics.

Electronic Word of Mouth

In developing a tourist village, one of the important factors is the authenticity of the local village and the integration of existing tourism components.

Film Tourism

According to Cooper, a tourist destination must have four main aspects (4A), namely Attraction, Accessibility, Amenity (supporting facilities), and Ancillary (supporting organizations/institutions).

Visit Intention

C. Research Methods

The method of data collection and analysis used in this study is quantitative. A questionnaire was developed by the researcher to collect data from respondents. There were 28 statements in the questionnaires, which were distributed online using a Google Form, and they represented the research variables of film tourism, electronic word-of-mouth, country image, and visit intention. The Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree) was used for measurements in this study.

Researcher used non-probability sampling methods and purposive sampling techniques in taking this research sample. The sampling criteria in this study were: 1.) people who have never been to South Korea, 2.) Indonesian people; 3.) like South Korean films, dramas, and television programs (watch at least 2 hours a week); and 4) at least 17 years old. The primary data in this study were processed using SEM-PLS. According to Hair (2021), the number of

representative samples is determined by multiplying the number of indicators by 5 or 10. This study used 28 statements in the questionnaire (5 X 28 = 140), so the questionnaire was distributed to 140 respondents.

D. Result and Discussion

Table 1. Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Destination Image	0.881	0.921	0.746
Film Tourism	0.954	0.966	0.878
Visit Intention	0.981	0.987	0.963
e-WOM	0.813	0.874	0.634

Source: Data processed with Smart PLS (2023)

The construct measurement model or the outer model in SEM-PLS was used to test research instruments' validity and latent reliability. Convergent validity measures the degree to which a construct positively correlates to others (Hair et al., 2021). It is related to the principle that the metrics of a construct should be highly correlated. The higher the loading factor, the more indispensable the loading role in interpreting a factor metric. The rule of thumb used for convergent validity was a loading factor > 0.7. A loading factor of 0.5-0.6 was also acceptable, and the AVE (Average Variance Extracted) > 0,5. Table 1 presents an AVE > 0.5 in all variables, hence, the convergent validity test has been fulfilled.

Table 2. Heterotrait-Monotrait Ratio (HTMT)

Variable	Destination Image	Film Tourism	Visit Intention	e-WOM
Destination Image				
Film Tourism	0.249			
Visit Intention	0.296	0.200		
e-WOM	0.427	0.264	0.104	

Source: Data processed with Smart PLS (2023)

Discriminant validity was tested by observing the cross-loading. The indicators were considered valid when their score concerning their

corresponding latent variable was higher than the score for another latent variable (Hair et al., 2021). Table 2 shows that the score of the relationship between indicators and their variable was higher than between the variable and another. A discriminant validity test was subsequently carried out by the heterotrait-monotrait (HTMT) ratio of correlations.

Table 3. Fornell-Larcker Criterion

Variable	Destination Image	Film Tourism	Visit Intention	e-WOM
Destination Image	0.863			
Film Tourism	0.229	0.937		
Visit Intention	0.279	0.196	0.981	
e-WOM	0.382	0.247	0.103	0.796

Source: Data processed with Smart PLS (2023)

A discriminant validity test was conducted, and the result was executed by observing the AVE squared with the correlation between latent variables. Table 3 shows the AVE squared with the correlation between variables through the Fornell Larcker Criterion output.

Table 4. Cross Loading

Variable	Destination Image	Film Tourism	Visit Intention	e-WOM
DI 12	0.928	0.202	0.257	0.343
DI 13	0.918	0.192	0.241	0.333
DI 14	0.886	0.150	0.292	0.301
DI 7	0.702	0.245	0.165	0.339
FT 4	0.238	0.926	0.195	0.224
FT 5	0.213	0.939	0.208	0.225
FT 6	0.205	0.942	0.153	0.248
FT 7	0.197	0.942	0.172	0.229
PI 2	0.227	0.177	0.959	0.102
PI 3	0.290	0.197	0.993	0.101
PI1	0.295	0.201	0.992	0.102
e-WOM 1	0.396	0.285	0.128	0.826
e-WOM 2	0.210	0.148	0.059	0.799

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Variable	Destination Image	Film Tourism	Visit Intention	e-WOM
e-WOM 3	0.258	0.192	0.027	0.789
e-WOM 5	0.288	0.115	0.083	0.770

Source: Data processed with Smart PLS (2023)

In testing discriminant validity, the AVE squared should be researched. It was valid once the AVE squared of a variable was higher than the score obtained towards another (Ghozali & Latan, 2015), as shown in Table 4. Subsequently, a discriminant validity test by the cross-loading results was performed

Table 5. Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Destination Image	0.881	0.921
Film Tourism	0.954	0.966
Visit Intention	0.981	0.987
e-WOM	0.813	0.874

Source: Data processed with Smart PLS (2023)

The expected composite reliability value is greater than 0.7 (Hair et al., 2021). Table 5 shows that all variables have composite reliability values greater than 0.7.

Table 6. R Square

Variable	R Square
Destination Image	0.165
Visit Intention	0.097

Source: Data processed with Smart PLS (2023)

As shown in table 6 that the R² value for the destination image variable is 0.165, which means that the influence of film tourism on destination image is 16.5%, while the other 83.5% is explained by other variables not examined by researchers. Meanwhile, the R² value for the desire to do film tourism variable is 0.097, which means that the influence of film tourism elements and destination image on the desire to do film tourism is 9.7%, while the other 90.3% is explained by other variables not examined by researchers.

Table 8. Direct Effect

Variable		Original Sample (O)	T Statistics (O/STDEV)	P Values
Film Tourism	Visit Intention	0.145	3.043	0.002
e-WOM	Visit Intention	-0.031	0.634	0.526
Destination Image	Visit Intention	0.257	5.218	0.000

Source: Data processed with Smart PLS (2023)

Table 9. Indirect Effect

Variable		Original Sample (O)	T Statistics (O/STDEV)	P Values	
Film Tourism →	Destination → Image →	Visit Intention	0.037	2.535	0.012
e-WOM →	Destination → Image →	Visit Intention	0.089	4.493	0.000

Source: Data processed with Smart PLS (2023)

Using the SmartPLS 4.0 bootstrapping procedure, a hypothesis test was carried out with a t-statistics observation. Using the t-statistics and p-values generated by SmartPLS bootstrapping, the significance was assessed. Furthermore, the research used one-tailed test to determine acceptance and rejection and well-oriented hypotheses. When the p-value was lower than 0.05 and the t-statistics above the t-table of 1.96 in a one-tailed test, the hypothesis was accepted (Hair et al., 2021).

The Impact Film Tourism on Visit Intention

In this research, film tourism positively and significantly influenced visit intention. Researcher found that respondents tended to have the view that film tourism was able to influence respondents' desire to form visit intentions. It cannot be denied that the majority of South Korean films, dramas and television programs have succeeded in showing the beauty of places in South Korea so that many respondents in this research want to visit various destinations in South Korea that are featured in these films, dramas and television programs. The results of this research are in line with previous research which revealed that film tourism can influence tourists' decision

making in choosing a film tourism destination. This is proven by the value of the original sample film tourism on the desire to visit South Korea in Table 8, which is 0.145 with a t-count value of 3.043 (greater than 1.96). This shows that film tourism has a positive and significant effect on the desire to visit South Korea. In other words, the better the elements of film tourism, the higher the desire of tourists to engage in film tourism.

The Impact Electronic Word of Mouth (e-WOM) on Visit Intention

Based on the results of this research, e-WOM is proven to have no positive and significant effect on the desire to visit South Korea. The results of this test showed a significant value of $P = 0.526 > 0.05$ indicating that the model used for this study was rejected. This shows that e-WOM cannot influence Indonesian tourists' interest in visiting South Korea. The desire to visit South Korea is greatly influenced by appearances in Korean films, dramas and television programs that enter Indonesia.

The results of this research are in contrast to research conducted by Jalilvand et al., (2013) which stated that electronic word of mouth has a significant influence on interest in visiting. This research is also not in line with research conducted by Albarq (2013) that electronic word of mouth has a significant effect on interest in visiting. According to Albarq (2013), tourists who decide to go on a tourist trip will determine the destination and rely on electronic word of mouth. The influence of electronic word of mouth on visiting interest can be caused by content or photo posts that appear on social media.

This research has different results from the two previous studies, because the respondents in this research are respondents who like Korean dramas or television programs so that their interest in visiting South Korea is influenced by tourism films which show the beauty of places in South Korea. Respondents' desire to visit South Korea was not influenced by electronic word of mouth such as posting photos, content and reviews on social media or Korean tourism websites. This is what causes differences in research results with previous research.

The impact Destination Image on Visit Intention

The results of this research are in line with the results of Hudson's (2010) research which states that films can create positive tourist destinations in the minds of viewers and trigger visits to tourist destinations shown in films.

Furthermore, the results of this study also confirm the research of Zeng et al. (2015) and Whang et al. (2016) who revealed that cognitive and affective destination images play an important role in a person's process of selecting a destination because they can influence tourists' desires or intentions to visit. Furthermore, based on Table 8, the value of the original sample destination image on the desire to do film tourism is 0.257 with a t-count value of 5.218 (greater than 1.96). This shows that the destination image has a positive and significant effect on the desire to do film tourism. In other words, the better the destination image that is formed in the minds of tourists, the higher the tourist's desire to engage in film tourism.

The impact of Destination Image as a Mediator Variable between Film Tourism and Visit Intention

Film tourism mediated by destination image has been proven to have a positive and significant effect on the desire to visit South Korea. Researchers found that respondents tended to have the view that film tourism from South Korean films, dramas and television programs was able to make respondents want to visit film tourism destinations when visiting South Korea in the future. If films, dramas and television programs have good film tourism, respondents tend to have a positive image of the destination and want to engage in film tourism. This is proven by the original sample value of film tourism elements on the desire to do film tourism with destination image as a mediating variable in Table 8, which is 0.037 with a t-count value of 2.535 (greater than 1.96). This shows that film tourism elements mediated by destination image have a positive and significant effect on the desire to visit South Korea. In other words, the better the tourism film elements are mediated by the destination image, the higher the tourist's desire to visit South Korea.

This research is in line with previous research conducted by Yoo et al., (2014) which stated that Attitudes toward K-dramas were identified as a factor influencing viewers' intentions to visit South Korea. Apart from that, Kim et al., (2012) stated that the Hallyu phenomenon and audience love for K-drama have had an extraordinary positive impact on South Korea's image.

The impact of Destination Image as a Mediator Variable between Electronic Word of Mouth (e-WOM) and Visit Intention

Based on the results of the analysis, there is a significant and positive indirect influence between electronic word of mouth on interest in visiting

through the destination image variable. So electronic word of mouth not only influences interest in visiting directly, but also influences interest in visiting indirectly through destination image. The results of the analysis show that destination image plays a mediating role in the influence of electronic word of mouth on interest in visiting. The results of this research are in line with research conducted by Jalilvand & Samiei (2012) that electronic word of mouth has an indirect influence on purchase intention through brand image. Torlak et al., (2014) also prove that the influence of electronic word of mouth on purchasing interest can be explained through brand image. Bataineh (2015) revealed that company image is proven to mediate the relationship between electronic word of mouth and purchase intention. Alcazar et al., (2014) revealed that destination image with the cognitive image dimension was proven to have a mediating influence on user generated content and tourist interest behavior. According to Albarq (2013), electronic word of mouth is a source of data or information that is used as a source of tourists' cognitive or perceptual evaluation about a destination. The large number or volume of electronic word of mouth available can increase a person's awareness of a product or service (Abd-Elaziz et al., 2015).

E. Conclusion

Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn. First, film tourism has a positive and significant effect on the desire to visit South Korea. Second, e-WOM does not have a positive and significant effect on the desire to visit South Korea. The three destination images have a positive and significant influence on the desire to visit South Korea. Fourth, destination image is a variable that significantly mediates the influence of film tourism elements on the desire to visit South Korea. Fifth, destination image is a variable that significantly mediates the influence of e-WOM on the desire to visit South Korea.

Suggestions that researchers can give for further research, first, future research can use qualitative methods or mixed methods (quantitative and qualitative) to explore tourists' perceptions in more depth. Second, future research can add other variables that have not been studied in this research, such as destination service quality, culture, perceived benefit, perceived risk, purchase decision, and so on.

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