

TOURISTS' ACCEPTANCE ANALYSIS OF TOURISM VILLAGE WEBSITE TOWARDS THE MOTIVATION TO VISIT

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ABSTRACT

The development of tourism village websites aims to promote the potential of tourism villages in Indonesia. However, the increasing use of social media has reduced the intensity of websites being used. This research aims to determine whether the tourism village websites still influence tourists to visit the tourism village and whether it is relevant to the government's goals. Data was collected by distributing questionnaires and producing a valid sample of 242 respondents who actively use the Internet and have the potential to travel. The research model design was created by combining the DeLone & McLean IS success model with the Technology Acceptance Model (TAM). Data were analysed using the Structural Equation Modeling Partial Least Square (SEM PLS). The results show that the variables of information quality, service, and design positively affect trust, usability, ease of use, and enjoyment, positively affecting the intention to use the website. However, trust does not significantly influence the intention to use the website on the acceptance model. The frequent use of the tourism village website positively affects the tourist's motivation for the actual visit. Therefore, deeper analysis is needed to determine the variables that affect tourist confidence in developing acceptance models for further research. In addition, this research has practical implications for the government in making decisions regarding developing tourism village websites in terms of interface, user experience, information, and features.

KEYWORDS

Tourism Village Website, Acceptance Model, DeLone and McLean Model, Technology Acceptance Model



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INTRODUCTION

Tourism is one sector that has moved from an early age to digitize its business processes on a global scale (UNWTO, 2023). The development of various online platforms such as tourist destination sites or flight ticket booking applications is a practical digital transformation effort that increases tourism growth (Saravana Kumar, 2019). Tourists who want to go on vacation will access the internet for information about tourism destinations before deciding. Websites become a popular and powerful platform as a source of tourism information for tourists in selecting their destinations (Türker, 2020). As an archipelagic country with diverse ethnicities, Indonesia has enormous tourism potential in nature, cultural, water, artificial, and entertainment (I Gusti Ayu Dewi Hendriyani, 2022). Changes in tourism trends after COVID-19 pandemic have made tourism villages a popular destination for the public in recent years. Tourists can enjoy various types of tourism at the same time when visiting tourism villages in Indonesia. A survey by the Ministry of Tourism and Creative Economy (Kemenparekraf) found that tourists are most interested in visiting tourism villages, increasing by 30% during the pandemic (Permanasari et al., 2022). Currently, the government, especially Kemenparekraf is carrying out various programs that utilize information and communication technology (ICT) to develop tourism villages and improve the economy of local communities. Then, one of the national tourism development strategies in conducting digital tourism village marketing is facilitating the development of an official website for tourism villages (Wirdayanti et al., 2021).

Research findings conducted on 393 tourists show that the image of the destination obtained from accessing information and images from tourism websites has influenced tourists to visit the destination (Chaulagain et al., 2019). Tourism websites developed with unique interactive interfaces and various multimedia features can create an experience similar to the original (Ku & Chen, 2015). The purpose of website development in promoting tourism villages can be significantly beneficial if it is optimized using SEO (Search Engine Optimization) and presents important content to increase tourist visits (Vyas, 2019). Travel experiences posted by tourists who have visited one destination through the website's review feature have successfully influenced the decision of other tourists to visit that destination (Luo et al., 2019). Local and foreign tourists who want to travel to tourism villages in Indonesia can also take advantage of various digital platforms that make their travel more accessible. One of platform facilitated by the government for tourists is the official tourism village website, which can be accessed through various search engines such as Desa Wisata Pentingsari (<https://desawisatapentingsari.com>), Desa Wisata Penarungan (<https://desawisatapenarungan.com>), Desa Wisata Hariara Pohan (<https://desawisatahariarapohan.com>), and others. Referring to one website, Desa Wisata Hariara Pohan, showed a total of 2.534 visits and 1.975 total visitors who accessed the website since the first month of its launch (Holbung, 2022). Based on these data, the number of website users has not experienced a significant increase. The information provided is also not updated regularly with various tourism activities that are taking place in tourism village, so it does not have an impact on the growth in the number of visits. Even now, the website of Desa Wisata

Hariara Pohan is no longer accessible because there is no continuity in the use of the website by both the community as tourists and the tourism village manager.

However, the increase in activities that can be carried out on social media by the public have reduced the intensity of using official tourism websites (Zhou et al., 2020). Social media applications are not only used as a medium of entertainment but also as a concise source of information that is easy and quick to access and allows all individuals to be connected. Research shows that the frequency of social media usage occurs in various segments of society and it can support the promotion of tourist destinations that significantly increase the number of tourists (Hysa et al., 2021). Various mobile-based digital applications offer friendliness, security, and emotional engagement with users, which adopt unique functional characteristics, such as check-in at locations, sharing photos or videos, and recommending official travel accounts (Gössling & Stavrinidi, 2016). In addition, social media has enabled everyone to become a travel influencer that renders trust in other potential tourists to visit specific destinations (Pop et al., 2022). This causes an official tourism website to no longer be needed by tourists and tourism managers to promote their tourism village objects because it can already be done quickly through social media such as Instagram, TikTok, YouTube, and others. One of the related studies produced implications that directed tourism managers and policymakers to apply the Social Media Marketing model on TikTok in designing strategies to promote tourism in Indonesia (Rimadias et al., 2021). Even so, tourism website development is one of the digitalization programs by the government for tourism villages which are included in Indonesia's five super-priority tourist areas. Moreover, this program has spent considerable government funds starting from the development process, socialization, and training process. However, the tourism website is not maximally used by tourism village managers as promotional media and the community as a media source of information. Tourists find it easier to use social media applications via smartphones to choose attractive tourist destinations by viewing pictures or hearing video reviews from other tourists that are more effective and reliable (Liu et al., 2020). Based on the current phenomenon, this research was conducted to determine whether the tourism village websites, which developed as a media promotion and source of tourism information, are useful for tourists, tourism entrepreneurs or managers and whether the platform is still relevant to the government's goal for realizing tourism sustainability in Indonesia.

Significantly, websites with the latest content and interesting services can be very useful media for tourists and tourism managers who want to promote their tourism villages (Bravo et al., 2021; Chung et al., 2015; Domínguez Vila et al., 2019; Vyas, 2019). However, the development process of tourism village websites requires special attention in order to produce a system that understands the behaviour and needs of tourists (Maazouzi, 2020). Previous research is still lacking in investigating the sustainability of official tourism websites usage amidst the increased adoption of social media and other mobile applications. Therefore, this study analyzes tourist acceptance of the use of the tourism village website that has been developed to date. This study combines two theoretical models, the DeLone & McLean IS model and the Technology Acceptance Model (TAM), to examine

several factors of website acceptance that affect the intensity of website use and the desire of local tourists to actually visit tourism villages in Indonesia.

Tourism Village

The research on fourteen case studies shows how the sustainability of tourism villages can stimulate economic growth, create jobs, and improve people's livelihoods (UNWTO, 2023). Tourism villages in Indonesia are one of the destinations that are in great demand by local and foreign tourists (Awal Hidayah et al., 2020). According to the Ministry of Tourism and Creative Economy, based on data from visits to 75 tourism villages, it turns out that visits to tourism villages in 2021 have increased by around 30 per cent even during the Covid-19 pandemic. Rural areas that offer rural authenticity in terms of social life, culture, daily customs, natural potential, architectural buildings, and typical village layouts, as well as attractive economic activities can develop tourism components, such as attractions, accommodation, food, beverages and other tourism needs (Windayani & Marhaeni, 2019).

Tourism Village Website

Since its inception, the website has developed into a digital platform that helps tourists obtain various information, such as sharing reviews about choices of tourist destinations, finding fun tourist activities, and getting business opportunities by selling original local products (Chong et al., 2018). Several tourism websites offer online booking facilities with various payment gateways such as tripadvisor.com, tiket.com, etc. Tourists can plan their travel trips by booking flights, reservation hotel rooms, and even sightseeing online using the official website. Currently, websites facilitate real-time interaction between customers and hoteliers (Saravana Kumar, 2019). The interaction between users and website pages belongs to the pre-tour context that can influence visitor behaviour and intentions (Luo et al., 2019). This fact is in line with the goals of the Indonesian government which wants to digitize tourism, market the potential of tourism villages, and increase the number of tourist visits, one of the steps taken is through the tourism village website (Wirdayanti et al., 2021). The process of information search that is carried out through search engines such as Google makes a website become a source of information that tourists can be access for the first time and the content can be updated according to the needs of tourists (Sadiq & Adil, 2020). In tourism, the destination website is an information system that provides destination information in the form of text, images, videos and other versions online via the internet.

The DeLone and McLean IS Model

One of the integrated models for conceptualizing and operationalizing information system success factors is the DeLone and McLean model (Chung et al., 2015). This model is recognized as having a significant contribution to IS success research and has been accepted by several studies from various disciplines (Ghanem & Elshaer, n.d.; Molla et al., 2001). In addition, this theory has become a model that defines IS success measures very well and is appropriate for information systems research. It can contribute practically in the context of evaluating implementation processes and policies, as well as testing various strategies (Sandjojo & Wahyuningrum, 2016). However, only a few studies have used this model to measure the success of web-based tourism systems (Filieri et al., 2017). Two

independent variables of IS success are system quality and information quality, which affect usage, user satisfaction, and individuals' or organizations' behaviour. This was further modified by adding service quality as a factor to determine the efficiency of IS success (DeLone & McLean, 2003). In this study, the dimensions of IS quality from the DeLone and McLean models used are information quality, service quality, and system quality, affecting usage and user satisfaction (Ghanem & Elshaer, n.d.). This theory is in accordance with research by Petter et al. (2008), which defines the scope of the three variables, namely:

1. Information quality includes accuracy, timeliness, completeness, relevance, understanding, conciseness, updating, and usability.
2. Service quality includes responsiveness, assurance, reliability, and empathy.
3. System quality includes ease of use, system flexibility, system reliability, and ease of learning.

Intention and sustainable use of information systems (IS) can be an indicator that measures the success of an information system. Reliance on IS by individuals, groups, organizations or industries can be beneficial in making informed decisions, cost reductions, better productivity, better sales profits, consumer welfare and economic development through tourism (Sandjojo & Wahyuningrum, 2016).

The Technology Acceptance Model (TAM)

To analyze the attitudes and behaviour of users towards the use of technology, the technology acceptance model (TAM) by Davis (1989) is the most studied by basing the theory on reasoned action by Fishbein and Ajzen (1975) from both individual and organizational perspectives (Sadiq & Adil, 2020). The TAM model posits that a user's behavioural intention is influenced by an individual's perceived ease of use (PEOU) and perceived usefulness (PU) (Yılmaz, 2014). Later, Davis (1986) model underwent several revisions by researchers by adding new variables such as enjoyment (Bravo et al., 2021; Güler et al., 2019) and user trust (Bravo et al., 2021; Muñoz-Leiva et al., 2012). TAM can also be used in the tourism context to assess the extent to which new technology is adopted and identify the factors determining tourists satisfaction with a technology (Sahli & Legohérel, 2016). The TAM model was developed to determine the factors that cause users to accept or reject information technology. This model also helps for examining the determinants that influence the behaviour and use of various technologies, including a web-based tourism information system. A study showed that TAM can be modified by adding the required external variables according to the research domain (Al-Emran & Granić, 2021). In addition, this model was also successfully integrated with several successful IS models such as TPB, DeLone and McLean IS, and UTAUT. So, the TAM model is appropriate in conducting research to determine the factors that influence the acceptance of tourism village websites developed and used by tourists as users today.

RESEARCH METHOD

This study combines the IS success model with the acceptance model to explain the influence of tourism website acceptance on the intensity of user usage and the motivation to visit a tourism village. Prospective tourists who use the website will form a precise picture of the destination in their minds before travelling, which is in line with pre-travel expectations (Chung et al., 2015). According to Lee and Chung's (2009) study, the quality of the interface design of a tourism website affects user satisfaction and trust. So, in this study, one of the DeLone & McLean IS model variables, namely system quality, is replaced by the website's design quality because it significantly influences the sustainability of the website (Chung et al., 2015; Chung & Koo, 2015). This study analyzes the effect of information, design, and service quality (DeLone & McLean IS Model) on user trust, usefulness, ease of use, and enjoyment (TAM Model). Then, TAM's variables were analyzed to determine the effect of the intention to use the tourism village website. Furthermore, this study adds the motivation to visit as a variable affected by intention to use to find out the natural desire of tourists to visit the tourism village. An illustration of the research model created as in Figure.1. This study defines eight hypotheses broken down into sixteen hypotheses and linked between variables.

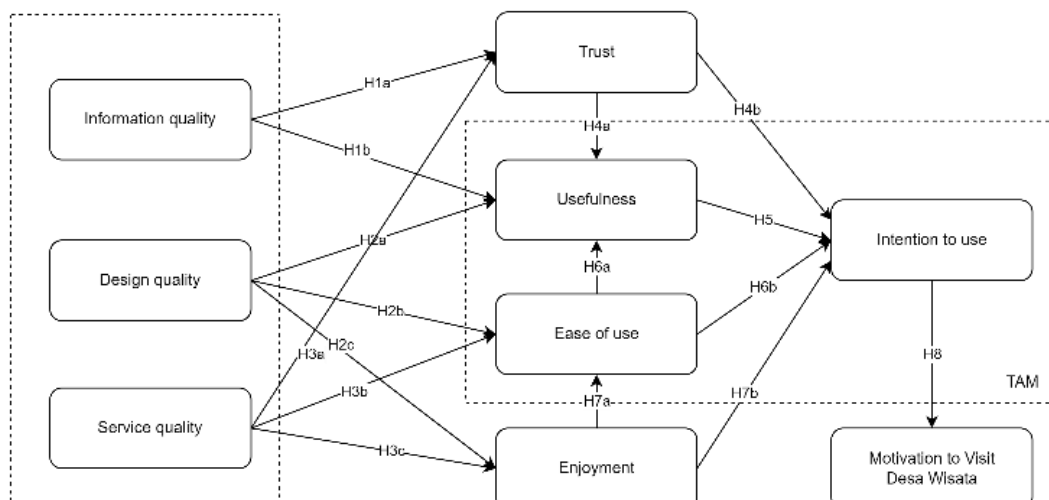


Figure 1. Conceptual Model of DeLone & McLean and TAM

Information quality (IQ) refers to the user's perception of accuracy, completeness, timeliness, relevance, and consistency of the characteristics of the output provided by the website (Chung et al., 2015; DeLone & McLean, 2003; Ghanem & Elshaer, n.d.; Sadiq & Adil, 2020; Ukpabi & Karjaluoto, 2017).

H1a. Information quality has a positive impact on the trust.

H1b. Information quality has a positive impact on the usefulness.

Design quality (DQ) is one of the factors that determine the quality of the user interface, navigation and layout of a website, thus affecting usability and user enjoyment (Chung et al., 2015; Ku & Chen, 2015; Ukpabi & Karjaluoto, 2017).

H2a. Design quality has a positive impact on the usefulness.

H2b. Design quality has a positive impact on the ease of use.

H2c. Design quality has a positive impact on the enjoyment.

Service quality (SQ) includes the latest hardware and software components (tangible), reliability, fast service (responsiveness), knowledge capability (assurance), and prioritizing user interests (empathy) which can predict user intentions and satisfaction (Chung et al., 2015; DeLone & McLean, 2003; Ku & Chen, 2015; Ukpabi & Karjaluoto, 2017).

H3a. Service quality has a positive impact on the trust.

H3b. Service quality has a positive impact on the ease of use.

H3c. Service quality has a positive impact on the enjoyment.

Trust (TR) is an important factor in determining whether the user trusts the website used or not, where a person's vulnerability will not be exploited (Bae & Han, 2020; Bravo et al., 2021; Ghanem & Elshaer, n.d.; Muñoz-Leiva et al., 2012; Ukpabi & Karjaluoto, 2017).

H4a. Trust has a positive impact on the usefulness.

H4b. Trust has a positive impact on the intention to use.

Usefulness (US) is a component that refers to the usefulness of an information technology that can help users do their job better and influence the intensity of use (Bravo et al., 2021; Chung & Koo, 2015; Güler et al., 2019; Ukpabi & Karjaluoto, 2017).

H5. Usefulness has a positive impact on the intention to use.

Ease of use (EU) refers to whether a technology is easy to use and does not require a very large effort to experience the benefits of an application or website (Bravo et al., 2021; Güler et al., 2019; Ukpabi & Karjaluoto, 2017; Yılmaz, 2014).

H6a. Ease of use has a positive impact on the usefulness.

H6b. Ease of use has a positive impact on the intention to use.

Enjoyment (EJ) is a user enjoyment factor in using technology that is easy to use, provides a pleasant experience and has an impact on the user's desire to revisit the website (Bravo et al., 2021; Sadiq & Adil, 2020; Sahli & Legohérel, 2016; Ukpabi & Karjaluoto, 2017).

H7a. Enjoyment has a positive impact on the ease of use.

H7b. Enjoyment has a positive impact on the intention to use.

Intention to use (IU) is one of the factors that indicate the attitude of the user to return to visit and use the website as a result of the perceived usability, pleasure, ease of use, and trust after using the website (Muñoz-Leiva et al., 2012; Sadiq & Adil, 2020; Sahli & Legohérel, 2016; Ukpabi & Karjaluoto, 2017).

Motivation to visit (MV) is an additional factor that refers to the actual intention of tourists to visit tourism villages. This factor is analyzed after knowing the impact of destination website quality with continuous use of website quality on the intention to visit (Domínguez Vila et al., 2019).

H8. Intention to use has a positive impact on the motivation to visit.

Construct and Questionnaire

Based on the findings from the literature study, this study identified research constructs by selecting items related to the construction variables. Each item owned by each construct will be tested for validity and reliability. Detail items for each construct, namely, information quality 3 items, design quality 4 items, service

quality 4 items, trust 3 items, usefulness 3 items, ease of use 4 items, enjoyment 3 items, intention to use 3 items, and motivation to visit 3 items. Each indicator can be seen in Table 1.

Table 1. Indicator of Constructs

Construct	Code	Indicators	Sources
Information Quality	IQ1	The information provided by tourism website is accurate and credible.	(Sadiq & Adil, 2020; Ukpabi & Karjaluoto, 2017)
	IQ2	The information provided by tourism website is complete and informative.	
	IQ3	Overall, the quality of the information from tourism website is usefull and satisfactory.	
Design Quality	DQ1	The designs of tourism website should assure a lack of errors or site crashes.	(Chung et al., 2015; Ku & Chen, 2015; Ukpabi & Karjaluoto, 2017)
	DQ2	The design of tourism website shows the contact of village tourism administrator clearly and ease to understand.	
	DQ3	The design of tourism website is easy to search the information.	
	DQ4	The navigational design of tourism website should allow user to feel comfortable.	
Service Quality	SQ1	The tourism website responds the users' request quickly and instantly.	(Chung et al., 2015; Ku & Chen, 2015; Ukpabi & Karjaluoto, 2017)
	SQ2	The efficiency and ease with which a user completes a task while using the tourism website.	
	SQ3	The tourism website is provides services with users' best interests at heart.	
	SQ4	The tourism website provides a sense of security and trust in tourism experience sharing services.	
Trust	TR1	The tourism website provide information sincerely and honestly.	(Bravo et al., 2021; Muñoz-Leiva et al., 2012)
	TR2	The tourism website does not provide false information.	
	TR3	All users can rely on the information it contains.	
Usefulness	US1	The tourism website is useful for finding information and locations of tourism villages.	(Bravo et al., 2021; Sadiq & Adil, 2020)
	US2	The tourism website helps me to plan my trip more efficiently.	

Construct	Code	Indicators	Sources
	US3	The tourism website helps users save time to book tour packages.	
Ease of use	EU1	The tourism website is easy to use to find the information needed.	(Bae & Han, 2020; Bravo et al., 2021; Sadiq & Adil, 2020)
	EU2	It's easy to learn how to operate the tourism website quickly.	
	EU3	It's not difficult to make early reservations for tour packages through the tourism website.	
	EU4	Overall, the tourism website is easy to use.	
Enjoyment	EJ1	Users get a pleasant experience when using the tourism website.	(Bravo et al., 2021; Ukpabi & Karjaluoto, 2017)
	EJ2	Users feel excited to know various information using the tourism website.	
	EJ3	The tourism website provides entertaining content to users.	
Intention to use	IU1	I will use the tourism website as a source of information in the future.	(Bae & Han, 2020; Sadiq & Adil, 2020)
	IU2	I am satisfied with the services provided by this tourism website.	
	IU3	I feel there are many things that I can find and do on this website.	
Motivation to Visit	MV1	I want to visit a tourism village for personal recreation.	(Chung et al., 2015)
	MV2	I want to visit tourism village in a group tour.	
	MV3	I want to visit tourism village with my family.	

After defining the model construct consisting of 9 construct variables and determining the indicators, the research was continued by making a questionnaire containing statements of agreement which were measured using a 5-point Likert scale. Approval responses consisted of strongly disagree, agree, disagree, neutral, agree, strongly agree.

Data Collection

This study carried out a questionnaire distribution technique for online data collection using Google Forms for everyone who has ever taken a tour or had a vacation experience. Questionnaires were distributed to personal individuals and groups via social media such as WhatsApp and Instagram. As a result, 257 data were collected, and 242 data were found to be valid, and then used for interpretation and analysis.

Validation and Data Analysis

Questionnaire result data is used for demographic processing and statistical data processing using the SmartPLS PLS-SEM approach. The process of validity testing and data analysis was carried out to show that the variables being measured were the variables to be studied and to find out the correctness and consistency of the questionnaires distributed as research instruments. The value of the loading factor and discriminant validity measures the results of the validity test. After that, hypothesis testing was analyzed through 3 stages: path coefficient, t-statistic, and p-value.

RESULT AND DISCUSSION

This research focuses on every person or community who conducts information search activities on a daily basis via the internet so that they are not limited by age, occupation, or gender. Mandatory questions are asked to determine the type of digital platform often used by respondents and identify the number of respondents who are aware of the existence of a tourism village website. From the results of the questionnaire completed by a number of 257 people, 85% of respondents used Instagram as a source of information on tourist destinations. This was followed by website users at 44% and TikTok at 32%. However, these results are adjusted for the age of digital platform users. Respondents who filled out the questionnaire were dominated by women at 68%, while men were at 32%. Then, the age range of 20 years to 30 years was 58%, and the respondents who were employed as employees were 38%, who participated the most in filling out the questionnaire. The demographic details of the respondents can be seen in Table 2.

Table 2. Respondent Demography

Demography	Observation (n = 257)
Gender	
Male	81
Female	176
Age	
< 20	51
20 - 30	154
31 - 40	28
41 - 50	20
> 50	4
Job	
Students	85
Employee	101
Teacher	44
Entrepreneur	3
Others	24

Demography	Observation (n = 257)
Social Media Frequency Usage	
Instagram	220
TikTok	83
Facebook	35
Twitter	28
Website/Blog	114

The results of filling out the questionnaire in Figure.2 also show that 78,2% of respondents do not know and have never accessed the website of a tourism village in Indonesia which can be accessed as a main source of tourism information.

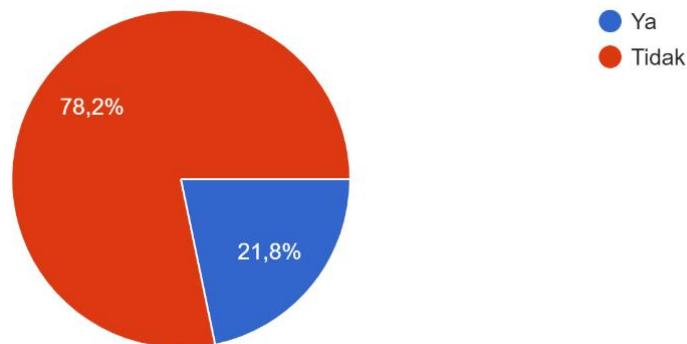


Figure 2. Percentage of Tourism Village Website Users

Reliability and Validity Test

The research instrument was created and carried out for the validity and reliability test. The test criteria for measuring the reflective model using PLS-SEM (Hair et al., 2011), namely Cronbach's alpha (CA) and Composite Reliability (CR), must be higher than 0.70; The reliability of the indicator or loading factor must be higher than 0.70; the convergent validity of the average variance extracted (AVE) must be higher than 0.50.

Table 3. Validity Test and Reliability Test

Variables	Code	Loading Factors	CA	rho_A	CR	AVE
Information Quality	IQ1	0.888	0.859	0.860	0.914	0.779
	IQ2	0.868				
	IQ3	0.893				
Design Quality	DQ1	0.719	0.848	0.861	0.898	0.689
	DQ2	0.846				
	DQ3	0.877				
	DQ4	0.868				
Service Quality	SQ1	0.851	0.887	0.889	0.922	0.748

Variables	Code	Loading Factors	CA	rho_A	CR	AVE
	SQ2	0.866				
	SQ3	0.907				
	SQ4	0.834				
Trust	TR1	0.929	0.933	0.934	0.957	0.881
	TR2	0.947				
	TR3	0.940				
Usefulness	US1	0.876	0.880	0.880	0.926	0.806
	US2	0.920				
	US3	0.897				
Ease of Use	EU1	0.876	0.903	0.911	0.933	0.777
	EU2	0.883				
	EU3	0.815				
	EU4	0.947				
Enjoyment	EJ1	0.911	0.840	0.846	0.904	0.758
	EJ2	0.840				
	EJ3	0.860				
Intention to Use	IU1	0.878	0.882	0.886	0.927	0.809
	IU2	0.894				
	IU3	0.926				
Motivation to Visit	MV1	0.870	0.873	0.874	0.922	0.797
	MV2	0.904				
	MV3	0.904				

The results using SmartPLS in Table III, show that all variables have met the requirements, so the research instrument is valid. Reliability testing indicators and loading factors for each variable obtained a value of > 0.70 , considered reliable. Then, the average extracted variance (AVE) is also > 0.5 , which is declared valid. After all the variables and indicators meet the minimum test criteria, the next step is to test the inner model based on the R-Square calculation that has been done and is shown in Table 4.

Table 4. R-Square Test Result

Variables	R Square	R Square Adjusted
Ease of use (EU)	0,7	0,7
Enjoyment (EJ)	0,6	0,6
Intention to use (IU)	0,8	0,8
Motivation to Visit (MV)	0,4	0,4
Trust (TR)	0,4	0,4
Usefulness (US)	0,7	0,7

The results show that the IU variable has the highest r-square value with a value of 0.8, which means 80 % of the influence received by the IU variable comes from the EU, EJ, TR, and US variables, while other variables outside the research model influence the rest. Then, the EU and US variables have an r-square value of

0.7, which indicates that 70% of the influence is received by the EU and US variables, while the rest are influences from outside the model. Furthermore, the r-square value of the EJ variable is 0.6 which means that the variables in this model affect of 60% of enjoyment. Finally, the MV and TR variables have a reasonably low influence with an r-square value of 0.4, which means that 40% of the influence is received from within the model, and the rest is received from outside the model.

Discussion

Hypothesis testing was carried out to describe the relationship between variables using the bootstrapping method using SmartPLS. The test is carried out by looking at the path coefficient value > 0.1 indicating that the model variable significantly affects the entire model. Furthermore, the test is carried out by looking at the value of t-statistics using the two-tailed test with conditions > 1.64 . In addition, the significance of the variable is seen from the p-value < 0.05 (Hair et al., 2011). The results of testing all hypotheses can be seen in Table 5.

Table 5. Hypotheses Test Result

Path	Original Sample	T-Stat	P-Val	Result
DQ → EU	0.3	4.1	0.0	Accepted
DQ → EJ	0.2	2.8	0.0	Accepted
DQ → US	0.2	2.3	0.0	Accepted
EU → IU	0.3	4.6	0.0	Accepted
EU → US	0.6	6.5	0.0	Accepted
EJ → EU	0.3	5.4	0.0	Accepted
EJ → IU	0.4	6.1	0.0	Accepted
IQ → TR	0.3	3.3	0.0	Accepted
IQ → US	0.0	0.5	0.6	Rejected
IU → MV	0.6	8.5	0.0	Accepted
SQ → EU	0.3	4.0	0.0	Accepted
SQ → EJ	0.6	6.6	0.0	Accepted
SQ → TR	0.4	3.4	0.0	Accepted
TR → IU	0.0	0.6	0.5	Rejected
TR → US	0.1	1.2	0.2	Rejected
US → IU	0.2	2.4	0.0	Accepted

The results of this study indicate that information quality (IQ) and trust (TR) have no significant effect on usefulness (US). In contrast to research (Ghanem & Elshaer, n.d.; Sadiq & Adil, 2020), which states that the quality of information has a positive impact on usefulness in a trust-based environment, so does trust (Muñoz-Leiva et al., 2012), which is an important factor in the usability of a tourism website. This indicates that the information quality factor on the tourism village website does not generate trust in website visitors. Then, the trust variable also has no positive effect on the intention to use. These results are different from research (Bravo et al., 2021), which states the importance of trust in online reviews on the intention and behaviour of visitors to return to using the website (Bae & Han, 2020; Muñoz-Leiva et al., 2012). This study shows that the trust (TR) factor is not the right mediation

between information quality (IQ) and usefulness (US). That is, the quality of information available on the tourism village website does not generate trust, which has a positive impact on the usefulness felt by visitors when accessing the tourism village website. This can be caused by the quality of the information available, which does not convince visitors because it is not updated regularly and is not presented attractively with good literacy. Another cause can also be influenced externally, namely the use of other media that are faster and easier to use, which present information from various influencers about the tourist destinations that want to visit.

The factors that influence the usefulness (US) of a tourism village website are web design quality (DQ) and ease of use (EU). The usability of the tourism village website is influenced by the interface design (Domínguez Vila et al., 2019; Ukpabi & Karjaluo, 2017), which makes it easy to use the website (Bae & Han, 2020). This study also shows that service quality (SQ) has a positive effect on trust (TR), ease of use (EU) and enjoyment (EJ) (Domínguez Vila et al., 2019; Ku & Chen, 2015). The factors that influence intention to use (IU) appropriate with the technology acceptance model (TAM) (Güler et al., 2019), namely usefulness (US) and ease of use (EU), with the addition of the enjoyment (EJ) (Bravo et al., 2021; Sahli & Legohérel, 2015; Ukpabi & Karjaluo, 2017). The factor that arises when using the website significantly influences the repeated use of the website (Chung & Koo, 2015). Research by (Chung et al., 2015) also concluded the correlation between the quality of the website and the intention to continue using the website has a significant influence on the intention to visit a tourist destination. In line with the results of this increase, it shows that the intensity of using the tourism village website has a significant impact on the motivation to visit (MV) by tourists to visit tourism villages.

CONCLUSION

This research showed that three of the sixteen hypotheses were rejected. The trust factor (TR) does not mediate between information quality (IQ) and the use of the website (US) by tourists. Besides that, trust (TR) also does not positively affect the intention to use (IU) the website on an ongoing basis. Furthermore, the factors of usefulness (US), ease of use (EU), and enjoyment (EJ) affect the intention to use (IU) the website. The results of testing the hypothesis data also show that the intensity to use (IU) of websites can motivate tourists to make actual visits to certain tourism villages. Thus, this study explains that the tourism village website influences the actual motivation of tourists to make visits, but there are external factors that impact the intensity of the use of the website as a medium of information by tourists. The tourist trust factor which needs to be improved by presenting quality information and website designs that answer needs. It is necessary to carry out in-depth research to determine the influence and benefits of the tourism village website on the progress of tourism amidst the significantly increased ease of use of social media. The website development process as a program facilitated by the government for tourism villages can be reconsidered. It is necessary to carry out an in-depth needs analysis regarding the urgency of using the website. There are social media applications that make it easier for tourists to find valid information from influencers who use social media to share current travel experiences. This study has

drawbacks, including the trust variable, which can be re-analyzed, and its influence on the intention to use by adding appropriate indicators and collecting more data samples to strengthen the research model. In addition, this study suggests that respondents randomly access the tourism village website, while the characteristics of each website of the tourism village are different and the managers of the tourism village website also have different attitudes and understandings regarding the benefits of the website. This makes the respondent's assessment of each website unable to be specific. Therefore, suggestions for further research can be carried out specifically for certain tourism villages and refer to one segment of tourists to obtain more specific results.

Theoretical implications resulting from the research model that combines the modified DeLone & McLean IS models (information quality, design quality, and service quality) and the Technology Acceptance Model (TAM) (trust, usefulness, ease of use, and enjoyment) significantly affect user intentions and behaviour when using the tourism village website and tourists' motivation to make visits to actual tourist destinations. The results of this study indicate that the variable Trust (TR) has no significant effect on Intention to Use (IU). However, the trust factor does not significantly affect the intention and behaviour of tourists to make an actual visit. External factors that influence tourist confidence in using tourism village websites still need to be considered, such as the availability of a mobile application-based digital platform that provides concise and clear tourism information. Users' trust can be enhanced by improving the information system's quality, content, interface design, and services.

The practical implications of this research can be used as a reference for considering decisions to develop a tourism village website. The results of this study indicate that the use of websites for tourism villages is still relevant and useful as a source of information on tourist destinations. However, the high level of social media users needs to be a vital consideration for decisions in developing a tourism village website so as to save funds on website development that is not used optimally. The survey data indicates that tourists or tourism village managers do not really need to use the website. So, the government needs to discuss the tourism village website facility program so as not to spend funds on purposes that do not increase tourism marketing. The government and stakeholders must understand what is really needed to increase community tourism visits to tourism villages, such as literacy training for tourism village activists or improvement of physical infrastructure that is beneficial for tourists. Thus, developing a tourism village website must be carried out using a suitable method to suit the needs of tourists, managers, business owners and the local government. The results of the analysis of hypothesis testing show that the quality of website design is one of the most influential factors in usability, ease of use of the web, and enjoyment. It is necessary to standardize the interface design with navigation, layout and content that is attractive, and fun and anticipates user confusion when operating it. In addition, the graph of the significantly increased use of social media, further research can also consider developing a tourism village website with effective and efficient interactive services. For example, providing services with convenience in using the

website to ensure the security aspects of tourist experience information shared by tourists.

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