THE INFLUENCE OF SOCIAL MEDIA MARKETING ON DESTINATION IMAGE AND INTENTION TO VISIT TOURIST DESTINATIONS (STUDY ON BELITAR SEBERANG TOURISM VILLAGE)

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Abstract. Technological developments have changed society; this is in line with the presence of social media, which offers broad benefits and potential. This study aims to test and analyze how social media marketing influences destination image, how social media marketing influences visit intentions, how destination image influences visit intentions, and how social media marketing influences visit intentions mediated by destination image. Data was collected through an online questionnaire, and the population in this study, namely followers from the official Instagram account of the Belitar Seberang Tourism Village, a total of 155 valid questionnaires were obtained and analyzed using partial least squares structural equation modeling (PLS-SEM) with WarpPLS 7.0 software. The findings positively support the direct effect of social media marketing on destination image and visit intentions. In addition, the results of this study confirm the positive influence of the mediating role of destination image on social media marketing and the intention to visit. This study offers views on the role of social media marketing in increasing the intention to visit tourist destinations, either directly or through the image of the destination.

Keywords: social media marketing; destination image; intention to visit; instagram

I. INTRODUCTION

Recent advances in information and communication technology have significantly influenced the strategic and operational management of the tourism and hospitality industries.[1]. Internet is one of the technological advancements; internet technology is now utilized in all industrial sectors for a variety of purposes. Internet's emergence has had an impact on the disciplines of economics, business, and technology. It has facilitated and accelerated human activities [2]. The increasing demand for Internet usage by the public causes the annual increase in Internet usage [3]. Based on data (data indonesia, 2023) With more than 200 million Internet consumers, Indonesia is ranked fourth among all nations. This is also directly proportional to the annual increase in the number of active social media users in Indonesia, which demonstrates that the internet and social media have a vast amount of untapped potential. Social media are gaining prominence as they become more practical and indispensable in today's digital environment for facilitating communication and sharing of information. [4]. Social media are new forms of media that allow for greater user interaction [5]. Social media is changing the way people interact with each other and how businesses can influence consumer behavior, including how to maintain interaction and provide information to users. Social media has also become a marketing tool known as social media marketing, which uses social media platforms to allow users to socialize, create, and share information. As well as to engage with existing consumers and attract new ones. It also includes data analytics features designed to help marketers track the effectiveness of their campaigns and spot new interaction opportunities used in all business sectors for a variety of purposes. Whether to grow a company's brand, increase website traffic, boost sales, increase brand awareness, increase revenue, improve SEO, improve customer service, or create consumer loyalty, thanks to the ease of accessing social media and the vast market in Indonesia, this offers vast benefits and potential, so almost all businesses use social media. [6]. Indonesia is an archipelago whose land masses are connected by oceans [7]. Indonesia consists of 17,508 small and large islands, which make it the largest archipelago on earth. Indonesia also has abundant natural resources, has produced various important commodities for the international world, and has a strategic position in international shipping [8]. Based on this, the popularity of various tourist destinations in Indonesia has made the tourism industry an important pillar of the Indonesian economic sector [9]. The beauty of nature, flora, and fauna, as well as the various cultures that exist, have made the tourism sector a considerable source of income for the State of Indonesia. This shows that Indonesia has enormous tourism potential [10].

Based on the data (Kemenparekraf, 2023), it is evident that the number of international tourists is increasing. The graph from the beginning of 2023 to June 2023 displays the development of these visits in all regions. In recent years, however, the number of domestic tourist visits has decreased in every region. The decrease started in 2020. The economy grew marginally in 2021 before beginning to grow again in 2022. In contrast, the population experienced a significant decline in 2023, falling by 301,298,181. This is the largest decline over the previous five years.

The number of archipelago tourist visits to Bengkulu once reached 6 million, the greatest in recent years. The subsequent decline in 2020 was 76%, or 4,635,841 fewer visits. This is one of the lowest numbers of domestic tourist visits to Bengkulu in recent years; however, in 2021 there was a modest increase. Then, in 2022, modest growth was observed. However, it decreased again in 2023, falling even further than in 2020, which experienced a 76% decline from 2019. In 2019, the number of domestic visitor trips to Bengkulu reached 1,173,547, a decrease of 80.7% compared to the number of trips in the previous five years. Tourist destinations are one of the factors that attract tourists to visit a country. It is anticipated that the presence of this tourist destination will result in the nearby population's new economy growing [11]. Bengkulu is one of the provinces that has a variety of stunning tourist destinations, particularly its natural beauty, also termed Bumi Raflessia. The tourism village of Belitar Seberang was chosen as the subject of this study because it is a prominent tourist destination in Bengkulu Province and the only representative of Bengkulu Province to enter the top 50 ADWI (Anugerah Desa Wisata-Award of Tourism Village) rankings in 2022. Indonesia's Minister of Tourism and Creative Economy 2022 recently visited TriSakti Waterfall and Puspa Dewi Waterfall. This waterfall is located in Rejang Lebong Regency. One of the attractions of this place is that it has waterfalls with different temperatures; this phenomenon is the only one in Indonesia. Tri Sakti Waterfall has low-temperature water, while Puspita Dewi Waterfall has high-temperature water. Both water flows meet and merge at one point. This shows the potential of DWBS as one of the best tourist villages that can attract many tourists to visit Bengkulu Province to reduce the decline in the number of visits and increase the number of tourist visits to Bengkulu Province.

To increase the number of visitors, Belitar Seberang Tourism Village promotes itself through a variety of social media. However, Instagram is the most popular and has the most followers compared to other social media, with 3,933 followers as of May 15, 2023 (last accessed on May 15, 2023). Although the Instagram feeds have provided important information about awards, featured tours, and other programs, the Belitar Seberang Tourism Village Instagram still lacks social media activities, such as Instagram stories and the most recent Belitar Seberang Tourism Village information. The influence of social media on the tourism industry has also been the subject of numerous studies. Poppy and Bappy analyze the role of attitudes toward social media reviews in customer visit intentions to restaurants [12]. While Blasco-Lopez et al analyzed how the role played by Facebook Fan Pages (FFP) in generating visit intentions [13]. Laletsang examines the influence of destination affective image on visitor preferences [14]. Pratt and Chan also analyzes how the relationship between destination image and travel intention [15]. Sun et al [16] analyze the influence of the relationship between social media marketing and destination image.

Gaffar et al examines the impact of social media and destination image on tourist intention to visit tourist destinations, most of the research conducted above discusses how the influence of social media marketing on intention to visit, the influence of social media marketing, and the influence of destination image on intention to visit [17]. There are still few studies that discuss how social media marketing

affects destination image and tourist intention to visit. In addition, the object of research to be studied in this study is in Indonesia. More specifically, on the island of Sumatra. Danandjaya explains that differences in place or environment can bring differences in personality or human behavior, because personality is a basic concept that describes a series of typical behaviors in which an individual thinks and acts when adapting to his environment [18].

This research uses the research framework in [17], which utilizes Facebook social media, while this research utilizes Instagram social media because Instagram is a social media that is more frequently used in Indonesia based on data (Wearesocial, 2023) and has the highest traffic compared to other Belitar Seberang Tourism Village social media. Gaffar chose the object of research for artificial natural tourist destinations, namely the Indonesian botanical garden, while this research chose a Belitar Seberang Tourism Village tourist destination that has 3,933 Instagram followers (last accessed May 15, 2023) and 808 Facebook followers (last accessed May 15, 2023). Gaffar's research makes artificial natural tourism as the object of research, while this research discusses non-artificial (natural) natural tourism.

II. RESEARCH METHODS

Based on the method used, this research uses quantitative methods, according to [19], this technique is known as a quantitative technique because the information collected is in the form of numbers and assessments using statistical methods. The population in this study were followers of the social media of the Belitar Seberang Tourism Village on Instagram, totaling 3,933 followers (last accessed May 15, 2023). The sampling technique used in this research is nonprobability sampling, namely purposive sampling. According to [19], purposive sampling is a technique for determining samples with special considerations. In this study, the authors enabled certain considerations, where the selected sample members were members of the online followers of the official Instagram account @desa_wisata_belitar_seberang who had never visited the Belitar Seberang Tourism Village before, through distributing questionnaires in the form of Google forms. Determining the sample size using the inverse square root, which considers the possibility that the ratio of the path coefficient and standard error will be greater than the statistical test value for a certain level of significance. Therefore, the determination depends only on one path coefficient value and does not depend on the size of the model. Assuming that the statistical power value is 80% and the significance value is 5%. So that the number of samples or the minimum number of respondents required in this study is 155 respondents.

In this study, the information collection method consists of primary and secondary data. Primary data was obtained through distributing questionnaires using Google Form. to online followers of the official Instagram account @desa_wisata_belitar_seberang who have never visited the Belitar Seberang Tourism Village before. Meanwhile, secondary data is obtained from various kinds of literature sources such as journal articles, books, websites, and so on.

The data analysis technique in the research method used involves Outer Model which includes testing Convergent Validity, Discriminant Validity, and Reliability. Furthermore, Inner Model testing is carried out which includes R-Square, Effect Size, and Q-Squared. In addition, testing of the proposed hypothesis was also carried out. e

III. RESULTS AND DISCUSSION

Outer Model

1. Convergent Validity

According to the convergent view of validity as described by [20], there are two alternative measures, namely factor loading values and AVE values. Here, AVE refers to the sum of the squares of the loading factors, which are then divided by the number of indicators. The provisions in the factor loading value are considered valid if the value is between 0.40-0.70 and the AVE score has conditions of more than 0.5. That is, a variable is valid if it is 50% or more. The validity test indicates that there are no problems with the research indicators. The social media marketing variable with indicators (SMM1-SMM14) obtained a loading factor value (>0.5), which indicates that each indicator of the social media marketing variable is valid. The destination image variable with indicators (DI1-DI7) shows a loading factor value (>0.5), which means that each indicator of the destination image variable is valid. The intention to visit variable has indicators (IV1-IV3) gets a loading factor value (>0.5), meaning that each indicator for the intention to visit variable is valid.

2. Discriminant Validity

According to the explanation in [20], discriminant validity tends to show how different the latent variable being measured is from other latent variables. There are two approaches to discriminant qualification, namely cross-loading and fornell-lacker. Cross-loading is an initial approach to assessing the discriminant of each indicator. In this case, the loading value on the latent variable must be higher than the loading value on the other variables. The cross-loading test results indicates that each indicator in each variable has a higher loading value than the loading of other variables. The results show that the indicators used in this study have met the criteria for discriminant validity. The fornell-lacker test indicates that there is a root of the AVE. This means that if each variable, such as SMM, DI, and IV, can be considered higher for each construct on the diagonal element than the correlation between constructs both above and below it.

3. Reliability

The results of reliability testing can be seen through two criteria, namely the composite reliability score and Cronbach's alpha. Both criteria are expected to have a value of >0.70 as an adequate reliability measure [20]. Based on the output from composite reliability test, it is concluded that the Cronbach's alpha value for each latent variable has a value of > 0.7, while the composite reliability value in each latent variable is > 0.7. So, it is concluded that all variables have an adequate level of reliability.

Inner Model

1. R-Square Test

R-squared testing is performed on the dependent variable. The R-square value ranges from 0 to 1. The higher the R-square value, the higher the predictive accuracy. This value scale is divided into three categories, namely 0.25 (weak), 0.5 (medium), and 0.75 (strong), in accordance with the explanation of the R-square test [20]. The results of the r-square test are said to be medium because they obtained a result of 61.8%. The effect of social media marketing variables on destination image is 61.8%, while the remaining 38.2% is influenced by other factors not included in this study. Furthermore, in the relationship between social media marketing and visit intention, the effect is considered medium with a value of around 63.7%, while the remaining 36.3% is influenced by other variables not investigated in the study.

2. Effect Size Test

Effect size is used in assessing whether the removal of a latent variable results in a change in the r-squared value or if it has an impact on the endogenous latent variable. There are three categories of effect size, namely large (0.35), medium (0.15), and weak (0.02), as explained by [20]. The results show that all latent variables are classified as large because they have an effect size value (>0.35) and it can be concluded that destination image has a large influence so that these variables have an important function or role in endogenous variables.

3. Q-Squared Test

Q-squared is applied to assess the predictive validity or relevance of a set of latent predictor variables in the criterion variable. Q-squared values can be negative, but in models with predictive accuracy, they should be positive [20]. The effect size test indicate that the q-square result is greater than the specified value or greater than zero. This research can be said to be good because it shows the results of the value in accordance with the specified criteria.

Hypothesis Test

Data processing is determined by the path coefficient value, which is used to detect positive or negative relationships, along with the criteria for the relationship if the value -1 is negative, if 0 then there is no relationship and if +1 then the relationship is positive. The p-value is then used to determine the level of significance with the criteria <0.05 and to determine whether the hypothesis is accepted or rejected. Based on hypothesis test. Social media marketing variables on destination imge (H1), show significant results with a p-value of 0.001 < 0.05 and there is a positive influence on the path coefficient worth 0.786. Social media marketing variables on intention to visit (H2) got significant results with a p-value of 0.001 < 0.05 and there was a positive influence on the path coefficient worth 0.284, and the destination image variable on intention to visit (H3) got significant results with a p-value of 0.001 < 0.05 and there was a positive influence on the path coefficient of 0.555.

Mediation Test

The results of the mediation test, show the indirect effect of social media marketing on visit intention via destination images has a value of 0.436%. The obtained p-value is less than 0.001, which is less than the significance

threshold of 0.05. Thus, destination image substantially mediates the relationship between social media marketing and visit intention. This suggests that social media marketing has an indirect effect on visit intention via the creation of destination images.

The Effect of Social Media Marketing on Destination Image

This research is supported by researchers **[16], [21]**–**[23]**. Thus, social media marketing has a positive and substantial effect on the image of a destination. Destination image is positively and significantly influenced by social media marketing. This indicates that the social media marketing strategy implemented by the Belitar Seberang Tourist Village has contributed to the enhancement of the destination's reputation. Thus, the higher the social media marketing, the greater the destination's image.

The Effect of Social Media Marketing on Intention to Visit

This research is supported by researchers **[13], [24]**–**[26]**. Thus, social media marketing has a significant and positive effect on visit intent. Social media marketing has a positive and substantial effect on visitor intent. This indicates that social media marketing conducted by the Belitar Seberang Tourism Village has a positive impact on the number of visitors who intend to visit the village. Therefore, social media marketing will increase the likelihood that tourists will visit the Belitar Seberang Tourism Village.

The Effect of Destination Image on Intention to Visit

This research is supported by researchers **[15], [27]**–**[30]**. Thus, destination image has a significant and positive influence on the intention to visit. The image of a destination has a positive and substantial effect on the intention to visit. This demonstrates that the Belitar Seberang Tourism Village's destination image positively influences the intention of visitors to visit the destination. Thus, the greater the destination's image, the greater the visitor's intent.

The Effect of Destination Image in Mediating the relationship of Social Media Marketing and Intention to Visit

This research is supported by researchers [13], [15], [16], [31]. Thus, social media marketing has a positive and significant effect on intention to visit mediated by destination image. Destination image positively mediates the relationship between social media marketing and intention to visit. This demonstrates that social media marketing conducted by the Belitar Seberang tourism village has a positive impact on the destination image of the Belitar Seberang tourism village, thereby positively influencing visitors' intentions to visit.

IV. CONCLUSION

Social media marketing has a positive and significant impact on a destination's image. This suggests that the Belitar Seberang Tourist Village's social media marketing strategy has had a positive impact on raising the village's profile as a tourist destination. So, the higher the social media marketing, the more the destination's image will increase. Social media marketing has a positive and significant influence on visitors' intentions to visit. This suggests that the Belitar Seberang

Tourism Village's use of social media marketing has a positive impact on increasing tourists' intentions to visit the village. So, the higher the social media marketing, the higher the intention to visit tourists in the Belitar tourist village. Destination image has a positive and significant influence on the intention to visit. This demonstrates that the Belitar Seberang Tourism Village's destination image has a positive impact on tourists' intentions to visit the village. So, the higher the destination image, the greater the intention to visit. Destination image positively mediates the relationship between social media marketing and the intention to visit. This shows that social media marketing carried out by the Belitar Seberang Tourist Village has a positive effect on improving the destination image of the Belitar Seberang tourist village, thus positively influencing tourists' intentions to visit the Belitar Seberang tourism village. As a tourism village, Belitar Seberang must strengthen the destination's image through social media marketing, by creating and distributing content about the attractiveness of the village, the facilities offered, and the good reputation of the village so that it can increase the intention of tourists to visit. Future research analysis can be conducted using other social media platforms, such as Twitter, YouTube, and Tiktok, to compare and identify social media platforms that are effective for social media marketing.

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