

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Many of Medan's colonial and historical structures attest to the city's long history as the provincial seat of North Sumatra, Indonesia. After the Deli Company was founded in 1869, Medan underwent fast transformation during the Dutch colonial era. In 1891, it became the home of the Sultan of Deli. North Sumatra's capital was Medan. Houses, workplaces, hotels, stores, houses of worship, medical facilities, and educational institutions were all built during this time by colonial architects. Dutch and British architects left their mark on these structures with their Western-oriented designs. Some of the important landmarks with their architecture designs still stand strong until now. They are Maimun Palace, Tjong A Fie Mansion, Bank Indonesia, Shri Mariamman Temple, and Pos Bloc.

Pos Bloc Medan (former Medan Post Office) is one of the iconic tourist attraction in Medan that rehabilitate by PT Pos Properti Indonesia and PT Ruang Kreatif Pos. After more than six months of rehabilitation, Pos Bloc Medan is once again open to the public as a place for creativity. An attractive multi-functional creative hub for a variety of creative communities was successfully transformed into a food and beverage tenants and non food and beverage tenants.

The building is 111 years old. A number of small and medium-sized businesses (SMEs) in the fields of food, music, film, fashion, and crafts are housed in the protected area of Pos Bloc Medan's Cultural Heritage Building. Renowned

tenants including Gelato Secrets, Nelayan, Common Folks, and others have been drawn to Pos Bloc Medan. Photomatics and GrowLiving.co are two other tenants who are not associated with the food and beverage industry.

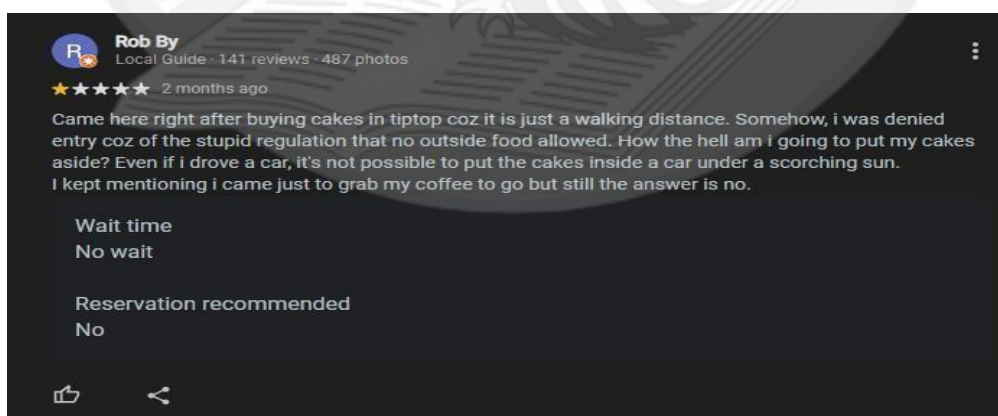
The distinctive architecture of this structure, which blends European design with local charm, has made it a Medan icon. Small and medium-sized enterprises (SMEs) and the innovative spirit of young people are both intended to thrive in the Medan Pos Bloc. The Minister of Cooperatives and Small and Medium Enterprises, Teten Masduki, is rooting for Pos Bloc Medan to become a landmark in the city and help SMEs thrive. Promoting MSMEs and reviving the city's economy is a shared goal of Faizal Rochmad Djoemadi, President Director of PT Pos Indonesia (Persero), and Muhammad Bobby Afif Nasution, S.E., M.M., Mayor of Medan.

Extensive research in the tourism literature has examined the relationship between experience quality and intention to visit, highlighting the significance of experience quality in shaping tourists' behavioural intentions. All three aspects of an experience—sensory, emotional, and cognitive—influence how satisfied a tourist is and how likely they are to return to a certain location. Studies show that tourists are more likely to return to a place if they had a memorable and enjoyable time there.

One example is the correlation between quality of experience and intention to visit; specifically, it was shown that when people had positive experiences, they were more satisfied overall, which increased the likelihood that they would return to the same attractions (Rini et al., 2021). The work of Ismadi (2024) backs up this idea by showing how happy tourists are and how their experiences affect their

likelihood of returning, highlighting the significance of memorable experiences in the field of tourism management.

According to Seran et al. (2021), the influence of the quality of experience goes beyond mere satisfaction and encompasses wider behavioural objectives like referrals and repeat visits. For instance, it is highlighted that travellers who have had exceptional experiences are more likely to actively endorse and return to the destination. The importance of offering high-quality experiences to generate positive behavioural results is ultimately underscored by the fact that experience quality interacts with a myriad of psychological factors, such as perceived value and destination image (Çelik & Dedeoğlu, 2019).



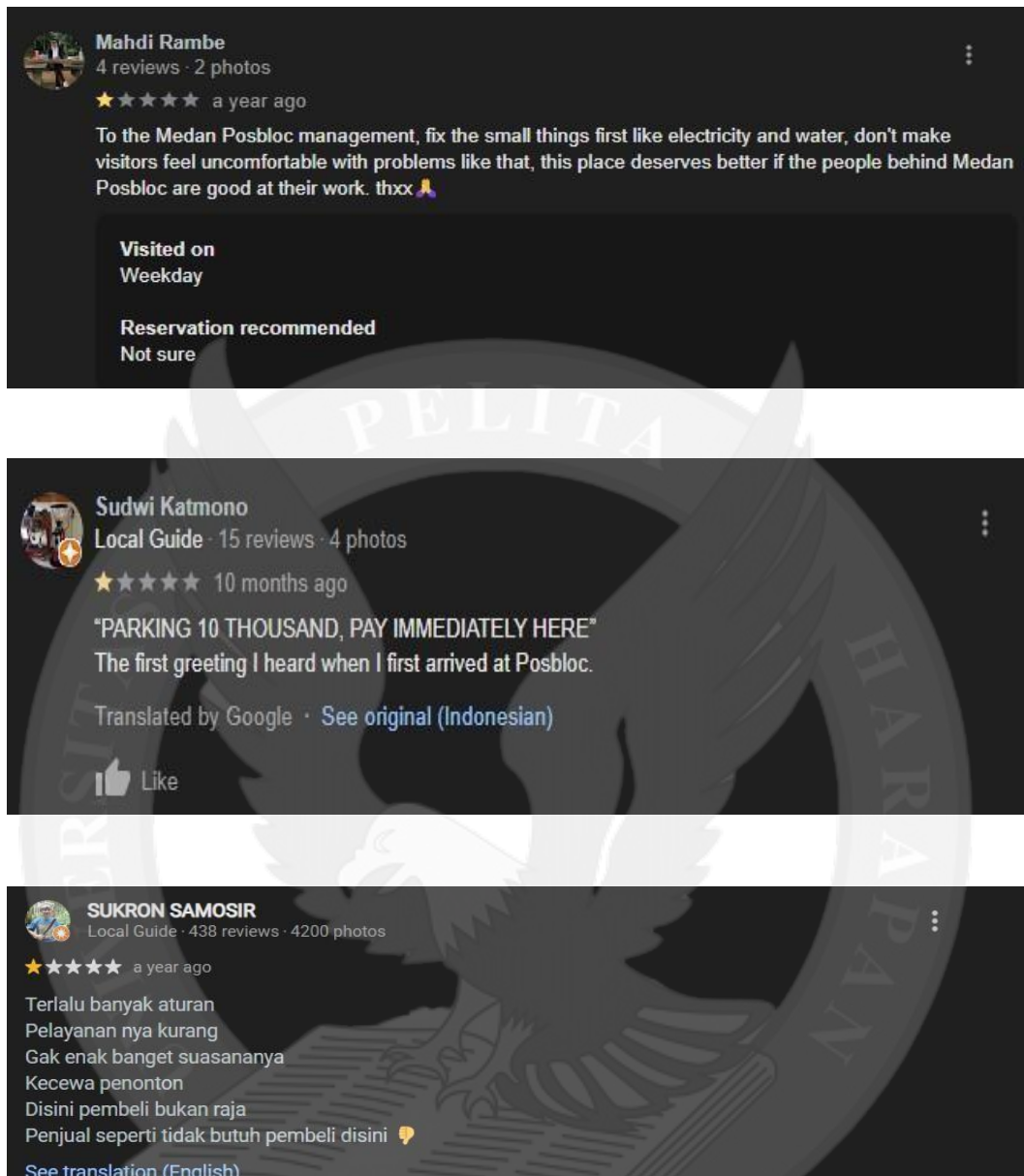


Figure 1.1 Google reviews of experience quality

Table 1.1 Consumer's testimonies regarding to experience quality at Pos Bloc Medan

No	Consumer Complaints
1	Can't bring a professional camera inside and lack of circulation. (Leonardo S)

2	Can't bring an outside food because of unclear regulations. (Rob By)
3	Lack of electricity and water. (Mahdi Rambe)
4	Too many rules, lack of service, the atmosphere is not too good, and Sellers don't seem to need buyers here. (Sukron Samosir)
5	Pay immediately for parking when first arrived at Posbloc. (Sudwi Katmono)

**V** Verawati Verawati  
Local Guide · 8 reviews · 4 photos

★★★★★ 4 months ago

I often come here just to drink coffee, the parking attendant is a bit strange and always different, sometimes he wants 2 thousand, sometimes he wants 5 thousand, sometimes he asks to use the toll machine, sometimes he wants cash, sometimes the parking attendant has a cold so he asks for 10 thousand, sometimes he's good, sometimes he's in a bad mood. - suddenly angry. FYI: I often use a motorbike, sometimes a car. Please improve it for better service, especially for the city center location (point 0) which really reflects the face of the city of Medan.

Pancasila youth banners with fierce faces that I don't recognize and untidy fiber cables are quite an eyesore at point 0 of Medan city when jogging in the morning.

All payments inside are cashless, it's very easy for those of us who always carry a cellphone so just scan it, and it's good for avoiding cheating by irresponsible people.

**J** Junwy Halim  
Local Guide · 5 reviews · 19 photos


★★★★★ 8 months ago

Nothing special! Boring

**Visited on**  
Weekday

**Wait time**  
10–30 min

**Reservation recommended**  
No



1

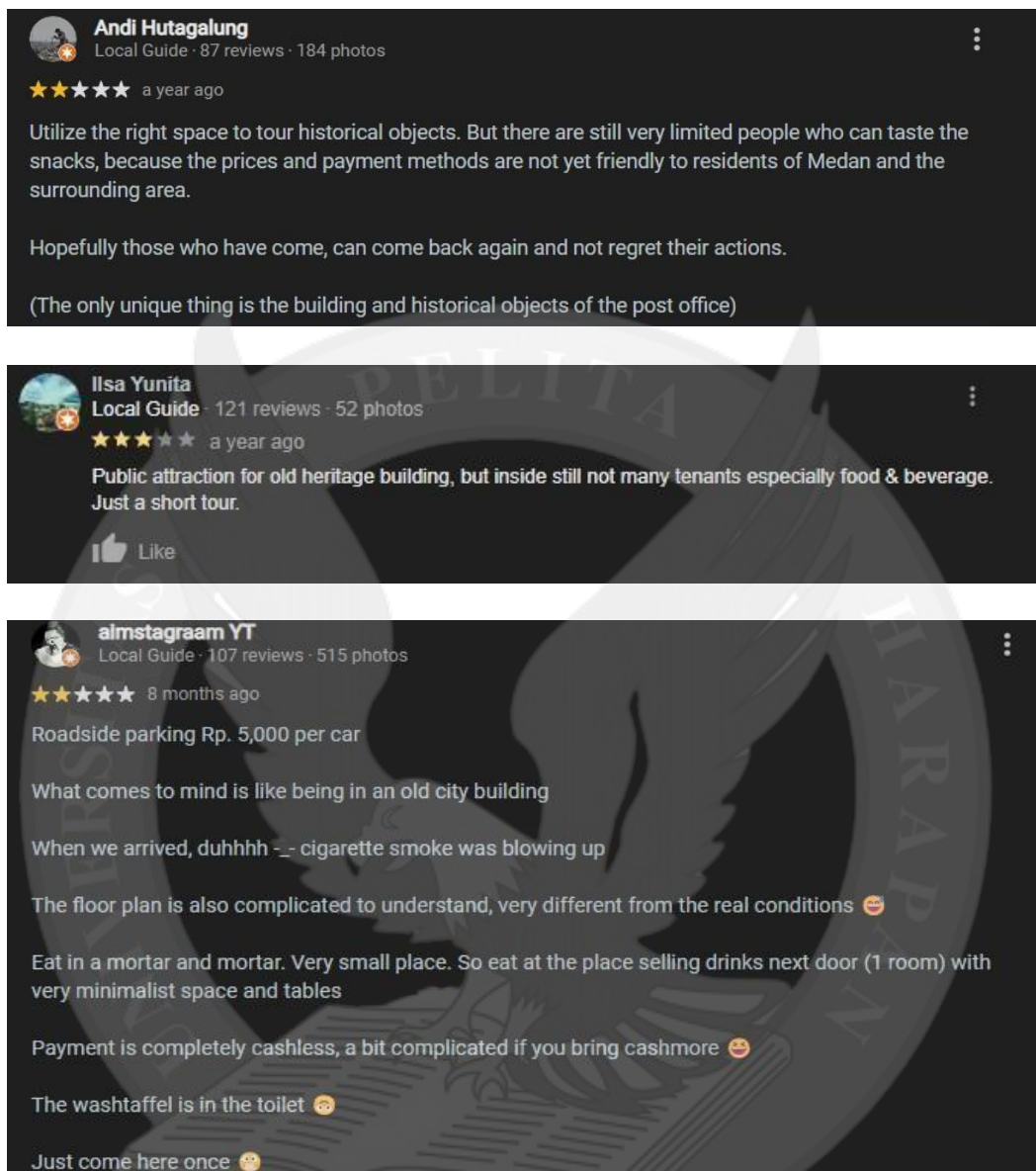


Figure 1.2 Google reviews of intention to visit

Table 1.2 Consumer's testimonies regarding to intention to visit at Pos Bloc Medan

No	Consumer Complaints
1	Improving a better service, especially for the city center location which really reflects the face of the city Medan. (Verawati)

2	Just came here once. (Aimstagraam YT)
3	The only unique thing is the building and historical objects of the post office. (Andi Hutagalung)
4	Nothing special. (Junwy Halim)
5	Still not many tenants especially food and beverage. (Ilsa Yunita)

According to Agyeiwaah et al. (2018), There has been a lot of interest in studying the relationship between prior knowledge and intention to visit tourist locations recently. This is a diversified research area. A traveller's prior knowledge, which includes their experiences and facts about a place, plays a significant role in determining their travel plans. Various contexts, such rural tourism, culinary and heritage tourism.

When discussing culinary tourism, it is important to note that visitors' motivations and experiences are strongly correlated with their level of culinary expertise, which in turn affects their level of happiness and loyalty towards their chosen destinations. This provides more evidence that tourists who are well-informed are more likely to enjoy their stay and are more likely to want to return.

Based on the research of Wang & Yan (2022), the results from corroborate the idea that past knowledge influences travel intentions. Specifically, they found that visitors' knowledge greatly influences their travel plans when it comes to processing information from social media. Their research shows that vacationers who have more background knowledge are better able to take in new information and use it to their advantage. That lines up with Munawar et al. (2022), who

discovered that knowing something has a favourable effect on wanting to travel since it makes one feel more confident and less apprehensive.

Tourists' behavioural intentions are greatly influenced by the cognitive and affective components of destination image, which include one's perception of the place and the emotions linked to it. An example of the significance of prior information in decision-making is a study that discovered a strong correlation between a positive impression of the location and the intention to return.(Carvalho, 2022). Tourists are more inclined to plan a trip to a certain location if they have a favourable impression of it and are knowledgeable about its attractions. (Manosuthi et al., 2020).

It is impossible to ignore the impact of social media on the opinions and plans of travellers. Gulo (2024) observes that marketing on social media greatly raises awareness of the business and encourages more millennial tourists to visit, a group that is very receptive to online interactions. This is supported by Pedrosa et al. (2020), many maintain that the public's perception of tourist spots is significantly impacted by the impact of social media on these places' ability to attract visitors. Visitors may have a more positive impression of a place because to the real-time comments and interaction made possible by social media.

One of the most important stimuli that creates prior knowledge and, in turn, impacts tourists' willingness to travel is social media. Social media marketing has a substantial effect on tourists' interest in tourist attractions, according to research. This is because social media platforms allow for the transmission of information and involvement (Lusianingrum, 2023; Purnama, 2023; Bulan, 2023).



For example, research has demonstrated that Instagram and Facebook, among others, do more than just raise tourists' awareness of tourist spots; they also help influencers, and their followers feel more connected, which in turn increases the likelihood that their followers would visit (Taillon et al., 2020).

The correlation is especially strong among younger cohorts, who frequently depend on social media for travel motivation and decision-making (Munawar et al., 2022). Furthermore, the notion of destination image is intricately linked to preexisting information and the intention to visit. The perception of a favourable site, which can be shaped by depictions on social media and recommendations from others, increases travellers' inclination to visit. (Afshardoost & Eshaghi, 2020; Gaffar et al., 2021).

According to Wang, H., & Yan, J. (2022), it can be inferred from this that tourists are more likely to visit a destination if they receive trustworthy and positively portrayed information about it on social media. The quality of the tourist experience is one of the most important factors in deciding whether or not to recommend a place. Tourists are more likely to suggest a location to others if they had a good time there, according to studies (Ximenes, et. al., 2021). This indicates that improving the quality of the experience might have a beneficial effect on intention to visit.

Based on the previous explanation, the writer is motivated to focus on investigating whether social media moderates between experience quality, prior knowledge, and the intention to visit at Pos Bloc Medan. Therefore, the writer is interested to do research with the title **“THE MODERATION ROLE OF**

## **SOCIAL MEDIA BETWEEN EXPERIENCE QUALITY, PRIOR KNOWLEDGE, AND INTENTION TO VISIT AT POS BLOC MEDAN”**

### **1.2 Problem Limitation**

The research is limited to two independent variables which are experience quality and prior knowledge, one dependent variable which is intention to visit, and one moderating variable which is social media. The data will be gathered from visitors who have visited Pos Bloc Medan for the past year. The data collection will occur through a survey questionnaire, and the research period are relatively short which will be conducted between September until October 2024.

### **1.3 Problem Formulation**

Based on the observation, background study, and title that is conducted by the writer, the write prepares the following problems identification as follows:

1. Does experience quality influence the intention to visit at Pos Bloc Medan positively?
2. Does prior knowledge influence the intention to visit at Pos Bloc Medan positively?
3. Does social media moderate between experience quality and intention to visit at Pos Bloc Medan positively?
4. Does social media moderate between prior knowledge and intention to visit at Pos Bloc Medan positively?

#### **1.4 Objective of the Research**

The Objective of the research follows:

1. To identify whether the experience quality influences intention to visit at Pos Bloc Medan positively.
2. To identify whether the prior knowledge influences intention to visit at Pos Bloc Medan positively.
3. To identify wheter social media moderates between experience quality and intention to visit at Pos Bloc Medan positively.
4. To identify whether social media moderates between prior knowledge and intention to visit at Pos Bloc Medan positively.

#### **1.5 Benefit of the Research**

The benefits of this research are to understand the visitor Behaviour, Researching how social media moderates the relationship between experience quality, prior knowledge, and the intention to visit helps businesses and tourism professionals understand what drives visitors to destinations like Pos Bloc Medan. And in terms of strategic planning for tourism development, for policymakers and tourism planners, the findings provide valuable data to design programs that foster positive social interactions and capitalize on experience quality to boost tourism in cultural hubs like Pos Bloc Medan.

##### **1.5.1 Theoretical Benefit**

The purpose of this study is to is to provide a comprehensive explanation for a real-life phenomenon. This inquiry primarily examines the

aspects that influence the guest experience at Pos Bloc Medan. Moreover, the outcomes of this investigation are anticipated to possess scholarly significance and function as a point of reference for fellow researchers, particularly concerning the variables employed in this study.

### **1.5.2 Practical Benefit**

The practical benefit of conducting this research are:

1. For the Writer

This research is hoped to enrich the writers knowledge related to experience quality, prior knowledge, social media, and intention to visit.

2. For the Pos Bloc Medan

With this research it is hoped to give recommendations to Pos Bloc Medan on increasing the intention to visit by improving experience quality and prior knowledge with the role of social media.

3. For Future Research

The results of this research can be used as references for future research related to experience quality, prior knowledge, social media, and intention to visit.