

An In-Depth Analysis of Factors Influencing Female Youth Travelers to Share Travel Experiences on Social Media

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Abstract. Technology has changed the way people travel holistically, from plans to sharing an experience on platform digital such as social media. Travel experience shared on social media is considered more reliable than information from tourism organizations or the private sector. About 79.5 percent of social media users in Indonesia aged above 18 years old, in line with youth travelers' domination in global tourism recently. This study investigates the factors influencing female youth travelers to share their travel experiences on social media platforms like WhatsApp, Instagram, Facebook, and TikTok. The informants selected by incidental sampling technique focus on female domestic tourists. Using a quantitative approach and exploratory factor analysis (EFA), five key determinants were identified: perceived enjoyment, community engagement, personal fulfillment, self-presentation, and altruism. These factors significantly impact the decision of youth female travelers to share their travel experiences on social media. The findings contribute to understanding the role of social media in shaping travel behaviors and experiences, and also gives a foundation for marketers in the tourism industry to design appropriate marketing strategies.

Keywords: social media, youth traveler, sharing travel experience, female, tourism, determinant

Introduction

Digital transformation has revolutionized the tourism industry. These shifts aren't limited to online booking mechanisms but also include constant interaction between tourists and destinations through social media. The presence of social media has made the characteristics of information dissemination more interactive, therefore making it a primary inspiration source in travel planning. In marketing, social media also has an important role, especially in information dissemination and promotion (Jazz Mosafir, 2023; Hakim et al., 2019; Warpindyastuti & Sulistyawati, 2018).

Social media triggers a deep change in tourist behaviour mainly among youth generation. In Indonesia around 60.4 percent of the total population is social media users, and 79.5 percent of them are above 18 years old. WhatsApp, Instagram, Facebook, and TikTok are the most popular social media. These platforms become a valuable information source for travel, allowing tourists to access diverse user-made contents, including photos, videos, and personal narration, and significantly influencing their destination choice (we are social, 2023; Dewayani et al., 2023).

Sharing travel experiences on social media is an important aspect of tourist behaviour, both for customers as well as travel and tourism organizations. As information, the travel experience is shared on social media often being considered more reliable than information given by tourism organizations or the private sector. Experience has been shared by tourists on social media not only as a personal expression but also as a potential to become a strong promotion for one destination. The potential tourists in particular build perception about a destination based on content that they consume in social media (Kang & Schuett, 2013; Warpindyastuti & Sulistyawati, 2018).

Youth and student travelers are an important market for tourist destinations in the whole world, aged around 15 until 29 years old. Youth travel accounted for approximately 23 percent

of all international travel in 2015, and it was estimated around 300 million youth travelers in 2020. While the market always changes, and youth travel becomes dominant in the tourism industry, a deep understanding of the determinant of travel sharing experience on social media will be the most important (World Tourism Organization (UNWTO), 2016; Juniawan, 2024).

Based on those, the aim of this research is to analyze the factors that determine why female youth travelers share their travel experiences on social media. Understanding the behavior of youth travelers in the context of sharing travel experiences will provide a strong foundation for marketers in the tourism industry to design effective marketing strategies, enhance interactions with tourists, and create more memorable travel experiences.

Literature Review

The youth travel studies are relatively scarce in previous. Several studies are investigating youth travel describe the visitation decision of youth travelers (Meisani, 2017; Azmi, 2019). Another previous research specifically investigated millennial (Y) and Z generations. The tourism experiences of both those generations relate to characteristics, motivation, satisfaction, or tourism meaning in a tourism destination (Staffieri & Cavagnaro, 2018; Parhusip & Arida, 2018). Research on references of millennial international tourists to a tourism destination was done by Saputri et al. (2020). Besides, some research about millennials generation especially their role in tourism development has been conducted by Putri (2021).

The travel-sharing experience research on social media is fairly common. The determinant research of influence factors in sharing experiences on social media by tourists have been researched by Widiana & Novani (2022); Kang & Schuett (2013); Fangxuan (2020); Hakim et al. (2019). The use of social media by the millennial generation clearly described by Bolton et al. (2013). Research related to the social media revolution in tourism was investigated by Dewayani et al. (2023), as well as research focused on social media and patterns of tourism activities have been investigated by Rahayu & Khusna (2021); Handayani & Adelfia (2020). Research on relatedness social media on interest and the visiting decisions has been conducted by Wijayanti (2021); Azmi (2019).

Based on the literature review of previous studies about youth travel and social media, the difference in this research lies in the research focus namely, the factors influencing female youth travelers domestic tourists when sharing their travel experiences on social media platforms such as WhatsApp, Instagram, Facebook, and TikTok.

Research Methods

This research uses quantitative approach. The data used for this study were collected by questionnaire distribution to the popular destinations in Bali, especially for domestic tourists which were Kuta Beach, Ubud, and Kintamani areas. The sampling technique used incidental sampling focused on female domestic tourists totally of 100 samples. Analyze data technique using the Exploratory Factor Analysis (EFA) method. EFA is a statistical method used to build a structure model consisting of one or many variables (Global, 2023). Exploratory factor analysis was done by software SPSS (Statistical Package for the Social Sciences).

Result and Discussion

The study aims to identify a better understanding of the reason why tourist share their tourism experiences on media social. This study develops integration model research by several concepts consisting of personal fulfillment (Fangxuan, 2020); self-centered motivation and community-related motivation (Munar & Jacobsen, 2014); perceived enjoyment; altruistic motivation by Amaro et al. (2016); personal fulfillment and self-actualization by Oliveira et al. (2020) in (Widiana & Novani, 2022); identification and compliance (Kang & Schuett, 2013).

This study identified five factors that significantly impact the decision of youth travelers to share their travel experiences on social media namely, perceived enjoyment; community engagement; personal fulfillment; self-presentation; and altruism. These factors and indicators explained in Table 1 below.

Table 1. Travel Sharing Experience Factors on Social Media

Factor	Indicators
Perceived Enjoyment	Using social media for sharing travel experience is fun
	Using social media for sharing travel experience is enjoyable
	Using social media for sharing travel experience stimulates my curiosity
	As a backup in case the original files are lost
	I want to help promote a tourism destination
	As a reference for other travelers
	I want to share useful travel information with others
Community Engagement	Unless I am rewarded for sharing experience and information on social media in some way, I may spend less time to share experience and information
	Interested in what the group members think about sharing my experience and information through social media
	I feel a sense of belonging to the group when I share my experience and information
	How hard I work on social media is directly related to how much I am rewarded
	I feel will fit into the group when I share my experience and information
Personal Fulfillment	Share travel experience on social media to get more likes
	Share travel experience on social media to get more comments
	Share travel experience to gain attentions
	It is important to me that people know I traveling
	Share travel experience to be more popular (more followers)
	In order get the responses I want on social media; it is necessary to express the right behavior or attitude on social media
Self-Presentation	I want to transmit what I want people to think of me
	I want to increase my presence on social media
	I want to be recognized because of my travel experiences
	Share travel experience to disclose more about me
Altruism	I enjoy sharing travel experiences on social media
	Contribute to hashtags that are useful for me
	Find friends who share my interest in traveling
	I want to contribute to social media that are useful for me

Perceived Enjoyment

Perceived enjoyment is identified as an important motivation in social media or social networking services (Kang & Schuett, 2013; Fangxuan, 2020; Gan & Li, 2018; van der Heijden, 2003). Perceived enjoyment refers to the activity of using technology considered enjoyable in its own right, apart from any performance consequence or instrumental values of technology (Davis et al., 1992 in Kang & Schuett, 2013). Perceived enjoyment not only appear from fulfilling personal desire but also as satisfaction with social contribution. Relating to the perceived enjoyment as the first factor, youth travelers consider using social media for sharing travel experiences to be more fun and enjoyable, or stimulate curiosity. Besides those,

perceived enjoyment also appears when the youth travelers help or feel useful to others. Desire to promote a destination, give a reference, or share useful travel information for other travelers are indicators of perceived enjoyment.

Community Engagement

The second factor is community engagement, where the youth travelers are motivated to contribute to the wider tourism community. Community engagement explains aims of sharing travel experiences is to strengthen social relationships due to community social providing a sense of appreciation, the capability to interact with others, or a strong sense of belonging in a social community. A community based on social media often consists of individuals who share common interests or have similar life experiences, actively discuss, comment, and give reviews about their travel experiences. Community engagement creates an electronic word of mouth (eWOM), that becomes a strong factor in influencing a tourist decision to visit a destination. The research results show that content considered helpful for others tends to receive more attention and interaction, while also strengthening social relationships between users (Amaro et al. 2016 in Widiana & Novani, 2022).

Personal Fulfillment

Personal fulfillment is identified as one factor that influences travel sharing experiences (Oliveira et al. 2020 in Widiana & Novani, 2022). Parasuraman, et al., (2005) in (Supriyantini et al., 2014) defines fulfillment as a dimension of electronic quality services. Personal fulfillment refers to the sense of satisfaction were felt when achieving self-defined personal goals and values. Female youth travelers are often driven to share their travel experiences on social media as a form of personal fulfillment. They look for validation in the form of likes and comments which shows their experiences are appreciated by others (Fangxuan, 2020). Accordingly, to gain the desired responses youth travelers will behave and act appropriately. Besides, the desire to be more popular among peers is also an important motivation. Social media users who successfully gain a lot of interactions often feel an increase in self-esteem and personal satisfaction (Munar & Jacobsen, 2014).

Self-presentation

The use of social media is closely related to self-presentation, which can be seen in the way people interact by posting photos and videos, writing interesting statuses, or sharing unique experiences (Setiasih & Kesumaningsari, 2021). Self-presentation is the process where someone, either consciously or unconsciously tries to manage the impression they give to others, with the aim of receiving a positive impression in return (Goffman dalam J. Kang & Wei, 2020; Kim & Lee, 2011; Setiasih & Kesumaningsari, 2021). Youth travelers often use social media as platform for online self-presentation, gaining satisfaction from the positive attention received from other users. Building the self-image through social media interactions to transmit “what they want people to think of them”, recognizing by tourism experiences, disclosing more about themselves, and increasing their presence are indicators of self-presentation. These become important in the digital world because closely relate on enjoyment and personal satisfaction (Kim & Lee, 2011; Neera & Thangbiakching, 2020).

Altruism

The factor of altruism has an important role in sharing experience behavior on social media. Altruism is one factor that has a significant influence on the travel sharing experience (Widiana & Novani, 2022; Oliveira et al., 2020). Sarwono (2017) defines altruism as a desire to help others without considering one's interests. Altruism is expressed as the opposite of selfish behavior. Youth travelers feel have a responsibility to share even negative experiences

to make others avoid the same mistakes. They also feel pleasure in contributing positively through the information they share (Widiana & Novani, 2022; Oliveira et al., 2020). Altruism in this study consists of a desire to contribute to useful hashtags, a desire to find friends who share tourism interest, and a desire to contribute to useful social media.

Based on the results and discussion can be concluded that five main factors can be identified and confirmed influences to the decision of female youth travelers to share their experiences on social media. The five factors being identified have 66.4 percent influences on the travel-sharing experiences. The first factor perceived enjoyment is the most dominant factor that explains 24.123 percent of total variances. The research result has important implications for tourism or travel marketers. These results allow marketers to utilize social media as the primary platform to develop effective communications and promotion strategies, specifically related to travel-sharing experiences by users. These findings also encourage tourism or travel marketers to utilize social media as a platform where travelers can find reliable information for their planned trips, as well as a space where they can freely share their travel experiences.

Conclusions and Recommendations

Based on the results of the exploratory factor analysis and the discussion, it was found that five new factors emerged from the initial 29 indicators that were analyzed. Accordingly, can be concluded five main factors can be identified and confirmed influencing the decision of female youth travelers to share their experiences on social media such as WhatsApp, Instagram, Facebook, and TikTok. The five main factors identified can explain 66.4 percent of the travel-sharing experience. The remaining 33.6 percent are not explained in this study. The first factor is perceived enjoyment be the most domain factor that can explain 24.123 percent of total variants. Overall, these factors are 1) perceived enjoyment; 2) community engagement; 3) personal fulfillment; 4) self-presentation; and 5) altruism.

Recommendations

Based on the conclusions, several recommendations can be given to stakeholders. Practical recommendations are directed at tourism and travel marketers to leverage social media as a primary platform for developing effective communication and promotional strategies, particularly related to travel experiences shared by users, such as user-generated content. Social media can also serve as a space where travelers find reliable information to plan their trips. Academic recommendations suggest that researchers use larger and more diverse samples, rather than focusing solely on female domestic travelers. Future research could explore related topics, such as how factors in travel experience sharing influence tourists' decisions to engage in tourism activities, or investigate effective marketing strategies through social media, including the use of influencers or a user-generated content (UGC) approach.

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