



The Effect of Digital Marketing Through Social Media and Tourism Attractiveness on Visitor Interest

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Abstract: Social media marketing and tourist attraction are among the factors that influence visiting interest. This study aims to analyze the effect of digital marketing through social media on visiting interest in Kandri Tourism Village, Gunungpati, Semarang. The research method used associative causal quantitative research. The sampling technique used was a non-probability purposive sampling technique, and a sample of 100 respondents was obtained. The data collection technique in this study was to distribute questionnaires directly. Data analysis using SPSS (Statistical Program for Social Science) v.26 for Windows software. The data validity test uses validity and reliability tests. The data analysis technique uses inferential data analysis techniques, namely multiple linear regression tests. The results showed that social media marketing and tourist attraction simultaneously positively affected visiting interest in Kandri Tourism Village, which amounted to 49.5%. This research provides references regarding factors influencing visiting interest for future research and for tourist village managers to utilize social media marketing to promote tourist villages more effectively. In addition, efforts to increase tourist attractiveness can also support increased visitor interest.

Keywords: digital marketing, social media, tourism attraction, visiting interest, tourism village

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INTRODUCTION

Technological development is growing rapidly in line with the industrial revolution 4.0. Technology and the internet, which continues to increase, influence various aspects of life (Baihaqy & Subriadi, 2023). Almost all aspects of life in society are required to adjust to entirely digital, practical and easy things, bringing society to a digital civilization or digitalization era as a result of the technological transformation that occurs (Poluan et al., 2022). One of them is in the field of digital economy. This digital economy refers to all economic and commercial activities that utilize digital technology and electronic communication (Xia et al., 2024). The scope of the digital economy is marketing through digital media or digital marketing.

Digital marketing is an effort made by companies to inform, promote, communicate and market a product and service through Internet media (Az-Zahra & Sukmalengkawati, 2022). Regarding cost, internet marketing is a much more efficient sales promotion, where e-marketing producers can simply promote using the internet network, electronic devices, and



email (Suminar et al., 2023). Digital marketing also produces a new style in the tourism sector. Digital tourism is one of the effective strategies to promote Indonesia's various tourism destinations and potential through various platforms (Putra et al., 2023). Tourism digitalization is one of the proper steps to handle tourism needs because it provides tourists with easy access to tourism services and helps them market them (Azizah & Ilyas, 2023). Digital tourism not only introduces but also spreads the beauty of tourism widely to increase the number of tourist visits.

The tourism sector is one of the sectors that is easy to develop. Tourism has a multiplier effect (Agapito, 2020). Both directly and indirectly related to tourism, both formal and non-formal sectors are seen as being able to increase other sectors (Aji et al., 2020). Carrying out tourism activities requires community involvement and participation, which is an essential aspect of empowerment. Empowerment in community development is always associated with the concepts of independence, participation, networking, and justice (Mulyono et al., 2020). The empowerment program aims to optimize local natural resources and existing potential to improve the community's standard of living to be better and independent (Setyowati et al., 2023).

Community-Based Tourism (CBT) is a new model of community-based tourism development (Akbar et al., 2021);(Asmoro et al., 2021). Community Tourism (CBT) in Indonesia is in line with Law Number 6 of 2014 concerning villages, which explains that it gives a role to villages to be able to prosper the community through rural economic activities, one of which is through rural tourism development, namely tourism villages (Yuniati et al., 2023). The benefits of developing a tourist village for the community are that it can empower and improve the economy through direct job creation and local economic businesses supported by tourism (Febrianti & Mulyono, 2023). It can include skills training and small business assistance for local communities. Optimizing the attractiveness of tourist villages and the community economy, it aims to provide better welfare for the surrounding community (Latif et al., 2023). Implementing a tourist village is in line with the formation of social entrepreneurial activities supported by social marketing for sustainability (Muarifuddin et al., 2023).

Kandri Tourism Village is a tourist village located in Kandri Village, Gunungpati Subdistrict, Semarang City, which has many tourist destinations stored in it. The problem of the tourist attraction sector in general is the low interest of visitors. Kandri Tourism Village also experiences this. The level of visitation in Kandri Tourism Village experienced a drastic decline due to the COVID-19 pandemic in 2020. Therefore, the tourist village needs a new strategy to increase visitor interest. Kandri Tourism Village has utilized digital media through social media to build branding and increase the number of tourist visits. The social media used by Kandri Tourism Village are Instagram, Facebook and YouTube. Social media is synonymous with convenience, global reach and much information that has a central role in disseminating information related to tourism and influencing tourists' decisions to visit (Zhou et al., 2023). Through digital marketing and strategies, tourists can find destination images and tourist information, which influence their behavior (Khan et al., 2022). Therefore, Kandri Tourism Village can utilize digital media to promote the village and attract tourists. Tourism village managers and the local community are essential in promoting and marketing Kandri Tourism Village through social media to expand the reach of promotions and increase tourist interest.

Visiting interest is analogous to buying interest by Kotler & Keller (2012), defined as a motivation or drive that comes from a strong internal motivation to take action, which is influenced by positive feelings and stimulus for this drive for a product or service. Interest in visiting is a desire from within a person to visit a particular place or area that has an attraction (Aziza & Purwanto, 2022). Several factors influence tourist interest, including digital marketing and attraction (Andina & Aliyah, 2021). Digital marketing is an activity that involves applying technology and digital media to achieve marketing goals (Chaffey & Chadwick, 2016). One type of digital marketing media channel is social media marketing. Social media marketing is all

marketing activities using various social media networks such as Instagram, Facebook, YouTube, Twitter, and others that aim to achieve marketing goals (Ardiansyah et al., 2023). The emergence of social media has fundamentally changed the tourism industry, allowing tourists and tourism managers to become their media, communicate, collaborate, and share tourism-related information in the form of photos, videos, and stories (Alzaydi & Elsharnouby, 2023). The impact of social media and digital marketing on tourist behavior and intention to visit a tourist destination is complex and multifaceted (Armutcu et al., 2023). In addition, tourist attractions also affect tourists' interest in visiting. Tourist attractions are forms and facilities that can attract tourists to see a particular area or location (Wang et al., 2022). Attraction is everything that has uniqueness, beauty and value (Hanan et al., 2023).

Relevant research shows that digital marketing is an essential determinant of intention to visit a tourist destination (Armutcu et al., 2023). Research conducted by (Sarifiyono & Lesmana, 2023) (Batubara & Putri, 2022) shows that tourist attraction and social media marketing can encourage interest and decisions for tourist visits. However, in contrast, research conducted by (Novitaningtyas et al., 2022); (Ningrum et al., 2023) shows that tourist attraction does not positively affect visiting interest. This research focuses on a specific tourism destination, Kandri Tourism Village, which provides insight into how certain factors influence visiting interest in local tourism destinations. Then, the study of the relationship between digital marketing through social media and tourist attraction is relevant to current challenges in the tourism industry, especially in dealing with changes in tourist behavior that are increasingly digital and the dynamics of marketing through social media. This study aims to determine whether digital marketing through social media and tourist attractions influences visiting interest in Kandri Tourism Village Gunungpati Semarang.

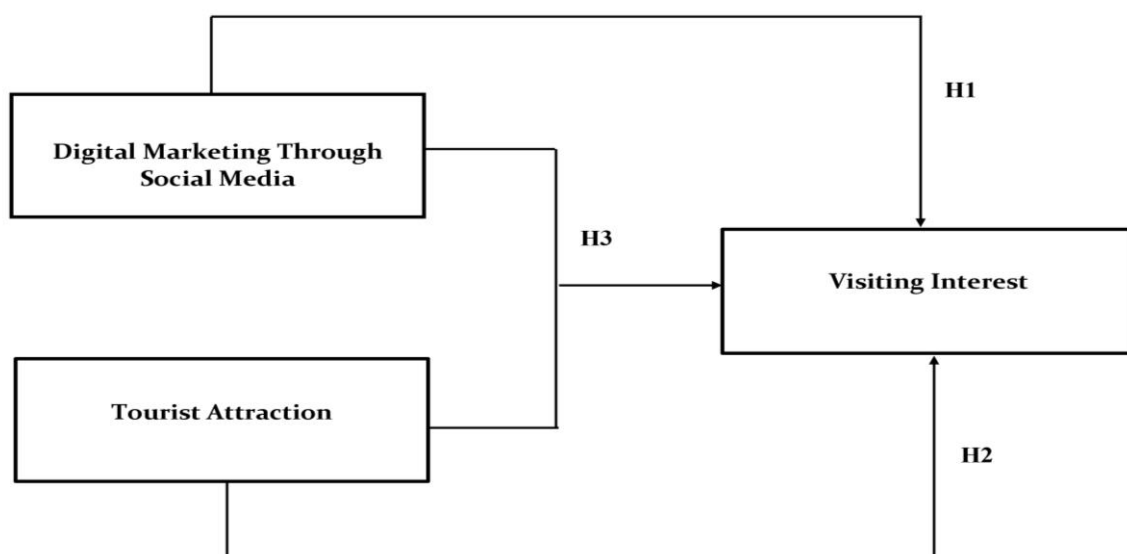


Figure 1. Research Model

Research Hypothesis:

H1: Digital marketing through social media positively influences visiting interest in Kandri Tourism Village Gunungpati Semarang.

H2: Tourist attractions positively influence visitors' interest in Kandri Tourism Village Gunungpati Semarang.

H3: Digital marketing through social media and tourist attractions positively influences visitors' interest in Kandri Tourism Village Gunungpati Semarang.

METHOD

This study uses quantitative research with an associative causal approach. Associative causal quantitative research is causal research that asks about the relationship between two or more variables in which some variables influence and variables that are influenced (Sugiyono, 2019). This study analyzes digital marketing variables through social media, tourist attractions, and visiting interests. This research was conducted at Kandri Tourism Village Gunungpati Semarang in January-February 2024. The population in this study were visitors to the Kandri tourist village Gunungpati Semarang. The non-precidence sampling technique is purposive sampling. Purposive sampling is a technique that requires specific considerations (Sugiyono, 2019).

Using the Slovin formula and an error rate of 10%, a sample of 100 respondents was obtained. This study uses primary data obtained by researchers from the first source or place of the object of research directly and also distributes questionnaires to visitors to Kandri Tourism Village. The data collection technique in this study was to distribute questionnaires directly to visitors to Kandri Tourism Village using the Likert scale measurement method. The data validity test uses validity and reliability tests with 30 respondents. This test is used to test the list of questions and see whether the questions in the questionnaire filled out by respondents are feasible and are used to collect data (Ghozali, 2021). The data analysis technique in this study uses inferential data analysis techniques. The inferential statistical test used is a multiple linear regression test. However, previously, prerequisite tests had to be carried out, namely normality tests, heteroscedasticity tests, multicollinearity tests, and autocorrelation tests. After the prerequisite test is carried out, then the hypothesis test is carried out. Hypothesis testing consists of a partial regression coefficient test (t-test), model feasibility test (f test) and determination coefficient test (R^2 test). Data analysis uses the help of SPSS (Statistical Program for Social Science) v.26 for Windows software.

RESULTS AND DISCUSSION

RESULTS

Classical Assumption Test

The requirement carried out before conducting multiple linear regression analysis is the classical assumption test, which is carried out to determine that the regression equation is consistent.

1. Normality Test

The normality test is carried out to determine whether confounding or residual variables have a normal distribution in the regression model. This study tests normality using the Kolmogorov-Sumirnov (K-S) non-parametric statistical test.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.05983594
Most Extreme Differences	Absolute	.040
	Positive	.035
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The normality test results obtained a significance value of 0.200. The figure of 0.200 shows that the value received is greater than 0.05 ($\text{sig} > 0.05$), so it can be said that the residual data from digital marketing through social media (X_1) and tourist attraction (X_2) on the visiting interest variable (Y) is normally distributed.

2. Multicollinearity Test

The multicollinearity test is used to see whether there is a linear relationship between the independent and dependent variables.

Table 2. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	.803	.242		3.323	.001		
	Social Media Marketing	.338	.087	.328	3.877	.000	.734	1.363
	Tourist Attraction	.427	.076	.475	5.612	.000	.734	1.363
1. Dependent Variable: Interest in Visiting								

The multicollinearity test results obtained a tolerance value of 0.734. This figure is smaller than 0.10 (< 0.10), so it can be concluded that there is no multicollinearity. Meanwhile, for VIF (Variance of Inflation Factor), a value of 1,363 was obtained. This figure shows that 1.36 is smaller than 10.00 (< 10.00). So, it can be concluded that there is no multicollinearity in the regression.

3. Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether there is an inequality of variance in the regression model from the residuals of one observation to another.

Table 3. Heteroscedasticity test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-.133	.145		-.915	.363
	Social Media Marketing	-.003	.052	-.007	-.060	.952
	Tourist Attraction	.061	.046	.157	1.334	.185
a. Dependent Variable: ABS_RES						

The significance value of the Digital Marketing variable through Social Media (X_1) is 0.952, and the Tourism Attraction (X_2) is 0.185. This figure shows that the value obtained is greater than 0.05 (>0.05), so it can be concluded that the regression model in this study does not exhibit heteroscedasticity.

4. Autocorrelation Test

The autocorrelation test aims to test whether there is a correlation in the linear regression model between confounding errors in period t and the previous period ($t-1$).

Table 4. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.703 ^a	.495	.484	.06046	2.130
a. Predictors: (Constant), Tourism Attraction, Social Media Marketing					
b. Dependent Variable: Interest in Visiting					

The autocorrelation test results were obtained with a d-value of 2.130. It is known that the dL value is 1.6254 and the dU value is 1.7103, with a sample of 99 respondents obtained from the Durbin-Watson table. So, it can be concluded that H_0 is accepted, and by looking at the assumptions in the Durbin-Watson table $dU < d < 4-dU$ with the results of autocorrelation $1.7103 < 2.130 < 2.2897$, there is no autocorrelation in the model.

Hypothesis Test

1. Multiple Linear Regression Analysis

The results of multiple linear regression analysis are presented in the form of an ANOVA table, which is used as the basis for determining whether a variable affects other variables in a previously made hypothesis.

Table 5. Multiple Linear Regression Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.344	2	.172	47.016	.000 ^b
	Residuals	.351	96	.004		
	Total	.695	98			
a. Dependent Variable: Interest in Visiting						
b. Predictors: (Constant), Tourism Attraction, Social Media Marketing						

Table 5 is a table of results from multiple regression analysis. It can be seen that the significance value is $0.000 < 0.05$, and the calculated F value is $47.016 > F$ Table 3.09. So, it can be concluded that H_0 is rejected and H_a is accepted. So, in this case, the digital marketing variable through social media (X_1) and the tourist attraction variable (X_2) simultaneously have a positive effect on the visiting interest variable (Y).

2. Multiple Linear Regression Equation

The multiple linear regression equation research results are presented in a coefficients table. In the table below, it can be seen that the multiple linear regression equation tables present the t-value data and the significance value used to display the regression coefficient value and the constant in the multiple linear regression equation using the formula equation $Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + e$ The following is an overview of the Coefficients table:

Table 6. Multiple Linear Regression Equation

		Coefficients ^a		Standardized		
		Unstandardized		Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	.803	.242		3.323	.001
	Social Media Marketing	.338	.087	.328	3.877	.000
	Tourist Attraction	.427	.076	.475	5.612	.000

a. Dependent Variable: Interest in Visiting

Based on the table above, it can be concluded as follows:

1. The constant value (α) of 0.803 is positive, and this states that if the digital marketing variable through social media (X_1) and tourist attraction (X_2) are considered constant, then the value of the Visiting Interest variable (Y) is 0.803.
2. The regression coefficient value on the digital marketing variable through social media (X_1) of 0.338 is positive, stating that if the level of digital marketing through social media (X_1) increases by one unit with the assumption that the other independent variables are constant, it is concluded that visiting interest (Y) will increase by 0.338.
3. The regression coefficient value on the tourist attraction variable (X_2) of 0.427 is positive, which states that if the level of tourist attraction (X_2) increases by one unit with the assumption that the other independent variables are constant, it can be concluded that visiting interest (Y) will increase by 0.427.

3. Coefficient of Determination (R Square)

R Square is the coefficient of determination that aims to measure the percentage of the influence of the variables studied in a regression model.

Table 7. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.495	.484	.06046

a. Predictors: (Constant), Tourism Attraction, Social Media Marketing

Based on Table 7, which relates to the coefficient of determination (R Square), it can be seen that the coefficient of determination in this study is 0.495 or equal to 49.5%. This figure shows that the digital marketing variable through social media (X_1) and Tourism Attraction (X_2) as independent variables affect the visiting interest variable (Y) as the dependent variable by 49.5%. At the same time, the remaining 50.5% is explained in other variables not included in this study. The results of the effective contribution of digital marketing variables through social media (X_1) are 18.8%, and the effective contribution of tourist attraction variables (X_2) is 30.6%.

4. F Test (Model Feasibility/Simultaneous)

The F test is used to determine whether the independent variables together affect the dependent variable.

Table 8. F Test (Model Feasibility/Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.344	2	.172	47.016	.000 ^b
	Residuals	.351	96	.004		
	Total	.695	98			

a. Dependent Variable: Interest in Visiting
 b. Predictors: (Constant), Tourism Attraction, Social Media Marketing

Based on Table 8, the model / simultaneous feasibility test (F test) results obtained a significance value of $0.000 < 0.05$ and the calculated F value of $47.016 > F$ table 3.09. So, it can be concluded that H_0 is rejected and H_a is accepted. In this case, the digital marketing variable through social media (X_1) simultaneously positively affects the visiting interest variable.

5. Partial Test (T-Test)

The t-test is carried out by comparing the t-value with other values, aiming to determine the significant relationship of the independent variable to the dependent variable.

Table 9. Partial Test (T-Test)

Coefficients ^a						
Model		Unstandardized		Standardize	t	Sig.
		Coefficients		d		
		B	Std. Error	Beta		
1	(Constant)	.803	.242		3.323	.001
	Social Media Marketing	.338	.087	.328	3.877	.000
	Tourist Attraction	.427	.076	.475	5.612	.000

a. Dependent Variable: Interest in Visiting

Based on Table 5, the results of the t-test calculation show that digital marketing through social media has a t-count of 3.877. While the t table in this study is calculated using the formula $= (\alpha/2; n-k-1)$ is 1.660. So, it can be concluded that the significance value of the digital marketing variable through social media (X_1) is $0.000 < 0.05$, indicating that H_1 is accepted. Furthermore, in the tourist attraction variable (X_2), the t-test calculation shows that the tourist attraction has a t-count of 5.612. While the t table in this study is calculated using the formula $= (\alpha/2; n-k-1)$ is 1.660. So, it can be concluded that the significance value of the tourist attraction variable (X_2) is $0.000 < 0.05$, indicating that H_1 is accepted. So it can be said that digital marketing through social media (X_1) has a significant effect on visiting interest in the Kandri tourist village Semarang, and tourist attraction (X_2) has a significant effect on visiting interest (Y) in Kandri tourist village Semarang.

DISCUSSION

H₁: There is an Influence of Digital Marketing Through Social Media on Visiting Interest at Kandri Tourism Village Gunungpati Semarang

The research shows that the digital marketing variable through social media has a t value of $3.877 > 1.660$ with a significance value of $0.000 < 0.05$, which can be stated that digital marketing through social media has a significant positive effect on the visiting interest variable. This means H_a is accepted in this study, and H_0 is rejected. In this case, digital

marketing through social media (X_1) positively affects the visiting interest variable (Y) at Kandri Tourism Village Gunungpati Semarang. Based on the results of multiple linear regression analysis, the regression coefficient value equation on the variable digital marketing through social media (X_1) is 0.338 with a positive sign, which states that if the level of digital marketing through social media (X_1) increases by one unit assuming other independent variables are constant and the visiting interest variable (Y) will increase by 0.338.

Social media marketing is an effective promotional tool that allows tourism to reach the wider community and potentially increase visiting interest (Andiaresmi & Pramono, 2023); (Baber & Baber, 2023). The results of descriptive analysis of digital marketing variables through social media show that the acquisition of many values at a very high frequency, namely 71%, is in the interval category 82-100. It indicates that digital marketing through social media is in the high category. It can be concluded that digital marketing through social media is rated highly on visiting interest in Kandri Tourism Village. Then, a small portion with a percentage score of 29% entered the high category with a frequency of 29 and entered into the interval value of 67-81. Other studies also emphasize that the influence of digital marketing through social media has a very high value in increasing interest in visiting tourists (Hafizhah et al., 2022); (Alsoud et al., 2023). Other studies state that digital marketing through social media positively affects tourists' interest in visiting tourists (Pratama et al., 2019).

H₂: There is an Influence of Tourism Attraction on Visitor Interest in Kandri Tourism Village Gunungpati Semarang.

Based on the research that has been done, it shows that tourist attraction has a t value of $5.612 > 1.660$ with a significance value of $0.000 < 0.05$, which can be stated that tourist attraction has a significant positive effect on the visiting interest variable. H_a was accepted into this study, and H_o was rejected. In this case, the tourist attraction variable (X_2) positively affects the visiting interest variable at Kandri Tourism Village Gunungpati Semarang. Based on the results of multiple linear regression analysis, the equation of the regression coefficient value on the tourist attraction variable (X_2) of 0.427 positive sign, which states that if the level of tourist attraction (X_2) increases by one unit with the assumption of other independent variables constant, it can be concluded that the interest in visiting (Y) will increase by 0.427.

The attractiveness of tourist destinations is the main motivation for visitors to visit (Rifansyah & Sihombing, 2022). The results of the descriptive analysis of the tourist attraction variable show that the variable shows that the acquisition of many values at a high frequency, namely 60%, is in the interval category 67-81. It indicates that tourist attractions are in the high category, and it can be concluded that they are rated very high in visiting interest in Kandri Tourism Village. Then, a small portion with a percentage score of 40% entered the medium category with a frequency of 40 and entered into the interval value of 52-66. Other studies also show the effect of tourist attraction on interest in visiting tourism (Hidayanti & Masyhudi, 2020). Research (Yacob et al., 2019) also indicates that tourist attraction affects visit intention.

H₃: Digital marketing through social media and tourism attraction influences visiting interest in Kandri Tourism Village Gunungpati Semarang.

Based on the answers of respondents who have collected as many as 100 respondents, the significance value is $0.000 < 0.05$, and the calculated F value is $47.016 > F$ table 3.09. So, it can be concluded that H_o is rejected and H_a is accepted. In this case, the variables of digital marketing through social media (X_1) and tourist attraction (X_2) simultaneously positively affect the variable of interest in visiting the Kandri Tourism Village Gunungpati Semarang. The obtained constant value (α) of 0.803 is positive based on the multiple linear regression equation. This states that if the variable digital marketing through social media (X_1) and tourist attraction (X_2) is considered constant, the value of the variable interest in visiting (Y) is

0.803. The magnitude of the influence of digital marketing through social media and tourist attraction on visiting interest can be seen in the coefficient of determination (R Square) table, which shows that the coefficient of determination in this study is 0.495 or equal to 49.5%. This figure shows that the variable digital marketing through social media (X_1) and tourist attraction (X_2) as an independent variable affects the visiting interest variable (Y) as the dependent variable by 49.5%. In contrast, the remaining 50.5% is explained in other variables not included in this study. Research by (Ningrum et al., 2023) stated that digital marketing and tourist attractions can simultaneously increase interest in visiting. Other studies also state that tourist attractions and social media marketing can encourage tourist interest and visit decisions (Sarifiyono & Lesmana, 2023).

CONCLUSION

Based on the results of research that has been conducted on the influence of digital marketing through social media and tourist attraction on visiting interest in Kandri Tourism Village, Gunungpati Semarang, the following conclusions can be drawn: 1) Digital marketing variables through social media partially influence visiting interest. This is indicated by the significance result of $0.000 < 0.05$, which shows an influence. 2) The tourist attraction variable partially influences visiting interest. This is indicated by the results of a significance value of $0.000 < 0.05$, which means it shows an influence. 3) Digital marketing variables through social media and tourist attractions simultaneously influence visiting interest. This is indicated by a significance value of $0.000 < 0.05$, which shows an influence. Suggestions for further research related to dimensions or other factors that influence visiting interest are needed. Furthermore, suggestions are given to the Kandri Tourism Village Gunungpati Semarang manager to utilize social media marketing to promote tourist villages more effectively. In addition, the need to maintain and complete the available facilities properly so that visitors are comfortable making visits and efforts to increase tourist attractiveness can also support increased visitor interest in the Kandri Gunungpati Semarang Tourism Village.

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