

The Influence of Information Types and Search Intention in Using Branded or Generic Search Query

Clarissa Martallin Winona

Faculty of Computer Science, Universitas
Indonesia
Kampus UI, Depok, 16424, Indonesia
clarissanrlf@gmail.com

Ave Adriana Pinem*

Faculty of Computer Science, Universitas
Indonesia
Kampus UI, Depok, 16424, Indonesia
ave.pinem@cs.ui.ac.id

Putu Wuri Handayani

Faculty of Computer Science, Universitas Indonesia
Kampus UI, Depok, 16424, Indonesia
putu.wuri@cs.uiac.id

Abstract

This study aims to analyze the effect of each type of information and search intention on the use of branded or generic search queries on search engines. This is done because of the emergence of the phenomenon of information overload or explosion of information. The types of tourism information studied are transportation, accommodation, restaurants, shopping places, and tourist attractions with two types of intention, namely purchase intention and intention to search. This study used a quantitative approach by distributing online questionnaires to users who had searched using a search engine and managed to collect 1,256 respondents. Data were analyzed using binary logistic regression. We found that intention influences the use of branded or generic search queries and several types of information influence the use of search queries. Transportation and shopping information could influence users in choosing to use generic or branded search queries.

Keywords: purchase intention, intention to search, search engine, e-tourism, generic search query, branded search query, keyword

Introduction

Along with the development of the internet, the emergence of e-commerce in the community changed many things in the business world. E-commerce is applied in many fields of business, one of which is tourism. The world of tourism has become one of the largest and fastest growing economic sectors in the world. The increasing number of Indonesia's tourism is deemed to be potential, and the tourism

* Corresponding Author

stakeholders would like to change its behavior because the innovation cycle is getting shorter and faster. Today, all aspects of life are always connected to digital.

The traveler journey start at the experience stage. At this stage, the public shares their travel experience through engagement using social media. Furthermore, people who see the stories would dream to travel because of the digital marketing campaign. The pre-arrival stage is the step where people start planning through web portals and mobile apps information. Then, it will continue by making reservations through the facilities of web booking portal or mobile booking apps. Afterwards, during trips activities, traveler will feel the experience in enjoying the facilities. Traveler journey then back again at the stage of experience. This cycle would systematically form new information and stories every time.

Today, the amount of information available on the internet has reached enormous volumes that can inflict disorientation to users and make it difficult for them to assimilate and analyze it. Nowadays, tourism-related information services such as transportation, restaurant menus, accommodation locations and rates, and other service is available on the internet. Thus, the tourism sector has now been fully converted into a digital world ([Montejo-Ráez et al. 2011](#)).

Online search is already inherent to people's habits of seeking information, especially when users want to find out the information about a brand. This can satisfy the public's curiosity about the brand and can influence their decision ([Cheng et al. 2017](#)). Search engines are the main gateways of the public to seek information on the internet ([Ayanso and Karimi 2015](#)). Examples of search engines are Google, Bing, Yahoo!, and others. Users generally do not use many search engines at once to search. There are several criteria the user wants on the search engine, which is relevant results, a neat and orderly interface, and has the option to expand or narrow the search. Search engine results page (SERP) will display results from user search with a comfortable view so that users can spend about 6.4 seconds and choose from the search results ([Cheng et al. 2017](#)). Therefore, it is necessary that keywords in accordance with the needs of the community to be able to find information about the right tourism in the middle of this information age so that e-tourism can be done well.

In research conducted by ([Ramaboa and Fish 2018](#)), the keyword category is divided into two types, namely generic keyword, and branded keywords. User-generated search path usually starts with generic keyword then using specific keyword and ends with branded keyword. Society has its own curiosity. Therefore, the providers of tourism and travel bloggers who want to attract other travelers using search engines should be able to offer content that match the information sought by the community. Thus, the providers of tourism services, tourists, and travel bloggers can meet their needs and get responses from more customers.

In previous research, it was found the relationship between keywords used with the intention of the user when searching. Intention is a self-regulatory strategy that triggers goal-oriented behavior ([Wu et al. 2011](#)). Tourism information commonly sought by the public is maps, weather, traffic, accommodation, transportation, restaurants, shopping, and entertainment ([Panadea et al. 2017](#)). Therefore, this research is conducted to know what type of keywords are used by the community to search each type of tourism information along with its intention.

Literature Review

Purchase Intention and Search Intention

Someone formed an intention to engage to certain behaviors. Intention is the tendency to behave until the right time and opportunity arises so that the intention becomes an action. Intention may change from time to time. Intention is also influenced by attitudes toward behavior and subjective norms ([Ajzen 2005](#)). Behavior tends to be a routine or a habit that one does with a little conscious effort. Intention is an indication of how hard someone wants to try, how much effort is planned to be done, to perform certain behaviors. As a general rule, the more powerful a person intends to perform certain behaviors, the more likely they are to engage in such behavior ([Ajzen 1991](#)).

[Gollwitzer \(1999\)](#) proposed the theory of implementation intentions. This theory says that intention is a self-regulatory strategy that triggers goal-oriented behavior. This goal-oriented behavior allows multiple intentions to transform into a behavior. The act of purchasing a product is considered a goal-oriented behavior and obtaining information is considered a tool for implementing a behavior (implementation intention). The study found that the intention to buy the product (goal intention) occurs first before the intention to obtain a product information (implementation intention) and trigger a person to perform certain behaviors. When customers have an intention to buy a product, they will be inspired to search for information using keywords related to the product, so they can learn or know more about the product ([Wu et al. 2011](#)).

The intention to buy a product or called purchase intention is the willingness of the customer to purchase a product ([Wu et al. 2011](#)). There is a significant relationship between brand equity and the user's desire to recommend purchasing products from certain brands to others ([Mirabi et al. 2015](#)). Almost all previous studies tested the effect of a brand's image with a user's purchase intention and the results showed a significant relationship between the two variables ([Mirabi et al. 2015](#)). Intention to search means the desire of the customer to search using the keyword ([Wu et al. 2011](#)).

Consumer Search Behavior

According to [Cheng et al. \(2017\)](#), customer experience is divided into three phases, namely pre-purchase, purchase, and post-purchase as in [Figure 1](#). Moreover, based on [Cheng et al. \(2017\)](#), the customer is entering the introduction and learning stage of a particular brand during the pre-purchase stage. Online search impacts the customer experience. The variety of services offered makes the marketing researcher find the theory that information retrieval and evaluation at the pre-purchase stage for the sale of services differs from the sale of tangible products ([Cheng et al. 2017](#)). Tangible products can be observed based on product quality. Meanwhile, sales of services or intangible products are observed based on the quality of experience provided after or when the services are enjoyed. The search process for tangible products was not too deep, it has two stages namely the initiation of search to completion of the transaction. However, intangible products have longer and deeper search processes and can take up to two weeks to complete all online searches due to the influences of experience and quality of service provided ([Cheng et al. 2017](#)). [Cheng, et al. \(2017\)](#) emphasizes the use of branded keywords with generic keywords when searching because in general, keywords are categorized as generic and branded.

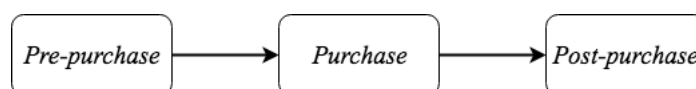


Figure 1. Customer Experience

Generic Search Query

Customers who search using generic queries tend to still be in the early stages of the decision journey as in [Figure 1](#). At this stage, customers still review the general services provided and comments about a brand that can satisfy their curiosity ([Cheng et al. 2017](#)). When the customer is still in the early stages of the decision journey, the customer's need for information dominates the search behavior. Even if the results are not accurate and in accordance with user-written queries, it will be deemed relevant to the customer's need to recognize the product. Examples of generic search queries in tourism area such as 'flight to Bali', 'unique lodging place in Bandung', 'shopping center at Jogjakarta', 'local restaurant in Jakarta', 'child friendly attractions in Raja Ampat', and so on.

Branded Search Query

According to [Cheng et al. \(2017\)](#), customers see the brand name as a marker of quality service providers with considerable experience. This happens at the pre-purchase stage. Therefore, branded keywords tend to be more relevant to online service marketing. By the same logic, as customers expand their consideration for a particular brand, information about alternative brands becomes less relevant. It does not quite match the information required by the customer and may cause a decrease in the number of consumer response rates. When using branded queries, customer has reached the final stage of the decision journey ([Cheng et al. 2017](#)). From the point of view of a service provider or a tourist product, branded search queries are search queries containing the names of their services and products. For example, Garuda Indonesia as the flight service company provides the luxury flight experience in Indonesia. Search queries like 'Garuda airfare' and 'Garuda Indonesia to Bali' are branded search queries. If the search query used is other airline companies will not be included in the branded search query. Examples of the use of branded search queries are 'price of Citilink tickets to Bali', 'Harris hotel reviews in Bali', 'Rice Spicy Bu Andika Bali address', 'shopping tips at Sukowati Market Bali', 'Kecak Bali dance venue', and so on.

Tourism Information

Study conducted by [No and Kim \(2015\)](#) found that the most often used keywords to search for travel experiences are transportation, accommodation, tourist attractions, and meal places. The internet is one of media used for searching such information. Transportation information that is usually sought-after is how to reach the destination, whether using land, sea, or air transportation. Information regarding restaurant usually sought is the list of restaurants in each city and country. For tourist attractions, the usual information sought after is a historic place, landmark or other attraction that becomes the tourist destination of the area ([No and Kim 2015](#)).

Conceptual Model Development

Based on a study conducted on the review literature on purchase intentions and search intentions and the type of information that is usually needed in a tour. We compose a conceptual model for this research ([Figure 2](#)). This model will answer the research question, namely mapping the types of keywords used by potential tourists to meet their information needs to find or buy a tourist product or service.

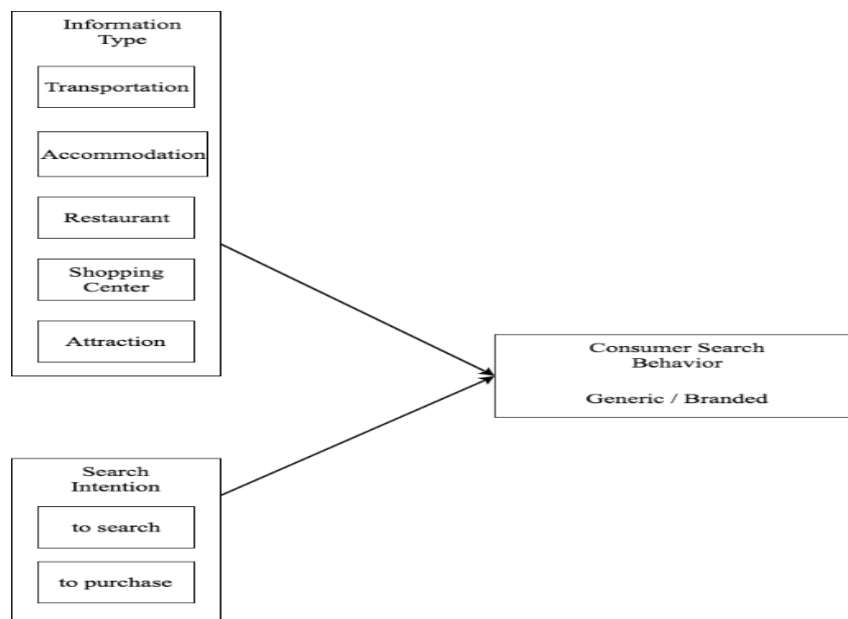


Figure 2. Conceptual Model

Methodology

Research Approach

This study uses a quantitative approach. One method that can be used for quantitative research approaches is to use surveys. A survey is one of the research approaches used to collect large amounts of data in a wide range. We use an online questionnaire to reach more respondents. The questionnaire is divided into two parts, namely the demographic section and the part that represents the questions related to the conceptual model. Demographic-related questions include e-mail or cellphone number, gender, age, domicile, latest education, employment, income, and so on.

The design of the second part of the questionnaire question was formed from a combination of several models in previous studies. We adopt the types of information that are usually sought by tourists from a study conducted by [Panadea et al. \(2017\)](#). The variables of this study are the type of information, type of intention, and type of keywords used by the user. The variables in this study are divided into two types, namely independent variables, and dependent variables. Independent variables in this study are type of information and type of intention. While the dependent variable in this study is the type of keyword used by users.

Furthermore, we conduct a readability test with seven prospective respondents and six of them came from the field of psychology at various universities. Readability tests are conducted on prospective respondents who come from the psychology field because prospective respondents have studied human nature and behavior and understand how to make the correct questionnaire items. At this stage, prospective respondents pay attention to each sentence contained in the questionnaire, ranging from informed consent to thank you. Prospective respondents gave criticism and suggestions regarding the questionnaire so as not to confuse respondents when the questionnaire was distributed. In addition, prospective respondents also pay attention to each item questionnaire rather do not have ambiguous words.

Sample, Population and Data Collection

The population of this study is Indonesian people aged 13 to 54 years and have sought information about tourism, such as accommodation, transportation, restaurants, shopping places, and tourist attractions for as many as ten times a lifetime. We used purposive sampling for this study. Before

fulfilling the questionnaires, the respondents were asked if they had sought tourism information at least 10 times in their lifetime.

Questionnaires are distributed through social media such as Line, Whats App, Facebook, Twitter, and Instagram for approximately two months. The authors asked for online influencer help to post the survey link. Public influencer from Twitter did retweet the questionnaire link so it was expected that the respondents come from various regions in Indonesia with various other demographic categories. The link for the survey can be accessed in <http://survey.ui.ac.id/536459>.

Result and Analysis

Respondent Demography

We managed to get 1,259 respondents. However, there were three respondents who were invalid because they did not answer the questionnaire question completely in the research question section so that the total valid respondents were 1,256. In the demographic section, this questionnaire includes data on gender, age, education, occupation, income, domicile, type of travel undertaken, online media to search for tourism information, tourist destinations in Indonesia, and the frequency of travel per year. A summary of the respondent's demographics can be seen in [Table 1](#). Most of the respondents are living in Greater Jakarta (52,9%), another 35,19% are living in Java Island. Thus, the result of the data analysis might only be representative for people live in Java and not Indonesian people.

Table 1. Respondent Demography

Variable	Number (Percentage)	Variable	Number (Percentage)
Gender		Travel Frequency	
Male	398 (31.61%)	Never	53 (4.21%)
Female	861 (68.39%)	1-2 times	576 (45.75%)
Age		3-4 times	434 (34.47%)
<20 years old	157 (12.47%)	5-6 times	95 (7.55%)
20-30 years old	978 (77.68%)	>6 times	101 (8.02%)
31-40 years old	86 (6.83%)	Information searched	
>40 years old	38 (3.02%)	Accommodation	1,091 (86.66%)
Education		Transportation	1,069 (84.91%)
School students	466 (37.01%)	Restaurant	561 (44.56%)
Diploma	98 (7.78)	Shopping center	433 (34.39%)
Bachelor's degree	627 (49.80%)	Tourist attraction	916 (72.76%)
Master's Degree	65 (5.16%)	Sources	
Doctoral Degree	3 (0.24%)	Offline	1,199 (95.23%)
Domicile		Online	57 (4.53%)
Greater Jakarta	666 (52.90%)	Unanswered	3 (0.24%)
Outside Greater Jakarta (Java Island)	443 (35.19%)	Channel	
Outside Java Island	150 (11.91%)	Public site	655 (52.03%)
Occupation		Blog	688 (54.65%)
Currently not working	84 (6.67%)	Social Media	1,012 (80.38%)
Student	592 (47.02%)	Online travel agency site	349 (27.72%)
Entrepreneur	65 (5.16%)	Unanswered	63 (5%)
Private Sector Employee	387 (30.74%)	Travel Destination	
Civil Servant	43 (3.42%)	Sabang	151 (11.99%)
Others	88 (6.99%)	Danau Toba	251 (19.94%)
Income in thousands of rupiahs		Padang	199 (15.81%)
< 500	240 (19.06%)	Pahawang	156 (12.39%)
500 - 1000	207 (16.44%)	Bandung	747 (59.33%)
1000-5000	532 (42.26%)	Jogjakarta	919 (72.99%)
5000-10000	189 (15.01%)	Dieng	393 (31.22%)
> 10000	88 (6.99%)	Malang	669 (53.14%)
Unanswered	3 (0.24%)	Banyuwangi	290 (23.03%)
Travel type		Derawan	253 (20.10%)
All-inclusive charter	28 (2.22%)	Bali	767 (60.92%)
Backpacker	362 (28.75%)	Sumba	320 (25.42%)
Group Travel	151 (11.99%)	Labuan Bajo	442 (35.11%)
Self-organized Trip	704 (55.92%)	Bunaken	300 (23.83%)
Others	14 (1.11%)	Raja Ampat	445 (35.35%)
		Others	173 (3.74%)

Aggregate Data Analysis

Binary logistic regression analysis was used to test whether intention, type of information, age, domicile, last education, occupation, income, and frequency of trips per year predict consumer search behavior. The use of branded search queries is marked with 1 and the use of generic search queries is marked with 0. Purchase intention is marked with 1 and the intention to search is marked with 0. The use of branded search queries is associated with purchase intentions. This model explains that 26% (Nagelkerke R²) of the variance uses generic or branded search queries and successfully classifies 84.3% of all cases (Table 2 and Table 3).

Table 2. Summary Model of Aggregate Data

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	5006.803a	0.180	0.261

Table 3. Aggregate Data Classification

Observed			Predicted		
			Keyword / Search Query		Percentage Correct
			generic	branded	
Step 1	Keyword / Search Query	generic	3.742	1	100.0
		branded	808	595	42.4
Overall Percentage					84.3

A variable can be said to be significant if the value in the Sig column is less than 0.05 with significance at the 5% level. The results of the regression analysis indicate that intention ($B = 0.185$, $p < 0.05$) significantly influences consumer search behavior. A positive number in column B indicates that the intention variable tends to be significant for the use of branded search queries with purchase intention. Thus, it can be said that users with purchase intentions tend to use branded search queries with 6.390 times greater opportunities than users with search intentions.

In addition, the type of transportation information ($B = 2.137$, $p < 0.05$) also significantly influences consumer search behavior for the use of branded search queries. Thus, it can be said that the type of transportation information tends to be searched using branded search queries with 8.474 times greater opportunities than the type of accommodation information. The type of shopping information ($B = 0.151$, $p < 0.05$) also shows significance in the use of branded search queries. Therefore, it can be said that the type of information on shopping places tends to be searched using branded search queries with 2.227 times greater opportunities than the type of accommodation information. The type of tourist attraction information ($B = 0.294$, $p < 0.05$) also shows significance in the use of branded search queries. Thus, it can be said that the type of information on tourist attractions tends to be searched using branded search queries with 1.342 times greater opportunities than the type of accommodation information. The results of the binary logistic regression test on the combined data can be seen in [Table 4](#).

Table 4. Binary Logistic Regression Test Results on Aggregated Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	1.855	0.088	448.392	1	0.000	6.390
Teen	-0.007	0.120	0.004	1	0.950	0.993
Adult	0.009	0.142	0.004	1	0.947	1.009
Java	-0.052	0.082	0.399	1	0.528	0.950
Non_java	0.045	0.114	0.157	1	0.692	1.046
In_School	0.128	0.101	1.617	1	0.204	1.137
Bachelor	-0.150	0.141	1.137	1	0.286	0.861
Master	0.055	0.161	0.115	1	0.735	1.056
Not_working	0.087	0.160	0.298	1	0.585	1.091
Entrepreneur	0.045	0.180	0.062	1	0.803	1.046
Employee	0.105	0.113	0.869	1	0.351	1.111
Civil_servant	0.380	0.215	3.121	1	0.077	1.463
Other	-0.004	0.159	0.001	1	0.981	0.996
Under500k	-0.152	0.116	1.723	1	0.189	0.859
From500k_to1m	-0.104	0.113	0.856	1	0.355	0.901
From5m_to10m	-0.224	0.117	3.635	1	0.057	0.799
Above10m	0.015	0.166	0.009	1	0.926	1.015
Trans	2.137	0.110	376.325	1	0.000	8.474
Resto	0.151	0.125	1.461	1	0.227	1.163
Shop	0.800	0.117	46.818	1	0.000	2.227
Attr	0.294	0.113	6.716	1	0.010	1.342
Once	0.105	0.187	0.314	1	0.576	1.111
Four_times	0.036	0.080	0.209	1	0.648	1.037
Morethan_four times	0.131	0.103	1.625	1	0.202	1.140
Constant	-3.094	0.152	412.725	1	0.000	0.045

Information Type Data Analysis

Data analysis per type of information was carried out to determine the characteristics of users based on the type of information. In addition, the results of data analysis per type of information can show whether each type of information has different influencing factors. Data analysis per type of information was carried out with the assumption that demographic variables have a different effect on each type of information on consumer search behavior. For data per type of information, the dependent variable is consumer search behavior (generic/branded) with the independent variables being intention (to search/to purchase), age, domicile, last education, occupation, income, and frequency of trips per year.

Binary logistic regression analysis was used to test whether intention, type of information, age, domicile, last education, occupation, income, and annual travel frequency predict consumer search behavior. The use of branded search queries is marked with 1 and the use of generic search queries is marked with 0. Purchase intention is marked with 1 and the intention to search is marked with 0. The use of branded search queries is associated with purchase intention.

Analysis of Transportation Information Type

This model explains that 42% (Nagelkerke R²) of the variance uses generic or branded search queries and successfully classifies 85.5% of all cases (Table 5). The results of the regression analysis indicate that intention (B= 0.287, p> 0.05) does not significantly affect consumer search behavior because the p-value or value in the Sig column exceeds 0.05. In addition, users who live outside Greater Jakarta (Java Island) (B= -0.446, p<0.05) significantly influence consumer search behavior. However, a negative number in column B indicates that users outside Greater Jakarta (Java Island) tend to use generic search queries with a 0.640 times greater chance than users who live in Greater Jakarta to search for types of transportation information.

Table 5. Binary Logistic Regression Test Results on Transportation Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	0.287	0.172	2.792	1	0.095	1.332
Teen	0.128	0.280	0.207	1	0.649	1.136
Adult	0.528	0.321	2.705	1	0.100	1.695
Java	-0.446	0.206	4.679	1	0.031	0.640
Non_java	-0.040	0.258	0.024	1	0.876	0.960
In_School	-0.203	0.241	0.707	1	0.400	0.817
Bachelor	-0.770	0.421	3.348	1	0.067	0.463
Master	0.279	0.357	0.610	1	0.435	1.322
Not_working	-0.401	0.401	1.003	1	0.317	0.669
Entrepreneur	0.083	0.429	0.037	1	0.847	1.086
Employee	-0.001	0.277	0.000	1	0.998	0.999
Civil_servant	-0.469	0.580	0.656	1	0.418	0.625
Other	-0.048	0.379	0.016	1	0.900	0.953
Under500k	0.339	0.270	1.574	1	0.210	1.403
From500k_to1m	-0.099	0.285	0.120	1	0.729	0.906
From5m_to10m	-0.220	0.284	0.602	1	0.438	0.802
Above10m	-0.131	0.381	0.118	1	0.731	0.877
Once	0.324	0.383	0.714	1	0.398	1.382
Four_times	-0.186	0.189	0.960	1	0.327	0.831
Morethan_four times	-0.543	0.282	3.717	1	0.054	0.581
Constant	-1.604	0.279	33.182	1	0.000	0.201

Analysis of Accommodation Information Type

This model explains that 52% (Nagelkerke R²) of the variance uses generic or branded search queries and successfully classifies 84.8% of all cases (Table 6). The results of the regression analysis indicate that intention (B= -0.161, p>0.05) does not significantly affect consumer search behavior because the p-value or value in the Sig column exceeds 0.05. In addition, users who are under 20 years old (B = 0.657, p <0.05) significantly influence consumer search behavior. Users under the age of 20 tend to use branded search queries with a 1,930 times greater chance than users aged 20-30 to search for types of accommodation information.

Table 6. Binary Logistic Regression Test Results on Accommodation Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	-0.161	0.171	0.890	1	0.346	0.851
Teen	0.657	0.249	6.975	1	0.008	1.930
Adult	0.573	0.314	3.333	1	0.068	1.773
Java	-0.115	0.193	0.356	1	0.551	0.891
Non_java	0.155	0.264	0.344	1	0.558	1.168
In_School	0.232	0.240	0.936	1	0.333	1.261
Bachelor	0.268	0.315	0.723	1	0.395	1.308
Master	0.095	0.382	0.062	1	0.803	1.100
Not_working	-0.062	0.409	0.023	1	0.880	0.940
Entrepreneur	0.361	0.408	0.782	1	0.376	1.435
Employee	0.145	0.281	0.265	1	0.606	1.156
Civil_servant	0.427	0.489	0.763	1	0.383	1.532
Other	0.342	0.368	0.860	1	0.354	1.407
Under500k	0.177	0.266	0.443	1	0.506	1.194
From500k_to1m	0.246	0.258	0.913	1	0.339	1.279
From5m_to10m	-0.421	0.313	1.808	1	0.179	0.656
Above10m	0.449	0.355	1.598	1	0.206	1.566
Once	0.380	0.387	0.963	1	0.326	1.462
Four_times	-0.027	0.194	0.020	1	0.888	0.973
Morethan_four times	0.419	0.229	3.338	1	0.068	1.520
Constant	-2.139	0.292	53.486	1	0.000	0.118

Analysis of Restaurant Information Type

This model explains that 39% (Nagelkerke R²) of the variance uses generic or branded search queries and successfully classifies 82.5% of all cases (Table 7). The results of the regression analysis indicate that intention (B= 0.475, p> 0.05) does not significantly affect consumer search behavior because of the p-value or value in the Sig column. greater than 0.05. In addition, there are no other variables that are significant to consumer search behavior.

Table 7. Binary Logistic Regression Test Results on Restaurant Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	0.475	0.193	6.075	1	0.014	1.608
Teen	-0.091	0.333	0.075	1	0.784	0.913
Adult	0.145	0.347	0.175	1	0.675	1.156
Java	0.058	0.213	0.073	1	0.787	1.059
Non_java	0.272	0.283	0.925	1	0.366	1.312
In_School	-0.022	0.259	0.007	1	0.932	0.978
Bachelor	-0.046	0.346	0.018	1	0.895	0.955
Master	-0.346	0.465	0.553	1	0.457	0.708
Not_working	-0.361	0.460	0.618	1	0.432	0.697
Entrepreneur	0.384	0.430	0.795	1	0.372	1.468
Employee	0.315	0.287	1.199	1	0.273	1.370
Civil_servant	0.741	0.523	2.007	1	0.157	2.099
Other	-0.284	0.447	0.403	1	0.525	0.753
Under500k	-0.196	0.320	0.377	1	0.539	0.822
From500k_to1m	-0.059	0.297	0.039	1	0.843	0.943
From5m_to10m	0.010	0.279	0.001	1	0.972	1.010
Above10m	-0.919	0.481	3.468	1	0.056	0.399
Once	-0.433	0.560	0.598	1	0.439	0.648
Four_times	0.003	0.203	0.000	1	0.990	1.003
Morethan_four times	-0.061	0.268	0.053	1	0.819	0.940
Constant	-1.879	0.312	36.156	1	0.000	0.153

Analysis of Shopping Centre Information Type

This model explains that 44% (Nagelkerke R²) of the variance uses generic or branded search queries and succeeds in classifying 72.3% of all cases (Table 8). The results of the regression analysis indicate that intention ($B = 0.457$, $p < 0.05$) significantly influences consumer search behavior. A positive number in column B indicates that the intention variable tends to be significant for the use of branded search queries with purchase intention. Thus, it can be said that users with purchase intention tend to use branded search queries with 1,580 times greater opportunities than users with intention to search on the type of shopping information. In addition, there are no other variables that are significant to consumer search behavior.

Table 8. Binary Logistic Regression Test Results on Shopping Centre Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	0.457	0.164	7.752	1	0.005	1.580
Teen	0.037	0.255	0.021	1	0.885	1.038
Adult	-0.527	0.350	2.273	1	0.132	0.590
Java	-0.039	0.184	0.044	1	0.833	0.962
Non_java	0.184	0.244	0.570	1	0.450	1.202
In_School	0.208	0.217	0.915	1	0.339	1.231
Bachelor	-0.715	0.368	3.776	1	0.052	0.489
Master	0.413	0.361	1.311	1	0.252	1.512
Not_working	-0.001	0.345	0.000	1	0.998	0.999
Entrepreneur	0.133	0.409	0.105	1	0.746	1.142
Employee	0.057	0.244	0.055	1	0.814	1.059
Civil_servant	-0.262	0.534	0.241	1	0.623	0.769
Other	-0.191	0.359	0.282	1	0.595	0.826
Under500k	-0.201	0.255	0.622	1	0.430	0.818
From500k_to1m	-0.103	0.243	0.180	1	0.672	0.902
From5m_to10m	-0.350	0.273	1.652	1	0.199	0.704
Above10m	0.305	0.401	0.579	1	0.447	1.357
Once	0.030	0.382	0.006	1	0.938	1.030
Four_times	0.011	0.176	0.004	1	0.951	1.011
Morethan_four times	0.067	0.236	0.082	1	0.775	1.070
Constant	-1.194	0.258	21.356	1	0.000	0.303

Analysis of Tourist Attraction Information Type

This model explains that 53% (Nagelkerke R²) of the variance uses generic or branded search queries and succeeds in classifying 77.3% of all cases (Table 9). The results of the regression analysis indicate that intention ($B = 0.544$, $p < 0.05$) significantly influences consumer search behavior. Therefore, it can be said that users with purchase intentions tend to use branded search queries with 1.724 times greater opportunities than users with search intentions.

In addition, age under 20 years ($B = -0.309$, $p < 0.05$) also significantly influences consumer search behavior for the use of generic search queries. Negative numbers in column B indicate that the age category under 20 years tends to use generic search queries. Therefore, it can be said that those under the age of 20 tend to use generic search queries with a chance of 0.539 times greater than the age category of 20 to 30 years. Users who earn IDR 5,000,000.00 to IDR 10,000,000.00 ($B = -0.398$, $p < 0.05$) also influence consumer search behavior. So that it can be said that users with an income category of IDR 5,000,000.00 to IDR 10,000,000.00 tend to use generic search queries with 0.534 times greater opportunities than users with an income category of IDR 1,000,000.00 to IDR 5,000,000.00.

Table 9. Binary Logistic Regression Test Results on Shopping Centre Data

	B	S.E.	Wald	df	Sig.	Exp(B)
Intention	0.544	0.186	8.577	1	0.003	1.724
Teen	-0.618	0.282	4.795	1	0.029	0.539
Adult	-0.309	0.338	0.835	1	0.361	0.734
Java	0.012	0.175	0.005	1	0.944	1.012
Non_java	0.008	0.250	0.001	1	0.975	1.008
In_School	0.173	0.212	0.670	1	0.413	1.189
Bachelor	-0.294	0.336	0.764	1	0.382	0.745
Master	-0.410	0.375	1.193	1	0.275	0.664
Not_working	0.028	0.360	0.006	1	0.938	1.029
Entrepreneur	-0.666	0.447	2.221	1	0.136	0.514
Employee	0.030	0.233	0.016	1	0.898	1.030
Civil_servant	0.680	0.445	2.338	1	0.126	1.973
Other	0.067	0.335	0.040	1	0.842	1.069
Under500k	-0.252	0.246	1.049	1	0.306	0.777
From500k_to1m	-0.398	0.243	2.682	1	0.101	0.672
From5m_to10m	-0.628	0.265	5.597	1	0.018	0.534
Above10m	-0.066	0.358	0.034	1	0.854	0.936
Once	-0.219	0.438	0.250	1	0.617	0.803
Four_times	0.284	0.170	2.806	1	0.094	1.329
Morethan_four times	0.084	0.226	0.139	1	0.709	1.088
Constant	-1.497	0.267	31.545	1	0.000	0.224

Discussion

Based on the results of the binary logistic regression test it was found that intention positively influences the user in choosing to use branded or generic search queries. Intention is declared significant influence the user to use branded or generic search queries. Users with purchase intentions tend to use branded search queries 6,390 times compared to users with search intentions. This is in accordance with [Wu et al. \(2011\)](#). Overall, not all types of information influence positively users in choosing to use branded or generic search queries. Only types of information on transportation, shopping places, and tourist attractions have a significant impact. The type of transportation information tends to be searched more by users using branded search queries compared to the type of accommodation information. The type of information on shopping places tends to be searched more by users using branded search queries compared to the type of accommodation information. Types of tourist attraction information tend to be searched more by users using branded search queries with compared to the type of accommodation information. Demographic variables such as age, last education, domicile, occupation, income, and annual travel frequency do not have a significant effect on the use of generic or branded search queries.

Based on the type of transportation information, variables that affect usage generic or branded search query is domicile. Users outside Greater Jakarta tends to use generic search queries compared to users in Greater Jakarta. From this result we could imply that when searching transportation information, people from Greater Jakarta seems to be more certain on what they want to use for their travel journey. Living in the capital of the nation might have influence on people knowledge of the transportation variety and their reputation. However, this result needs to be confirmed in the future research.

Based on the type of accommodation information, the variable that influences the use of generic or branded search queries is age. Users under the age of 20 are more likely to use branded search queries than users aged 20 to 30. Young people tend to be more impulsive to make a purchase are also more easily influenced by a new, latest, and popular lifestyle ([Abdul and Cloud 2015](#)). Thus, they are more likely to used branded keyword when searching for travel information on the internet.

Based on the type of restaurant information, there are no influencing variables use of generic or branded search queries. This may be caused by a person's decision-making style that influences user behavior for buy something. Users have different perceptions when they want to make a purchase at a restaurant.

This is because each restaurant offers products that are intangible and perishable. According to [Seo and Moon \(2016\)](#) advanced users' innovation does not only tend to look for unique foods. On the contrary, less innovative users tend to be more difficult to convert belief about a product. This also affects intention users to make purchases online ([Seo and Moon 2016](#)). Based on the type of shopping information, the influencing variables users in using generic or branded search queries are intentional. Thus, it can be concluded that users with purchase intention tend to search for types of shopping information using branded search queries compared to users with intention to search.

For the type of tourist attraction information, there are three influencing variables users in using generic or branded search queries. There are intention, age, and income. For variables intention, users with purchase intention tend to use branded search queries to find types of information on tourist attractions compared to users with the intention to search. The category of users aged less than 20 years influences users to use generic or branded search to find types of information on tourist attractions. Based on the data above, it can be concluded that the user those under the age of 20 tend to use generic search queries compared to users aged 20-30 years. Young age tends to influence the use of generic or branded search queries on search engines because users at a young age tend to be more impulsive in making purchases. Young people are also more easily influenced by new lifestyles to become something new (novelty) and the latest fashion ([Abdul and Awan 2015](#)). [Abdul and Awan \(2015\)](#) also found that users with high income rates tend to be more impulsive in making purchases. Users with higher education also tend to be more impulsive to make purchases.

Trends in the world of tourism show that the number of tourists who use the internet to find itinerary ideas and compare flight ticket prices. Since 2016, tourists have started using search engines and YouTube as a place to find ideas and inspiration for their vacation. Although almost all travelers book on desktop, they are more likely to search on mobile devices ([Google 2016](#)). Before going on a tour, tourists generally do research to find out all the possibilities in traveling. More than 40% of tourists say that they often change their choice of travel destination by looking for detailed information about a tourist destination and then considering other options and the traveler's customer journey have objective to find micro-moments. This moment is the moment when the user uses his device to immediately get the answer to his curiosity. This moment can be used as a bet for providers of tourism products and services so that they can become user references so that they choose to use products and services from these providers. What happens in these micro-moments will determine the decision-making process to do tourism. For marketers, this moment is appropriate to shape the customer travel journey through various devices and channels ([Google 2016](#)).

As many as 72% of tourists who use their smartphone to search for information, they expect relevant information compared to what company provides this information. In other words, they are more loyal to their desires than any other brand. As many as 78% of tourists do not know what airline they will go with and as many as 82% of tourists have not booked accommodation at their destination when tourists have the desire to travel, they have not even decided where they will travel. The current moment is a valuable moment that can be maximized by providers of tourism products and services to get impressions ([Google 2016](#)).

One of the trends in the world of digital marketing in the tourism industry is the use of Search Engine Optimization (SEO). SEO is an attempt to increase the quality and quantity of traffic to websites through organic search results. One way to implement SEO is to do it using SEO keywords. SEO keywords are words or sentences in the content of a site that make it possible for the site to be found by users when searching on search engines. Keywords are the main key to implementing SEO ([Wordstream 2015](#)). Providers of tourism products or services can follow trends digital marketing by implementing SEO on the site or on the product and services offered. The keywords used can be generic or branded. In addition, providers of tourism products or services can consider other things such as intention, type of information offered, and demographic variables to determine the type of keyword used. For information type transportation, branded keywords can be selected for the target market aged under 20 years. For accommodation information types, branded keywords can be selected for the target markets domiciled outside Greater Jakarta (Java Island). For information type shopping malls, branded keywords can be chosen to target users who already want to make a purchase. For the type of tourist attraction information, branded keywords can be chosen to target users who have purchase intention. Not only

that, but the use of branded keywords can also be used to target users under the age of 20 or users with income of IDR 5,000,000.00 to IDR 10,000,000.00 per month. Product or service providers should not only focus on branded search queries. Through generic search queries, product or service providers can analyze and understand traffic on generic search queries because they are generally frequent represents a new or unique visitor to the provider's site the product or service. Those visitors might visitors who do not yet know the brand of the product or service provider however looking for products or services offered (Risdall 2018).

Limitation and Future Research

This study has limitation on the respondent demography especially on occupation and domicile category. This study only uses quantitative approaches to analyze the utilization of branded and generic keyword search for five travel information. Thus, future research with different approaches (qualitative) might be useful to enrich the result of this type of study.

Conclusion

This study found that intention influence users in choosing to use generic or branded search queries as a whole. However, not all types of information matter users in choosing to use generic or branded search queries. From the research results, it is known that only the type of transportation and place information spending that influences users in choosing to use generic or branded search queries. When reviewed based on each information type, there are other variables that also affect the inner user choose to use generic or branded search queries. In the type of transportation information, the domicile variable is especially for users who live outside Greater Jakarta (Java Island) has a significant impact on users in choosing to use generic or branded search queries.

In the type of accommodation information, the age variable is especially for users who are under 20 years of significant impact on the users of the users in choose to use generic or branded search queries. on type information on shopping places, the intention variable has a positive effect significant for users in choosing to use generic or branded search queries. In the type of tourist attraction information, variable intention, age with category under 20 years, and income in the category of IDR 1,000,000.00 to IDR 5,000,000.00 has a significant impact on internal users choose to use generic or branded search queries.

References

- [Abdul, P., & Awan, G. 2015. "Impact of Demographic Factors on Impulse Buying Behavior of Consumers in Multan-Pakistan," *European Journal of Business Management* \(7:22\), pp. 96-106.](#)
- [Ajzen, I. 1991. "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Process* \(50\), pp. 179-211.](#)
- Ajzen, I. 2005. *Attitudes, Personality and Behavior*. s.l.:s.n.
- [Ayanso, A., & Karimi, A. 2015. "The moderating effects of keyword competition on the determinants of ad position in sponsored search advertising," *Decision Support Systems* \(70\), pp. 42-59.](#)
- [Cheng, M., Anderson, C. K., Zhu, Z., & Choi, S. C. 2017. "Service online search ads from a consumer journey view," *Journal of Services Marketing* \(32:2\), pp. 126-141.](#)
- [Gollwitzer, P. M. 1999. "Implementation intentions: Strong effects of simple plans," *American Psychologist* \(54:7\), pp. 493-503.](#)
- Google. 2016. How Micro-Moments Are Reshaping the Travel Customer Journey [cited at 2020 April 15]. Available from: <https://think.storage.googleapis.com/docs/micro-moments-reshaping-travel-customer-journey-b.pdf>
- [Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. 2015. "A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran," *Journal of Multidisciplinary Engineering Science and Technology* \(2:1\), pp. 267-273.](#)

- [Montejo-Ráez, A., Perea-Ortega, J. M., García-Cumbreras, M. Á., & Martínez-Santiago, F. 2011. "A web based planner for tourism and leisure," *Expert Systems with Applications* \(38:8\), pp. 10085–10093.](#)
- [No, E. & Kim, J. K. 2015. "Comparing the attributes of online tourism information sources," *Computers in Human Behavior* \(50\), pp. 564–575.](#)
- [Panadea, H., Handayani, P. W., & Pinem, A. A. 2017. "The analysis of tourism information to enhance information quality in e-tourism," Proceedings of the 2017 Second International Conference on Informatics and Computing \(ICIC\), Jayapura, IEEE, pp. 1-6.](#)
- [Ramaboa, K. K. K. M., & Fish, P. 2018. "Keyword length and matching options as indicators of search intent in sponsored search," *Information Processing and Management* \(54:2\), pp. 175–183.](#)
- Risdall. 2018. Keyword Basics: Branded vs. Non-branded and (Not Provided) [cited at 2020 April 15]. Available from: <https://www.risdall.com/thoughts/keyword-basics-branded-vs-non-branded-provided/>
- [Seo, S., & Moon, S. 2016. "Decision-making styles of restaurant deal consumers who use social commerce," *International Journal of Contemporary Hospitality Management* \(28:11\), pp. 2493–2513.](#)
- Wordstream. 2015. SEO Keywords: How Better Keyword Research Gets You Better Results [cited at 2020 April 15]. Available from: <https://www.wordstream.com/seo-keyword>
- [Wu, S., Lin, C. S., & Lin, J. 2011. "An empirical investigation of online users' keyword ads search behaviours," *Online Information Review* \(35:2\), pp. 177-193.](#)

How to cite:

Winona C. M., Pinem, A. A., & Handayani P. W. 2023. "The Influence of Information Types and Search Intention in Using Branded or Generic Search Query," *Jurnal Sistem Informatika (Journal of Information System)* (19:2), pp. 17–33.