

ABSTRACT

Online review in social media has become one of the resources of tourism destinations for tourists. Travelers tend to trust the online review uploaded by colleagues, friends and family compared to the information provided by the travel agency. This is because traveled is a product that requires a high level of involvement. This study aimed to examine the effect of two routes; six factors central route (information timeliness, information understandability, information relevance, information accuracy, information completeness, value-added information) and two factors of peripheral route (information quantity and product ranking) in the adoption of a destination information by domestic tourist.

This study uses survey methods as method of data collection to 196 respondents. The sample of this study is tourists aged 16-30 years. Research questionnaires distributed offline and online.

The analysis showed that tourist use both the central and peripheral route to process information destination information in the online review social media. Ranking product, information understandability, information quantity, and the information relevance has a positive influence in the adoption of information, while the information timeliness, information accuracy, information completeness, and value-added information has not significant influence.

Keyword: adoption of information, social media, tourism destination