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474 she manag es to develo p course s on geograp hy of tourism , tourism planni ng, 475 tourism envir onmen t and marine tourism. Her resear ch focuse s on ecotou rism, 476 urban tourism and waterfr ont tourism . She received her Ph .D. from Univers ity of 477 Water loo, Canada and recent ly publi shed in Asia Paci ?c Journa l of Tou rism 478 Research published by Rou tledge, 2014.

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in Touris m at James Layout: T1 Stand ard Book ID: 339521 _1_En Book ISBN: 97 8-981-10- 1716-2 Cha pter No.: FM 1 Date : 18-6-20 16 Time: 6:00 pm Page: 16 /19 xvi Editors and Contributors Editor Proof U NCORRECT ED PROOF 553 Ahm ad Shui b, Ph.D. is Professor in the Institu te of Agr icultural and Food Po licy 554 Studi es, Univers iti Putra Mala ysia, 43400 UPM Serdang, Selango r, Malaysia, and 555 his resear ch focus includes respon sible rural tourism network in Mala ysia.

556 Janfry Sihit e is the Head of Future Lab Indones ia where he is developing the 557 capabi lities of data analys is on socia l netwo rk appli cation. He is cu rrently a Ph.D. 558 candid ate at the Univers ity of Indones ia. 559 Sulhaini is Associa te Professor in Facult y o f Econo mic and Bus iness, Mataram 560 Univers ity Lombok Indones ia.

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Layout: T1 Stand ard Book ID: 339521 _1_En Book ISBN: 97 8-981-10- 1716-2 Cha pter No.: FM 1 Date : 18-6-20 16 Time: 6:00 pm Page: 18 /19 xviii Editors and Contributors Editor Proof Metadata of the chapter that will be visualized in SpringerLink Book Title Balancing Development and Sustainability in Tourism Destinations Series Title Chapter Title Tweeting and Retweeting Tourism and Airline Service Attributes Copyright Year 2016 Copyright HolderName Springer Science+Business Media Singapore Corresponding Author Family Name Nugroho Particle Given Name Arissetyanto Prefix Suffix Division Department Management Organization Mercu Buana University Address Jakarta, Indonesia Email arissoehardjo@yahoo.com Author Family Name Sihite Particle Given Name Janfry Prefix Suffix Division Department Management Organization Mercu Buana University Address Jakarta, Indonesia Email janfry_sihite@yahoo.com Abstract Online sales for business trips in Indonesia have increased during 2008–2013 from 2.55 trillion to 26.54 trillion rupiahs.

This development is supported by increasing numbers of social network users who convey their experiences in Indonesia, which includes the rise of low-cost airlines, using social media, such as Twitter, to promote the tourism experience in Indonesia. These developments have not been deeply explored in academic research; in particular, there is a lack of research examining low-cost airlines and their use of social media. Therefore, we take an inductive approach using qualitative and quantitative analysis methods (mixed method) for this research.

Gathering primary data from the Twitter account @Citilink from the fourth Quarter of 2014 (October, November, December) and the first quarter of 2015 (January, February,

March), we have extracted the data, preparing it for processing using the Mixed Method Proval is Research software. There were 2194 tweets from fourth quarter of 2014. After cleaning the data, 992 tweets were excluded from the analysis.

The data were further categorized into 821 tweets and 381 retweets. Of the 1724 tweets from first quarter of 2015, 436 tweets were excluded from the analysis; the remaining tweets were further categorized into 588 tweets and 436 retweets.

Exploratory factor analysis was conducted and the findings show that the @Citilink Twitter account delivered five service attributes, including (1) routes, (2) quizzes and ticket promotions, (3) call center information, (4) tourism destination exposure, and (5) Citilink promotional gimmicks for the netizen (Twitter followers). Furthermore, the n words paired t test to compare the tweet and retweet data found that @Citilink preferred other service attributes to retweet, compared with the service attribute tweet.

The retweets (netizen tweets forwarded by the @Citilink twitter administrator) often show the service attributes of on-time airline performance and airline smooth landings. The smooth landing is an innovative and distinctive service attribute that is proposed for the potential customer when compared with the other service attributes from the @Citilink account.

These findings show the advantage of using exploratory factor analysis to construct and discover the relationships and motives within the unstructured dataset. Keywords (separated by '-') Low-cost airline service - Citilink - Qualitative quantitative analysis - Twitter - Retweet preference U NCORRECT ED PROOF 1 Chapter 31 2 Tweeting and Retweeting Tourism 3 and Airline Service Attributes 4 Arisset yanto Nugroh o an d Jan fry Sihit e 5 Abstr act Online sales for bu siness tri ps in Indones ia have increased during 2008 – 6 2013 from 2. 55 trilli on to 26.54 trillion rupia hs.

This develo pment is suppor ted by 7 incre asing numbe rs of social network users who convey thei r experiences in 8 Indones ia, which incl udes the rise of low -cost airlines , using socia l medi a, such as 9 Twitter , to promote the tourism exp erience in Indones ia. The se develo pments have 10 not b een deeply explor ed in academ ic resear ch; in particula r, there is a lack of 11 resear ch examining low-cos t airlines a nd their use of social media. The refore, we 12 take an inductive approac h using quali tative and quantitat ive an alysis methods 13 (mixed met hod) for this research.

Gat hering prim ary data from the Twit ter account 14 @Citil ink from the fourt h Quarter of 2014 (October , November , Dece mber) and the 15 ? rst quarter of 20 15 (Janua ry, February , March), we ha ve extracted the data, 16 prepar ing it for proces

sing using the Mixe d Meth od Proval is Research softwar e. 17 There were 2194 tweets from fourth quarter of 2014 . After cleaning the da ta, 992 18 tweets were exclud ed from the analys is.

The data wer e further catego rized into 821 19 tweets and 381 retweet s. Of the 1724 tweets from ? rst quarter of 2015, 436 tweets 20 were exclud ed from the an alysis; the rema ining tweets were further catego rized into 21 588 twe ets and 43 6 retweet s.

Explora tory facto r analys is was conduct ed and the 22 ? ndings show that the @Ci tilink Twitter ac count delivered ? ve servi ce attr ibutes, 23 includ ing (1) routes, (2) q uizzes a nd ticket prom otions, (3) call center infor mation, 24 (4) touri sm destinati on exposur e, and (5) Citi link promoti onal gim micks for the 25 netizen (Twitte r follow ers).

Fu rthermor e, the n wor ds paire d t test to compa re the 26 tweet and retwe et data found that @Citilink prefer red other service attributes to 27 retweet , compa red wi th the service attribut e tweet. The retweet s (neti zen tweets 28 forwarded by the @Citil ink twitt er admi nistrato r) often show the servi ce attributes of 29 on-time airline perfor mance an d airline smoo th landings.

The smooth landing is an 30 innova tive and distinct ive servi ce attribute that is propos ed for the p otential cus- 31 tomer when compa red with the other service attributes from the @Citilink account . A. Nugroho (&) _ J. Sihite Department Management, Mercu Buana University, Jakarta, Indonesia e-mail: arissoehardjo@yahoo.com J. Sihite e-mail: janfry_sihite@yahoo.c om Layout: T1 Stand ard Book ID: 339521 _1_En Book ISBN: 97 8-981-10- 1716-2 Cha pter No.:

31 Date : 18-6-20 16 Time: 7:44 am Page: 34 1/351 © Springer Science+Busin ess Media Singapore 2016 A. Sau? et al. (eds.), Balancing Development and Sustainability in Tourism Destinations , DOI 10.1007/978-981-10-1718-6_31 341 Editor Proof U NCORRECT ED PROOF 32 These ? ndings show the advant age of using explor atory facto r analys is to construct 33 and discove r the relationships and motives wi thin the unstr uctured datas et.

34 Keyword s Low-c ost airline servic e _ Citi link _ Qualit ative qua ntitative ana lysis _ 35 Twitter _ Retw eet prefer ence 36 37 Introduction 38 Indones ia 's curren t consumpti on is growing enormousl y and becoming one of the 39 domin ant elem ents drivi ng econom ic grow th when compa red to g overnment 40 spendi ng and inves tment from priva te companies.

Projec tions of Indones ia' s 41 econom y show an incre asing trend of consum ption along wi th the growth of both 42 the Indones ian middle-c lass and the pe rcentage of the popula tion that is under 43 30 years of age. Until the yea r 20 20, the populatio n of Indones ians that are under 44 30 years old will reach 47 % of Indones ia ' s total populatio n (Accentur 2012).

Both 45 the under 30 and the middle-c lass de mographics are the target custo mers for a 46 varie ty of products and services in Indones ia. Along with the growth of the 47 Indones ian purchas ing powe r, the airline servi ce deman d is also growing 48 (Darmaw an and Wandebo ri 2013). Dat a on the numbe r of trips from 2008 to 2013 49 show that the numbe r of arrivals (inbo und) and departu re (outb ound) users of 50 airlines in Indones ia is increasing signi ? cantly (UNWT O 20 15). The onli ne airline 51 sales trend in Indones ia has also incre ased from 2008 to 2 013 (UNWT O 2015).

In 52 2013, the onli ne airline sales in Indones ia had risen to 2 6.54 tri llion rupia h, up from 53 2.55 trillion rupia h in 2008. The percentag e of onli ne airline tick et sales is also the 54 large st propor tion of online travel sales when compared to online agency travel 55 sales, tour operat or sales , and accom modation s sales in Indones ia.

56 The growth of airline servi ces is suppor ted by mobi le Inter net techno logical 57 develo pments and socia l netw ork appli cations. Social network applicati ons such as 58 Facebook, Twitter, and Instagram provi de access for users to inte ract and exchange 59 informat ion, p hotos, and videos that deliver remarks about the users ' respec tive tour 60 experi ences and tourism in Indones ia.

The socia l network users show high enthu- 61 siasm for airline servic e and hav e put two airlines , which are Air Asi a (1.028.6 86 62 follow ers) and Garuda Indones ia (861.847 follow ers), among the ? ve account s with 63 the large st number of Twitter follow ers for Indones ian compa nies (Socialbaker s 64 2015).

As the numbe r o f mobile Inter net users in Indones ia has incre ased from only 65 989.100 in 200 8 to 90.831.40 0 users in 2013 (IT U 2014), the numbe r of Twitter 66 follow ers for the airline compa nies will continue to increase with the rapid growth 67 in mobi le Inter net users.

68 High deman d grow th for airline services also incre ases the inte nsity of com- 69 petitio n, giving birth to a new catego ry of low-cos t airlines (low-cos t c arriers) like 70 Lion Air, Ai r Asia, and Citi link. The se airlines offer reduced servi ces, such as 71 meals, b aggage facilit ies, and seat space, in compa rison with full servi ce carriers AQ1 342 A.

72 like Garuda Indones ia. This phen omenon is consi stent wi th the predi ctions of ICAO 73 (Internat ional Civil Avi ation Org anization) and IATA (Int ernational Air Tra nsport 74 Associa tion), whi ch show that a irline indus try compe tition in the Asia Paci ? c 75 regio n will be more stringent for a low -cost airline in Indones ia because the 76 majorit y of the airline compa nies (14 of 17) are low-cos t airlines (OEC D 2014).

77 While socia l network applicati ons will play an importan t part in the customer 78 decis ion-maki ng proces s affecti ng low-cos t airline custo mers, the researc h p arsing 79 the pheno menon of socia l netw orking as a mark eting communi cati ons channel , 80 online mark eting platform for products and services, and tourism and trave l is sti ll 81 undevel oped (Virginia Ph elan et al. 2013).

Given this backg round, additional 82 resear ch on a low-cos t airl ine servi ce using the socia l network Twitter as a mar- 83 keting communi cations channel for the c ustomer is required. The lack of the lit- 84 eratu re on low -cost airlines in Indones ia is a reason d ' etre to conduct fundam ental 85 resear ch explor ing tw eets that will uncover patterns (Powell and Dodd 20 07) of 86 low-cos t airl ine service attribut es in Indones ia.

87 Review Literature 88 Indonesian Airline Industry 89 The Airline Indust ry is a service industry, which means that servi ce satisfact ion is 90 connect ed with overal l mark eting acti vities to meet the e xpectation s of the cus- 91 tomer. These mark eting acti vities begin with deliverin g servi ce offerings to the 92 custo mer through the proces s of ful ? lling prom ises .

The services co nsist of the price 93 (cost), the develo pment of new route s, the plane, the queue in the airport, an 94 interest ing promoti on, and the e ase of movi ng between airlines in coopera tion with 95 a network of airl ines (Driver 1999). The entire proces s is a holi stic unity of services 96 the custo mer values in the decision-m aking proces s (Aksoy et al. 2003).

However , 97 along with the star t of low-cos t airlines, price compe tition has becom e the main 98 attribut e that the compan y deli vers. 99 A meta-anal ysis of the factors that in ? uence passenge r loyalty in the low -cost 100 airline space shows that the low -cost airline focuse s on low price s (Akamavi et al. 101 2015).

Furthe rmore, the wor d cloud is needed to visualize the 31 dominant words in 102 the

empirica l research that are selected in the Journa l of Touris m Manage ment and 103 disco ver that the costs , servi ces, and low a re the keywords that charact erize the 104 main princ iples of the low -cost airline. 105 The phenom enon of low-cos t airlines is in conten tion with whether the airline 106 can offer more bene ? cial servi ce to its customers .

Fundam ental resear ch is needed 107 to uncov er low-cos t airl ine servi ce attribut es so that the indus try parti cipants, 108 governm ent, and academ ia can understand the low-cos t airl ine indus try. 31 Tweeting and Retweeting Tourism and Airline Service Attributes 343 Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10-1716-2 Cha pter No.:

31 Date : 18-6-20 16 Time: 7:44 am Page: 34 3/351 Editor Proof <mark>U NCORRECT ED PROOF</mark> 109 Social Netwo rk 110 The airline delivers its servi ce offerings to custo mers via socia l networki ng chan- 111 nels. Social netw orking is becom ing an effecti ve and ef? cient tool in building 112 impressi ons, creat ing the presen ce, and connecting compa nies with custo mers 113 (Virgi nia Phelan et al. 2013).

Social networki ng develo ps respon sive inte ractions 114 between vario us parties in the onli ne ecosys tem and encoura ges interacti on between 115 prospe ctive custo mers an d companies, between prospe ctiv e customers , between the 116 candid ate and the compa ny ' s custo mers, the product and service supplier compa - 117 nies, and betw een the compa ny and the suppor ting product and service companies.

118 <mark>While Twitter is a socia</mark> l network appli cation, whi <mark>ch has been utilized for</mark> 119 mark <mark>eting activities since 2008 (Bulear</mark> ca and Bulearca 2010), Twitter 120 microblo gging is popula r and has been g rowing since 2006 (Sakaki et al. 2010). 121 Twitter users can create tweets (messages or comments) with a limit o f 140 char- 122 acter s, follow activity on o ther acc ounts (fol low), and receive tweets generat ed by 123 anothe r account (Kwak et al. 2010).

Twit ter is grow ing rapidly, which is re ? ected in 124 the numbe r of tweets that Indones ian Twitter users generate. Indones ian Twitter 125 users account for 4.9 % or 19 million tweets per day of total tweets throu ghout the 126 world (Wib isono and Faruqi 20 13); there fore, the Citilink twee t resear ch is 127 essent ial.

128 Research Position 129 Explora tory resear ch on the low-cos t airl ine Citilin k servi ce attribut es is new in 130 Indones ia. Earlier studies such as Open Sk ies resear ch policy of Citi link 131 (Nurhendi arni et al. 2015), the resear ch on revenue manag ement (L upiyoadi and 132 Putra 2014) stra tegy analysis, and research c onducted by

(Darmaw an and 133 Wandebo ri 2013) propos e a stra tegy to imp rove the Citi link market share by not 134 focusi ng the resear ch on the service attribut es of the low-cos t airline.

135 This project is an inductive research that exami nes Citi link marketin g activities 136 from the Twitter tweet @Citilink . The tweet data are open access data collected 137 from @Ci tilink. The corpus (textual docum ents) of tweets are delivered by Citi link 138 durin g the perio d from October, November , December 2014 to Januar y, February , 139 March 201 5 and are coll ected for <mark>furt her proces sing</mark> and analys is.

140 Research Me thod 141 This is an explor atory research study that extracts data using a coll ection of tweets 142 from a Twitter socia l n etworking account . A samp ling of tweets from the fourt h 143 quart er 2014 (Oc tober, Nove mber, Dece mber) and ? rst quart er 2015 (Janua ry, 344 A. Nugroho and J. Sihite Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10- 1716-2 Cha pter No.:

31 Date : 18-6-20 16 Time: 7:44 am Page: 34 4/351 Editor Proof <mark>U NCORRECT ED PROOF</mark> 144 February , March) are u sed. We will be able to show the compan y 's marke ting 145 activiti es throu gh the use of a six- month data interval. 146 The tweets from the @Ci tilink are unstructur ed data, there fore data prepar ation 147 is needed before a nalysis (Silver and Lewi ns 2014).

Data prepar ation consi sts of 148 four stages of the proces s, which are the stages of inputti ng d ata descri ptions, 149 cleans ing and transform ing the data, stem ming and lemmat ization, and deve loping 150 a dictionar y. 151 Next, we use a clust er analysis technique, or the a nalysis of textual data with 152 great numbe rs, to compl ete the EFA.

Clust er analys is shows the dimensi ons of 153 different tweets that can aid researchers in interpret ing these dimensi ons (Campb ell 154 et al. 2011). W e use mixed metho d resear ch software in this research because it 155 offers explor atory techni ques that show the relations hip between keyw ords with the 156 co-occu rrence met hod (Silver a nd Lewi ns 2014). 157 The values we use in this meas urement are based on the d egree of simil arity.

The 158 higher the index of simil arity, the narrower the distance of the keyw ords withi n the 159 text (Chung and Lee 2001). <mark>On the other hand,</mark> the lower the index of simil arity, the 160 wider the distance of the keyw ords withi n the text . The dendrog ram offers visu- 161 alizatio n of an elem ent in the unit of analysis.

The coef? cient value for this mea- 162 surem ent is the Jaccard coef? cient; values close to 1.0 indicate the close 163 relations hip of the eleme nts in the unit of analysis (Lewis an d Maas 2007). 164 Analysis 165 The primary data from the Twitter account @Ci tilink from the fourth Quar ter 2014 166 (October , Nove mber, December) and the ? rst quart er 2015 (Janua ry, February , 167 March) are extra cted and prepare d for processing using the Proval is mix ed met hod 168 resear ch softwar e analys is.

There are 2194 tweets from fourth quarter 2014. After 169 cleanin g the data and exclud ing 992 tweets from the analysis, we furt her categorize 170 these data into 821 tweets and 381 retweet s. Of the 1724 tweets from ? rst q uarter 171 2015, after cleani ng the data and exclud ing 700 tweets from the analys is, we further 172 catego rize these data into 588 twee ts and 436 retwee ts. Tab le 31.1 details the data 173 prepar ation proces s. Table 31.1

Data preparation Data interval Oct, Nov, Dec 2014 (4th Q) Jan, Feb, March 2015 (1st Q) Data extracted 2194 1724 Data excluded 992 700 Total data processed 1202 1024 Type of data Tweet Retweet Tweet Retweet Data processed 821 381 588 436 Source Data process 31 Tweeting and Retweeting Tourism and Airline Service Attributes 345 Layout: T1 Stand ard Book ID: 339521 _1_En Book ISBN: 97 8-981-10- 1716-2 Cha pter No.:

31 Date : 18-6-20 16 Time: 7:44 am Page: 34 5/351 Editor Proof U NCORRECT ED PROOF 174 After preparing the data, explor atory facto r analysis is employ ed to disco ver the 175 attribut es of the tw eets and retweet s from @Ci tilink in the given period. This 176 resear ch method will be able to de ? ne the brand identity using these attr ibutes 177 (Sevin 2014) and develo p relev ant meas uremen t in terms o f the compa ny 's stra tegic 178 goal. The se attribut es also support the statemen t by Kietzm ann et al. (2012) and Pitt 179 et al.

(2007) that the brand person ality and brand identit y can be analyzed wi th the 180 socia l network applicati on resear ch approac h. 181 We then conduct explor atory facto r analys is u sing the data and catego rizing it 182 into four quadran ts, which are the tweets for the fourth quart er 2014, the tweets for 183 the ? rst quart er 2015, the retw eets for the fourth qu arter 2014 and the retweet s for 184 the ? rst quart er 2015.

The separa tion based on the inte rval and the type of tweet wi ll 185 bene ? t from furt her analysis; furt hermore, the separa tion will show the distinctive 186 online brand person alities in cybers pace (Opoku and Hinson 2006). The resul t of 187 the Exp loratory Factor Analysi s in using the four qu adrants is in Fig. 31.1 .

188 The Explora tory Factor Anal ysis of the @Citil ink tweets for the fourth q uarter 189

2014 show s that the tw eet attr ibutes are the prom otio n p rogram Citilin k Shield (the 190 trave l insur ance), Citilin k SF (Sounds Fair Concert), Boardin g Pass (Hotel dis- 191 count) , Hot el (Hotel Di scount), Citilin k Deka t Di Hati (which encoura ges the fol- 192 lower to use the tw eet hash tag # citilinkdekat dihati).

The @Ci tilink delive rs Quiz, 193 Surpri se Activity, Act ivation and propos es Tick et prom otio ns to engage with the 194 follow er. Furthe rmore, the @Citilink delive rs infor mation about the compa ny ' s 195 Publi c Relati ons acti vities, the Citilin k Appl ication for the smar tphone user, and the 196 Citilin k Rou te. Final ly, the @Citil ink account deli vers Gimmick and the Tou rism 197 experi ence to the follow er.

198 The quadran t of tweets for the fourth quart er 2014 <mark>shows that there are</mark> 14 199 attribut es and ? ve direct clusters whi ch are the Act ivation an d Gimm ick (simil arity Fig. 31.1 Dendro gram (Jaccard coef? cient of similarity index). Source Data process 346 A. Nugroho and J. Sihite Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10- 1716-2 Cha pter No.:

31 Date : 18-6-20 16 Time: 7:44 am Page: 34 6/351 Editor Proof <mark>U NCORRECT ED PROOF</mark> 200 index 0. 231), Boa rding Pass and Hotel (0.212) , Ticket and Rou te (0.186) , Company 201 Relatio n and Citilin k Shield (0.136) , and Citi link SF and Quiz (0.126) . The higher 202 simil arity index <mark>shows that there are</mark> higher simil arities between the two cluster 203 attribut es in the data.

The analys is states that in the tweet data for the fourt h quarter 204 2014, the cluster Act ivation, and Gimmick (0.231) has a higher similarity when 205 compa red to the cluster Citilin k SF and Quiz (0.126) . 206 The Explora tory Factor Analysi s of the @Citil ink retweets for the fourth q uarter 207 2014 reveal s that the retweet attribut es are Citilin k Deka t Di Hati, Hi dden TixIdn 208 (a hidden tick et game that encoura ges the follow er to inte ract and guess the game) , 209 and ? n ally the Ticket prom otion.

The retweet s also deliver the Gi mmick toward the 210 follow er to improve the proximi ty betw een the @Ci tilink account and the foll ower. 211 Furthe rmore, the @Citilink account deli vers follow er satisfaction and endors ement 212 toward the airline indus try ' s main attribut es which are Smoot h Lan ding, Smoot h 213 Take Off, and On- Time Perform ance.

As three of the mai n attribut es are clustered, 214 the follow er also delivers varie ties of Thank You Citi link wishes an d service sat- 215 isfactio n. Final ly, there are many retweet s from the First Timer Fligh t experi ence of 216 the foll ower. 217 The quadran t of retweet s for the fourth q uarter 2014 show that there are nine 218 attribut es and

three direc t clusters which are the Citi link dekat di hati and Ticket 219 (Simila rity index 0.504), Smoot h Lan ding and Smoot h Tak e Off (0.370), and 220 Gimm ick and Thank You Citi link (0.233) .

The analys is stat es that in the data 221 retweet s for the fourt h qu arter 2014, the cluster Citilin k dekat di hati and Ticket 222 (0.504) have higher simil arities when compa red to the clust er Gi mmick and Thank 223 You Citi link (0.233) . 224 The Explora tory Fac tor Analysi s of the @Ci tilink tweets for the ? rst qu arter 225 2015 shows that the @Ci tilink data can be used to develo p many prom otional 226 progra ms for the p otential customer.

The attributes are Boardin g Pass, Hotel, 227 Citilin k Deka t Di Hati, Indosa t Sn ap With Citilin k (Indos at Citi link Co Prog ram), 228 Bicycl e (propo sing a bicycle gift and free luggag e bene ? t). The @Ci tilink also 229 delive rs Qui z, Surpri sed Activity, Act ivation, and propos es Ticket prom otions to 230 engage the follo wer.

The @Citilink also delivers the varie ties of Tha nk You 231 Citilin k wishes and servi ce sati sfaction. Furthermor e, the @Ci tilink account 232 delive rs informat ion about the compa ny ' s Publi c Rel ations a ctivities and the 233 Citilin k Rou te. Finally, the @Ci tilink delivers Gimmicks and Tourism expe riences 234 that are g eared toward the follow er.

235 The quadran t of tweets for the ? rst quart er 2015 show that there are 13 attr ibutes 236 and three direct clust ers which are Quiz and Touris m (0.493) , Boardin g Pass and 237 Hotel (0.304) and Activation and Su rprise (0.256) . The analysis shows in the tweet 238 data for the ? rst quart er 2015, the cluster Quiz and Touris m (0.493) has a higher 239 simil arity when compa red with the cluster Activation and Su rprise (0.256) .

240 The Explora tory Factor Anal ysis of the @Citil ink retweet s for the ? rst q uarter 241 2015 reveal s that the retweet attributes are Citilin k Deka t Di Hati, Indosa t Snap 242 With Citi link, Hidden TixId, and Ticket promoti on. The retweet also delivers 243 Gimm icks toward the follow er to imp rove the proxi mity between the @Citilink 244 account and the follow er.

The follower a lso deli vers variation s of Thank You 31 Tweeting and Retweeting Tourism and Airline Service Attributes 347 Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10- 1716-2 Cha pter No.: 31 Date : 18-6-20 16 Time: 7:44 am Page: 34 7/351 Editor Proof <mark>U NCORRECT ED PROOF</mark> 245 Citilin k wishes and servi ce satisfaction , follow er satisfact ion, a nd endorse ment 246 toward the airline indus try mai n attribut es of Smooth Lan ding and On-Time 247 Perform ance.

248 The quadran t of retweet s for the ? rst quart er 2015 <mark>shows that there are</mark> eight 249 attribut es a nd three direc t clust ers which are Citi link dekat di hati and Indosat snap 250 with citilink (0.311) , Gimm ick and Smooth Lan ding (0.198), and Hi dden tixidn and 251 Ticket (0.184) . As in the retweet d ata for the ? rst quarter 2015, the analysis shows 252 the clusters Citi link dekat di hati and Indosa t snap with citili nk (0.311) have higher 253 simil arities when compa red with the clust er Hidde n tixidn and Ticket (0.184) .

254 Tweet Analysis 255 The explor atory factor analys is ? ndings suppor t the stat ement that route, ticket 256 propos ition, and interesting promo tion programs are the airline service offerings 257 (Driver 1999). The route and ticke t propositi on are the mai n servi ce attr ibutes for 258 the airline. Furthe rmore, the research disco vers varie ties of inte resting prom otion 259 progra ms targeting the potent ial mark et such as the Quiz.

The Quiz is a tool that 260 in ? uences custo mer engagem ent (Vinerea n et al. 2014), deliv ers incentive to 261 interact with the comm unity of followe rs, an d in? uences custo mer purchas ing 262 behavi or, referr al behavi or, in ? uence r value, and know ledge value.

263 The Gimmick the @Citilink Twit ter account deli vers explains the phenom ena of 264 human behavi or symb olic inte raction in the socia l network appli cation. This 265 symb olic interaction is necess ary to develop intima cy and proxi mity from the 266 twitter account to the custo mer. The application itself is a techno logy that shoul d 267 delive r the human beh avior symb olic interacti on to extend the self a s human (Rader 268 2009).

This is the advantag e of the social network applicati on for a brand because 269 human behavi or symb olic interaction is necessa ry in the social network appli cation. 270 Rapid and responsive plat forms bett er suppor t inte raction and the development of 271 the human beha vior symboli c interacti on when compa red wi th convent ional media, 272 such as newsp apers, magaz ines, televisi on, and radio .

273 The Touris m attribut e in the tw eets of @Ci tilink explai ns that the travel industry 274 is closely relat ed to tourism . The tw eets deli ver exposur e to varie ties of tourism 275 destinati ons in Indonesia and encoura ge inboun d travel to Indones ia. The airl ines ' 276 main service is suppor ting mobi lization from p oint to point , which is related to 277 geograp hy; therefore, the @Citilink account prom otes a varie ty of point to p oint 278 airline tickets.

279 Retweet Analysis 280 The retweet explorator y facto r analys is disco vers that Smooth Lan ding and 281 On-Ti me Pe rformance analog ical ly compare to aesthetic innova tion of servi ce 348 A. Nugroho and J. Sihite Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10- 1716-2 Cha pter No.: 31 Date : 18-6-20 16 Time: 7:44 am Page: 34 8/351 Editor Proof <mark>U NCORRECT ED PROOF</mark> 282 attribut es for a high end techno logy product such as airplane techno logic al inno- 283 vation (E isenman 2006).

These servi ce attribut es can in ? uenc e the decis ion-maki ng 284 proces s of the customer, even though these servi ce attribut es are not an instrum ental 285 bene ? t from the airline. 286 The Thank You Citi link attribute from the retw eet explorator y facto r analys is is 287 a means to deli ver customer feelings; therefore, the compa ny should analyz e the 288 contex t of the comm ent to bett er unders tand customers ' feeling s (Pullman et al. 289 2005).

The @Ci tilink retweet of a followe r ' s tweet ment ioning the @Citilink 290 account to prom ote him self uses the airline servic e attr ibutes in cybers pace. This 291 mode of electroni c wor d of mouth in ? uen ces the de cision-makin g proces s of the 292 potent ial c ustomer. 293 Final ly, the research show s that while the @Citilink has a retweet prefer ence 294 toward selec t mai n attributes, the airline does not retw eet all the tw eets ment ioning 295 the @Ci tilink a ccount. Inst ead, the @Citilink focuse s on the retweet prefer ence, 296 which are Smoot h Lan ding and On- Time Pe rformance.

The Smoot <mark>h Landing is an</mark> 297 innova <mark>tive and distinctive service attribut</mark> e <mark>proposed for the potent</mark> ial customer 298 when compa <mark>red with the other servi</mark> ce attribut <mark>es from the</mark> <mark>@Citilink accoun</mark> t. The 299 ? <mark>ndings show the advant</mark> ages of conduc ting text analys <mark>is</mark> <mark>to construct and d</mark> iscover 300 the relat ionships and mot ives within the datas et (van Perlo-ten Kleij 2004).

301 Conclusion and Implication for Future Research 302 The tw eets and retweet s in the @Citilink account h ave d ifferent attr ibutes, and this 303 resear ch shows that the tweets of @Ci tilink delivers tourism exposur e experi ence 304 while the retweet prefer ences are the airline servi ce attr ibutes that target the twitter 305 follow ers.

The mix ed method resear ch met hod is used to ex plore the brand ident ity 306 develo ped by the compa ny with explor atory factor analysis, whi le the four quadran t 307 distrib ution based on proces sing the d ata also develo ps the reli ability of the 308 explor atory facto r analys is. 309 Future research shoul d compare the tweets deli vered that mention @Citilink 310 withi n the same period to be able to de ? ne the intended brand identit y and the 311 percei ved brand image in the eyes of the behold er (Mar chi

et al. 2011).

312 Furthe rmore, futur e resear ch should make a scale develo pment that takes inter- 313 media ries such as travel agenci es that prom ote the percei ved experi ence of the 314 destinati on into considerat ion (Vicol and Zait 2014). Fu rther researc h shoul d 315 develo p the method to combi ne the tweet and the photo deli vered in the tweet 316 because the photos could deliver experi ential and affective qualiti es of the place 317 (Pan et al. 2014).

Final ly, when the top companies use socia l netw ork appli cations 318 seriou sly compa red wi th other medium- sized compa nies (Dz yaloshins ky and 319 Pilgu n 2 015), the use of socia l netw orking appli cations will be more intense, which 320 will lead to an imp rovem ent over the curren t researc h met hodology. 31 Tweeting and Retweeting Tourism and Airline Service Attributes 349 Layout: T1 Stand ard Book ID: 339521 <mark>_1_En Book ISBN: 97</mark> 8-981-10- 1716-2 Cha pter No.:

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