

## **Tourism 4.0: digital media communication on online impulse buying and e-satisfaction**

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### **Abstract**

The rapid development of ICT changes communication practices and strategies involving government and stakeholder policies in the tourism industry. This is also a challenge and an opportunity for every country in general and tourist destinations to create interesting information on websites and other online media as a promotion. This study aims to find out how digital communication media, especially websites, can influence impulsive buying online and e-satisfaction. The quantitative research approach used surveys of 400 respondents. Data analysed using the Structural Equation Modelling (SEM) technique. The study found that website quality, website personality, and sales promotion influence the impulsive online purchases. Furthermore, website quality, website personality, and impulsive online buying have a simultaneous effect on e-satisfaction. Online travel agents are advised to pay more attention and improve website quality, website personality, and online impulsive buying as the predictor of e-satisfaction.

**Keywords:** digital media communication; online impulsive buying; e-satisfaction.

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### **INTRODUCTION**

The tourist sector is now expanding in tandem with the era of globalization and the rapid growth of information technology. The growth of ICT (Information Communication and Technology) enables travellers to locate tourist sites by simply accessing tourist information on the internet. In our digital age, nearly all information

is easily accessible through the internet. As a result, tourist locations worldwide must give complete information on their websites or other online media since it is one of the factors influencing tourist decisions (Buhalis, 2020).

The ICT global growth results effective communication practices and initiatives changes, including government and stakeholder policies in the tourist sector (Tiago et al., 2021). The internet is a reliable and successful marketing tool in the tourist industry. The internet may be utilized to disseminate information and communicate with travellers (Buhalis & Law, 2008).

Tourism 4.0 is currently a tourism development trend in several countries worldwide. Many nations have planned for tourism 4.0 development. The development of tourism 4.0 is aims towards millennial visitors, who account for 50% of all incoming international tourists to Indonesia, with a predicted growth rate of 5% (Puspita, 2019). The tourism 4.0 movement is defined by changes in visitor behaviour that are more independent and individual. Consumer behaviour is increasingly mobile, personal, and interactive, supported by the development of the digital era. In the tourism industry, changes in consumer behaviour are seen when the tourists search and share 70% via digital platforms (Sugimoto et al., 2019).

According to Bloom Consulting's 2017-2018 Country Brand Ranking which describes branding of various nations, regions, and cities which comprises investment attractiveness, tourism attractiveness, talent attractiveness, reinforcement of excellence (increased public diplomacy activities), and export reinforcement, Indonesia was rated 11th in Asia and 35th in the world. It means that Indonesia is a promising tourism industry so digital advertising for tourist attractions becomes critical (Torres & Vilar, 2019).

Based on Indonesian tourism data in 2018, the overall number of international tourists grew from 14.04 million in 2017 to 15.81 million with 59.75 % of the rooms filled and the average duration of stay was 1.75 days. Based on these data, Indonesia remains a popular worldwide tourism destination (BPS, 2019).

Utama et al. (2020) stated that Indonesian e-tourism need to be optimized because the information provided on the tourism website was not interactive. Strategically, the organizations and destinations had to promote dialogue with various stakeholders actively. The internet has drastically altered how visitors connect, exchange opinions about their vacations, and interact with the tourism sector in general (Dwivedi & Weerawardena, 2018).

The overall number of internet users has reached 143.3 million, or 54% of the Indonesian population (APJII, 2019). Most internet users in the age group 19-34 years were by 49.5%. It shows that millennials are the largest internet user in Indonesia (Rosmayanti, 2019). However, the technological era is interesting for millennials as their attitudes, behaviour, and lifestyle differ from previous generations. Millennials also become an attractive target market for the business world. By identifying millennials, companies will be able to get business profits in the future (Moreno et al., 2017).

One of digital marketing communication platform is website. Business websites should reflect or convey business aims, history, goods, and vision. The major issue in internet marketing communication is that businesses must build visually appealing and engaging sites to promote repeat visitors. Certain websites for mobile devices must be considered, as a daily social poll found that most Indonesians use smartphones to access online travel agencies, with an estimated 83.59% using smartphones to access online travel agents (Zebua, 2018).

Online clients are in a psychological state distinct from unexpected and abrupt behaviour throughout the purchasing decision process, making it is challenging for businesses to forecast (Floh & Madlberger, 2013; Chan et al., 2017). Online customers are website visitors who make their purchase decisions online processes, starting with browsing for product-related information and ending with tracking product shipments and completing payment transactions. As a result, two important criteria for impulsive online consumers are website technology usage and confidence in online businesses (Wu, 2013; Kusmaharani & Halim, 2020).

Furthermore, website features might impact client browsing behaviour, which leads to purchasing or buying habits (Turkyilmaz et al., 2015). Emotional and instructive web content is often appropriate for online tourism items. Its presentation on the website is critical information for optimizing online browsing (Mohseni et al., 2018). By referring to prior research on website quality, website personality, and sales promotion on online impulsive purchasing and e-satisfaction (Widagdo & Roz, 2021; Mohseni et al., 2018; Turkyilmaz et al., 2015), this study attempts to fill some gaps in existing studies, especially discrepancies in research findings. There is no research in the context of digital media communication and online impulse buying in a comprehensive manner that impacts the e-satisfaction of millennial tourists.

The research aims to develop the conceptual theory to create online consumer satisfaction, especially for millennial tourists in Indonesia. In addition, this study aims to find out how to increase online consumer satisfaction, especially by creating effective digital media communication to promote millennial travellers' internet impulsive purchases. The theoretical contribution of this study is improving tourism management science, especially about website quality, personality and sales promotion toward online impulsive buying and e-satisfaction. Academics might utilize the findings of this study as reference material for future research by developing theoretical and empirical models. In practice, the findings of this study may be used by online travel agent to simplify communication and advertising through digital media.

### **Website Quality**

The available literature demonstrates several website features that might increase quality (Chan et al., 2017). Lemon & Verhoef (2016) emphasized the importance of website design and content in attracting more online customers. The

aesthetic attractiveness, transaction security, and navigation of a website are indicators that can directly influence the purchase of an impulsive consumer (Wells et al., 2011; Chan et al., 2017).

### **Website Personality**

The personality dimensions of the website include enthusiasm, sophistication, discomfort, authenticity, and solidity to examine the website's personality (Davies et al., 2018). An enthusiastic website efficiently has structure and design that create a polite and pleasant ambience for visitors. However, the website's solidity relates to the amount to which its company operates professionally. The dependability and security of a website's personality are related to its authenticity, whilst sophistication refers to a stylish, classy, and upmarket (Poddar et al., 2009).

### **Sales Promotion**

As a collection of various motivating methods, sales promotion is intended to encourage consumers to acquire a variety of items or services in a short period. Sales promotion aims to excite consumer demands and persuade people to buy items from certain companies right away (Kotler & Keller, 2016). Stimulation of sales promotions is a significant antecedent of consumer online impulsive buying. Discounts, promotional activities, bundling, and purchasing ideas are examples of sales promotion stimuli that might drive customers to buy impulsively (Badgaiyan & Verma, 2015; Dawson & Kim, 2010).

### **Online Impulsive Buying**

According to Sundström et al. (2019), the impulsive purchase is defined as sudden, exciting, and hedonic consumer activity, especially when they are uninformed. People typically make accidental and quick purchases (Iyer et al., 2020). Nevertheless, their intents may be connected to the website's ease or participation (Wu et al., 2016). According to Sharma et al. (2010), consumer emotions, inadequate cognitive control, or impulsive conduct drive online purchases. They contended that appealing things influence customer purchasing behaviour, causing people to make purchases without contemplating online transactions' financial and other repercussions.

### **E-Satisfaction**

According to Anderson & Srinivasan (2003), e-customer satisfaction can be described as sincerity from the customer in connection with the previous purchase experience. Meanwhile, Szymanski & Henard (2001) stated that e-customer satisfaction is conceptualized as an assessment of experiences using the internet compared to their experiences in traditional ways relating to customers. E-customer satisfaction refers to customer satisfaction to the prior purchasing experience on a website (Hur et al., 2011).

### **Website Quality on Online Impulsive Buying**

Some research has found that the quality of website characteristics has a substantial effect on customers' online impulsive purchase behaviour. [Turkyilmaz et al. \(2015\)](#) observed, for example, that three characteristics of website quality, including entertainment, simplicity of use, and usability, had a positive impact on customers' online impulsive purchases. A well-designed interface improves the likelihood of spontaneous purchases by customers ([Hasan, 2016](#)). [Turkyilmaz et al. \(2015\)](#) shown that online merchants that wish to grow and keep their customer base must prioritize and improve the quality of their website. [Clemes et al. \(2014\)](#) investigated Chinese consumer behaviour and discovered that well-designed website components influenced online shopping uptake significantly. Based on the literature and prior study findings, the hypothesis is presented as follow.

H1: Website quality has a favourable impact to online impulsive buying.

### **Website Personality on Online Impulsive Buying**

[Turkyilmaz et al. \(2015\)](#) studied and confirmed that website personality influences online impulsive purchase in a recent study. Similarly, the ease of use and enjoyment of the website will impact impulsive purchase behaviour. [Chen et al. \(2013\)](#) shows that impulsive purchasing which implies unexpected purchases, non-economic aims like excitement, inventiveness, and emotional or social enjoyment. [Rezaei et al. \(2016\)](#) found a link between web site personality features and online purchasers' impulsive purchasing behaviour. This means that while web surfing, customers are more likely to make impulse purchases depending on web site personality features such as sophistication and/or sincerity. Based on the literature and prior study findings, the hypothesis is presented as follow.

H2: Website personality has a favourable impact to online impulsive buying.

### **Sales Promotion on Online Impulsive Buying**

The simulation of sales advertising and the design elements of an online business is essential antecedents for impulsive online purchase. Sales, promotions, suggestions, and purchasing ideas are examples of stimuli that might convince customers to buy on the spur of the moment ([Lo et al., 2016](#)). [Behera et al. \(2020\)](#) have proposed that the stimulation of e-retailer sales promotions is connected to online customers' impulsive purchases. Online shoppers' impulsive purchasing behaviour is positively influenced by sales promotion ([Badgaiyan & Verma, 2015](#)). Based on the literature and prior study findings, the hypothesis is presented as follow.

H3: Sales promotion has a favourable impact to online impulsive buying

### **Online Impulsive Buying on E-Satisfaction**

[Sharma et al. \(2010\)](#) contended that appealing items motivate customer purchasing behaviour, leading to their delight in making purchases without contemplating the implications of online transactions. Furthermore, because

acquiring tourism items is a high-satisfaction engagement activity, it necessitates planning (Ulker-Demire & Giftci, 2020). It demonstrates that the level of pleasure with tourist items purchased spontaneously improves, but there will be limited understanding about the causes of spontaneous tourism product purchases (Laesser & Dolnicar, 2012). Based on the literature and prior study findings, the hypothesis is presented as follow.

H4: Online impulsive buying has a favourable impact to e-satisfaction.

### **Website Quality on E-Satisfaction**

Website design can be good if it has a stable operating system, a method for fast mistake recovery, and increased the worth of enjoyment gained by website users (Kim et al., 2017). A website with high aesthetic appeal may also create a lasting sense of satisfaction for tourists, enhance tourists' perceptions of business trustworthiness, and increase the frequency of tourist visits to the website (Wijiutami & Octavia, 2017; Chou et al., 2015). Based on the literature and prior study findings, the hypothesis is presented as follow.

H5: Website quality has a favourable impact to e-satisfaction.

### **Website Personality on E-Satisfaction**

An excellent website offers intriguing design or an easy purchasing experience. Furthermore, the many aspects of website personality, such as atmospheric signals, design, usability, and privacy, influence online visitor pleasure (Park et al., 2012; Wu et al., 2015). Based on Akrimi & Khemakhem (2014) research, show a favourable influence of website personality on customer satisfaction, the effect of website personality on satisfaction of user behavioural reactions may be investigated. To the best of our knowledge, Louis & Lombart (2010) have yet to experimentally investigate the relationship between website personality and user satisfaction. Based on the literature and prior study findings, the hypothesis is presented as follow. Furthermore, the relationship of all variables is illustrated in Figure 1.

H6: Website personality has a favourable impact to e-satisfaction.

## **METHODS**

This study is part of a descriptive verification investigation that takes a quantitative approach. In this investigation, the interval scale was utilized as a measuring scale. The Likert scale employed in this sort of study had four evaluation points: strongly disagree (1), disagree (2), agree (3), and strongly agree (4) to predict more accurate findings.

Primary data was collected in this study. This study's population consisted entirely of millennials from Indonesia who had utilized internet travel agencies. A non-probability sampling method was utilized in this investigation. This data was gathered by distributing questionnaires to 400 Indonesian millennials (both online



and offline) who had used an online travel agency based on Bernoulli formula (Zikmund et al., 2013), with a 5% error rate.

Researchers used SEM to describe the relationship between all variables, as well as this research model include an intervening variable. The problem will then get more complicated since it will require some regression equations to be solved. As a result, it requires more extensive analytical procedures. SmartPLS 3.2.9 software was used for testing.

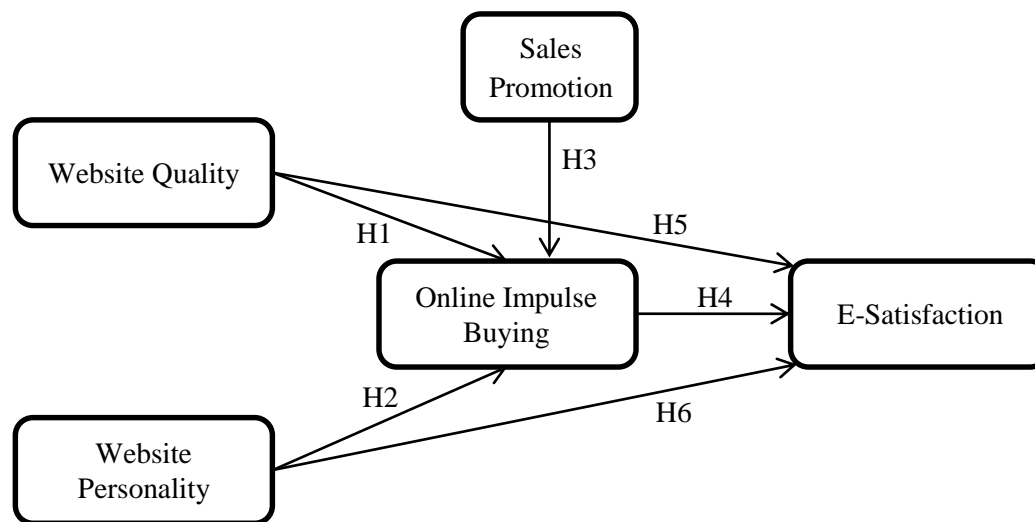


Figure 1. Conceptual Framework

## RESULTS AND DISCUSSION

### The Result of Outer Model Testing

The outer model is used to specify the connection between every indicator of the variables. While evaluating the outer model, verifying the accuracy and dependability of the indicators utilized is essential. Figure 2 depicts the outer model used in this investigation. There are two sorts of validity tests that may be performed, discriminant and convergent validity. If the loading factor value for each indicator is more than 0.5, the convergent validity is fulfilled. The discriminant test is valid if the loading factor of a resultant variable indicator has the greatest value. Convergent validity testing results for each indicator are shown in Table 1.

According to Table 1, all indicators were legitimate since the loading factor was more than 0.5. As a result, all the indicators employed in this study satisfied the convergent validity criteria, indicating that they are all valid. The results of the discriminant validity test on all research indicators are shown in Appendix 1.

The discriminant validity is determined by variables or indicators which have distinct values. If variables or indicators are solely connected to the variables or indicators themselves rather than variables or indicators that are not expected or represented. All indicators were valid, as presented in Appendix 1. It was carried out by analysing of the loading factor value on each variable indicator. The indicator is regarded legitimate if the loading factor value produced is greater than the loading

factor on other variables. Based on these findings, it is possible to infer that there are no issues of discrimination. When compared to the correlation coefficient values for indicators in the constructing block in other columns, all indicators have a higher correlation coefficient with each construct.

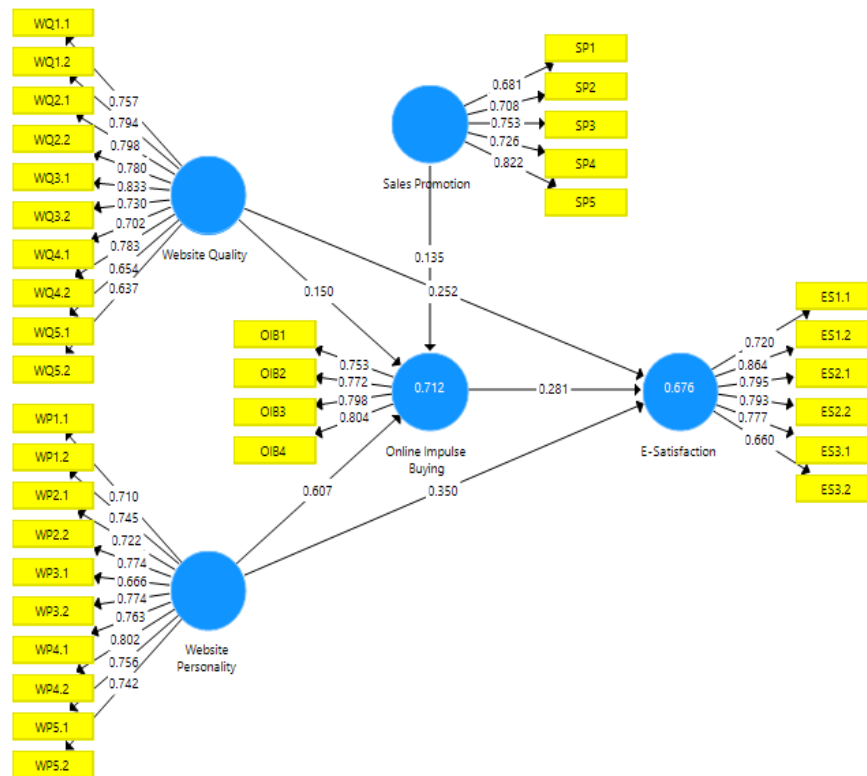


Figure 2. SEM Outer Model

Validity test was carried out by comparing the composite reliability and *Cronbach's* alpha values in each variable. The *Cronbach's* alpha value must be exceeded to be considered trustworthy or more than 0.7. According to Appendix 2, all variables included are reliable.

### The Result of Inner Model Testing

The inner model test was run to determine the link among the research model's concept, significant value, and  $R^2$ . It was processed by applying the  $R^2$  value in endogenous latent variables and the t-values of each external latent variable to the endogenous latent variable's bootstrapping result. The last step was to determine whether the independent and dependent variables were linked significantly and closely. Figure 3 depicts the t-values of each external latent variable to the endogenous latent variable. A two-tail test with a 5% error level was used to carry out this test. As a result, the crucial value in the hypothesis test is 1.96 (Ghozali & Latan, 2015). If the t-value is larger than the critical value (1.96), the effect of exogenous to endogenous latent variables is substantial. Table 2 shows hypothesis or t-test result.



Table 1. Outer Loading Result

Latent Variable	Influence (Effect)	Results	Information
Website Quality (WQ)	Usability1 $\leftarrow$ Website Quality	0.757	Valid
	Usability2 $\leftarrow$ Website Quality	0.794	Valid
	Ease of use1 $\leftarrow$ Website Quality	0.798	Valid
	Ease of use2 $\leftarrow$ Website Quality	0.780	Valid
	Security1 $\leftarrow$ Website Quality	0.833	Valid
	Security2 $\leftarrow$ Website Quality	0.730	Valid
	Web Design1 $\leftarrow$ Website Quality	0.702	Valid
	Web Design2 $\leftarrow$ Website Quality	0.783	Valid
	Entertainment1 $\leftarrow$ Website Quality	0.654	Valid
	Entertainment2 $\leftarrow$ Website Quality	0.637	Valid
Website Personality (WP)	Entusiasm1 $\leftarrow$ Website Personality	0.710	Valid
	Entusiasm2 $\leftarrow$ Website Personality	0.745	Valid
	Solidity1 $\leftarrow$ Website Personality	0.722	Valid
	Solidity2 $\leftarrow$ Website Personality	0.774	Valid
	Genuine1 $\leftarrow$ Website Personality	0.666	Valid
	Genuine2 $\leftarrow$ Website Personality	0.774	Valid
	Sopisticated1 $\leftarrow$ Website Personality	0.763	Valid
	Sopisticated2 $\leftarrow$ Website Personality	0.802	Valid
	Unpleasant1 $\leftarrow$ Website Personality	0.756	Valid
	Unpleasant2 $\leftarrow$ Website Personality	0.742	Valid
Sales Promotion (SP)	Discount $\leftarrow$ Sales Promotion	0.681	Valid
	Prize $\leftarrow$ Sales Promotion	0.708	Valid
	Cashback $\leftarrow$ Sales Promotion	0.753	Valid
	Bundling $\leftarrow$ Sales Promotion	0.726	Valid
	Purchase Idea $\leftarrow$ Sales Promotion	0.822	Valid
Online Impulsive Buying (OIB)	Uniqueness $\leftarrow$ Online Impulsive Buy	0.753	Valid
	Enjoyment $\leftarrow$ Online Impulsive Buy	0.772	Valid
	Easy Access $\leftarrow$ Online Impulsive Buy	0.798	Valid
	Purchase $\leftarrow$ Online Impulsive Buy	0.804	Valid
E-Satisfaction (ES)	Purchase Intention1 $\leftarrow$ E-Satisfaction	0.720	Valid
	Purchase Intention2 $\leftarrow$ E-Satisfaction	0.864	Valid
	Positive E-WOM1 $\leftarrow$ E-Satisfaction	0.795	Valid
	Positive E-WOM2 $\leftarrow$ E-Satisfaction	0.793	Valid
	Long Loyalty1 $\leftarrow$ E-Satisfaction	0.777	Valid
	Long Loyalty2 $\leftarrow$ E-Satisfaction	0.660	Valid

Source: Data Processed

### The First SEM Sub-Structure

The computation of the equation model from the first substructure is shown in the Appendix 3. This model includes three independent variables: website quality ( $X_1$ ), website personality ( $X_2$ ), and sales promotion ( $X_3$ ), as well as one dependent variable, impulsive online purchase ( $Y$ ). Appendix 3 shows objective information may be derived based on the analytical calculation result. The contribution of website quality ( $X_1$ ), which directly impacts impulsive online purchase ( $Y$ ) is 2.25%. The contribution of website personality ( $X_2$ ), which directly impacts impulsive online purchase ( $Y$ ) is 36.84%. The contribution of sales promotion ( $X_3$ ), which directly impacts impulsive online purchase ( $Y$ ) is 1.82%. The contribution of website quality ( $X_1$ ), website personality ( $X_2$ ), and promotion ( $X_3$ ) to impulsive online purchase ( $Y$ ) is 71.20%. Other factors that cannot be addressed in this study impacted the remaining 28.80%.

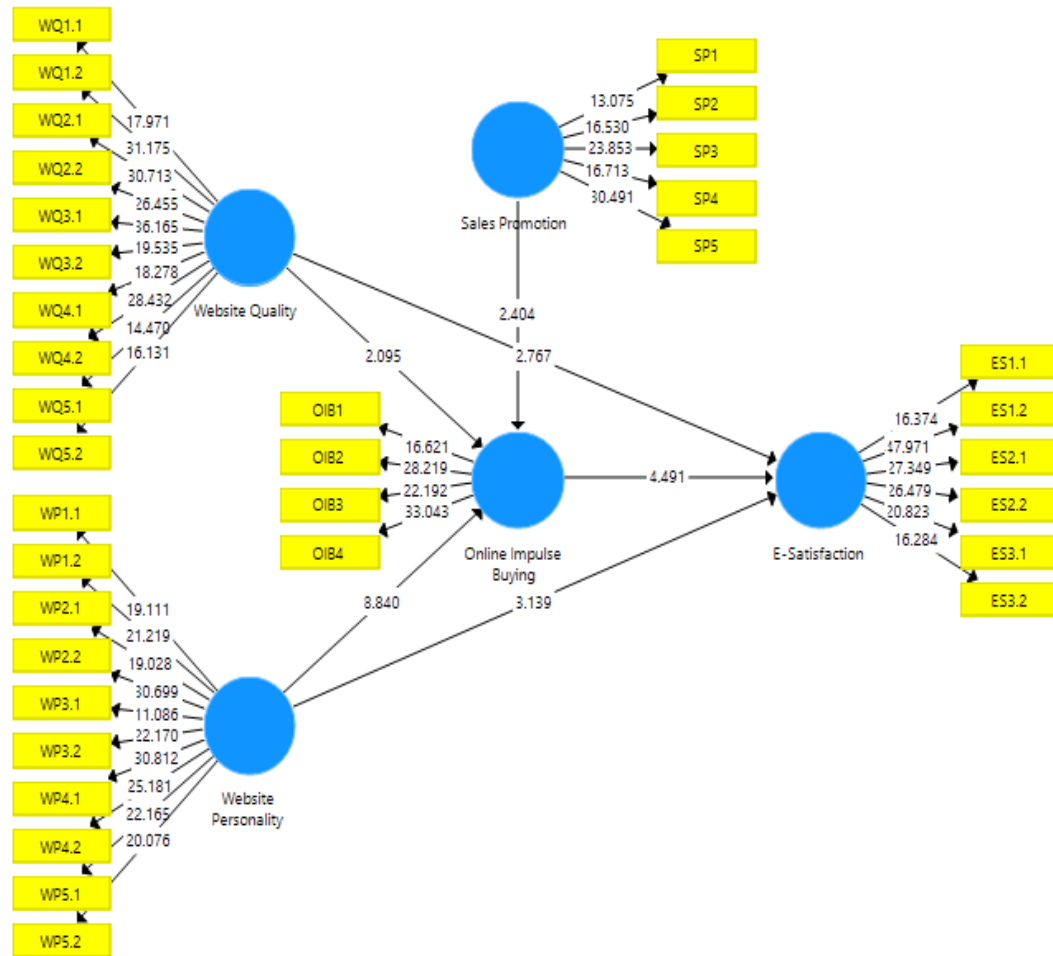


Figure 3. SEM Inner Model

### The Second SEM Sub-Structure

This model includes three independent variables: website quality ( $X_1$ ), website personality ( $X_2$ ), and sales promotion ( $X_3$ ), as well as one dependent variable, e-satisfaction ( $Z$ ). The computation of the equation model from the second sub-structure is shown in the Appendix 4.

The following objective information may be obtained from the computation results. Website quality ( $X_1$ ) has a 6.35% direct influence on e-satisfaction ( $Z$ ). Meanwhile, the indirect impact of website quality ( $X_1$ ) on e-satisfaction ( $Z$ ) via impulsive online purchasing ( $Y$ ) is 4.22%. The percentage contribution of website personality ( $X_2$ ) to e-satisfaction ( $Z$ ) is 12.25%. In contrast, the indirect effect of website personality ( $X_2$ ) on e-satisfaction ( $Z$ ) through impulsive online purchasing ( $Y$ ) is 17.06%. Impulsive online purchase ( $Y$ ), which directly impacts e-satisfaction ( $Z$ ), contributed 7.90%. Meanwhile, the contribution of website quality ( $X_1$ ), Website Personality ( $X_2$ ), and online impulsive buying ( $Y$ ) to e-satisfaction is 67.60%. Other unknown factors impacted the remaining 32.40%, which cannot be explained in this study.

Table 2. Hypothesis or t-Test Result

Variable Relationship	t count	Parameter Coefficient	Critical Value	Result
Website Quality – Online Impulsive Buying	2.095	0.150	1.96	Ho rejected, H1 accepted
Website Personality – Online Impulsive Buying	8.840	0.607	1.96	Ho rejected, H2 accepted
Sales Promotion-Online Impulsive Buying	2.404	0.135	1.96	Ho rejected, H3 accepted
Online Impulsive Buying – E-Satisfaction	4.491	0.281	1.96	Ho rejected, H4 accepted
Website Quality – E-Satisfaction	2.767	0.252	1.96	Ho rejected, H5 accepted
Website Personality – E-Satisfaction	3.139	0.350	1.96	Ho rejected, H6 accepted

## Discussion

The findings of this study indicate that there are several predictor factors in digital media communication that can increase online impulse buying and e-satisfaction. The direct link between website quality and impulsive online purchasing was discovered, implying that website quality substantially influences online impulsive purchasing, and the quality of a website has a favourable influence on impulsive online purchasing. The study results are corroborated by the findings of a previous study performed by [Turkyilmaz et al., \(2015\)](#). It was found that three elements of web page quality (including entertainment, simplicity of use, and usability) positively impacted customers' online impulsive purchasing. The quality of online tourism websites are interfaces that allow interaction between tourism agents and millennial visitors. An excellent website design would include a reliable operating system and quick error recovery methods and methods to improve the value that travellers obtain from visiting the website. Furthermore, aesthetically beautiful websites may make an indelible impact on visitors, improve millennial perceptions of company trustworthiness, and boost the number of tourist visits to the website.

Website personality had a substantial impact on impulsive online purchasing, which indicating that the personality of a website has a favourable effect on online impulsive purchasing. [Turkyilmaz et al. \(2015\)](#) conducted a prior study that verified the website's personality influenced impulsive online purchases, which confirms the findings of this research. The convenience and enjoyment of website use will influence browser impulsive purchasing behaviour. A fun website does not have a distracting layout or an inconvenient purchasing process by having different features of a website reveal its personality. This study demonstrated that website characteristics influenced millennial travellers' online impulsive purchases. Similarly, several website characteristics, such as perceived simplicity of use and enjoyment, influence the millennial tourist browser's impulsive purchase behaviour. This result supports [Chou et al. \(2015\)](#) who stated that impulsive purchasing behaviour, defined as an unexpected choice to buy due to non-economic factors like

excitement, imagination, or emotional or social delight, might cause consumers to buy impulsively.

The direct link between sales advertising and impulsive online purchase, it can be inferred that sales promotion had a substantial impact on impulsive online purchases. In other hand, sales promotion positively impacts impulsive online buying. This result supports findings of a previous study, which found that sales promotions might favourably affect customers' impulsive behaviour of online purchases (Badgaiyan & Verma, 2015). Sales promotion aims to excite millennials' demands and compel them to purchase items from certain companies right away. Stimulation of sales promotion elements is a significant predictor of millennial visitors' online impulsive purchases. Sales promotion's stimuli, such as attractive discounts (e.g., price discount, clearances), promotions (e.g., buy-one-get-one-free, cash rebates, gifts), and bundling may all drive customers to spend impulsively.

Based on the direct link between online impulsive purchase and e-satisfaction, it can be inferred that online impulsive purchase substantially affected e-satisfaction. It indicates that impulsive online buying has a positive impact on e-satisfaction. A prior study by Sharma et al. (2010) found that customer purchasing behaviour influenced by appealing products will lead to their want to make purchases without thinking about the repercussions of internet purchasing. According to the result, attractive items affect millennial travellers' shopping behaviour, prompting them to encourage purchases without understanding the financial and other consequences of online purchases. This fact demonstrates that purchases of tourism items rise on their own. However, little is known about the factors that influence impulsive purchases of tourism items.

The direct link between website quality and e-satisfaction, implying that website quality had a significant impact on e-satisfaction, which indicating that website quality positively impacts e-satisfaction. This discovery is compatible with earlier research, which has found that a good website design with quick mistake recovery can improve visitors' value of satisfaction from visiting a website (Frias et al., 2008). This study demonstrates the significance of website design and content in attracting more online millennials tourist satisfaction. Whereas, online travel agencies wish to build and retain their customer base, they must emphasize and increase the quality of their website; otherwise, might result in customer loss.

Based on the direct link between personality website and e-satisfaction, consequently the website personality substantially affected e-satisfaction which indicating that the personality website has a positive impact on e-satisfaction. Previous studies that corroborate this finding were done by Park et al. (2012) and Wu et al. (2015), who found that distinct aspects of a website's personality influenced online visitor satisfaction. The authenticity of a website's personality relates to its dependability and security, whereas sophistication alludes to an elegant, sophisticated, and refined appearance or high-end website that improves the pleasure of millennial tourists. Different aspects of a website's personality, such

as atmospheric signals, design, usability, and utilitarian privacy and security impact, are drivers of millennial tourist happiness.

## CONCLUSION

According to the study findings, website quality, website personality, and sales promotion effect influence impulsive online purchase. Furthermore, the study findings revealed that website quality, website personality, and impulsive online purchase have a direct effect on e-satisfaction.

Based on the study's findings, the following recommendations can be made. The following researcher will be asked to include more factors to determine how digital communication media, especially website quality, website personality, and sales promotion, can influence impulsive online buying and how they impact e-satisfaction. Meanwhile, online travel agents are advised to pay more attention and improve website quality and website personality. Based on the study results, these two variables positively influence online impulsive buying and e-satisfaction. Then, online travel brokers should preserve and improve the mediator variable, which is online impulse buying. The study findings revealed that the existence of this variable had a stronger influence on the e-satisfaction variable than the presence of the website quality and website personality variables.

This study is limited only to analysing how the digital media communication of online travel agents can influence online impulse buying and its impact on the e-satisfaction of the millennial generation in Indonesia. There may be several other variables that could influence online impulse buying or e-satisfaction. Therefore, the researchers recommend that future research explore and analyse other variables. Then, because the subjects of this study were online travel agencies, the findings and conclusions may not apply to other sectors. As a result, it is strongly advised that more studies on this issue be conducted in other industries.

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Appendix 1. Cross Loading Result

Indicator	WQ	WP	SP	OIB	ES	Result
Usability1	0.757	0.301	0.457	0.369	0.490	Valid
Usability2	0.794	0.409	0.471	0.400	0.372	Valid
Ease of use1	0.798	0.493	0.364	0.309	0.469	Valid
Ease of use2	0.780	0.249	0.381	0.325	0.406	Valid
Security1	0.833	0.470	0.313	0.488	0.322	Valid
Security2	0.730	0.343	0.358	0.481	0.403	Valid
Web Design1	0.702	0.485	0.425	0.439	0.406	Valid
Web Design2	0.783	0.477	0.416	0.441	0.355	Valid
Entertainment1	0.654	0.378	0.341	0.348	0.453	Valid
Entertainment2	0.637	0.335	0.445	0.491	0.444	Valid
Entusiasm1	0.449	0.710	0.391	0.317	0.437	Valid
Entusiasm2	0.405	0.745	0.498	0.425	0.474	Valid
Solidity1	0.460	0.722	0.391	0.245	0.434	Valid
Solidity2	0.355	0.774	0.421	0.418	0.475	Valid
Genuine1	0.343	0.666	0.430	0.484	0.481	Valid
Genuine2	0.433	0.774	0.494	0.444	0.330	Valid
Sopisticated1	0.460	0.763	0.347	0.325	0.447	Valid
Sopisticated2	0.395	0.802	0.416	0.442	0.462	Valid
Unpleasant1	0.398	0.756	0.475	0.429	0.403	Valid

Indicator	WQ	WP	SP	OIB	ES	Result
Unpleasant2	0.464	0.742	0.480	0.440	0.310	Valid
Discount	0.460	0.473	0.681	0.497	0.461	Valid
Prize	0.365	0.400	0.708	0.317	0.497	Valid
Cashback	0.429	0.302	0.753	0.342	0.444	Valid
Bundling	0.388	0.361	0.726	0.342	0.294	Valid
Purchase Idea	0.471	0.412	0.822	0.322	0.447	Valid
Uniqueness	0.455	0.469	0.473	0.753	0.486	Valid
Enjoyment	0.431	0.480	0.352	0.772	0.350	Valid
Easy Access	0.355	0.352	0.421	0.798	0.384	Valid
Purchase	0.269	0.307	0.468	0.804	0.440	Valid
Purchase Intention1	0.479	0.310	0.450	0.433	0.720	Valid
Purchase Intention2	0.476	0.356	0.335	0.454	0.864	Valid
Positive E-WOM1	0.323	0.440	0.361	0.359	0.795	Valid
Positive E-WOM2	0.243	0.341	0.363	0.338	0.793	Valid
Long Loyalty1	0.234	0.417	0.481	0.214	0.777	Valid
Long Loyalty2	0.369	0.447	0.467	0.491	0.660	Valid

#### Appendix 2. Reliability Test Result

Latent Variable	Composite Reliability	Cronbach's Alpha	Result
Website Quality	0.927	0.912	Reliable
Website Personality	0.926	0.911	Reliable
Sales Promotion	0.857	0.791	Reliable
Online Impulsive Buying	0.863	0.788	Reliable
E-Satisfaction	0.897	0.862	Reliable

#### Appendix 3. Calculate of First Sub-Structure Variables

Variable	Coefficient	Through	Influence (Effect)		Total	Simultaneous
			Direct	Indirect		
Website Quality (X <sub>1</sub> )	0.150	X <sub>1</sub> → Y	0.150 x 0.150 x 100% = 2.25%	-	2.25%	-
Website Personality (X <sub>2</sub> )	0.607	X <sub>2</sub> → Y	0.607 x 0.607 x 100% = 36.84%	-	36.84%	-
Sales Promotion (X <sub>3</sub> )	0.135	X <sub>3</sub> → Y	0.135 x 0.135 x 100% = 1.82%	-	1.82%	-
Error 1	1-0.7120 = 0.2880	-	-	-	28.80%	-
Website Quality (X <sub>1</sub> ), Website Personality (X <sub>2</sub> ), Sales Promo (X <sub>3</sub> )	-	-	-	-	-	0.712 = 71.20%

#### Appendix 4. Calculate of Second Sub-Structure Variables

Variable	Coefficient	Through	Influence (Effect)		Total	Simultaneous
			Direct	Indirect		
Website Quality (X <sub>1</sub> )	0.252	X <sub>1</sub> → Y → Z	0.252 x 0.252 x 100% = 6.35%	0.150 x 0.281 x 100% = 4.22%	10.57%	-
Website Personality (X <sub>2</sub> )	0.350	X <sub>2</sub> → Y → Z	0.350 x 0.350 x 100% = 12.25%	0.607 x 0.281 x 100% = 17.06%	29.31%	-
Online Impulsive Buying (Y)	0.281	Y → Z	0.281 x 0.281 x 100% = 7.90%	-	7.90%	-

Variable	Coefficient	Through	Direct	Influence (Effect) Indirect	Total	Simultaneous
Error 2	$1 - 0.6760 = 0.3240$	-	-	-	32.40%	-
Website Quality (X <sub>1</sub> ), Website Personality (X <sub>2</sub> ), Online Impulsive Buying (Y)	-	-	-	-	-	$0.6760 = 67.60\%$