MODELING INTEREST IN VISITING THROUGH EXPECTED VALUES IN TOURISM AT SOLOK REGENCY, INDONESIA

Emil Salim[A], Hapzi Ali[B], Yulasmi[C]

ABSTRACT

Purpose: This study aims to determine the effect of Digital Marketing, Local Wisdom and Facilities on Tourist Interests in Visiting Tourism in Solok Regency.

Theoretical framework: Competition for tourist destinations requires understanding, apart from tourism destinations or tourism-specific factors, the inclusion of factors that affect competition for companies and organizations involved in the production of tourism "products". In other words, a tourist destination is competitive if it can attract and satisfy potential tourists and this competition is determined by tourism-specific factors and broader factors that influence tourism service providers. (Trusov, 2016)

Design/methodology/approach: The sample size in this study was adjusted to the Structural Equation Model, which became Structural Equation (SEM). This means that a minimum of 200 samples must be included in the SEM study using the MLE estimation model.

Findings: The findings in this study prove that facilities have a significant impact on the interest of visiting tourists. This proves that interest in visiting will increase along with the good facilities offered at a tourist destination, which is because the expectations of tourists who come before visiting a tourist attraction are to get satisfaction or happiness after visiting the tourist attraction.

Research, Practical & Social implications: The implicative suggestion from this study is that tourism managers must also prioritize developments that occur in the tourism industry so that tourism objects are not left behind in the face of competition with other tourist objects.

Originality/value: The drastic decrease in tourist visits to Solok Regency makes this a gap in this study. So this research focuses on analyzing the factors that are considered relevant to influence the decision to visit, namely product, price and digital marketing. The novelty in this study lies in the object under study, namely all existing tourist destinations with the research subjects being visiting tourists using the Structural Equation Modeling (SEM) approach. The results of this study are expected to contribute to the development of marketing science, especially in the tourism sector.

Doi: https://doi.org/10.26668/businessreview/2023.v8i5.986

[A] *Masters Management. Universitas Putra Indonesia YPTK Padang. Jalan Raya Lubuk Begalung, Padang City, West Sumatera. E-mail: emil_salim@upiyptk.ac.id Orcid: https://orcid.org/0000-0002-6483-4907*
[B] *Professor of Management. Universitas Putra Indonesia YPTK Padang. Indonésia. E-mail: hapzi.Ali@gmail.com Orcid: https://orcid.org/0000-0002-2938-4453*
[C] *Doctor of Management. Universitas Putra Indonesia YPTK Padang. Indonésia. E-mail: yulasmi@upiyptk.ac.id Orcid: https://orcid.org/0000-0003-0381-474X*

Intern. Journal of Profess. Bus. Review. |Miami, v. 8 | n. 5| p. 01-27 | e0986 | 2023.

1

MODELANDO O INTERESSE EM VISITAR POR MEIO DE VALORES ESPERADOS NO TURISMO EM SOLOK REGENCY, INDONÉSIA

RESUMO

Propósito: Este estudo tem como objetivo determinar o efeito do Marketing Digital, da Sabedoria Local e das Instalações sobre os Interesses Turísticos no Turismo Visitante na Regência de Solok.

Estrutura teórica: A competição pelos destinos turísticos exige compreender, para além dos destinos turísticos ou dos fatores específicos do turismo, a inclusão dos fatores que afetam a concorrência das empresas e organizações envolvidas na produção de "produtos" turísticos. Em outras palavras, um destino turístico é competitivo se consegue atrair e satisfazer potenciais turistas e essa competição é determinada por fatores específicos do turismo e fatores mais amplos que influenciam os prestadores de serviços turísticos. (Trusov, 2016)

Design/metodologia/abordagem: O tamanho da amostra neste estudo foi ajustado ao Modelo de Equações Estruturais, que passou a ser Equação Estrutural (SEM). Isso significa que um mínimo de 200 amostras deve ser incluído no estudo SEM usando o modelo de estimativa MLE.

Descobertas: O nome do destino é o elemento que mais contribui para a formação da marca do destino West Java. Além disso, o nome do destino é acessível para que os visitantes se lembrem e influenciem sua decisão de visita. Entretanto, de acordo com os entrevistados, as tags e logotipos também são elementos essenciais nos destinos de marca em West Java.

Pesquisa, implicações práticas e sociais: A sugestão implicativa deste estudo é que os gestores de turismo também devem priorizar os desenvolvimentos que ocorrem na indústria do turismo para que os objetos turísticos não sejam deixados para trás em face da concorrência com outros objetos turísticos.

Originalidade/valor: A drástica diminuição de visitas turísticas à Regência de Solok torna isso uma lacuna neste estudo. Assim esta investigação centra-se na análise dos fatores que se consideram relevantes para influenciar a decisão de visita, nomeadamente produto, preço e marketing digital. A novidade neste estudo reside no objeto em estudo, ou seja, todos os destinos turísticos existentes, sendo os sujeitos da pesquisa turistas visitantes usando a abordagem Structural Equation Modeling (SEM). Espera-se que os resultados deste estudo contribuam para o desenvolvimento da ciência do marketing, especialmente no setor do turismo.

Palavras-chave: Elemento da Marca, Identidade da Marca, Destination Branding, City Branding.

MODELO DEL INTERÉS PARA VISITAR A TRAVÉS DE LOS VALORES ESPERADOS EN EL TURISMO EN LA REGENCIA DE SOLOK, INDONESIA

RESUMEN

Propósito: Este estudio tiene como objetivo determinar el efecto del marketing digital, la sabiduría local y las instalaciones en los intereses turísticos en el turismo visitante en Solok Regency.

Marco teórico: La competencia por los destinos turísticos requiere entender, además de los destinos turísticos o factores turísticos específicos, la inclusión de factores que inciden en la competencia de las empresas y organizaciones involucradas en la producción de "productos" turísticos. En otras palabras, un destino turístico es competitivo si puede atraer y satisfacer a turistas potenciales, y esta competencia está determinada por factores específicos del turismo y factores más amplios que influyen en los proveedores de servicios turísticos. (Trusov, 2016).

Diseño/metodología/enfoque: El tamaño de la muestra en este estudio se ajustó al Modelo de Ecuación Estructural, que se convirtió en Ecuación Estructural (SEM). Esto significa que se deben incluir un mínimo de 200 muestras en el estudio SEM utilizando el modelo de estimación MLE.

Hallazgos: El nombre del destino es el elemento que más contribuye a la formación de la marca del destino West Java. Además, el nombre del destino es accesible para que los visitantes lo recuerden e influyan en su decisión de visitarlo. Sin embargo, según los encuestados, las etiquetas y los logotipos también son elementos esenciales en los destinos de marca en Java Occidental.

Implicaciones de investigación, prácticas y sociales: La sugerencia implicativa de este estudio es que los gerentes de turismo también deben priorizar los desarrollos que tienen lugar en la industria del turismo para que los objetos turísticos no se queden atrás frente a la competencia con otros objetos turísticos.

Originalidad/Valor: La drástica disminución de las visitas turísticas a Solok Regency hace que esto sea una brecha en este estudio. Así, esta investigación se centra en el análisis de los factores que se consideran relevantes para influir en la decisión de visitar, a saber, producto, precio y marketing digital. La novedad de este estudio radica en el objeto de estudio, es decir, todos los destinos turísticos existentes, siendo los sujetos de investigación los turistas visitantes utilizando el enfoque Structural Equation Modeling (SEM). Se espera que los resultados de este estudio contribuyan al desarrollo de la ciencia del marketing, especialmente en el sector turístico.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

2

Palabras clave: Elemento de Marca, Identidad de Marca, Branding de Destino, Branding de Ciudad.

INTRODUCTION

The development of the tourism sector with an international component creates dynamics of economic exchange between countries. One of the most important sectors in Indonesia is tourism, making a significant contribution to the country's national GDP (Mortazavi, 2021). The national economy, which is contributed by the tourism sector, has an increasing value. This can be seen when the national economy in 1997 experienced a global crisis so that export revenues decreased drastically. With the contribution of the tourism sector, it can increase from 10% to 17% which makes Indonesia the largest foreign exchange earner based on Indonesian exports of goods and services. It ranks higher from 5th to 4th position, using ten billion dollars in foreign exchange earnings. Meanwhile, his contribution to GDP has surpassed 3.8% (Georgescu Paquin & Cerdan Schwitzguébel, 2021). When the multiplier effect is considered, tourism contributes about 9% of GDP (Agussalim, Kristin, & Ali, 2016). The tourism sector is the fourth largest labor sector because it managed to absorb 10.18 million people or an accumulated 8.9% of the total workforce (Gilang Widagdyo, 2015).

If you look at the data above, the growth rate of foreign tourists and foreign tourists has fluctuated growth, and 2019 was a very declining year for the growth rate of foreign tourists and tourists. This is because the world has begun to be hit by the Covid-19 virus pandemic. Throughout 2021, foreign tourist visits only reached 1.56 million visits, a decrease of 61.57% compared to 2020. The pandemic control factor is considered to be the key to recovering international demand.

Indonesia is one of the best in handling Covid, although the number of cases is currently increasing, the trend of daily cases per population is lower than competing countries. The number of people vaccinated in Indonesia is already high, but in terms of percentage it is still below competitor countries and the number of deaths due to Covid-19 is below the US, Singapore and Thailand. Implementation of health protocols and vaccinations is the key in controlling Covid-19 cases.

In addition, the development of the tourism industry in recent times shows a very very interesting phenomenon. The opportunity created by the tourism industry, especially with the new attitude shown by the world community, is a very, very extraordinary economic potential (Anuvareepong, 2017). Tourism will overtake manufacturing as the largest industry in the world in 2000 (Sudarmayasa, Setiyowati, Uhai, & Anugrah, 2022). The tourism sector can

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

3

utilize human resources of 204 million people or 10.6% of the total global workforce; generate 10.2 percent of global gross national product, with gross output approaching US$ 3.4 trillion and highest tax revenues exceeding US$ 655 billion; and contributed 10.9% to total consumption expenditure, 10.7% to total capital investment, and 6.9% to total government spending (Hwang, 2020).

Indonesia is an archipelagic country that has so much tourism potential that it should be able to attract tourists to visit. With 34 existing provisions and of course, a variety (Ali, Limakrisna, & Jamaluddin, 2016) of tours on offer, Indonesia has its charm for visiting tourists. Call it the Province of West Sumatra in Indonesia, which is a province with many very beautiful lakes (Siregar, Selwendri, & Abdilah, 2020). Indonesian tourists flock to West Sumatra because this province has a rich cultural heritage and stunning natural beauty. Visitors to the region are attracted by the various international festivals and events, which are held regularly. In promoting tourism in West Sumatra, there are events, such as the Tour de Singkarak which is a cycling competition event, the Mentawai International Pro Surf Competition which is a surfing championship, and Fly for Fun which is a paragliding event on Lake Maninjau. (Rideng, Budiartha, & Sukandia, 2020)

However, this extraordinary potential is not supported by various important aspects such as inadequate facilities in various tourist destinations, of course, this indirectly has an impact on the interest of tourists to visit as can be seen in the graph of data on tourist visits both local and foreign visiting West Sumatra.

This is inversely proportional to expectations, the expectations that are owned are tourists who always increase significantly every year (Petit, 2019). Meanwhile, if you look at the natural beauty offered by West Sumatra, it is quite attractive to tourists, one of which is Solok Regency in West Sumatra which is less exposed. In addition, technically a decline in foreign tourists to West Sumatra is a challenge that needs to be addressed. Solok Regency is a district in the province of West Sumatra, Indonesia (Gan & Wang, 2017). This district is one of the largest rice production centers in West Sumatra, known as Bareh Solok. Solok Regency has natural charms that other regions do not have, such as the charms of Lake Above and Below Lake, Singkarak Lake, Talang Lake, and Tuo Lake. Then there is also Mount Talang which is still active and a green expanse of tea gardens in the Gunung Talang District and many others.

This phenomenon is certainly contrary to the natural beauty and good tourism potential that is not comparable to the tourist facilities provided by the lake above which are considered more complete and comfortable for visitors because they include water tourism and housing.

Of course, this is considered to have a significant impact on the decline in tourist interest in visiting Solok Regency. Efforts to correct all these deficiencies to increase interest in tourist visits have considerable opportunities, especially if carried out in this digital era.

On research from social media users in Indonesia, 61.8% of the total population will use social media in January 2021. This number has increased by 10 million people, or approximately 6.3%, from last year to 170 million people in 2021. users are increasing across the archipelago. According to the Indonesian Internet Service Providers Association (APJII), Indonesia's total internet users reached 73.7% of the total population in the second quarter of 2020, which was around 266 million people, according to the Central Statistics Agency.

Based on the phenomenon, it is indicated that interest in visiting is influenced by Digital Marketing, Local Wisdom & Facilities. This is in line with several previous studies, including (Silalahi, 2020) the results of hypothesis testing explaining that model testing on Jatim Park II in Batu City shows that customer satisfaction can be achieved with a marketing mix of services and innovations, and customer satisfaction obtained by a company. can improve marketing performance. Then (Sondakh & Tumbel, 2016) and there are still many previous studies that are in line with this research such as (Pelsmacker, 2018) dan (Leeflang, 2014) which states that digital marketing has an effect on tourist interest, then research (Arismayanti, 2021) which states that local wisdom has an effect on tourist interest, and research (Vengesayi, Mavondo, & Reisinger, 2009) and (Rokhayah & Ana Noor Andriana, 2021) which states that local wisdom has an effect on interest in visiting. Findings show that natural tourist attractions and word of mouth promotion have a considerable positive effect on satisfaction, and satisfaction has a beneficial effect on further visits. And based on the phenomenon, it is suspected that the interest in visiting is influenced by Digital Marketing, Local Wisdom & Facilities. The drastic decrease in tourist visits to Solok Regency makes this a gap in this study. So this research focuses on analyzing the factors that are considered relevant to influence the decision to visit, namely product, price and digital marketing. The novelty in this study lies in the object under study, namely all existing tourist destinations with the research subjects being visiting tourists using the Structural Equation Modeling (SEM) approach. The results of this study are expected to contribute to the development of marketing science, especially in the tourism sector.

THEORETICAL FOUNDATIONS AND RESEARCH BACKGROUND

Interest is a subjective concept that is closely related to attitude. Prejudice is based on interests and attitudes, and interests also play a role in decision making. Based on the definitions

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

5

of experts such as According to Tampubolon (Dalmoro et al., 2020), Lancester & Lester (Dadwal, 2015), Kotler and Keller (Petit, 2019), Jahja (Hollebeek, 2019) and Ferdinand (Melero, 2016), it can be synthesized or it can be concluded that the interest in visiting is a desire or desire that arises in a person which leads to the decision to choose a tourist attraction.

A product or service can be promoted through digital marketing. We can now get information, do business and reach a wider audience to promote future businesses thanks to the internet. To reach a more precise and focused audience or number of site visits. The advantage is that you can attract more targeted visitors who are specifically interested in the advertised product or service. Based on several opinions and definitions of experts such as according to Coviello, Milley and Marcolin(Li, 2017), American Marketing Association (Dressler & Paunovic, 2019), Urban (Safira, Noer, Rahmanto, Syams, & Fahmi, 2018), Caffey (Ernawati, 2021) and (Hwang, 2020) then it can be synthesized or concluded that Digital Marketing is a promotional activity, both for the promotion of a brand or product using or utilizing digital media and the internet on a particular object.

Due to the diversity of ethnic groups and cultures, Indonesia has a multicultural society. No wonder our country is rich in local wisdom. This can be both a strength and a weakness in building a peaceful and prosperous society. Local people to solve problems and meet their own needs through life strategies by means of activities carried out by local people with a perspective on knowledge and life is local wisdom. According to Wibowo (Salaheldin, Hassanain, Hamida, & Ibrahim, 2021), every aspect of community life, including religion, culture and traditions, reflects local wisdom. In addition, there are several experts who offer their thoughts on the meaning of local wisdom, such as: Sibarani (Lamberton, 2016), local wisdom is an example of the type of local wisdom that originates from noble local cultural values and is used to maintain order in people's lives. Paulo Freire (Gürhan-Canli, 2018), says what he thinks about local wisdom and how to teach students to be grounded in reality. Warigan defines (Parise, 2016), local wisdom refers to the aspirations of the community which have been proven to play a role in influencing community growth.

Then it can be synthesized or concluded that local wisdom is a cultural aspect of a civilization that cannot be separated from the language of the community itself. Word of mouth is the most common technique in which local knowledge is passed from one generation to the next.

Tourism activities require infrastructure to sustain them, as well as attractions and accessibility that attract the right types of visitors. Various infrastructures are needed to

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

6

accommodate these trips, starting with the needs of tourists when they leave their homes. Based on some of the opinions and definitions of the experts above as according to Lupioadi (Thorn, Coast, & Andronis, 2016), Kotler (Bhuiyan & Darda, 2020), Youti (Seakhoa-King, Augustyn, & Mason, 2020) Mill and Tjiptono (Eskandari & Noorzai, 2021) and Sunaryo (Ardiansyah, Sumar, & Nugroho, 2022), then the data is synthesized or concluded that tourism infrastructures are everything that is needed so that tourist attractions can develop and develop so that they can meet various needs.

If a product meets customer expectations, that customer will be happy. Because of this, customers are more likely to be satisfied with goods when their expectations are met. Consumers will easily spread negative perceptions of a brand if they are disappointed with the product's ability to meet their expectations. Conversely, people will be happy if their expectations are met. The following are three possible scores for the customer satisfaction survey: (Xue & Deng, 2020)

Expectations are a determining element of consumer satisfaction in Kotler & Keller (Autier, 2018)and play an important role as a benchmark used to measure the quality of products consumed and initial cues that influence buying behavior.

Economic interaction between countries is stimulated by the growth of the tourism industry which has a global dimension in its development. The Indonesian economy is very dependent on tourism which is the country's main source of income. The tourism industry is becoming increasingly important to the economy as a whole. During global economic crises, such as the one that hit the United States in 1997, export earnings plummeted. As the country's largest source of foreign exchange, tourism now accounts for 17% of all exports, up from 5% in 2005 and 4% in 2010, generating $10 billion in USD. As a result, tourism's direct impact on GDP increased to 3.8%, while the multiplier effect brought the total to almost 9%. (Robinson, 2017)

A total of 10.18 million people, or 8.9% of the total workforce, are employed in this industry, making it the fourth largest employer in the country. Based on the review of the theoretical basis, a framework can be developed to make it easier for the reader to understand the core points that the author wants to convey. (Valos, 2016)

West Sumatra is home to some of Indonesia's most impressive natural resources. The diversity of West Sumatra's tourist attractions is impressive, with choices ranging from nature tours to activities for the whole family. Apart from being relatively large, West Sumatra's natural resources must be protected in this area. West Sumatra has a lot to offer in terms of

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

7

ecotourism, marine tourism and other types of adventure tourism. Heritage and religious tourism, gastronomic tourism and shopping tourism, as well as city and village tourism are examples of cultural tourism. (Hsiao, 2018)

The tourism potential in West Sumatra will have such a big impact on local revenue if it is managed properly. However, there are still many tourist spots in West Sumatra that have not been properly regulated and organized by the provincial government. There is still a lack of public concern and the role of the government towards objects of historical value. Many of the city's historic buildings have been destroyed, its inhabitants ignorant of its origins, and its modern culture quickly adapted to it. There are also many historic buildings that have been abandoned or are no longer used.

In addition, the lack of precise targeting in promotion, the low quality of tourist attractions, inadequate facilities and infrastructure, and the absence of existing supporting facilities and infrastructure are the main challenges facing tourism development in West Sumatra. This is because the city government pays little attention to the potential of these tourist sites. As a result, the government has simply given the industry its undivided attention, leaving the more valuable tourism sector in the dust. Customer expectations are based on previous experience, word of mouth and promotional activities. Based on this information, the consumer will make a decision about which service provider to use.(Huibin, 2012)

Figure 1. Conceptual Framework

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

8
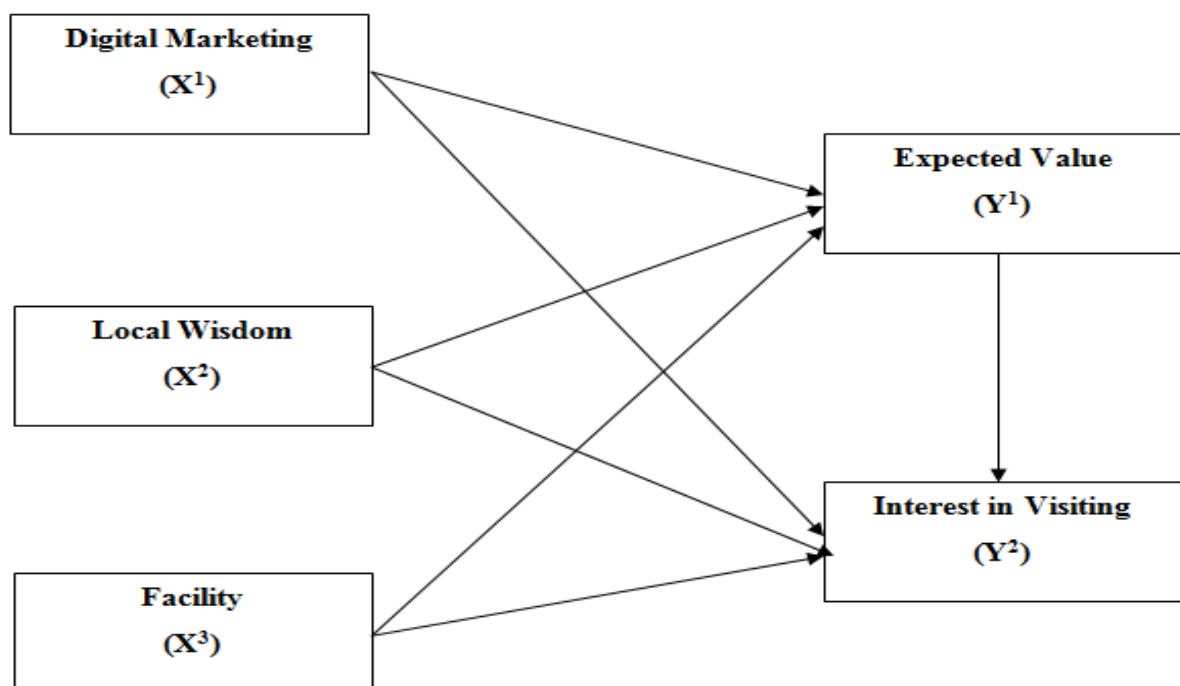
RESEARCH METHOD

Study Area

This research was conducted in Solok Regency, West Sumatra, Indonesia. This research is focused on all tourist objects registered at the Department of Tourism and Culture of Solok Regency, which is 34 tourist objects. Primary and secondary data were used to collect information relevant to this research. Tourists in Solok Regency are given a series of questions (Questioners) to collect primary data. Secondary data on tourist visits were obtained through the ministry of tourism.go.id, the Solok Regency Central Statistics Agency (BPS), West Sumatra BPS, and the Solok Regency Tourism Office.This type of research is causal research (Tjiptono, 2015) In experimental research, when exogenous variables are treated in a controlled manner by researchers to evaluate their effects on endogenous variables directly, stating the causal design is important in assessing how one variable has an impact on other variables. There are various exogenous and endogenous variables in the quantitative method of this study based on the Structural Equation Modeling (SEM) analysis model.

Population and Sample

The research will look at the population as a whole or as a collection of individual components. As far as representing a sample of the entire population, a good sample requirement captures as many features as possible from the whole. 1) Accuracy is the degree to which there is no "bias" (error) in the sample, in the language of measurement. 2) the level of estimation precision, precision refers to how accurate our estimates are in terms of demographic features (Xu, 2016). According to (Ridwan, Mulyani, & Ali, 2020) all traits and population numbers are represented in this small sample. The following table shows the demographics of Solok Regency visitors for the last five years, from 2016 to 2020:

Table 2. Tourist Research Population in Solok Regency 2016 - 2020

No.	Year	Population
1.	2016	60.156
2.	2017	50.987
3.	2018	40.987
4.	2019	34.765
5.	2020	19.435
Total Population		**206.330**

The sample size in this study was adjusted to the Structural Equation Model, which became Structural Equation (SEM). This means that a minimum of 200 samples must be

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

9

included in the SEM study using the MLE estimation model. (Purba, Arzio, & Ali, 2017), as well as 5-10 times the estimated number of parameters (Killian, 2015). Joreskog and Sorbom, following a number of previous points of view (Ratnanto & Purnomo, 2019).

Data Collection Technique

Data collection uses a questionnaire survey of tourists visiting Solok Regency. The survey questionnaire was administered. In the questionnaire, 3 to 4 questions are asked for each variable(Chassiakos, 2016), and a Likert scale ranging from 1-strongly disagree to 5-strongly agree, is used in the questionnaire (Kanwel et al., 2019). Then the validity and reliability were assessed after being collected from the questionnaire. A simple test is in order.Describing the data that has been collected as it is without drawing generalization conclusions is what descriptive analysis is about. No hypotheses are tested, predictions made, or conclusions drawn as a result of this analysis, which is simply the accumulation of simple decryptions. Descriptive analysis usually consists of Central Tendency, Variability, and Relative Standing (Dressler & Paunovic, 2019).

Central Tendency consists of three analyzes, namely the Mean is the average of the total values of all population members divided by the total number of population members, which is usually calculated by the formula.

$$\mu = \frac{\Sigma \quad x}{n} \text{ Population,} \qquad X = \frac{\Sigma \quad x}{n} \text{ Sample}$$

Varability (Changes / factors that are not fixed)(Dalmoro et al., 2020), consists of variance, standard deviation, and range = distance, but the standard deviation is the most frequently used. The standard deviation (SD) of foreign exchange rates is equal to the square of the variance (mean value). Extreme values can be determined using this number.

$$SD = \sqrt{\frac{\Sigma \quad (X - X1 - n)^2}{n}}$$

Relative Standing a person's standard deviation (SD)(Georgescu Paquin & Cerdan Schwitzguébel, 2021) from the group mean is used to calculate the Z-Score. Each variable in the study will be described in detail in this analysis. The data can be interpreted and described

using a frequency distribution table, which shows the frequency and proportion of each respondent's Linkert scale responses. This analysis does not compare one variable with other variables or with other variables. The following is the formula for calculating the average score for each indicator in the questionnaire statement : (Tzanetakis, 2016)

$$\text{Average score} = \frac{\sum fi \times Wo}{\sum f}$$

Where : $\sum fi$ = Total frequency to 1

Wo = Weight

$\sum f$ = Total frequency

Structural Equation Modeling (SEM) Analysis

Structural Equation Modeling (SEM) is where previous analytical models, for example, regression analysis, path analysis, and confirmatory factor analysis, are limited, new multivariate analysis techniques are developed (Scuotto, 2017). Analyzing the impact of one or more independent variables on the dependent variable is the goal of regression analysis. Due to the large number of variables involved, regression analysis cannot be used to perform an effect analysis. Using path analysis, it is possible to determine the order of completion of the three variables. Path analysis can be used to determine the effect of the independent variable on the dependent variable, either directly or indirectly (Følstad, 2018).

Research becomes even more complicated if there are latent variables (latent variables) generated by one or more observed variable indicator variables (measured/observed variables). Factor analysis, especially confirmatory factor analysis, is a technique for analyzing latent variables(Syazali, 2019). When many latent variables and explicitly measurable variables are involved, effect analysis becomes much more difficult. In this case, (Safira et al., 2018) structural equation modeling is a more appropriate analytical technique (Structural Equation Modeling) (Nour, 2016). SEM is a technique of the second generation of multivariate analysis that combines measurement models (confirmatory factor analysis) and structural models (regression analysis, path analysis). Indeed, there are several widely recognized analytical methods for multidimensional studies. However, all of them have not been able to carry out a causal and simultaneous analysis. The main drawback of this multivariate analysis tool is that it is limited to analyzing a single relationship at a time SEM is one possible solution (Ardito,

2019). SEM is now popular in business research under a variety of titles, including causal modeling, causal analysis, simultaneous, equation modeling, analysis of covariance structures, path analysis, and confirmatory factor analysis.

RESULTS & DISCUSSION

Solok Regency Area Overview

According to Law Number 12 of 1956 which stipulates the Establishment of an Autonomous Region in Central Sumatra, the Solok Regency was formed in the province. When Solok Regency was formed in 1970, Solok City was the capital of Solok Regency, but Solok City remained the administrative center of Solok Regency. At the end of 2003, Solok Regency was developed into two, namely Solok Regency and South Solok Regency. Law No. 38 of 2003 mandates the division and reduces Solok Regency to 4,594.23 Km^2. (Hapzi Ali. Nandan Lima Krisna., 2013) As a result of this division, Solok Regency became 14 sub-districts, 74 Nagari, and 403 Jorong. Through a deep thought process, mature and studied about the history of Solok, the government and society decided on April 9, 1913 as the anniversary of Solok Regency which was marked by the inclusion of the word Solok which was a district-level government unit in the Dutch era. Regional Regulation Number 2 of 2009 confirmed this agreement, as did Regional Regulation Number 1 of 2009. Solok Regency celebrated its 97th anniversary for the first time on April 9, 2010. Geographically, Solok Regency is located between 00° 32' 14" and 01° 46'45" south latitude and 100° 25' 00" and 101° 41' 41" east longitude. The altitude range of 329 meters to 1,458 meters above sea level characterizes the geography of this region. As can be seen in the image below:

Figure 5. Social Media Users in Indonesia in 2021

Source: Solok Regency

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

12

In addition to rivers and lakes, Solok Regency in Indonesia is known for its natural beauty and charm. With the largest lake being Lake Singkarak, others include the Twin Lakes (Lake Above/Lake below) at Ujung Ladang Sumani, Talang Lake, and Lake Tuo. Mount Talang, the only volcano in Solok Regency, is also located in Solok. With its proximity to Padang City and the Sumatra Cross Road, Solok Regency has a strategic location in West Sumatra Province which is famous for its natural beauty. In 2010, 38.88% of Solok Regency's area was classified as state forest, and 15.99% as community forest, based on land use. There are 10.37% of the fields/gardens that are cultivated by the community themselves, and 2.18% are controlled by plantation businesses. Approximately 6.30% of West Sumatra's land is used for rice fields and is the largest area in the region. Besides Kubung and Bukit Sundi, the largest rice field area in Solok Regency was in Gunung Talang District, Solok Regency in 2010. Other sub-districts have an area of less than 3000 hectares of rice fields (MacKey, 2016).

Outer Loading Factor

Convergent validity of the measurement model can be seen from the relationship between the indicator scores and the variable scores. (F. Hair Jr et al., 2014) Explaining latent constructs. The loading factor value of 0.5 to more has a fairly strong validation value. The initial outer loading values for all variables can be seen in Table 5. (Istianingsih, Salim, & Defit, 2019) stated that a loading factor of 0.5-0.6 is suitable for the indicator. The results of testing the outer model using the SmartPLS v 3.2.9 analysis tool obtained the outer loading value as follows.

Figure 6. Structural Models
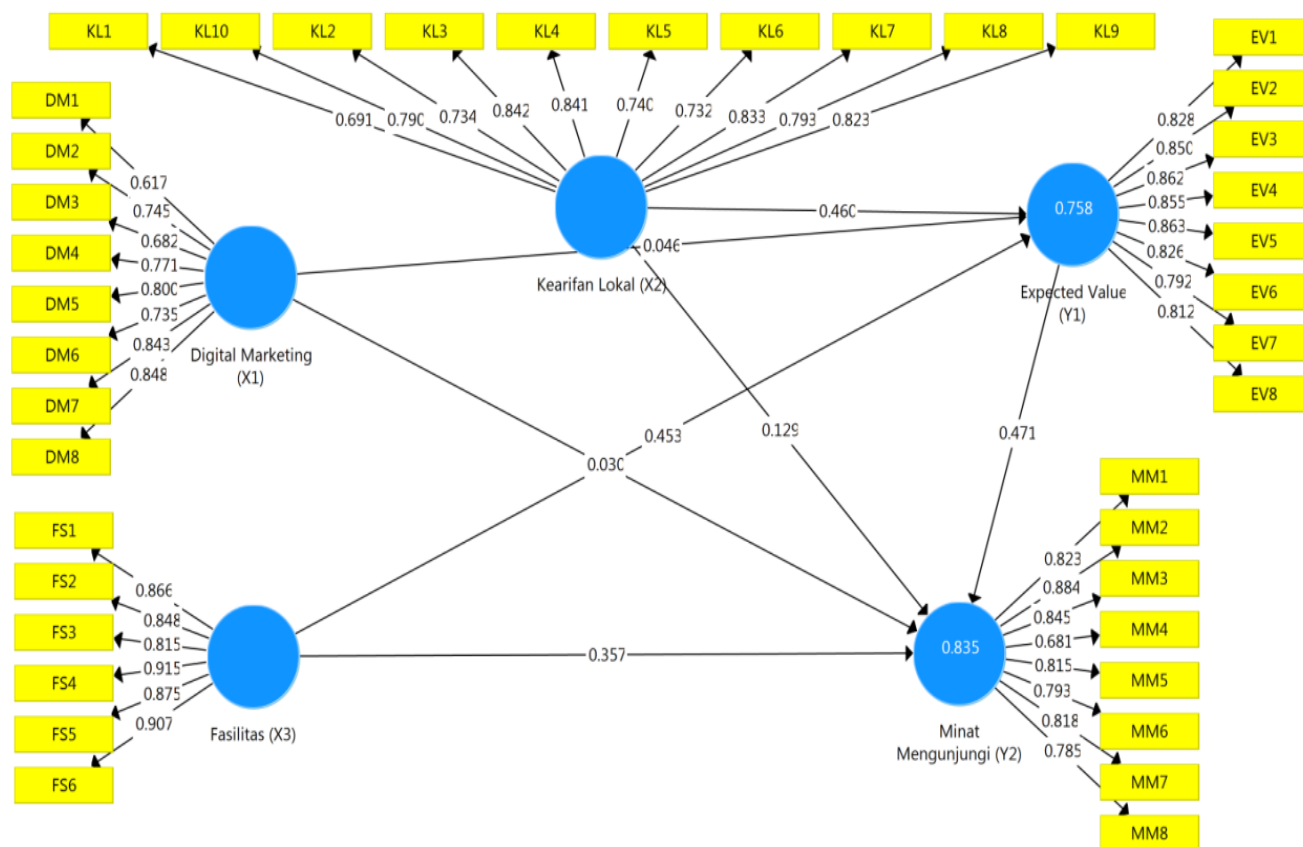
Source: Processed Data

According to the analysis in table 5 above, it shows that the loading factor value of all research variable constructs is declared valid or acceptable, which is because the loading factor value is > 0.5.

Hypothesis Testing

This structural relationship model was tested to see if it could explain the relationship between research variables. The t-test was used to test the assumptions of the structural model. The output image and the values contained in the output patch coefficient and indirect effects serve as the basis for testing the hypothesis directly. An explanation of hypothesis testing is given below. The significance value between constructs, t-statistics, and p-values can be used to determine whether a hypothesis is accepted or rejected. For example, rather than relying on statistical assumptions, estimates of measurements and standard errors are derived from real data. Ha is accepted and Ho is rejected using the bootstrap resampling approach in this study when the significance value of the t-value is greater than 1.96 and/or the p-value is less than 0.05. The following are the proposed hypotheses (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).

Direct Effect Analysis

The Bootstraping function in SmartPLS 3.2.9 can be used to determine whether a hypothesis is accepted or not. When the t-value is more than the important value or the significance level is less than 0.05, the hypothesis is accepted (F. Hair Jr et al., 2014) . The value of t statistics for a significance level of 5% is 1.96.

Table 2. Direct Effect Results

Hypothesis	Connection	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Results
H1	*Digital Marketing -> Expected Value*	0,046	0,051	0,062	0,744	0,458	**Not Significant**
H2	Local Wisdom -> *Expected Value*	0,460	0,454	0,072	6,364	0,000	**Significant**
H3	Facility -> *Expected Value*	0,453	0,455	0,067	6,781	0,000	**Significant**
H4	*Digital Marketing ->* Interested Visit	0,030	0,031	0,055	0,584	0,584	**Not Significant**
H5	Local Wisdom -> Interested Visit	0,129	0,128	0,069	1,857	0,064	**Not Significant**
H6	Facility -> Interested Visit	0,357	0,354	0,054	6,647	0,000	**Significant**
H7	*Expected Value ->* Interested Visit	0,471	0,471	0,073	6,425	0,000	**Significant**

Source: Processed Data

Based on the table above, it can be seen that, of the 7 hypotheses stating a direct influence relationship, there are 4 significant hypotheses, namely where the P Value < 0.05 and 3 hypotheses are not significant, namely where the P Value <0.05.

Indirect Effect Analysis (Mediation)

In order to see whether the Expected Value (Y1) variable is able to mediate the relationship between all exogenous variables to endogenous variables, namely Interest in Visiting (Y2). The relationship between exogenous variables and endogenous variables through mediating variables in this study can be seen in Table 9 below:

Table 3. Indirect Effect Results

Hypothesis	Connection	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Hasil
H8	*Digital Marketing -> Expected Value->* Interested Visit	0,022	0,025	0,031	0,703	0,483	**Not Significant**

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

15

H9	Local Wisdom -> *Expected Value*-> Interested Visit	0,217	0,215	0,050	4,376	0,000	**Significant**
H10	Facility -> *Expected Value*-> Interested Visit	0,214	0,214	0,043	5,008	0,000	**Significant**

Source: Processed Data

Based on the table above, it can be seen that, of the 3 hypotheses stating the indirect influence relationship, there are 2 significant hypotheses, namely where P Value <0.05 and 1 hypothesis is not significant, namely where P Value <0.05.

DISCUSSION

According to Kotler (Sugandini, Effendi, Aribowo, & Utami, 2018) marketing is a social process by which individuals or groups obtain what they need and want through creating, offering, and freely exchanging products of value with others. The discussion of the hypothesis can be presented in the following explanation:

The Effect of Digital Marketing on Expected Value

The test results in table 8 above can be seen that t-Statistics (0.744) < from (1.96), p-value (0.458) > from (0.05). So it can be concluded if Ho is Accepted and Ha is Rejected, which means that Digital Marketing (X1) does not have a significant effect on Expected Value (Y1). The original sample value is positive at 0.046 which shows that the direction of the relationship between Digital Marketing (X1) and Expected Value (Y1) is positive. This shows based on statistical testing that the better Digital Marketing, the less impact on Expected Value.

In this digital era, almost all people struggle with the internet all the time, almost everyday life is always dependent on the internet, of course this is an opportunity for business actors to be able to take advantage of this phenomenon as a tool to achieve certain goals. Digital Marketing is used to promote a product or service. With the internet we can access information, do business, and reach more people to market future activities. Even to get a more targeted audience or visitors, so that they are on target and more accurate. The advantage is that you can get more specific visitors and indeed look for the product or service that is being marketed. The results of this study explain and show that Digital marketing does not have a significant effect on Expected Value. This could be because visitors don't pay much attention or expect direct digital marketing which allows other things to be improved without ignoring the digital marketing.

The Effect of Local Wisdom on Expected Value

The test results in table 8 above can be seen that t-Statistics (6.781) > from (1.96), p-value (0.000) < from (0.05). So, it can be concluded if Ha is Accepted and Ho is Rejected, which means that Local Wisdom (X2) has a significant effect on Expected Value (Y1). The original sample value is positive at 0.460 which shows that the direction of the relationship between Local Wisdom (X2) and Expected Value (Y1) is positive. This shows based on statistical testing that the better the Local Wisdom, the higher the Expected Value will be.

Indonesia has a pluralistic society because it consists of various ethnic groups and cultures. No wonder our country has a large amount of local wisdom. This can be a strength as well as a challenge in creating a peaceful and peaceful society. Local wisdom is a view of life and knowledge as well as various life strategies in the form of activities carried out by local communities in responding to various problems in meeting their needs.

Local wisdom itself is a concept about the image of society that comes from noble values that have been entrenched. So it can be defined as the result of a process of adaptation from generation to generation in a long time to a natural environment in which they live and become a life value system that is inherited between generations.

The results of this study explain and show that local wisdom has a significant influence on Expected Value. This could be because the majority of potential visitors in particular have strong expectations for the presence of a diversity of local wisdom. Indicators such as ethnicity, customs, race, culture and language are factors that can improve the relationship between Local Wisdom and Expected Value, where the aspect of racial diversity is the main attraction for visitors.

The Effect of Facility on Expected Value

The test results in table 8 above can be seen that t-Statistics (6.364) > from (1.96), p-value (0.000) < from (0.05). So, it can be concluded if Ha is Accepted and Ho is Rejected, which means that Facility (X3) has a significant influence on Expected Value (Y1). The original sample value is positive at 0.453 which shows that the direction of the relationship between Facilities (X3) and Expected Value (Y1) is positive. This shows based on statistical testing that the better the facilities, the higher the Expected Value will be. In addition to tourist attraction and accessibility, tourists in carrying out tourist activities also need facilities that support the trip. To meet the needs of these trips, it is necessary to provide various facilities, starting from meeting the needs since departing from the tourist's residence.

According to Lupioadi Tourism facilities (Lee & Yoo, 2015) are an important factor in shaping tourism products because they provide convenience, comfort, health, cleanliness, security and safety for tourists. The components of travel facilities and services usually consist of elements of transportation equipment, accommodation facilities, eating and drinking facilities and other supporting facilities that are specific and adapted to the trip. This component is inseparable from the existence of an infrastructure or infrastructure component, which is a component that guarantees the availability of complete facilities.

The results of this study explain and show that the facility has a significant influence on the Expected Value. This could be because the majority of potential visitors in particular have high hopes for the quality of the existing facilities in a tourist destination they will visit. Dimensions or indicators such as completeness, cleanliness, tidiness and ease of use of facilities are factors that can improve the relationship between Facilities and Expected Value, especially by paying attention to aspects of order, security and also tourism facilities.

The Effect of Digital Marketing on Interested Visit

The test results in table 8 above can be seen that t-Statistics (0.584) < from (1.96), p-value (0.584) > from (0.05). So, it can be concluded if Ho is Accepted and Ha is Rejected, which means that Digital Marketing (X1) does not have a significant effect on Interested Visit (Y2). The original sample value is positive at 0.030 which indicates that the direction of the relationship between Digital Marketing (X1) and Interested Visit (Y2) is positive. This shows based on statistical testing that the better Digital Marketing, the less impact on Interested Visits.

The development of the business world is strongly influenced by technology and information. Including the marketing section that must be mastered by any line of business. The Internet performs various aspects of the marketing function, working as a mechanism to build demand, directing consumers to purchase actions, filling orders, providing customer service, and also functioning as a versatile advertising medium. The internet is claimed to be a better communication medium because of its versatility and superiority in targeting Kotler consumers (Kanwel et al., 2019).

According to Coviello, Milley and Marcolin in (Riadhus Sholihin, 2019), Digital Marketing is the use of the internet and the use of other interactive technologies to create and connect dialogues between companies and identified consumers. They also argue that e-marketing is part of e-commerce.

The results of this study explain and show that Digital marketing does not have a

significant influence on Interested Visit. This could be because the majority of potential visitors tend to get tourist information not only from internet media alone, maybe word of mouth such as friends, family or relatives and other things that need to be improved without ignoring digital marketing, especially aspects that one of them makes site design. which is interesting.

The Influence of Local Wisdom on Interest in Visiting

The test results in table 8 above can be seen if t-Statistics (1.857) < from (1.96), p-value (0.064) > from (0.05). So, it can be concluded if Ho is Accepted and Ha is Rejected, which means that Local Wisdom (X2) has no significant effect on Visiting Interest (Y2). The original sample value is positive at 0.128 which indicates that the direction of the relationship between Local Wisdom (X2) and Visiting Interest (Y2) is positive. This shows based on statistical testing that the better the Local Wisdom, the less impact on Interest in Visiting.

Due to the diversity of ethnic groups and cultures, Indonesia has a multicultural society. No wonder our country is rich in local wisdom. This can be both a strength and a weakness in building a peaceful and prosperous society.

Local communities to solve problems and meet their own needs through life strategies by means of activities carried out by local communities with a view of knowledge and life is local wisdom.

The results of this study explain and show that local wisdom does not have a significant effect on visiting interest. This could be because there are other things that might be considered to have a significant impact on increasing interest in tourist visits, such as perhaps the facilities and diversity of tourist destinations that really need to be improved without ignoring Local Wisdom, especially the wrong aspects of ethnic, racial, cultural, linguistic and other diversity.

Influence of Facilities on Interest in Visiting

The test results in table 8 above can be seen that t-Statistics (6.647) > from (1.96), p-value (0.000) < from (0.05). So, it can be concluded if Ha is Accepted and Ho is Rejected, which means that Facilities (X3) have a significant influence on Visiting Interest (Y2). The original sample value is positive at 0.354 which indicates that the direction of the relationship between Facilities (X3) and Visiting Interest (Y2) is positive. This shows that based on statistical testing, the better the facilities, the higher the interest in visiting.

Tourists cannot separate the components of a tour based on their respective travel preferences because everything is interrelated and mutually reinforcing. Sunaryo (Parastiwi &

Farida, 2018) provides a number of definitions of tourist attractions, including: First and foremost, basic tourism facilities (hotels, restaurants, etc.) are businesses that are highly dependent on the flow of tourists. Tourists can easily access tourist assistance facilities due to their convenient location. This type of facility supports basic and supporting facilities, making it easier for visitors to enjoy the various facilities available at tourist attractions.

According to Mill (Eskandari & Noorzai, 2021) there are a number of services that tourists can take advantage of while in tourist areas such as restaurants, bars, shops, and attractions that are always ready to use. Meanwhile, according to Tjiptono (Eskandari & Noorzai, 2021) put forward the definition of infrastructure in tourism as.

The results of this study explain and show that facilities have a significant influence on visiting interest. This could be because based on this research the facility variable is the variable that has the most dominant influence among the other variables studied in this study. The interest of visitors will increase if the facilities at a tourist destination are good that will make visitors feel comfortable when visiting, so that the satisfaction of their visit will be an indirect promotional medium to the community.

The Influence of Expected Value on Interest in Visiting

The test results in table 8 above can be seen that t-Statistics (6.425) > from (1.96), p-value (0.000) < from (0.05). So it can be concluded if Ha is Accepted and Ho is Rejected, which means Expected Value (Y1) has a significant effect on Visiting Interest (Y2). The original sample value is positive at 0.471 which indicates that the direction of the relationship between Expected Value (Y1) and Visiting Interest (Y2) is positive. This shows based on statistical testing that the better the Expected Value, the higher the interest in visiting. A consumer will feel satisfied if his expectations for the product can be met. Therefore, customers are more likely to be satisfied with goods when their expectations are met. Consumers will easily spread negative perceptions of a brand if they are disappointed with the product's ability to meet their expectations. On the other hand, people will be happy if their expectations are met. The results of this study explain and show that facilities have a significant influence on visiting interest. This could be because every visiting candidate certainly expects something positive when later visiting a tourist destination. Especially the aspect that is able to increase the interest of visiting tourists by how to bring up a happiness when they visit which is the most dominant aspect of the expectations of the visitors themselves.

The Effect of Digital Marketing on Visiting Interests Mediated by Expected Value

The test results in table 9 above can be seen that t-Statistics (0.703) < from (1.96), p-value (0.483) > from (0.05). So it can be concluded if Ho is Accepted and Ha is Rejected, which means Expected Value (Y1) is not able to mediate the relationship between Digital Marketing (X1) and Interest in Visiting (Y2). The original sample value is positive at 0.022 which indicates that the direction of the relationship between Digital Marketing (X1) and Expected Value (Y1) is positive. This shows based on statistical testing that Expected Value is not proven to be able to mediate the relationship between Digital Marketing and Interest in Visiting (No Mediation). Which in another sense can be explained that Digital Marketing is able to increase Visiting Interest without having to be mediated by Expected Value.

The Effect of Local Wisdom on Interest in Visiting Mediated by Expected Value

The test results in table 9 above can be seen that t-Statistics (5.008) > from (1.96), p-value (0.000) < from (0.05). So it can be concluded if Ha is Accepted and Ho is Rejected, which means Expected Value (Y1) is able to mediate the relationship between Local Wisdom (X2) and Interest in Visiting (Y2). The original sample value is positive at 0.214 which indicates that the direction of the relationship between Local Wisdom (X2) and Expected Value (Y1) is positive. This shows based on statistical testing that Expected Value is proven to be able to mediate the relationship between Local Wisdom and Interest in Visiting (Full Mediation). Which in another sense can be explained that Local Wisdom is able to increase Visiting Interest by first increasing the Expected Value.

The Effect of Facilities on Interest in Visiting Mediated by Expected Value

The test results in table 9 above can be seen that t-Statistics (4.376) > from (1.96), p-value (0.000) < from (0.05). So it can be concluded if Ha is Accepted and Ho is Rejected, which means Expected Value (Y1) is able to mediate the relationship between Facilities (X3) and Interest in Visiting (Y2). The original sample value is positive at 0.217 which indicates that the direction of the relationship between Facilities (X3) and Expected Value (Y1) is positive. This shows based on statistical testing that Expected Value is proven to be able to mediate the relationship between Facilities and Interest in Visiting (Full Mediation). Which in another sense in this study can be explained that the Facility is able to increase Interest in Visiting by first increasing or paying attention to Expected Value.

CONCLUSION

The conclusion obtained from the results of this study is that tourism is a dynamic industry which will develop from time to time according to the times and will continue to increase in line with the needs of tourists. Therefore, tourism managers must also prioritize developments that occur in the tourism industry so that tourist objects are not left behind in the face of competition with other tourist objects. Then things that can help improve the economic welfare of the surrounding community are of course high tourist visits to the area, therefore it is necessary to have a planned program in the form of providing tourist facilities whose aim is to attract tourists and tourists. increase regional income, especially in Solok Regency. The role of the government and the community cannot be separated because they must work together in realizing the development of tourist facilities so that they become one of the destinations that are of interest to tourists. After finding several inadequate facilities, a program for developing tourism facility needs can be made based on the motivation of each individual. tourist visits. Some of these facilities are the provision of restaurants, souvenir shops, prayer rooms, security posts, signposts, information centers and tourist area visitor services. This research is of course very far from perfect, therefore, with the limitations of this research, it is hoped that future researchers can continue this research in the future so that it can be even better, such as by expanding the population and looking for alternative testing methods.

REFERENCES

Agussalim, M., Kristin, M., & Ali, H. (2016). Role of revolving loan program community national urban self (PNPM MP) against poverty prevention in Padang. *International Journal of Applied Business and Economic Research*.

Ali, H., Limakrisna, N., & Jamaluddin, S. (2016). Model of customer satisfaction: The empirical study at Bri in Jambi. *International Journal of Applied Business and Economic Research*.

Anuvareepong, S. (2017). The assessment of hospitality and tourism SMEs awareness on the use of mobile technology and Internet services - A case study of hotel businesses in Thailand. *Proceeding - 2016 2nd International Conference on Science in Information Technology, ICSITech 2016: Information Science for Green Society and Environment*, pp. 350–355. https://doi.org/10.1109/ICSITech.2016.7852661

Ardiansyah, K., Sumar, & Nugroho, A. A. (2022). Pengaruh Daya Tarik Wisata, Aksesibilitas Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Ke Pantai Siangau Kabupaten Bangka Barat. *JURNAL EKOMAKS Jurnal Ilmu Ekonomi Manajemen Dan Akuntansi*, *11*(1), 101–113. https://doi.org/10.33319/jeko.v11i1.102

Ardito, L. (2019). Towards Industry 4.0: Mapping digital technologies for supply chain

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

22

management-marketing integration. *Business Process Management Journal*, *25*(2), 323–346. https://doi.org/10.1108/BPMJ-04-2017-0088

Arismayanti, N. K. (2021). Community Local Wisdom and Efforts to Create Quality Marine Tourism. *Webology*, *18*(2), 243–260. https://doi.org/10.14704/web/v18i2/web18319

Aswani, R. (2018). Search engine marketing is not all gold: Insights from Twitter and SEOClerks. *International Journal of Information Management*, *38*(1), 107–116. https://doi.org/10.1016/j.ijinfomgt.2017.07.005

Autier, P. (2018). Mammography screening: A major issue in medicine. *European Journal of Cancer*, *90*, 34–62. https://doi.org/10.1016/j.ejca.2017.11.002

Bhuiyan, M. A. H., & Darda, M. A. (2020). Tourists' satisfaction on heritage sites of Dhaka city in Bangladesh. *International Journal of Culture, Tourism and Hospitality Research*, *14*(1), 34–43. https://doi.org/10.1108/IJCTHR-06-2018-0081

Chassiakos, Y. R. (2016). Children and adolescents and digital media. *Pediatrics*, *138*(5). https://doi.org/10.1542/peds.2016-2593

Dadwal, S. S. (2015). The augmented reality marketing: A merger of marketing and technology in tourism. *Mobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and Applications*, Vol. 1, pp. 63–80. https://doi.org/10.4018/978-1-4666-8751-6.ch004

Dalmoro, M., Costa Pinto, D., Herter, M. M., & Nique, W. (2020). Traditionscapes in emerging markets : How local tradition appropriation fosters cultural identity. *International Journal of Emerging Markets*, *15*(6), 1105–1126. https://doi.org/10.1108/IJOEM-04-2019-0270

Dressler, M., & Paunovic, I. (2019). Customer-centric offer design: Meeting expectations for a wine bar and shop and the relevance of hybrid offering components. *International Journal of Wine Business Research*, *31*(1), 109–127. https://doi.org/10.1108/IJWBR-07-2018-0036

Ernawati, S. (2021). *TOURIST ATTRACTIONS AND SERVICESCAPE AS EFFORTS TO INCREASE VISITING INTEREST ON HALAL TOURISM IN BIMA CITY*. *6*(1), 20–30.

Eskandari, N., & Noorzai, E. (2021). Offering a preventive solution to defects in commercial building facility system using BIM. *Facilities*, *ahead-of-p*(ahead-of-print). https://doi.org/10.1108/F-04-2020-0037

F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Følstad, A. (2018). Customer journeys: a systematic literature review. *Journal of Service Theory and Practice*, Vol. 28, pp. 196–227. https://doi.org/10.1108/JSTP-11-2014-0261

Gan, C., & Wang, W. (2017). *The influence of perceived value on purchase intention in social commerce context Internet Research Article information :* (June). https://doi.org/10.1108/IntR-06-2016-0164

Georgescu Paquin, A., & Cerdan Schwitzguébel, A. (2021). Analysis of Barcelona's tourist landscape as projected in tourism promotional videos. *International Journal of Tourism Cities*,

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

23

7(2), 257–277. https://doi.org/10.1108/IJTC-03-2020-0046

Giaccone, S. (2019). New technologies in smart tourism development: The #iziTRAVELSicilia experience. *Tourism Analysis*, *24*(3), 341–354. https://doi.org/10.3727/108354219X15511864843867

Gilang Widagdyo, K. (2015). Analisis Pasar Pariwisata Halal Indonesia. *The Journal of Tauhidinomics*, *1*(1), 73–80.

Gürhan-Canli, Z. (2018). Consumers and Brands across the Globe: Research Synthesis and New Directions. *Journal of Marketing*, *26*(1), 96–117. https://doi.org/10.1509/jim.17.0063

Hapzi Ali. Nandan Lima Krisna. (2013). *Metodologi Penelitian Petunjuk Praktis*.

Hsiao, K. (2018). What drives smartwatch purchase intention? Perspectives from hardware, software, design, and value. *Telematics and Informatics*, *35*(1), 103–113. https://doi.org/10.1016/j.tele.2017.10.002

Huibin, X. (2012). Community participation of cultural heritage tourism from innovation system perspective. *International Journal of Services, Technology and Management*, *18*(3), 105–127. https://doi.org/10.1504/IJSTM.2012.052855

Hwang, J. (2020). Food tourists' connectivity through the 5A journey and advocacy: comparison between generations Y and X. *Asia Pacific Journal of Tourism Research*, *25*(1), 27–38. https://doi.org/10.1080/10941665.2019.1580756

Istianingsih, N., Salim, E., & Defit, S. (2019). Strategi Sustainability UMKM Pisang Sale di Kabupaten Bungo dengan Metode SWOT dan Analytic Hierarchy Process (AHP). *Prosiding Seminar Nasional Riset Information Science (SENARIS)*, *1*(September), 110. https://doi.org/10.30645/senaris.v1i0.14

Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability (Switzerland)*, *11*(22). https://doi.org/10.3390/su11226401

Killian, G. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, *58*(5), 539–549. https://doi.org/10.1016/j.bushor.2015.05.006

Lamberton, C. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, Vol. 80, pp. 146–172. https://doi.org/10.1509/jm.15.0415

Lee, M. K., & Yoo, S. H. (2015). Using a Choice Experiment (CE) to Value the Attributes of Cruise Tourism. *Journal of Travel and Tourism Marketing*, *32*(4), 416–427. https://doi.org/10.1080/10548408.2014.904259

Leeflang, P. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, *32*(1), 1–12. https://doi.org/10.1016/j.emj.2013.12.001

Li, S. C. H. (2017). Destination marketing: The use of technology since the millennium. *Journal of Destination Marketing and Management*, *6*(2), 95–102.

https://doi.org/10.1016/j.jdmm.2017.04.008

MacKey, T. (2016). Digital danger: A review of the global public health, patient safety and cybersecurity threats posed by illicit online pharmacies. *British Medical Bulletin*, Vol. 118, pp. 110–126. https://doi.org/10.1093/bmb/ldw016

Melero, I. (2016). Recasting the customer experience in today's omni-channel environment. *Universia Business Review*, *2016*(50), 18–37. https://doi.org/10.3232/UBR.2016.V13.N2.01

Mortazavi, R. (2021). The relationship between visitor satisfaction, expectation and spending in a sport event. *European Research on Management and Business Economics*, *27*(1), 100132. https://doi.org/10.1016/j.iedeen.2020.10.002

Nour, M. (2016). Efficacy and external validity of electronic and mobile phone-based interventions promoting vegetable intake in young adults: Systematic review and meta-analysis . *Journal of Medical Internet Research*, Vol. 18. https://doi.org/10.2196/jmir.5082

Parastiwi, F. D., & Farida, N. (2018). Pengaruh Daya Tarik Dan Word-of-Mouth Terhadap Kunjungan Ulang Melalui Kepuasan. *Jurnal Administrasi Bisnis*, *6*(2), 72. https://doi.org/10.14710/jab.v6i2.16608

Parise, S. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. *Business Horizons*, *59*(4), 411–420. https://doi.org/10.1016/j.bushor.2016.03.004

Pelsmacker, P. De. (2018). Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, *72*, 47–55. https://doi.org/10.1016/j.ijhm.2018.01.003

Petit, O. (2019). Digital Sensory Marketing: Integrating New Technologies Into Multisensory Online Experience. *Journal of Interactive Marketing*, *45*, 42–61. https://doi.org/10.1016/j.intmar.2018.07.004

Purba, C. B., Arzio, & Ali, H. (2017). The influence of compensation, working environment and organization culture on working productivity of BPJS (workers social security agency) employment staff in Rawamangun Branch. *Man in India*.

Ratnanto, S., & Purnomo, H. (2019). Perceived Dan Expectation Value Dengan Metode SERVQUAL Studi: siakad. unpkediri. ac. id. *SENMEA IV & Call Paper, Fakutas Ekonomi Dan Bisnis, UNPGRI Kediri*, (October), 361–367. Retrieved from http://ojs.senmea.fe.unpkediri.ac.id/index.php/senmea/article/download/8/51

Riadhus Sholihin. (2019). *Digital Marketing Di Era 4.0* (Pertama). Yogyakarta: Quadrant.

Rideng, I. W., Budiartha, I. N. P., & Sukandia, I. N. (2020). The development of bali tourism through cultural and local wisdom of customary village. *International Journal of Entrepreneurship*, *24*(5), 1–6.

Ridwan, M., Mulyani, S. R., & Ali, H. (2020). Building behavior and performance citizenship: Perceived organizational support and competence (case study at SPMI private university in west Sumatra). *International Journal of Psychosocial Rehabilitation*.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

25

https://doi.org/10.37200/IJPR/V24I6/PR260195

Robinson, T. N. (2017). Screen media exposure and obesity in children and adolescents. *Pediatrics*, *140*. https://doi.org/10.1542/peds.2016-1758K

Rokhayah, E. G., & Ana Noor Andriana. (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. https://doi.org/10.53356/diparojs.v2i1.43

Safira, R. E., Noer, D., Rahmanto, A., Syams, A., & Fahmi, R. (2018). *Regional Promotion And*. *2*(2).

Salaheldin, M. H., Hassanain, M. A., Hamida, M. B., & Ibrahim, A. M. (2021). A code-compliance assessment tool for fire prevention measures in educational facilities. *International Journal of Emergency Services*, *ahead-of-p*(ahead-of-print). https://doi.org/10.1108/IJES-06-2020-0030

Scuotto, V. (2017). The effect of social networking sites and absorptive capacity on SMES' innovation performance. *Journal of Technology Transfer*, *42*(2), 409–424. https://doi.org/10.1007/s10961-016-9517-0

Seakhoa-King, A., Augustyn, M. M., & Mason, P. (2020). Conceptualising and Measuring Quality in Tourism. In *Tourism Destination Quality* (pp. 41–65). https://doi.org/10.1108/978-1-83909-558-020201004

Silalahi, A. (2020). *Strategy Development of Tourism Management Based on Local Wisdom: An Empirical Study of Local Wisdom in the Lake Toba Area to Trigger the Improvement of Lake Toba Area Tourists Destination*. https://doi.org/10.13140/RG.2.2.26806.73284

Siregar, O. M., Selwendri, ., & Abdilah, M. B. (2020). *Factors to Increase Tourist Loyalty in North Sumatera*. 199–204. https://doi.org/10.5220/0010013901990204

Sondakh, P. M. N., & Tumbel, A. (2016). Ke Objek Wisata Alam Gunung Mahawu , Tomohon the Influence of Services , Sefety and Attractiveness To Attract Tourist Who Visited Mahawu Volcano Mountain in Tomohon City. *Jurnal Berkala IImiah Efesiensi*, *16*(01), 280–288.

Sudarmayasa, I. W., Setiyowati, E., Uhai, S., & Anugrah, K. (2022). *The Effect of Location on the Marketing of Sustainable Community-Based Tourism Destinations in the Pela Tourism Village*. *647*, 723–728.

Sugandini, D., Effendi, M. I., Aribowo, A. S., & Utami, Y. S. (2018). Marketing strategy on community based tourism in special region of Yogyakarta. *Journal of Environmental Management and Tourism*, *9*(4), 733–743. https://doi.org/10.14505/jemt.v9.4(28).06

Syazali, M. (2019). Partial correlation analysis using multiple linear regression: Impact on business environment of digital marketing interest in the era of industrial revolution 4.0. *Management Science Letters*, *9*(11), 1875–1886. https://doi.org/10.5267/j.msl.2019.6.005

Thorn, J., Coast, J., & Andronis, L. (2016). Interpretation of the Expected Value of Perfect Information and Research Recommendations: A Systematic Review and Empirical

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

26

Investigation. *Medical Decision Making*, *36*(3), 285–295. https://doi.org/10.1177/0272989X15586552

Tjiptono, F. (2015). *strategi pemasaran* (4th ed.). andi.

Trusov, M. (2016). Crumbs of the cookie: User profiling in customer-base analysis and behavioral targeting. *Marketing Science*, *35*(3), 405–426. https://doi.org/10.1287/mksc.2015.0956

Tzanetakis, M. (2016). The transparency paradox. Building trust, resolving disputes and optimising logistics on conventional and online drugs markets. *International Journal of Drug Policy*, *35*, 58–68. https://doi.org/10.1016/j.drugpo.2015.12.010

Valos, M. J. (2016). Exploring the integration of social media within integrated marketing communication frameworks: Perspectives of services marketers. *Marketing Intelligence and Planning*, *34*(1), 19–40. https://doi.org/10.1108/MIP-09-2014-0169

Vengesayi, S., Mavondo, F. T., & Reisinger, Y. (2009). Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, *14*(5), 621–636. https://doi.org/10.3727/108354209X12597959359211

Xu, Z. (2016). Effects of big data analytics and traditional marketing analytics on new product success: A knowledge fusion perspective. *Journal of Business Research*, *69*(5), 1562–1566. https://doi.org/10.1016/j.jbusres.2015.10.017

Xue, Y., & Deng, Y. (2020). Refined expected value decision rules under orthopair fuzzy environment. *Mathematics*, *8*(3). https://doi.org/10.3390/math8030442

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-27 | e0986 | 2023.

27