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Development Stages and Online Marketing Analysis of "Open Trip" E-Tourism Websites in Indonesia

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ABSTRACT

E-Tourism business along with the growing speed of the internet access and supported by the use of a website is more effective way to improve communication and engagement between customers and this business. Online travel agents (OTA) are one of the services that are gaining popularity in Indonesia lately which has changed the buying behavior of tourists, especially 'open trip' tour package. 'Open trip' provides trip that can be adjusted or customized for tourists according to the flexible budget, schedule and destination choices for private, joint, or group travelers to accommodate millennial travelers' preferences. This study used the extended Model of Internet Commerce Adoption (eMICA) in evaluating and analyzing the level of website development in Indonesian OTAs and propose a new e-commerce evaluation model to assess how effective online marketing strategies are. From the keyword 'open trip Indonesia' on Google search, 57 relevant open trip websites have been found. The findings from the eMICA model analysis shown that evaluations on the open trip website are not fully developed. The results showed that websites that reached Stage 3 and had a secure online payment system were only 28%. There are 3 key success factors to reach a fully functional website at Stage 3 of eMICA i.e. functionality, usability, and security. The higher the functionality of a website leads to the better usability and enhances the trusted perception of security among its users.

Key words: E-commerce, e-tourism, eMICA, online marketing, online travel agent, open trip.

1. INTRODUCTION

1.1 E-Tourism Overview

Tourism businesses have gone online along with the rapid development of the internet using websites as one of their ways to enhance communication and engagement with customers. Indonesian official tourism site called Wonderful Indonesia & Pesona Indonesia has won many prestigious international brands of the year award for its success providing information for travelers through online marketing[1]. The site has been successfully implemented and effectively provides information about Indonesian tourism to attract tourists visiting Indonesian top travel destinations [2]. Today, many businesses use web-based software systems instead of developing their own software . This web service development can be customized based on the travel business owner needs whose business is going online [3]. Community demand that is increasing day by day in online shopping led to innovations to create a special tourism portal to facilitate the process of finding information and purchases[4]. The previous study stated that relevant high quality tourism information was the key for tourists to make more efficient decision making to choose a travel destination [5]. Digital marketing aspects such as high quality websites, search engine optimization (SEO), email marketing, social media presence, content, and mobile-friendly convenient access for the tourism industry is important to help tourists to search and buy tourism services easily [6]. Similar research conducted to analyze e-Tourism websites in Indonesia concluded that e-tourism was an effective marketing media to attract tourists visiting various travel destination in Indonesia. Some of the factors that made customers used Indonesian e-tourism websites were information quality, ease of use, security & privacy, visual appearance, trust, personalization, and fulfillment. [7]. In Indonesia, the quantity of tourist arrivals has grown by about 20% every year since 2014 and targeted to reach 20 million international visitors by 2020. Indonesia's tourism minister, Mr. Arief Yahya, stated that the top agenda for Indonesia's tourism effort is to 'go digital' and attract millennial generation tourists. Therefore, the minister allocated more than 70% of the marketing budget to digital players [8].

1.2 'Open Trip' Trend in Indonesia

Online Travel Agents (OTA) in Indonesia have developed new travel package trends called 'open trip' that provides

customized trip with flexible budget, schedule, and destination choices for private, joint, or group travelers to to accommodate millennial travelers' preferences. Many Indonesian open trip providers have begun to emerge and have increased in numbers since 2010 through websites, social media, and marketplaces [9]. From the keyword of 'open trip' in Google Trend analysis result shows a positive trend that is increasingly rising from 2004 to 2018. Top five regions for 'open trip' keyword searches were Indonesia (100), Singapore (18), Australia (14), United Kingdom (13), and United States of America (12)[10]. There were only a few studies specifically relate to "open trip" terms because this customized tour package is still a fairly new trend in Indonesia.
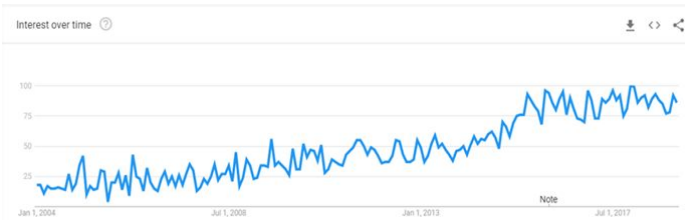

Figure 1: Google Trend with keyword "Open Trip' [10]

1.3 Websites Development Model and Online Marketing Analysis

The open trip provider is known as Trip Organizer (TO) promotes its services on online using websites, e-marketplaces, social media, and mobile application. Previous studies conducted similar research using the extended model of Internet commerce adoption (eMICA) have proven that eMICA model is useful for analyzing the development of various commercial websites in tourism [11]–[15]. This research will also use eMICA based analysis to evaluate the development stages for Indonesian open trip website and make recommendations to enhance Indonesian tourism. Website observation will be conducted independently by researchers using Google search results for the main keyword 'Open Trip Indonesia' and analyze only relevant websites based on the results. A systematic literature review will be used in this research to analyze key success factors of tourism websites and gain insights from the user perspective to enhance Indonesian open trip websites user adoption and usage frequency. The open trip trend is arguably predicted to gain more popularity especially for the millennial's generation travelers in Indonesia. The service providers and website users are mostly local people and some more international visitors. Open trip websites generally were developed by Indonesian society that most of them are just like personal blogs about some tourism destinations with photos, videos, and some related information. In addition, the service providers are usually private or personally managed

unprofessionally, so most of the websites do not meet customer expectation in many ways. Based on the previous background, this research hopefully will provide insights about open trip websites current development stage and further suggestions about future development success factors for open trip websites.

2. THEORETICAL FOUNDATION

2.1 Tourism

Tourism can be defined as combinations of processes, activities, and outcomes resulting from relationships and interactions among its stakeholders that consists of tourists, tourism product & services suppliers, governments, local communities, and surrounding environments that are involved in the attracting, transporting, hosting, and managing various tourists and other visitors [16]. external and an internal perspective [17].

2.2 E-Marketing

The term 'Internet marketing' was widely known as an external perspective of how the Internet plays a big role in conjunction with traditional media to gain and deliver services to customers. An alternative term is 'e-marketing' more commonly described now as digital marketing, which can be considered to have a broader scope since it refers to any use of technology to achieve marketing objectives and has an external and an internal perspective [17].

2.3 E-Tourism

There is trending e-commerce sector especially in tourism known as the so-called e-tourism that could be defined as a way of establishing commercial relationships through the Internet to increase sales as the main purpose. They offer tourism-related products such as local and international flights, hotel reservation, car rental and many more. Concerning major e-commerce application services is categorized in the business-to-consumer (B2C) classification. The reason is because the final customer as end user is on the other side of the business transaction [18]. Two main issues were identified and become the basis of the research in e-tourism sector which known as the technological progress and the market impact on tourism. First, for the technological progress, the tourists appeal to be more and more often to visit the sites of touristic information and especially to the sites that also allow accommodation and transport services bookings. The multimedia technology became, too, one of the key domains of development and it influences also the tourism field. Second, the Information and Communication Technologies (ICT) impact on the tourism market also brings a direct impact on the tourism related organizations to be more competitive. Those can be done by adjusting the fundamental dimensions of the competitive advantage in both the cost difference and the advantage. Moreover, it is compulsory in the present for the undertakers from the

touristic domain to incorporate the informational technology in their efforts to improve the quality of the services. The ICT allows the organizations to make differences and to specialize in a dynamic way in creating and delivering the series of products and services[19].

2.4 Open Trip

Open Trip is when a random group of people go on a vacation (trip) together even though they might not know each other yet within the group. The main benefit is to reduce the cost of a trip by sharing it with more people compared to a private trip or when you go on a trip by yourself. A trip will usually have a predetermined destination, trip date, and series of activities that you will do at the destination. So in an open trip, it will be a much more fun experience because you will have more people and you can get acquainted with new people [20].

2.5 The Extended Model of Internet Commerce Adoption (eMICA)

The eMICA model was solely developed by Burgess and Cooper (2000). It is used to analyze website development based on its functionality and complexity. There are three major stages in eMICA model as summarized in Table 1 below [12].

Table 1: The Extended Model of Internet Commerce Adoptions (eMICA) [12]

eMICA Stages	eMICA Stage Layers	Examples of Functionality
Stage 1 - Promotion	Layer 1 - Basic information	Company details such as name and address
	Layer 2 - Rich information	Online contact details, company activities
Stage 2 - Provision	Layer 1 - Low interactivity	Basic product catalog, online inquiry form
	Layer 2 - Medium interactivity	Customer support, value-added features
	Layer 3 - High interactivity	Discussion forum, newsletters, updates, Web 2.0 features such as sharing and bookmarking
Stage 3 - Processing		Facilitate secure online transactions

Based on the Adapted Model of Functionality Key of the eMICA is almost similar to the original version but some elements are omitted and changed [11], [12]:

Promotion stage:
1. Contact detail
2. Images
3. Description of the travel agency

Provision stage:

4. Systematic links to further information
5. Product catalogs (tour routes, accommodation, dining, shopping)
6. Multiple value-added features (key facts, maps, location, news, photo gallery, promotion)
7. Interactive value-added features (currency converters, interactive maps, downloadable materials, special offers, member's privileges, guest books)
8. Online customer support (frequently asked questions / FAQs, site map, site- search engine)
9. Searchable databases for tour routes under different inquiry condition
10. Online bookings
11. Advanced value-added features (Order form inquiry multi-language support, member lands, multimedia, chat rooms and discussion forums)

Processing stage:
12. Secure online payment
13. Services after payment

2.6 Unified Key Evaluation Factors

There are 9 success key factors for e-tourism website [7], [21]:

Table 2: Website Success Factor [7], [21]

Key Factors	Description
Ease of Use	Usability, accessibility, navigability Logical structure
Responsiveness	Accessibility of service representatives, e-mail service, reply to online reservations Contact information Availability of help functions such as a toll-free telephone, intuitive online help
Fulfillment	Order process, accuracy of service promises, billing accuracy Online booking process and confirmation On-time delivery
Security/Privacy	Protecting information during transmission and subsequent storage Security for online purchases/reservations Privacy/confidentiality statement
Personalization	Personalized or individualized attention Customized offerings and information
Visual Appearance	Attract attention Convey image Aesthetics
Information Quality	More varieties, broader scope, currency, conciseness, accuracy of information Authority, reliability, uniqueness of information
Trust	Brand recognition Consistency Intentions

	Credibility
Interactivity	Interactive features such as virtual tours Interactive communication (FAQs, guest books, chat)

2.7 ISO Model

The previous research from Journal of Internet and e-Business Studies used the fundamental objective of the ISO/IEC 9126 standard in Fig. 2 is to address some of the well-known human biases that can adversely affect the delivery and perception of a software development project [22]
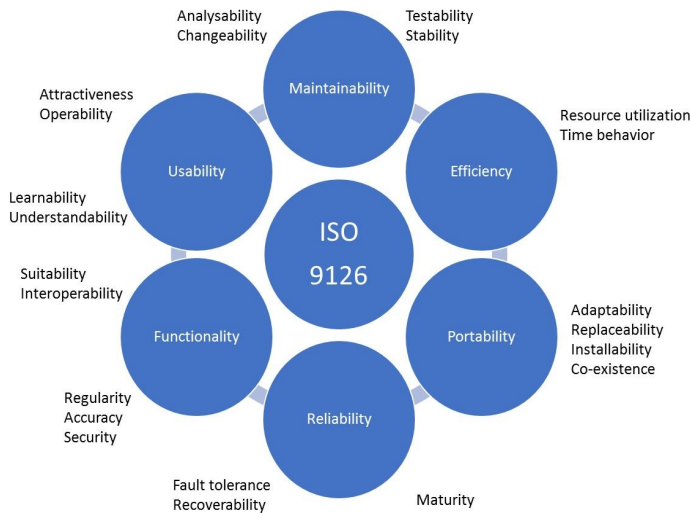

Figure 2: Model ISO 9126 [22]

Based on ISO website, it has been revised to ISO/IEC 25010 from six characteristics developed into eight characteristics. Model ISO 25010 (Figure 3) is used to define product quality model into eight quality characteristic below [23]:

1. *Functional Suitability* - "Certain degree to a product or system in providing functions that meet the needs and is implied when used under certain conditions."
2. *Performance efficiency* - "Represents the level of the performance given in relative to the number of resources used under stated conditions"
3. *Compatibility* - "A degree of a product, system or component regarding the information exchange process with other products, systems or components, and/or perform its required functions while sharing the same hardware or software environment."
4. *Usability* - "Rank for a product or system that can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use."
5. *Reliability* - "A level to which a system, product or component can performs specified functions under specified conditions for a specified period of time."
6. *Security* - "Ranking regarding a product or system protection to information and data in ensure that persons

or other products or systems have the proper data access appropriate to their types and levels of authorization."
7. *Maintainability* - " A degree that defines effectiveness and efficiency of a product or system which needs to be modified in order to be improved, corrected or adapted to changes in the environment and/or in requirements."
8. *Portability* - "The level of effectiveness and efficiency with which a system, product or component can be transferred from one hardware, software or other operational or usage environment to another."
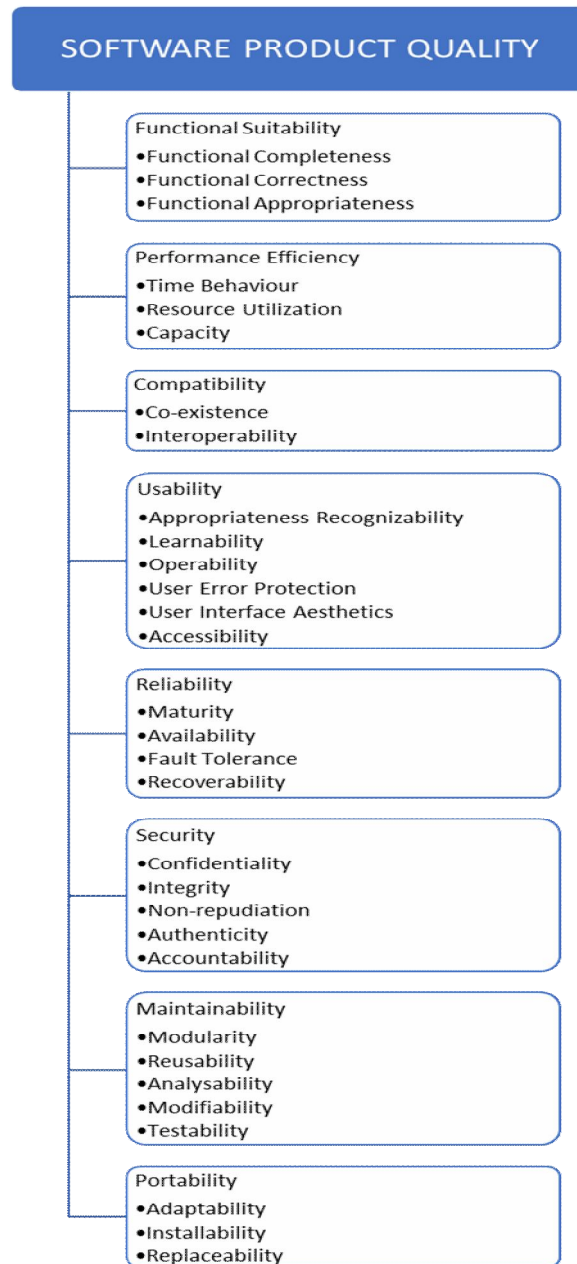

Figure 3: Model ISO 25010 [23]

ISO/IEC 9126 and ISO/IEC 25010 have 2 differences that lie

in the addition of new factors, i.e. security and compatibility.

2.8 Developed E-Commerce Success Model

This framework is used by one of Open Trip website in Indonesia completed with 8 hypotheses [24]:

H1. Information quality positively affects the visitor stickiness

H2. System quality positively affects the visitor stickiness

H3. Security positively affects the stickiness

H4. E-Servicescape has a positive relationship with the stickiness

H5. Trustworthiness affects positively website image

H6. Customer trust affects positively website image

H7. Website image positively affects stickiness

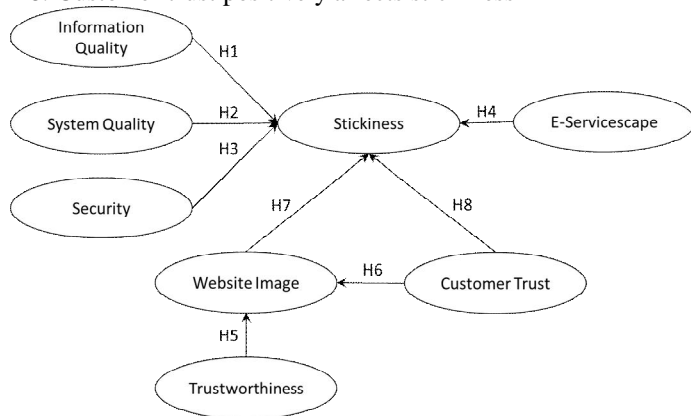H8. Customer trust positively affects stickiness

Figure 4: Developed E-Commerce Success Model [24]

From the analysis result in the previous journal, the accepted hypotheses are H2, H4, H5, H6, and H7, whereas the rejected hypotheses are H1, H3, H8.

3. RESEARCH METHODOLOGY

Researchers did two main activities of website observation and systematic literature review (see Fig.4). The website observation help researches to gain more information about things related to tourism in Indonesia, especially 'open trip'. First, we use Google Search Engine by using keyword 'travel agents', 'tourism', 'pariwisata', and 'open trip'. Then filter the website result based on SEO result in Google. Moreover, we can search for the keyword trend based on the region by using Google Trends. This aims to find out how many people are looking for these keywords based on regions in Indonesia. After that, we can analyze the information collected by using eMICA methodology. Secondly, from the user perspective, we use systematic literature review methodology to analyze the previous research regarding tourism by collecting approximately 14 journals to be compared. This aims to get the novelty of this research which has never been done before. Moreover, we also research the success factor of the website.

This research identifies the success factors for e-tourism

websites content using eMICA development stage that provides reliable, trustworthy, and fulfilling information supported by website functionality, usability, and security. Based on 3 models of previous journals that are agreed on parameters for achieving a website's success, there are some similarities and differences between them. The first model consists of 9 criteria (see Table 2), the second model consists of 8 criteria (see Fig.4), while the third model consists of 7 criteria (see Fig.3). Researchers analyzed, assessed, and combined the similar parameters of previous models in 3 categories of functionality, usability, and security. As a result, this research proposes a new model to improve e-tourism website sites that can be used as a reference to create a high-quality website in Fig.5.
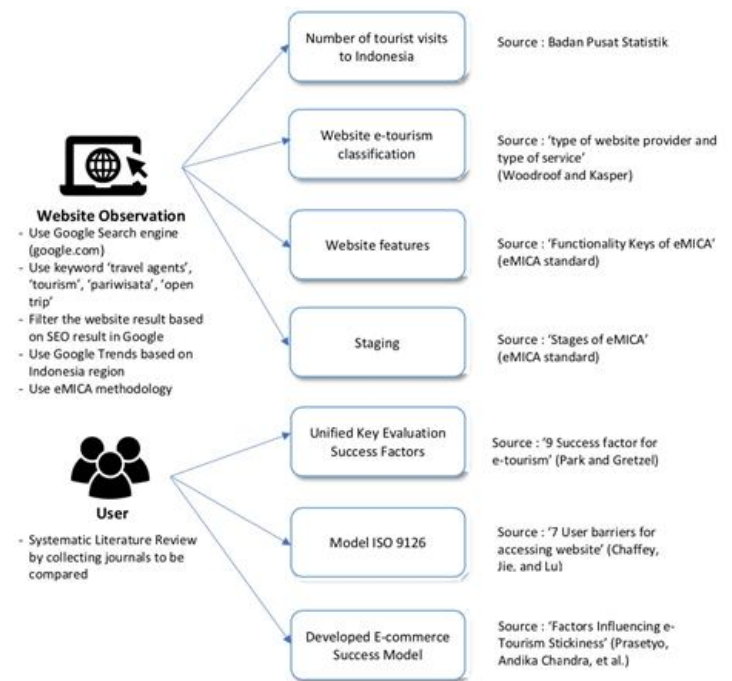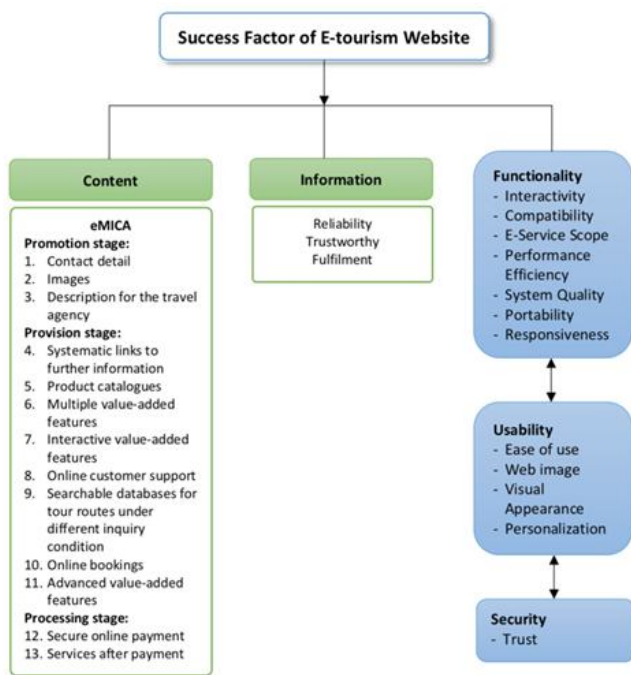

Figure 5: Research Framework

Figure 6: New Model Proposal

4. ANALYSIS RESULT

Researchers conducted website content observation using eMICA model. There were 57 relevant open trip websites based on keyword 'open trip Indonesia' on Google search accessed between January 10th – 22nd, 2019. Table 2 shows the analysis result for the 57 websites according to the classification of eMICA Stages.

Table 3: Distribution of eMICA Stages for Open Trip Websites

eMICA Stage	Open Trip Websites in Indonesia	Number of Websites Passed	%
Stage 1 Layer 1	All	57	100%
Stage 1 Layer 2	dodyadventure.com indoribu.com travestory.id opentripluarnegri.com	57	100%
Stage 2 Layer 1	ngetripmulu.com belitungtravelago.com raibowtripid.com lintangindonesia.com korinatour.co.id tripsantai.com trivefun.com tripnesia.id bto.co.id khatulistiwa.co.id youexplore.co.id fun-adventure.com velanesia.co.id maritimtours.com opentrip.web.id maikatravel.com belitungsupertrip.com bromotravelindo.com starlinesholiday.co.id tripbromomalang.com wisatahemat.web.id	53	93%
Stage 2 Layer 2	opentripapp.com indonesiajuara.asia wukitravel.com funtripstour.com exploreseribu.com bromoijenbluflametour.com	31	54%
Stage 2 Layer 3	pikniknusantara.co.id indonesiaholiday.co.id triptrus.com indovacationtrip.com bete.tripal.co travacello.com yuktravel.com langgeng-wisata.com we-indonesia.com	25	44%
Stage 3	open-trip.id treya.io rancupidtravel.com mypermatawisata.com laditatour.com momotrip.co.id indonesiatrip.id pesonaindo.com getyourguide.com yellowdoor.co.id misteraladin.com kkday.com gogonesia.com travass.life campatour.com travelismeindonesia.com	16	28%

As seen in Table 3, the open trip websites in Indonesia are analyzed to determine the stage and layer in accordance with

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the eMICA and new proposed model based on the level of site development. A site can be grouped into Stage 2 Layer 1 if it can display functionality up to at least Level 4. While to reach Stage 2 Layer 2, the site must reach functionality up to Level 7. Sites that reach level 10 are intended to be Stage 2 Layer 3. To reach Stage 3, the site must achieve functionality Up to Level 12.

Table 4: Success Factors Analysis for Open Trip Websites

| eMICA Stage	Content	Information	Functionality, Usability, Security
Stage 1 Layer 1	Contact detail	Very low in reliability, trustworthy, and fulfillment	Accessible only for limited content and information
			Not secure
Stage 1 Layer 2	Images	Moderately low in reliability, trustworthy, and fulfillment	Provide basic functionality for websites to be accessed
	Description for the travel agency		High variety in usability especially in images and videos quality
Stage 2 Layer 1	Systematic links to further information	Medium in reliability, trustworthy, and fulfillment	Website can easily be accessed
	Product catalogues (tour routes, accommodation, dining, shopping)		Website features is quite complete
	Multiple value-added features (key facts, maps, location, news, photo gallery, promotion)		User can see more information with value added features implementation
Stage 2 Layer 2	Interactive value-added features (currency converters, interactive maps, downloadable materials, special offers, member's privileges, guest books)	Medium in reliability, trustworthy, and fulfillment	Interactive features for user provided
	Online customer support (FAQs, site map, site-search engine)		Greater user experience
	Searchable databases for tour routes under different inquiry condition		
Stage 2 Layer 3	Online bookings	High in reliability, trustworthy, and fulfillment	All functionality aspects provided (all the features are well developed)
	Advanced value-added features (Order form inquiry multi-language support, member lands, multimedia, chat rooms and discussion forums)		Supported online bookings for high aspects in usability
			Provided trusted information but no guarantee for secure payment
Stage 3	Secure online payment	Really high in reliability, trustworthy, and fulfillment	All aspects in functionality, usability, and security are complete
			All the features are complete and well developed
			The website is easy to use by users and easy to learn (good user experience).
	Services after payment		The website is very safe to use in the process of searching, booking and payment
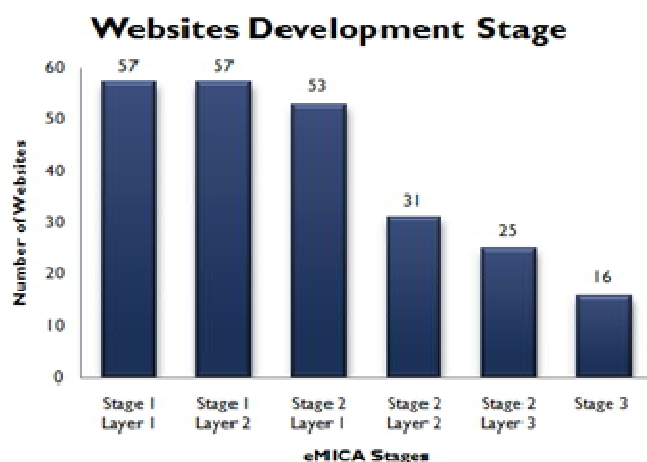
Figure 7: Development Stage Result

5. CONCLUSION

The research reported that open trip in Indonesia shows the positive trend, especially targeted to millennials generation. In promoting the open trip business, Trip Organizer (TO) uses online media such as online using websites, e-marketplaces, social media, and mobile application. To analyze the website development, this research uses eMICA (The Extended Model of Internet Commerce Adoption) and propose a new model to identify success factors for open trip websites based on its functionality and complexity. By using eMICA, researchers can group the commercial websites based on the development stages. Based on the research, there are many websites that have not been well developed just showing regular information. There are some websites which have reached stage 3 where the website is categorized as a good website and already has the payment system. It shows that the websites already fulfilled the success factors of e-tourism which contains well-developed content, complete information, also meet 3 main areas of functionality, usability, and security.

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