

# DOES SOCIAL MEDIA PROMOTION AND TOURIST ATTRACTION AFFECT THE INTENTION TO VISIT TOURIST DESTINATIONS IN KUNINGAN? EMPIRICAL STUDIES ON INSTAGRAM

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## Keywords

*Social media promotion; Tourist attractions; Intention to visit*

## ABSTRACT

In this era, social media has brought significant changes in the way businesses communicate and share information with consumers. This makes it easier for potential consumers to obtain information as a decision-making flow. One natural tourism destination that recognizes the value of Instagram advertising is Woodland. Woodland has gained significant marketing attention as one of the natural attractions. The reason for the selection of the object of this study comes from the noteworthy progress of several marketing tactics, including digital-based promotion and brand revitalization, after the challenging 2019-2020 era in Woodland (caused by the COVID-19 epidemic), as a result of this noteworthy progress, there were 53.02% more visitors in 2022. This study uses quantitative techniques. The t-table values obtained show that social media advertising significantly affects the intention to visit woodland tourist attractions. The findings of the study, which showed that  $H_a$  was approved while  $H_o$  was rejected, provide support for this claim. In addition, the attraction significantly and positively affects the tendency of tourists to visit places that have forests. The intention of the visit is also influenced by the appeal and social media advertising. Specifically, social media will create expectations for a destination so that prospective tourists can determine their vacation plans. Therefore, business people and related agencies must be able to pay more attention to the long-term management of social media and the attractiveness of their tourist destinations.

## INTRODUCTION

After the epidemic, Indonesia's tourism industry began to recover stronger. Indonesia is especially attractive to tourists because it has a large reserve of natural beauty and a deep cultural heritage. Based on the central statistics agency, tourism in Indonesia has increased since the end of 2022. This was followed by an increase in national travel to reach 433 million Indonesian tourist trips. West Java Province occupies the second position as the province of choice for Indonesian tourists with the number of visits reaching 113 million visits in 2023. One of the cities that offers a lot of cultural and natural tourism is Kuningan. Therefore, Kuningan was chosen as one of the most frequently visited locations in the eastern region of West Java. With an estimated 3,081,084 visitors in 2023, Kuningan has strong tourism potential.

In this era, social media has brought significant changes in the way businesses communicate and share information with consumers (Parsons & Lepkowska-White, 2018). Social media holds a neutral platform to support open participation between business owners and potential consumers. Business users can take advantage of Instagram's signature opportunities to promote their brand. Instagram is

able to provide digital experiences, promotions, and recommendation information and even references. This makes it easier for potential consumers to obtain information as a flow of decision-making.

One of the natural tourist locations that are aware of Instagram ads is Woodland. According to Woodland's manager, "Woodland promotes regularly on social media and offers several new rides, which affected the increase in visitors in 2021". In 2020 the number of visits decreased, only 973 visitors. The determination of the object of this research is due to the significant development of several marketing strategies, namely digital-based promotion and brand revitalization after woodland experienced a difficult period from 2019 to 2020 (Covid-19 pandemic), with this significant development, the number of visits increased by 53.02% in 2022.

**Table 1. Comparison table of the number of tourist visitors near selected objects (Cilimus District) in 2023**

No.	Destinations	Number of Visitors (people)
1.	Leuweung Monyet	303
2.	Hanjuang rock garden	175.523
3.	J&J Tourism	131.800
4.	Woodland	226.800

**Source : processed by the author, 2024**

From the table above, judging from the tourism growth cycle in Cilimus District, Woodland shows the potential to continue to develop. This proves the urgency of using social media promotion and developing tourist attractions. With today's development, there is a shift in human habits in using social media, increasing the high interest in visual content which makes tourism very suitable for social media (Baumgart, 2024). The visual content is supported by the existence of all kinds of resources in a destination, which motivates the desire to visit (Erislan, 2016). Judging from the conditions that occurred in Woodland, the attraction of rides and social media promotional content are very important elements in creating the intention to visit tourists.

### **Social Media Promotion**

Advertising is one of the methods that business people use to offer their products to customers or spread information about their organization. As well as focusing on human resources with the intention of taking advantage of existing opportunities. Promoting tourism through social media plays an important role in finding information about a destination (Zeng & Gerritsen, 2014). Indirectly through social media promotion, the message conveyed can be widely spread in a short time and affect consumer opinion on the product delivered or sold. Travelers use social networks to search, discover, read, verify, trust, and generate information about tourist destination destinations (Heras-Pedrosa et al., 2020). Promotion of destinations can be done by uploading photos or reels that attract tourists. Social media-based online sales strategies are seen as an effective way to communicate with potential clients and get to know more about their traits (Adrian & Mulyandi, 2021). It can be concluded that the existence of social media promotion makes tourists feel happy because they can easily find the information they want.

Promotion according to Kotler and Keller (2016:47) is an action that conveys the advantages of a product and persuades target consumers to buy it. Gunelius (Gunelius, 2011:59-62) stated that there are several indicators of Instagram social media promotion that can be used as a benchmark in assessing the effectiveness of social media marketing. These indicators include *content creation* (publication of interesting and informative posts), *content sharing* (frequently shared content), *connection* (relevance and usefulness of content), and *community building* (feedback).

### **Tourist Attractions**

Visit to a Destinations tour influenced by the abundance of resources natural resources, culture, artifacts, and creative industries that contained in it. Any interesting place to visit or see is referred to as a tourist attraction in the tourism industry (Eddyono, 2021). Every Destinations Tourism has its own characteristics. Tourist attraction itself is a product (Reihanian et al., 2015). This attraction is what often

become the focus and reason main tourist to visiting a destination.

The presence of facilities and supporting elements (general attractions) in a destination can also have an impact on visitor satisfaction and tourism participation (Sutianingsih et al., 2023). According to Avenzora (2003) The dimensions of tourist attraction are measured by: Uniqueness (educational tourism, green open space tourism), Beauty (spatial and building layout, cleanliness of the tourist environment), Amenities (facilities and infrastructure), Accessibility (access to information, access to transportation), and Social function (community empowerment, regional identity). The experience felt by visitors is one of the approaches so that visitors can come and come again (Hidayat & Fatimah, 2017). However satisfaction and engagement affect behaviour Began from the attraction that Stimulating interest visitors to a tourist destination.

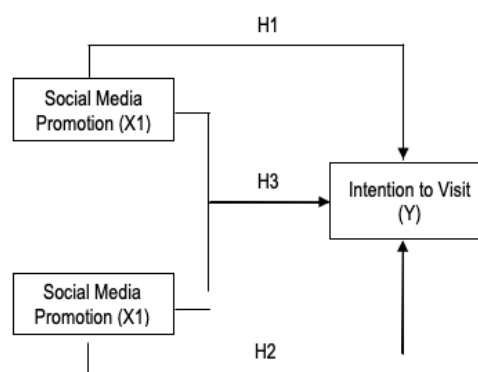
### Intention to Visit

The intention to visit is the desire to visit a certain place. A deliberative process involving the following elements contributes to the formation of traveler intentions: personal and social determinants of travel behavior, such as socioeconomic status, personality traits, and social influences; values and attitudes; as well as external variables, such as trust, destination reputation, previous travel experience, objective and subjective risk assessments, time constraints, and financial problems; and advice and recommendations, referrals, and marketing communications (Ahmad et al., 2021)

The desire to travel is seen as the result of a logical analysis of the advantages and disadvantages of many options (Rukmana & Andjarwati, 2020). The act of traveling to a destination that has been selected based on the information that has been collected is known as the intention to visit. The decision to visit can be made by making itinerary, searching for information online, and talking to other people who have or are visiting to learn about their experiences (Rukmana & Andjarwati, 2020). This knowledge leads to the conclusion that a person's intention to visit is a desire or willingness that arises and influences their choice to go to a particular location.

The following indicators are used to measure visiting intent. An early indicator is the desire to visit, which is evidenced by phrases such as "come here soon," "go there later," and "choose this location over others." The second sign has to do with the search for information, which is evidenced by statements about perusing the visitor's experience and researching other people's travel experiences on social media (Doosti et al., 2016; Quintal & Phau, 2015; Zarrad & Debabi, 2015).

### Framework of Thought



From the explanation of the framework of thought above, it can be concluded that the hypotheses made are, among others:

H1 : Social Media Promotion affects Visiting Intentions.

H2 : Tourist Attractions affect Visiting Intentions.

H3 : Social Media Promotion and Tourism Attraction have an effect on Visiting Intention.

**METHODS**

The research was carried out from January 2024 to February 2024 in the tourism area in Kuningan Regency which is divided into a highland area, a border area at the eastern end of West Java Province and directly adjacent to Central Java Province. Research Measures the Carrying Capacity of Social Media Promotion and Tourism Attraction. Consideration of choosing Kuningan as the research location because Kuningan has a variety of unique tourism including natural and artificial tourism, strategic location, and strong history. Using a quantitative research design, this study investigates the hypothesis put forward regarding the impact of social media marketing and visitor attraction on individual intent to visit.

$$n = \frac{N}{1+N(e)^2} = 99,998514 \frac{6.727.293}{1+6.727.293(0,1)^2} \frac{6.727.293}{67.273,93}$$

n = 99.998514 or rounded to 100. With a margin of error of 10%, Slovin's formula was used in the calculation above to calculate the number of samples for this study, which resulted in 100 respondents. The total population in the Ciayumajakuning area of 6,727,293 people is used as the population in this calculation (in 2022). To obtain written data that accurately represents the population, the number of respondents is considered representative. Due to the large population size and limited availability of information, a non-probability sampling strategy using convenience sampling is used to collect experimental samples. One technique for randomly selecting samples is the accidental sampling method. If the individuals met for the purpose of data collection are considered suitable, a convenience sampling approach can be applied, where the researcher selects a sample from each individual who happens to be present (Suggestion, 2020:133)

The application of online questionnaires is due to its easy use, wide range of participants, and the ability to document and process and obtain data in the form of statistical analysis. In filling out the questionnaire, the criteria applied to participants only emphasized Instagram users who were domiciled in the Ciayumajakuning area. The online survey based on Google Forms with 17 questions regarding the characteristics of social media ads, tourist attractions, and the purpose of the visit was delivered through social media platforms such as Instagram and WhatsApp. The Likert scale is used as a measuring tool. (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree are the possible outcomes on that scale.

Three factors were considered in this study by the authors: Social Media Promotion, Tourist Attraction, and Visiting Intention.

**Table 2. Variable Operationalization**

No.	Variable	Dimension	Indicator	
1.	Social Media Promotion (X1)	Content Creation	Engaging content	
			Publish informative posts	
		Content Sharing	Regularly share interesting content	
			Connecting	Benefits of content Content relevance
			Comunity Building	Feedback
2.	Tourist Attraction (X2)	Uniqueness	Educational tours Green open space tourism	
			Beauty	Spatial and Building Planning Cleanliness of the tourist environment
		Amenitas	Facilities and Infrastructure	
		Accessibility	Access information Transportation access	

	Social Function	Community empowerment
		Regional identity
3.	Visit Intention (Y)	Planning to Visit
		Searching for Information

## RESULTS

### Descriptive Statistics

Instagram users in the Ciayumajakuning area are the population of this study. using the demographics shown below.

**Table 3. Respondents' Descriptive Statistical Data**

Variable	Sum	Presented
<b>Gender</b>		
Law Law	24	24%
Woman	76	76%
<b>Age</b>		
(Mean=22,81)		
17	3	3%
18	2	2%
19	1	1%
20	5	5%
21	42	42%
22	23	23%
23	8	8%
24	1	1%
25	1	1%
26	1	1%
27	4	4%
28	1	1%
29	1	1%
30	2	2%
31	2	2%
42	1	1%
46	1	1%
53	1	1%
<b>Domisili</b>		
Cirebon	83	83%
Indramayu	4	4%
Majalengka	5	5%
Kuningan	8	8%

In this study, the research subjects used were 100 people. From the data obtained, the age range of respondents is 17-53 years old with the majority aged 21 years (42%) and 22 years (23%). The subjects of the study are Instagram users who have a place of residence in the Ciayumajakuning area with a percentage of Cirebon (83%), Indramayu (4%), Majalengka (5%) and Kuningan (8%). Based on demographic data, the female gender (76%) then the male gender (24%).

### Validity and Reliability Test

A validity test that considers each of the previously mentioned elements is carried out to guarantee the validity of the questionnaire. The validity assessment of this study is detailed in the following table:

**Table 4. Results of the Validity Test of Social Media Promotion Variables (X1)**

Item	Nilai Corrected Item Total Correlation / r hitung	r table	Criterion
X1.1	0,744	0,166	Valid

X1.2	0,747	0,166	Valid
X1.3	0,673	0,166	Valid
X1.4	0,744	0,166	Valid
X1.5	0,725	0,166	Valid
X1.6	0,691	0,166	Valid

Source : Primary data processed

The corrected item-total correlation (r-calculated) value of 0.166, as shown in Table 4, shows that the validity test calculation for all questions related to the social media promotion variable (X1) is satisfactory.

**Table 5. Validity Test Results of Attraction Variables (X2)**

Item	Nilai Corrected Item Total Correlation / r hitung	r table	Criterion
X2.1	0,683	0,166	Valid
X2.2	0,669	0,166	Valid
X2.3	0,748	0,166	Valid
X2.4	0,725	0,166	Valid
X2.5	0,742	0,166	Valid
X2.6	0,799	0,166	Valid
X2.7	0,712	0,166	Valid
X2.8	0,704	0,166	Valid
X2.9	0,712	0,166	Valid

Source : Primary data processed

All questions related to the second variable, attraction (X2), are considered to have passed the validity test, as shown by the corrected item-total correlation (r) value of 0.166, which exceeds the critical value of the r table, as shown in Table 5.

**Table 6. Results of the Validity Test of the Variable of Intention to Visit (Y)**

Item	Nilai Corrected Item Total Correlation / r hitung	r table	Criterion
Y1.1	0,601	0,166	Valid
Y1.2	0,673	0,166	Valid

Source : Primary data processed

As can be seen in Table 6, all questions on the third variable, the intention to visit (Y), have been calculated and considered valid because the r-count (adjusted item-total correlation) is higher than the r-table (0.166). Reliability testing should be carried out on the questionnaire used in this study to confirm the relationship between variables X1, X2, and Y. To establish the basis for decision-making before conducting a reliability test, an alpha value of 0.60 is mandatory. This study also evaluates the reliability of the data, in addition to its validity. A variable is considered trustworthy for reliability evaluation purposes if its value is higher than 0.60; Variables with values lower than this limit are not considered reliable. The findings are presented below:

**Table 7. Results of the Reliability Test on Social Media Promotion Variables (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,792	7

Source : Primary data processed

The Social Media Promotion variable (X1) has a Cronbach's Alpha of 0.792 > 0.60, which is greater than the baseline value, as shown by the results of the reliability test, the results obtained support the reliability statements made for each statement in the variable questionnaire (X1).

**Table 8. Results of the Reliability Test on the Attraction Variable (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,779	10

Source : Primary data processed

Cronbach's alpha for the attraction variable (X2) was higher than the baseline value (0.779 > 0.60), according to the reliability test findings. This shows that the entire series of beauty variable questionnaire statements (X2) is reliable.

**Table 9. Results of the Reliability Test on the Variable of Intention to Visit (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,834	3

Source : Primary data processed

Based on the findings of the reliability test, the variable (Y) of intention to visit had Cronbach's alpha higher than the baseline value (0.779 > 0.60). This shows that every statement consisting of the variable (Y) of this survey is credible. A basic illustration of the use of statistics in the field of research is found in the findings of validity and reliability tests. The findings of the validity and reliability test of this study can be the basis for developing a questionnaire that assesses social media promotion factors and tourism destinations that can encourage tourists to visit the Woodland Kuningan tourist attraction.

**Table 10. T Test (Partial Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,807	,235		3,436	,001
Social Media Promotion	,240	,018	,823	13,003	,000
Tourist Attraction	,026	,012	,140	2,204	,030

a. Dependent Variable: Visit Intention (Y)

**Table 11. The t-value is ascertained from the previous SPSS calculation in this way**

Variable	t count	t table	Prob. Gis	Information
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Social Media Promotion (X1)	13,003	1,661	0,000	0,05	Significant Influence
Tourist Attraction (X2)	2,204	1,661	0,030	0,05	Significant Influence

The regression coefficients were tested separately using the t-test.

**Social Media Promotion Variable (X1)**

Hypothesis: there is a significant influence between social media promotion variables on the intention to visit tourist destinations in Kuningan.

Testing Steps

H0 :  $\beta_1 = 0$  This means that there is no significant influence of social media promotion variables on the intention to visit tourist destinations in Kuningan.

Ha :  $\beta_1 \neq 0$  This means that there is a significant influence of social media promotion variables on the intention to visit tourist destinations in Kuningan.

Test criteria 1) Conventionally, it is found that at the error rate  $\alpha = 0.05$  (two-sided test), t table = 1.661, t count = 13.003, and df = 97 (100-3). Visiting intention was significantly influenced by the social media promotion variable (X1), which was shown by t calculation > t table. This indicates that Ha is accepted and H0 is rejected. Test criteria 2) Using SPSS, determine the probability of significance (P-value) = 0.000 or 0% less than 5%. If this value is less than 5%, then H0 is rejected and Ha is accepted. Therefore, the hypothesis proposed is proven because the variable of social media promotion significantly affects the intention of tourists to visit Kuningan tourist destinations.

**Tourist Attraction Variable (X2)**

Hypothesis: There is a significant influence between the variables of tourist attraction in the face of the intention to visit tourist destinations in Kuningan.

Stages of Testing

H0 :  $\beta_1 = 0$  Artinyar is not aware of the significant influence of the variable of tourist attraction on the intention to visit tourist destinations in Kuningan.

Ha :  $\beta_1 \neq 0$  This means that there is a significant influence of tourist attraction variables on the intention to visit tourist destinations in Kuningan.

Test criteria 1) Conventionally, df = 97 (100-3) and  $\alpha = 0.05$  (two-sided test) are used, resulting in a table of 1.661 and a t count of 2.204. The intention to visit is significantly influenced by the variable dayaitarikitourism (X2) when t calculates > t table (i.e., Ha accepted, H0 rejected, or 2) SPSS uses a two-sided test to determine this 2) SPSS, Ha is accepted and H0 is rejected, particularly when the probability of significance (P-value) is 0.030, which is equivalent to 3% more than 5%. Thus, the hypothesis is confirmed, because the variable of tourist attraction has a significant impact on tourists' intention to visit tourist destinations in Kuningan.

**Test F (together/simultaneously)**

This test is designed to validate the hypothesis proposed, in particular regardless of whether the results of the F test support this conclusion or not, the intention to visit tourist attractions in Kuningan is significantly influenced by a combination of social media marketing variables and tourist attractions. The purpose of this experiment was to determine the combined impact of X1 and X2 on Y.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	90,948	2	45,474	404,255	,000b
Residual	10,911	97	,112		
Total	101,859	99			

a. Dependent Variable: Visit Intention (Y)



b. Predictors: (Constant), Social Media Promotion (X1), Tourist Attraction(X2)

The significance of the correlation between variable X and variable Y was tested using the F test.

- 1) H0: There is no significant influence of the social media promotion variable and the simultaneous tourism attraction on the intention to visit tourist destinations in Kuningan.
- 2) Ha: There is a significant influence of the variables of social media promotion and tourist attraction simultaneously on the intention to visit tourist destinations in Kuningan.

Testing criteria 1) A conventional standard of difference is used  $\alpha = 0.05$ , and the denominator is 97, the numerator is 2, and the result  $k (n-k-1) = 3; (100-3-1) = 96$ . It is known that  $F_{cal} = 404.255$  and  $F_{tabel} = 3.091$ . The intention to visit tourist sites in Kuningan is significantly influenced by social media marketing factors and tourist attractions, which is shown by the fact that  $r_{Ha}$  is accepted and  $H_0$  is rejected because  $R_F$  calculates  $> F$  table, 2) in SPSS, by looking at the probability of significance (P value) = 0.000 in SPSS, which shows that 0% of the sample is more than 5%, then  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the variables of social media promotion and tourism attraction have a significant influence on the intention of visitors to Kuningan to visit tourist destinations, proving the hypothesis proposed. The actual value can be seen in the regression efficiency value for each independent variable.

### Coefficient of Determination

Further findings were obtained from our SPSS calculations; The determination coefficient is used to ascertain the extent to which the independent variable contributes to the dependent variable.

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,945a	,893	,891	,33539
a. Predictors: (Constant), Social media Promotion (X1), Tourist Attraction(X2)				

The value of the determination coefficient (adjusted R) in the previous table = 0.893 shows how much social media marketing elements and tourist attraction indicate tourists' intention to visit Kuningan tourist sites. This indicates that 89.3% of the variation in the variable of visit intention is explained by the variables of social media marketing and tourist attraction, while the remaining 89.3% is due to factors that are not included in the model.

The advantages obtained by Kuningan Regency which is located in the highland area make the air quality cooler. This helps to encourage the Tourism sector of Kuningan Regency which is dominated by tourism with a natural background. Since 2020, transportation access to Kuningan Regency has begun to be helped by the construction of the Freeway. At the beginning of 2023, Woodland as a pioneer of the rainbow slide ride called "Sosorodotan Pelangi" this ride is able to become the main attraction of Woodland tourists today. Then there are additional facilities such as Forest Adventure which offers an offroad experience using a jeep on the slopes of Mount Ciremai. In order to improve the quality of tourist attractions and the use of promotional media in a tourist area, Woodland is currently actively producing promotional content on social media. This will affect the volume of interesting information shared about tourism activities and the caliber of the tourist attraction. Indicators of the cleanliness of the tourist environment as well as spatial and building planning are very important in building positive conditions in the Kuningan Tourism Area for the creation of tourist content. These results are in line with previous research that has tested consumers' intentions to visit certain destinations after viewing social media promotional content (Marriage and Death, 2019). Then previous research also explained that the attraction of the destination affects the perception of the destination, thus affecting the intention to travel (Ma et al., 2018).

## CONCLUSION

The results of the t-test ( $t_{\text{count}} > t_{\text{table}}$ ) indicate that social media promotion has a significant and positive impact on visitors' intention to visit forest tourism destinations. This is supported by research findings that show that  $H_a$  is accepted and  $H_o$  is rejected. In addition, the attraction significantly and positively affects the tendency of tourists to visit places that have forests. Visiting intent is influenced by social media promotion and attraction at the same time.

Specifically, social media will create expectations for a destination so that it allows prospective tourists to determine their vacation plans in the future. Destination promotion on social media can affect the attractiveness of the destination related to the facilities, accessibility, and charm of the destination. Therefore, businesses and related agencies must be able to pay more attention to the long-term management of social media and the attractiveness of destinations without forgetting convenient supporting facilities to increase the number of tourists in their business locations.

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