

The Influence of Instagram Social Media Promotion, Word of Mouth, and Tourist Attraction on Tourists' Decisions to Visit Melasti Coastal Tourism Objects at Badung Regency



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ABSTRACT: The increasingly rapid development of tourist destinations in Indonesia is influencing the number of tourist visits to the island of Bali. This phenomenon requires each tourist attraction manager on the island of Bali to find the right promotional strategy to increase the number of tourist visits. This study is aimed at analyzing the role of promotions carried out through social media Instagram, WOM, and tourist attractions on tourists' decisions to visit the Melasti Beach tourist attraction. The population of this study was Melasti beach visitors with a research sample of 80 people. Data were analyzed using multiple linear regression analysis. The findings of the study succeeded in confirming that there was a significant simultaneous and partial relationship between promotion variables via the Instagram platform, WOM, and tourist attractions on tourists' decisions to visit the Melasti Beach tourist attraction.

KEYWORDS: Tourist attraction, Tourist decision to visit, Instagram social media promotion, Word of Mouth

I. INTRODUCTION

Background

Tourism is the industry that plays the most role in the Indonesian economy. In the process of future development, tourism will face competition in terms of marketing and tourism product development. There are various destinations in Indonesia, one of which is the island of Bali (Laksmi et al., 2023).

As is known, the island of Bali is the main tourist destination for tourists to spend their vacation time. Apart from its natural beauty, the uniqueness and richness of Balinese culture is able to attract tourists to come to visit.

The number of tourists visiting Bali on average increases every year, but has experienced a decline. This is due to the progress of regional tourism outside the island of Bali. An increase or decrease in the number of tourists coming to visit will have an impact on the economy of local residents (Raditya, et al. 2020).

Melasti Beach is one of the tourist attractions on the island of Bali. This beach is often a destination for tourists when they are on holiday on the island of Bali. However, despite this, the number of tourist visits to Melasti Beach tourism can be said to be not optimal considering that data on a decrease in the number of visitors was found in the observation process that has been carried out. The decline in the level of tourist decisions to visit Melasti beach can be influenced by various factors ranging from Instagram social media promotions, WOM, and tourist attractions.

The official Melasti Beach Instagram account has 20,400 followers with 174 photo and video posts showing the beauty of Melasti Beach from all the angles that exist, however these posts have not been able to have an influence on the number of tourists visiting. This reflects that promotion via Instagram social media has not been optimal, as evidenced by the lack of collaboration with well-known influencers/celebrities to work together to promote Melasti Beach. Promotions carried out by celebrities/influencers with their values will have an impact on increasing the number of tourists' decisions to visit Melasti Beach.

Apart from social media Instagram, word of mouth is the most appropriate promotional step to promote Melasti Beach so that it can attract visits from tourists. However, the facts on the ground are not like that, where word of mouth promotion for potential tourists at Melasti Beach is still relatively minimal. This is proven by the large number of prospective tourists visiting Melasti Beach who seek information from tour guides after they arrive in Bali, thus influencing the level of tourists' decision to visit Melasti Beach.

Melasti Beach also has its attractions apart from its natural beauty and beach atmosphere, namely the beach club and Kecak dance performances. The aim of the management in holding a Kecak dance performance is to introduce Balinese culture so that it can attract visitors. Apart from that, the management also provides a beach club for tourists who want to hold a party with a natural feel. However, data recorded by the management shows a decrease in the number of tourists coming to the beach club and watching the Kecak dance performance.

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Knowing this, researchers carried out the study "The Influence of Instagram Social Media Promotion, Word of Mouth, and Tourist Attraction on Tourists' Decisions to Visit the Melasti Beach Tourist Attraction, Badung Regency".

II. LITERATURE REVIEW

a) Visiting Decision

Kotler and Keller (2012: 161) define the decision to visit as a decision made by tourists to solve problems by utilizing information and assessing alternatives that can be chosen. Amirulah (2002:62) defines the decision to visit as a series of stages by tourists in assessing various alternatives, then choosing one or more based on various considerations.

b) Instagram Social Media Promotion

Kotler and Armstrong (2016: 62), define promotion as a tool for informing and inviting the market about products and services that have just been released by the company through advertisements and publications. Kotler and Keller (2016) also define social media as a means of sharing various information in the form of discourse, images and videos with other people. Meanwhile, Mahendra (2017) identified Instagram as an application for sharing and taking photos, as well as using digital filters.

c) Word of Mouth

Hasan (2010) stated that WOM is a form of recommendation and customer comments regarding their experience using a product or service that influences purchasing decisions. Rangkuti (2009) defines WOM as marketing steps that encourage consumers to market, recommend, and even sell products and services to other consumers.

e) Tourist Attraction

Warpani (2007:74) defines tourist attraction as something that motivates individuals to visit a destination because of a certain meaning, starting from natural beauty, historical places, or an event. Ismayanti (2009) identified tourist attractions as a driver for tourists to visit certain places. Zaenuri (2012) identified tourist attractions as a unique form of attraction and is used as a preference by tourists who are able to provide satisfaction.

RESEARCH HYPOTHESIS

H1: Instagram social media promotion, word of mouth and tourist attractions simultaneously have a positive and significant effect on tourists' decisions to visit.

H2: Instagram social media promotion has a positive and significant effect on tourists' decisions to visit.

H3: *Word of mouth* has a positive and significant effect on tourists' decisions to visit.

H4: Tourist attraction has a positive and significant effect on tourists' decisions to visit.

III. RESEARCH METHODS

1. Research Place

The study was carried out at Melasti Beach which is located on Jalan Melasti Ungasan, South Kuta, Badung, Bali

2. Population and Sample

The population in this study are visitors/tourists who can visit Melasti Beach in 2024 aged 17 years and over. Through purposive sampling, 80 respondents were obtained who would participate.

3. Data Types and Sources

This study was carried out using a quantitative approach where data was obtained based on respondents' responses to the questionnaire.

4. Method of collecting data

Empirical data was obtained through several processes including observation, interviews and questionnaires.

5. Data analysis technique

Empirical data was collected, followed by analysis via multiple linear regression with SPSS version 26.

IV. RESULTS AND DISCUSSION

a) Respondent Data

Table 1 shows that the majority of research respondents were tourists aged 21-30 years (40%), female (55%), and had visited Melasti Beach 3-4 times (38.8%).

Table 1. Characteristics of Respondents

Information	Amount	Percentage
Age:		
<20 years	15	18.8
21-30 years old	32	40.0

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31-40 years old	15	18.8
>40 years	18	22.5
Gender:		
Man	36	45.0
Woman	44	55.0
Visiting Time		
1-2 times	22	27.5
3-4 times	31	38.8
More than 4 times	27	33.8
Total	80	100%

Source: Primary data processed (2024)

b) Instrument Test

Table 2 indicates that the data has met the requirements for validity and reliability well, with a Pearson correlation value of >0.30 with a Cronbach's Alpha value of >0.60, indicating high accuracy and reliability of the data.

Table 2. Instrument Test

Variables and Indicators			Pearson Correlation	Cronbach's Alpha
Instagram Social Media Promotion				
X1.1			0.832	
X1.2			0.909	0.898
X1.3			0.868	
X1.4			0.894	
Word of Mouth				
X2.1			0.877	
X2.2			0.908	0.863
X2.3			0.875	
Tourist attraction				
X3.1			0.802	
X3.2			0.827	0.861
X3.3			0.890	
X3.4			0.840	
Visiting Tourist Decisions				
Y.1			0.903	
Y.2			0.885	
Y.3			0.817	0.897
Y.4			0.853	
Y.5			0.750	

Source: Primary data processed (2024)

c) Classic assumption test

Table 3 demonstrates the results of the normality test which proves that the data is distributed normally with the Asymp value. Sig. (2-tailed) > 0.05.

Table 3. Normality Test

Unstandardized Residuals	
Asymp.Sig. (2-tailed)	0.289

Source: Primary data processed (2024)

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Next, Table 4 shows the results of the multicollinearity test, where the conditions have been met with a tolerance value of >0.10 along with a $VIF < 10$.

Table 4. Multicollinearity Test

	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
Instagram social media promotion	0.463	2,161
<i>Word Of Mouth</i>	0.495	2,018
Tourist attraction	0.461	2,167

Source: Primary data processed (2024)

Table 5 presents the results of the heteroscedasticity test which proves that the data meets the assumptions well by obtaining a Sig value >0.05 .

Table 5. Heteroscedasticity Test

	Unstandardized		
	Beta	Q	Sig.
(Constant)	2,477	2,499	,015
Instagram Social Media Promotion	-.061	-.985	,328
<i>Word of Mouth</i>	-.031	-.327	,744
Tourist attraction	-.007	-.081	,935

Source: Primary data processed (2024)

d) Multiple Linear Regression Analysis

Referring to Table 6, the equation obtained is:

$$Y = 1.339 + 0.569 X_1 + 0.605 X_2 + 0.324 X_3 + e$$

Referring to the regression equation above, it can be seen that all variables have a positive effect, this is because all values are positive (not negative).

Table 6. Multiple Linear Regression Analysis

	Unstandardized		
	Beta	Q	Sig.
(Constant)	1,339	,915	,363
Instagram Social Media Promotion	,569	6,248	,000
<i>Word of Mouth</i>	,605	4,307	,000
Tourist attraction	,324	2,700	,009

Source: Primary data processed (2024)

e) Simultaneous Significance Test (F)

Through simultaneous test results (F-test), it can be seen that $F_{count} (97.351) > F_{table} (2.72)$ or a significance value of $0.000 < 0.05$. This means that simultaneously social media promotion Instagram, WOM, and tourist attractions have a significant influence on tourists' decisions to visit Melasti Beach.

Table 7. F test

	Sum of Squares	Mean Square	F	Sig.
Regression	507,042	169,014	97,351	0,000
Residual	131,946	1,736		
Total	638,988			

Source: Primary data processed (2024)

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f) Partial Significance Test (t)

- Instagram social media promotion has a positive and significant relationship with tourists' decisions to visit Melasti Beach. This can be seen from the regression coefficient value of 0.569 with tcount 5.248 (. 1.986) and tsign. 0,000.
- *Word of Mouth* proven to be able to influence tourists' decisions to visit Melasti Beach positively and significantly, through a regression coefficient value of 0.605 with a tcount of 4.307 (. 1.986) and tsign. 0,000.
- The attraction is confirmed to be able to have a significant positive impact on tourists' decisions in visiting Melasti Beach, by obtaining a regression coefficient of 0.324 with a tcount of 2.700 (. 1.986) and tsign. 0.009.

DISCUSSION

1. Instagram Social Media Promotion, Word Of Mouth, and Tourist Attraction on Tourist Visiting Decisions

The results of the analysis show that there is a significant positive relationship between Instagram social media promotion, WOM, and tourist attraction on tourists' decisions to visit, where the implementation of promotional strategies is well implemented and able to attract tourists, especially on the Instagram platform, the more positive the WOM received, and the more attractive it is. The attractiveness of tourist destinations will be able to encourage tourists to visit Melasti Beach. The same thing is confirmed by studies Esmeralda, et al (2023) and Setiyorini, et al (2018).

2. Instagram Social Media Promotion on Tourist Visiting Decisions

Based on the test results, it is known that there is a significant positive influence between social media promotion on tourists' decisions to visit, indicating that the implementation of promotional activities that are actively carried out through the social media platform Instagram will be able to attract tourists to visit Melasti Beach. Vice versa, the worse or unattractive the Instagram social media promotion is, the less tourists will decide to visit Melasti Beach. The findings in this study were found to strengthen the research results Raditya, et al (2020), Alian, et al (2022), and Naseng, et al (2023).

3. Word of Mouth in Tourists' Decisions to Visit

Through testing, a positive and significant influence of WOM was found on tourists' decisions to visit. Where, the more positive the stories or recommendations given by family or other tourists will be able to increase the desire of potential tourists to visit Melasti Beach. On the other hand, the lower the word of mouth, the lower the decision of tourists to visit Melasti Beach. The results of this study were found to be able to support the findings of the research Junaida (2019), Rokhim, et al (2019), and Wahyudi and Aswan (2023).

4. Tourist Attraction in Tourists' Decisions to Visit

The results of the analysis show that there is a significant positive relationship between tourist attractions and tourists' decisions to visit, which indicates that the better the tourist attractions at Melasti Beach, the more tourists' decisions to visit Melasti Beach will increase. Vice versa, the worse the tourist attractions available, the more tourists' decision to visit Melasti Beach will decrease. The results of this research can strengthen the findings of the research Susianto, et al (2023), Setiyorini, et al (2018), and Alian, et al (2022).

V. CLOSING

CONCLUSION

1. The better and more interesting the Instagram social media promotion that is carried out, then the better the WOM and the better the tourist attraction provided, the more influence it will have on tourists' decisions to visit Melasti Beach.
2. The better and more interesting the Instagram social media promotion that is carried out, this will have an influence on the increasing number of tourists' decisions to visit Melasti Beach.
3. The higher the word of mouth at Melasti Beach, the higher the tourist's decision to visit.
4. The better the tourist attraction at Melasti Beach, the more influence it will have on tourists' decisions to visit Melasti Beach

SUGGESTION

1. Government and marketing parties Melasti Beach to provide a clear picture of Melasti Beach from reviews or comments from people on Instagram social media.
2. Melasti Beach marketing parties provide information intensively so that tourists know the beauty of Melasti Beach from the stories of people who have visited Melasti Beach..
3. Melasti Beach management or marketing to increase innovation The rides or attractions on Melasti Beach are able to attract tourists to visit.
4. Further research can expand other variables that play a role in tourists' decision making to visit Melasti Beach.

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