Original Article

The Driving Factors of Trust and behavioral Intention on Ecotourism Marketing

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Abstract - *This study aims to examine the influence of destination image and social media on trust and behavioral intention. The data is collected through surveys to 300 visitors at National Park in West Java. The sampling technique uses the purposive sampling method. Data analysis uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) as statistical tools. There are four accepted hypotheses and only one hypothesis has been rejected. Destination image and social media have a significant impact on trust. Destination image has a significant impact on behavioral intention, meanwhile, social media has not. Trust has a significant impact on behavioral intention. This result recommends trust as the main factor to increase visitors and revisit levels.*

I. INTRODUCTION

The tourism industry became one of the main forces driving the global economy. It is playing an important role in economic development through regional income. Tourism provides employment and also generates local people's income. In Indonesia, the tourism industry has excellent growth; it's able to be seen by the high interest in a vacation for both local and international visitors.

On the other hand, there was concern about the destruction of natural resources because of the massive exploitation of the construction of tourism objects. The concept of ecotourism offers a different kind than mass tourism. Ecotourism focuses on three things such as 1) Sustainability of nature and ecology; 2) Providing economic benefits; 3) being Psychologically acceptable in the social life of the community. Thus, ecotourism activities directly provide access for everyone to see, know and enjoy the nature and culture of local people (Satria, 2009).

Since 2015, the Central Bureau of Statistics (BPS) - Indonesia noted that there have been changes in the pattern of household expenditure in Indonesia. It has changed from the pattern of consumption of non-leisure to leisure (BPS, 2017). In the second quarter of 2017, household consumption for experience-based consumption, especially for restaurants and hotels, increased from 5.43% to 5.87%. In 2017, the tourism sector is designated as a core economy of Indonesia because of its very significant contribution to the national economy. BPS revealed that the foreign tourist has a significant increase of 10.69%, from 10, 41 million tourists in 2015 increased to 11.41 million tourists in 2016.

Indonesia is the largest archipelago in the world which has natural wealth such as endemic species, mountains, sea, rivers, and others. Based on these, natural tourism has huge potential to be empowered. That wild nature is an alternative form of ecotourism that combines fun and education of natural wealth. (K. Parera, 2011).

Managing ecotourism is able done through tourism conservation. There are several concern aspects in nature conservation such as 1) Number of tourists per year; 2) The duration of tourist visits; 3) How often ecologically vulnerable locations can be visited; 4) Zoning and regulation to maintain the conservation and sustainability of ecotourism areas (Kemenpar, 2016).

With the high number of visitors in West Java national parks, especially on weekends and holidays, there need to be stricter rules so that the conservation area is well maintained. This regulation applies especially to tourists who will climb in the national park area. The behavior of tourists who violate the rules by removing non-organic waste in the climbing area causes damage to the environment in the tourist attraction.

Ecotourism offers a view of natural wealth and native culture and serenity. However, if this is not maintained properly it will affect the trust of ecotourism tourists. And the problem of this research is whether *destination image* and *social media* will affect *trust* and impact the *behavioral intention of* tourist ecotourism in national parks in West Java. How much the influence of destination image and social media on trust has an impact on the behavioral intention of ecotourism tourists in national parks in West Java.

II. LITERATURE REVIEW AND HYPOTHESIS TEST

A. Destination Image

Generally, the company's image and reputation are considered as assets that give the organization the opportunity to distinguish itself with the aim of maximizing market share, profits, attracting new customers, retaining existing customers, neutralizing competitor's actions, and especially their success and survival (Fombrun and Shanley, 1990; Bravo et al., 2009; Sarstedt et al., 2012). Company's image and reputation are considered as important factors in the overall evaluation of the organization (Bitner, 1990, 1991; Gronroos, 1984; Gummesson and Gronroos, 1998; Andreassen and Lanseng, 1997; Andreassen and Lindestad, 1998; Kandampully and Hu, 2007; Sarstedt et al ., 2012) because of the strength that lies in the customer's perceptions and thoughts when hearing the name of the organization (Fombrun, 1996; Hatch et al., 2003; Nguyen, 2006; Bravo et al., 2009).

In relation to tourist destinations, destination image must be maintained to increase the number of visitors in the future (Davidoff and Davidoff 1994). Witt and Moutinho (1994) state the component destination images include prices, accessibility, and facilities. Based on research from Enrique Marinao, Coro Chasco, Eduardo Torres (2012), the level of trust in tourist destinations is determined by honesty, goodness, and expertise of local residents, supporting of public and private institutions.

B. Social media

Social media is explicitly defined as the starting point towards efforts to achieve an understanding of consumer behavior. Blakshaw and Nazzaro (2004) define social media as a variety of new information sources that are made online, circulating and used as educational media about products, brands, services, personalities, and issues ". Social media plays an important role in marketing and creating relationships with customers (Cox and Birchman, 2012).

Social media has developed into one of the most effective ways for tourists to find information and share experiences when traveling (Cox et al., 2009; Gretzel 2006; Yoo and Gretzel 2008). Marketing through social media uses various channels to promote the company and its products (Barefoot and Zhao, 2010). Social media has an important role in the experience of tourists, because: it allows access to more information sources; stimulates a sense of belonging to a virtual tourist community; and they also shared stories of experiences during the tour (Fotis et al., 2012). Social media transforms the industry paradigm from old-style meetings into more interactive meetings (Palmer 2010). The increasing availability and popularity of social media has changed the way people communicate, make decisions, socialize, learn, and interact with each other (Constantinides and Fountain, 2008). Social media influences several components of consumer behavior such as awareness, acquisition of information, opinions, attitudes, as well as purchasing and communication behavior and post-purchase evaluation (Mangold and Faulds, 2009). Based on the above theory it can be concluded that social media has developed into one of the information media that has an important influence on tourism.

C. Trust

Trust is the belief that someone will find what is desired by an exchange partner. Trust can be shown by words that are honest, reliable, consistent commitment. Thus the belief is that the partners can provide what they expect. There are four dimensions of trust, namely competence, integrity, virtue, and predictability (Tan and Thoen, 2001; McKnight, Choudhury, and Kacmar, 2002; Gefen, 2002; McKnight and Chervany, 2002; Ratnasingam and Pavlou, 2003; Adams and Webb, 2003; Gefen and Straub, 2004; Dimitriadis and Kyrezis, 2011; Dimitriadis, Kouremenos and Kyrezis, 2011; Chen and Dhillon, 2003). Trust is an important element of successful public participation. Building trust and willingness to participate depends on several factors (Pedersen, 2002). Furthermore, trust is more important than customer satisfaction in creating loyalty, because trust contains trust in products and services that provide positive results not only in the present but also in the future (Aydin et al., 2005).

D. Behavioral Intention

According to Schiffman and Kanuk (2010), consumer behavior is the way how consumers seek, use, evaluating and replace products or services to be able to satisfy consumer needs. The intention is a plan to behave in a certain way so that what is the goal can be achieved (Peter and Olson, 1999). According to Ajzen's research (as quoted in Knabe, 2012), behavioral intention is defined as an indication of one's readiness to take certain actions or behaviors and is considered a direct antecedent of behavior. From Peter and Olson (2002), behavioral intention is a proposition that connects itself with future actions. Turhan and Ozbek (2013) explain the three aspects discussed in behavioral intentions are purchase intention, willingness to pay more and brand recommendations. According to Zeithaml, Berry, and Parasuraman, (1996) also states that behavioral intentions include intentions of recommendation by spreading positive words of mouth,

repurchase intentions, loyalty, and willingness to pay at a premium price.

E. The relationship among destination image, social media, trust, and behavioral intention

a) The relationship between destination image and trust

The level of trust in destination image was determined by honesty, goodness, and competencies of local residents, supporting of private and public government. This research result will give information to tourism stakeholders about influence factors of trust (Enrique Marinao, Coro Chasco, Eduardo Torres, 2012). Reputation in both of cognitive and affective aspect is antecedent of trust (Enrique Marinao Artigas, Coro Chasco Yrigoyen, Eduardo Torres Moraga, Cristobal Barra Villalon, 2017). Based on previous research above, it can be made the first hypothesis. (H1): Destination image has influences on trust.

b) The relationship between social media and trust

Based on previous research of Evangelos Christou (2014), trust of the brand in social media is a correlated issue that is able not separate each other. Social media characteristic has influenced social media users, information sharing has a positive impact on trust (Min-Chung Han, 2014), Based on previous research of Wendy Lange Faria dan Statia Elliot (2012), tourist uses social media as tools that help them to make an itinerary plan. The blog is one of the social media platforms that are most popular. John N. Fotis (2015) stated that the exchange of information through social media is a customer's behavioral concept. Based on previous research above, it can be made the second hypothesis.
(H2): Social media has influences on trust.

c) The relationship between destination image and behavioral intention

Destination image is a representation of one's mentality to knowledge (trust), feelings, and all perceptions of parts of a tourist destination. The results of the study show that destination image has a positive correlation and has a significant effect on behavioral intention (Gangaram Biswakarma, 2017). Destination image also has a significant effect on return visits to Istanbul by visitors from Arabia (Savas Artuger and Burcin Cevdet Cetinsopz, 2017). Based on previous research above, it can be made the third hypothesis.
(H3): Destination image has influences on behavioral Intention.

d) The relationship between social media and behavioral intention

Information exchange can be seen not only as a key element of decision making in groups, but also a significant element in individual decision making, enabling consumers to interact, through social media with other people and with organizations (N. Fotis, 2015). In addition, social media influences the way consumers buy products, understand the types of consumers, and the factors that influence them in choosing products (Elham Al-Mukhaini, Israa Al-Dhuhli, Sara Ismael, 2015). Research from Elisabeta Ioanas and Ivona Stoica (2014) stated that social networks play a role in influencing consumer behavior in a virtual environment, especially when the level of message explanation is given to consumers who will make a purchase. Tourists trust e-WOM more than traditional communication. Based on previous research above, it can be made the fourth hypothesis.
(H4): Social media has influences on behavioral Intention.

e) The relationship between trust and behavioral intention

Trust can increase loyalty; this is based on previous research such as Youksal et al (2010) found that trust is a feeling that is inherent in a destination and is important. According to Berry (1995) argues that trust is the only powerful marketing tool that can be used as a means to increase loyalty and quality of relationships. Based on research from D. Harrison McKnight, Vivek Choudhury, Charles Kacmar (2002) that there is a strong correlation between behavioral intention and actual behavior that is influenced by the trust. Likewise, research from Victoria Masi Haruna Karatu and Nik Kamariah Nik Mat (2015) states that trust influences behavior control that is directly related positively and significantly to the intention to buy the product. Based on previous research above, it can be made the fifth hypothesis.
(H5) Trust has influences on behavioral Intention.

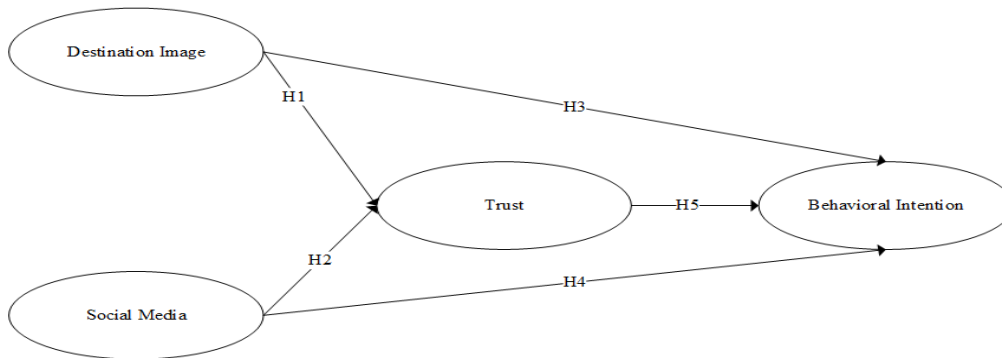From the above theory, the research model is made in Figure I.

Figure I. Research Model

III. RESEARCH METHODS

This study aims to explain the influence among variables through hypotheses tests. This test has an objective to obtain the validity of the theory or previous research. The unit of analysis (respondent) in this study is tourists who visited Gunung Gede Pangrango National Park and Taman Gunung Halimun Salak National Park in West Java. The data was collected through a survey and distributed the questionnaire to the respondent. The sampling method is done by purposive sampling. Hatcher (1994) states that in determining sample size, there is a minimum ratio of 5 respondents for each research parameter. In this study, the number of samples was determined of 300 respondents. Data analysis is using Structural Equation Model (SEM). SEM is a multivariate technique that examines a series of dependency relationships among variables and connects between theory and data (Ghozali, 2011).

IV. RESULT AND ANALYSIS
A. Respondent's Profile

Table 1. The Characteristic of Respondent's Social-Demography (n = 300)

Criteria	Group	Amount	Presentation (%)
Gender	Male	221	73,7
	Female	79	26,3
Total		**300**	**100 %**
Age	≤ 20 year	205	68,34
	21 -30 year	49	16,34
	31 – 40 year	39	13
	>40 year	7	2,33
Total		**300**	**100 %**
Education	Junior High School	40	13
	Senior High School	175	58
	Under Graduate	40	13
	Graduate	44	15
	Post Graduate	1	1
Total		**300**	**100 %**
Occupancy	Student	215	71,67
	Officer	25	8,33
	Enterpriser	40	13,33
	Military/Police	0	0
	Others	20	6,67

Total		**300**	**100 %**
The amount of visiting per year	≥ 1 time	133	44
	3 – 5 times	104	35
	6 – 10 times	42	14
	>11 times	21	7
Total		**300**	**100 %**
Eco-tourism objectives	Refreshing	179	60
	Challenging	37	12
	Holiday	84	28
Total		**300**	**100 %**
Information Source	Friend/Colleague	127	42,3
	Website/Social Media	**141**	47
	Others	32	10,7
Total		**300**	**100 %**
Social Media Type	Website	21	14,9
	Facebook	54	38,3
	YouTube	23	16,3
	Twitter	1	0,7
	Google	42	29,8
Total		**141**	

The respondent's characteristics of social-demography in Table I show 73,7% male, 68,34 % under 20 age, 58% senior high school graduate, 44% visitors come over more than one times, 60% objectives is to find new experience and refreshing, 47% visitors find the information through social media, 38.3% social media using Facebook.

B. Research Result

The measurement of the questionnaire used the Likert Scale around 1-5 levels start from disagreeing till very agree. The statistical test used Partial Least Square (PLS_ indicates that only one instrument has not valid and there are 20 indicators that have been used in the test. This research uses two-step approaches (Anderson and Gerbing, 1998). First, the test is to find validity and reliability in every latent variable and observed variable. Second, the test is to find the structural model which has objectives to analyze the relationship among latent variables. The result of validity and reliability are shown in figure II, table II and table III as follows:
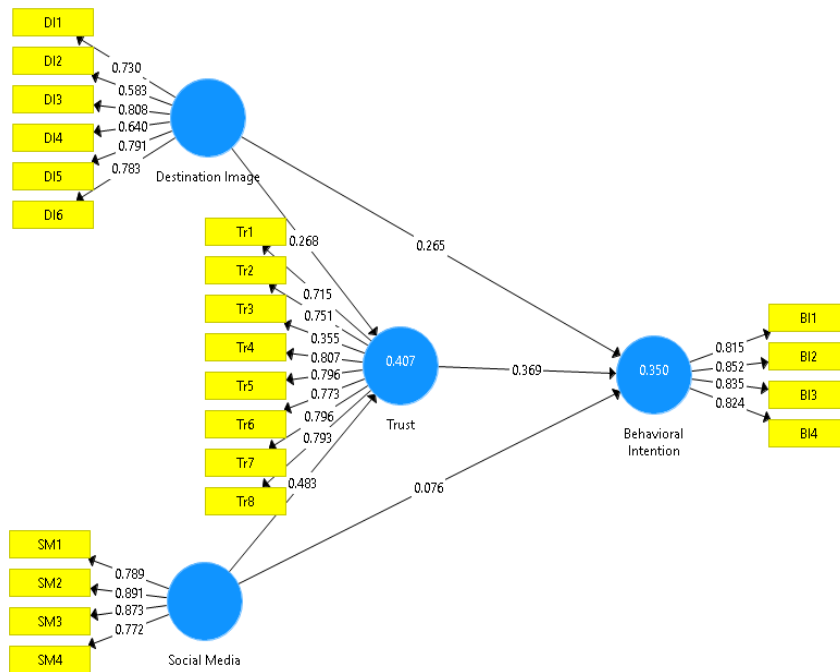
Fig.1 Validity Test

Table 2. Validity Test

	Behavioral Intention	Destination Image	Social Media	Trust
BI1	0,815	0,343	0,364	0,436
BI2	0,852	0,414	0,364	0,461
BI3	0,835	0,395	0,294	0,425
BI4	0,824	0,387	0,298	0,456
DI1	0,406	0,730	0,245	0,350
DI2	0,195	0,583	0,286	0,164
DI3	0,384	0,808	0,345	0,401
DI4	0,283	0,640	0,264	0,285
DI5	0,368	0,791	0,267	0,362
DI6	0,327	0,783	0,330	0,367
SM1	0,327	0,271	0,789	0,431
SM2	0,369	0,340	0,891	0,546
SM3	0,364	0,343	0,873	0,512
SM4	0,252	0,357	0,772	0,464
Tr1	0,328	0,308	0,545	0,715
Tr2	0,321	0,311	0,566	0,751
Tr3	0,157	0,207	0,210	0,355
Tr4	0,419	0,373	0,475	0,807
Tr5	0,415	0,381	0,423	0,796

Tr6	0,466	0,365	0,416	0,773
Tr7	0,482	0,372	0,409	0,796
Tr8	0,483	0,354	0,367	0,793

The rule of thumbs of validity test is more than 0,5. Based on table II, showed that all

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Behavioral Intention	0,851	0,853	0,900	0,692
Destination Image	0,821	0,840	0,869	0,529
Social Media	0,851	0,863	0,900	0,694
Trust	0,872	0,891	0,902	0,543

The reliability test must fulfill the requirement including the amount of Combranch's Alpha is more than 0,6, Composite Reliability is more than 0.7 and AVE is more than 0.5 (Chin, 1998). Based on table III, showed that all of the variables are reliable.

The last test is to measure the hypothesis through path coefficient results. The result will show the relationship of latent variables. The statistical result of the path coefficient is shown in table IV bellows:

Table 4. Path Coefficient

No	Hipotesis	Original Sample	Sample Mean	Standard Deviation	T Statistic	P-Value
1.	Destination Image -> Trust	0,268	0,271	0,060	4,389	0,000
2.	Social Media -> Trus	0,483	0,487	0,059	4,510	0,000
3	Destination Image -> Behavioral Intention	0,265	0,271	0,060	4,389	0,000
4	Social Media -> Behavioral Intention	0,076	0,076	0.069	1,105	0,270
5	Trust -> Behavioral Intention	0,369	0,367	0,064	5,721	0,000

C. The measurement of Destination Image on Trust

The influence of destination image on trust is measured through coefficient value. The rule of thumb of significant impact is more than 1.96 based on T-Statistic Value. It can be shown in Table IV that destination image on trust has a value of 4.389 which is more than 1.96, P-Value 0.000 less than 0.05 with α 5%. It has meant that destination image has a significant impact on trust. The first hypothesis on this research is accepted. The destination image is a playing factor on visitors' trust level for determining tourism choice.

D. The measurement of Social Media on Trust

The influence of social media on trust is measured through coefficient value. The rule of thumb of

significant impact is more than 1.96 based on T-Statistic Value. It can be shown in Table IV that social media on trust has a value of 4.510 which is more than 1.96, P-Value 0.000 less than 0.05 with α 5%. It has meant that social media has a significant impact on trust. The second hypothesis on this research is accepted. The visitors' trust increases as long as the information supporting. The information will be found through social media which update, rapid and factual.

E. The measurement of Destination Image on Behavioral Intention

The influence of destination image on behavioral intention is measured through coefficient value. The rule of thumb of significant impact is more than 1.96 based on T-Statistic Value. It can be shown in

Table IV that destination image on behavioral intention has a value of 4.389 which is more than 1.96, P-Value 0.000 less than 0.05 with α 5%. It has meant that destination image has a significant impact on behavioral intention. The third hypothesis on this research is accepted. The incredible destination image will impress the visitors to revisit in the future.

F. The measurement of Social Media on behavioral Intention

The influence of social media on trust is measured through coefficient value. The rule of thumb of significant impact is more than 1.96 based on T-Statistic Value. It can be shown in Table IV that social media on trust has a value of 1.105 which is less than 1.96, P-Value 0.270 more than 0.05 with α 5%. It means that social media has no significant impact on behavioral intention. The fourth hypothesis is rejected. This result proofed that the visitors are influenced by friends or colleague who has the same interest or hobbies. Social media is the only platform to find information but it does not influence the behavior.

G. The measurement Trust on Behavioral Intention

The influence of trust on behavioral intention is measured through coefficient value. The rule of thumb of significant impact is more than 1.96 based on T-Statistic Value. It can be shown in Table IV that destination image on behavioral intention has a value of 5.721 which is more than 1.96, P-Value 0.000 less than 0.05 with α 5%. It has meant that trust has a significant impact on behavioral intention. The fifth hypothesis is accepted. This result supports the previous result of Aydin et.,al.(2005), trust has an important role to create customer loyalty, trust will give an impact in this time and in the future.

V.CONCLUSION, IMPLICATION, AND RECOMMENDATION

A. Conclusion

This research aims to measure the impact factors of destination image, social media, and trust on behavioral intention. . There are four accepted hypotheses and only one hypothesis has been rejected. Destination image and social media have a significant impact on trust. Destination image has a significant impact on behavioral intention, meanwhile, social media has not. Trust has a significant impact on behavioral intention.

B. Implication

1. Destination image has a significant impact on trust
   Tourism is an intangible service that gives an experience. Destination image includes the characteristic of tourism visitors such as behavior and attitude. The better reputation of destination image will increase the trust level of tourism visitors.
2. Social media has a significant impact on trust
   Social media is already changing the people communicate, make decisions, socialize, learn and interact with other people. Based on the previous research, social media has been developed to be one of the factors that influence the tourism industry.
3. Destination image has a significant impact on behavioral intention
   Destination image is the reputation of the tourism area which represents the consistency of message and actual performance. Tourism service is able not separated among services obtained to the visitors and how the service is delivered to visitors. The great destination image will attract the visitors to revisit in another time.
4. Social media has no significant impact on behavioral intention
   Social media, in this case, is a media platform that gives tourism information to visitors. Social media do not significantly influence visitors to revisit tourist places. It is because the direct experience is still being role players. The experience gives the direct sensation or feeling which is able not represented by social media.
5. Trust has a significant impact on behavioral intention
   Eco-tourism believes that trust is a very strong influence on behavioral intention. The trust in the product or service will increase customer loyalty (Aydin et.,al.,2005). Based on the visitor's trust, they will persuade their family, friend, or colleague to revisit a tourism place.

C. Recommendation

The recommendation to future research is given by the limitation of this research, including:

1. National Park is a conservation area where has been protected, the visitors are restricted in time and number. Otherwise, the future researcher must be able to adjust to the regulation.

2. Future research should determine the limit area that will be observed, it will help the researcher to focus on data collected.
3. The future researchable to find another variable such as visitors' motivation or another variable that has a better understanding of behavioral intention.

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