The Effectiveness of Digital Attraction and Promotion on the Decision to Visit the Beach Tourism Area of Jember Regency with Interest in Visiting as an Intervening Variable

Anita Eka Navalina [1*], Nursa'id [2], Toni Herlambang [3], Abadi Sanosra [4]
[1*,2,3,4] Master of management, Universitas Muhammadiyah Jember, Indonesia

Email: anitachika17@gmail.com [1*], nursaid@unmuhjember.ac.id [2], toniherlambang@unmuhjember.ac.id [3], abadisanosra@unuhjember.ac.id [4]

Abstract

The aim of this research is to determine and analyze directly and indirectly the influence of the effectiveness of digital attractions and promotions on visiting decisions through visiting interest as an intervening variable in the coastal tourist area of Jember Regency. The sample size for this research was 400 respondents. The analysis technique used is Structural Equation Model (SEM) using WarpPLS 7.0. The results of data analysis show that the variable Effectiveness of attractions has a significant influence on interest in visiting, digital promotion has a significant influence on interest in visiting, Effectiveness of attractions has a significant influence on the decision to visit, digital promotion has a significant influence on the decision to visit, interest in visiting has a significant influence on the decision to visit. Indirectly, the effectiveness of digital attractions and promotions has a significant effect on visiting decisions through visiting interest as an intervening variable. The results of data analysis show that the variables of effectiveness of attraction, interest in visiting and digital promotion partially have a significant influence on the decision to visit the coastal tourist area of Jember Regency.

Keywords:
Effectiveness; Attractiveness; Digital promotion; Interest in visiting; Decision to visit.

1. INTRODUCTION

Tourism is one sector that contributes to the national economy. Tourism contributes to foreign exchange earnings, regional income, regional development, investment absorption, employment and business development in various corners of Indonesia (Masrin & Akmalia, 2019). Several marketing efforts have been made to expand target market reach and create a satisfying customer experience. In the current era of globalization, the tourism sector is the largest and strongest industry in financing the global economy. The tourism industry has proven to be immune from the global crisis. As the global economy slumps, tourism growth in Indonesia continues to grow, even exceeding the rate of national economic growth.

Jember Regency is one of the regions in East Java which is rich in various tourist attractions. Tourist attractions in Jember are varied, ranging from beaches, waterfalls, tourist villages, hills, parks, and so on. Jember Regency has 10 beaches as beach tourist attractions consisting of Paseban Beach, Kepanjen Beach, Pancer Beach, Papuma Beach, Rowo Beach, Watu Ulo Beach, Bandealit Beach, Payangan Beach, Nanggelan Beach and Getem Beach. Based on data obtained by researchers, the total number of visitors is as follows table 1.

Table 1. Number of Tourist Visits to Jember Regency

No	Types of tourists	Year						
		2017	2018	2019	2020	2021	2022	2023
1.	International Tourism							
	Staying in accommodation (person)	2,349	2,083	4,726	30	195	207	1,049
	Attraction visitors (people)	829	975	894	224	-	483	464
2.	Archipelago Tourists							
	Staying in accommodation (person)	359,454	386,318	386,319	508,845	31,550	92,685	98.107
	Attraction visitors (people)	1,079,885	1,069,911	1,070,642	1,013,432	48,736	307,759	404.431

Source: Jember Regency Tourism and Culture Office, (2024).

Based on data on tourist visits, both foreign and domestic, in table 1, it shows that in the last seven years there have been fluctuations in the number of visitors, especially after the Covid-19 pandemic, the number of visitors has decreased. This triggered researchers to look for solutions to problems related to the increase in the volume of visitors to beach tourist attractions in Jember Regency.

Currently, Jember beaches are one of the tourist areas that has quite a high appeal. Accessibility and infrastructure to several beaches are improving, making it easier for tourists to visit. Several beaches are also equipped with adequate facilities such as parking lots, food stalls, and lodging. It is just that there are still beaches that have not been managed properly. Several beaches still need infrastructure and facility improvements.

In terms of promotion, the Jember Regency Government as the manager of the coastal tourism area actively promotes the potential of coastal tourism in Jember through various media. Examples are local media (newspapers, radio, television), the Tourism Office website, and working with travel agents. It is just that digital promotion is still not optimal because it has not utilized social media optimally.

Referring to the documentation data from observations obtained by researchers at the District Tourism and Culture Office. Jember, there is a fluctuation in the number of visitors to tourist attractions. So, researchers tried to highlight several important factors to increase the volume of visitors. These factors include Attraction, Digital Promotion, Decision to Visit, and Interest in Visiting. Based on the background and previous research that has been explained, it is important and interesting to know the relationship between attractiveness and digital promotions on visiting decisions. Apart from that, this relationship is also mediated by the interest of visitors who want to come to beach tourism locations in Jember Regency.

1.1. Marketing Management

Marketing is something that is needed and desired by creating, offering, and freely exchanging products of value with others. Marketing is the main key in a business, marketing is an activity related to the flow of goods or services between producers and consumers. Marketing is an important factor in meeting buyers' needs, whether for goods or items that consumers will receive. Marketing aims to maintain the company and gain profits (Rahmadayanti & Murtadlo, 2020). Marketing is a process implemented by companies to meet consumer needs and desires by providing goods and services. Marketing includes company efforts that begin by identifying consumer needs that need to be satisfied, what they want to offer and determining prices that are appropriate to consumer income. These activities operate in an environment that continuously develops as a social consequence of the company, but is also limited by the company's own resources. For marketing, changes in the environment can be new challenges that require new responses and ways of solving them, or conversely, they can be an opportunity or chance to develop their business.

1.2. Attractiveness

A tourist attraction is anything that can encourage tourists to visit a tourist destination to enjoy the uniqueness within it. Tourist attractions are divided into two, namely tourist attractions and tourist attractions. Tourist attractions are tourist attractions that are static and tangible and require no prior preparation to enjoy them. Meanwhile, tourist attractions are tourist attractions that can be seen through performances and require preparation and even sacrifice to enjoy them (Gao et al., 2024).

1.3. Digital Promotion

Digital promotion is a persuasive, inviting, urging, persuading, convincing communication. The characteristic of persuasive communication is that there is a communicator who plans to organize news/information and how to deliver it to get certain effects in the attitude and behavior of the recipient (target audience) (Naslund & Aschbrenner, 2019).

1.4. Interest in Visiting

Visiting interest in the tourism industry is a person's desire or interest in visiting a particular tourist destination. This is influenced by various factors, including experience expectations, personal preferences, available information, as well as external factors such as promotions and recommendations from friends or family (Rakhmawati et al., 2019). Visiting interest is a tourist's desire to make a tourist visit to a tourist spot. Interest in visiting is basically a feeling of wanting to visit an interesting place to visit to make it a travel experience. Interest in visiting is a behavior that appears in response to an object that shows the customer's desire to make a tourist visit. Interest functions as a driving force to direct a person to carry out certain specific activities. Furthermore, interest has the main characteristic, namely carrying out activities that are carried out alone and are enjoyable so that they can form a habit of a person (Revida et al., 2021).

1.5. Visiting Decision

The decision to travel is influenced by various factors including personal preferences, travel goals, and practical considerations. Before deciding, a person will usually consider various destination options, the activities they want to do, and the available budget. The decision to visit is a process in which a visitor makes an assessment and chooses a necessary alternative based on certain considerations. Tourists generally plan their decision to visit a tourist destination well in advance because the tourist product can be felt if tourists visit the tourist destination directly because the tourist product itself cannot be tried or tasted in advance, even if it is a long journey when leaving the residence to reach the destination area. tourism and returning to their place of origin are considered as purchased tourism products (Suryadana, 2022).

2. RESEARCH METHOD

This research uses a positivism approach and the method used is a quantitative experimental method. This research was designed to investigate the behavior and preferences of tourists, both foreign and local, who visit the coastal tourist area in Jember Regency. The research design will follow the Structural Equation Modeling (SEM) approach using Warp PLS 8.0 software. This method was chosen to provide an in-depth understanding of the complex relationships between variables that may influence tourist satisfaction. In this research experiment, what we want to know is the relationship between attractiveness, digital promotion, interest in visiting, and tourists' decision to visit coastal tourist areas in Jember Regency. The variables to be studied are the independent variables consisting of Attraction (X1), Digital Promotion (X2), the dependent variable consisting of Visiting Decision (Y) and the intervening variable consisting of Visiting Interest (Z). The population in this research is all visitors or tourists who come to Jember Regency, based on data from the Jember Regency Tourism and Culture Office, there are 745,952 visitors. The sample in this research was tourists from the coastal area in Jember Regency. The sampling technique used was accidental sampling because the researcher distributed questionnaires to each end of the beach in Jember Regency. This research will be carried out at 10 beach locations in Jember Regency. The methods used in this research are interviews and questionnaires. The data analysis technique used in this research is path analysis using the SEM (Structural Equation Modeling) model or Structural Equation Model with the Warp PLS 7.0 program.

This research is an experimental study that wants to know the cause and effect of an action. In this study, the experiment that wants to know is the relationship between attractiveness, digital promotion, interest in visiting, and the decision to visit tourists to the coastal tourism area in Jember Regency. From this objective, the variables to be studied are.

2.1. Independent Variable (X)

The independent variable or often referred to as the stimulus variable, predictor, antecedent, or free variable, is a variable that influences or causes changes or the emergence of the dependent variable (bound). In the Structural Equation Model (SEM) or Structural Equation Modeling, the independent variable is referred to as an exogenous variable. The independent variables in this study are:
a. Attractiveness (X1).
b. Digital Promotion (X2).

2.2. Dependent Variable (Y)

The dependent variable or often referred to as the output variable, criteria, consequences, or bound variable, is a variable that is influenced or becomes a result, due to the presence of the independent variable. In Structural Equation Model (SEM), the dependent variable is referred to as an endogenous variable. The dependent variable in this study is the Visiting Decision (Y).

2.3. Intervening Variable (Z)

An intervening variable is a variable that theoretically affects the relationship between the independent and dependent variables but cannot be observed and measured. This variable is a faulty or intermediate variable that lies between the dependent and independent variables so that the independent variable does not

directly affect the change or emergence of the dependent variable. The intervening variable in this study is Visiting Interest (Z).

Operational variables to be studied along with indicators to be used for further use as indicators in the questionnaire to be distributed to respondents:

a. Attractiveness (X1). The indicators used are:
   1). General condition of beaches in Jember Regency.
   2). Natural scenery on beaches in Jember Regency
   3). Availability of souvenirs or merchandise related to beach tourism objects in Jember Regency
   4). Organizing local cultural festivals or ceremonies held on beaches in Jember Regency
b. Digital Promotion (X2). The indicators used are:
   1). Information about beaches in Jember Regency available on the internet
   2). Reviews of visitors who have visited beaches in Jember Regency available on the internet
   3). Promotions related to beaches in Jember Regency available on the internet
   4). Communication from beach managers in Jember Regency with the public via the internet
c. Visiting Decision (Y). The indicators used are:
   1). Decision to visit beaches in Jember Regency after seeing promotions on the internet
   2). Decision to visit beaches in Jember Regency after communicating with beach managers via the internet
   3). Feelings of pleasure after visiting the beach in Jember Regency
   4). Decision to give a review on the internet after visiting the beach in Jember Regency
d. Visiting Interest (Z). The indicators used are:
   1). Desire to visit the beach in Jember Regency
   2). Desire to recommend others to visit the beach in Jember Regency
   3). Desire to invite family/colleagues/others to visit the beach in Jember Regency
   4). Desire to read reviews of the experience of visiting the beach in Jember Regency
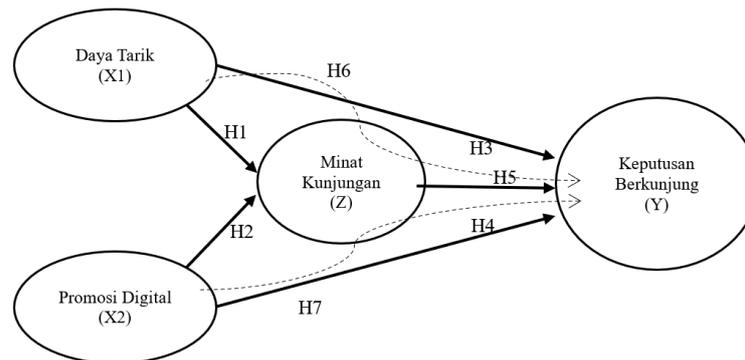
2.4. Research Conceptual Framework

Figure 1. Conceptual Framework, Source: processed by researchers (2024)

2.5. Research Hypothesis

a. It is suspected that attractiveness has a positive and significant effect on tourist interest in visiting beaches in Jember Regency
b. It is suspected that digital promotion has a positive and significant effect on tourist interest in visiting beaches in Jember Regency
c. It is suspected that attractiveness has a positive and significant influence on tourists' decisions to visit beaches in Jember Regency
d. It is suspected that Digital Promotion has a positive and significant influence on tourists' Visiting Decisions at beaches in Jember Regency
e. It is suspected that tourist interest in visiting has a positive and significant influence on tourists' decision to visit beaches in Jember Regency
f. It is suspected that attractiveness has a positive and significant effect on tourists' visiting decisions through tourist interest in visiting as an intervening variable
g. It is suspected that digital promotion has a positive and significant effect on tourists' visiting decisions through tourist interest in visiting as an intervening variable

3.   RESULTS AND DISCUSSION

3.1. Descriptive Analysis Results

Of the 400 respondents, 37.75% or 151 were men and 62.25% or 249 were women. Respondents had a master's education qualification of 6.5% or as many as 26 people, a bachelor's education qualification of 51.25% or as many as 205 people, a D3 education qualification of 6.0% or as many as 24 people, and a high school education qualification of 36.25%. or as many as 145 people. the number of respondents with an age range of <20 years was 49 or 12.25%, the number of respondents with an age range of 20 - 30 years was 241 or 60.25%, the number of respondents with an age range of 31 - 40 years was 86 or amounted to 21.5%, the number of respondents in the age range 41 – 50 years was 24 or 6.0%.

3.2. Validity Test Results

This validity test shows the suitability of each indicator with the theories used to define a construct (Hartono, 2014). The validation test criteria are using factor loadings (cross-loadings factor) with a value of more than 0.70 and average variance extracted (AVE) with a value exceeding 0.50 for the convergent validity test and for the discriminant validity test using a comparison of the roots of AVE with correlation between variables. It is known that all statement items are valid because they have a value above 0.7.

3.3. Reliability Test Results

Reliability testing is carried out with the aim of ensuring that the research instruments used can present concept measurements consistently without any bias (Ghozali & Latan, 2015)states that a reliability test is a test aimed at proving the accuracy, consistency and precision of an instrument in measuring a measuring instrument. If a questionnaire has a Cronbach's Alpha value ≥0.70 then it is declared reliable. It can be concluded that each variable construct is reliable or meets the reliability requirements.

3.4. Research Hypothesis Test Results

Hypothesis testing is based on the results of the SEM PLS model analysis which contains all supporting variables for hypothesis testing. The PLS model with the addition of the visiting interest variable as a mediating variable explains that the addition of variables will provide an additional contribution as an explanation of tourists' visiting decisions.
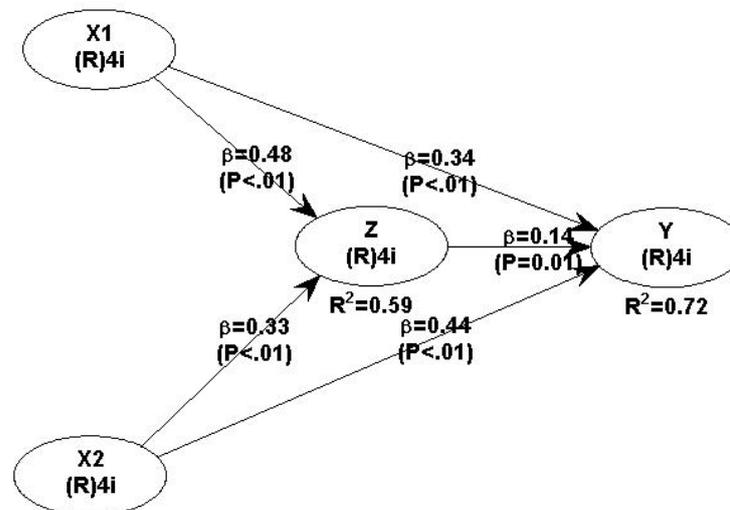

Figure 2. Conceptual Framework

3.5. Discussion
3.5.1. Influence of Tourist Attractions (X1) on Interest in Visiting (Z)

To test the tourist attraction variable (X1) on visiting interest, a Path coefficient value of 0.482 was obtained with a ρ-value of 0.001. Because the ρ-value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of tourist attraction (X1) on the decision to visit (Z). This research is in line with the results of research from Sarifiyono & Lesmana (2023) that attractiveness can encourage interest in visiting. However, the results of this study contradict the empirical evidence conducted by Novitaningtyas et al. (2022); Rustam (2022) that the attractiveness factor does not have a significant effect on visiting interest.

3.5.2. Influence of Digital Promotion (X2) on Visiting Interest (Z)

To test the digital promotion variable (X2) on visit interest (Z), a Path coefficient value of 0.330 was obtained with a ρ-value of 0.001. Because the ρ-value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of digital promotion (X2) on job satisfaction (Z). This research is in line with

the results of research from(Puspitasari & Ali, 2023) found that digital promotions influenced visiting interest. Thus, this research concretely supports a positive relationship between Digital Promotion efforts and the level of Visiting Interest. However, this research is different from the results of research Sumastuti & Puspitasari (2024) promotion does not have a significant impact on tourist interest in visiting.

3.5.3. The Influence of Tourist Attractions (X1) on Tourists' Visiting Decisions (Y)

To test the tourist attraction variable (X1) on tourists' visiting decisions (Y), a Path coefficient value of 0.343 was obtained with a ρ-value of 0.001. Because the ρ-value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of tourist attractions (X1) on tourists' visiting decisions (Y). The results of this research have significant similarities with previous research conducted by Kusnaidi et al (2022); Purwanto et al (2021); Sarifiyono et al (2023) which stated that attractiveness has a significant positive effect on the decision to visit. Different from research results Makawoka et al. (2022); Rokhayah & Adriana (2021) that tourist attractions do not have a significant effect on the decision to visit.

3.5.4. The Influence of Digital Promotion (X2) on Tourists' Visiting Decisions (Y)

To test the digital promotion variable (X2) on tourists' visiting decisions (Y), a Path coefficient value of 0.436 was obtained with a ρ-value of 0.001. Because the ρ-value is smaller than α (0.001 < 0.05), H0 is rejected, thus there is a significant influence of digital promotion (X2) on tourists' visiting decisions (Y). The results of this research are in accordance with supporting theories, while in this research there are similarities in the results with previous research conducted by Sarifiyono & Lesmana (2023); Humam et al. (2022); Darifah et al. (2023), that promotion Buchori & Harwani (2021); Silaban et al. (2019); Purnamasari & Budiatmo (2019); Virgarena et al. (2024); Qomariah et al. (2021); Andrenata & Qomariah (2022); Febrianti et al. (2024) has a significant effect on purchasing decisions for a product. In contrast to research by Agustina et al (2022) which shows that digital promotions do not have a positive and significant effect on purchasing decisions.

3.5.5. The Influence of Visiting Interest (Z) on Tourists' Visiting Decisions (Y)

To test the variable job satisfaction (Z) on tourists' visiting decisions (Y), a Path coefficient value of 0.138 was obtained with a ρ-value of 0.010. Because the ρ-value is smaller than α (0.010 < 0.05), H0 is rejected, thus there is a significant influence of interest in visiting (Z) on tourists' visiting decisions (Y). The results of this research are in accordance with supporting theories, while in this research there are significant similarities in results with previous research conducted by Kusnaidi et al (2022); Sunarti et al (2017); Rachmadhania et al (2017); Purwanto et al (2021); Sarifiyono et al (2023) that interest in visiting can encourage the decision to visit.

3.5.6. The Influence of Tourist Attraction (X1) on the Tourist Visiting Decision Variable (Y) Through the Intervening Variable Visiting Interest (Z)

The indirect influence of tourist attraction (X1) on the tourist visiting decision variable (Y) through the intervening variable visiting interest (Z) is 0.067, which is smaller in value compared to the direct influence of the tourist attraction variable (X1) on the tourist visiting decision variable (Y) which is 0.343. After testing and data analysis, the results were obtained which stated that tourist attractions had an influence on tourists' visiting decisions through their interest in visiting coastal tourist areas in Jember Regency. This was proven to be true. The results of this research support empirical evidence conducted by Purwanto et al (2021) stating that interest in visiting can mediate the influence of attraction on the decision to visit and interest in visiting can mediate the influence of E-WOM on the decision to visit. However, the research results of Novitaningtyas et al (2022) and Rustam (2022) show that tourist attractions do not influence interest in visiting.

3.5.7. The Influence of Digital Promotion (X2) on Tourists' Visiting Decisions (Y) Through the Intervening Variable Interest in Visiting (Z)

The indirect influence of the digital promotion variable (X2) on tourists' visiting decisions (Y) through the intervening variable interest in visiting (Z) is 0.031, which is a value smaller than the direct influence of the digital promotion variable (X2) on the tourist visiting decision variable (Y) which is 0.436. After testing and data analysis, the results were obtained which stated that digital promotion of tourist destinations had an influence on tourists' visiting decisions through their interest in visiting coastal tourist areas in Jember Regency. This was proven to be true. This is in accordance with research by Irsyad et al (2023). However, research by Sumantri et al (2023) states that digital promotions cannot influence the intention to visit and ultimately do not decide to visit.

4. CONCLUSION

Tourist attractions have a significant effect on tourist interest in visiting the coastal tourist area in Jember Regency. It is proven to be true or H1 is accepted. This could be due to aspects related to tourist attractions that have an impact on interest in visiting. Aspects of tourist attractions include: General condition of beaches in Jember Regency, Natural views on beaches in Jember Regency, Availability of souvenirs or merchandise related to beach tourism objects in Jember Regency and Organizing local cultural festivals or ceremonies held on beaches in the Regency Jember. This is supported by the results of descriptive analysis which states that in general respondents agreed or gave positive responses to aspects of the tourist attraction of the coastal tourist area in Jember Regency.

Digital promotion of tourist destinations has a significant effect on interest in visiting coastal tourist areas in Jember Regency, proven to be true or H2 accepted. This is due to aspects related to digital promotion of tourist destinations which have had a positive impact on interest in visiting coastal tourist areas in Jember Regency. Aspects of digital promotion of tourist destinations include: Information about beaches in Jember Regency which is available on the internet; Reviews of visitors who have come to the beach in Jember Regency are available on the internet; Promotions related to beaches in Jember Regency which are available on the internet; Communication from beach managers in Jember Regency with the community via the internet.

Tourist attractions have a significant influence on tourists' visiting decisions. The coastal tourist area in Jember Regency has been proven to be true or H3 has been accepted. This could be due to the fact that aspects related to tourist attractions have been able to create tourists' visiting decisions. Aspects of destination image include the general condition of beaches in Jember Regency, natural views on beaches in Jember Regency, availability of souvenirs or merchandise related to beach tourism objects in Jember Regency and the organization of local cultural festivals or ceremonies held on beaches in Jember Regency.

Digital promotion of tourist destinations has a significant influence on tourists' decisions to visit coastal tourist areas in Jember Regency, proven to be true or H4 accepted. This shows the importance of digital promotional strategies in attracting tourists. The availability of comprehensive and easily accessible information online is very important in influencing tourist decisions. This information can include a description of the beach, available facilities, how to reach the location, and interesting things that can be enjoyed around the beach. Accurate and up-to-date information helps potential visitors plan their trips. Reviews and testimonials from previous visitors have a big influence in shaping the perceptions and expectations of potential tourists. Positive reviews can increase trust and interest in visiting, while managers can also utilize feedback to continue to improve service quality. Effective digital promotional campaigns, such as advertising on social media, interesting content on official websites, or collaboration with influencers, can increase the visibility and attractiveness of beaches in Jember Regency. Creative and precisely targeted promotions can trigger interest and desire to visit this destination. Direct interaction between beach managers and potential visitors via digital platforms (such as social media, email or online chat) can increase engagement and provide more personalized information. Prompt and informative responses to potential visitors' questions or concerns can build trust and encourage a decision to visit.

Interest in tourist visits is an important factor that needs to be considered in efforts to increase the number of tourists in the coastal tourist area in Jember Regency. By increasing interest in tourist visits, it is hoped that the number of tourists visiting beaches in Jember Regency can increase and make a positive contribution to the local economy.

Further studies may be needed to continue this research, especially regarding what media can be utilized by coastal tourism area managers to significantly increase digital promotion. Another step that can be taken is to conduct further research related to the infrastructure that must be prepared to increase the attractiveness of coastal tourism areas, so that it can increase interest in visits and visiting decisions for domestic and foreign tourists.

REFERENCES

Andrenata, A., & Qomariah, N. (2022). Pengaruh Marketing Mix 4p Terhadap Keputusan Pembelian Konsumen Pada Sangkar Mas Desa Dawuhan Mangli Sukowono Jember. PUBLIK: Jurnal Manajemen Sumber Daya Manusia, Adminsitrasi Dan Pelayanan Publik, IX(1), 51–63. https://doi.org/https://doi.org/10.37606/publik.v9i1.263

Buchori, A., & Harwani, Y. (2021). The Effect of Service Quality and Promotion on Purchase Intention Mediated by Trust (Case Study: PT China Taiping Insurance Indonesia). European Journal of Business and Management Research, 6(2), 44–47. https://doi.org/10.24018/ejbmr.2021.6.2.764

Darifah, D., Irmaningsih, E. S., & Permana, D. (2023). The Influence of Product Quality, Promotion and Role of Influencers on Customer Trust and Their Implications in Financing Decisions at KPR Bank

XYZ Syariah. Dinasti International Journal of Digital Business Management, 4(3), 586–595. https://doi.org/https://doi.org/10.31933/dijdbm.v4i2

Febrianti, D. D., Qomariah, N., & Thamrin, M. (2024). The Influence of Price , Promotion , Product Quality on Purchasing Decisions at " Mie KBR " Jember. Journal of Economics, Finance and Management Studies, 07(01), 364–371. https://doi.org/10.47191/jefms/v7-i1-39

Gao, J., Peng, P., Lu, F., Claramunt, C., Qiu, P., & Xu, Y. (2024). Mining tourist preferences and decision support via tourism-oriented knowledge graph. Information Processing & Management, 61(1), 103523.

Ghozali, I., & Latan, H. (2015). Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip.

Humam, H., Lestari, R., & Nurwulandari, A. (2022). Pengaruh kualitas produk, promosi penjualan, persepsi harga terhadap kepercayaan dan dampaknya pada keputusan pembelian di Qonita Property Depok. Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan, 4(4), 1929–1939. https://doi.org/https://doi.org/10.32670/fairvalue.v4iSpesial%20Issue%204.1304

Makawoka, C. D. P., Soepeno, D., & Loindong, S. S. R. (2022). Daya Tarik Wisata, Citra Destinasi Dan Electronic Word of Mouth (E-Wom) Terhadap Keputusan Berkunjung Pada Objek Wisata Pantai Kenzo Desa Kombi. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 10(3), 817–829.

Masrin, I., & Akmalia, O. K. (2019). Strategi pemasaran untuk meningkatkan kedatangan wisatawan. Jurnal Manajemen Dan Bisnis Indonesia, 5(2), 204–216.

Naslund, J. A., & Aschbrenner, K. A. (2019). Digital technology for health promotion: opportunities to address excess mortality in persons living with severe mental disorders. BMJ Ment Health, 22(1), 17–22.

Novitaningtyas, I., Giovanni, A., & Lionora, C. A. (2022). Faktor-faktor yang mempengaruhi minat berkunjung wisatawan di kawasan balkondes borobudur. Jurnal Pariwisata, 9(1), 28–36.

Purnamasari, M., & Budiatmo, A. (2019). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung Dengan Keputusan Pengunjung Sebagai Variabel Intervening Pada Objek Wisata Candi Borobudur Kabupaten Magelang. Ilmu Administrasi Bisnis, 8(3), 1–8.

Puspitasari, R., & Ali, S. (2023). Pengaruh Pengalaman Pelanggan dan Kepuasan Pelanggan Terhadap Minat Wisatawan Berkunjung Kembali Ke Pulau Pahawang Lampung. Jurnal Kompetitif Bisnis, 1(13), 14.

Qomariah, N., Mahendra, M. M. D., & Hafidzi, A. H. (2021). The Effect Of Price Consciousness , Sales Promotion And Online Customer Reviews On Purchase Decisions At The Marketplace Tokopedia. IOSR Journal of Business and Management (IOSR-JBM), 23(6), 57–63. https://doi.org/10.9790/487X-2306045763

Rahmadayanti, T., & Murtadlo, K. (2020). Pengaruh Efektivitas Media Sosial, Daya Tarik, Harga Tiket, dan Fasilitas Pelayanan Wisata Terhadap Keputusan Berkunjung di Curug Goa Jalmo Kabupaten Pasuruan. MALIA: Jurnal Ekonomi Islam, 12(1), 125–136.

Rakhmawati, A., Nizar, M., & Murtadlo, K. (2019). Pengaruh electronic word of mouth (e-WOM) dan viral marketing terhadap minat berkunjung dan keputusan berkunjung. SKETSA BISNIS (e-Jurnal), 6(1), 13–21.

Revida, E., Trimurni, F., & Purba, S. (2021). The innovation of tourist villages to enhance tourist visits in Samosir, North Sumatera.

Rokhayah, E. G., & Andriana, A. N. (2021). Pengaruh Daya Tarik Wisata, Fasilitas, dan Aksesibilitas terhadap Keputusan Berkunjung Wisatawan di Pantai Istana Amal Kabupaten Penajam Paser Utara. Jurnal Kajian Dan Terapan Pariwisata, 2(1), 10–18.

Rustam, Y. (2022). Analisa daya tarik wisata terhadap minat kunjungan wisatawan di Pantai Pasir Mayang Kabupaten Paser. Jurnal Administrasi Bisnis, 10(3), 205–212.

Sarifiyono, A. P., & Lesmana, B. (2023). Konten Social Media Marketing dan Tourist Attractions melalui Minat Berkunjung akan Meningkatkan Keputusan Kunjungan Wisatawan pada UMKM di Kawasan Wisata Jawa Barat. Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship, 12(2), 582–601.

Silaban, S. E., Elisabeth, E., & Sagala, R. (2019). Pengaruh Promosi, Harga dan Inovasi Produk Terhadap Keputusan Pembelian Pada Kentucky Fried Chicken (Kfc) Simpang Mataram Medan. JRAK, 5(2), 209–228.

Sumastuti, E., & Puspitasari, R. H. U. (2024). Pengaruh Promosi, Harga, Lokasi, Citra Destinasi dan Kualitas Layanan Terhadap Minat Berkunjung Di Pantai Karang Jahe Rembang. Jurnal Ilmiah Manajemen Bisnis Dan Ekonomi Kreatif, 3(1), 16–27.

Suryadana, M. L. (2022). Pengantar pemasaran pariwisata.

Virgarena, R. A. T., Herlambang, T., Martini, N. N. P., & Qomariah, N. (2024). The Influence of Political Program Promotion and Social Media on the Decision to Elect DPRD Members. Journal of Economics, Finance and Management Studies, 07(06), 3653–3659. https://doi.org/10.47191/jefms/v7-i6-56