

# **Do Social Media, Tourism Destination Image and Product Destination Play a Significant Role in Influencing Tourist Decision Making? Evidence from Local Destination in North Sulawesi**

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## **Abstract**

This research aims to examine and analyse the relationship between the role of social media, tourism destination image and product destination on tourist decision making. It is happened due to such great potential tourism industry which Indonesia has, considering able to contribute in developing the Economic of Nation. However, during the Covid-19 pandemic for over the past two years (2020-2021) Indonesia tourism industry experienced such a decreasing the number visitors. Thus, it is prominent for Indonesia to attract the number of visitors to travel to Indonesia. This is a quantitative research, using primary data which obtained by questionnaire with random sampling technique then, it analysed by SPSS as a statistic tool to illustrate the correlation between each variable. Furthermore, this research peaks local destination in North Sulawesi as main object to represent one of tourism industries in Indonesia and reached 115 samples (local visitors). Furthermore, the results showed that the role of social media and product destination have positive and significant effect in influencing tourist decision making while deciding such local destination in North Sulawesi. However, the variable of tourism destination image proven insignificant effect on tourist decision making.

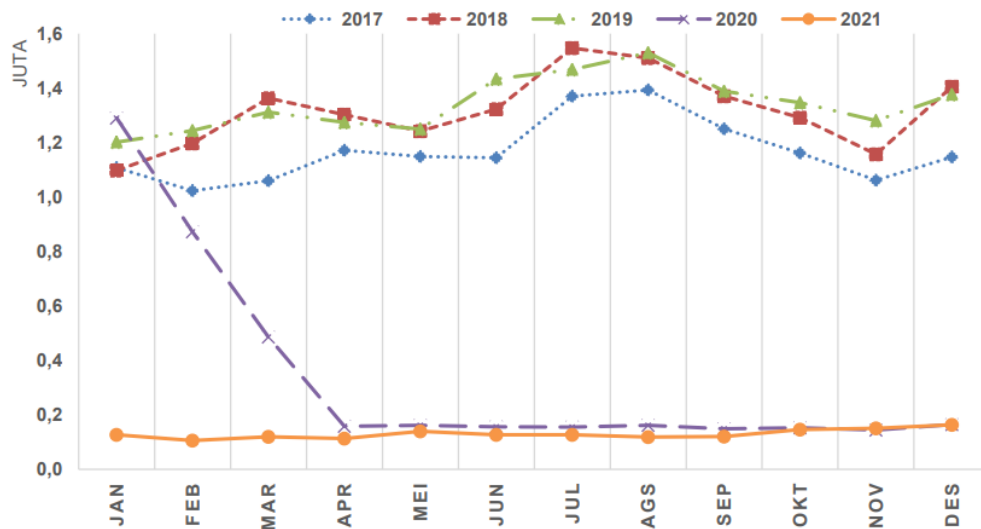
**Keywords:** Social Media, Tourism Destination Image, Product Destination, Tourist Decision Making, Local Destination in North Sulawesi

## **1. Introduction**

As a tropical country, Indonesia has several stunning hills, 17.100 beautiful islands, exotic beaches, more than 300 ethnics and cultures, 742 local languages, and loads of rituals and customs. These diversity leads Indonesia has such great potential tourism industry, triggering the emergence of Desa Kreatif and Ecotourism as two of innovation tourism industry to contribute in developing the Economic of Nation. Then, mega bio-diversity (flora and fauna), forest diversity, and world-class maritime which Indonesia has also become one of opportunities to be a renew tourism resource which considered able to maintain the economic development and sustainability. Besides, the numerous diversities which Indonesia has to increase the opportunity of potential tourism industry, multi-social

stress which experiencing by upper-middle class people also influenced the increasing number of potential tourism industry. This is happened because the upper-middle class people tend to travel to release their stress level (Huijbens & Jóhannesson, 2020). Owing to that, by the huge potential resource, it needs such proper strategy to manage and strength the competitiveness of Indonesia tourism industry, specifically for +/- 237 million domestic residence (Nirwandar, 2014). It is because, the potentials Indonesia tourism sectors considered able to increase and strength, as well as selling point of tourist destinations in Indonesia. Furthermore, this condition trigger such an opportunity for the development of Indonesia tourism industry, influencing the development of National economic growth, as well as able to contribute in fulfilling such primary, secondary, and tertiary needs of local residence. This is in line with the previous plan in 2019 where Indonesia targeted to bring in 20 million and 270 foreign tourists and domestic tourists respectively. This target aims to be able to achieve Gross Domestic Product (GDP) at least fifteen percent or foreign exchange contributors with an estimate of 260 trillion. Then, the existence of tourism sector also expected to provide employment for 12.6 million non-productive people and boost the competitiveness index for at least 30 years (Rahakbauw et al., 2017; Suhartanto et al., 2020; Susilawati et al., 2020).

For over time, this sector has experienced such uncertainty period in the last two years due to Covid-19 pandemic, threatening the sustainability of the tourism and creative industries in Indonesia, causing the increasing number of foreign visitors (refers to the table 1.1). Furthermore, this condition also brought such negative effect for about 13 million workers in the tourism sector and 32.5 million workers indirectly related to the tourism sector (BPS, 2020) both health impacts and financial stability.



Graphic 1.1: The Number of Foreign Visitors in Indonesia in 2017-2021

Source: Kemenparekraf (2021)

The graphic shows that Indonesia tourism industries experiencing such tremendous declining number of foreign visitors since February 2020, and reaching a peak on April 2020 with approximately 158 thousand foreign visitors. Furthermore, it is clearly known that for over the period of 2020 during Covid-19 pandemic Indonesia only reached 25% at all from the total foreign visitors on 2019. This condition absolutely effected National income specifically from tourism industries approximately IDR 20.7 million. Badan Pusat Statistik Indonesia (BPS) (2021) reported that although Indonesia experienced such decreasing number of visitors, the number of domestic visitors increase sharply, becoming the movement of wheel of Indonesia tourism sector during the Covid-19 pandemic. The closest stamen also delineated by Sandianga Uno (2020) in “Webinar Tourism & Hospitality Outlook 2022” even that the movement of Nusantara Tourists will be a mainstay in the recovery of the national tourism sector in 2022, targeting 260 million – 280 million of income. Whereby, the existence of tourism sector will contribute to the increasing number of Gross Domestic Product (GDP) in 2020, reaching approximately 4.3%, which slightly higher than the estimated target in the past period (2021) with 4.2%. Relating to this, it could be seen the data travel of domestic tourism as bellow:

Table 1: The Number of Travel for Indonesia Domestic Tourism in 2018-2020

Country	The Number of Travel for Indonesia Domestic Tourism (People)		
	2018	2019	2020
INDONESIA	303403888	722158733	518588962

Source: Badan Pusat Statistik Indonesia (2020)

Refers to the table 1.1 it is clearly known that domestic tourists become one of potential market that must be retained and maintained for the development of Indonesia tourism industries. Therefore, it needs such a revolution to ground the Indonesia tourism industries for local residence. Introducing the tagline of “Bangga Berwisata di Indonesia” is one of ways that have been done by the government to attract domestic residence visit Indonesia tourism industries. This is targeted to local tourists specifically the upper middle economy class who tend to vacation abroad, hopefully they want to visit local destinations and feel interested for traveling around Indonesia (CNN Indonesia, 2020). One of indicators showed the succeed tourism industry is the large number of visitors. It is because the large number of visitors reflected the quality of destination. Furthermore, refers to the table 1.1 it is evidence that increasing the number of local visitors is one of the best strategies to boost the existence of tourism industry in Indonesia besides depending on attracting foreign visitors during Covid-19 pandemic. According to several researches there were number of factors such as leveraging the role of social media digitization, increasing the image and quality of destination that able to increase people decision for travel then, leading the increasing number of tourists to visit local destination in Indonesia.

This research will be held in Daerah Tujuan Wisata (DTW) North Sulawesi. Researchers are interested in exploring this location as an objective research. It is because, until now there are still many assumptions that the tourism sector in this province only relies on mountain nature, lakes and local culture as the main tourism object but, it is still minimal interest, especially for foreign and domestic tourists who live outside the DWT area.

Based on the explanation, this research aims to adapt the conceptual framework of social media equity, image and quality of destination, while this kind of research has been done by several studies, but it still based on conceptual approach to illustrate the correlation between social media equity, image and quality of destination and tourists’ decision making to travel. This was to be done for exploring and discussing the usefulness as well as satisfaction that travelers receive or expect from social media usage in the context of travel planning to investigate the adoption of media by consumers or their attitudes towards the media. However, it is important to update and gain insight into the attributes of social media, image, and destination products as well as how it is able to motivate consumer engagement for travel planning, as changes in communication technology are rapid, and the development of social media is also much more progressive (Cox et al., 2009; Hays et al., 2013; Lange-Faria & Elliot, 2012; N. Morgan et al., 2020; R. E. Morgan, 1996; Xiang & Gretzel, 2010). Besides, there were also previous researches conducted such closest issue, and it was still reported such an inconsistent result. Therefore, the position of this research is to prove that these three strategies can be applied to the tourist destinations that are used as the location of this study.

## **2. Literature Review and Hypotheses Development**

### **2.1 Literature Review**

#### **2.1.1 Tourists Travel Decision Making**

Principally, tourists have such a closest behaviour foundation between one and others such as motivation, preference, and travel plan. According to Ismayanti (2010:75), tourist variations can be viewed from various approaches such as psychography, socio-economics, geography, and travel patterns. It is because the sense of destination is to travel both for training, vacation or recreation. Another opinion relating to tourists’ decision making of destination also refers to the concept of customer decision making revealed by Peter & Olson (2010:160), reflecting the process of customers’ decision making when choosing such an alternative product. Where it is combining between knowledge and the process in order to evaluate two more alternative behaviours, and an activity of choosing one of the various brands it delivers as an embodiment to solve such problems faced by each consumer. Relating to this, there are several stages of making decision according to Kotler & Keller (2012:188) which considered able to reflect the process of visitors’ decision making while choosing travel destination, adopting from

the concept of customers' decision making while purchasing such products. Those stages were consisting of five stages such as problem recognition, looking for information, evaluation alternative, travel agent, and service source.

### **2.1.2 Social Media**

The term of 'social media' in online environments is widely used by academics and practitioners. However, Fotis (2015) stated that according to the development, the term and definition of social media seems to be the most widely accepted in consumer behavioural research was revealed by (Kaplan & Haenlein, 2010). Whereby, Kaplan & Haenlein (2010) delineated that social media was a group of internet-based applications built on the ideological and technological based on Web 2.0, and that enable the creation and exchange of user-generated content such as blog, collaborative project, social networking, community content, virtual games, and so forth (Kaplan & Haenlein, 2010: 61). Furthermore, several indicators of the effectiveness social media usage are the attractiveness of social media content, attractiveness information provided on social media, responsive social media admins, good interaction between social media accounts and followers, reviews from social media users and information that is easy to obtain effectively (Nugraha & Adialita, 2021; Sholikhah & Sunarti, 2019).

### **2.1.3 Tourism Destination Image**

The reality of organization is similar to the context of tourism marketing, given the tourism image destination that tourists needs to have such a clear destination is a prominent element (Buhalis, 2000; Lund et al., 2018; N. Morgan et al., 2020; Sirakaya et al., 2005), effecting tourists decision and behavioural intention (C.-F. Chen & Tsai, 2007). Nevertheless, several previous researches which examined the closest issue relating to the destination imagery were still had such limitations both in term of conceptual and theoretical (Gallarza et al., 2002; Kani et al., 2017; Marine-Roig & Ferrer-Rosell, 2018; Martín-Santana et al., 2017). The concept of destination imagery is defined as the expression of objective knowledge, prejudices, imaginations, and emotions of person or group's relating to such a particular location. Furthermore, other literature defines the image of destination as the sum of all the beliefs, ideas, and impressions that people associate with a goal (Lai & Li, 2016). Whereby, several indicators for measuring the image of the destination are the quality of the environment, the ease of accommodation to the destination, the quality of entertainment, preserving local culture, and being able to change tourist behaviour (Baloglu and McCleary, 1999; Budi, 2018; Hidayatullah et al., 2020; Ishida et al., 2016)

### **2.1.4 Product Destination**

Destination products are actually not only such real products, but it is such series of products that not only have economical aspect, but also social, natural, and psychological aspects (Middleton et al., 2010). Furthermore, destination products consist of several package elements, which inseparable from each and other, meeting the needs of tourists. Based on these two understandings, it can be concluded that there are 3 (three) elements that considered making up a tourism product such as the attractiveness of the destination, the facilities of the destination, and the convenience of the destination.

## **2.2 Hypotheses Development**

### **2.2.1 The Effect of Social Media on Tourist Travel Decision Making**

The rapid development of technology in this digital era leads social media becomes a primary needs for every person (Pop et al., 2022). It is because social media provides several features to help such companies in promoting its products and services effectively. Relating to the powerful role of social media leads it becomes one of best strategies to influence customer decision making. Nowadays, accessing and using tourist information has undergone a significant transformation, partly as a result of the influence of social media (Xiang et al., 2015). The primary factor driving social media's growth is that it has evolved into a tool for influencing beliefs, emotions, and experiences (Luo & Zhong, 2015), and is hence an important source of information in the process of travelmaking decisions (Y. S. Lin & Huang, 2006; Usui, R., Wei, X., & Funck, 2018). Additionally, since social media emerged, the way people decide where to visit has changed significantly. On social media, customers frequently look for information about their upcoming vacation plans (Dabija, D. C., Bejan, B., & Tipi, 2018; Y. S. Lin & Huang, 2006),

moreover, social media is a tremendous tool for sharing experiences both during and after the journey. Therefore, it is possible to influence tourist decisions to travel to specific destinations by using social media, which gave loads of information that tourists wanted. Thus, the formulated hypotheses depicted below:

*H1: Social media has a positive and significant effect on tourist decision making travel*

### **2.2.2 The Effect of Tourism Destination Image on Tourist Travel Decision Making**

Tourism destination image is related to the perceptions of a particular place reflected by the associations held in a tourist's memory (C. T. Lin & Huang, 2009), it can be formed through a continual circulation of information between the destination and the tourist's home country. H. J. Chen et al. (2013) reported the tourism destination image contains tangible, functional and abstract psychological characteristics, as well as unique features. The perception of a place may have a significant impact on how visitors choose where to travel since it affects their information search, comparison of options, and choice of destination, among other parts of their decision-making process (Cronch, 2011; Tasci & Gartner, 2007). Most tourists will analyse potential destinations based on their perceived psychological costs and benefits when making travel decisions. One may postulate that when the weight of a destination's positive image exceeds the weight of its negative image, effecting potential tourist decide whether to travel to that destination. Relating to this, a positive relationship between tourism destination image and tourist decision making has been suggested by previous studies (Bigñé et al., 2009; Chi & Qu, 2008; Echtner & Ritchie, 2003; Tasci & Gartner, 2007). Therefore, based on the explanation this research proposed hypotheses bellow:

*H2: Tourism destination Image has a positive effect on tourist decision making*

### **2.2.3 The Effect of Product Destination on Tourist Travel Decision Making**

Majority people tend to travel to release their stress. Then, when they travel, they will choose such destination which provided great such beautiful scenery. Besides, not only beautiful scenery, facilities also becomes prominent aspect which considered by most travellers to get such convenience travel. Destination products are actually not only such real products, but it is such series of products that not only have economical aspect, but also social, natural, and psychological aspects (Middleton et al., 2010). Furthermore, in the tourism research field, the clarification and differentiation of a destination and tourism product is still controversial. Previous scholars define tourism products as a result of utilized travel services during the trip, which lead to a complex experience according to Gunn (1988). Similarly, Murphy et al. (2000) defines a destination as an 'amalgam of individual products and experience opportunities that combine to form a total experience of the area visited'. An interesting consumptive parallel to the tourism product experience is found in work on retail stores. Research on the perceptions and experience of retail consumers underscores a similar product experience relationship. In this sense, consumers travel to particular store locations and make purchases (retail merchandise) in a particular setting or store environment Therefore, based on the explanation this research tries to examine the correlation between tourism products on customer decision making, with formulated hypotheses bellow:

*H3: Quality of destination product has a positive on tourist decision making*

## **3. Research Methods**

This is a quantitative research, using multiple regression analysis with SPSS statistical tool. Then, this research also used primary data, peaking local tourists who already visit several tourism destinations in North Sulawesi, Indonesia as a sample. Furthermore, to obtain the number of data, this research uses questionnaire, spreading out with online form through social media, and it reached 115 samples.

## **4. Results and Discussion**

### **4.1. Respondents Characteristics Description**

Refers to the data which mentioned, there are 115 respondents. This research required several characteristics that respondents have met such as gender, age, education, and work filed. Therefore, this research tries to describe these several characteristics of the respondents to illustrate the percentage of each characteristic as bellow:

Table 2: Characteristics of Respondents

<b>Data</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Gender		
Men	33	28.70
Woman	82	71.30
Aged		
17-25	37	32.17
26-32	46	40.00
33-46	25	21.74
46-53	6	5.22
> 53	1	0.87
Current Education Level		
Junior High School	1	0.87
Senior High School	34	29.57
Bachelor Degree	66	57.39
Master Degree	11	9.57
Others	3	2.61
Work Field		
Civil Servant	31	26.96
Self-employed	8	6.96
Private Employee	15	13.04
Student University	23	20.00
Others	38	33.04

Source: Data Proceed, 2022

The table shows the percentage of characteristic respondents based on gender, women has a highest percentage compared to men, with 83 persons (71.30%) and 33 persons (28.70%) respectively. It is evidence that majority respondents of this research were women. Furthermore, most of them were adults, categorizing as aged 26-32 reached 40.00% then, leads them to be on top positions. While the least percentage gained by those who aged >53 with approximately 0.87% respondents. Moreover, looking to the education level, most respondents were averagely on bachelor degree, reaching 57.39% as the highest percentage, then those who only held junior high school became the least percentage with 0.87%. In addition, it is evidence that majority respondents have several kinds of work filed, dominating by civil servant with 26.96%.

## 4.2 Instrument Quality Test

After collecting data through questionnaires, the following step is taken by the test the strength and qualified of the research instruments, using validity and reliability tests by IMB SPSS. Thus, the following results are obtained:

Table 3: Validity test

Variable	Indicator	Probability	Description
Social Media (SM) (X1)	1. The appeal of social media content	563**	Valid
	2. Attraction information which provided on social media	714**	Valid
	3. Responsive social media admins	778**	Valid
	4. Good interaction which build on social media accounts and followers	850**	Valid
	5. Reviews from social media users	761**	Valid
	6. Information is easy to grab	790**	Valid
Tourism Destination Image (TDI) (X2)	1. Quality of environment	679**	Valid
	2. Ease of accommodation to destinations	825**	Valid
	3. The quality of entertainment which offered	827**	Valid
	4. Preserving local culture	856**	Valid
	5. Able to change traveller behavior	811**	Valid
Product Destination (PD) (X3)	1. Lake	743**	Valid
	2. Small island	745**	Valid
	3. Waterfall	676**	Valid
	4. National park	754**	Valid
	5. Attractive café	622**	Valid
	6. Landmark	732**	Valid
Tourist Decision Making (TDM) (Y)	1. Introduction to the problem of needs	758**	Valid
	2. Looking for information	838**	Valid
	3. Alternative evaluation	761**	Valid
	4. Purchase decision	876**	Valid
	5. Post-purchase behavior	856**	Valid

Source: Processed Data 2022

Based on Table 4, it can be known that all research indicators are declared valid at the level of 5% with p-value < 0.05. It means that all the research indicators are able to use in

order to measure the research variable of research.

Table 4: Reliability Test

Variable	Cronbach's Alpha	Information
Social Media	0.819	Reliable
Tourism Image Destination	0.807	Reliable
Product Destination	0.778	Reliable
Tourist Decision Making	0.802	Reliable

Source: Processed Data 2022

As for the reliability test result which depicted on Table.4, it is clearly known that the number of Cronbach's alpha > 0.60. This condition means that the instrument can be declared reliable or consistent.

### 4.3 Classical Assumption Test

Classical assumption tests used in this research covered normality, multicholonearity, and heteroskedasity tests. Based on the results of the classical assumption test, it can be seen that the data in this research meets the classical assumption test and can be processed to the further step as follows:

Table 5: Classical Assumption Test

Classical Assumption Test	Criteria	Value			Description
Normality test	Sig. value > 0.05	0.176 > 0.05			Normally distributed
Multicollinearity test	Tolerance value > 0.10 and VIF value < 10.00	SM -> TDM TDI ->TDM PD -> TDM	<u>Tolerance</u> .569 .376 .538	<u>VIF</u> 1.757 1.659 1.859	There is no multicollinearity
Heteroscedasticity test	Sig. value > 0.05	CA -> CSB CA -> REL REL -> BL	.529 > 0.05 .580 > 0.05 .673 > 0.05		There is no heteroscedasticity test

Source: Data Proceed (SPSS, 2022)

### 4.4 Hypotheses Testing

#### 4.4.1 Coefficient Determination

The table 6 depicted that the number of R<sup>2</sup> 0.618, which means that the influence given by the independent variables (social media, tourism destination image, and product destination) on tourist decision making is 61.8% and the remaining 38.2% is influenced by other variables outside this research

Table 6: Coefficient Determination Test Results



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension 1	.760a	.618	.608	2.01648	2,503

Source: Data Proceed (SPSS, 2022)

#### 4.4.2 Multiple Regression Test

Multiple regression test is used to determine whether there is a significant relationship or influence between the independent variables (social media, tourism destination image, and product destination) partially on the dependent variable (tourist decision making).

Table 7: Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.313	2.226		2.836	.005
	Social Media	.262	.093	.270	2.815	.006
	Tourism Image Destination	.012	.077	.012	.152	.879
	Product Destination	.494	.069	.571	7.106	.000

a. Dependent Variable: Y

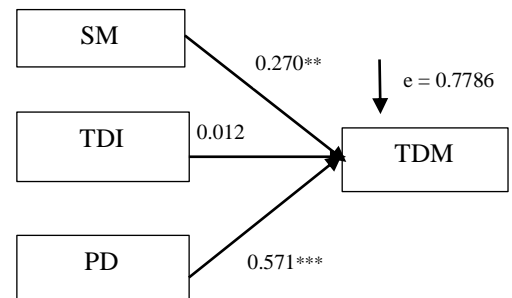
Source: Data Proceed (SPSS, 2022)

Refers to the result revealed by table 7, it is clearly known that the proposed independent variables such as social media and product destination have positive and significant effect on tourist decision making, reaching p-value 0.006 and 0.000 which are lower than alpha 5% respectively, which means that these two factors are able to increase tourist decision making in choosing local destination in North Sulawesi. However, only the variable of tourism destination image which reported conversely, reaching insignificant effect on tourist decision making, means that it is possible to decrease the percentage of tourist decision making, reaching p-value 0.879 which is higher than 5%. Therefore, based on the result here the hypotheses test result and the final model of research depicted below:

Table 8: Hypotheses Test

Hypotheses	Effect Value	Result	Description
SM -> TDM	.262**	Positive Significant	Accepted
TDI -> TDM	.012	Insignificant	Rejected
PD-> TDM	.494***	Positive Significant	Accepted

Graphic 2: Final Model of Research



Source: Data Proceed (SPSS, 2022)

## **4.5 Discussion**

### **4.5.1 The Effect of Social Media on Tourist Travel Decision Making**

Consumers' wishes and views of a place are shaped by social media, which affects each person's purchase intentions (Kim, 2012). Advertising initiatives supported by hotel institutions may not have as much influence on consumer decision-making as travel photographs posted on social media by passengers who have visited a particular location (Beeton, 2010). When preparing for their next vacation, travellers use a variety of social networking sites to gather information (Verma, R., & McCarthy, 2012), however, the most important functions come into play when identifying problems and looking for information (Dabija, D. C., Bejan, B., & Tipi, 2018). According to 80% of users who use social media for travel-related purposes, consumers utilize social media in varying degrees at every stage of the decision-making process in order to learn more about potential trip destinations and lodging options (Cox, C., Burgess, S., Sellitto, C., & Buultjens, 2009). J. Fotis et al. (2012) Social media is primarily utilized for vacation planning to research potential places and to weed out locations that have been eliminated from the evoked set. Additionally corroborated by Narangajavana et al. (2017), social media is used by travellers to gather information prior to making selections about their purchases. The tourists get information from various social networks, including blogs, social media, web pages, tourism units, etc., during the pre-purchase phase. Prestwich et al. (2008) revealed that, intention lead more probable to behaviour when goal desire is associated with it. C. T. Lin & Huang (2009) found that blog comments about Greece led to an increased desire to visit the country. Moreover, The Internet plays an important role in a multidimensional process that includes expectations, planning, forecasting, and sharing tourist experiences (Monaco, 2017).. Therefore, searching for information on social media raises expectations for the tourist about the destination and could choose the destination that best fits the expectations This condition is in line with finding of this research which reported that social media plays a significant role in influencing tourist decision making while choosing local destination in North Sulawesi.

### **4.5.2 The Effect of Tourism Destination Image on Tourist Travel Decision Making**

The notion of tourism destination image is a crucial component of marketing management in a highly competitive environment since the long-term survival of destinations significantly depends on how well the tourism enterprises are positioned in the market. The decision-making processes and context of tourism are heavily influenced by uncertainties and images, and the fierce rivalry in the global tourism sector has compelled managers of tourism locations to pay closer attention to customer-oriented needs. Previous studies found that the perception of a destination as a tourist-friendly place significantly influences travellers' choices (Bigñé et al., 2009; Chi & Qu, 2008; Echtner & Ritchie, 2003; Tasci & Gartner, 2007). This is due to the fact that foreign travellers rely heavily on their perceptions of the tourism locations while making decisions because they have limited knowledge of the places they have not visited. H. J. Chen et al. (2013) reported the tourism destination image contains tangible, functional and abstract psychological characteristics, as well as unique features. Visitors may greatly rely on a destination's reputation when choosing where to vacation. Tourism destination image, as it affects the decision-making process of visitors in a number of ways, including information search, alternative analysis, and choice of travel destination. Depending on how these crucial information sources are viewed, information sources shape the post-visit tourism destination image in a variety of ways. Nevertheless, it does not in line with the finding of this research because, this research reported that tourism destination image has no effect on tourist decision making. It is happened because most local tourism destinations still have the different condition between reality and expectation. For example, managers of such tourism destinations will tend to promote the beautiful side or scenery of the destination, ignoring the un-attractive spot to advertise to attract tourist attraction. But, after visitors already visited there, the reality is slightly different from the expectation. Thus, this condition represents that tourism destination image probably has no significant effect to attract tourist decision making.

### **4.5.3 The Effect of Product Destination on Tourist Travel Decision Making**

Destination products are actually not only such real products, but it is such series of products that not only have economical aspect, but also social, natural, and psychological aspects (Middleton et al., 2010). Furthermore, in the tourism research field, the clarification and differentiation of a destination and tourism product is still controversial. Previous scholars define tourism products as a result of utilized travel services during the trip, which lead to a complex experience according to Gunn (1988). Similarly, Murphy et al. (2000) defines a destination as an 'amalgam of individual products and experience opportunities that combine to form a total experience of the area visited'. An interesting consumptive parallel to the tourism product experience is found in work on retail stores. In addition, the more the more various products destination provide in local destination in North Sulawesi, the more

various choice for travellers to visit, and it will trigger tourist decision making to choose such certain local destination in North Sulawesi. This is because tourists have varied preferences and alternative destinations.

## 5. Conclusion

To sum up, it is evidence that there are several factors affected tourist decision making such as social media, tourism destination image and product destination. Refers to the result, it is clearly known that social media and product destination have positive and significant effect on tourist decision making. It means that, these two factors strongly able to influence tourist decision making while deciding such local destination in North Sulawesi. Furthermore, this condition happened due to the significant role of social media massively spreading out several information relating to the local destination which promoted numerous product destination, helping visitors in broadening their horizon relating to such local destination in North Sulawesi. However, only the variable of tourism destination image which reported conversely, revealing insignificant effect in influencing tourist decision making. It is because most local tourism destinations still have the different condition between reality and expectation.

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