Digital Marketing Adoption by Tourism Village in Banten Province

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Abstract. Tourism village was established to empower the community to participate as direct actors in addressing the potential of tourism or tourist attractions in the community area. The importance of digitization in improving the productivity and competitiveness of this tourism village must follow by increasing the competitiveness of tourism villages, among others, realized by the adoption of technology of information and communication, in particular, the adoption of information technology The goal of this study is to learn about the adoption of digital marketing methods in Banten Province tourism villages that have gone online, as well as the consequences of tourism village performance. Sample as many as 100 Tourism Awareness Groups (Pokdarwis) members using purposive random sampling. The results of this research perceived ease of use positively and significantly influence on the Adoption of Digital Marketing. Perception of usefulness has a positive and significant effect on the adoption of Digital Marketing. Technological comptability has a positive and significant influence on the adoption of Digital marketing. The adoption of Digital Marketing has a positive and significant effect on Tourism village Performance. Various benefits of digital marketing adoption in improving the performance of tourism villages in terms of efficiency and, effectiveness, coordination. Quality of decisions and increased knowledge.

Keywords: Digital Marketing Adoption, Tourism Village Performance, Technological Acceptance Model.

1. Introduction

Community-based tourism is increasingly being viewed as a more sustainable alternative since it emphasizes local communities' active participation in and control over tourism development. Community Based Tourism (CBT) is a concept for building a tourism destination by empowering local people. The community participates in the planning, management, and communication of ideas [1]. Community-Based Tourism (CBT) is tourism that considers environmental, social, and cultural sustainability . CBT is defined as "a tourism development generated by local communities in economic, social, and cultural awakening." [2], This form of management works best in rural, tiny towns, or small areas. [3].

The implementation of this Community Based Tourism is a Tourism Village. A tourist village with a specific location that has the potential for unique tourist attractions that are unique to its community and can build a mix of varied attractions and supporting services to attract tourists. Tourism villages is essential to empower the community to play a direct role to increase readiness and concern in responding to the potential of tourism attraction locations in the community area and have an awareness of opportunities and eagerness to capture the

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benefits that can develop from tourism activities to boost the community's economic well-being in the tourism village.

According to the Village Potential l Statistics (2018) of the Ministry of Villages, there are 7275 Tourism Villages throughout Indonesia, of which 144 are located in Banten Province. To increase the performance of Tourism Villages, particularly in Banten Province, the role of digital marketing is required.

Must follow this role by increasing the competitiveness of tourism villages, which is realized, among other things, by the adoption of information and communication technology, particularly the adoption of information technology, primarily social media, which can be used for a variety of purposes, including stakeholder coordination. However, the challenge with boosting the competitiveness of the tourism village business in general is the lag in employing ICT. Tourism Competitiveness Report shows that the ICT readiness of the Indonesian tourism industry is still very low. In particular, tourist villages in the Banten Province area are also not ready to take advantage of ICT.

TAM (Technology Acceptance Model) is a technology adoption model that may explain and forecast user acceptance of technology. The TAM model was proposed by Fred R. Davis [4] in describing information technology acceptance using unique dimensions that can affect technology acceptance by consumers who initially just used two key input factors, namely usefulness and ease of use [5][6]. By influencing business actors' perceptions of technology acceptance. The purpose of this study is to determine the adoption of digital marketing strategies in Tourism Villages in Banten Province and the implications for the performance of Tourism Villages.

2. Literature review and Hyphotesis Development

Technological Acceptance Model (TAM) The Technology Acceptance Model (TAM) is a computer science paradigm that describes how individuals embrace and implement technology.This model demonstrates that when people are confronted with new technology, numerous factors determine when they will use it. For instance : Perceived usefulness (PU), defined as the degree to which a person believes that employing a specific system will improve his work performance. Perceived ease-of-use (PEOU) is the degree to which one believes that using a specific system will be simple [4]. TAM has continued to be studied and expanded by several researchers and has undergone development, including [5][8][9] proposes to include the effects of trust and perceived risk on the use of digital marketing. The purpose of this research is to determine the adoption of digital marketing methods in tourism villages in Banten Province, as well as the consequences for tourism village performance..

2.2 Digital Marketing

marketing, according to the American Marketing Association (AMA), is an action, institution, and process that uses digital technology to generate, communicate, and express values to consumers and other interested parties [10]. Digital marketing is a situation in which marketers must learn three things about their customers [11], Referring to internet-based electronic marketing, the mind, heart, and spirit [12]. *Digital marketing* is a marketing process based on digital technology to convey value to customers.

The benefits of digital marketing, according to Hermawan [13] are: (1) Relatively cheap costs, (2) Digital marketing can reach potential consumers very widely at a cost that is much more affordable than conventional advertising. (3) Large information content (4) Information presented through digital media is much larger than conventional media such as television, print, and radio advertisements. Hypothesis based on the theories that have been described and the frame of thought that has been described before, further hypotheses can be compiled. Hypotheses have answers of a temporary nature to the formulation of the problem, their correctness needs to be proved by the collected empirical data. The relationship hypothesis between the variables of Perception of Ease of Use, Perception of Usefulness, Technological Comptability, Digital Marketing Adoption Technology, and Performance of Tourism Villages is explained as follows.

2.3 The Effect of Perceived Easy of Use On Digital Marketing Adoption.

There is a lot of research, the influence of perceived ease of use on Digital Marketing Adoption. While, [7] considers that the positive relationship between Perceived ease of use and Technology adoption exists in the context of internet technology, many studies have emphasized in different contexts and applications of technology that it positively influences the adoption of technology [14][16][14]. Based on the preceding, it can be proposed as follows:

H1: Perceived Ease of Use has a positive and significant influence on Digital Marketing Adoption

2.4 The Effect of Perceived Usefullness on Digital Marketing Adoption.

Perceived Usefulness as a fundamental factor in the adoption of [18][19][20][21][4] defines it as the degree to which one believes is a benefit from the use of technology [22] [23] stated that there is a positive influence between perceived usefulness and actual use or adoption of technology. Based on the description above, can propose the following hyphothesis:

H2: Perceived Usefulness has a positive and significant influence on Digital Marketing Adoption

2.5 The Effect of Technological Comtabilitity on Digital Marketing Adoption.

According to [24] and [25] The level at which innovation is judged to match to current values, prior experiences, and the demands of future adopters is referred to as technological compatibility. [26]) shows that Technological Compatibility has a significantly positive relationship with the adoption of E-commerce. [7] states that compatibility can positively affect technology adoption. A hypothesis based on the preceding description can be submitted as follows:

H3 : Technological Compatibility has a positive and significant influence on Digital Marketing Adoption

2.6 The Effect of Digital Marketing Adoption on Tourism village Performance.

Technology Adoption refers to a process of making an online business gain market share and gains a competitive advantage in utilizing telecommunications.[7] According to [27] [4]) is a positive influence between the adoption of digital marketing and organizational performance. Based on the description above, a hypothesis can be submitted as follows

H4 : Digital Marketing Adoption has a positive and significant influence on the Tourism village Performance

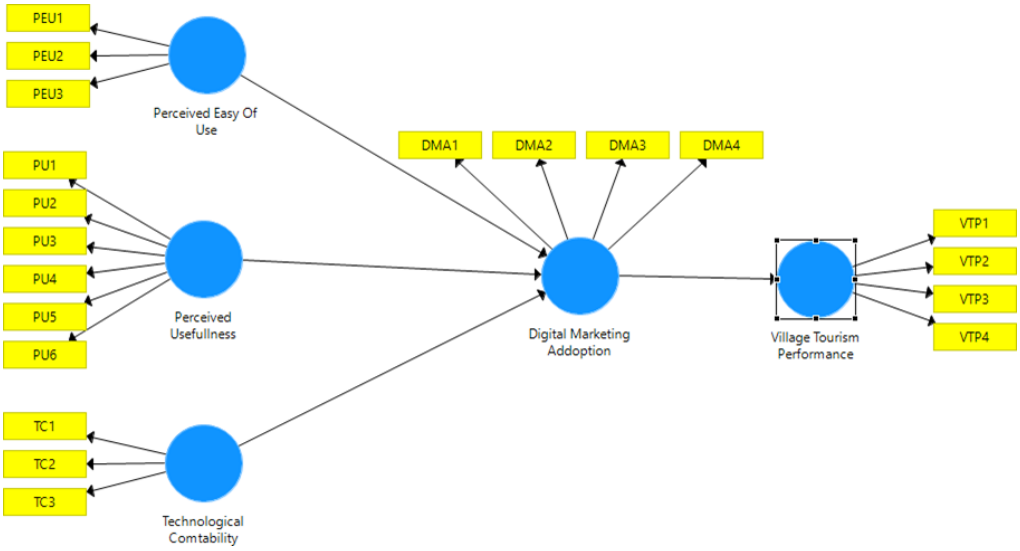


Fig. 1. Theoritical Framework

3. Method

3.1 Sample and Procedure

The research sample used random sampling, with a total of 100 respondents (indicator x 5) the respondents were Tourism Groups Awareness , Village Managers or Tourism villages, BUMDes (Village-owned Enterprises) and Tourism Village Assistants in Banten Province. Variables used to evaluate these ideas were drawn from earlier research. This survey employs a scale of 1 to 10, with 1 representing strongly disagree and 10 representing Very Agree. The reason for using this scale is that we can see the distribution or variance of responders with a wide range. Before posing a list of questions or a questionnaire to respondents, We ran a pilot research with 30 respondents to test the list of questions' reliability and validity.. The goal of this test is to provide a collection of reliable and valid questions that may be used for concluded hypotheses.

In this scenario, we discover that four questions have the same values for each case/observation. These indicators include two questions from perceived usefulness, one question from digital marketing adoption, and one question from Village Tourism Performance. To address this issue, the six questions were removed from the model as the SmartPLS3 software tool kit's guide . We re-specified and ran the new measurement model after removing the six items. As a result of the five variables evaluated in this study, we obtained 20 indicatora, which is perceived ease of use, perceived usefulness, technological comtability, digital marketing adoption and village tourism perforrmance. The summarizes the demographic features of the 100 answers. Almost two-thirds of the sample are males. More than 70% are between the ages of 21 and 30 and between the ages of 31 and 40 . Most of them are in senior high school, and being the member of tourism village for arround 1 -5 years

4. Results And Discusssion

4.1 Discriminant Validity

The validity of the discriminant is a cross-loading factor value that can be used to determine whether or not the construct has an adequate discriminant. The intended loading value must be bigger than the loading value for other constructs.

Table 1. Discriminant Validity

	Digital Mark	Technologica	Village Tourism	Performa	Perceived Ea
DMA1	0.694	0.545	0.457	0.257	0.263
DMA2	0.613	0.070	0.392	0.151	0.342
DMA3	0.818	0.351	0.514	0.331	0.481
DMA4	0.791	0.549	0.660	0.274	0.389
VTP1	0.419	0.460	0.695	0.206	0.195
VTP2	0.656	0.229	0.719	0.498	0.277
VTP3	0.422	0.088	0.686	0.415	0.336
VTP4	0.396	0.498	0.704	0.322	0.274
TC1	0.470	0.825	0.482	0.490	0.453
TC2	0.345	0.756	0.258	0.223	0.241
TC3	0.515	0.833	0.94	0.424	0.511
PU1	0.360	0.430	0.599	0.793	0.395
PU2	0.198	0.26	0.404	0.500	0.052
PU3	0.154	0.409	0.113	0.730	0.330
PU4	0.275	0.393	0.395	0.823	0.340
PU5	0.234	0.416	0.310	0.837	0.374
PEU2	0.268	0.330	0.281	0.228	0.745
PEU3	0.470	0.432	0.263	0.408	0.845
PEU4	0.519	0.488	0.396	0.359	0.872

An indication is judged valid if the desired latent variable construct has the highest loading factor when compared to the loading factors of other constructs. The table of test results shows that:

a. The Perceived Easy Of Use (PEU1-PEU3) indicator has a higher loading factor in its latent variables than the loading factor of other constructs.
b. The Perceived Usefulness (PU1-PU4) indicator has a higher loading factor in its latent variables than the loading factor of other constructs.
c. The Technological Comptability indicator (TC1-TC3) has a higher loading factor in its latent variables than the loading factor of other constructs.
d. The Digital Marketing Adoption indicator (DMA1-DMA3) has a higher loading factor in its latent variables than the loading factor of other constructs.
e. The Village Tourism Performance indicator (VTP1, VTP2, and VTP4) has a higher loading factor in its latent variables than the loading factor of other constructs. The loading value of each item against its construct is greater than the cross loading value, according to the table above. The findings of the cross loading investigation reveal that there is no discriminant validity issue.

4.2 Reliability Test

A reliability test is performed to determine the consistency of a measuring device by demonstrating its accuracy, consistency, and accuracy. Cronbach's alpha > 0.60 and Composite reliability > 0.70 were used in the reliability test.[27]

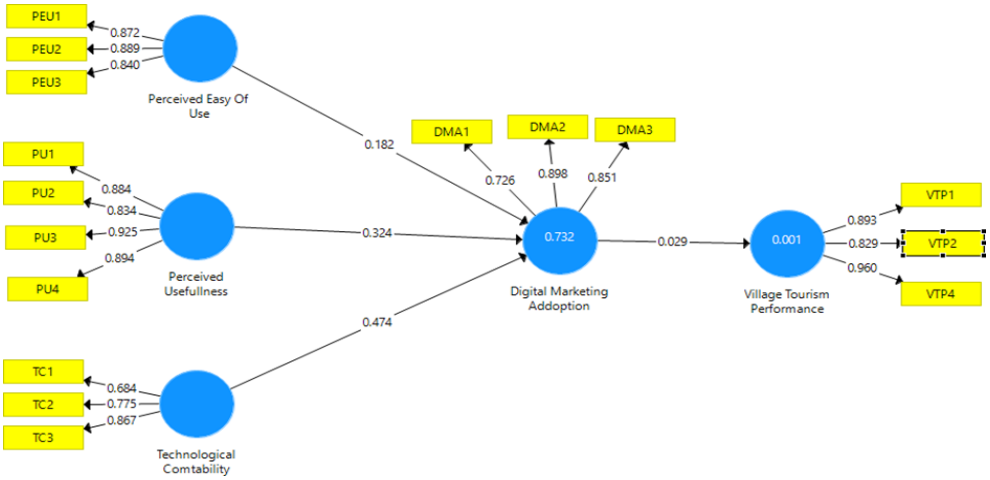
Table 2. Reliability Test

Variabel	*Cronbach's Alpha*	*Composite Reliability*
Perceived Easy Of use	0,769	0,862
Perceived Usefullness	0,798	0,86
Technological Compatibility	0,733	0,847
Digital Marketing Adoption	0,716	0,822
Village Tourism performance	0,67	0,795

Based on the calculation of the table above, it shows that the value of Cronbach's Alpha of each construct in this study is > 0.60. Likewise, the Composite Reliability value of each construct in this study is > 0.70 s a result, the measuring device utilized in this investigation can be said to be reliable.

4.3 Structural Model (Inner Model)

Structural models in PLS were evaluated using R^2 (R Square) for dependent variables and coefficient values on paths for independent variables, which were then assessed for significance based on t-statistical values on each path [27]. The R square result described in the dependent variable should be greater than 0.10 or greater than 10% (the higher the value, the better), indicating that the dependent construct is satisfactory.



In order to evaluate the structural model, can be done by looking at the dependent construct, as well as indicated by t-values and path-coefficients for the interconstruct significance test in the structural model. Values are used to quantify the degree of variation in changes from independent variables to dependent variables, and they have a significant impact [27]

Table 3. R Square

Variabel	R *Square*	R *Square Adjusted*
Digital Marketing Adoption	0,398	0,379
Village Tourism performance	0,5	0,495

Based on the table above, can conlude that the structural model shows the Digital Marketing Adoption variable shows an R2 value of 0.398 which means that 39.8% of the digital marketing adoption variance is explained by the variables of perception of ease of use, perception of usefulness and suitability of the technology. By 60.2% is explained by other variables. Meanwhile, the tourism village performance variable has an R^2 value of 0.500 which means that 50% of the performance variance of the tourist village is explained by the digital marketing adoption construct variable and other variables explain 50%.

4.4 Hypothesis Testing Results

To test the hypothesis is done by looking at t-statistics and path coefficient. The t-statistical value indicates the significance of the construct, while the path-coefficient indicates the nature of the relationship between constructs. When utilizing t-statistical values for hypothesis testing, the t-statistical value for alpha 5% is 1.98. So the conditions for hypothesis acceptance/rejection are Ha is accepted and H0 is rejected when t statistical > 1.98. To accept/reject a hypothesis using probability, if the p-value is 0.05, Ha is accepted and H0 is rejected.

Table 4. Direct effect

	Original Sample	*Sample Mean*	*Standard Deviation*	*T Statistic*	*P Value*
Perceived easy of use - > Digital marketing adoption	0,328	0,329	0,097	3,393	0,001
Perceived usefullness- > Digital marketing adoption	0,031	0,051	0,089	0,345	0,73
Technological Compatibility - > Digital marketing adoptionl	0,376	0,389	0,105	3,573	0
Digital marketing adoptionl- >Village Tourism performance	0,707	0,713	0,046	15,35	0

Based on the table of direct effects above, the test results for each hypothesis are as follows:

a. The results showed that the perception of ease of use positively significantly affects the adoption of digital marketing. This is evidenced by the value of the parameter coefficient worth 0.328. Data processing results, obtaines the t-statistical value greater than the t-table value (3.393 > 1.98) with a p-value of 0.001 < 0.05. Thus the first hypothesis in the study is accepted.
b. The findings revealed that the perception of usefulness has a positive but insignificant effect on digital marketing adoption. This is evidenced by the value of the parameter coefficient worth 0.031. Data processing results, the t-statistical value was obtained smaller than the t-table value (0.345 < 1.98) and the p-value of 0.730 > 0.05. Thus the second hypothesis in the study was rejected.
c. The findings revealed that technology compatibility has a favorable and significant impact on digital marketing adoption.. This is evidenced by the value of the parameter coefficient worth 0.376. From the results of data processing, the t-statistical value was obtained greater than the t-table value (3.573 > 1.98) and the p-value 0.000 < 0.05. Thus the third hypothesis in the study is accepted.
d. The findings indicated that the use of digital marketing has a good and significant impact on the performance of tourism communities. This is evidenced by the value of the parameter coefficient worth 0.707. Data processing results, the t-statistical value was obtained greater than the t-table value (15.350 > 1.98) and the p-value of 0.000 < 0.05. Thus the fourth hypothesis in the study is accepted.

5. Conclusion

The results showed that the perception of ease of use positively and significantly affects the adoption of digital marketing. The perception of usefulness has a positive but insignificant effect on digital marketing adoption. The suitability of technology has a positive and significant effect on the adoption of digital marketing. The results showed that the adoption of digital marketing has a positive and significant effect on the performance of tourism villages.

In the application or adoption of digital marketing, in this case, the use of social media, be it Facebook, must adjust youtube and website optimization, culture and values of the organization. The existence of motivation, frequency or frequent use of social media, or websites can affect the adoption of Digital Marketing Tourism Villages. The various benefits of digital marketing adoption are in improving the performance of tourism villages both efficient visits, quality of communication and improvement of knowledge and skills.

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