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Intention of social media users in adopting environmental tourism recommendations in Indonesia: transactive memory system perspective

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Abstract: The purpose of this study is to investigate how information content related to tourism in Indonesia can influence the intention of social media users to adopt recommendations related to environmental tourism destinations. This study adopts transactive memory systems (TMS), which are currently an important factor in information sharing. In social media, tourism information sharing activities occur, so social media can be said to be TMS. This paper discusses three measures used by TMS, namely specialisation, credibility, and coordination. This study uses an empirical analysis of 170 social media users. The data collected were analysed using the partial least square (PLS) method, a statistical analysis technique based on structural equation modelling (SEM). Our findings reveal that TMS credibility is positively related to community commitment and communication quality, likewise with TMS coordination, but not for TMS specialisation; it was not found to be related to communication commitment and communication quality. Other findings reveal a significant relationship between community commitment and communication quality on acceptance of recommendations from social media.

Keywords: transactive memory system; TMS; social media; tourism recommendations.

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1 Introduction

Indonesians have a habit of traveling with family or friends, where environmental or nature tourism can be a destination of choice (Cahyadi and Newsome, 2021). Potential tourists are more interested in traveling to places with a beautiful, clean, and comfortable environment. However, in 2020 there was a major decline in international and domestic tourism worldwide due to COVID-19 (Grima et al., 2020). Tourism stakeholders are currently using ICT to promote their tourism business to revive the tourism industry (Sihotang et al., 2021).

One form of ICT that is growing rapidly is social media, such as Instagram, Facebook, Twitter, and YouTube. Recommendations or information about environmental tourism on social media has become a growing trend today. It creates an opportunity for stakeholders, publishers, and influencers to promote their environmental tourism. In the context of marketing, social media is considered as a platform where people share information and give recommendations (Li et al., 2021), including recommendations for attractive tourism environments. In addition, social media has changed the way producers and consumers interact and influence each other.

The phenomenon of sharing tourism information on social media has also received attention from many scholars. Several studies have revealed the factors that influence tourists to use information from online reviews. (Ladhari and Michaud, 2015) and (Sparks et al., 2013) found that the factors of trust, usefulness, and consumer vulnerability had an effect on the intention to adopt tourist information. In addition, other researchers also found other factors such as credibility and attitude (Casaló et al., 2015), nationality (Schuckert et al., 2015), information quality (Filieri and McLeay, 2014), gender and expertise (Kim et al., 2011), culture (Tian, 2013), and the perceived benefits of using social media (Parra-López et al., 2011).

Although many studies have been carried out, there is still little investigation of the factors that influence the intention to adopt tourism recommendations on social media with a lens transactive memory system (TMS). TMS is believed to be a theory in communication, including communication in social media, which can capture this phenomenon. Social media is a repository of information that combines one's knowledge and information shared online and acts as a TMS in communication (Wegner, 1987). Wegner (1987) proposed TMS to address efficient knowledge management among teams and coordinate and utilise this distributed knowledge. A well-developed TMS enables team members to understand their expertise (specialisation), increases their confidence in the knowledge and expertise of other members (credibility), and promotes effective and well-coordinated knowledge processing (coordination) (Ali et al., 2019; Zhong et al., 2012).

Therefore, this study aims to investigate the factors that influence the intention of social media users to adopt recommendations related to environmental tourism destinations from TMS perspective. The proposed research question is: 'What TMS components have a relationship with the quality of information and community commitment so that social media users can intend to adopt environmental tourism recommendations?'

This study uses TMS as a theoretical lens to answer research questions and fill knowledge gaps. The remainder of this paper is organised as follows: in section (2) theoretical background; (3) research model and hypothesis development; (4) research methodology; (5) result and discussion; and (6) conclusions.

2 Theoretical background

2.1 Transactive memory system

A TMS is a set of memory systems created in the combination of communication between individuals (Wegner and Hertel, 1985). In other words, TMS includes a group of individuals, their memory systems, and the communication between them (Wegner, 1987). TMS was introduced to explain the ability of a group of people to negotiate knowledge when their group is faced with memory impairment (Wegner, 1987; Zhong et al., 2012). Transactive memory itself is a collective knowledge system that involves each individual's memory system and the details of interactions during communication (Wegner, 1987). Therefore, individual memory systems combine to form a collective information processing system that ultimately gives each access to a knowledge base that is more complex and potentially more effective than the information each individual possesses (Wegner, 1987).

Li and Huang (2013) used three criteria to measure TMS, namely specialisation, credibility, and coordination. Specialisation is an individual's level of expertise on a thing; credibility is the level of accuracy of information and trust between individuals; coordination is a description of the ability of individuals to work together in building a common understanding (Akgün et al., 2005; Li and Huang, 2013). In short, TMS requires individual expertise, accurate information, and individual collaboration skills on a subject. TMS builds communication, feedback, and learning to strengthen individual performance in carrying out their duties (Akgün et al., 2005; Kanawattanachai and Yoo, 2007).

Many researchers are interested in TMS because it can explain the utilisation of knowledge and coordination between individuals in groups (Ali et al., 2019; Peltokorpi and Hasu, 2016; Whelan and Teigland, 2013). With TMS, individuals can also strengthen their memory not only using their own knowledge but also with the knowledge of others (Li and Huang, 2013). In particular, researchers have emphasised the role of TMS from a team performance perspective because it is very useful in boosting team performance (Akgün et al., 2005; Li and Huang, 2013; Zhong et al., 2012). Akgün et al. (2005) suggested that TMS is very suitable for learning specific skills on a team project in the context of new product development. TMS is also claimed to strengthen exploitative and exploratory learning activities in the context of team learning. Meanwhile, according to Zhong et al. (2012), TMS is an effective knowledge processing technique and can lead to better team outcomes. They examined the relationship between TMS and team outcomes. The results show that TMS has a positive impact on team outcomes. A previous literature review indicates that TMS can strengthen team performance through knowledge sharing, team learning, and knowledge processing within a team.

Following the context of this research, social media is one of the external sources of tourism information for potential tourists looking for references beyond their personal experience and knowledge. Social media is described as a kind of team where social media users act as team members. In social media, tourism information sharing activities occur so that social media can be said to be TMS.

2.2 Community commitment

Community commitment describes a desire to maintain relationships with other parties. Social media as a forum for sharing information allows all users to share and exchange experiences. In the context of tourism, all social media users can exchange information about tourism and the experience of going to these tourist destinations. The importance of commitment is needed so that the exchange of information runs smoothly due to the uninterrupted flow of delivery.

The results of previous studies show a positive relationship between commitment and user retention (Li et al., 2006). It is believed that once someone is committed to maintaining a relationship with the community, they will try their best to keep that relationship and are happy to contribute to the community. In addition, if someone already has a commitment to something based on experience with it, his commitment will very likely move its use in the future.

Previous investigations of community commitment revealed that shared values, trust, and satisfaction are essential factors in community member relationships (Li et al., 2006; Morgan and Hunt, 1994). These values can build the intention of people in virtual

communities such as social media to adopt the recommendations available on social media, including environmental tourism recommendations.

2.3 Communication quality

Communication is a process of delivering information from one party to another that can be expressed verbally or non-verbally. The purpose of communication is so that both parties who receive information can understand the information being transferred. All components of communication activities (information, delivery content, delivery method, delivery time, audience, alignment of information with the audience, etc.) affect the understanding between the two parties after the communication activity is completed. Another achievement in the communication process is the formation of knowledge sharing between interacting parties so that there is the possibility of parties discovering new knowledge or capturing new knowledge. For the author, quality can be interpreted as the level of good or bad output that individuals feel when receiving or using it. The intended output in this context is the deliverable of the communication activities carried out, including the quality of the information received and the process of sending the information.

One component that needs to be considered to maintain the quality of communication is the timeliness of communication, where the results obtained are not only a harmony of understanding but also a close bond that supports the approval process of the understanding held by one of the parties (Moorman et al., 1995). The TMA can improve the quality of communication due to the differentiation of knowledge and specialisation that is formed (Chen et al., 2013). The level of credibility and relevance of the information conveyed will affect the party's desire to listen more and internalise the knowledge of the source party. The information dissemination process can be integrated effectively to the audience or recipients of information through timely and quality communication. This can affect the individual's intention to adopt recommendations on social media, including recommendations for nature or environmental tourism.

2.4 Adoption of recommendation

Adoption of recommendation is a process by which individuals desire to be involved in using information (Cheung et al., 2008; Sussman and Siegal, 2003). Previous studies have shown a close relationship between the adoption of recommendations and one's belief in the information (McKnight et al., 2002).

In the context of tourism, social media sites that are believed to be related to tourism are required to monitor the legitimacy of existing content to reduce the risks associated with fake content. Thus, the recommendations given must be reliable in quality. If users have trusted the recommendation, they are more likely to adopt the recommendation in their decision-making.

3 Research model and hypothesis development

This section describes the related studies that have been carried out. The theoretical findings from these studies become our basis for developing hypotheses and models. In

addition, this section also explains the definition of each variable that we use as constructs in the model that we propose in this study (see Figure 1).

3.1 Transactive memory system and communication commitment

As previously discussed, TMS is divided into three aspects, namely specialisation, credibility, and coordination (Li and Huang, 2013). In this case, specialisation can be considered as the level of diversity and professionalism of tourist information shared by users, and credibility is the level of trust that users have in the tourist information provided, while coordination is a shared understanding between social media users (Akgün et al., 2005; Li and Huang, 2013; Wegner, 1987).

Through the TMS, interactions between individuals in a group that involves the exchange of complex information can be more effective (Wegner, 1987). Effectiveness in interaction will certainly affect the commitment of each individual in participating and contributing to a community. The greater the commitment, the greater the contribution and participation of individuals in a community (Wu et al., 2010). In addition, commitment can also reflect an individual's desire to maintain his relationship with his community (Gustafsson et al., 2005; Li et al., 2006; Morgan and Hunt, 1994).

With the relationship between TMS and community commitment can be generated hypotheses:

- H1 TMS specialisation has a positive relationship with a community commitment.
- H3 TMS credibility has a positive relationship with a community commitment.
- H5 TMS coordination has a positive relationship with a community commitment.

3.2 Transactive memory system dan communication quality

Through TMS, interactions between individuals in a group that involves complex information can be more effective (Wegner, 1987). Effectiveness in interaction will certainly affect the quality of communication. Effectiveness can help the communication process form knowledge sharing between interacting parties so that parties can discover new knowledge or capture new knowledge. It will result in the quality of the information received and the process of sending that information. Given the relationship between TMA and communication quality, we make the following hypotheses:

- H2 TMS specialisation has a positive relationship with communication quality.
- H4 TMS credibility has a positive relationship with communication quality.
- H6 TMS coordination has a positive relationship with communication quality.

3.3 Community quality dan adoption recommendation

Community Commitment describes a desire to maintain relationships with other parties. The results of previous studies show a positive relationship between commitment and user retention (Li et al., 2006). It is believed that once someone is committed to maintaining a relationship with the community, they will try their best to maintain that relationship and are happy to contribute to the community. In addition, if someone already has a commitment to something based on experience with it, his commitment will

very likely move its use in the future. On the other hand, the adoption of recommendations has a meaning that is a process where individuals desire to be involved in using information (Cheung et al., 2008; Sussman and Siegal, 2003).

Based on the two definitions above, it can be concluded that increasing community commitment will increase the desire to adopt recommendations related to information. Given the relationship between community commitment and adoption of recommendations, our next hypothesis:

H7 Community commitment has a positive relationship with adoption recommendation.

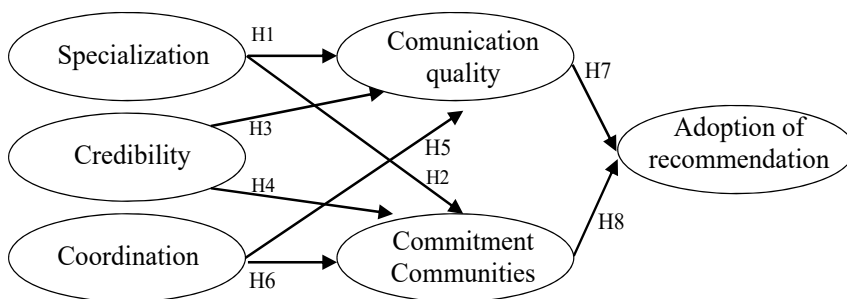
3.4 *Community quality and adoption of recommendations*

There are quite many activities on social media that adopt tourist behaviour, namely, planning trips, exchanging experiences at the travel stage, and making recommendations for tours or tourism products that have been felt (Chung and Buhalis, 2008). Almost all activities on social media adopt the value of communication. Communication is a component that is quite considered from information, both from content, and how to deliver information to the media used to pay attention. The goal is that the party receiving the information can respond positively to the information.

Communication can be said to be an important factor in encouraging the intention to disseminate information related to traveling. It is because smooth communication is considered a success factor for knowledge exchange (Szulanski, 1996). Communication is considered important in facilitating information sharing. On social media, communication helps build relationships between parties with one another, and mediation helps generate or share formal or informal knowledge bases (Kim and Benbasat, 2012). Therefore, the author has the following hypothesis:

H8 Communication quality has a positive relationship with the adoption of recommendations.

Figure 1 Research model



4 Research methodology

4.1 Data collection

We used a questionnaire to collect data. The respondents sought are Indonesians who actively use social media, focusing on the Youtube, Instagram, and Facebook platforms. In addition, respondents have read or searched for information related to tourism on one or more of these social media (Facebook, Youtube, Instagram).

The total respondents in this study were 170 people, consisting of 59.4% female respondents, 37.2% female respondents, and 3.3% of respondents who chose not to state their gender. The majority of respondents are in the age range of 20–25 years (50%), followed by respondents aged > 30 years (25.6%), < 20 years (21.1%), and 26–30 years (3.3%). In addition, the research team added questions related to the respondents' habits in seeking tourism information. Respondents were asked to choose at least one social media where they often looked for travel information. A total of 77.8% of respondents' answers stated that Instagram is the most frequently used social media to find travel information, followed by Youtube (51.1%), then Facebook (23.9%).

4.2 Measurement and data analysis

This study uses a partial least squares structural equation model (PLS-SEM) approach to test the hypotheses presented in Figure 1. From the hypothesis that we developed, it can be seen that all hypotheses are directional hypotheses. Thus, we used one-tail testing to test all hypotheses in this study. PLS-SEM is designed to evaluate how well the proposed model (Dutta and Mandal, 2018). In addition, PLS-SEM can easily handle smaller sample sizes. The collected data were analysed using the smartPLS software version 3, which is considered suitable for exploration and prediction and for analysing complex relationships (Ringle et al., 2012). In SEM, two steps must be taken in analysing and interpreting the model: first, the validity and reliability of the measurement model; second, the assessment of the structural model.

5 Result

5.1 Measurement model testing

This test refers to the calculation results of composite reliability, Cronbach's alpha, average variance extracted (AVE), and loading factors. Composite reliability (CR) aims to test convergent validity and reliability in the reflective model. The CR value must be greater than 0.70 to qualify for confirmatory research (Henseler et al., 2012). Cronbach's alpha (CA) aims to test the reliability between indicators and latent variables. The CA value must be greater than 0.70 for a good scale, but 0.5 and 0.6 can still show the minimum threshold for CA. AVE can be used to test the validity of both convergent and divergent. For a sufficient condition of the research model, the AVE value must be greater than 0.50 (Chin, 1998) and greater than the cross-loading. The value of cross-loadings between constructs and indicators that build it must be greater than other construct indicators to test discriminant validity.

Table 1 Validity and reliability test result

<i>Variables and items</i>	α	CR	AVE	Factor loading
<i>Specialisation (SP)</i>				
SP1 Users who write information about travel on social media have extensive knowledge	0.654	0.851	0.741	0.895
SP2 Information about travel on social media written by experts				0.825
<i>Credibility (CR)</i>				
CR1 Tourist information on social media follows what was promised (For example, you find tourist information on an account on social media, when you visit the place, the price and suitability of the image are the same as what was informed)	0.582	0.601	0.777	0.783
CR2 Tourist information on social media cares about its users (for example, the tourist information provided is not one-sided)				0.647
CR3 Travel information on social media can be trusted				0.767
<i>Coordination (CO)</i>				
CO1 I engage in discussions with other users on social media	0.735	0.840	0.617	0.957
CO2 Other social media users and I have similar behaviour				0.604
CO3 When we use social media to search for or share travel information, other social media users and I share the same goal				0.557
<i>Commitment Communities (CC)</i>				
CC1 I am happy to be a part of discussion groups on social media	0.705	0.710	0.835	0.801
CC2 I feel that the information provider on social media has a responsibility regarding the information provided				0.791
CC3 I feel that informants on social media have a sense of ownership to share information with other users				0.784
<i>Communication quality (CQ)</i>				
CQ1 Information providers on social media answer each other's questions promptly	0.710	0.817	0.822	0.840
CQ2 Information providers on social media answer questions correctly and usefully				0.791
CQ3 Information givers on social media answer questions in a good way				0.784
<i>Adoption of recommendation (AR)</i>				
AR1 Travel information on social media makes it easier for me to make travel-related decisions	0.811	0.865	0.565	0.836
AR2 Travel information on social media increases my effectiveness in making travel-related decisions				0.843
AR3 Travel information on social media motivates me to decide to travel or not to travel				0.678
AR4 The last time I read travel information on social media, I adopted the recommendation				0.739
AR5 Information from social media contributes to my knowledge of the tours discussed				0.640

Table 2 shows the discriminant validity between the constructs used. Because the diagonal value is larger than other related values, this construct shows acceptable discriminant validity.

Table 2 Discriminant validity

	<i>AR</i>	<i>CC</i>	<i>CO</i>	<i>CR</i>	<i>CQ</i>	<i>SP</i>
AR	0.752					
CC	0.556	0.792				
CO	0.303	0.557	0.775			
CR	0.467	0.470	0.310	0.735		
CQ	0.471	0.630	0.511	0.486	0.731	
SP	0.492	0.350	0.237	0.561	0.354	0.861

5.2 Structural model and hypotheses testing

After testing the validity and reliability of the model, the research continued by testing the proposed hypothesis. By bootstrapping using 5000 subsamples with the SmartPLS application, the b-value and p-value are obtained for each hypothetical path. Testing this hypothesis is done by measuring the significance level of the relationship between variables in the structural model. This study uses three levels of significance (Dutta and Mandal, 2018), namely 10% ($p < 0.1$), 5% ($p < 0.05$), and 1% ($p < 0.01$). The findings from the analysis are captured in Table 3.

The results reveal that specialisation has an insignificant relationship with both communication quality and commitment communities with values: $b = 0.08$, $p = 0.161$ and $b = 0.085$, $p = 0.146$, respectively. Furthermore, credibility has a significant relationship with both communication quality and commitment communities with a value of $b = 0.318$, $p = 0.000$ and $b = 0.283$ and $p = 0.002$, respectively. In addition, coordination has a significant relationship with both communication quality and commitment communities with values of $b = 0.449$, $p = 0.000$ and $b = 0.393$ and $p = 0.000$, respectively. Meanwhile, both communication quality and commitment communities have a significant relationship with adopt recommendations with a value of $b = 0.200$, $p = 0.007$ and $b = 0.430$, $p = 0.000$, respectively.

Table 3 Analysis result

<i>Hypothesis</i>	<i>Path coefficient</i>	<i>Standard error</i>	<i>T statistic</i>	<i>P value</i>
H1	0.082	0.083	0.991	0.161
H2	0.085	0.081	1.054	0.146
H3	0.318	0.092	3.455	0.000
H4	0.283	0.098	2.881	0.002
H5	0.393	0.076	5.153	0.000
H6	0.283	0.059	7.554	0.000
H7	0.200	0.082	2.446	0.007
H8	0.085	0.076	5.667	0.000

It can be seen in Table 3 that all hypotheses are accepted except H1 and H2. It can be interpreted as a failure to accept the hypothesis that:

- 1 TMS specialisation has a positive effect on community commitment and
- 2 TMS specialisation has a positive effect on communication quality.

6 Discussion

TMS has previously been known to influence information-sharing behaviour on social media or other online platforms (Akgün et al., 2005; Chung et al., 2015). However, this study reveals that not all TMS components affect the intention to adopt recommendations disseminated through social media, especially tourism recommendations. Specialisation of TMS was found to have no positive effect on the quality of communication and community commitment, leading to the intention to adopt tourism recommendations through social media. It can be interpreted as extensive as:

- 1 respondents do not think users who write travel information on social media must know
- 2 respondents do not think that experts should write tourist information on social media.

Specifically, the study results show that the components of TMS affecting communication quality are credibility and coordination. This finding implies that tourism content creators on social media need to ensure that the information shared is of the same credibility, purpose, and behaviour as other content creators. In the same context, namely in Indonesia, (Rafizal Adnan et al., 2020) also found a positive influence of the credibility of TMS on the quality of communication which has an impact on the reception of health information.

From the proposed model, two variables directly related to the intention to adopt tourism recommendations through social media are the quality of communication and community commitment. Based on the path coefficient value, community commitment more significantly affects the acceptance of recommendations than the quality of information. It is a new finding because, best of our knowledge, few studies still use the community commitment variable compared to the quality of communication in the TMS perspective. These results imply that the value of togetherness and trust in the community are important factors influencing the adoption of tourist attraction recommendations on social media.

7 Implication

We have demonstrated how TMS relates to communication quality and community commitment to intentions to adopt tourist recommendations through social media. This study provides insight into TMS's credibility and coordination aspects that influence the quality of communication and community commitment to impact the intention to adopt tourism recommendations.

Practically, this study provides recommendations to tourism producers to maintain credibility when providing tourism recommendations on social media. It also impacts the loyalty of social media users in adopting the recommendations given.

8 Conclusions

This study reveals that credibility and coordination are TMS factors that have a positive influence and a significant relationship to the adoption of tourism recommendations in Indonesia through communication quality and commitment communities. Surprisingly, no significant relationship was found on the specialisation factor in TMS on community commitment and communication quality.

This study contributes to determining the TMS theory factors that influence social media users in adopting travel recommendations. This study also provides recommendations to interested parties in the tourism business, such as tourism business owners and other parties interested in disseminating tourism-related information to more often have discussions and interact with users who are followers on social media. So that by having more frequent discussions and interactions, it can create a sense of ownership in users on social media. A high sense of ownership will manifest the desire to contribute because users feel their presence is recognised. Thus, increasing coordination can also increase community commitment and the quality of the information provided due to a high sense of ownership. As for credibility, this research provides recommendations to interested parties in the tourism business, such as business owners and other parties interested in disseminating tourism-related information to provide accurate and reliable information. Such as by providing information related to prices, locations, facilities, and pictures of tourist destinations without manipulation. Accurate and credible information, it can increase community commitment and also the quality of information.

This study has limitations. We see other variables that can affect the level of adoption of travel recommendations, such as trust in postings. One of the problems in this context is that many social media users feel cheated by the pictures of environmental tourism destinations presented on social media. So, for further studies, we can pay attention to the trust variable.

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