

## **SHARING TOUR TRAVEL EXPERIENCES ON SOCIAL MEDIA AT TOURIST DESTINATIONS**

Muharrir<sup>1</sup>, Ikramuddin<sup>2\*</sup>, Nurainun<sup>3</sup>, Heriyana<sup>4</sup>, Em. Yusuf Iis<sup>5</sup>

<sup>1,2,3,4,5</sup>Management, Economic & Business Faculty, Universitas Malikussaleh, Indonesia

\* Corresponding Author. Email: [ikramuddin@unimal.ac.id](mailto:ikramuddin@unimal.ac.id)

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### **ABSTRACT**

This research aims to determine how travel experiences are shared via social media in Aceh, with a focus on the influence of perceived enjoyment, altruistic motivation, personal satisfaction, and self-actualization. 108 social media users were identified as the study population through the use of purposive sampling techniques. Multiple linear regression analysis was used in this research data analysis using SPSS software. Research findings show that decisions regarding different tourist travel experiences in Aceh are significantly influenced by altruistic motivation, perceived enjoyment, personal satisfaction, and self-actualization. It is hoped that the findings of this research will provide policymakers with information that they can use to improve Aceh's tourism sector.

Keywords: personal fulfillment and self-actualization, altruistic motivation, perceived enjoyment, sharing tour travel experiences on social media, tourist destinations

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### **INTRODUCTION**

Aside from the oil and gas industry, which has tremendous potential and is crucial to the growth of the nation's economy, tourism is one of the nation's main sources of foreign exchange. Effective growth of the tourism sector can draw both domestic and foreign visitors who are willing to spend money on travel-related activities. The variety of tourism attractions, including those that are man-made like theme parks and those that are natural, cultural, and artistic, can really help the economy of the nation and employ a large amount of labor to make the best use of both natural and human resources. This presents a chance for the growth of tourism in Indonesia. Additionally, the government has mandated that tourists.

The growth of the tourism sector in Aceh Province was able to contribute 4.33 percent to Aceh's gross regional domestic product (GRDP) or IDR 5.6 trillion. The annual increase in this value is ongoing. Despite this, Aceh province's tourist industry continues to rank eighth in terms of government contributions to GRDP (Disbudpar Aceh 2022). In addition, the tourist industry has a high worker attraction rate, ranking it among the eleven industries with the highest worker density. Tourism planning is very important to do, considering that the tourism sector is now being made a leading sector because it can influence various other sectors, such as the hotel business, transportation, accommodation, restaurants, entertainment and is even predicted to have an impact on increasing the performance of MSMEs in Aceh Province. Increased tourism activities can also influence marketing performance for MSME products as a platform for regional economic growth (Ikramuddin, Matriadi, Yusuf Iis, and Mariyudi, 2021). This aligns with the notion of sustainable development principle, which prioritizes effective management to establish equilibrium between human need to boost competitiveness and preserve natural resources and ecosystems that are essential to us and future generations (Klarin, 2018).

Even though Aceh's economic potential from the tourism sector is very high, the tourism sector has not been well developed by the regional government, so it has not provided significant

added value for increasing employment opportunities. These conditions resulted in slow economic activity in Aceh Province. Increasing economic growth and prosperity of the people of Aceh really requires large investments, but the government's investment capacity is limited. Now the challenge faced by the Aceh Regional Government is to attract tourists to visit various tourist destinations in Aceh, especially foreign tourists. One of the reasons for the lack of tourist visits to Aceh Province is the weak promotion of tourism products domestically and globally, but also due to the enormous pressure of the Covid-19 pandemic which has forced the central and regional governments to limit travel and visits from domestic and foreign tourists.

Numerous elements have been shown to contribute to travelers' propensity to post about their experiences on social media (X. Wang, Huang, Li, and Peng, 2016). Other research has also found various types and forms of specific behavior that are closely related to tourists sharing experiences on social media with various demographic variables (Arica et al., 2022b; Bilgihan, Peng, and Kandampully, 2014; Munar and Jacobsen, 2014). Furthermore, a number of studies indicate that social media content sharing is crucial for enhancing the marketing effectiveness of travel-related items (Dedeoğlu, Taheri, Okumus, and Gannon, 2020). Travelers' propensity to share content on social media platforms like Facebook, Instagram, YouTube, Twitter, Linked, TikTok, Line, WhatsApp, and others is influenced by their sharing of travel experiences. Social media content sharing is a type of tourism product advertising that has a big impact on how travelers see traveling to different places. (Nugraha and Dami, 2021; Walandouw and Worang, 2022). Tourists usually use social media platforms to share experiences during or after their travels. For this reason, all Aceh tourist products and destinations must be integrated with digital marketing platforms. Digital marketing is the use of technology to support product marketing activities whose ultimate goal is to increase tourist knowledge by adapting the products offered to meet tourists' needs (Adam, Ibrahim, Ikramuddin, and Syahputra, 2020). Many studies have been carried out previously by experts regarding the resulting impact on tourism management (B. Oliveira and Casais, 2019). Social media plays a critical role in driving the expansion and variety of connected applications on the supply and demand sides (Nusair, 2020).

This study focuses on a widespread tendency among Millennial consumers: the desire to share pleasant travel experiences on social networking sites, such as those of others, with oneself (Liu, Wu, and Li, 2019). Numerous factors have been found in relation to travelers' propensity to post about their trip experiences on social media. According to Arica et al., (2022), A number of variables, such as 1) Sharing Actual Travel Experience Sharing and 2) Facilitators, such as Altruistic Motivations and Personal Fulfillment and Self-Actualization, are what encourage travelers to post and share content on social media. 3) The significance of content sharing, which is divided into two categories: significance of participant sharing and significance of non-participant sharing. 4) Inhibitory factors (Inhibitors dimension), which comprise relational, environmental, and security and privacy-related causes.

Additionally, according to Hakim et al. (2019), the following characteristics have an impact on the desire to share travel experiences: 1) the want to travel for leisure, play, escape, reaffirming family ties, prestige, and social engagement). (social contact), romance, learning chances, achieving one's own goals, and granting wishes. 2) Intrinsic motivation (Self-Centred Motivation), 3) Extrinsic motivation (Community-Related Motivation). On the other hand, Nurdianisa et al. (2018) claimed that self-centered motivation (also known as intrinsic motivation) and community-related motivation (also known as community-related motivation) are the driving forces behind travelers' social media experience sharing. Social media and internet-based information technologies have developed into a source of knowledge about tourism and how people organize and conduct travel (Nurdianisa et al., 2018), including tourists visiting Aceh Province. Despite the increasing importance of the study of social media in tourism, very little is known about the factors that influence the intention to share tourism experiences on social media. Tourists do not want to share their experiences as much as tourism businesses hope. Therefore, this research aims to identify relevant theories and the factors that influence them.

## **CONCEPTUAL FRAMEWORK AND HYPOTHESES**

### *Self-Actualization and Personal Needs Fulfillment and the Choice to Post Travel Experiences on Social Media*

Fulfilling the need for self-actualization is the highest level of need from Maslow's theory. When a person has fulfilled the 4 needs below, he will also need self-actualization where he is recognized as someone who has an important contribution to a company or organization (Rumbiati, 2016). Numerous studies have revealed that self-actualization and personal fulfillment have a big impact on travelers' decisions to post about their experiences on social media (Arica et al., 2022b). The same thing was also conveyed by Nurdianisa et al., (2018) In previous research, the decision to share content on social media can be influenced by various internal factors of the individual (tourist) such as personal fulfillment and self-actualization factors. Furthermore Widiana & Novani, (2022) Personal Fulfillment and Self-actualization influence tourists' decisions to share content about their travel experiences. Based on this theoretical description, the hypothesis developed is:

H1: Altruistic Motivation has a significant effect on Travel Experience Sharing on Social Media in Aceh Province.

### *The Decision to Post Travel Experiences on Social Media and Altruistic Motivation*

A person or group of individuals who voluntarily assist others without expecting anything in return—aside from maybe the satisfaction of doing good—are acting with altruistic motivation (Bobby Asra and Yasir, 2019). In the concept of altruism, someone will receive benefits from other people's actions, such as a tourist who has experience on a tourist trip and shares their experience on social media. This information can be useful for other people who need information about tourism products. In research T. Oliveira et al., (2020) found in his research that altruistic motivation can influence a person's decision to share content on social media, especially those related to their experiences while traveling. Furthermore Ma & Chan, (2014) said that altruism has a significant influence on the decision to share tourism experiences on social media. Then with previous researchers, Widiana & Novani, (2022) also stated that there was a strong push from altruistic motivation in tourists' decisions to share their experiences related to tourist travel. Based on this theoretical description, the hypothesis developed is:

H2: Personal Fulfillment and self-actualization have a significant effect on Travel Experience Sharing on Social Media in Aceh Province.

### *The Decision to Post Travel Experiences on Social Media and Perceived Enjoyment Factors*

The degree to which human actions involving a specific technology are deemed delightful in and of themselves, independent of any expected performance effects and outside of the technology's instrumental utility, is known as perceived enjoyment (Davis, Bagozzi, and Warshaw, 1992; Kang and Schuett, 2013). Research has shown that perceived enjoyment is a powerful predictor of some information and communication technology (ICT) behaviors, such as the adoption and use of technology in the modern world (Kang and Schuett, 2013).

Intrinsic motivation that highlights the system's use procedure and captures the delight and satisfaction that come with it is known as perceived enjoyment. Enjoyment (Pleasure) felt according to Ratnasari, (2022), is the process of using social media tools related to intrinsic motivation that reflects a feeling of pleasure and enjoyment when using a system that can be perceived with pleasure. In a study Widiana & Novani, (2022) states that Perceived Enjoyment or tourists' perceptions of their sense of pleasure have a significant influence on travel experience-sharing policies. Furthermore, Kang & Schuett, (2013) reported a significant influence in the study of the direct and indirect influence of perceived enjoyment on travel experience sharing. Based on this theoretical description, the hypothesis developed is:

H3 : Perceived Enjoyment has a significant effect on Travel Experience Sharing on Social Media in Aceh Province.

Following is a description of the empirical investigation that informed the development of the conceptual framework for this study:

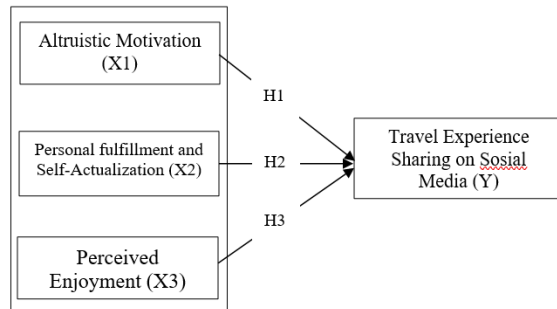


Figure 1. hypothesis model of travel experience sharing on social media

## RESEARCH METHODS

### Data and Population

Data was collected through an online survey to answer hypotheses and research questions through the involvement of tourists as a population visiting tourist destinations in the Aceh region. To determine the sample size in this research, the research model used was also considered (Hair et al., 2018). The number of indicators or parameters in this research is 18 indicators, so the number of samples in this research is 18 indicators multiplied by 6, so the number of samples in this research is 108 samples. A sample is a part of a particular population that is of interest. The sample is a part of a certain population that is of concern (Ghozali, 2018). Data analysis is limited to those who use social media Facebook, Instagram, Tik Tok and WhatsApp.

### Questionnaire Development and Measurement

A questionnaire concerning travel experience sharing on social media, altruistic motivation, self-actualization, personal fulfillment, and perceived enjoyment will be sent to a select group of travelers. Lastly, broad questions on the respondent's attributes will be posed to tourists. Table 1 presents the primary procedures involved in creating the questionnaire. In this study, we operationalized several independent variables, such as Perceived Enjoyment, which we adapted from research publications (Widiana and Novani, 2022), Altruistic Motivation, Personal Fulfillment, and Self-Actualization, which we adapted from articles published by Arica et al., (2022), and Travel Experience Sharing on Social Media, which we adapted from Arica et al., (2022). Every item has a Likert scale with 1 representing "strongly disagree" and

Table 1.

#### Key Measures Variables

Variables	Questionnaire items	Sources
<i>Altruistic Motivation</i>	I wish to assist others!	Adapted from Arica et al., (2022)
	I wish to stop folks from utilizing subpar goods!	
	I'd want to add content to websites that I find helpful!	
<i>Self-actualization and personal fulfillment</i>	It matters to me that people are aware of my travels!	Adapted from Arica et al., (2022)
	I enjoy expressing the impression I wish to leave on others!	
	I want my experiences to be acknowledged more!	

Variables	Questionnaire items	Sources
	<p>I find it crucial to consider other people's opinions about a trip before selecting a destination, whether they are posted on the venue's website or on social media platforms like Facebook and Instagram!</p> <p>I find it crucial to consider other people's reviews of a place on the destination's website as well as on social media platforms like Facebook, Instagram, and so on!</p> <p>I find it crucial to consider other people's reviews of destinations on websites (like Tripadvisor and Booking.com) that offer travel advice and deals on vacation packages!</p>	
<i>Perceived Enjoyment</i>	<p>It's fun to share my vacation adventures on social media!</p> <p>It's fun to share my vacation adventures on social media!</p> <p>Sharing my trip experiences on social media to pique my interest!</p> <p>I find using social media to share my travel experiences to be very inconvenient!</p>	Adapted from (Widiana and Novani, 2022)
<i>Travel Experience Sharing on Sosial Media</i>	<p>I share videos every time I go somewhere!</p> <p>I always share Everybody's personal blog when I travel!</p> <p>I post reviews of the hostels and restaurants I visit on TripAdvisor and other websites whenever I travel!</p> <p>Every trip I take, I post pictures!</p>	Adapted from Arica et al., (2022)

**Respondent Characteristics**

The number of questionnaires distributed was 108 questionnaires, and all questionnaires could be used for this research. To determine variables associated to participants, a variety of respondent characteristics were studied, including gender, age, marital status, greatest level of education attained, and income. Table 2 below explains the results of the analysis of research respondents.

**Table 2.**  
Respondent Characteristics

Characteristics	Amount	Percentage
<b>Gender</b>		
Male	19	17,6%
Female	89	82,4%
<b>Age</b>		
< 20 Years	13	12,0%
20-30 Years	71	65,7%
30-40 Years	24	22,2%
<b>Educational level</b>		
High school/equivalent	68	63,0
Diploma 3	23	21,3%
Bachelor degree	17	15,7
<b>Income</b>		
< Rp. 2 million	6	5,6%

Rp. 2-5 million	50	46,3%
Rp. 5-7 million	33	30,6%
Rp. 7-10 million	19	17,6%
<b>Marital status</b>		
Marry	22	24,4%
Not Married	86	79,6%

Sources: Research Results (2023)

Table 2 explains that the average respondent in this study was 82.4% female. And in general respondents are aged 20 to 30 years. For education level, generally 63.0% have a high school/equivalent education. Then, if we look at income, generally the respondents have an income of 2 to 5 million Rupiah. Meanwhile, regarding marital status, generally 79.6% of respondents were unmarried.

#### *Validity and Reliability Test*

The results of validity test calculations on research instruments can be seen in Table 3 below:

**Table 3**  
Results of Data Validity Tests

Measurement Items	r <sub>count</sub>	r <sub>table</sub>	Description
<b>Altruistic Motivation</b>			
I wish to assist others!	0,751		
I wish to stop folks from utilizing subpar goods!	0,760	0.1891	Valid
I'd want to add content to websites that I find helpful!	0,835		
<b>Personal Fulfillment and self-Actualization</b>			
It matters to me that people are aware of my travels!	0,719		
I enjoy expressing the impression I wish to leave on others!	0,719		
I want my experiences to be acknowledged more!	0,742		
I find it crucial to consider other people's opinions about a trip before selecting a destination, whether they are posted on the venue's website or on social media platforms like Facebook and Instagram!	0,706	0.1891	Valid
I find it crucial to consider other people's reviews of a place on the destination's website as well as on social media platforms like Facebook, Instagram, and so on!	0,755		
I find it crucial to consider other people's reviews of destinations on websites (like Tripadvisor and Booking.com) that offer travel advice and deals on vacation packages!	0,747		
<b>Perceived Enjoyment</b>			
It's fun to share my vacation adventures on social media!	0,646		
It's fun to share my vacation adventures on social media!	0,727		
Sharing my trip experiences on social media to pique my interest!	0,600	0.1891	Valid
I find using social media to share my travel experiences to be very inconvenient!	0,752		
<b>Travel Experience Sharing on Sosial Media</b>			
I share videos every time I go somewhere!	0,720		
I always share Everybody's personal blog when I travel!	0,728		
I post reviews of the hostels and restaurants I visit on TripAdvisor and other websites whenever I travel!	0,796	0.1891	Valid
Every trip I take, I post pictures!	0,760		

Source: Research Results (2023)

Based on Table 3, all statements in the questionnaire are declared valid. This can be explained from the calculated *r* value in Corrected item-total correlations which is greater when compared to the *r* table value of 0.1891 seen in the statistical *r* table. Next is to assess the reliability of the construct. Nunnally in Ghozali (2013) states that a construct is considered trustworthy if, as seen in Table 4, the Cronbach's Alpha value is  $\geq 0.60$ . This indicates that the measurements employed in this study are dependable or based on the respondents' responses to the research questionnaire items.

**Table 4**  
Reliability Test Results

Variable Construct	Cronbach's Alpha	Description
Altruistic Motivation	0,895	Reliable
Personal Fulfillment and self-actualization	0,781	Reliable
Perceived Enjoyment	0,759	Reliable
Travel Experience Sharing on Sosial Media	0,804	Reliable

Source: Research Results (2023)

*Hypothesis Testing and Discussion*

This study employed multiple linear regression analysis to evaluate the three hypotheses that were formulated. Similar to the majority of earlier research using multiple linear regression analysis, it is evident that a variety of factors may have an impact on the dependent variable, potentially leading to inaccurate conclusions. We do, however, want to methodically explain in this study how the factors of Altruistic Motivation, Perceived Enjoyment, Personal Fulfillment and Self-Actualization, and Travel Experience Sharing affect social media usage. To evaluate the impact of the independent variable on the dependent variable in this study, Table 5 presents the results:

**Table 5**  
Influence of Independent Variables on Dependent Variables

Variable Name	$\beta$	<i>t</i> <sub>count</sub>	<i>t</i> <sub>table</sub>	Sign.
Constant	0,550	1,761	1,98	0,081
<i>Altruistic Motivation</i>	0,212	2,557	1,98	0,012
<i>Personal Fulfillment and self-Actualization</i>	0,205	2,775	1,98	0,007
<i>Perceived Enjoyment</i>	0,456	5,382	1,98	0,000
Correlation coefficient ( R )	= 0,694 <sup>a</sup>	a. Predictors : (Constant)		
Coefficient of Determination (Adjusted R <sup>2</sup> )	= 0,467	Altruistic Drive, Self-actualization, Personal Fulfillment, and Perceived Pleasure.		
F <sub>count</sub>	= 32,242	b. Dependent Variable: Travel Experience Sharing on Social Media		
F <sub>table</sub>	= 2,69			
F Sign.	= 0,000 <sup>b</sup>			
T <sub>table</sub>	= 1,98			

Sources: Research Results (2023)

The *t*-test is used in the testing procedure concerning the hypothesis. All factors had *t*-count values larger than the *t*-table value (1.98), according to the data processing results. Consequently, the alternative hypothesis (*H*<sub>a</sub>) is accepted and the null hypothesis (*H*<sub>0</sub>) is rejected. The *t*-value for the Altruistic Motivation variable is 2.557, whereas the *t*-table is 1.98. This calculation's results indicate that *t*-count  $\geq$  *t*-table, with a probability of less than 5% and a significance level of 0.012. In other words, this hypothesis testing accepts *H*<sub>1</sub> and rejects *H*<sub>0</sub>. This indicates that the behavior of sharing travel experiences on social media is positively and significantly influenced by the Altruistic Motivation variable.

The results of this research are in line with research Munar & Jacobsen, (2014), The findings provide light on the motivating elements that affect their trip experience content sharing, such as social capital and advantages connected to their personal and community. Subsequently, a study conducted on 381 responses from travelers (T. Oliveira, Araujo, and Tam, 2020b) found that the primary factor influencing travelers' decisions to share their travel experiences on social media and travel websites is their perceived enjoyment. Additionally, it was discovered that sharing genuine travel experiences with visitors was positively impacted by the motivations of self-actualization, personal fulfillment, and charity (Arica et al., 2022a). A study conducted on 487 travelers in the United Kingdom (UK) found that favorable intentions to post tourism-related sponsored commercials on Facebook social media sites were significantly influenced by altruism motivation, enjoyment, sociability, and information seeking. Koufie and Kesa (2020) found that altruism stood out as one of the motivational elements that were identified.

A person or group of individuals who voluntarily assist others without expecting anything in return—aside from maybe the satisfaction of doing good—are acting with altruism motivation (Bobby Asra and Yasir, 2019). In the concept of altruism, someone will receive benefits from other people's actions, such as a tourist who has experience on a tourist trip shares their experience on social media. This information can be useful for other people who need information about tourism products. Additionally, the self-actualization and personal fulfillment variables have a t-count value of 2,775, whereas the t-table is 1.98. This calculation's results indicate that, at a significance level of 0.007, or a probability less than 5%,  $t\text{-count} \geq t\text{-table}$ ; in other words, this hypothesis testing accepts H1 and rejects H0. This indicates that the behavior of sharing travel experiences on social media is positively and significantly influenced by the factors of self-actualization and personal fulfillment. Through various communication websites, social media fosters the development of relationships between various people. Users' decisions and travel behavior can be influenced by their interactions with one another (Majeed and Ramkissoon, 2022). The findings of this study are consistent with earlier research on the elements of self-actualization and personal fulfillment, which was discovered to have a direct and favorable impact on travelers' sharing authentic trip experiences (Arica et al., 2022a; G. Wang, Qiu, and Ren, 2023).

Fulfilling the need for self-actualization is the highest level of need from Maslow's theory. When a person has fulfilled the 4 needs below, he will also need self-actualization where he is recognized as someone who has an important contribution to a company or organization. (Rumbiati, 2016). The same thing was also conveyed by (Nurdianisa et al., 2018) In previous research, the decision to share content on social media can be influenced by various internal factors of individuals (tourists) such as personal fulfillment and self-actualization factors. Furthermore, Widiana & Novani, (2022) said Personal Fulfillment and Self-actualization influence tourists' decisions to share content about their travel experiences.

The t-count value of the Perceived Enjoyment variable is 5.382, whereas the t-table is 1.98. This calculation's results indicate that at a significance level of 0.000, or a probability less than 5%,  $t\text{-count} \geq t\text{-table}$ ; in other words, H1 is accepted and H0 is rejected in this hypothesis test. This indicates that the behavior of sharing travel experiences on social media is positively and significantly impacted by the perceived enjoyment component. The results of this research are in line with the research (Araújo, 2020; T. Oliveira et al., 2020b) where the primary driver behind travelers sharing their trip experiences on social media and travel websites is their perceived delight. Second, of the lingering causes, security and privacy concerns rank highest. Furthermore, Kang & Schuett, (2013) reported a significant influence in the study of the direct and indirect influence of perceived enjoyment on travel experience sharing. Enjoyment felt according to Ratnasari, (2022), is the process of using social media tools related to intrinsic motivation that reflects a feeling of pleasure and enjoyment when using a system that can be perceived with pleasure. In a study Widiana & Novani, (2022) stated that Perceived Enjoyment or tourists' perceptions of their sense of pleasure have a significant influence on travel experience-sharing policies.

**Commented [L1]:** describe your discussion suite with your hypotheses development



## CONCLUSION

The promotion of tourist spots in Aceh Province is growing as more research is being done on how social media users use their travel experiences. So this concept needs to be developed in further studies. In general, this research examines the influence of positive social expectations on experience-sharing behavior on social media. However, there may be negative consequences from various information, such as other people's negative reactions to the information shared, resulting in feelings of shame and regret. Therefore, it could be worthwhile to investigate how users' worries about unfavorable social effects affect their sharing of information on social media. Lastly, it is anticipated that future studies will be able to investigate additional variables that may impact the sharing of travel experiences on social media.

A sample of local visitors who share their travelogues on social media in Aceh Province is used in this study. Because social media users' sharing of travel experiences might not accurately reflect the orientation of travelers in general, this could have an impact on the representativeness of the sample and the generalizability of research findings. Future research with other tourist groups such as tourists who do not use social media, including foreign tourists, could be carried out to review whether this model applies to other tourist populations who are non-social media users. Another limitation of this research is the uneven distribution of samples based on gender which is more dominant in influencing the research results. Our research also uses a small data size so it is feared that it does not represent the total population. Despite its limitations, this study's findings have broadened our understanding of how travel experiences are impacted by altruistic motivation, self-actualization and fulfillment, and perceived enjoyment. Using Social Media to Share.

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