Tourist visiting interests: The role of social media marketing and perceived value

by Jennifer Wilson

Tourist visiting interests: The role of social media marketing and perceived value

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CHRONICLE	ABSTRACT
	This research is intended to measure the influence of Social Media Marketing which uploads tourist destinations in Banten Province with interest in visiting mediated by perceived value. The research method uses a hypothesis testing model and uses a cross sectional model, where data is collected completely within a certain time. The study uses a convenience sampling technique, where the sample members are respondents who are easy to find, and this convenience makes data collection more effective and efficient since it saves time and costs. The sample in this study were 290 tourists who had visited Banten Province. The technique of collecting data in this study used an online questionnaire, data analysis using structural equation modeling (SEM) using SmartPLS 3.0 software. The study concluded that there was a significant relationship between Social Media Marketing and Perceived Value. There was a significant relationship between Social Media Marketing and Visiting Interests. There was a significant relationship between Perceived Value and Visiting Interests.

1. Introduction

The tourism industry in Indonesia is growing rapidly along with the increasing interest of the Indonesian people to travel. Several businesses related to the tourism business have also undergone changes, including websites and social media that contain references to tourist destinations to travel experiences. In addition to getting tourist destination references from the closest people or relatives, tourist references can also be obtained from social media. According to Adegbuyi et al. (2015) and Aji et al. (2021), social media that have been present in the world and are popular in Indonesia are Facebook, Twitter, Youtube, Social media, and Tiktok. Among these social media, Facebook and Social media are the social media platforms that have the most users. One of the leading websites in Indonesia, Cuponation, has conducted an in-depth analysis and stated that Indonesia is the 4th largest country in the world with 56 million active users of Social media or 20.97% and Facebook as many as 120 million or 44.93%, Facebook has a 61% index as the best social media for marketing followed by social media with an index of 14%. According to Adegbuyi et al. (2015) and Aji et al., (2020), the world is in the era of tourism 4.0 which is also known as millennial tourism. More than 50% of tourists who enter Indonesia are millennials, namely those born in 1981 to 2001. In line with this, social media is the most widely used social media by the millennial generation. The most social media users are those who are in the age range of 18 - 34 years as much as 71.2% for both men and women. On Social media accounts, photos or videos can be uploaded including documentation of tourist locations that can be assessed by potential tourists which then attracts tourists to come for tours to the locations promoted on the account. Banten Province is one of the favorite tourist destinations (Wahyuni, 2015). However, the number of tourists in Banten Province is still relatively low when compared to

other tours in Indonesia. One of the causes is the lack of promotion of tourist attractions in Banten Province. Based on this background, this research is intended to measure the influence of Social Media Marketing which uploads tourist destinations in Banten Province with interest in visiting which is mediated by perceived value.

Social Media Marketing (SMM) is defined as a type of digital marketing via the internet that aims to market products and become part of social media networking. According to Adegbuyi et al. (2015), Aji et al. (2020), Boon-Long and Wongsurawat and Chanthinok et al. (2015), SMM is an activity to market products or services that take place through third parties in the form of social media contained in the internet network in the form of images, information or videos relating to the products or services to be sold. In addition to doing content marketing, SMM also promotes brands, namely introducing the brand to the public (brand awareness) so that trust is created and can increase the conversion of promotions to sales. Thus, it can be concluded that SMM is a digital marketing activity using a third party, namely a social media-based website to obtain the purpose of marketing activities by participating in social media networking groups in the form of web posts, images, videos about goods or services or a trademark that will be sold.

Interest in visiting tourists is translated the same as buying interest because it is measured by the same various indicators. Buying interest can be defined through several indicators. According to Nyambu et al. (2013) and Chan and Guillet (2011) buying interest is described through four indicators, namely: (1) Transactional interest: a person's desire to buy the product offered. (2) Referential interest: a person's tendency to refer products to others (3) Preferential interest: see someone's interest based on a comparison with the most preferred similar product through several assessments. (4) exploratory interest: describes the desire of someone who always wants to find more information about the product he is interested in and positive supporting information. Buying interest arises because of customer awareness and perception of the desired product because buying interest is the stage of customer interest in the product. Ztamur et al. (2014) and Sanny et al. (2020) SMM conducted through consumer perceptions of an item affects buying interest. Theoretically, social media used has a high role and can become a very important communication tool in encouraging customer buying interest.

2. Hypothesis Development

2.1 Social Media Marketing and perceived value

The perception of customer value has become the most widely used concept in recent years because it is considered the main key in maintaining business. Perception of customer value is a thought used by a person to make choice, organize, and translate any incoming information to produce a meaningful picture of life in the world. Then according to Chan and Guillet (2011), Ztamur et al. (2014) and Sanny et al. (2020) perceived value is the ratio value obtained from the comparison between the benefits obtained with the costs or sacrifices made by the customer. According to Nyambu et al. (2013), Chan and Guillet (2011), Ztamur et al. (2014) and Sanny et al. (2020), five dimensions that can be the main drivers of value perception are (1) Product quality: is the main thing that is seen by covering performance, features, consistency and design. (2) Price: is a consideration that is always there and is the main thing for people who are sensitive to price. (3) Service: use of supporting facilities before to after purchase. Depends on the system and people (4) Emotional relationship: is an aspect that influences consumers to buy a product. (5) Convenience: convenience becomes important and has added value when it is embedded in product because it will provide more satisfaction. Perceived value is a variable that is influenced by SMM. According to Nyambu et al. (2013) and Chan and Guillet (2011) social media marketing influences the perceived value. Thus, the first hypothesis is proposed as follows,

H₁: *Social Media Marketing influences perceived value.*

2.2 Social media marketing and visiting interest

In addition to the perceived value, interest in visiting is based on research. According to Savitri et al. (2022), Tafesse et al. (2018), social media marketing can be influenced by four dimensions of the SMM variable, namely context, communication, collaboration, connection. The results showed a positive and significant effect in addition, the research of Wang et al. (2017) and Wijayaa et al. (2021) also show that the four dimensions of SMM have a positive effect on visiting interest. Therefore, the following hypotheses is proposed:

H₂: *Social media marketing influences visiting interest.*

### 2.3 Perceived and visiting interest

Consumer perception is important because a person's knowledge is formed from the offer of a stranger in recommending something and consumers may not believe the recommendation (Denizci et al., 2016; Li et al., 2021). Fitriani et al. (2017) suggest that a ratio of the benefits gained by tourists to sacrifices is the customer's perception of value. One of the research results according to Denizci et al., (2016); Li et al., (2021) is the value that is perceived to influence the interest of visiting tourists. Research conducted by Musa et al. (2016) show the same thing, namely the perceived value affects the interest in visiting. Thus, the next hypothesis, namely:

H₃: *Perceived value influences visiting interest.*

3. Method

The research method uses a hypothesis testing model and uses a cross sectional model, where data is collected completely within a certain time. The study uses a convenience sampling technique, where the sample members are respondents who are easy to find and this convenience makes data collection more effective and efficient because it saves time and costs. The sample in this study were 290 tourists who had visited Banten Province. The technique of collecting data in this study used an online questionnaire, data analysis using structural equation modeling (SEM) using SmartPLS 3.0 software.

Businesses use social media marketing efforts to increase consumers' perceived value, and then enhance the ability of social media to trigger consumer interest in the product, and then purchase the product (Maoyan et al., 2014). The results of his research indicate that marketing through social media (SMM) will affect consumer buying interest through the perceived value of consumers for a product.
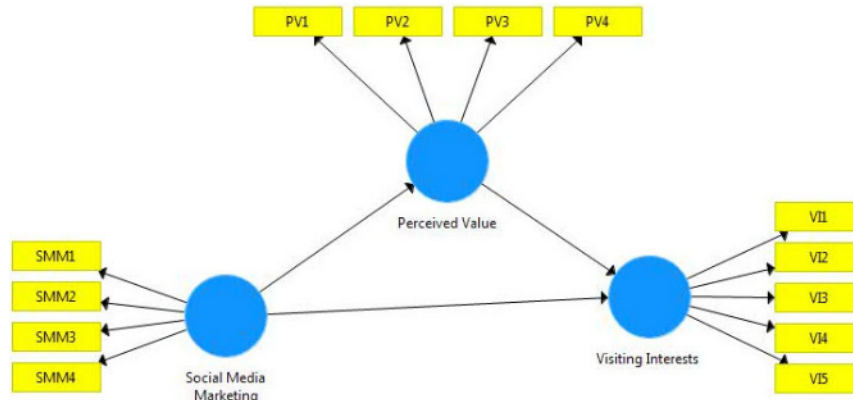

Fig. 1. Research Model

4. Result and Discussion

4.1 Test Outer Model

Convergent Validity

In testing the convergent validity, it is said to be valid if the value on the outer loading of each indicator is correlated more than 0.7 (Purwanto et al., 2021). Fig. 1 shows the loading factor value of the model that has been made through Smart-PLS 3.0. The results show the value of each tested indicator has a value of > 0.7 and it can be concluded that all indicators have valid results.
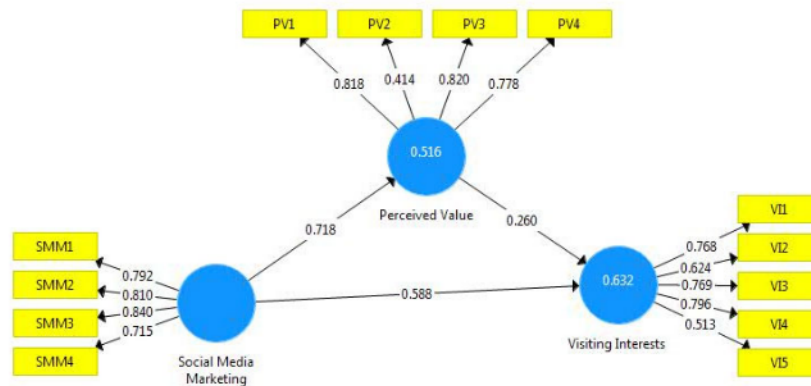
Fig. 2. Validity Testing

Discriminant Validity

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other latent variables. The discriminant validity of the measurement model with reflective indicators is assessed based on the cross loading of measurements with variables (Purwanto et al., 2020). The model has good discriminant validity if the loading value of each latent variable indicator has the largest loading value compared to other loading values for other latent variables. From the results of the discriminant validity test, each latent construct indicator has the largest loading factor value when compared to other loading values so that the model has a good discriminant validity value, which is > 0.7 for each variable (Purwanto, 2019).

Reliability

Reliability testing aims to determine the size of a test that has consistent and stable results every time (Purwanto et al., 2021). The reliability of the measurement model 5 gets good results if the value is more than the rule of thumbs alpha value or composite reliability > 0.6 (Purwanto et al., 2020).

Table 1
Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Perceived Value	0.748	0.762	0.855	0.662
Social Media Marketing	0.799	0.805	0.869	0.625
Visiting Interests	0.635	0.645	0.802	0.576

4.2 Inner model test

Inner model test can be done in three ways by looking at R2 , Q2 and GoF.

Inner Model Test (R-square)

The coefficient of determination is used to determine the magnitude of the relationship between the independent variable and the dependent variable.

Table 2
R Square

	R Square	R Square Adjusted
Perceived Value	0.516	0.511
Visiting Interests	0.632	0.625

Based on the calculation results shown in Table 2, 51.6% of the dependent variable, Perceived Value, is influenced by the proposed model social media marketing while the remaining value of 49.4% is owned by variables that are outside the model. Based on the calculation results in Table 2, 63.2% of the dependent variable visiting interest is influenced by the proposed model social media marketing and perceived value while the remaining value of 46.8% is owned by variables that are outside the model.

4.3 Goodness of Fit (GoF)

The Goodness of Fit (GoF) inner model test is used to find the Goodness of Fit (GoF) value. The GoF value in PLS-SEM must be searched manually. Tenenhaus (2004) says that the inner goodness of fit test has three criteria, namely small (0.1), medium (0.25) and large (0.38). Goodness of Fit (GoF) test is conducted to determine the feasibility of a model. The following is looking for the Goodness of Fit (GoF) value. Based on the calculation, the GoF above can be concluded that the GoF value obtained is 0.59 including in the large category and the model is declared fit.

Hypothesis Testing

Hypothesis testing, or significance testing aims to assess the effect of the relationship between variables. Based on Table 2, the overall composite reliability value for each variable is > 0.6. Thus, it can be concluded that the measurement model of each variable has good reliability. As for the AVE value, each variable has a value of more than 0.5 so it can be concluded that the discriminant requirement is achieved. Average Variance Extracted (AVE) is the average percentage of a variance explained by items in a construct.
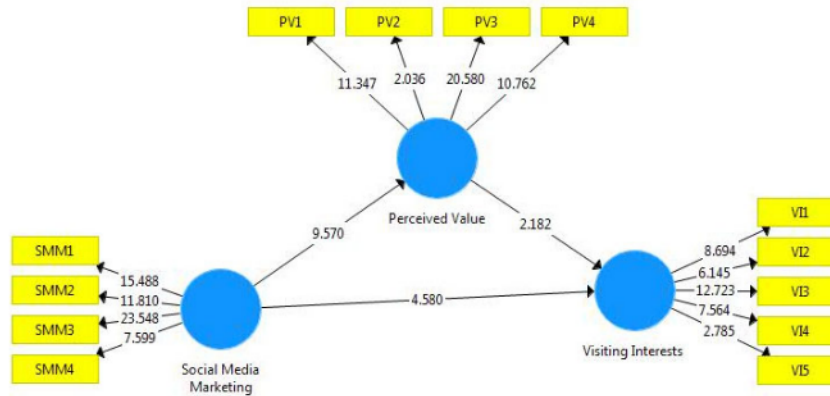
Fig. 3. Hypothesis Testing

Table 3
Hypotheses Testing

Hypotheses	Relationship	P-Value	Decision
H₃	Perceived Value → Visiting Interests	0.001	Supported
H₁	Social Media Marketing → Perceived Value	0.000	Supported
H₂	Social Media Marketing → Visiting Interests	0.002	Supported

4.4 Social Media Marketing and Perceived Value

Based on the results of data analysis, the results obtained p value of 0.001 < 0.050 and it is concluded that there is a significant relationship between Social Media Marketing and Perceived Value. These results are in line with Savitri et al. (2022) and Tafesse et al. (2018), Social Media Marketing has a positive and significant effect on perceived value. In addition, According to Wang et al. (2017) and Wijayaa et al. (2021), Social Media Marketing has a positive and significant effect on perceived value.

4.5 Social Media Marketing and Visiting Interests

Based on the results of data analysis, the results obtained p value 0.000 < 0.050 and it is concluded that there is a significant relationship between Social Media Marketing and Visiting Interests. These results are in line with Nyambu et al. (2013) and Chan and Guillet (2011) that Social Media Marketing has a positive and significant effect on Visiting Interests. According to Öztamur and Karakadılar (2014) and Sanny et al. (2020), Social Media Marketing has a positive and significant effect on Visiting Interests.

4.6 Perceived Value and Visiting Interests

Based on the results of data analysis, the results obtained p value 0.000 < 0.050 and it is concluded that there is a significant relationship between Perceived Value and Visiting Interests. These results are in line with Adegbuyi et al. (2015), Aji et al. (2020), Boon-Long and Wongsurawat (2015) and Chanthinok et al. (2015) that Perceived Value has a positive and significant effect on Visiting Interests. According to Denizci et al. (2016), Li et al. (2021), Luo et al. (2013) and Musa et al. (2016), Perceived Value has a positive and significant effect on Visiting Interests.

This study found that the dimensions of social media marketing influence the value perceived by tourists simultaneously. Based on this, this research fully supports what is stated by Adegbuyi et al. (2015) that the perceived value is a variable that is influenced by social media marketing with research results showing a positive effect. According to Boon-Long and Wongsurawat (2015), Chanthinok et al. (2015) and Purba et al. (2022), the perceived value triggers consumer interest in the product, the value perceived by consumers towards the product has an influence on purchase interest. The same opinion was expressed by Chanthinok et al. (2015) and Yuliantoro et al. (2019) where the perceived value has a positive effect on visiting interest. This study supports the second theory where the perceived value variable affects the interest of tourists visiting Banten Province. In addition to the perceived value variable, interest in visiting is a variable that is influenced by social media marketing. The results of this study are not in line with previous studies. According to Savitri et al. (2022), Tafesse et al. (2018), Wang et al. (2017) and Wijayaa et al. (2021), four dimensions of social media marketing, namely context, communication, collaboration, connection and had a positive and significant effect on visiting interest. Maoyan et al. (2014) showed that purchase intention was influenced by social media marketing which was mediated by perceived value. In this study, the

perceived value variable was successful in mediating the influence of the social media marketing variable on the interest of tourists visiting tourist destinations in Banten Province.

The communication dimension of the SMM can affect the interest in visiting. According to Rudyanto et al. (2021), the communication dimension of SMM is the way how a social media account icanshare stories or messages in the form of information by listening, responding, interacting that makes users feel comfortable so that messages are conveyed properly. According to Purwanto and Juliana (2021), the thing that must be focused on is not only informing the content, but the information provided on social media accounts with the theme of tourist destinations must be clear. If a follower or someone who sees a post wants to comment, ask questions, get information, a tourist destination-themed social media account can activate the comment feature and direct message feature so that interaction between fellow social media users can occur. Then, a good response from social media accounts with the theme of tourist destinations is important where the response is needed by other users to get information easily and clearly. So, the managerial implication of these results is how each stakeholder can prioritize the communication dimension on social media to be able to increase the perceived value and ultimately encourage the interest of visiting tourists to a tourist attraction in Banten Province to be promoted.

5. Conclusion

This study has concluded that there is a significant relationship between Social Media Marketing and Perceived Value, a significant relationship exists between Social Media Marketing and Visiting Interests and Perceived Value and Visiting Interests have positive relationships. The results of this study are expected to provide benefits to related parties in a managerial or scientific context. Social media marketing is a new alternative for promoting a product or a tourist attraction. The most important thing is that social media accounts must be able to describe a story through informational messages, respond to something, make each user comfortable with the message conveyed in each upload and how an account can collaborate to build an information between each participating user to make things happen effective and efficient and maintain the relationship of each user in order to establish a sustainable harmony. Therefore, the managerial implications for the benefit of regions that are and will develop the tourism industry sector, both for the government and for private parties who carry out tourism activities directly, social media marketing, especially on social media Social media, namely Social media accounts that upload tourist destinations can be used as medium to promote tourist attraction which aims to increase the perception of value of every tourist who wants to travel to a tourist attraction in Banten Province. Social media accounts with the theme of tourist destinations can increase the perceived value and in turn can increase the interest of tourists visiting a tourist attraction in Banten Province.

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