

Exploring the Effects of Extrinsic Motivation on Travellers' Travel Sharing Experiences through Social Media in Indonesia

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Abstract

Purpose: Analysing the impact of extrinsic motivation on travel sharing on social media is the purpose of this study. This study applied self-determination theory to examine these issues.

Design/methodology/approach: An online survey was sent to domestic travellers between 25 and 40 years in Indonesia. Partial least squares (PLS) were conducted to test the research framework model.

Findings: The study results suggest that identified motivation and introjected motivation were positively associated with travel sharing behaviour. The study findings also indicated that identified motivation had the most significant impact. The results suggested that the various type of extrinsic motivation had different effects on different contexts.

Research limitations/implications: Future research could investigate the inhibitors to share travel experiences on social media. The hypotheses of the research framework in this study could be tested in other countries. Further extensions of the existing research framework to fit in the travel and tourism context are also suggested.

Practical implications: Practitioners can use their limited resources to support travellers in sharing their experiences and amplifying tourism information by improving their knowledge of the impact of various types of extrinsic motivation.

Originality/value: This study contributes by formulating the effect of various types of extrinsic motivation toward travel sharing on social media. Although the continuity of extrinsic motivation is valuable, thus construct is mainly operationalised as unidimensional.

Keywords: Extrinsic Motivation, Travel Sharing, Social Media, Tourist Industry

Introduction

The pandemic of Covid 19 has impacted the tourism industry significantly. The tourists' mobility is bothered by travel restrictions among countries and social distancing. Compared to 2019, international tourist numbers fell by 85% in January-May 2021 (UNWTO, 2021). Online promotion becomes one strategy to build awareness and intention to travel with CHSE procedures (Cleanliness, Healthiness, Safety, Environment) (Ministry of Tourism and Creative Economy Republic of Indonesia, 2020). Travel sharing on social media is part of voluntary and spontaneous online promotion.

Travel sharing is vital as insight when planning and organising the trip (Bilgihan et al., 2016; Sigala, 2017), become part of travellers' experiences during the trip (Gretzel et al., 2015; Wong et al., 2019), and influence the future travel intentions and choices (Munar and Jacobsen, 2014). The tourists sharing experiences raise tourism industry growth, improve tourism suppliers' innovation, and raise profitability (Ge and Gretzel, 2018). TripAdvisor, the largest online travel review site worldwide, attempts extensive travellers information such as reviews and recommendations (Oliveira et al., 2020). TripAdvisor is emerging as an influential social media for the tourism industry (Okazaki et al., 2017). The improvement of technology and the internet has transformed how people arrange their travelling and share it with their relatives. Mark Zuckerberg, Facebook CEO, confirmed that "Recommendation from a trusted friend influences people more than anything. the trusted referral impacts people more than the best broadcast message" (Zuckerberg, 2017). Therefore, it is fascinating for tourism industry practitioners to identify why someone shares their travel experiences on social media knowingly is a voluntary and spontaneous behaviour without centralised control mechanisms. What motivates travellers to willingly share their experiences with others in a circle of social media platform users?

Travel sharing on social media is the activity of broadcast to others about their travel experiences on one or multiple social media platforms (Kang & Schuett, 2013; Oliveira et al., 2020). The travel experiences can be shared through many types, such as text, image, audio, and video (Wong et al., 2019) on the before the trip stage, during the trip stage, or on the after trip stage (Bilgihan et al., 2016). The content refers to travel attributes such as weather conditions, prices, culinary, and attractions, including imagination, fantasise, and emotions (Munar & Jacobsen, 2014). Thus sharing is perceived as more objective, credible, and reliable than marketer-generated information (Lee et al., 2014). The travel information in social media becomes collective knowledge and preferred information channels in the tourism industry (Hur et al., 2017; Kang & Schuett, 2013; Oliveira et al., 2020).

This study focuses on a Southeast Asia country, Indonesia. Indonesia is one of the countries with the largest social media users, spending an average of 3 hours and 14 minutes per day using social platforms (Kemp, 2020). The data collection was an online survey using multiple social media from June 2021 until July 2021.

Travel sharing on social media depends on the users' creativity to create content and can influence the companies positively or negatively (Bilgihan et al., 2016). However, most social media users are lurkers who read discussions, reviews, and feedback but passively contribute or participate (Heinonen, 2011). There are some driving factors concerning the practice of travel sharing on social media. The motivation theories are broadly used to explain the motivation of people to share their travel experiences on social media, such as Social Influence Theory (SIT) (M. Kang & Schuett, 2013; Oliveira et al., 2020); Uses and Gratification Theory (UGT) (Gan & Wang, 2015; Hur et al., 2017; DongHee Kim & Jang, 2018; Li, 2020); Social Comparison Theory (SCT) (Taylor, 2020); Self-Determination Theory (SDT) (Xiaorong Wang et al., 2016). Motivation theory is a valuable concept to produce necessary behaviour (Wang et al., 2019). However, most motivation theories treat motivation as a single variable with measuring approaches is merely to presume someone has "more" or "less" of it (Rigby & Ryan, 2018). In contrast, SDT conceptualises that motivation is volitional, not a unitary construct (Deci & Ryan, 2000). SDT is suitable to explain the behaviour because it identifies specific motivational categories that differ in their degree of autonomy, from intrinsic motivation, the highest autonomy to external regulation, the lowest autonomy (de Vries et al., 2017; Deci and Ryan, 2000).

However, this study is focused on extrinsic motivation due to some reason. First, intrinsic motivation has been relatively well established in the literature as a critical driver of consumers'

participation (Ke & Zhang, 2010). So there is no gap in this area. In contrast, the empirically finding indicated inconsistent impact of extrinsic motivation as a driver of consumers behaviour (Ferguson et al., 2015; Ke & Zhang, 2010; Wang et al., 2019). Second, intrinsically motivated behaviors are based on the activity itself, not on the environment. It implies that there is a limited strategy for tourism practitioners to affect the process of intrinsic motivation (Wang et al., 2019).

The SDT distinguishes the extrinsic motivation in degree and sources that energise the behaviour (Ryan & Deci, 2017, 2020). The spectrum of extrinsic motivation based on self-determination includes integrated regulation, identified regulation, introjected regulation, and external regulation. The further understanding of extrinsic motivation can be provided by SDT (Ke & Zhang, 2010). For instance, Xuequn Wang et al. (2019) indicated that the different extrinsic motivation explain the different impacts of intention to contribute to social commerce. Ferguson et al. (2015) also argue that the SDT's broad view clarified the inconsistent findings in preceding literature about the effect of motivation on knowledge contribution. Therefore, this research offered to escalate the knowledge in this area by answering how various types of extrinsic motivation impact travellers' travel sharing behaviour on social media. Moreover, a highly relevant domain that SDT has yet to explore is motivation within travel sharing on social media. This study aims to investigate the different extrinsic motivations that lead people to participate online to tell their travel experiences to others.

The contribution of our study to tourism literature is clarifying the influence of various types of extrinsic motivation travel sharing on social media. Although the continuity of extrinsic motivation is valuable, thus construct is mainly operationalised as unidimensional (Xiaorong Wang et al., 2016; Xuequn Wang et al., 2019). The studies that have investigated all four types of extrinsic motivation are still limited. Distinguishing from the previous literature, the current study delivers a deeper understanding of the different types of extrinsic motivation on travel sharing behaviour. Findings from this study will provide relevant insight in supporting or adding new discoveries by comparing those results found from Ke & Zhang (2010) and Xuequn Wang et al. (2019) across different contexts. The current study can offer helpful guidance for tourism practitioners to choose which extrinsic motivation to focus on.

Literature Review

Indonesia relies upon the tourism industry to influence other related economic sectors' growth (Central Bureau of Statistics, 2019). However, the Covid pandemic has hit the tourism industry because of the lockdown and travel restrictions among countries. It includes Indonesia's decreasing hotel occupancy rate from 56.73% to 28.07% from 2019 to 2020 (Ministry of Tourism and Creative Economic).

The Ministry of Tourism and Creative Economics encourages domestic tourists to travel around Indonesia, including by approaching the millennial generation, born between 1981 and 1996 (Kusubandio, 2019). Over 20% of Indonesia's total population is millennials and in the productive stage. Four of ten millennials go on vacation, either domestically or abroad, every year (IDN, 2019), making this generation the fastest growing and profitable segment of the tourism industry (Wood, 2019). The Indonesia government also expects the millennials not only to act as domestic tourists but also to promote the Indonesian tourism destination using a digital approach such as social media and smartphone applications (Pesona, 2019). Considering that millennials usually use social media to post and share their travel experiences as fun activities (Rosen, 2017; Xiang and Gretzel, 2010), their activity will voluntarily and indirectly promote Indonesia's tourism.

Travel Sharing

Travel sharing is a form of knowledge sharing from experienced travellers about their trip to others who plan it (Lin and Oliveira, 2014). Travel sharing on social media defines as behaviour or activity in which they broadcast travel-related experiences to other members through one or more social media platforms (Kang and Schuett, 2013; Oliveira et al., 2020). Travel-related experiences are shared through many types, such as text, image, audio, and video (Wong et al., 2019) on the before the trip stage, during the trip stage, or on the after trip stage (Bilgihan et al., 2016). It includes common information about holidays such as prices, weather conditions, scenery, attractions, feelings, inspirations, and fantasies about features of a holiday (e.g., videos, emoticon, written message, and photographs) (Munar and Jacobsen, 2014).

Travel sharing on social media is a travellers' attitude essential for consumers and companies (Kang & Schuett, 2013). It is perceived as more objective, credible, and reliable than marketer-generated information (Kim & Jang, 2017; Lee et al., 2014). Travel sharing influences the travel purchasing decision of other people (e.g., when choosing destinations, hotels, culinary, and events) (Bilgihan et al., 2016; Munar & Jacobsen, 2014). The information in social media becomes collective knowledge and favoured information channels in the tourism industry (Oliveira et al., 2020). Sharing on social media also makes trip experiences more memorable for travellers (Wong et al., 2019).

The Self Determination Theory

Motivation theories are broadly used to study human behaviour and performance in the research literature (Ke and Zhang, 2010). It is an important concept to explain behaviour production (Wang et al., 2019). Most motivation theories employ motivation as a unitary concept that varies in amount rather than orientation (Ke and Zhang, 2010). In other words, those motivation theories treated motivation as a single variable with measuring approaches is merely to presume someone has "more" or "less" of it (Rigby & Ryan, 2018).

In contrast, SDT conceptualises that motivation is not a unitary construct but volitional to contemplate people's values and interests (Deci & Ryan, 2000; Ryan & Deci, 2017). People can be motivated internally or externally, and both motivations influence the intention and actual behaviour (Rigby & Ryan, 2018). Different motivation impacts the varying sources that energise them, the effects and experiences that follow them, and the behavioural outcomes such as endurance, performance, and health (Ryan & Deci, 2017).

Earlier, SDT was widely developed in psychological literature, including human behaviour and personal development. Then this theory is widely used in various domains such as education, health care, digital technology, social politic, and others related to motivations (Ryan & Deci, 2017). The backbone of this theory is the social conditions that support or block human development. By measuring the various continuum of motivation and the conditions that nurture them, SDT can be employed in varying social contexts (Ryan & Deci, 2002, 2017).

Figure 1 presents the significant types of SDT's taxonomy of motivation. The different motivations indicate varying degrees of internalisation and integration between the value and regulation and the requested behaviour (Deci & Ryan, 2000). SDT assumes that people are naturally favoured to integrate themselves with external regulation. Then, the integrated process was a natural process in which people actively transformed external regulation into self-regulation (Ryan and Deci, 2002). The stronger the internalised regulation, the more it is integrated into an individual and becomes the basis for self-determined behaviour (Deci and Ryan, 2000). The varying motivation is arranged from the degree to which motivation appears from the self (self-determined) to emerge from external (non-self-determined) (Wang et al., 2019).

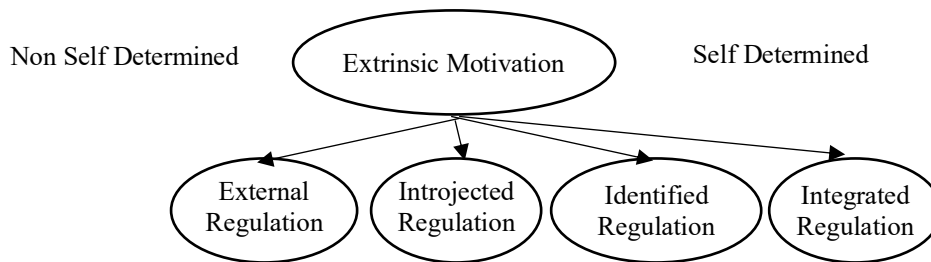


Figure 1. Self-Determination Theory's Taxonomy of Motivation (Ryan & Deci, 2020)

Intrinsic motivation explains the innate tendency toward adaptation, excelling, enthusiasm, and exploration to develop cognitive and social capability (Deci & Ryan, 2000). This motivation relates to activities done for their innate interest and enjoyment (Ryan & Deci, 2020). On the other hand, extrinsic motivation refers to behaviours driven by other reasons than their natural satisfaction (Ryan & Deci, 2020). This motivation refers to people who act to get a separable result from the activity itself, such as getting a reward or avoiding a punishment (Miles, 2012). Extrinsic motivation is categorised into four types: external regulation, introjected regulation, identified regulation, or integrated regulation (Deci and Ryan, 2000).

The least autonomous extrinsic motivation is referred to as external motivation. The individuals are driven to engage in a particular behaviour to attain a specific desired reward, avoid punishment, or undesired consequences, satisfy external demand (Deci and Ryan, 2000; Ke and Zhang, 2010; Wang et al., 2019). The second type of extrinsic motivation is called introjected motivation. Introjected motivation means individuals receive the regulation by dependent self-esteem but partially internalised as individuals' values (Deci and Ryan, 2000). The motivation is relatively controlled from regulation in which behaviours are performed to avoid regret or anxiety or achieve ego enhancements such as pride (Ryan & Deci, 2002). A more self-determined form of extrinsic motivation is identified regulation. Identified motivation means a conscious valuing that a regulation can be accepted or owned as personally necessary (Deci and Ryan, 2000). Individuals receive to engage in certain behaviours because they become more congruent with personal identities (Ke & Zhang, 2010). The most self-determined form of extrinsic motivation is integrated motivation. Integrated happens when the regulation is fully embedded in the self (Deci and Ryan, 2000). The integrated regulation ultimately assimilates with themselves and typically causes consistent behaviour on personal interests and values (de Vries et al., 2017; Xuequn Wang et al., 2019).

Hypothesis Development

Travel sharing on social media occurs when tourists intend to provide, obtain, and communicate based on their trip experiences on their social media with or without other parties seeking information (Bilgihan et al., 2016). Identifying the motivation of millennial travellers' sharing behaviour is essential to generate a mutual benefit from social media use. This study used the SDT to describe the motivation behind the travel sharing behaviour among millennials in social media. SDT is suitable for identifying specific motivational categories that differ in their degree of autonomy (de Vries et al., 2017). It can also explain social media behaviour with intrinsic and extrinsic motivation in using social media (Hung et al., 2011; Ryan and Deci, 2017; Talwar et al., 2019).

Extrinsic Motivation and Travel Sharing on Social Media

The integrated regulation typically causes consistent behaviour on personal interests and values (de Vries et al., 2017; Xuequn Wang et al., 2019). The result from recent empirical research provides evidence that integrated regulation impacts the sharing behaviour in social media. Integrated regulation was a significant predictor of supportive intentions for charitable events online and offline (Ferguson et al., 2015). De Vries et al. (2017) found that integrated regulation significantly influences the creating and contributing content on social media. Similarly, Talwar et al. (2019) and Wang et al. (2016) prove that self-disclosure, a form of integrated regulation, positively influences sharing behaviour. Hence, the study postulates the following hypothesis:

H1: Integrated regulation has a positive influence on travel sharing through social media.

Identified behaviour represents the behaviour highly valued by individuals because of the congruent with themselves (T. Zhang et al., 2020). The empirical research of de Vries et al. (2017) found that socialisation, a form of identified regulation, is the most crucial factor that could create and contribute to social media. Dolan (2015) also pointed out that socialisation positively affects sharing behaviour on Facebook. Similarly, Ham et al. (2019) and Hur et al. (2017) proved that socialisation impacted information sharing behaviour. According to T. Zhang et al. (2020), identified regulation significantly influences behaviour engagement on social commerce sites. Therefore, the second hypothesis of this study would be:

H2: Identified regulation has a positive effect on travel sharing through social media.

Introjected motivation means individuals receive the regulation by dependent self-esteem but are partially accepted as individuals' values (Deci and Ryan, 2000). The recent empirical research provides evidence that introjected regulation impacts behaviour in social media. Introjected regulation was a significant positive predictor of offline intentions to support charitable events (Ferguson et al., 2015). Introjected regulation also positively impacts social commerce sites engagement (T. Zhang et al., 2020), the intensity of use of Facebook (Divine et al., 2019). Based on the literature review above, this study also hypothesises that introjected regulation is positively related to travel sharing behaviour.

H3: Introjected regulation has a positive effect on travel sharing through social media.

The external regulation refers to activity engagement to gain external benefit (de Vries et al., 2017; Divine et al., 2019; Ke & Zhang, 2010). The recent empirical research provides evidence that external motivation impacts the sharing behaviour in social media. The external regulation was a significant positive predictor of customer behavioural engagement with hospitality brands in social commerce activities (T. Zhang et al., 2020). Several social media motivation studies have found remuneration or reward as the motivation for contributing to online communities (Muntinga et al., 2011). Consumers are also motivated by economic rewards engaged with the brand page on social media (Cvijikj and Michahelles, 2013). Wang et al. (2016) found that external motivation or monetary reward influenced travel sharing behaviour. Wang et al. (2019) also proved that external motivation affected the intention to contribute social commerce information. It is suggested that external regulation impact sharing behaviour. Thus, the subsequent hypothesis is proposed in this study.

H4: External regulation has a positive effect on travel sharing through social media.

Figure 2 depicts the research framework of the current study, which is adapted from the Self-Determination Theory with the primary objective to investigate how intrinsic and extrinsic motivation influence the travel sharing experiences through social media.

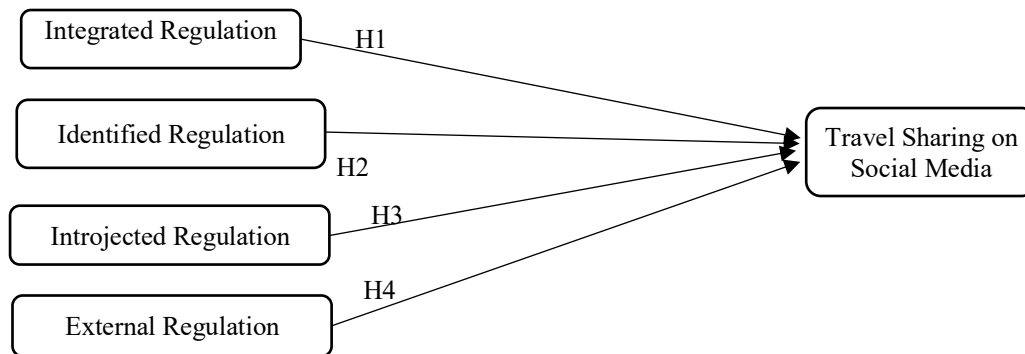


Figure 2. Research Framework

Methods

This study applied a cross-sectional research design whereby the variables are measured at a single point, with minimal researcher interference. The explanation of our data collection procedures, measurements, data analysis, and results is discussed below.

Data Collection Procedures and Participants

The data is collected using an online survey through Google forms. A pre-test was first implemented on a group of 30 travellers that use social media platforms. We used our friendship relationship on Facebook and Instagram to recruit the respondents and sent the survey along with an information letter using a private message system. Because of the difficulty of determining the sampling frame, we used judgemental sampling. The respondents' criteria are Indonesian, have experience as domestic tourists at least one year before, and share their travel experiences during or after travelling via social media. Those criteria became the first part of the questionnaire to exclude those not meeting the study requirement. Each respondent was assigned a unique ID to avoid duplicate answers and keep track of the participants.

The survey lasted during the covid pandemic, from June 2021 to July 2021. In total, we sent 200 invitations to become respondents, and 150 completed the survey. A total of 137 respondents gives valid and complete responses after removing the 13 respondents incompleting answers. The small sample size is adequate for PLS analysis due to the result of G*Power which requires 129 sample size (0.15 effect size, 4 number of predictors, $\alpha:0.05$).

All items of the question were adapted from (Ferguson et al., 2015; Oliveira et al., 2020) and measured with a five-point range scale, from "strongly disagree" (1) to "strongly agree" (5). We used back-translation from English to Indonesian and then from Indonesian to English with different translators to make sure the meaning has no mistake.

Table 1 represents the sample demographic information of respondents. Findings depict that more females (68.6%) than males (31.4%) participated in this study. This statistic corresponds to Kimbrough et al. (2013), who found that males are less engaged with social media than females. Respondents were mostly between 25 and 32 years old (67.2%). A large percentage (86.9%) of respondents are working (employee and self-employed) with a significant income

per month less than \$334 (73%). Most respondents spend their time on social media between 1-3 hours per day (54%).

Table 1. The Respondents' Profile

Characteristics	Frequency(n=137)	Respondents (%)
Gender		
Female	94	68.6%
Male	43	31.4%
Age		
40-37	12	8.8%
36-33	33	24.1%
32-29	40	29.2%
28-25	52	38%
Profession		
Employee	97	70.8%
Self-employed	22	16.1%
Students	10	7.3%
Unemployed	8	5.8%
Income per month (USD)		
Less than \$334	100	73%
\$334-667	12	8.8%
\$667.1-1000	25	18.2%
Everyday spending time in social media (on average)		
Less than 1 hours	3	2.2%
1-3 hours	74	54%
4-7 hours	48	35%
More than 7 hours	12	8.8%

Findings

This study used Smart Partial least squares (PLS) to test the research framework model. The bootstrap resampling method was applied to examine the significance of the path. The first step was to evaluate the measurement model as presented in Table 2. Each item has factor loading more than 0.5 and loaded significantly on its respective construct (Hair Jr et al., 2016). Table 2 also shows that the composite reliability (CR) was over 0.7, which means the internal consistency of the constructs is acceptable. The average variance extracted (AVE) was greater than 0.5, which supported the convergent validity. The discriminant validity was also accepted by ensuring the Heterotrait-Monotrait ratio (HTMT) as represented in Table 3. Based on the HTMT criterion, for the constructs with very similar conceptual, the HTMT's maximal value is 0.90 to be acceptable in discriminant validity (Hair Jr et al., 2016). Therefore our measures can be used to test the structural model.

Table 2. The descriptive statistics of Item Construct

Item	Mean	SD	Loading	Composite Reliable	Average Variance Extracted (AVE)
ER1	2.518	1.215	0.882	0.927	0.762
ER2	2.964	1.174	0.909		

ER3	2.985	1.25	0.896		
ER4	2.942	1.219	0.800		
IR1	3.54	0.912	0.917	0.958	0.671
IR2	3.672	0.982	0.940		
IR3	3.869	0.942	0.889		
IR4	3.635	0.988	0.944		
IdR1	4	0.846	0.633	0.889	0.851
IdR2	3.708	1.012	0.898		
IdR3	3.642	1.052	0.830		
IdR4	3.766	0.998	0.887		
IjR1	3.365	1.177	0.892	0.946	0.814
IjR2	3.511	1.102	0.896		
IjR3	3.547	1.114	0.900		
IjR4	3.387	1.167	0.921		
TSB1	3.766	0.906	0.806	0.905	0.706
TSB2	3.516	0.974	0.883		
TSB3	2.976	1.312	0.883		
TSB4	2.198	1.285	0.783		

Notes: External regulation (ER); Integrated regulation (IR); Identified Regulation (IdR); Introjected Regulation (IjR); Travel Sharing on Social Media (TSB).

Table 3. Heterotrait-Monotrait ratio (HTMT)

	1	2	3	4
1. ER				
2. IdR	0.830			
3. IR	0.710	0.900		
4. IjR	0.829	0.900	0.805	
5. TSB	0.774	0.872	0.724	0.815

Notes: External regulation (ER); Integrated regulation (IR); Identified Regulation (IdR); Introjected Regulation (IjR); Travel Sharing on Social Media (TSB).

The second stage was assessed the structural model using the degree of significance of path coefficient and explained variation R^2 by bootstrapping techniques. Table 4 presented the predictive relevance (Q^2), The f^2 effect sizes, and the R^2 effect sizes. The effect size indicates no effect between integrated regulation and travel sharing on social media because the value of f^2 is less than 0.02. Then for external regulation, identified regulation, and introjected regulation, the values are more than 0.02, but less than 0.15 means the effects are small (Hair Jr et al., 2016). Based on values of Q^2 , which is larger than 0, the model has predictive relevance for travel sharing on social media construct (Hair Jr et al., 2016).

Table 4. Structural Model Evaluation

Construct	R^2	f^2 effect sizes	predictive relevance (Q^2)
External Regulation → Travel Sharing on Social Media	0.514	0.024	0.358
Integrated Regulation → Travel Sharing on Social Media		0.006	

Identified Regulation → Travel Sharing on Social Media		0.082	
Introjected Regulation → Travel Sharing on Social Media		0.070	

Figure 3 presents the result of the estimated structural model. The result explained that the proposed model describes 51.4% of the variation of social media travel sharing. Result also revealed that the following hypotheses were supported: H2 (Identified regulation; $\beta=0.310$, $p<0.01$) and H3 (introjected regulation; $\beta=0.297$, $p<0.01$). However, H1 (Integrated regulation) and H4 (external regulation) were not supported. Identified regulation was the most significant motivation for explaining travel sharing on social media. Those results provided good support for this framework model.

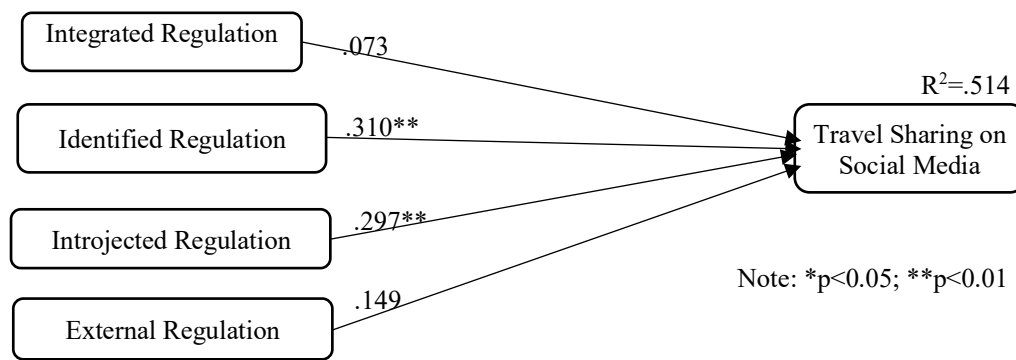


Figure 3. Result of Model Testing

Discussion and Conclusion

This study explains how various types of extrinsic motivation influence social media travel sharing behaviour. The result shows that not all types of extrinsic motivation have a positive effect. The identified regulation was positively related to travel sharing and the most significant motivation in explaining travel sharing on social media. Identified regulation represents the behaviour highly valued by individuals because of the congruent with themselves (T. Zhang et al., 2020). It is related to altruism (Wang et al., 2019), socialisation (de Vries et al., 2017). Then, the introjected regulation also significantly has a positive impact on travellers travel sharing behaviour. Introjected regulation is motivation controlled by the external and enforce pressure on themselves (Vallerand, 1997). It includes motivation to gain recognition from the relatives (de Vries et al., 2017; Wang et al., 2019), obtaining information or getting help from others (de Vries et al., 2017; Wang, 2014).

Our research emphasises a critical conclusion. People share their experiences on social media because this activity is congruent with their values (identified regulation), such as socialisation with others. This result confirms the previous research, e.g., Plume & Slade (2018) that socialise seems to be a substantial factor in sharing intention. The other motivation is to align with other people (introjected regulation), such as getting social recognition and doing the same as the others. It confirms Sedera et al. (2017) finding that some travellers share their travel experiences to be socially accepted. This result brings important implications for theory and practice.

The evolution of marketing strategies that use the “word-of-mouth” approach has changed rapidly during the emergence of the Internet (Xiang & Gretzel, 2010). Social media platforms

have facilitated customers or users to become active, co-produce and share their content and/or experiences online. This study investigates social media travellers' behaviour regarding online contribution, particularly on sharing travel experiences. The leading focus of the SDT is to clarify the impact of various types of extrinsic motivation travel sharing on social media. The identified motivation was the most crucial in explaining the driver of sharing travel experiences on social media. Sharing travel content is needed to socialise with others, while introjected motivation becomes the other motivation to share the travel experiences on social media. Getting social recognition is important for some travellers. Hence, this study has confirmed and validated that different types of extrinsic motivation have a remarkable impact on travel sharing online.

Theoretical Implications

From a theoretical perspective, this research defines the impact of different types of extrinsic motivation on social media travel sharing. Limited previous studies have investigated the dimensions of extrinsic motivation. Our result presents that identified regulation can enhance travellers' actual sharing of their experiences on social media, which travellers with identified regulation try to bring social identity from their sharing. The second finding is introjected regulation can drive travellers to share their experiences on social media. This represents that travellers with introjected regulation try to get social recognition. This result finds that identified motivation roles as the major driven in actual travel sharing on social media. This finding is consistent with the Xuequn Wang et al. (2019), people who have identified motivation need socialisation with their friends in social media. Thus, it aligns with the social media function to derive social interaction and networking (Oliveira et al., 2020).

Integrated has no impact on travel sharing behaviour through social media. Integration happens when the regulation is fully embedded in the self (Deci and Ryan, 2000). Individuals are motivated to engage in a particular behaviour to express themselves (de Vries et al., 2017; Divine et al., 2019) and self-belief (Ke & Zhang, 2010; Wang et al., 2019). Since sharing on social media is one way of protecting and improving the social image in social interaction (Yan et al., 2016); hence it may not be possible for travellers to express themselves fully. External regulation also has no impact on travel sharing through social media. The external motivation refers to activity engagement to gain financial reward, remuneration, or benefit (de Vries et al., 2017; Divine et al., 2019; Ke & Zhang, 2010), achieve a high reviewer ranking (Xuequn Wang et al., 2019), and gain bonus (Xuequn Wang, 2014). Since sharing on social media is voluntary, the reward is rare, except for the social media influencer who gets a financial reward from their endorsement. This study verify that the continuum of extrinsic motivation behaviour is different and should not be employed as a unitary construct.

Table 4. Result Comparison

Research	Research Context	External regulation	Introjected regulation	Identified regulation	Integrated regulation
Current study	Travel sharing on social media	n.s	+	+ (*)	n.s
Ke & Zhang (2010)	Task effort on Open Source Software Development	n.s	+	+ (*)	-

Xuequn Wang et al., 2019	Intention to contribute social commerce information	+	n.s	+(*)	n.s
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Note: n.s = not significant; + = positive impact; - = negative impact; * = the biggest impact.

This study also compares the result with Ke & Zhang (2010), and Xuequn Wang et al. (2019), as in Table 4. The comparisons highlighted the uncertain impact of various types of extrinsic motivation across different contexts. However, the comparison shows that identified motivation needs to be considered because it has the most effect. Motivation with a greater degree of self-determined regulation would drive individuals to execute more extensive effort (Ke & Zhang, 2010). The variance finding shows that the results from prior literature cannot be generalised to another context, such as social media travel sharing behaviour.

Practical and Social Implications

From a practical perspective, these findings explain the importance of travel sharing through social media to amplify tourism information. Tourism companies must have interactive social media and encourage their customers to create and share valuable and reliable travel experiences. This information increases tourism industry growth, improves innovation, and raises profitability (Ge and Gretzel, 2018).

We found that identified motivation positively impacts travel sharing on social media. Identified motivation indicates that sharing is possibly related to socialising and interaction. Offering interaction and socialisation with travellers, such as community atmospheres, can develop an emotional involvement and encourage more travellers to share their experiences. Introjected regulation also positively impacts travel sharing on social media. In summary, a better understanding of the effect of various types of extrinsic motivation gives practitioners insight into using their limited resources to support travellers in sharing their experiences and amplifying tourism information.

Limitations and Suggestions for Future Research

This research has several limitations. First, this study collected data in open access sampling, which brings shortcomings such as self-selection bias, lack of information about non-respondents, unknown response rate (Oliveira et al., 2020). However, the evaluation of the measurement model was accepted, reinforcing the validity of the estimated relationship between constructs. Second, we only recruited respondents who have shared their travel experiences on social media. Therefore, we can not understand why people become lurkers or do not want to share their travel experiences. Future researches need to investigate the inhibitors of social media travel sharing. Last, we focus on domestic travellers from Indonesia. The variation of extrinsic motivation may impact differently for consumers with different cultures. Future research, a comparison with different countries and across various cultures would be helpful to enhance the generalisation.

Future studies can enhance the present study in a certain approach. First, future studies could elaborate on the factors that support or increase consumers' extrinsic motivation. Second, researchers should explore travel information usage and how it differs on social media travel sharing behaviour. Lastly, the following studies could also enhance the relationship between extrinsic motivation and social media travel sharing with moderation variables.

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