

The Influence of Digital Marketing and Destination Image on Visiting Decisions at Merbabu Park Kopeng Tourist Destinations

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Abstract. The purpose is to examine the influence of digital marketing and destination image on visiting decisions at the Merbabu Park Kopeng tourist destination. The study uses qualitative research that is quantified. The examination investigation technique is various relapse investigation. The number of inhabitants in this study was homegrown and unfamiliar vacationers visiting the Merbabu Park Kopeng traveler location with a sum of 10,290 individuals. While the example in this study added up to 205 individuals. The examining method utilizes basic arbitrary testing in light of the fact that the example is taken arbitrarily regardless of the current layers in the populace. The consequences of the examination to some degree Computerized showcasing and objective picture altogether affect visiting choices. Special media with Computerized promoting are helpful for sightseers in getting simple data about vacationer locations to be visited, whenever and anyplace. To construct the picture of an objective in the personalities of buyers, obviously, it doesn't simply disappear, however it needs consistency, uniqueness, and enthusiastic advancement. The execution of Merbabu Park Kopeng the travel industry advancement ought to be completed on Instagram, Facebook, Twitter, and YuoTube in light of the fact that practically all web clients are clients of these virtual entertainment.

Keywords: Influence; Digital Marketing Communication; Destination Image; Visiting Decision

1. Introduction

The travel industry is one of the biggest unfamiliar trade workers in Indonesia, and one might say that travel industry in Indonesia is a basic piece of public turn of events and adds to the revolution of the economy in Indonesia. [1]

The improvement of innovation and data is as of now developing so quickly, the higher the utilization of advanced innovation, the higher the utilization of the web, and is straightforwardly corresponding to its utilization in the realm of promoting, so it is said that web based showcasing is acquiring ubiquity in accordance with the rising prominence of web use.[2] Web use in Indonesia has expanded consistently. Web clients in Indonesia in mid 2022 will contact 202.6 million individuals. This number has expanded by 15.5 percent or 27 million individuals when contrasted with January 2021.[3] This phenomenon is an excellent opportunity for business people who offer convenience to consumers to sell their products digitally. [4]

Advanced showcasing in the travel industry exercises is one of the endeavors made to arrive at 20 million unfamiliar vacationer visits in 2019 and support the advancement of Indonesian the travel industry.[5] The current trend conditions make tourism industry players carry out marketing through digital marketing, people's lifestyles are now moving faster and in direct contact with the internet, which makes these promotional models relevant to be applied in both tourist destinations and managers. tourism accommodation business to do a good image. [6] Using a promotional strategy through digital marketing is the best solution for promoting tourism in Indonesia (Yanti, 2019).

Notwithstanding computerized promoting, parts of brand picture can likewise be used to help the acknowledgment of cutthroat showcasing, brand picture is felt to have the option to assist organizations with contending in item and administration markets and shows the incentive of business procedure (Evelina et al, 2012). Building areas of strength for a picture is the expectation that travel industry directors in Indonesia need to accomplish in light of the fact that it will carry advantages to the travel industry supervisors. All things considered, more travelers will visit these vacation destinations. A good destination image must be continuously communicated by tourism managers to help establish a strong position among other tourist destinations in Indonesia in building a strong positive perception.[7]

Digital marketing conditions at Merbabu Park Kopeng are not optimal due to a lack of understanding of the community, a lack of qualified human resources, and the image given to the public is not strong, therefore the Merbabu Park Kopeng Founder provides Digital Marketing Technical Guidance activities which are attended by all Merbabu Park employees' scab. Then the number of visitors both domestic and foreign at Merbabu Park Kopeng did not experience a significant increase and did not reach the target set where tourist visits with a target of 20,063 people only reached 3,215 people, 2021 with a target of 5,482 only reached 3,544 people or spelled -7%, in 2022 with a target of 7,998 people, only 6,360 have been reached or spelled -4%.

2. Library Review

2.1 Digital Marketing

Digital marketing is a form of company business in marketing its products and services into online digital technology to get a global and specific market. [8]

Several dimensions play a role in Digital marketing communications, namely:[8] (1) SEO marketing is the most subtle way of promoting a company's brand or product where a digital agency will manage a website that is built so that it is more liked by search engines, in this case, for example, Google; (2) Online public relations is a strategy to build and maintain a global brand in the era of globalization through online media. E-PR (electronic public relations), Cyber PR, Online PR, or PR on the net, are PR activities that use the internet as a medium of communication; (3) Content video showcasing alludes to the creation and conveyance of exceptional substance, whether composed, realistic or in video structure, that keeps fans, supporters and potential clients intrigued and drew in; (4) Show publicizing is a business and non-individual correspondence about an association and its items which are executed to an interest group through broad communications. (5) Email marketing is promotional material aimed at a large group of internet users, to promote a product or service which includes product or company branding, to email marketing recipients; (6) Virtual entertainment promoting is a computerized showcasing device that can arrive at all gatherings, with somewhat reasonable expenses or no expenses by any stretch of the imagination and is utilized to make a local area,

fabricate connections, and trade data with individual online entertainment clients in a limitless and restricted period.

2.2 Destination Image

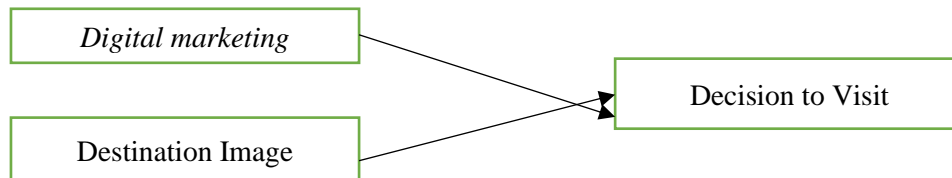
In further developing the travel industry advertising, picture is a significant component to impact interest. Objective picture is a blend of sentiments, considerations, convictions, and positive view of sightseers toward objective items and this objective picture impacts one's meeting choices (Lee & Jeong, 2018).

There are a few elements in the objective picture, in particular (Lee and Jeong, 2018): (1) Mental picture, mental learning is characterized as a functioning cycle in which an individual structures relationship between ideas, learns groupings of ideas, tackles issues, and gets input; (2) Emotional picture depends more on sentiments than on convictions and information about objects; (3) Conative picture, in particular one's thoughts and perspectives towards a specific explicit spot or how an individual purposes the data he has in making a move.

2.3 Decision to Visit

The choice that customers settle on connected with movement is the choice of travelers to visit vacationer objects. The choice to pick a vacationer object is a purchasing choice, specifically burning through cash to get satisfaction.[9] In the choice to take a visit, there are 5 phases, namely:[10] (1) The need or want to travel; (2) Data search and appraisal; (3) the choice to take a visit; (4) Travel planning and vacationer experience; (5) Assessment of movement fulfillment.

A good frame of mind will theoretically explain the relationship between the variables to be studied. [11] The following is the framework of this study:



3. Research Methodology

This study utilizes a sort of subjective exploration that is evaluated. The exploration examination technique is numerous relapse investigation. Information assortment was done by circulating polls to sightseers in Merbabu Park Kopeng.

The number of inhabitants in this study was homegrown and unfamiliar sightseers visiting Merbabu Park Kopeng with a sum of 10,390 individuals. While the example in this study added up to 205 individuals. The testing procedure utilizes straightforward irregular examining on the grounds that the example is taken haphazardly regardless of the current layers in the populace. The method can be done if members of the population are considered homogeneous, that is, all tourist visitors who visit Merbabu Park Kopeng and all the population have the same opportunity to become sample objects.

4. Result And Discussion

Results Table 1. Respondent Data on Gender

Gender	Frequency	Percentage
Men	117	57,1
Women	805	42,9
Total	205	100,0

Source: Data Processing Results (2023)

The number of male respondents was 57.1% or as many as 117 people and women a percentage of 42.9% or as many as 88 people. It can be concluded that men and women have almost the same needs in traveling.

Table 2. Data of Respondents on Type of Work

Occupation	Frequency	Percentage
BUMN workers	7	3,4
Freelancers	7	3,4
Housemaids	14	6,8
College Students	19	9,3
Retired	28	13,7
Government Employees	7	3,4
Private Workers	82	40,0
Entrepreneurs	41	20,0
Total	205	100,0

Source: Data Processing Results (2023)

Classification of respondents based on work background revealed that most of the Merbabu Park Kopeng tourists were 82 private employees (40%), 41 entrepreneurs (20%), retired 28 people (13.7%), 19 students (9, 3%) and housewives with 14 people (6.8%) and freelancers and SOEs each with 7 people (3.4%). It can be assumed that the estimated distribution of the questionnaires was distributed after Christmas and New Year, when many married couples and company groups went on holiday to Merbabu Park for recreation purposes or year-end meetings.

Table 3. Data of Respondents on Sources of Income

Income	Frequency	Percentage
>10 juta	75	36,6
0-1 juta	27	13,2
1-5 juta	47	22,9
5-10 juta	56	27,3
Total	205	100,0

Source: Data Processing Results (2023)

According to the classification of respondents based on their source of income, it was found that the majority of Merbabu Park Kopeng tourists had an income of more than IDR 10,000,000 with a total of 75 people (36.6%), then income between IDR. 5,000,000 to Rp. 10,000,000 with a total of 56 people (27.3%), income between Rp. 1,000,000 to Rp. 5,000,000 million as many as 47 people (22.9%) and those with income of Rp. 0 to Rp. 1,000,000 as many as 27 people (13.2%). It is the results of respondents based on the type of work previously described, namely the number of tourists with occupational backgrounds where the majority are

dominated by private employees, entrepreneurs, and retired employees. The income range is following the livelihood background of the tourists who come.

Table 4. Data of Respondents on Information Sources

Information	Frequency	Percentage
Verbal information	47	22,6
Printed Media	34	16,6
Electronic Media	110	53,7
Travel	14	6,8
Total	205	100,0

Source: Data Processing Results (2023)

Sources of information obtained regarding the experience of respondents based on how to get information about Merbabu Park Kopeng mostly obtained information from electronic media as many as 110 people (53.70%), obtained information from word of mouth as many as 47 people (22.9%), obtained information from the print media as many as 34 people (16.6%) and only 14 people (6.8%) obtained information from travel. It is obvious that currently with the rapid development of technology at this time, a lot of people are looking for news and information through electronic media using their smartphones more.

Table 5. Respondent Data on Visit Frequency

Visit Frequency	Frequency	Percentage
1 time	136	66,3
2 times	48	23,4
3-5 times	7	3,4
>5 times	14	6,8
Total	205	100,00

Source: Data Processing Results (2023)

Regarding the experience of respondents, based on the frequency of visits to Merbabu Park Kopeng, the majority were only 1 time with a total of 136 people (66.3%), 2 times visiting as many as 48 people (23.4%), 3-5 times visiting as many as 7 people (3.4%) and 14 people visit more than 5 times. These results were dominated by visits that were only one time. It can be concluded from the previous explanation that tourists who come with a private employee background, are self-employed, and retirees earning over 10 million only come once that day. It is very unfortunate if at least tourists no longer want to visit Merbabu Park Kopeng due to the lack of interesting activities.

Table 6. Respondent Data on Digital Marketing

No	Dimension	Actual Score	Ideal Score	Percentage
1	<i>Search Engine Marketing</i>	2161	3075	70.28
2	<i>Online Public Relation</i>	1885	3075	61.30
3	<i>Content and Video Marketing</i>	2133	3075	69.37
4	<i>Display Advertising</i>	1299	2050	63.37
5	<i>Email Marketing</i>	3471	5125	67.73
6	<i>Social Media Marketing</i>	7484	12300	60.85
	Total	18433	28700	64.23

Source: Data Processing Results (2023)

The Digital marketing variable has a percentage yield of 64.23%, with the search engine marketing dimension getting the highest rating of 70.28% whereas the search engine marketing

dimension has three indicators. The indicator that has the highest score is the speed of information obtained through search sites such as Google. While the dimension that needs to be improved is the social media marketing dimension which gets the lowest rating of 60.85%. The social media marketing dimension has twelve statement indicators, where the indicator that produces the lowest score and really needs to be improved is how often tourists access Merbabu Park Kopeng's social media.

Table 7. Respondent Data on Destination Image

No	Dimension	Total Score	Average Score	Percentage
1	<i>Cognitive</i>	3353	5125	65,42
2	<i>Affective</i>	1313	2050	64,05
4	<i>Conative</i>	1915	3075	62,28
Total		6581	10250	64,20

Source: Data Processing Results (2023)

The destination image variable with the affective dimension has a percentage of 64.05%, with the cognitive dimension getting the highest rating of 65.42% and the conative dimension getting the lowest rating of 62.28%. On the cognitive dimension, the indicator has the highest score due to how well tourists understand Merbabu Park Kopeng as a recreation area or tourist attraction. Whereas on the conative dimension, the indicator that has the lowest score is because of how much tourists want to come back to Merbabu Park Kopeng.

Table 8. Reliability Test

Gender	<i>Cronbach's Alpha</i>	<i>Alpha Value</i>
Marketing	0,721	0,600
Destination Image	0,635	0,600

Source: Data Processing Results (2023)

In the validity test, all question items on digital marketing variables and destination image variables are valid because the r-count is greater than the r-table (0.136). Whereas in the reliability test, all digital marketing variables and destination image variables are reliable because Cronbach's alpha value is greater than the alpha value (0.600).

Table 9. Coefficient of Determination

R	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
.793	.629	.625	2.18796

Source : Result of Data Processing (2020)

Based on the calculation of the coefficient of determination, the influence of digital marketing variables and destination image on visiting decisions is 62.9%, while other factors are 37.1%.

Table 10. Partial Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig
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	B	Std. Error	Beta		
(Constant)	12.918	.860		15.024	.000
<i>Digital marketing</i>	.142	.015	.500	9.229	.000
Destination Image	.220	.031	.381	7.035	.000

Source: Results of Data Processing (2020)

In light of the fractional test results, for the advanced showcasing variable, the t-count esteem (7.761) > t-table (1.97), while the critical worth of computerized advertising is 0.00 < 0.05. This implies that H0 is dismissed and H1 is acknowledged so the computerized showcasing variable to some extent fundamentally affects visiting choices.

For the objective picture variable, the t-count esteem is (6.319) > t-table (1.97), while the huge incentive for the objective picture is 0.00, where the worth is under 0.05. It implies that H0 is dismissed and H2 is acknowledged so the objective picture variable somewhat altogether affects visiting choices.

Table 11. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	1636.917	2	818.458	170.970	.000
Residual	967.005	202	4.787		
Total	2603.922	204			

Source: Results of Data Processing (2020)

In view of the aftereffects of the synchronous test, the F-count esteem (170.970) > F-table (2.65), while the critical worth is 0.00, where the worth is under 0.05. It implies that H0 is dismissed and H3 is acknowledged, so the computerized promoting and objective picture factors together fundamentally affect visiting choices.

4.1 Discussion

Computerized promoting factors to some degree essentially affect visiting choices on the grounds that Advanced advertising exercises on marine the travel industry at Merbabu Park Kopeng are carried out by posting them on Instagram, Facebook, Twitter, and YouTube, where the posting schedule is divided into two postings in one day such as morning and evening, unlike YouTube which is posted or updated every week or two weeks. Competent human resources were also brought in to Merbabu Park Kopeng such as tourism and communication and graphic design graduates who were assigned by the Founder of Merbabu Park Kopeng to provide Digital Marketing Technical Guidance activities which were attended by all Merbabu Park Kopeng employees. The goal is for these human resources to understand the field they are currently working on, with the hope that it will produce the maximum possible output by expectations. The founder of Merbabu Park Kopeng also works with celebrity endorsers because one of the most effective methods now is paying celebrity endorsers as Ambassadors for Merbabu Park Kopeng, which will make it easier for Merbabu Park to promote their products.

In this study digital marketing has a significant effect on visiting decisions, in line with research conducted by Hasan & Hatibie (2014)[12], Inayah (2019) [13], what's more, Zulmaini (2020) which shows that limited time media with advanced advertising is useful for vacationers in acquiring the comfort of getting data about traveler locations to be visited, whenever and anyplace. The proper use of digital marketing as a tourism marketing tool can increase a good

image in the minds of tourists. Digital marketing attracts the attention of tourists to consider when making decisions about visiting tourist attractions.

The destination image variable partially has a significant effect on visiting decisions because each ride at Merbabu Park Kopeng provides different and unique tourist activities, to maximize tourist visits to existing rides. Placing Merbabu Park Kopeng advertisements in strategic places.

In this review, objective picture fundamentally affects visiting choices, in accordance with research directed by Safitri, et al (2020), Nafis (2020), and Hanif, et al (2016) which show that a traveler item can draw in sightseers on the off chance that it has a decent picture. positive in the personalities of vacationers.[14] [7] [15] To construct a picture of an objective in the personalities of sightseers, obviously, it doesn't simply disappear, however consistency, uniqueness, and vivacious advancement are required. The travel industry is defenseless against dangers and dangers like wrongdoing, socio-political shakiness, cataclysmic events, infections, and pandemics. Such weaknesses can spoil the appearance of a vacationer location. Since travelers are particular, it is essential to make a positive objective picture. So obviously the picture of the objective relates with the choice to visit.

5. Conclusion And Suggestion

5.1 Conclusion

Computerized showcasing essentially affects the choice to visit marine the travel industry in the Thousand Islands on the grounds that limited time media with advanced advertising is useful for vacationers in getting simple data about traveler locations to be visited, whenever and anyplace.

Objective picture essentially affects visiting choices on the grounds that a traveler item can draw in sightseers assuming it has a positive picture in the personalities of vacationers. To fabricate an objective picture in the personalities of purchasers, it doesn't simply disappear, yet it needs consistency, uniqueness, and energetic advancement.

5.2 Suggestion

The implementation of Merbabu Park Kopeng tourism promotion should emphasize promotions on Instagram, Facebook, Twitter, and YuoTube which are the largest travel information centers in the world which must be intensified considering that almost all internet users are users of these social media.

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