

I get basic understanding about tourism products through social media	0.183	0.103	0.059	-0.247	-0.194	0.546
Using social media save me more time and energy	-0.077	-0.111	-0.348	0.16	0.17	0.464
The tourist information obtained from social media help me to make the purchase of tourist decisions	0.021	0.014	0.055	-0.086	0.023	0.137
I think the process of tourism is broadly in line with the information on social media	-0.029	0.242	0.087	0.295	-0.153	0.092
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 7 iterations.						

The reliability of the responses in the scale was calculated by Cronbach's Alpha statistics, and all the items were found reliable. The results of the reliability analysis are displayed in Table 2.

Table 2: Reliability Test

Components	Reliability : Cronbach's Alpha
D1: Adoption Preference	0.765
D2 : Participation	0.813
D3: Service Quality	0.799
D4: Sharing	0.775
D5: Connectivity	0.810
D6: Information	0.795

Conclusion

Six features of social media (adoption preference, participation, service quality, sharing, connectivity, information) for tourism consumers have a positive impact on promoting the adoption intentions. Tourism has become one of the key feature on the Internet. The conclusion of this study can afford reference for related tourism enterprises and departments to increase their customers.