

# **Tourist Visit Decisions: Testing the Role of Social Media Marketing, Tourist Attraction and Destination Image on Urban Tourism in Malang City**

Dian Fadilla, E-mail: [dian.fadilla.2304138@students.um.ac.id](mailto:dian.fadilla.2304138@students.um.ac.id)

Agung Winarno, E-Mail: [agung.winarno.fe@um.ac.id](mailto:agung.winarno.fe@um.ac.id)

Titis Shinta Dhewi, Email: [titis.shinta.fe@um.ac.id](mailto:titis.shinta.fe@um.ac.id)

Universitas Negeri Malang

**Abstract.** The rapid growth of tourism today must be supported by adequate technological literacy, especially the management and management. The purpose of this research is to explore and test the role of tourist attraction and destination image in mediating the influence of social media marketing on tourist visit decisions to urban tourist destinations.

The research approach is quantitative causal comparative or *ex-post facto*. The research location is an urban tourist destination which includes Glintung water street, Kampoeng Heritage Kajoetangan and Kampung Sanan Tempe. The thematic village is included in the edu-tourism village which has its characteristics, also not only as a vacation spot but provides education to visitors so that it becomes an added value as a tour. Data collection was carried out by distributing closed questionnaires and interviews. Data analysis used *Structural Equation Modeling* (SEM) techniques to test the relationship between variables.

The results showed that Social Media Marketing has a positive and significant effect on Tourist Attraction, Destination Image, and Tourist Visit Decisions. In addition, Tourist Attraction and Destination Image are also proven to have a direct effect on Tourist Visit Decisions. Social Media Marketing also has an indirect effect on visit decisions through the mediating role of Tourist Attraction and Destination Image. This shows that social media is not only effective as a promotional medium, but also plays a strategic role in shaping destination image and perception of tourist attraction.

The implications of this study show the importance of relevant, creative, and digitally appropriate content strategies in tourism marketing. Tourism village managers are expected to continue optimizing the use of social media as a powerful communication tool to increase tourist visits and strengthen the sustainability of the edu-tourism village.

**Keywords.** Social Media Marketing, Tourist Attraction, Destination Image, Tourist Visit Decisions, Urban Tourism

## **1. Introduction**

The rapid growth of tourism accompanied by close links with other economic sectors makes this industry one of the largest industries in the world [1]. Throughout 2024, a variety of performance metrics for

Indonesia's tourist industry indicate favorable development. Among them, the contribution of tourism GDP in the first half of 2024 amounted to 4.01 percent. This figure exceeds last year's contribution of 3.9 percent. Meanwhile, for foreign tourist visits, the Central Statistics Agency (BPS) noted that until October 2024 the number of foreign tourists had reached 11.6 million visits and was believed to continue to grow until December 2024 [2]. East Java is one of the provinces with tourism potential derived from natural wealth, customs and arts that have their own characteristics and uniqueness. BPS noted, in 2023, East Java contributed the highest number of archipelago tourist movements in Indonesia. It was noted that 187,110,998 domestic visitors traveled through East Java, accounting for 24.98 percent of Indonesia's total 749,114,709 tourist movements. This is the basis for the development of the tourism sector must continue to be improved [3].

According to experts, urban planning is crucial for establishing objectives for sustainable tourism projects and figuring out how to reach them within a given timeframe and with the help of material and human resources that result in comprehensive development [4]. In recent years, technology has become one of the main strategies in the tourism industry that has a significant impact in driving the transformation of the tourism sector through innovations that can increase efficiency, accessibility and sustainability. Travelers' sources of information and subsequent decision-making are significantly impacted by social media [5]. However, in the decision-making process to visit a destination tourist attraction and destination image are also important factors. According to studies by [6], this is a crucial consideration when selecting a tourism site and has a significant economic impact.

East Java Province is one of the districts that has potential tourist villages. Based on data from [7]) East Java is ranked 1st with the highest number of tourist villages, namely 601 tourist villages. Malang City is known as one of the popular tourist destinations in Indonesia, especially in East Java. Tourism villages or thematic villages in Malang City are included in the top 500 who received the Indonesian Tourism Village Award or ADWI 2024 from 6026 tourism villages in Indonesia. Nonetheless, the challenges faced must still be evaluated. Tourists are more interested in Batu than Malang city tourism itself because of several considerations, including the non-optimal management of tourism in Malang City [8]. The research location in the edu-tourism destinations of Malang city, namely Glintung water street, Kampoeng Heritage Kajoetangan and Kampung Sanan Tempe. The thematic village is included in the category of educational tourism villages which have their own characteristics, also not only as a vacation spot but provide education to visitors so that it becomes an added value as a tour. The creation of an educational tourism village requires the cooperation of various parties, including partners, community members, policy makers, and academics, especially at the university level [9] The findings of this investigation help to offer fresh perspectives regarding tourist destination managers and marketers about the importance of digital promotion strategies in the modern tourism era, contributing to the development of theory in the field of tourism marketing and encouraging the development of a local resource-based creative economy.

## **2. Literatur Review**

### *2.1. Use and Gratification Theory*

The use and gratification theory is relevant to social media as it originates from the communication literature. Consumer behavior on traditional promotional media has been examined using this hypothesis, which has also been explored in a number of research to ascertain its impact under different conditions [10]. Furthermore, UGT has been used in both conventional and social networking site contexts to take into account the preferences of sensitive, knowledgeable, and changing customers. Additionally, the idea has been applied in some contexts to comprehend how different social networking sites might be leveraged to draw clients to a service or product. Numerous UGT applications that explain the selection of particular social networking sites are included in the literature.

### *2.2. Tourist Visit Decisions*

Tourist Visit Decisions or destination decisions are analogous to purchasing decisions, a study that has been conducted by equating that tourist destination decisions are the same as consumer purchasing decisions. Destination decision is a process where a tourist makes an assessment and then chooses one of the alternatives needed based on certain considerations. Indicators in measuring this variable are [11] destination-related information search, product/destination destination selection, visit decision, repeat visit rate.

### *2.3. Social Media Marketing*

One of the newest aspects of marketing strategies is social media marketing. The practice of sharing brand-related content on social media platforms like Facebook, LinkedIn, Instagram, YouTube, Twitter, MySpace, and WeChat in order to establish connections with a variety of stakeholders is known as social media marketing. The indicators are [12] entertainment, interaction, trendiness and customization.

### *2.4. Tourist Attraction*

One of the things that encourages travelers to visit a tourist destination is its attractiveness. Therefore, travelers' decision to visit a certain tourist destination is greatly influenced by its appeal [13]. The natural and cultural potential of the village community must be a superior product to be developed and at the same time exhibited to tourists [14]. There are conditions that must be met to become a tourist attraction at a tourist destination, namely: attractions that can be witnessed (what to see), tourist activities that can be done (what to do), something to buy (what to buy), means of transportation (what to arrive) and lodging (where to stay) [11]. Indicators in its measurement are the main facilities, secondary facilities and accessibility [15] destination, product selection/destination destination visit decision, level of repeat visits.

### *2.5. Destination Image*

Tourism village destinations often offer unique resources and key attractions, resulting in a strong draw for visitors. The success of this destination is greatly influenced by the extent to which tourist attractions can motivate and satisfy visitors [16] Destination Image is the impression of tourists in general there is a tourist destination. The term "destination image" refers to both a feature of the destination and the general perception that the place conveys. Functional features that address the destination's material elements and psychological features that address its intangible aspects make up the destination image. In addition, Destination Image can be organized on a continuum ranging from features that can be used to compare all unique destinations to very [17].

## **3. Methodology**

This research uses a comparative causal method which is one of the kinds of quantitative research methods that are ex-post facto in nature. The research location is an urban edu-tourism destination which includes Glintung water street, Kampong Heritage Kajoetangan and Kampung Sanan Tempe. This research explores the role of tourist attraction (Z1) and destination image (Z2) in mediating the influence of social media marketing (X) on tourist visit decisions (Y) to Urban edu-tourism destinations in Malang City. With a quantitative approach, data were obtained through questionnaires filled out by tourists who had visited the tourist village. Researcher activities begin with identifying the effect of one variable on another, then looking for possible causal variables. Structural Equation Modeling (SEM) methods were used to analyze the data and assess the link between the variables.

### *3.1. Study Population*

The study's population was limitless as it consisted of all visitors to the three tourist attractions that fall within the Malang City Edutourism Village category: Glintung Water Street, Kampong Heritage Kajoetangan, and Kampung Sanan Tempe.

**3.2. Study Population**

In determining the proportion of the sample, the researcher first collected data as many as 40 people who had visited one of the 3 tours randomly. From the data collection, the sample proportion was 82.5%, then calculated using the Sample Size Calculator so that the results obtained were 222 samples in this study. In determining the sample must have representative ability, purposive and accidental sampling are the sampling strategies employed in this study. So that the research sample is tourists who are found at the research location and meet the criteria that have been formulated so that the selected sample represents the research objectives including:

- Travelers who use social media regularly and are older than 18
- Have visited a tourist destination in the last 3 month after seeing promotions on social media
- Using social media as a source to find travel-related information

**3.3. Validity**

The purpose of the validity test is to assess how well the research tool can provide accurate information about the variables under study. Correlating each item score with the overall score using the test criteria is how the validity calculation is done. If the correlation coefficient (r<sub>xy</sub>) is higher than 0.3, the questionnaire item is deemed valid.

**3.3.1. Convergent Validity**

Measuring the degree of correlation between constructs and latent variables is the goal of convergent validity. Convergent validity may be tested by looking at each indicator's loading factor. The indicator is valid to measure the construct built if the loading factor value is more than 0.7, which is the optimal value. The following table displays the results of the Convergent Validity test:

**Table 1. Convergent Validity**

No.	Variables	Indicator	Outer Loadings	Description
1	Tourist Visit Decisions	TVD1	0.775	Valid
		TVD2	0.801	Valid
		TVD3	0.831	Valid
		TVD4	0.831	Valid
2	Social Media Marketing	SMM1	0.885	Valid
		SMM2	0.851	Valid
		SMM3	0.891	Valid
		SMM4	0.881	Valid
3	Tourist Attraction	TA1	0.940	Valid
		TA2	0.945	Valid
		TA3	0.941	Valid
4	Destination Image	DI1	0.963	Valid
		DI2	0.960	Valid

The convergent validity test shows that all indicators have a loading factor value above 0.7. The AVE value for each construct also exceeds 0.5, thus meeting the convergent validity criteria. Therefore, the research instrument has met the requirements for further testing, such as reliability analysis and hypothesis testing.

**3.3.2. Discriminant Validity**

The square roots AVE (AVEs) value is the basis for discriminant validity in this study, as long as the square value of an AVE of a variable on the variable itself is higher than the AVE value of that variable on other variables. The following table displays the findings of each variable's AVEs value:

**Table 2.** Discriminant Validity

	<b>Social Media Marketing</b>	<b>Tourist Visit Decisions</b>	<b>Tourist Attraction</b>	<b>Destination Image</b>
Social Media Marketing	0.877			
Tourist Visit Decisions	0.654	0.810		
Tourist Attraction	0.727	0.687	0.942	
Destination Image	0.722	0.688	0.765	0.961

According to the following table, every variable in this study satisfies the criteria for discriminant validity. This is demonstrated by the fact that the correlation between other variables (numbers outside the diagonal) is less than the square root value of Average Variance Extracted (AVE) for each variable (diagonal numbers).

**3.4. Reliability**

Cronbach's alpha and composite reliability are the two (two) approaches used in the PLS reliability test. Cronbach's alpha calculates the lower bound of a construct's reliability value, whereas composite reliability determines if the instrument's indicators can be measured more than twice with reliable findings, allowing for the determination of a construct's genuine reliability value. If the Cronbach's alpha test criteria has a value higher than 0.6, it will be deemed reliable; if the composite reliability test criteria has a value higher than 0.7, it will be deemed reliable. The following table displays the findings of the internal consistency reliability calculation:

**Table 3.** Reliability Test Result

<b>No.</b>	<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability (rho a)</b>	<b>Compodite Reliability (rho c)</b>	<b>Description</b>
1	Tourist Visit Decisions	0.826	0.833	0.884	Reliable
2	Social Media Marketing	0.900	0.901	0.930	Reliable
3	Tourist Attraction	0.937	0.937	0.960	Reliable
4	Destination Image	0.917	0.918	0.960	Reliable

All of the variables in this study demonstrated strong reliability, with Cronbach's Alpha and Composite Reliability values over 0.70, according to the findings of the reliability test. As a consequence, these findings show that every research variable is reliable and suitable for more study.

**4. Result and Discussion**

**4.1. Inner Model (Structural Model Evaluation)**

The link between the study's latent variables is described by the inner model, also known as the structural model. The path coefficient value, R-square (R<sup>2</sup>), F-square (F<sup>2</sup>), GoF (Goodness of Fit), and Q-square (Q<sup>2</sup>) are all included in this model's study. These metrics are used to evaluate the model's predictive power, variable contribution, and connection strength. The following table displays the findings of the inner model analysis:

**Table 4.** R-Square and Q2-Square values

<b>Variables</b>	<b>R-Square</b>	<b>Q2-Square</b>	<b>Description</b>
Tourist Visit Decisions	0.556	0.352	Strong
Tourist Attraction	0.528	0.464	Strong
Destination Image	0.521	0.472	Strong

All of the study's dependent variables fall within the moderate range, according to the R-Square analysis results. With an R-Square value of 0.556, the Tourist Visit Decisions variable shows that 55.6% of the variation in tourist visit decisions can be explained by the independent variables in the model, with the remaining portion being impacted by factors not included in the model. The independent variables may account for 52.8% of the variation of tourist attraction, according to the tourist attraction's R-Square value of 0.528. In contrast, Destination Image's R-Square value is 0.521, meaning that the model's components account for 52.1% of the variance in destination image. The three variables have a reasonably strong link and may be considered as a model with reasonable predictive potential when the R-Square values are more than 0.45. While the Q2-Square value is in the range of 0-1, indicating that the variables in the model can be explained well and are predictively relevant.

Furthermore, the Goodness of Fit Model (GoF) rating is intended to provide a comprehensive evaluation of the model's fit. GoF in this study illustrates if there is a comprehensive model kecocokan from the exterior to the inner model. The results of this study's GoF Index are derived from the akar kuadrat of the average AVE and average R-Square. The results of this study's Gof Index are shown in the table:

**Table 5.** Goodness of Fit Model Values

Average AVE	Average R-Square	GoF Index	Description
0.809	0.535	0.658	High

This study model has a GoF value of 0.658, which falls into the high GoF category as it is more than 0.36, according to the Goodness of Fit (GoF) calculation findings. This indicates that the measurement model and structural model can be well explained by empirical evidence. This value indicates that the model has a good ability to explain data variability and shows high validity and reliability.

F-Square analysis aims to evaluate how much each exogenous variable contributes to the endogenous variables in this study. This value shows how much influence the exogenous latent variables have on the endogenous latent variables separately in the structural model.

**Table 6.** f-Square Values

Variabel	Destination Image (Z2)	Tourist Attraction (Z1)	Tourist Visit Decisions (Y)
Destination Image (Z2)			0.074
Social Media Marketing (X)	1.089	1.120	0.045
Tourist Attraction (Z1)			0.068

According to the findings of the F-square value analysis, the Social Media Marketing variable significantly affects both Tourist Attraction ( $f^2 = 1.120$ ) and Destination Image ( $f^2 = 1.089$ ). This suggests that social media marketing is a powerful tool for enhancing tourist attraction and forming destination image. Nonetheless, social media marketing has a little direct impact on traveler decisions ( $f^2 = 0.045$ ). Additionally, decisions to travel are somewhat influenced by tourist attractions ( $f^2 = 0.068$ ) and destination image ( $f^2 = 0.074$ ). According to this research, social media marketing is more successful at subtly influencing traveler perceptions through the allure and image of the place.

*4.2. Discussion of Hypothesis*

This hypothesis testing aims to test the effect of exogenous variables directly and indirectly on endogenous variables. There are testing criteria which state that if the path coefficient is positive and the p value is <0.15 (significance level = 5%), it can be stated that there is a positive and significant effect on exogenous variables on endogenous variables. The following is a table of direct and indirect effect test results.

**Table 7. Hypothesis Test Result**

<b>Exogenous Variables</b>	<b>Mediating Variable</b>	<b>Endogenous Variable</b>	<b>Path Coefficient</b>	<b>P-Value</b>	<b>Description</b>
Social Media Marketing	-	Tourist Attraction	0.727	0.000	H1 Accepted
Social Media Marketing	-	Destination Image	0.722	0.000	H2 Accepted
Social Media Marketing	-	Tourist Visit Decisions	0.222	0.022	H3 Accepted
Tourist Attraction	-	Tourist Visit Decisions	0.293	0.019	H4 Accepted
Destination Image	-	Tourist Visit Decisions	0.304	0.020	H5 Accepted
Social Media Marketing	Tourist Attraction	Tourist Visit Decisions	0.213	0.020	H6 Accepted
Social Media Marketing	Destination Image	Tourist Visit Decisions	0.220	0.023	H7 Accepted

Considering the above table 7, with a p-value less than 0.05, it demonstrates that every relationship in the model has a positive and significant path coefficient. It is concluded that social media marketing significantly affects both tourist attraction (coefficient = 0.727; p = 0.000) and destination image (coefficient = 0.722; p = 0.000). This indicates that social media marketing strategies can directly create favorable perceptions of both tourist attractions and destination images. Furthermore, decisions about tourist visits are directly impacted by social media marketing (coefficient = 0.222; p = 0.022). In the meanwhile, judgments on tourist visits are also strongly influenced by tourist attractions (coefficient = 0.293; p = 0.019) and destination images (coefficient = 0.304; p = 0.020). The impact of social media marketing on travel decisions was effectively mediated by tourist attractions (mediation coefficient = 0.213; p = 0.020) and destination images (mediation coefficient = 0.220; p = 0.023), demonstrating the significance of the mediation effect.

This study shows that the Social Media Marketing (SMM) variable has a positive and significant influence on Tourist Attraction in the destination of the educational village. This is indicated by the path coefficient value which is well below the significance limit. The theory underlying this relationship is the Diffusion of Innovations Theory by [18]. This theory suggests that innovations (in this case, tourist destinations) spread through social communication. Social media plays an important role in introducing and promoting new tourist attractions to a wider audience. This research is also in line with [19] this study highlights the transformative role of social media in tourism marketing, emphasizing its ability to increase destination attractiveness and influence tourist engagement.

The results of this study indicate that SMM variables have a positive and significant effect on Destination Image in Tourism Village destinations. One of the strategic benefits of social media is creating a consistent and insightful narrative about a destination's identity and excellence. Visual content such as photos and short videos, descriptive captions, testimonials from employees, and digital campaigns through influencers are essential in creating a positive perception of a place. According to [20] social media offers virtual experiences that can help tourist develop before they physically join. This enables individuals to view content that affects their perceptions and worries about a certain goal. Because of this, exposure to positive social media content might affect a visitor's perception of a place's cognitive and affective qualities.

The study's findings show that SMM, significantly and favorably influences travelers' decisions to visit. This finding is in line with research [21] which suggests that promotion through social media is one of the main strategies in shaping perceptions and encouraging real action from consumers, in this case tourists. In the context of tourism, strategically managed social media content can create initial impressions that trigger curiosity, shape perceptions, and influence the final decision to visit. Social

media has become a digital communication platform capable of reaching potential tourists widely and efficiently. Through engaging visual content, authentic experiential narratives, and two-way interactions, social media is able to create emotional closeness that shapes beliefs and visit decisions.

The analysis results of this hypothesis show that Tourist Attraction has a positive and significant effect on Tourist Visit Decisions. This indicates that a positive perception of destination attractiveness will encourage tourists' decisions to visit the destination. The Product Attribute Theory by [22] can describe the relationship between the two variables. This theory states that the decision to visit is influenced by the attributes of the tourist attraction, such as beauty, unique culture, and available facilities. Attractive attributes can increase interest in visiting. In addition [11] in his research also revealed that if Tourist Attraction in a tourist attraction is good and can satisfy the desires of visitors, it can be interpreted that it will increase visitor decisions and vice versa, if Tourist Attraction in a tourist attraction is not good and cannot satisfy the desires of visitors, then it is certain that Tourist Visit Decisions from visitors will decrease.

This study also found that Destination Image has a positive and significant effect on Tourist Visit Decisions. The results of this study corroborate those of Baloglu and McCleary, who found that the destination image includes two dimensions: emotional (perceptions of the destination) and cognitive (knowledge and ideas about the destination). The likelihood of a visit choice is much higher if both of these factors are strong. Where it is explained that the image that potential visitors perceive about a destination influences their decision to visit. A strong tourist attraction and positive image can increase interest and intention to visit the destination.

The study's findings show that SMM, significantly and favorably influences travelers' decisions to visit. This finding can be explained through the Consumer Behavior Theory. This theory emphasizes that consumer behavior is influenced by various factors, including information obtained from social media. Reviews, recommendations, and attractive visual content can influence visitors' decisions to visit certain destinations. By facilitating user participation, maintaining online reputation, and permitting the production of inspirational material, social media increases the allure of destinations [23].

This study also demonstrates how SMM influences traveler decisions indirectly by influencing destination perception. This is consistent with other studies [24] that demonstrate how e-reputation, destination image, SMEs, and visit intention are mediated by destination image. According to this study, travelers' inclinations for specific social media platforms—especially visual-based ones like Instagram and TikTok—have a significant impact on how they perceive a place, which in turn affects how interested they are in going there. This study demonstrates how crucial it is to manage social media in line with target visitors' tastes in order to foster favorable impressions of the location [25].

More specifically, in Desa Wisata social media is an important channel in introducing and strengthening the image of a unique, culture-based and educational destination. Creative content uploaded on platforms such as Instagram, TikTok or Facebook showcases interesting aspects of the Thematic Village, such as local crafts, cultural activities, and visitor testimonials that provide first-hand experience.

## **5. Conclusions and Recommendations**

### *5.1. Conclusion*

- The outcomes of the study confirmed that there is a strong positive relationship between there is a positive and significant direct influence between Social Media Marketing variables on Tourist Visit Decisions on tourists of educational villages in Malang City. This means that the use of interesting and interactive social media such as TikTok and Instagram can increase tourists' decisions to visit thematic villages.
- There is a positive and significant direct influence between Social Media Marketing variables on Tourist Attraction. This shows that social media content that follows trends can strengthen tourists' perceptions of the attractiveness of tourist villages, both in terms of main, secondary, and accessibility facilities.

- There is a positive and significant direct influence between Social Media Marketing on Destination Image. This means that social media is able to form a positive image of thematic villages in the minds of tourists through the delivery of interesting visual and narrative information.
- There is a positive and significant direct influence between Tourist Attraction and Tourist Visit Decisions. This means that attractions such as architecture, cultural events, and ease of access are factors that influence tourists to make visiting decisions.
- There is a positive and significant direct influence between Destination Image and Tourist Visit Decisions. A positive destination image, both cognitively and affectively, encourages tourists' intentions and decisions to visit.
- There is a positive and significant indirect effect between Social Media Marketing and Tourist Visit Decisions through Tourist Attraction. This suggests that social media is effective in increasing visit decisions by strengthening the perception of destination attractiveness.
- There is a positive and significant indirect effect between Social Media Marketing and Tourist Visit Decisions through Destination Image. This means that social media forms a strong destination image, which in turn increases tourists' decision to visit.

## 5.2. Recommendations

### 5.2.1. For tourism managers

- Managers of Kampung Eduwisata must keep making the most of social media, particularly Instagram and TikTok, and investigate alternative platforms.
- Provide innovative visual material that adheres to current digital trends, such as traveler testimonials, interactive short films, and informative behind-the-scenes looks at regional production methods.
- To enhance the visitor experience and entice them to return, amenities like spotless restrooms, appealing photo locations, and easy access should be preserved and upgraded.

### 6.2.2. For future researchers

- It is advised that future studies examine social media marketing in general as well as interactive components like comments, likes, shares, and engagement tactics used by travel locations to build strong emotional bonds with their audiences.
- Research may concentrate on how user-generated information (such as reviews, travel vlogs, and Instagram stories from tourists) affects the perception of a place and the trust that prospective tourists have in it.
- It would be intriguing to investigate how the psychographic profile of tourists lifestyle, values, and interests modifies the impact of social media marketing on travel decisions in addition to demographics.

## References

- [1] L. Parte and P. Alberca, "Business Performance and Sustainability in Cultural and Rural Tourism Destinations," *Mathematics*, vol. 9, no. 8, p. 892, Apr. 2021, doi: 10.3390/math9080892.
- [2] Press Release: "Menpar Optimistic that Tourism Performance Achievement in 2024 Exceeds Previous Year's Realization." Accessed: Apr. 19, 2025. [Online]. Available: <https://kemenparekraf.go.id/apresiasi-pariwisata-dan-ekonomi-kreatif/siaran-pers-menpar-optimistis-capaian-kinerja-pariwisata-2024-lampau-realisisi-tahun-sebelumnya>
- [3] Badan Pusat Statistik, "Statistik E-Commerce 2022-2023." 2023.
- [4] S. A. Aziza and K. Boudjemaa, "Natural Tourism planning and sustainable tourism in Libya The case of the Derna region," *Tech. Bus. Manag.*, vol. 7, pp. 40–48, Jan. 2024, doi: 10.47577/business.v7i.10626.

- [5] F. Mehraliyev, Y. Choi, and M. A. Koseoglu, "Social structure of social media research in tourism and hospitality," *Tour. Recreat. Res.*, vol. 44, no. 4, pp. 451–465, Oct. 2019, doi: 10.1080/02508281.2019.1609229.
- [6] M. A. Auliq, R. A. Sularso, A. Andriyansah, and E. Isnarno, "Impact of the Quality of Tourist Attraction and Promotion on Tourist Loyalty with Visiting Decisions as Intervening Variables," *J. Int. Conf. Proc.*, vol. 5, no. 1, May 2022, doi: 10.32535/jicp.v5i1.1478.
- [7] "Distribution Map - Tourism Village Network." Accessed: Apr. 19, 2025. [Online]. Available: <https://jadesta.kemenparekraf.go.id/sebaran>
- [8] A. Armanu, A. Rofiq, N. Suryadi, N. D. Nurmasari, and K. D. I. Makhmut, "Development of Tourism Destinations and Creative Economy of Malang City," *J. Pengabd. Kpd. Masy. Nusant.*, vol. 4, no. 5, pp. 354–362, Dec. 2023.
- [9] D. N. Aini and A. Winarno, "Cultural Heritage Folk Crafts Management: Contribution to the Welfare and Stability of Local Wisdom," *Tech. Soc. Sci. J.*, vol. 31, pp. 685–692, May 2022, doi: 10.47577/tssj.v31i1.6475.
- [10] I. Khan, "Do brands' social media marketing activities matter? A moderation analysis," *J. Retail. Consum. Serv.*, vol. 64, p. 102794, Jan. 2022, doi: 10.1016/j.jretconser.2021.102794.
- [11] M. N. Singgih, . S., A. Winarno, N. Restuningdiah, and R. A. Rachmaningrum, "Tourism Village Competitiveness Study; the Influence of Tourist Attraction and Services Mediated by Role Motivation on Tourist Visit Decisions at Tourism Villages in Malang Regency," *Int. J. Membr. Sci. Technol.*, vol. 10, no. 3, pp. 252–276, Jul. 2023, doi: 10.15379/ijmst.v10i3.1521.
- [12] A. J. Kim and E. Ko, "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," *J. Bus. Res.*, vol. 65, no. 10, pp. 1480–1486, Oct. 2012, doi: 10.1016/j.jbusres.2011.10.014.
- [13] Y. Arpan, "The Effect of Destination Image, Social Media Marketing and Attractiveness, on Tourist Satisfaction Through Visiting Decisions (Study on Liwa Botanical Garden, West Lampung)," *Ekon. J. Econ. Bus.*, vol. 7, no. 1, p. 561, Mar. 2023, doi: 10.33087/ekonomis.v7i1.1075.
- [14] A. Winarno, T. Wijijayanti, Y. Agustina, and . S., "Pioneering an Autonomous Village Through the Management of Sustainable Tourism Village Based on Local Potential in Malang Regency," *KnE Soc. Sci.*, vol. 3, no. 3, p. 1, Apr. 2018, doi: 10.18502/kss.v3i3.1870.
- [15] T. Var, R. A. D. Beck, and P. Loftus, "Determination of Touristic Attractiveness of the Touristic Areas in British Columbia," *J. Travel Res.*, vol. 15, no. 3, pp. 23–29, Jan. 1977, doi: 10.1177/004728757701500306.
- [16] A. Winarno, D. N. Aini, N. H. M. Saleh, M. A. Ichwanto, A. Purnomo, and A. A. Rahman, "The Interconnection of Rural Tourism Development with Local SMEs: The Potential of Startup Business Networking in Southern Malang Indonesia," *J. Environ. Manag. Tour.*, vol. 15, no. 3, Art. no. 3, Aug. 2024, doi: 10.14505/jemt.v15.3(75).11.
- [17] C. Jörgensen, "Attributes of images in describing tasks," *Inf. Process. Manag.*, vol. 34, no. 2–3, pp. 161–174, Mar. 1998, doi: 10.1016/S0306-4573(97)00077-0.
- [18] W. Foster, *Achieving Cultural Change in Networked Libraries*, 0 ed. Routledge, 2017. doi: 10.4324/9781315263434.
- [19] L. Judijanto, B. Suharto, and A. Susilo, "Bibliometric Trends in Social Media and Destination Marketing: Shaping Perceptions in the Tourism Industry," *West Sci. Interdiscip. Stud.*, vol. 2, no. 12, Art. no. 12, Dec. 2024, doi: 10.58812/wsis.v2i12.1515.
- [20] K. A. Fowler, "#tourism: The Influence of Social Media on Visitor Experiences in Churchill, Manitoba," vol. 17, 2016.
- [21] G. Mishra, "Exploring Innovative Social Media Strategies for Tourism Promotion: A Case Study of Rajasthan," *IJFMR - Int. J. Multidiscip. Res.*, vol. 6, no. 4, Jul. 2024, doi: 10.36948/ijfmr.2024.v06i04.24849.
- [22] K. A. Jones, "Product Attributes Model," in *Wiley Encyclopedia of Management*, 1st ed., C. L. Cooper, Ed., Wiley, 2015, pp. 1–2. doi: 10.1002/9781118785317.weom080063.

- [23] M. Imran, "Digital Tourism Communication to Strengthen the Attractiveness of Destinations," *Galore Int. J. Appl. Sci. Humanit.*, vol. 8, no. 3, pp. 55–66, Nov. 2024, doi: 10.52403/gijash.20240307.
- [24] R. Baber and P. Baber, "Influence of social media marketing efforts, e-reputation and destination image on intention to visit among tourists: application of S-O-R model," *J. Hosp. Tour. Insights*, vol. 6, no. 5, pp. 2298–2316, Dec. 2023, doi: 10.1108/JHTI-06-2022-0270.
- [25] T. S. Dhewi, A. Prasasti, and C. R. Parahiyanti, "What tourists perceived? Social media preference in a tourism destination," *Int. J. Bus. Ecosyst. Strategy* 2687-2293, vol. 5, no. 1, Art. no. 1, Jan. 2023, doi: 10.36096/ijbes.v5i1.383.