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THE EFFECT OF SOCIAL MEDIA MARKETING AND ONLINE TOURISM DESTINATION REVIEWS ON TOURISTS' VISITING DECISIONS

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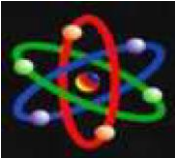
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Abstract

The purpose of this study was to determine the effect of Social Media Marketing and Online Tourism Destination Reviews on Tourists' Visiting Decisions at the Tangkahan Tourism Object, Langkat Regency, North Sumatra. The analysis used is associative analysis, this research method is quantitative. The population in this study were all domestic and foreign tourists visiting the Tangkahan tourist attraction, Langkat Regency, North Sumatra, totaling 92,503 in 2018-2022. The sampling method uses a non-probability sampling method with an accidental sampling technique, namely a sampling technique based on coincidence, that is, anyone who happens to meet researchers at the Tangkahan tourist attraction, Langkat Regency, North Sumatra. Using the slovin formula so that the sample obtained is 100 respondents. The results obtained from this study indicate that: 1) Social media marketing has a partial and significant influence on the decision to visit tourists, 2) Reviews of online tourist destinations have a partial and significant effect on the decision to visit tourists, 3) Social media marketing and online Tourism Destination Reviews simultaneously have an influence and are significant on visiting tourists decisions. Adjusted R square value of 0.719 can be called the coefficient of determination, this means 0.719 (71.9%) Customer satisfaction can be obtained and explained by social media marketing and online tourism destination reviews while the remaining 38.9% (100% - 71.9% = 28.1%) is explained by variables outside the model that are not examined.

Keywords: Social Media Marketing, Reviews of Online Travel Destinations, Decisions Visiting Tourists



INTRODUCTION

The transition from the era of globalization 4.0 to the era of society 5.0 has had a huge impact on systematic changes in the use of modern digitalization technology for all people in Indonesia, this is certainly an era of dynamic change to provide the best moment in the use of digital-based technology as a whole as a necessity in facilitating all community activities. in Indonesia today, technological developments will certainly have positive and negative impacts on the process of its use in various important sectors such as the economy, industry, and modern-day tourism. Indonesia has nearly thousands of attractive tourist destinations that must be visited as important strengths in the tourism sector with natural beauty, cultural heritage, ecosystems, and the best management as important destinations in attracting domestic and foreign tourists to visit destinations.

The development of the tourism sector in Indonesia is one of the important matters to begin the step of introducing Indonesia to the eyes of the world as a country with the best tourist destinations, so to start this step it is necessary to have the best cooperation between the central, regional, city-district governments and all partner stakeholders to jointly together to build the best tourism foundation in every region of Indonesia with an active digital-based management system and marketing strategy as one of the tourist destination promotion systems. One of the areas with the best tourist destinations is North Sumatra, which is included in the top 10 provinces with the most local tourist visits in Indonesia, which has succeeded in offering various charming natural beauty

destinations for vacations and must be visited, as can be seen based on visiting data from local tourists in several provinces in Indonesia. below this:

| No. | Province | Number (Tourists) |
|-----|----------------|-------------------|
| 1 | East Java | 155.49 Million |
| 2 | Central Java | 146.02 Million |
| 3 | West Java | 95.19 Million |
| 4 | Banten | 37.36 Million |
| 5 | DKI Jakarta | 36.73 Million |
| 6 | In Yogyakarta | 22.22 Million |
| 7 | North Sumatra | 17.11 Million |
| 8 | South Sulawesi | 10.09 Million |
| 9 | Bali | 9.72 Million |
| 10 | West Sumatra | 9.34 Million |

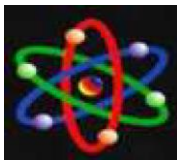
Table 1. Local Tourist Visit Data in Several Provinces in Indonesia

Based on Table 1. The number of visits by domestic (local) tourists in North Sumatra Province occupies the 7th position with a total number of visits of 17.11 million. This makes North Sumatra one of the 10 provinces with the most local tourist visits in Indonesia, various kinds of tourist destinations that North Sumatra has to offer is a mandatory choice of destinations to be visited by tourists such as Lake Toba, Brastagi, Buking Lawang, Pandan Island, and one of the natural ecotourism offered is the Tangkahan tourist destination in Langkat Regency, North Sumatra. Tangkahan is synonymous with panoramic views of beautiful tropical rain forests and is often referred to as a hidden paradise in Gunung Leuser National Park (TNGL). Tangkahan which has an area of around 17,000 ha is a conservation activity area.

METHODS

| No. | Year | Number (Tourists) |
|-----|------|-------------------|
| 1 | 2018 | 33,450 |
| 2 | 2019 | 31,200 |





| | | |
|-------|------|--------|
| 3 | 2020 | 5,000 |
| 4 | 2021 | 7,235 |
| 5 | 2022 | 15,618 |
| Total | | 92503 |

Table 2. Data on Tourist Visits at the Tangkahan Tourism Object, Langkat Regency, North Sumatra for 2018-2022

The research sample is a representative part of the research population. Each population subset that represents all types of population elements is called a sample. Sample refers to a small amount of something that provides information about it, taken from (Shukla, 2020).

The sampling method uses a non-probability sampling method with an accidental sampling technique, namely a sampling technique based on chance, that is, anyone who coincidentally meets researchers at the Tangkahan tourist attraction, Langkat Regency, North Sumatra, which can be used and is suitable as a research sample. In this study, the research sample was taken using the slovin formula. The reason the researchers used the slovin formula was because the population in this study was more than 500 people and the population in this study was also known. The slovin formula is described as follows:

$$n = 92.503 / (1 + 92.503.(10 \% 2)$$

$$n = 92,503 / (1 + 92,503.(0,1. 2)$$

$$n = 92.503 / (1 + 92.503.(0.01)$$

$$n = 92.503 / (1 + 925.03)$$

$$n = 92503 / 926.03$$

$n = 99.89 \Rightarrow$ The number of samples is 100 respondents.

So thus the number of samples in this study were 100 tourists at the Tangkahan tourist attraction, Langkat Regency, North Sumatra.

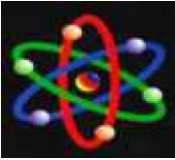
RESULTS

The majority of tourists who visit know Tangkahan through social media (62%), the majority of tourists who visit 1-2 times (78%), the majority of tourists who visit come from local/domestic (94%).

| | Scale | Scale | Corrected | Cronbach's |
|------|--------------|-----------------|--------------|---------------|
| | Mean if | Variances | Item-Total | Alpha if Item |
| | Item Deleted | if Item Deleted | Correlation | Deleted |
| X1.1 | 19.23 | 9.977 | 0.413 | 0.767 |
| X1.2 | 19.16 | 9.388 | 0.524 | 0.742 |
| X1.3 | 19.18 | 8.594 | 0.581 | 0.726 |
| X1.4 | 19.26 | 8.417 | 0.585 | 0.725 |
| X1.5 | 19.01 | 9.505 | 0.566 | 0.734 |
| X1.6 | 19.21 | 9.400 | 0.471 | 0.755 |
| X2.1 | 19.05 | 12,028 | 0.733 | 0.807 |
| X2.2 | 18.86 | 12,869 | 0.621 | 0.829 |
| X2.3 | 18.90 | 14,131 | 0.428 | 0.864 |
| X2.4 | 19.09 | 13,376 | 0.615 | 0.831 |
| X2.5 | 18.90 | 13,263 | 0.642 | 0.826 |
| X2.6 | 19.15 | 11,765 | 0.792 | 0.795 |
| Y.1 | 19.21 | 9,966 | 0.445 | 0.739 |
| Y.2 | 19.20 | 8,747 | 0.637 | 0.684 |
| Y.3 | 19.32 | 10,058 | 0.454 | 0.736 |
| Y.4 | 19.01 | 10,212 | 0.438 | 0.740 |
| Y.5 | 19.26 | 9,689 | 0.525 | 0.718 |
| Y.6 | 19.20 | 9,636 | 0.504 | 0.724 |

Table 3. Results of the Validity Test of Social Media Marketing (X1), Online Tourism Destination Review (X2), and Tourist Visit Decisions (Y) Item-Total Statistics





It is known that the statistical results on the validity test for statement items on all existing research variables are said to be valid because the corrected item total correlation value is > 0.30 .

| Variable | Cronbach's Alpha | N of Items |
|----------|------------------|------------|
| X1 | 0.775 | 6 |
| X2 | 0.851 | 6 |
| Y | 0.760 | 6 |

Table 4. Social Media Marketing Reliability Test Results (X1), Online Tourism Destination Review (X2), and Tourist Visit Decisions (Y) Reliability Statistics

It is known that the statistical results in the reliability test for statement items for all existing research variables are said to be reliable/reliable because the Cronbach's alpha value is > 0.60 .

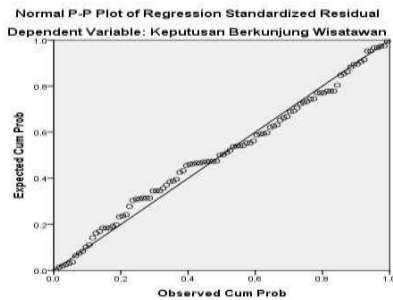


Figure 1. PP-Plot Test Results

Based on Figure 1. The PP-Plot Normality Test above the histogram graph towards a balanced convexity in the middle and the PP-Plot points are between the lines of the diagram, so the data is declared normal.

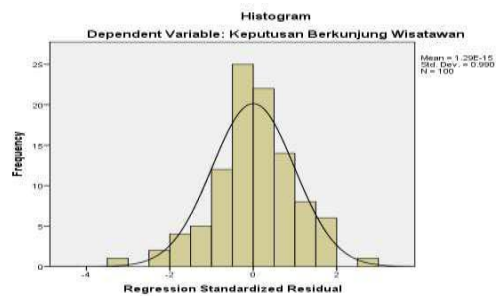


Figure 2. Histogram

Based on Figure 2. PP-Plot normal graph test histogram graph is used to see the results of the normality test. The picture above is in accordance with the provisions of the normality test which states that the data is said to be normal if the line forms a bell and in the middle it is normally distributed.

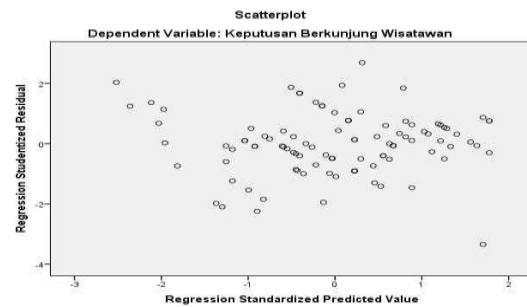


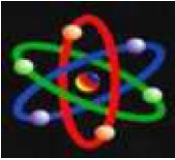
Figure 3. Scatterplot Test Result

Based on Figure 3. the scatterplot shows that the distribution of the data does not form certain patterns and is not too spread out, so the data is free from heteroscedasticity problems.

CONCLUSION

Social media marketing partially has a significant influence on tourists' visiting decisions at the Tangkahan Tourism object, Langkat Regency, North Sumatra. Online tourism destination reviews partially have a significant influence on tourists' visiting decisions at the





Tangkahan Tourism object, Langkat Regency, North Sumatra. Social media marketing and online tourism destination reviews simultaneously have a significant influence on tourists' visiting decisions at the Tangkahan Tourism object, Langkat Regency, North Sumatra

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