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Factors Influencing Technology Adoptionvirtual Reality Tourism during the Pandemic Period in the Tourism Villages ofMunggu and Cemagi, Mengwi-Badung

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ABSTRACT: *This study aims to determine the determinants of acceptance of virtual reality technology for tourism promotion by examining the influence of the independent variables namely, Self-Efficacy, Perceived Ease of Use, Perceived Usefulness on Behavioral Intention to Use Virtual Reality then Behavioral Intention to Use influences actual use. This study uses a quantitative approach using primary data obtained through distributing questionnaires with the snowball sampling method. The unit of analysis is the community from the Tourism Awareness Group in the tourist villages of Munggu and Cemagi who are familiar with or know about virtual reality technology. Research data processing techniques to test this hypothesis using SmartPLS 3.2.9 software. The results of the study show that all the variable relationships in the TAM Davis (1985) Theory model which are hypothesized are acceptable, that the behavior of using virtual reality tourism by tourism actors as a medium for tourism promotion in Munggu and Canggu Villages is highly dependent on intentions driven by aspects of ease and use of technology.*

KEYWORDS-*Self-Efficacy, Perceived Ease of Use, Perceived Usefulness, Behavioral Intention to Use Virtual Reality in Tourism, Actual Use*

I. INTRODUCTION

Tourism is one of the economic sectors that is experiencing very rapid development so that it can become a driving force for the economy of a country that is able to contribute to increasing living standards and opening up new jobs for the community. In addition Tourism is one of the fastest growing industries for many countries around the world. More and more regions are turning to tourism as an important engine of economic growth; tourism is now a major source of foreign income for a large number of developing countries. Therefore, the presence of foreign tourists will have an impact, both directly and indirectly, on increasing state income through foreign exchange earnings, opening new jobs, reducing poverty and improving income distribution.(Astawa & Sudibia, 2021; Kusumawardani & Soelistyo, 2021)

The growth in the competitiveness of travel & tourism has traditionally offered a tremendous impact on increasing GRDP, employment, and local economic development for more remote communities. (Astawa & Sudibia, 2021; Kusumawardani & Soelistyo, 2021). However, this is inversely proportional to the global pressure, especially during the Covid-19 pandemic. Since the beginning of 2020, Covid-19 was announced as a global pandemic which had an impact on many economic activities being restricted, including limiting tourism activities. As a result of the implementation of mobility restrictions and advice not to travel and gather in large numbers, many potential tourists cancel visits to tourist attractions. As the data in table 1 and graph 1 show, in

2020, especially from April to December, it is true that there has been a decline in tourist visits, which were originally 6,275,210 in 2019 to 1,069,473 in 2020 or a drastic drop of 82.95% from the previous year.

Due to this pressure, changes in mobility and business models are getting faster and faster, providing opportunities to reinvent mobility systems by using policy and technological innovations to address social, economic and environmental impacts. With restrictions on activities imposed by the government through Restrictions on the Implementation of Community Activities (PPKM), tourism areas face new challenges in promoting their destinations. One of the solutions implemented is the use of Virtual Reality technology as a solution for remote marketing. Virtual Reality offers a new way of traveling by inviting tourists to enter the travel videos that are shown. They are made to appear to be in the same dimension as the travel video. Coupled with a supportive virtual environment, ranging from sensory simulations such as sight, sound, and even touch, which of course will make tourists feel a different experience (Ashshiddiqie et al., 2021).

Figure 1. Data on Tourist Arrivals to Bali Province Period 2016-2020

Source :(BPS Province of Bali, 2021)

In tourism research, TAM has been widely used in technology acceptance research. Fuady et al., (2020) using TAM to explore acceptance of Tourism E-Commerce applications among the millennial generation in the city of Bandung. Mardhiyah et al., (2020) conducted a study on the level of public acceptance in the city of Surabaya as consumers to want to switch to starting using online travel service technology including booking travel tickets and booking hotel rooms or lodging online. Novita& Helena, (2021conducted research on user satisfaction regarding the Android-based Brebes travel application (Traveloka). FurthermoreKhaqiqi & Alfasi, (2022) conduct a study of the TAM Theory approach with respect to technology acceptance Virtual Reality in Indonesia. Based on this view, it can be said that it is very relevant to use the TAM model when researching the acceptance behavior of Virtual Reality technology in tourist visits during a pandemic.

Although during the last ten years research on virtual tourism has increased and Virtual Reality can be considered as a potential new channel (Muhammad et al., 2021), Virtual Reality is still classified as a new technology and its acceptance in tourism still needs to be explored further, considering the novelty of experiences offered by Virtual Reality technologies such as visual 360 to visual 3D, and people are not familiar with the types of experiences offered (Ashshiddiqie et al., 2021). Although this type of acceptance of Virtual Reality technology has been researched in the education, business and medical sectors, studies on Virtual Reality for tourism are scarce, particularly focusing on the current pandemic (Disztinger & Groth, 2017).

There is a research gap in technology adoption in the tourism sector, motivating this research to be carried out. This study uses the Technology Acceptance Model approach developed by Davis et al., (1989). The Technology Acceptance Model originates from psychological theory to explain information technology user behavior based on belief, attitude, intention, and user behavior relationship. The purpose of this model is to explain the main factors of the behavior of information technology users towards the acceptance and use of information technology itself. The Technology Acceptance Model believes that the use of information technology will improve individual or company performance. The use of the Technology Acceptance Model in research is intended as a novelty in the development of a technology acceptance model, especially Virtual Reality technology in the development of the tourism industry in Badung-Bali Regency, especially in Cepaga Tourism Village and Munggu Tourism Village.

II. LITERATUR REVIEW

Technology Accepted Model Theory

Adoption of information technology systems by an organization or public institution can be predicted by several evaluation model theories that have been developed, one of which is the Technology Acceptance Model. Technology Acceptance Model is a theory that explains how a person's acceptance of the use of information technology systems. The aim is to provide an understanding in explaining the main factors of information technology user behavior towards the acceptance of information technology users, in this case the use of social media. The Technology Acceptance Model was first introduced by Fred Davis in 1989.Davis et al., (1989) explains that the overall attitude of potential users towards the use of the system is hypothesized to be the main determinant of the use of the system. Attitude to use is a function of two main beliefs, namely perceived usefulness and perceived convenience. Perceived convenience has an influence on perceived usefulness. There are external variables that directly affect the perception of convenience and usability. The following is the Technology Acceptance Model that has been revised by Venkatesh and Davis (1996) as shown in the following figure:

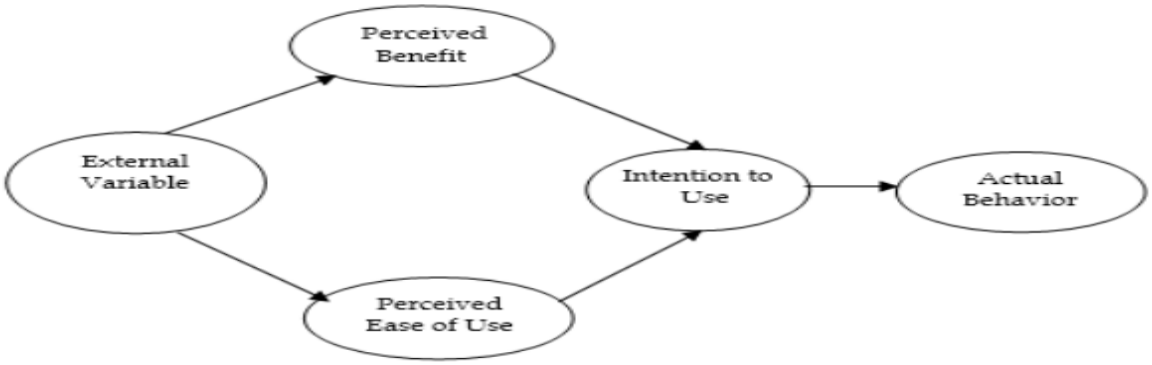

Figure 2 Model Tam Venkates and Davis (1996)

Venkatesh and Davis (1996) revised the Technology Acceptance Model by excluding the variable attitudes toward technology use, because empirically attitudes do not fully mediate the effect of perceived benefits on behavioral intentions to use technology and information. Furthermore, Venkatesh and Davis (1996) also proposed adding the variable computer self-efficacy as a variable that only affects perceived convenience and perceived usefulness.

In its purest form, the Technology Acceptance Model uses the two core constructs Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) to describe Behavioral Intention to Use (BI) as a precursor to acceptance of use. Behavioral intention to use is a behavioral tendency to continue using a technology. In addition to the core construction of the Technology Acceptance Model, this research is expanded with variables related to Behavioral Intention to Use as an external variable, namely self-efficacy. Furthermore, this research

replicates the TAM Theory from (Pramuki, 2020; Venkatesh & Davis, 1996) by incorporating self-efficacy into the model and becoming an antecedent of intention to use technology. Several previous studies have succeeded in proving the importance of computer self-efficacy as a predictor of technology acceptance (Saleh Alharbi & Drew, 2019)). FurthermoreThongsri et al., (2020) in his research succeeded in validating the critical role of computer self-efficacy in predicting individual responses to information technology systems. These findings also reveal that there is an indirect relationship between computer self-efficacy and intention through perceived ease of use and perceived ease of use from TAM theory. Use of the Technology Acceptance Model.

Perceived Usefulness

Perceived usefulness is defined as the level of individual belief that the use of a particular information system technology will improve performance. This concept describes the benefits of the system for the user related to productivity, task performance, effectiveness, importance of a task and overall usefulness(Davis et al., 1989).(Pramuki, 2020)defines that perceived usefulness is the extent to which a person believes that using a technology will improve his job performance. The definitions above indicate the existence of a belief about the decision-making process. Thus, it can be said that if someone feels confident that a particular information system technology is useful, he will use it. Conversely, if someone believes that SI is less useful, he will not use it. Previous studies have shown that perceived usefulness has a positive effect on intentions and subsequently on behavior or actual use (Pramuki, 2020; Sani & Wiliani, 2019; Weng et al., 2018). However, (Dixit & Prakash, (2018) and Prasetianingrum & Sejati, (2017) found the opposite, namely perceived usefulness had no effect on actual use.

Perceived Ease of Use

Perceived ease of use is defined as someone who believes that using an information system is easy and does not require much effort from the user (Pramuki, 2020; Venkatesh & Davis, 1996). This concept includes clarity of purpose for using IS and ease of use of the system for purposes according to the wishes of the user (Mardhiyah et al., 2020). This definition shows that perceived ease of use is a belief about the decision-making process. Thus, it can be said that if someone feels confident that an information system is easy to use, he will use it. Conversely, if someone feels that IS is not easy to use, he will not use it. Likewise, the use of IS is easy or does not require hard effort to increase user motivation in using information systems to complete work (Sani & Wiliani, 2019)).

Virtual Reality Self-Efficacy

The self-efficacy construct is based on the self-efficacy construct developed by Bandura's Social Cognitive Theory (Kantohe et al., 2021). Kantohe (2021) explains that to achieve the desired performance, a person can perform self-efficacy related to assessing his ability to manage and decide on the actions needed to support that goal. The main source is perception and interpretation which can be done physically or emotionally. The role of self-efficacy is to influence the motivational process through a number of individual efforts and how long the individual works when there are obstacles. Individuals with low self-efficacy can undermine motivation through their perception that before trying they were unable to complete the task. Self-efficacy is defined as a person's belief in his ability to perform a task successfully. It is not a measure of one's skill, but what people believe they can do based on their abilities or skills. FurthermoreScout, (2020); Saleh Alharbi & Drew, (2019) and Thongsri et al., (2020) then adapting the concept of self-efficacy from social cognitive theory and using it in the context of acceptance of technology commonly known as computer self-efficacy.

Behavioral Intention to Use

Behavioral Intention to Use is a person's desire to carry out an activity. This interest arises due to the desire, liking in carrying out these activities and giving something positive happy (Vishwakarma et al., 2020).Trisnadewi et al., (2021) as well asSuardika & Budiasih, (2017) states that behavioral interest is a behavioral tendency to stick with something. The level of use of a computer technology in a person can be

predicted from his attentiveness towards the technology, for example the desire to add supporting devices, the motivation to continue using it, and the desire to motivate other users.

Virtual Reality and Tourism

Virtual Reality generally refers to an artificial digital world in which users can interact and navigate. Virtual Reality systems typically provide a real-time, viewer-centered perspective with large viewing angles, interactive controls, and binocular views (Ashshiddiqie et al., 2021). The main goal of Virtual Reality is to create a virtual world that is as real as possible where users can interact in that world.

Previous research by Tussyadiah et al., (2018) has considered two types of Virtual Reality devices and explained the benefits of using Virtual Reality for tourism-related purposes. These Virtual Reality devices are classified into two categories: untethered (Mobile VR) and tethered (PC-based VR). Tethered Virtual Reality (PC-based VR) devices, such as the HTC Vive and Oculus Rift, need to be connected to a computer system to process graphics data. This Virtual Reality device contains a display to view Virtual Reality content and has several sensors (internal/external) to track the user's movement/position.PC-based devices VirtualReality more expensive than the device Virtual Reality mobile due to the high minimum system requirements of the computer, while providing a better immersive experience because the field is displayed wider with a high pixel density (Hillman 2019).As a result, most consumers cannot afford this technology.

Meanwhile, devices without tethering (Mobile Virtual Reality) which is focused in this research is known as Headset. Examples of these devices are the Google Card board and the Samsung Gear. This device allows users to connect their smartphone to the headset VirtualReality to enjoy content Virtual Reality. Thus, the power of the smartphone and the availability of content VirtualReality mobile is very important for its application. The mass expansion of the smartphone market has made technology VirtualReality quite affordable and accessible to many people (Byond, 2016). Mobile VirtualReality it also comes with the easy availability of cheap, high-speed data, which is needed to play content Virtual Reality (in this case, to play content Virtual Reality tourism, such as a 360 video of a tourist destination).

Potency VirtualReality in tourism lies in its ability to provide additional sensory and visual information and provide tourists with immersive experiences. Users can travel to tourist destinations virtually as a substitute for in-person visits. (Khaqiqi & Alfasi, 2022) stated that through Virtual Reality, users experience a destination virtually which increases their intention to visit the destination. Previous studies in this context have highlighted benefits VirtualReality for leisure and business travelers, shows that VirtualReality more effective as a marketing medium than traditional brochures and websites featuring only photos, because VirtualReality have more variety of content and informative experience.

Tom Dieck et al., (2018) exploratory study in the context of VR adoption and discovering various elements that influence tourists' intention to using VR. They categorize influencing factors in terms of usability (perceived control, perceived ease of use, convenience, and personalization), hedonic benefits (enjoyment and realism that experienced), personal benefit (perceived usefulness), and emotional benefit

Conceptual Framework

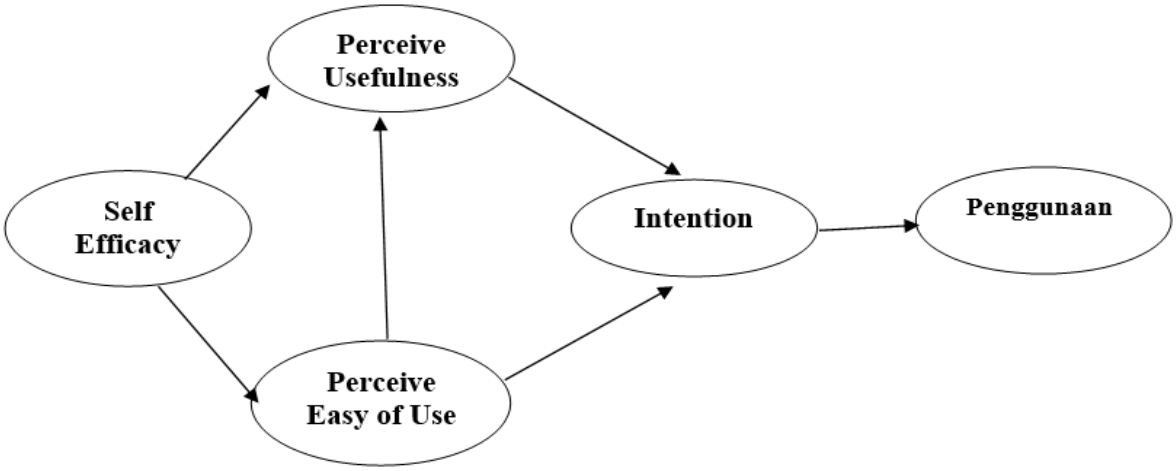

Figure 3 Conceptual Framework

III. METHODE

This research is done in the Tourism Villages of Munggu and Cemagiwith a Tourism Awareness Group population that has knowledge of Virtual Reality technology. This study uses a non-probability sampling technique bymethod snowballsampling. Onmethod snowball sampling, sampling is done by looking for the first few samples, then their acquaintances who have similar views or situations are asked to take part in the study(Sekaran & Bougie, 2020)).The data collection used is a survey method with a questionnaire. The respondents who were willing to fill out the questionnaire obtained data from 55 respondents.

The perceived usefulness variable is measured by a scalelikert 5 points which consists of 5 indicators viz1) work faster; 2) improve work performance; 3) increase productivity; 4) increase effectiveness; 5) make work easier(Khaqiqi & Alfansi, 2022; Pramuki, 2020b; Trisnadewi et al., 2021), The ease of perception variable is measured by 4 indicators namely 1) clear and understandable, 2) easy to become skilled, 3) easy to use, and 4) easy to learn.(Khaqiqi & Alfansi, 2022; Pramuki, 2020; Trisnadewi et al., 2021). The Self-Efficacy variable is measured with 2 indicators, namely 1) confidence in getting virtual reality information 2) confidence in using virtual reality, intention variables are measured with 5 indicators namely 1) Trying to use virtual reality all the time, 2) Trying as much as possible using virtual reality, 3) Planning to use virtual reality in the future. 4) Intend to use virtual reality in the future. 5) It is expected that the use of virtual reality will continue in the future. As well as the variable use of the virtual reality system is measured by 3 indicators namely 1) always use virtual reality in every tour. 2) Always try your best to use virtual reality. 3) Trying to always use virtual reality in marketing tourism services.

The data analysis method chosen to answer the objectives of this study is to use the PLS SEM method which has its own reliability, which is more flexible, can be used in models with small sample size data, reflective and formative indicators.(Hair et al., 2014) and to analyze models with great complexity (100-1000 indicators)(Ghozali, 2021).

IV. RESULT AND DISCUSSION

Data collection in the study was carried out using a survey method, in which as many as 55 respondents who were members of the tourism awareness group had responded by filling out a research questionnaire. All questionnaires are completely filled out and can be processed further. The characteristics of the respondents in this study were as follows: 1) the age characteristics of the respondents in this study were dominated by 45 respondents (81.8%) aged over 40 years, 2) the characteristics of the education level of the respondents in this study were dominated by high school education level of 28 respondents (50.9%), 3) the characteristics of the

gender of the respondents in this study were dominated by 30 respondents (54.5%) male. 4) The characteristics of the length of business of the respondents in this study were above 5 years of 30 respondents (54.5%).

To measure validity and reliability, you can use the role of growth based on the indicators a) convergent validity, b) discriminant validity, and c) composite reliability and Cronbach alpha. The test results show that the outer loading value of all indicators for each variable is above 0.6, so that it meets the valid requirements based on convergent validity criteria. Outer loading results also show that the AVE value of all constructs is > 0.50 and value√AVE of each construct ranges from 0.782 to 0.906 which is greater than the correlation value which is between 0.551 to 0.665so that it meets the valid requirements based on discriminant validity criteria. With regard to reliability measurement, it shows that the value of composite reliability and Cronbach Alpha for each construct has shown a value greater than 0.60 so that it fulfills the reliable requirements based on composite reliability criteria.

The results of path analysis testing in hypothesis testing can be presented in the following table.

Table 1 Path Analysis and Statistical Testing

Relations Between Variables	Coefficient	T Statistics	P Values	Information
Self-efficacy -> Perceived Usefulness	0.282	1,798	0.036	Significant
Self-efficacy -> Perception of Convenience	0.647	8,166	0.000	Significant
Perceived Convenience -> Perceived Usability	0.471	3,089	0.001	Significant
Perception of Usability -> Intention	0.417	3,126	0.001	Significant
Perception of Ease -> Intention	0.293	1,885	0.030	Significant
Intent -> Virtual Usage	0.551	8,260	0.000	Significant

The Positive Effect of Virtual Reality Self-Efficacy on perceived usefulness of virtual reality tourism

Based on the results of path analysis in table 5.7, it shows that virtual reality self-efficacy has a significant positive effect on the perceived usefulness of virtual reality tourism. The increasing virtual reality self-efficacy owned by tourism business owners in Munggu and Cemagi villages will increase the perceived usefulness of virtual reality tourism owned by tourism business managers. The belief of tour business owners in this application will have an impact where they will feel confident and trust that using the application will provide all conveniences, both ease of access and application of its features.

The Positive Effect of Virtual Reality Self-Efficacy on the perceived usefulness of virtual reality tourism

Based on the results of the path analysis in table 5.7, it shows that the value of virtual reality self-efficacy on the perceived benefits of technology shows a positive and significant effect on the perceived benefits of technology so that hypothesis 2 is supported in this study. This phenomenon can occur as tourism managers in Cemagi and Munggu villages have high confidence that the use of virtual reality will provide benefits for increasing their business so that they can achieve the desired performance. The results of this study are in line with TAM theory and support research conducted by Rose and Fogarty (2006) and Park (2009) which shows that computer self-efficacy determines perceived benefits. Park (2009) also argued that computer self-efficacy is a good construct in the Technology Acceptance Model.

The positive effect of Perceive ease of use on perceived usefulness of virtual reality tourism

Based on the results of path analysis in table 5.7, it shows that perceived ease of use of technology has a positive and significant effect on perceived benefits of technology, therefore hypothesis 3 is supported in this

study. This phenomenon can occur because tourism managers in the villages of Cemagi and Munggu who find it easy to use virtual reality applications will feel the benefits derived from this technology to improve their business. The results of this study are in line with the TAM Theory and support the research conducted by Teo et al. (2008); Parks (2009); Yusof et al. (2009); Lin and Chang (2011), and Abramson (2015) who found that perceived convenience influences perceived benefits.

The positive effect of perceived ease of use on the intention to use virtual reality tourism

Based on the results of the path analysis in table 5.7, the perceived ease of use of technology has a positive and significant effect on the intention to use technology, so that hypothesis 4 is supported in this study. This phenomenon can occur because tourism managers in Cemagi and Munggu villages who find it easy to use virtual reality applications will determine their intention to accept or refuse to use technology in completing their work. The results of this study are in line with the theory of TAM (Technology Acceptance Model) by (Davis, 1985) and support the research of Teo et al. (2008); Parks (2009); Lin and Chang (2011); and Abramson (2015) who found that perceived ease of use of technology influences intention to use technology.

The effect of positive perceived usefulness on the intention to use virtual reality tourism.

Based on the results of the path analysis in table 5.7, it shows that the perceived benefits of technology have a positive and significant effect on the intention to use technology, so that hypothesis 4 is supported in this study. This means that the increasing perception of the benefits of technology is in line with the increasing intention to use technology. This phenomenon can occur because if tourism managers in Cemagi and Munggu villages feel that virtual reality applications have many benefits to improve their performance, it will affect their intention to use the technology. The results of this study are in line with the theory of TAM (Technology Acceptance Model) by (Davis, 1985) and support the results of research conducted by Hu et al. (1999); Teo et al. (2008); Park (2009): Lin and Chang (2011); and Abramson (2015),

The Influence of Positive Intentions on the use of virtual reality tourism

Based on the results of the path analysis in table 5.7, it shows that the intention to use technology has a positive effect on the use of technology, so that hypothesis 6 is supported in this study. This means that the increasing intention to use technology is in line with the increasing use of technology. This phenomenon can occur because tourism managers in Cemagi and Munggu villages who have the intention to use technology will influence their behavior to use this technology in completing their work. If the tourism managers in Cemagi and Munggu villages have the intention to refuse to use technology, then the tourism managers in Cemagi and Munggu villages do not intend to use the technology. However, if tourism managers in Cemagi and Munggu villages have the intention to accept technology, then the tourism managers in Cemagi and Munggu villages have a strong attitude to continue to use technology in completing their work. The results of this study are in line with the theory of TAM (Technology Acceptance Model) by (Davis, 1985) and support research conducted by Hu et al. (1999); Parks (2009); Lin and Chang (2011); Suki and Suki (2011); Abramson (2015) who found that attitude influences the intention to use technology. (1999); Parks (2009); Lin and Chang (2011); Suki and Suki (2011); Abramson (2015) who found that attitude influences the intention to use technology. (1999); Parks (2009); Lin and Chang (2011); Suki and Suki (2011); Abramson (2015) who found that attitude influences the intention to use technology.

V. CONCLUSION

The results of the study show that all the variable relationships in the TAM Davis (1985) Theory model which are hypothesized are acceptable, that the behavior of using virtual reality tourism by tourism actors as a medium for tourism promotion in Munggu and Canggu Villages is highly dependent on intentions driven by aspects of ease and use of technology. The results of this study suggest that tourism business managers in Munggu and Cemagi Villages can use this technology application as a media for tourism promotion. That

Virtual reality tourism technology is a location simulation in the form of a series of videos, images, and also contains sound effects, narration, and text. With Virtual reality tourism we can explore tourist destinations only armed with a smartphone and internet network. Virtual reality tourism also has the benefit of being an online promotional medium where we can see photos and videos in three dimensions, which are an inspiration in building local community businesses, besides that it is also one of the media for creating product or service concepts that bridge information needs with sophisticated technology. This Virtual Tour can be accessed through certain websites. The lack of media promotion is another factor in the decline in the number of visitors to the tourist attraction. With the Application Virtual reality tourism make it easier for the public to get information about the tourism objects to be addressed, especially the tourism objects in the villages of Munggu and Cemagi.

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