

The Role Of E-Wom, Social Media Usage And Travel Fomo To The Intention To Travel Responsibly To Natural Tourism Destinations

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ABSTRACT

Natural tourism destinations have been the target for safer travel destinations after the pandemic. The high intention of visitors to visit has shown to be threatened by the sustainability in the natural habitat of destinations. This high intention of visitors might triggered by fear of missing out anxiety of traveling (travel FOMO). This research is conducted to analyse and observe whether e-WOM on social media and social media usage has influence on travel FOMO and its influence on intention to travel responsibly. This research also intended to help the stakeholders of natural tourism destinations and mitigate the threats of damage to natural tourism destinations. This study employed a quantitative research method with 340 sample data of Indonesian natural destination tourists and PLS-SEM analysis was utilized for statistical data analysis (descriptive analysis, convergent validity, discriminant validity, construct reliability values, predictive relevance evaluation, coefficient of determination, and the significance level of path coefficients).

Keywords: Travel FOMO, natural damages, tourist behaviour, e-WOM, social media

1. INTRODUCTION

Since the pandemic hit, tourists have changed their preferences of travel destinations to less crowded destinations, and rural and nature-based locations have become the target (FAO et al., 2021). The increasing intention on natural tourism destinations creates another phenomenon where uncontrolled high demand in a concentration in a certain location. This over-tourism situation in tourism destinations has a negative impact on the location area condition and local residents (Capocchi et al., 2019). Unfortunately, the domestic tourists' lack of environmental awareness regarding crowding, cleanliness, and waste disposal became challenging problems to solve (Cahyadi & Newsome, 2021). The damages that occurred in the natural tourism destination environment resulted from tourism activities (Iamkovaia et al., 2020). Not only crowding and waste issues, the damages also include the production of hazardous emissions, and mount of trash, and the high consumption of energy and water (Han et al., 2018).

The massive visits of tourists are not only threatening travel destinations. Several countries such as Mallorca and Barcelona in Spain, Santorini in Greece, and Reykjavik in Iceland, have experienced this over-tourism situation in their tourism destinations (Diah et al., 2019). It was experienced also by a country nearby Indonesia, this massive tourist visit has caused the Thailand government to forced temporarily close Koh Tachai Island due to environmental and natural resource damage in May 2016 (Diah et al., 2019).

Fear of missing out (FOMO) refers to an anxiety felt by social media users identifying friends or family or famous people whose social media accounts been followed were doing or experiencing or having something interesting while they are not (Gil et al., 2015;

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Przybylski et al., 2013; Salem, 2015; Zhang et al., 2020). It is considered to be like the feeling of being left behind. To overcome the unpleasant feeling, social media users will maintain engagement with whom the experience was interesting and have an increasing desire to stay informed and connected on social media (Dykman, 2016; Good & Hyman, 2020). Not only maintain the engagement, this FOMO behavior creates the need to act the same as what has been seen or demonstrated on social media (Good & Hyman, 2020; Hyman et al., 2002; van de Ven et al., 2011). This kind of “travel FOMO” behavior may intrigue tourists to visit travel destinations that family/friends/famous people shared on social media and might be the cause of over-tourism to happen. To extend FOMO definition related to tourism, Patria et al (2020) defined it as fear of losing valuable moments by an individual where the individual is not took place on the moment. The travel FOMO were indicated by desires to follows the updates of valuable moments on internet (Patria et al., 2020). Walas (2022) also shares that travel FOMO usually experienced by prospective travelers (Walas et al., 2022).

The threats of natural damage from tourism activities are not only experienced in major tourist destinations. Tourists recognize natural tourism destinations or any hidden gem destinations from the exposure of previous visitors. Since tourists nowadays are interacting through social media for travel planning, information searching activity is usually conducted via social media (Minazzi, 2015; Shao G, 2009; Xiang Z & Gretzel U, 2010). Social media platforms are highly conducive to informing tourists about the real image of the destination (Farhangi & Alipour, 2021). A study by Fatmawati et al (2022) showed that social media plays an important role in visiting decisions and social media reviews are affecting their decisions (Fatmawati et al., 2022). These electronic Word-of-Mouth (e-WOM) can be defined as any positive or negative statement made by potential, actual, or former customers that are made for anyone via the Internet (Hennig-Thurau et al., 2004; Minazzi, 2015). This research is observing the influence of e-WOM on social media to travel FOMO.

Along with the trends in natural destination tourism, there are natural destinations damaged. Massive intention to travel to natural tourism destinations should be controlled to avoid habitat destruction. This research is going to answer the following questions: (1) Whether e-WOM from social media content influences the FOMO anxiety to travel to natural tourism destinations, (2) Whether Indonesian social media usage influencing FOMO anxiety to travel to natural tourism destinations, and (3) Whether travel FOMO influencing the intention to travel responsibly to natural tourism destinations to avoid habitat destruction.

2. LITERATURE REVIEW

2.1. HIERARCHY OF NEEDS

The founder of humanistic psychology, Abraham H. Maslow, sorted human needs into (Maslow, 1943, 1970, 1996, 2017) several sequential needs on the theory of the hierarchy of needs. The first order need is the physiological needs, known as the most important needs because it is described as the needs to fulfill the basic needs of the human body. The second order need in the theory is the safety needs, which covers the need to feel safe, mentally and physically. The feeling of being secure, stable, and protected is part of this second order needs. The third order need is the love needs, it shows the need of an individual for love, affection, and belongingness from people around. The fourth order need is the esteem needs, which defines the need to have real capacity, achievement, and respect from other people. And last order of human needs is the self-actualization needs, which covers the need for self-fulfillment for an individual, to become one individual that capable of becoming someone.



Figure 1. The Hierarchy of Needs by Abraham H. Maslow (Mcleod, 2018)

Based on the explanation, the order of need that is related to FOMO behavior is the self-esteem needs (Yousaf et al., 2018). Because on this order of hierarchy, the intention to travel is to impress friends, family, peers, social groups, and others to gain higher social status (Maslow, 1943; Yousaf et al., 2018). This desire for status recognition motivates consumer behavior (Eastman et al., 1999). The more a consumer seeks for a status, the more that consumer will be engaged in the behavior of consumption that will increase the status. As previously defined, fear-of-missing-out is an anxiety feeling that is expressed in the behavior (Kang et al., 2019; Lai et al., 2016). The behavior reflects a strong need for interpersonal human motivation, such as a need for status identification and recognition from others (Beyens et al., 2016; Kang et al., 2019). Previous research has shown that the self-esteem of social media users was improved as a result of social media platform usage (Hattingh et al., 2022; Nadeem et al., 2015; Phua et al., 2017; Piwek & Joinson, 2016).

3. RESEARCH HYPOTHESES

Anyone in the world can put anything online and create e-WOM on social media, including reviews and experiences about traveling. And for that, anybody can become the source of information. This means not all e-WOMs were trusted. To help social media users evaluate and examine the e-WOM, source trustworthiness, credibility, and expertise are needed (Nilashi et al., 2022; Qahri-Saremi & Montazemi, 2019; Yan & Tan, 2017). Friends and family recommendations were very influential to travelers (Sileo et al., 2013). This research will analyze whether e-WOM were influencing travel FOMO. The travel recommendations are sometimes posted on social media. The dimensions of e-WOM for this research is divided based on the source: (1) e-WOM from family/friends, (2) e-WOM from travel-based account and (3) e-WOM from social media influencers or KOL as explained on the literature review. Therefore, the first hypothesis (H1) is:

H1: E-WOM on social media is significantly influencing the travel FOMO

Based on the hierarchy of needs by Maslow, the level of need that can be associated with FOMO is self-esteem needs (Yousaf et al., 2018). On this level of human basic needs, the intention to travel is to make friends, family, peers, social groups, and others to be astonished by the traveling activities and gain higher social status (Maslow, 1943; Yousaf et al., 2018). Supported by digital technology that has transformed travel behavior, social media has become the platform for self-efficacy practice (Sharmin et al., 2021). Social media provide the tools to share travel experiences, which might be triggering travel FOMO. As most studies that have an association with FOMO showed that the consumption of social media and computers has a significant influence on anxiety (Fisher et al., 2020; Honey-Roses, 2020). Plus, posting pictures on social media during holidays is as important

as the holiday itself for the millennial generation (Haines, 2018). This high social media engagement is enhanced by high participation in virtual activities that create a high FOMO level (Hayran et al., 2020). This study will observe the influence of social media usage on the anxiety of FOMO in traveling. The third hypothesis (H2) for this research is:

H2: Social media usage is significantly influencing the travel FOMO

Travel FOMO might create a high intention to travel since shows the desire to have or experience what exemplars (family, friends, KOL, or others) were having (Jacobsen, 2021). However, the fact is that the effect of high visits of tourists brings negative effects to the destination (Kastolani & Rahmafitra, 2015). Research has claimed that the damage to the natural tourism destination environment resulted from tourism activities (Iamkovaia et al., 2020). The damages include the production of hazardous emissions, the mount of trash, and high consumption of energy and water (Han et al., 2018; Kastolani & Rahmafitra, 2015). This study will investigate whether fear-of-missing-out in travelling influences the intention of responsible behaviour to keep natural tourism destinations sustainable and avoid damage. The hypothesis (H3) proposed for this research is:

H3: Travel FOMO is significantly influencing the intention to travel responsibly

Based on the explanation from the framework and hypotheses, the research model applied for this research is:

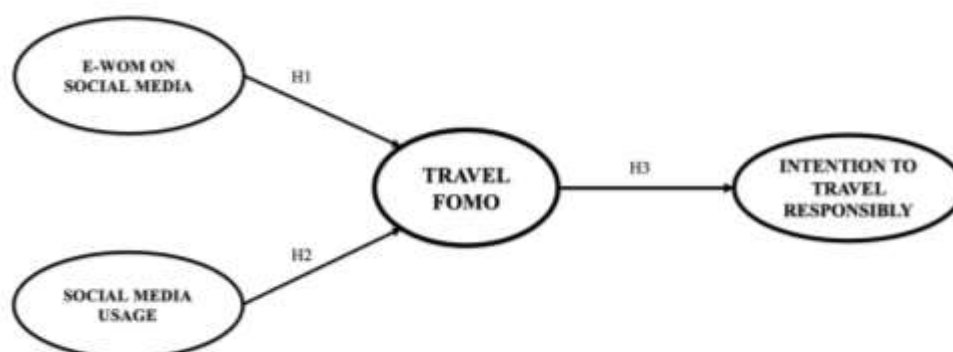


Figure 3. Research Model

4. RESEARCH METHOD AND ANALYSIS

To accommodate the hypotheses of the research, primary data is employed. Primary data is defined as original data that will be collected for this research by using specific procedures that are proper for the research (Hox & Boeije, 2005). The primary data was gathered from the questionnaires which were then tested empirically. To earn qualified data for this research, Researcher distributed questionnaires that contained seven parts of statements, which are (1) e-WOM from family and friends, (2) e-WOM from tourism based-account, (3) e-WOM from Influencers/KOL, (4) Social media usage intensity, (5) Social media frequency, (6) Travel fear-of-missing-out related questions, (7)

This study employed a quantitative method to collect, integrate, and analyze data from the research (Creswell et al., 2004; Fan et al., 2022). Quantitative methodology provides accurate and reliable measurement of statistical analysis (Queirós et al., 2017). The quantitative method is preferred to discover the different factors that influence the dependent variables in an objective (Fan et al., 2022). This study aims to discover whether

e-WOM on social media, social media usage, and travel culture are influencing travel FOMO on Indonesian tourists. Primary data was collected from questionnaires that were distributed to Indonesian local tourists, with questionnaire surveys and multivariate data analysis methods (PLS-SEM, IBM SPSS 26, and MS Excel). And since this research is requiring large sample size of the population, the sampling technique used is non-probability sampling.

The questionnaires is utilize a Likert scale on the scale of 1 to 5, from strongly disagree to strongly agree options. A Likert scale is a psychometric scale that is usually applied in research based on survey questionnaires that specify respondents' level of agreement or disagreement with a series of statements (Barua, 2013). Likertscale questionnaires provide advantages to be applied for this research: the research will involve large numbers of respondents, the data required can be gathered relatively fast, the technique provides highly reliable person ability estimation, the technique provides validity ofinterpretations from the data gathered via a variety of means and the data resulted can be valuably compared, contrasted and combined with qualitative data methods such as respondent observation and interviews (Nemoto & Beglar, 2014).

The population of the research will represent all elements that share the same characteristic (Hair et al., 2016), which are Indonesian local tourists, who have social media account(s) and have visited natural tourism destination that has been exposed on social media. To reach a survey to the entire population will be a mission impossible and costly, so the research will use selected samples that will provide the information needed to have accurate results (Hair et al., 2016). Filter questions regarding the population of the respondents will be Question 1 and Question 2 on the questionnaire. To accommodate reliable and representative data, researchers also distributed the questionnaires directly to several locations of natural destinations (DKI Jakarta, Central Java, West Java, East Java, Bali, and North Sumatra).

5. RESEARCH OUTCOME AND DISCUSSION

Respondents in this study were people who used social media actively and visited natural tourist destinations in the last 6 months, total 340 data were collected (Table 1). The statistical tools or software for processing descriptive analysis calculations of respondent profiles in this study used the help of the IBM SPSS 26 program, with the following results:

Table 1. Profiles of Respondent

Description		Number of Respondent	Percentage (%)
Age	< 18 years old	23	6,8
	18-28 years old	222	65,3
	29-43 years old	63	18,5
	44-58 years old	23	6,8
	> 58 years old	9	2,6
	Total	340	100,0
Gender	Male	194	57,1
	Female	146	42,9
	Total	340	100,0

Source: Data analysis IBM SPSS 26

Based on Table 1, the results of the analysis of the demographic profile of respondents involving 340 respondents, show that this research was dominated by respondents aged 18-28 years for 222 people (65.3%), followed by those aged 29-43 years for 63 people (18.5%), then aged 44-58 years as many as 23 people (6.8%), then aged under 18 years for 23 people (6.8%), and the least number of respondents aged over 58 years is 9 people (2.6%). Based on gender, it is known that this research was dominated by male respondents, 194 people (57.1%) while there were 146 female respondents (42.9%).

The first part of the PLS-SEM analysis, namely the evaluation of the measurement model or outer model, is carried out by looking at the convergent validity, discriminant validity and construct reliability values. The Convergent Validity on Outer Loading states that all indicators have an outer loading/factor loading value of more than 0.5 (Chin, 1998), which means all indicators are valid. Thus, the research model with 33 indicators meets the requirements for convergent validity, which means that all indicators are valid in measuring the construct. The Discriminant validity testing is carried out by looking at AVE (Average Variance Extracted). The analysis shows that the AVE values for all variables are more than 0.5 (Verhoef et al., 2009). Thus, it can be concluded that all variables have met the requirements for discriminant validity. For reliability tests, all variables have Cronbach's alpha and composite reliability values of more than 0.7 (Hair et al., 2019; Leguina, 2015), so it can be concluded that all constructs have met the required reliability.

Table 2. Convergent Validity Test Results Based on Outer/Factor Loading

Variable	Indicator	Outer Loading / Factor Loading	Description
E-WOM on Social Media	EW1	0,81	Valid
	EW2	0,743	Valid
	EW3	0,792	Valid
	EW4	0,872	Valid
	EW5	0,863	Valid
	EW6	0,87	Valid
	EW7	0,838	Valid
	EW8	0,838	Valid
	EW9	0,819	Valid
	EW10	0,793	Valid
Social Media Usage	SM1	0,811	Valid
	SM2	0,863	Valid
	SM3	0,819	Valid
	SM4	0,827	Valid
	SM5	0,83	Valid
	SM6	0,762	Valid
	SM7	0,548	Valid
Travel FOMO	TF1	0,877	Valid
	TF2	0,861	Valid
	TF3	0,837	Valid

	TF4	0,86	Valid
	TF5	0,824	Valid
Intention To Travel Responsibly	ITR1	0,891	Valid
	ITR2	0,904	Valid
	ITR3	0,831	Valid
	ITR4	0,927	Valid

Source: Data analysis from SmartPLS.3.0

Table 3. Results of Discriminant Validity Testing of Models Based on AVE

Variable	Average Variance Extracted (AVE)	Description
E-WOM on social media	0,68	Valid
Social media usage	0,618	Valid
Travel FOMO	0,726	Valid
Intention to travel responsibly	0,79	Valid

Source: Data analysis from SmartPLS.3.0

Table 4. Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability	Description
E-WOM on social media	0,947	0,955	Reliable
Social media usage	0,893	0,918	Reliable
Travel FOMO	0,906	0,93	Reliable
Intention to travel responsibly	0,911	0,938	Reliable

Source: Data Analysis from SmartPLS.3.0

The second part of PLS-SEM analysis is the structural model evaluation or inner model, which is carried out by looking at the predictive relevance evaluation (Q^2), coefficient of determination R Square (R^2), and the significance level of path coefficients. The predictive relevance evaluation (Q^2) found that the endogenous variable travel FOMO has a Q^2 value of 0.326, which shows that the predicted relevance value (Q^2) for both endogenous variables is more than 0 (Chin, 1998; Geisser, 1974; Hair et al., 2017; Stone, 1974; Yu et al., 2023), therefore the model can be claimed to have a relevant predictive value or a fit model or worthy of hypothesis testing. On coefficient of determination R Square (R^2), shows that the travel FOMO variable is influenced to a small extent by the variables e-WOM on social media, collectivism-based travel culture, and social media usage simultaneously, the score is 0.457 (45.7%) while the remaining 54.3% is influenced by other factors, other than this research model.

Table 5. Q-Square Predictive Relevance (Q^2) Score

Endogeneous Variable	Q Square Predictive relevance (Q^2)	Description
Travel FOMO	0,326	Good predictive relevance score

Intention to travel responsibly	0,699	Good predictive relevance score
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Source: Data Analysis from SmartPLS.3.0

Table 6. R Square (R²) Assessment

Endogenous Variable	R Square (R ²)	Criteria
Travel FOMO	0,457	Moderate
Intention to travel responsibly	0,895	High

Source: Data Analysis from SmartPLS.3.0

PLS-SEM analysis hypothesis testing in this study uses a two-tail hypothesis test with a significance of 5% or with an error tolerance of $\alpha = 0.05$. The decision-making in PLS-SEM analysis for the two-way hypothesis with a 5% significance test is if the value $|t\text{-statistic}| \geq 1.96$ or significance value (p-value) ≤ 0.05 then reject H0 or accept H1, which means that there is an exogenous variable that influences the endogenous variable. Conversely, if the value $|t\text{-statistic}| < 1.96$ or significance value (p-value) > 0.05 then accept H0 or accept H1, which means the influence of exogenous variables does not affect endogenous variables (Chin, 1998). The complete structural test results are explained in Figure 4 and Table 7:



Figure 4. Path Diagram Path Coefficient & T-Statistics for the Structural Model (Source: Data Analysis from SmartPLS.3.0)

Table 7. Hypotheses Testing Results

Hypothesis	Path	Original Sample (Path Coefficient)	T Statistics	P Values	Hypothesis Decision
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H1	E-WOM on Social Media → Travel FOMO	-0,301	4,306	0	Accepted
H2	Social Media Usage → Travel FOMO	0,742	13,182	0	Accepted
H3	Travel FOMO → Intention to Travel Responsibly	-0,06	2,259	0,025	Accepted

Source: Data Analysis from SmartPLS.3.0

Based on the hypothesis testing in Table 7, the influence can be analyzed that:

H1: E-WOM on Social Media has a significant effect on Travel FOMO

The t-statistics value is 3.677 (≥ 1.96) and the p-value is 0.000 ($\leq 0,05$). So, according to decision-making using the 5% significance test, it can be concluded that E-WOM on social media has a significant influence on travel FOMO. Based on these results, the first research hypothesis (H1) which suspects that E-WOM on social media has an influence on travel FOMO is accepted or the data supports the hypothesis. Furthermore, the result shows a negative original sample (path coefficient) value of -0.239, meaning that E-WOM on social media has a negative effect on travel FOMO.

This should mean that the more e-WOM about a certain destination was loudly expressed on social media, it did not increase the anxiety of travelers to travel. It increased curiosity about the location but it did not create anxiety. From the descriptive analysis on mean and standard deviation, the statements that reach the highest score on the most trusted source of information is on family/friends while the lowest score is Influencers/KOL. This might be the reason why the hypothesis is negative because the respondents put trust more in information from family/friends instead of from famous people or travel account-based on social media in terms of tourism.

H2: Social Media Usage has a significant effect on Travel FOMO

The t-statistics value is 13.182 (≥ 1.96) and the p-value is 0.000 (≤ 0.05). So, according to decision-making using the 5% significance test, it can be concluded that social media usage has a significant influence on travel FOMO. Based on these results, the second research hypothesis (H2) which suspects that social media usage influences travel FOMO is accepted or the data supports the hypothesis. Furthermore, the result shows a positive original sample (path coefficient) value of 0.742, meaning that social media usage has a positive effect on travel FOMO.

This hypothesis supports the theory of the hierarchy of needs by Abraham Maslow that social media content posted during traveling moment were intended to impress friends, family, peers, social groups, and others to gain higher social status (Maslow, 1943; Yousaf et al., 2018). Furthermore, in the results of this research, social media usage has a positive influence on travel FOMO. This means the higher the engagement on social media of a tourist, the higher FOMO anxiety he/she experiences.

H3: Travel FOMO is significantly influencing the intention to travel responsibly

The t-statistics value is 2,259 (≥ 1.96) and the p-value is 0,025 (≤ 0.05). So, according to decision-making using the 5% significance test, it can be concluded that travel FOMO has a significant influence on intention to travel responsibly. Based on these results, the third research hypothesis (H3) which suspects that travel FOMO influences intention to travel responsibly is accepted or the data supports the hypothesis. Furthermore, the result shows a negative original sample (path coefficient) value of -0,060, meaning that travel FOMO has a negative effect on intention to travel responsibly.

FOMO is known to influence psychological health because FOMO creates anxiety and emotional pressure (Beyens et al., 2016). Similarly, travel FOMO is also related to psychological wellbeing and it creates anxiety and emotion of the tourists. However, the analysis has showed that travel FOMO has a negative influence on intention to travel responsibly which defines contra influence of the variables. This contra influence means that the more travel FOMO experienced by a tourist, the lesser the tourist were having intention to travel responsibly. It is proven that high travel intention to natural tourism destinations did not indicate positive environmental behavior. On the contrary, high travel intention brought damage to the environment of the destinations (Handriana & Ambara, 2016).

6. CONCLUSION

Natural tourism destination sustainability is important not only for the locals in the area but also for the business life cycle. By understanding the antecedents of travel FOMO, stakeholders are expected stakeholders to apply the research outcome for natural tourism destinations management, policy, and business objectives. E-WOM on Social Media and Social Media Usage can become the ultimate strategy to increase the anxiety of potential customers to visit natural tourism destinations as this research has confirmed that the variables has influences on travel FOMO.

The fact that travel FOMO has negative influences on intention to travel responsibly, can be reversed by utilizing e-WOM on social media and social media usage for educating tourists to practice sustainable behavior while visiting natural tourism destinations. This educational purpose should be employed by the government. Because, as the ruling party, the government plays a great role in the sustainability of natural tourism destinations since all national parks in Indonesia are hosted and managed by the Natural Resources Conservation Center on behalf of the Ministry of Environment and Forestry. While other natural tourism destinations were hosted and managed by Department of Culture and Tourism of the local government of each province its located (Kementerian Lingkungan Hidup dan Kehutanan, 2018).

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