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TOURISM VISITING DECISION AND INTENTION TO BANDUNG BASED ON EFFECTIVENESS OF TIKET.COM ADVERTISING

Harrie Lutfie[1], Dandy Marcelino[2]

[1]School of Applied Science, Telkom University, Bandung, Indonesia

[2]School of Economy and Business, Telkom University, Bandung, Indonesia

Corresponding author: harrie.lutfie@gmail.com, dandy.marcel@gmail.com

Abstract: *Indonesia's tourism sector is the largest industry that contributes the fastest. The government always focused on improving Indonesia's infrastructure and increasing online promotion campaigns to attract tourists. This study aims to determine the effectiveness of Tiket.com ads through several stages, namely identification of empathy, persuasion, impact, and communication dimensions. Furthermore, it is examined how the effectiveness of Tiket.com ads can affect the interest of tourists visiting and its impact on the decision of tourists visiting Bandung. The research method used is quantitative structural analysis model analysis techniques using SmartPLS 2.0 software. The study results showed that contribution of Advertising Effectiveness (X) totally influenced which directly affected on Visiting Interests (Y) was 81,74%. The remaining 18,26% was influenced by other factors that cannot be explained in this study. Meanwhile, the contribution of Advertising Effectiveness (X) and Visiting Interests (Y) simultenously influenced on that directly affected Visiting Decisions (Z) was 86,48%. The remaining 13,52% was influenced by other factors that cannot be explained in this study.*

Keywords: Advertising Effectiveness, EPIC Models, Visiting Intention, Visiting Decisions.

INTRODUCTION

Indonesia's tourism sector is the largest industry and the service sector that contributes the fastest. The government has always focused on improving Indonesia's infrastructure (including information and communication technology infrastructure), access, health and hygiene as well as increasing online promotion campaigns (marketing) to attract tourists.

Kota Kembang Bandung was chosen as one of the favorite tourist destinations in the Asian region. Amazingly the capital of West Java occupies the 4th position after Bangkok, Seoul and Mumbai. The results were obtained from an independent survey of domestic and foreign tourists on the social networking site, Facebook. Head of the West Java Tourism and Culture Office, besides being the favorite in ASEAN, Bandung is also ranked fifth in the Asia Pacific region and ranked 21st in the world in terms of tourism gate for the West Java area, local and domestic tourists visiting Bandung can continue their journey to regencies or cities in West Java (www.cnnindonesia.com, 2015).

Bandung is also one of the potential cities in Indonesia for business people in developing a form of business. This makes Bandung attractive to domestic or foreign tourists, the attraction is shown by the following visitor data obtained from BPS in table 1 below:

Table 1. Number of Foreign and Domestic Tourists in the Bandung 2011-2016

	Wisatawan		
Tahun	Mancanegara	Domestik	Jumlah
2011	225.585	6.487.239	6.712.824
2012	176.855	5.080.584	5.257.439
2013	176.432	5.388.292	5.564.724
2014	180.143	5.627.421	5.807.564
2015	183.932	5.877.162	6.061.094

2 0 1 6	173.0 36	4. 82 7. 58 9	5. 00 0. 62 5

Based on the table 1 above, a decline in the number of tourists in the last year both foreign and domestic tourists. Reporting from www.pikiran-rakyat.com (2017), the decline was caused by the lack of innovation from the managers of attractions and local government. Bandung and West Java are considered not very attractive, so now more tourists are interested in visiting Vietnam because it is cheaper. The tourists from abroad are said to have been bored visiting the tourist areas in West Java after just one or two times, this is because there is still a lot of tourism potential in West Java that has not been explored because it is less organized. The low visit conditions to Bandung were made worse by the holding of the 2018-2019 General Election.

The development of tourism is currently growing rapidly, both in terms of service and technology. The need for tourism, especially in the field of travel is increasingly large, the technology must adjust to meet those needs. The rapid growth of internet user growth is evidenced by the results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) in 2017. There are a number of internet users in 2017 is 143.26 million users or around 54.68% of the total population of Indonesia of 262 million people. The amount of information needed by the public is an opportunity for online travel agents to carry out promotions that can attract the interest of the public to use these airlines. Promotion is a means to convey information to consumers. Nowadays promotion is supported by developments in technology and the internet.

This phenomenon has made many tourism businesses start developing businesses that are managed offline, starting online. In addition to saving costs as well as to make it easier for consumers to enjoy the products offered and business people can also provide the best service for consumers. These developments made the world of communication increasingly undergo rapid changes to be digital based until the term electronic commerce (e-commerce) emerged. E-Commerce is a facility that is used to make purchases, sales, both products and services carried out with computer media connected to an internet network (Kotler and Keller, 2016: 438).

The role of the internet in the world of marketing has been very large and influential in the level of sales of goods and services (Maseleno et al., 2019). In this case the internet plays a role as a medium for delivering messages from companies / marketers to consumers at large. With an increase in the number of users or internet users, producers will begin to be interested in using internet services as a medium for advertising their products.

The number of internet users in Indonesia has been named the largest in 2018 in Southeast Asia. This was revealed in research conducted by Google and Temasek with the title e-Conomy SEA 2018. According to the research, in 2018 there were a total of 350 million internet users in the Southeast Asian region. Of that number, 150 million of them turned out to be from Indonesia, which is referred to as the country with the most number of internet users in Southeast Asia. However, the research did not reveal how many internet users are in other countries in Southeast Asia. But if you take Internet World Asia data until 2017, Internet users in Indonesia indeed become the largest with 143 million users (www.kumparan.com, 2018).

Internet penetration in Indonesia in January 2019 has reached 56 percent. That is, 56 percent of the total population in Indonesia has been reached by the internet. This was revealed in a research report titled Digital in 2019, the results of the collaboration of Hootsuite content management services and the social media marketing agency We Are Social. However, when compared to a survey conducted by the Indonesian Internet Service Providers Association (APJII) in early 2018, internet penetration in Indonesia has increased. In February 2018, APJII revealed 143.26 million people or equivalent to 54.7 percent of the population in Indonesia had been reached by the internet. The number of population increases using the internet in Indonesia reached 17.3 million compared to last year, up 13% (tekno.kompas.com, 2019).

The growth of internet users in Indonesia and the shifting of more modern shopping styles (online shopping) seems to be one of the factors driving the high growth of e-commerce in Indonesia (www.swa.co.id, 2016).

The rapid growth of digital advertising spending in Indonesia brings distinct advantages for advertisers and telecommunications companies. As internet penetration increases, advertisers are increasingly shifting their marketing efforts to online platforms. Even according to a recent study, the demand for digital advertising in Indonesia will continue to skyrocket for the next few years. The increasing middle class in Indonesia also increases access to devices that allow users to view online content. Many brands now choose digital advertising right away without spending a fortune on traditional marketing, such as billboards and television advertisements. The emerging e-commerce market has also raised the valuation of the digital advertising sector in Indonesia. In the past two years, e-commerce companies have allocated large amounts of their budgets to advertising. Greater investment in e-commerce companies, such as Tokopedia, also allows them to allocate more money for marketing and advertising on the Internet. Digital and mobile ad spending in the country is even predicted to grow faster than the 22 countries surveyed by eMarketers, including Argentina, France and Brazil. Industry analysts say digital campaigns will be more effective if targeted at mobile platforms

rather than desktops, given that most Indonesians go online via cellphones (economy.okezone.com, 2015).

Digital advertising is starting to become a trend in the digital era, brand owners are starting to make digital media a new media for promotion and marketing. Basically social media has changed how consumers interact and how companies market products. The existence of social networking sites is a good business opportunity to market or promote products to be sold. One of the most visited social media by consumers is Youtube. YouTube is a popular video sharing website where users can load, watch and share videos for free. According to Katrina Wu (2016), YouTube as marketing support is a form of marketing where ads are seamlessly embedded into video content like traditional advertisements.

YouTube is also the most frequent online video site, visited by internet users all over the world and even in Indonesia both through their computers and even smartphones. This is what makes YouTube ranked second on the Top Sites after Google on the Alexa Rank in the global category. While in the Top Site ranking in Indonesia based on Alexa Rank, YouTube is in the third position after google.co.id and google.com (www.alexa.com/topsites, 2016). This is one of the reasons for companies or producers why they are interested in advertising the products they offer to people through Youtube.

Head of Marketing Google Indonesia Veronica Utami revealed the increase in the number of videos uploaded to Youtube in Indonesia from year to year reached 600% based on 2015 third quarter data compared to the previous year. This growth is three times greater than other countries in the Asia Pacific. In addition to the number of videos, the duration of watching videos on YouTube Indonesia has also increased. Compared to the third quarter of 2014, the duration of watching increased 130% this year. Again, Indonesia is the fastest growing country in the Asia Pacific. The majority watch YouTube on smart phones and on average spend thirty minutes. (www.indotelko.com, 2015).

The advertisements on YouTube include online advertising or so-called online advertising. Which is only accessible when surfing or exploring in the digital world (internet). The number of advertisements that have been uploaded on YouTube to date has been very large. Therefore advertisements shown on YouTube are random or random. So when accessing videos on YouTube, Pop-up ads will definitely appear. Ads that appear can be banners, videos, images, overlay ads, and so on.

Online flight ticket sales are an integrated e-commerce model. Many travel agents provide flight ticket purchase services with various types of national or international destinations online through a website. Similarly, one of the most popular travel agents in Indonesia is Tiket.com. Tiket.com website provides hotel booking services, plane tickets, train tickets, car rentals based in Jakarta, Indonesia. Tiket.com website was formed in August 2011. With Tiket.com, internet users are greatly

facilitated to plan trips because it not only serves information about airline tickets, on the Tiket.com website it also serves sales of hotel reservations and train tickets and even car rentals so it is very makes it easy for internet users to plan their trips.

The airlines incorporated in the sale of airplane tickets at Tiket.com are, in domestic flights including Garuda Indonesia, Lion Air, Citilink, Air Asia, Batik Air, Sriwijaya, Wings Air, Nam Air, while international flights include Garuda Indonesia, Air Asia, Lion Air, KLM, Malaysia Airline, Singapore Airline, Silkair, Cathay Pacific, Xiamen Air, China Southen Airline, Philipine Airline, Jet star, Virgin Australia, Qantas Airways, China Airline, Emirates, Evaair, Thai Airways, British Airways, All Nippon Airways, and many more flights that are served by Tiket.com.

Online-based advertising activities carried out by Tiket.com on YouTube are opportunities to attract customers, Tiket.com has many promos that make people interested in booking flights through Tiket.com's online travel agent services. With online advertisements carried out by Tiket.com via Youtube, it is hoped that tourists will be interested in visiting Bandung. After the interest of visiting tourists arises after seeing promotions from online advertisements carried out by Tiket.com with the promos that have been provided, making tourists want to make a visit to Bandung. The effectiveness of online advertising is an important factor to support the interest of tourists in making a tourist visit to a tourist site that can lead to a tourist's decision to visit.

The effectiveness of the ticket.com promotion or not as a source of information needed by tourists, depends on the information presented. Effectiveness in promotional activities is indeed needed by a company to introduce new products or services produced to the wider community. It can be said that effectiveness is a measure of success in carrying out an action. Based on the background, we want to know the effectiveness of Tiket.com Ads on Visiting Interests and Their Impact on the Tourist's Decision to Visit Bandung.

LITERATURE REVIEW
Online Advertising Effectiveness

According to Tjiptono (2017: 399) advertising is any form of presentation and promotion of the idea of an item or service, such as print media advertising, online media advertising, electronic media advertising, posters, brochures, and others. According to Kotler and Keller (2016: 607), advertising can be a cost-effective way to spread the message, either to build brand preferences or to educate people. Even in today's challenging media environment, good advertising can produce results. According to Morissan (2015: 17) Advertising is defined as any form of non-personal communication about an organization, product, service, or idea paid for by one known sponsor. The word 'nonpersonal' means that an advertisement involves mass media (TV, radio, magazines, newspapers) that can send messages to a large number of groups of individuals at the same time.

According to Morissan (2015: 18) advertising is a form of promotion that is best known and most widely discussed, because of the broad reach of advertising.

According to Durianto (2003: 86) in Indah & Maulida (2017), the EPIC model is a measurement tool, to measure the effectiveness of advertising with a communication approach developed by AC Nielsen, one of the world's leading marketing research companies. Includes four dimensions, namely empathy, persuasion, impact, and communication as follows:

1. Empathy. Empathy is a state in which a person feels himself in the same state of feeling or thought as another person. In general, social media users understand the content of information conveyed by advertisements on social media which initially had no emotional meaning for the social media users.
2. Persuasion. Persuasion is a change that occurs with the trust of social media users, attitudes and behavioral desires caused by a promotional communication from social media. The Persuasion dimension informs what an advertisement can provide for enhancing or strengthening the character of a brand.
3. Impact. Whether a brand can stand out compared to other brands in the same category and whether advertising is able to influence consumers in the message delivered. The desired impact of the results of promotions on social media is an increase in knowledge about social media by looking at the frequency of activeness of users opening social media and how often to visit social media.
4. Communication. The communication dimension provides information about the ability of consumers to remember the main message conveyed, as well as emphasizing the understanding of social media users and the strength of the impression left from the information provided on the ads.

Visiting Intention

According to Suwarduki, et al (2016), interest in visiting is basically an encouragement from within the consumer in the form of a desire to visit a place or region that attracts one's attention. The theory of interest in visiting is also analogous to buying interest, such as research conducted by Albarq (2014) which states that the interest of visiting tourists is the same as the interests of consumer purchases. Schiffman and Kanuk (2015: 201) suggest that interest in buying is a psychological activity that arises because of feelings and thoughts about an item or service desired. Based on the opinions stated above, it can be concluded that the interest in visiting is an encouragement arising from within a person to act before making a decision to visit a tourist destination.

According to Kotler & Keller (2016: 137) buying interest is customer behavior that arises as a response to objects that indicate the customer's desire to make a purchase. As for the dimensions of buying

interest, explained in the micro component of the Model of Consumer Responses (Kotler and Keller, 2016: 177), namely:

1. Awareness, while consumers are not aware of the needs they have, therefore the task of a communicator is to create those needs. (Kotler and Keller, 2016: 177).

2. Knowledge, some consumers have a need for a product, but do not have enough knowledge of the product, so information about the product must be conveyed by the communicator. (Kotler and Keller, 2016: 177)

3. Liking, after consumers have needs and information, the next step is whether consumers like the product? If consumers have a taste, then they will be able to buy. (Kotler and Keller, 2016: 178).

4. Preference, after arising feelings like the product, consumers need to know the comparison of our products with other products ranging from packaging, quality, value, performance and others. (Kotler and Keller, 2016: 178).

5. Conviction, consumers already have a preferred product but are not sure to make the purchase process, at this stage the communicator's job is to convince consumers and foster consumer interest in buying. After passing this stage, potential customers are sure and interested in the product. (Kotler and Keller, 2016: 178).

6. Purchase, the last stage is the purchasing stage, some target consumers are sure and interested but will not necessarily end at the buyer, therefore the communicator's job is to direct consumers to make purchases, for example, by providing discounts, trial / tester services, guarantees and the other. (Kotler and Keller, 2016: 178)

Visiting Decision

In principle, the behavior of each type of tourist has the same foundation, namely motivation, preferences, activities and forms of travel. According to Ismayanti (2010: 75) variations in tourists can be viewed from a variety of approaches including psychography, socio-economics, geography, and travel patterns. The essence of tourism is to travel both for training and on vacation or recreation. The decision to visit is the process by which a visitor makes an assessment and chooses an alternative that is needed based on certain considerations. In relation to the world of tourism, purchasing decisions are assumed to be visiting decisions so theories about purchasing decisions are also used in visiting decisions. Purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. According to Kotler and Keller (2016: 188) the purchase decision process includes five stages, namely:

1. Introduction of needs, namely the process of purchasing decision making where consumers recognize a problem or need. The buying process starts when the buyer realizes a problem or need that is triggered by internal or internal stimuli.

2. Information search, which is a purchasing decision-making process where consumers are finding more information, consumers may only increase attention or look for information.

3. Evaluation of various alternatives, namely the process of purchasing decision where consumers use information to evaluate alternative brands contained in various choices.

4. Purchasing decisions, the purchasing decision is an alternative to a consumer choice as an integration process that combines knowledge to evaluate two or more alternative behaviors, and an activity of choosing one of the various brands that exists as an embodiment to solve the problems faced by each individual consumer.

5. Post-purchase behavior, which is the process of evaluating purchasing decisions that have been made before whether it is in accordance with the desires and needs that were needed. After purchasing, customers will experience some level of satisfaction or dissatisfaction.

Relationship between Online Advertising Effectiveness and Visiting Interests and Visiting Decisions

Effective advertising is advertising that can be understood by the message giver and the recipient of the message. An advertisement is said to be effective if it has results or impact on the recipient of the message. Advertising can provide stimulus in the form of visual stimuli to the recipient of the message so that it has an appeal to buy a product or service. Kotler and Susanto (2000: 165) express interest as encouragement, which is a strong internal stimulus that motivates action, where this impulse is influenced by stimulus and positive feelings about a product or service. When interest arises, the buyer realizes that the buyer likes a product or service and wants to own or use it. If the belief in a product or service is positive, then it can lead to a decision to purchase. The decision to visit is an adaptation of the purchase decision. When determining the decision to visit, tourists must feel something that can cause interest so that tourists decide to visit. Online advertising as one of the supporting variables of tourists making tourist visits can influence tourist decisions (Rachmadhania et al, 2017: 212-213).

H1 : The effectiveness of advertising has a positive and significant effect on Visiting Interest.

H2 : Visiting Interest has a positive and significant effect on Visiting Decisions.

H3 : Effectiveness of advertising has positive and significant impact on Visiting Decisions.

The research framework model is developed based on theoretical descriptions and the results of previous studies, in which it is shown in
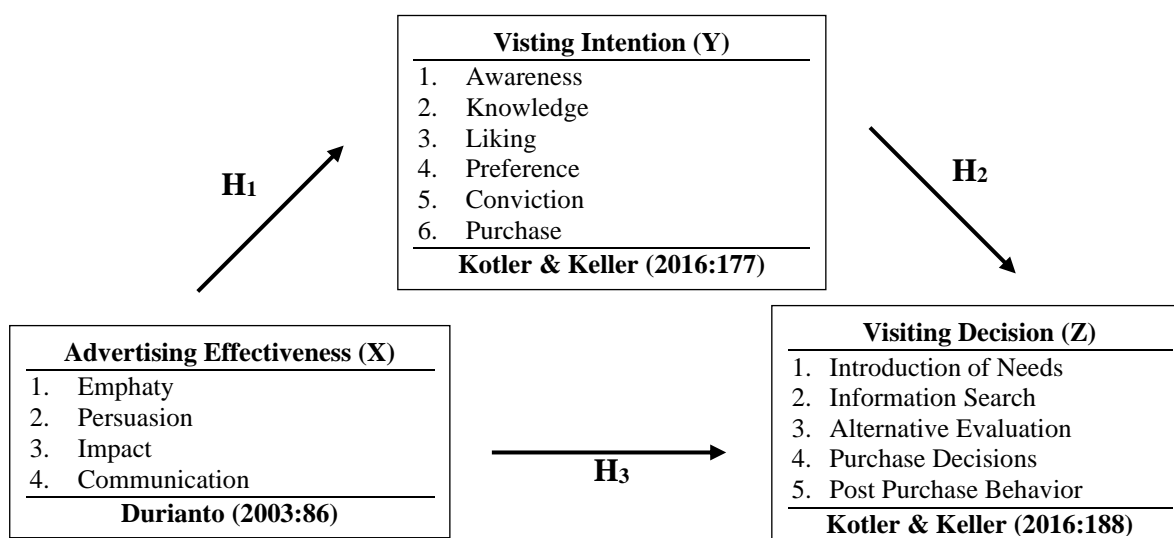
Visting Intention (Y)
1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase
Kotler & Keller (2016:177)

H_1

H_2

Advertising Effectiveness (X)
1. Emphaty
2. Persuasion
3. Impact
4. Communication
Durianto (2003:86)

H_3

Visiting Decision (Z)
1. Introduction of Needs
2. Information Search
3. Alternative Evaluation
4. Purchase Decisions
5. Post Purchase Behavior
Kotler & Keller (2016:188)

Figure 1 as follows:

Figure 1. Research Framework Model

RESEARCH METHODS

The research method used in this research is quantitative research with descriptive and causal approaches. Quantitative research according to Sugiyono (2014: 8) is based on the philosophy of positivism, used to examine specific populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing established hypotheses.According to Indrawan and Yaniawati (2014: 51), causality is a relationship between variables where changes in one variable cause changes in other variables without the possibility of the opposite effect. Descriptive research according to Sugiyono (2014: 147) is a study used to analyze data by describing that has been collected as it is without intending to make generally accepted conclusions or generalizations.

The measurement scale of the variable used is the ordinal scale.The measurement scale instrument in this study is the Likert scale, this scale is a development of the rating scale. This tiered scale when associated with the type of data produced, the type of data has an ordinal scale. The Likert scale used in this study uses four evaluation points where, Strongly Disagree (1), Disagree (2), Agree (3), Strongly Agree (4), which is expected to provide more accurate results.

Population is also not just the amount that exists on the subject object studied, but includes all the characteristics / properties possessed by the subject or object.The population in this study was all people in Bandung City who are the customers of tiket.com. Considering the total population is not certainly known, to determine the minimum sample size, tables cannot be used because the number of samples taken must adequately represent the population of respondents studied. Therefore, to determine the proportion of samples number is used Lemeshow formula

(Wibisono, 2013: 104) with 5% error level of samples number taken 400 respondents. The technique used in this research was non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunity for each element of the population to be selected as a sample (Sugiyono, 2017: 63). The sampling technique in non-probability sampling used by researchers was accidental sampling, namely the technique of collecting samples based on coincidence or meeting with researchers can be used as samples, if it is seen that people who happen to be met are suitable as data sources (Sugiyono, 2017: 67).

SEM (Structural Equation Modeling) analysis with SmartPLS 2.0 software was used as the data analysis technique. SEM analysis is a multivariate statistical technique which is a combination of factor analysis and regression analysis (correlation), which aims to examine the relationships between variables that exist in a model, both between indicators with their constructs, and relationships between constructs (Santoso, 2014:1). Partial Least Squares (PLS) is a type of Structural Equation Modeling (SEM) developed by Joreskog in 1969 (Latan, 2012: 9). PLS aims to test the predictive relationship between constructs by seeing whether there is a relationship or influence between these constructs. Therefore, PLS is very appropriate to be used in research aimed at developing theories (Latan, 2012: 12).

FINDINGS AND DISCUSSION

In this study, primary data was collected to analyze the influence ofTiket.com Advertising on Visiting Interests and TheImpact on the Tourist's Decision to Visit Bandung.The data collection was carried out through the distribution of questionnaires to 400 respondents (both online and offline) who are customers of tiket.com in Bandung.

The Result of Outer Model Testing

Outer model is used to define how each indicator relates to its latent variable. In testing the outer model, it is necessary to test the validity and reliability of all indicators used. The testingwas conducted using SmartPLS 2.0 software. As for, the outer model in this study can be seen in the following figure:
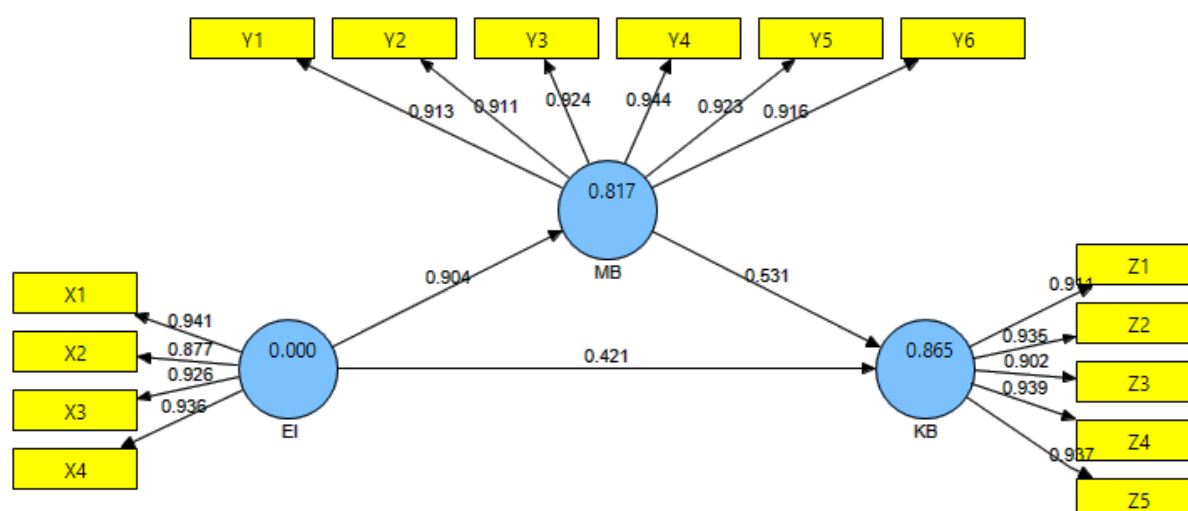
Figure 2. Outer Model of Structural Equation Modelling

To conduct a validity test, there are two types of tests conducted, namely convergent validity and discriminant validity. The convergent validity test will be met if the loading factor value on each indicator isgreater than 0.5. The indicator used to declare the validity in the discriminant test is if the value of the loading factor obtained is the highest value to the intended variablecompared to the loading factor to other variables. Following are the result of the convergent validity test conducted on all indicators.

Table 2. The Result of Outer Loading Testing

Laten Variable	Indicators	Results	Conclusion
Advertising Effectiveness(EI)	*Emphaty <- Advertising Effectiveness*	0.941	Valid
	Persuasion <- Advertising Effectiveness	0.877	Valid
	Impact <- Advertising Effectiveness	0.926	Valid
	Communication <- Advertising Effectiveness	0.936	Valid
Visiting Intention (MB)	*Awareness <- Visiting Intention*	0.913	Valid
	Knowledge <- Visiting Intention	0.911	Valid
	Liking <- Visiting Intention	0.924	Valid
	Preference <- Visiting Intention	0.944	Valid
	Conviction <- Visiting Intention	0.923	Valid
	Purchase <- Visiting Intention	0.916	Valid
Visiting Decision (KB)	*Introduction of Needs<- Visiting Decision*	0.911	Valid
	Information Search<- Visiting Decision	0.935	Valid
	Alternative Evaluation<- Visiting Decision	0.902	Valid
	Purchase Decisions<- Visiting Decision	0.939	Valid
	Post Purchase Behaviour <- Visiting Decision	0.937	Valid

Based on the result in Table 2, it is shown that all indicators used are valid because they have loading factor values greater than 0.5. Therefore, all indicators used in this study met the convergent validity requirements.

Table 3. The Result of Cross Loading Testing

Indicator	Adv. Effectiveness	Visiting Intention	Visiting Decision	Ket.
Emphaty	**0.9408**	0.8429	0.8851	Valid
Persuasion	**0.8772**	0.7811	0.7285	Valid
Impact	**0.9257**	0.8252	0.7957	Valid
Communication	**0.9359**	0.8746	0.8971	Valid
Awareness	0.8520	**0.9133**	0.9100	Valid
Knowledge	0.8319	**0.9108**	0.8696	Valid
Liking	0.8364	**0.9239**	0.7929	Valid
Preference	0.8615	**0.9439**	0.8727	Valid
Conviction	0.8025	**0.9228**	0.8077	Valid
Purchase	0.8120	**0.9159**	0.7825	Valid
Introduction of				Valid
Needs	0.8466	0.8856	**0.9106**	
Information Search	0.8502	0.8621	**0.9345**	Valid
Alternative				Valid
Evaluation	0.7986	0.7976	**0.9022**	
Purchase				Valid
Decisions	0.8448	0.8346	**0.9389**	
Post Purchase	0.8268	0.8345	**0.9370**	Valid

Table 3. shows that all indicators are valid. Itwasperformed by looking at the value of the loading factor that exists on each indicator of each variable. If the loading factor value achieved is the highest value on a predetermined variablecompared to the loading factor on other variables, then the indicator is declared valid.For example, in the Emphaty indicator on the Advertising Effectiveness variable, it showed that the Emphaty Value (0.9408) to the Advertising Effectiveness variable was higher, compared to the value in the Visiting Intention variable (0.8429) and Visiting Decision (0.8851).

In addition to the validity test, a reliability test was also performed on each variable in the study. Reliability test wasconducted by comparing the value of composite reliability and Cronbanch's alpha contained in each variable. The value that must be met, so that each variable is declared reliable is> 0.7, either for composite reliability or for Cronbach alpha value.

Table 4. The Result of Reliability Test

Laten Variable	Composite Reliability	Cronbachs Alpha	Conclusion
Advertising Effectiveness	0.9567	0.9395	Reliable

| Visiting Intention | 0.9714 | 0.9646 | Reliable |
| Visiting Decision | 0.9672 | 0.9576 | Reliable |

Based on Table 4, all variables used are declared reliable because the values met the requirement, all values were greater than 0.7. Thus, all indicators and variables, either for composite reliability and cronbach alpha, can be used for testing the inner model.

The Result of Inner Model Testing

The inner model test was performed to find out the relationship between construct, significance value and R^2 of the research model conducted. It was processed by taking into account the value of R^2 on endogenous latent variables and t-value of each exogenous latent variable to the endogenous latent variable from the bootstrapping results. Then, the next process was to see whether there was a significant and close relationship between the independent variables and the dependent variables. The path diagram of the inner model can be seen in Figure 3 below:
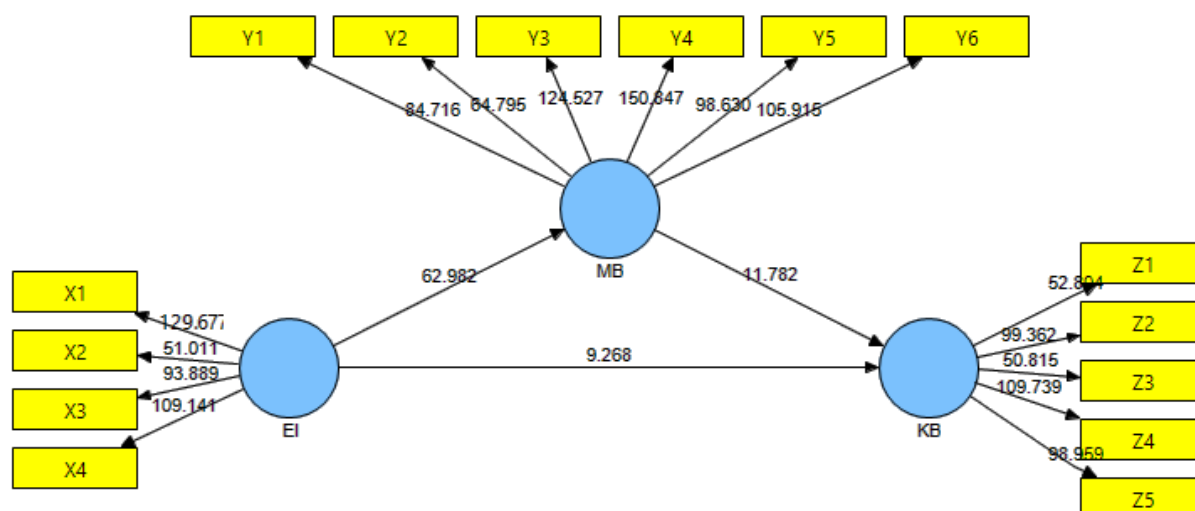

Figure 3. Inner Model of Structural Equation Modelling

In Figure 3, it can be seen t-value of each exogenous latent variables to the endogenous latent variables. To conduct hypothesis testing, a two-tailed test was implemented with 5% error level. Then, the critical value that must be met in this hypothesis test is 1.96 (Ghozali, 2011: 44). If t-value is greater than the critical value of 1.96, there is a significant effect between the exogenous latent variables and the endogenous latent variables. The values can be seen in the following Table 5.

Table 5. The Result of t-value of Each Variable

Variable Relationship	t-value	Coefficient Parameter	Critical Value	Conclusion
Ads Effectiveness – Visiting Intention	62.9820	0.9041	1.96	Ho rejected, H1 accepted

Ads Effectiveness – Visiting Decision	9.2681	0.4213	1.96	Ho rejected, H2 accepted
Visiting Intention – Visiting Decision	11.7823	0.5314	1.96	Ho rejected, H3 accepted

The First SEM Sub-Structure

In this model, there is one independent variable, Advertising Effectiveness (X) and one dependent variable, Visiting Intention (Y). The equation model of first sub-structure can be seen as follows:
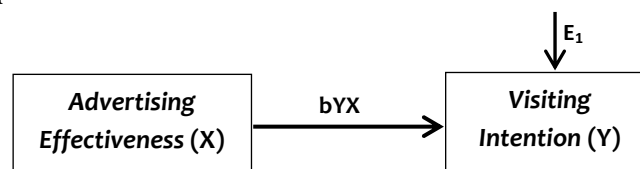
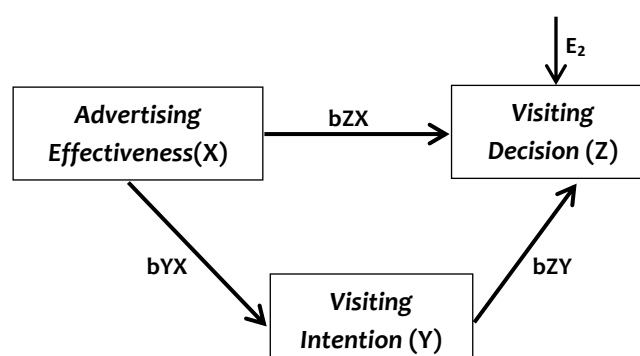**Figure 4.The Equation Model of First Sub-Structure**

Table 6. The Influence between Variables in First Sub-Structure

Variable	Coefficient	Through	Influence Direct	Influence Indirect	Total	Simultaneous Influence
Advertising Effectiveness(X)	0.7813	X → Y	0.9041 x 0.9041 x 100% = 81.74%	-	81.74%	-
Error 1	1 – 0.8174 = 0.1826	-	-	-	18.26%	-
Advertising Effectiveness(X)	-	-	-	-	-	0.8174 = 81.74%

Based on the results of analysis calculation on table 5 below, it provides objective information as follows. For first sub-structure equation can be calculated with Y = 0.9041 X + 0.1826. The contribution of Advertising Effectiveness (X) directly influencing on Visiting Intention (Y) was 0.9041^2= 0.8174 or 81.74%. Meanwhile, the contribution of Advertising Effectiveness (X) simultaneously and directly influencing on the Visiting Intention (Y) was 0.8174 = 81.74%. Then, the remaining 18.26% was influenced by other factors that cannot be explained in the study.

The Second SEM Sub-Structure

In this model, there are two independent variables, Advertising Effectiveness (X) andVisiting Intention (Y), and one dependent

variable,Visiting Decision(Z). The equation model of second sub-structure can be seen as follows:

Figure5.The Equation Model of Second Sub-Structure

Table 7. The Influence between Variables in Second Sub-Structure

Variable	Coefficient	Through	Influence			Simultaneous Influence
			Direct	Indirect	Total	
Advertising Effectiveness(X)	0.4213	X → Z	0.4213 x 0.4213 x 100% = 17.75%	-		-
Advertising Effectiveness(X)		X → Y → Z	-	0.4213 x 0.5314 x 100% = 22.39%	40.14%	-
Visiting Intention (Y)	0.5314	Y → Z	0.5314 x 0.5314 x 100% = 28.24 %	-	28.24%	-
Error 2	$1 - 0.8648 = 0.1352$	-	-	-	13.52%	-
Advertising Effectiveness(X) and Visiting Intention (Y)	-	-	-	-	-	0.8648 = 86.48%

Based on the results of analysis calculations on Table 6 below, it providesobjective information as follows. For the second sub-structure equation can be calculated with Z = 0.4213 X + 0.5314 Y + 0.1352. The contribution of Advertising Effectiveness (X) directly influencing onVisiting Decision (Z) was $0.4213^2 = 0.1775$ or 17.75%. Then, contribution of Visiting Intention (Y) directly influencing on the Visiting Decision (Z) was $0.5314^2 = 0.2824$ or 28.24%. Meanwhile, the contribution of Advertising Effectiveness (X) and Visiting Intention (Y) simultaneously and directly influencing on the Visiting Decision (Z) was 0.8648 = 86.48%. Then, the remaining 13.52% was influenced by other factors that cannot be explained in the study. Meanwhile, the contribution of the indirect influence between independent variable Advertising Effectiveness (X) and the dependent variable Visiting Decision (Z) through mediated variable Visiting Intention (Y) 0.4213 x 0.5314 x 100% = 22.39%. Because the indirect influencewas greater than the direct influence, it can be concluded that Visiting Intention has roled as arelationship between Advertising Effectiveness and Visiting Decision.

The results of data analysis showed that all hypotheses proposed in this study were accepted. According to data collected from respondents, all hypotheses were supported that Advertising Effectiveness has a positive influence on Visiting Intention as well as on Visiting Decisionboth directly and indirectly through Visiting Intention, then Visiting Intention also influences on Visiting Decision.

The Testing of Hypothesis 1 (The Influence of Advertising Effectiveness on Visiting Intention)

The direct relationship between Advertising Effectiveness andVisiting Intention showed that H0 was rejected, which means that H1 was accepted. The t-value was 62.9820which was greater than 1.96, thus it can be concluded that the Advertising Effectiveness significantly influences on Visiting Intention. Meanwhile, the value of coefficient parameter of Advertising Effectiveness on Visiting Intentionwas 0.9041, which means the Advertising Effectiveness positively influences on Visiting Intentionthat obtained about 0.9041.

The Testing of Hypothesis 2 (The Influence of Advertising Effectiveness on Visiting Decision)

The direct relationship between Advertising Effectiveness and Visiting Decision showed that H0 was rejected, which means that H2 was accepted. The t-value was 9.2681 which was greater than 1.96, thus it can be concluded that Advertising Effectiveness significantly influences on Visiting Decision. Whereas, the value of coefficient parameter of Advertising Effectiveness on Visiting Decision was 0.4213, which means the Advertising Effectiveness positively influences on Visiting Decision that obtained about 0.4213.

The Testing of Hypothesis 3 (The Influence of Visiting Intention on Visiting Decision)

The direct relationship between Visiting Intention and Visiting Decision showed that H0 was rejected, which means that H3 was accepted. The t-value was 11.7823 which was greater than 1.96, thus it can be concluded that Visiting Intention significantly influences on Visiting Decision. The value of coefficient parameter of Visiting Intention on Visiting Decision was 0.5314, which means Visiting Intention positively influences on Visiting Decision that obtained about 0.5314.

CONCLUSION AND SUGESTION

Based on the study that has been conducted to 400 respondents, it is concluded to answer the problems in accordance with the problem formulation in this study. The conclusion is as follows: from the study result,the contribution of Advertising Effectiveness (X) totally influenced on that directly affected the Visiting Intention (Y) was 0.8174 = 81.74%. The remaining 18.26% was influenced by other factors that cannot be explained in the study. Then, thecontribution of Advertising Effectiveness

(X) and Visiting Intention (Y) simultaneously influenced on which directly affected the Visiting Decision (Z) was 0.8648 = 86.48%. The remaining 13.52% was influenced by other factors that cannot be explained in the study.

Based on the conclusion drawn, the suggestions that can be given are as follows. For next researcher, it is suggested to add another variable to find out whether the effectiveness of tiket.com ads can affect the interest of visiting tourists and their impact on the decision of tourists visiting Bandung as one of the company's marketing strategies. In addition, further researchers can also expand the object of research, so that it does not only reach samples in Bandung. Thenfor the tiket.com management, it is recommended to pay attention and improve the Advertising Effectiveness variable. As based on the research results, this variable is a variable that influenced onVisiting Decision. Meanwhile for Visiting Intention is also needed to be maintained. Because based on the results of research, it showed that by the presence of Visiting Intention variable, the Advertising Effectivenessmade a greater effect on the Visiting Decision.

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