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The Role of social media And Destination Image on Visiting Decision: A Case Study in Taman Mini Indonesia Indah

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Abstract

Social media as an online communication has been utilized by tourism organizer to become one of the promotional media, as well as a means of increasing attachment relationships with the community. The purpose of this study is to find out the role of social media in Taman Mini Indonesia Indah on tourist Visit Decision. The data was taken from 207 respondents of social media users. The research instrument used questionnaires through a number of items with a Likert scale of 1-5. And data processing uses the help of PLS consisting of Validity Test and Reliability Test. The data analysis in this study used Convergent Validity and Discriminant Validity. Structural Model Testing consists of R-square analysis with Blindfolding calculations. The results showed that the quality of destinations and the image of destinations had a positive and significant relationship, while social media had no significant effect on visiting decisions. This study highlights the use of social media is very important in an effort to improve the promotion of Taman Mini Indonesia Indah.

Keywords
social media; destination quality; destination image; visit decision; TMII

I. Introduction

Tourism is the sector hardest hit by the Covid-19 pandemic, BPS data shows the number of tourist visits to Destination qualitys in Jakarta, in 2019 amounted to 32,982,472, while in 2020 a total of 4,792,342, the decline in the number of tourists that occurred since the beginning of the pandemic in March 2020 made the tour manager forced to adapt to the changes that occurred, in addition to following the direction of health protocols from the government is also vociferous. Conduct campaigns through social media and update information on the website. Social media is an example of a relatively recent development of information technology (Marbun et al, 2020). Communication through social media promises a comfortable state of communication, where someone who cannot compose words can be someone who is very poetic, with a very relaxed appearance and state, someone can carry out communication activities with others, lecturers, or someone when we communicate with it must take care of all things, appearance and style of language, but communicating through social media do not have to pay attention to it, sit back with a cup of coffee and use casual clothes a person can carry out communication activities (Marlina, 2020).

Social media is now an important part of tourism activities, both for tourists and tourism managers. Through social media, tourists will not only get general information about the Destination qualitys to be addressed but also can use it to produce content, both photography, and video. Tourists can also find more detailed information related to the quality of service, tourist facilities, tourist imagery, to ticket prices, through talks on social media. On the other hand, the tour manager hopes that positive content is generated, by sharing an interesting impression during the visit.

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One of the favorite tourist destinations for the people of the capital is TMII, with open areas and many options for tourist destinations, such as cultural tourism, children's tourism, educational tourism, and exercise. Plus, the number of Instagrammable spots for tourists is an integral part of the habits of millennials. They will be happy to upload the best photos and captions on social media of their existence on TMII.

Destination quality and attractive Destination Image will be superior when spread on online social media in the form of expressions and experiences shared by tourists, thus creating a massive spread of positive information related to Destination qualitys through social media. And able to move other prospective tourists to decide to visit Destination qualitys. However, based on searches on several TMII social media accounts, it seems that the manager still does not make the most of his social media use, as the results of research on the number of social media users in Indonesia in 2021 from We Are Social and Hootsuite, and compared to the number of accounts that follow social media @TMIIofficial. The managing admin is less interactive with his followers, it can be seen from some questions aimed at some posts that are not responded to. This will certainly affect the image indirectly in the followers.

Table 1. Follower number @TMIIofficial

Social Media	Number of User	Subscriber/follower TMII
Youtube	140.000.000	4.460
Facebook	107.000.000	5.537
Instagram	85.000.000	46.500
Twitter	14.000.000	3.761

The main purpose of this study is to find out the extent of the role of social media and the Destination Quality of TMII as a means of traveling to the community in strengthening the Destination Image, to be able to help people make decisions in visiting TMII.

II. Review of Literature

2.1 Social Media Marketing

As a communication tool, social media has become an important tool for most organizations today. Many academic studies on social media define it as "Internet-based applications that carry consumer-generated content that includes impressions on the media they create" as well as social media as "Some of the Internet-based applications that exist in the Website 2.0 program that Enable Internet users from all over the world to share ideas, thoughts, experiences, perspectives, information, and connect each other." (S. E. Kim et al. 2017). As such, social media is considered a group of Internet-based applications, built on top of the Website 2.0 program, which allows anyone to generate UGC (User-Generated Content) and be able to share it easily without being limited by space and time. Today's consumers have regarded social media as a more trustworthy source of information regarding products and services than a source of information obtained through a company's marketing medium, which has traditionally served as a means to promote goods and services.

Thus, in various industries, social media is now increasingly used as a means of effective communication with consumers and influences various aspects of consumer

behavior including information, attitudes, purchases, post-purchase communication, and product or service evaluation. In particular, the role of social media is now very important, especially in the tourism sector because tourism is a dense industry of information that makes it very dependent on the need for the internet, through the internet information related to tourism products can be easily accessed by the public and become a bridge in communicating with customers. (S. E. Kim et al. 2017) in addition, social media also offers its users more opportunities to participate online, considering that participation can be done by social media users anywhere without the need for physical contact. (Lin and Kant 2021).

Furthermore, digital technology can provide benefits such as convenience, enjoyment, the wealth of information, and saving time and money, all of which are highly appreciated by consumers(Frąckiewicz 2021). Social media has also evolved into a marketing tool, so it can better engage with customers online. This places particular emphasis on the role that the government should play to boost tourism growth in its territory, especially in unpopular regions and countries with an increasing economy and few international visitors. These results have many practical implications for assessing the importance of social media platforms and also building the foundation for emerging marketing tools, especially to advance economic-driven growth industries such as tourism. (Rasul, Zaman, and Hoque 2020)

In social media so that marketing communication is more effective there is a 4C element that must be met, as stated in the book "Engage" (Solis 2011); 1. **Context**: "How we frame our stories". How to frame a message or information from the brand owned. 2. **Communication**: "The practice of sharing our story as well as listening, responding, and growing." How to convey or share, listen, respond, and develop messages well. 3. **Collaboration**: "Working together to make things better and more efficient and effective." Cooperation between the giver and the recipient of the message so that the message is conveyed more effectively and efficiently, 4. **Connection**: "The relationship we forge and maintain". Maintaining a relationship that has been well established well

2.2 Destination Quality

Destination quality refers to locations (either places or natural circumstances) that have Destination quality in the form of attractions (art, culture, historical heritage, traditions, natural wealth, or entertainment), tourist facilities, and services(A. K. Kim and Brown 2012)

TMII is a Destination quality that has many cultural platforms and entertainment venues as part of attractions, the availability of public facilities (such as places of worship, places to eat, toilets, etc.) needed by tourists and employees who are ready to help serve tourists. The Destination quality can be attributed to tourists' perception of the overall performance of Tourist Attraction, services/facilities, and tourism facilities offered by a tourist attraction. However, in contrast, travelers may feel the lower quality when the attributes perform lower or worse than they expected. (Sangpikul 2017).

Destination quality according to (Cooper 2011) in (Choirunnisa and Rachmawati 2020) is measured through 4A, namely Attractions (Attraction), Amenity (Amenity), Accessibility (Accessibility), additional services (Ancillary Servis)

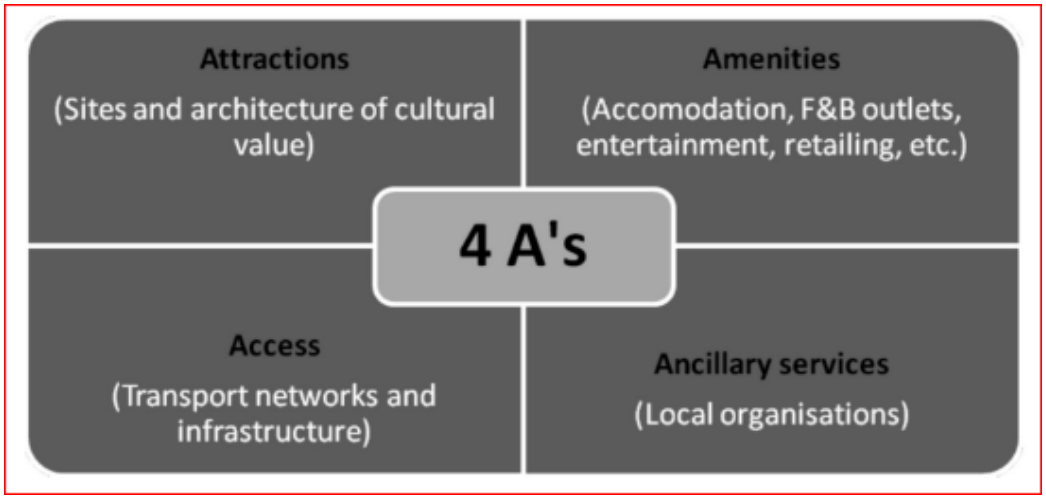


Figure 1. *Destination Quality (4A)*

2.3. Destination Image

Image is described as an overall impression formed in people's minds about an organization or company. Image is a perception that is formed quite consistently in the long term (enduring perception). So that the image is not easy enough to form, but when formed it will be difficult to change (Kotler 2009)

Destination image is an impression or perception of potential tourist visitors about a tourist attraction to be addressed (Hunt 1975). Destination Image is also defined as a concept formed based on consumer analysis and interpretation as a consequence of perceptive/cognitive concerns individual knowledge and beliefs about objects and affective assessments related to what consumers feel towards tourist (Beerli and Martín 2004)

According to (Agapito et al., 2013) Tourist imagery consists of 3 components, namely Cognitive, Affective, and conative. The cognitive dimension is related to knowledge, understanding, and interpretation of a particular tourist spot. The image of cognitive tourist destinations is a person's knowledge and thoughts about an object, the image of an affective tourist destination is the feeling possessed by someone about an object. The affective approach is based on feelings or emotions aroused by tourist attractions, the image of a conative tourist destination is how a person uses the information he has in taking an action.

2.4. Visit Decision

The purpose of travel is to travel both for recreational education and vacation purposes. The decision to visit is the process by which potential visitors assess some alternative tourist attractions to be addressed. Concerning the world of tourism, the purchase decision can be assumed as a visit decision so that the theory used in the decision to visit is adopted from the purchase decision. According to (Kotler 2009) there are five stages in making purchasing decisions, namely Introduction of needs, Information search, Evaluation of various alternatives, Purchasing decisions, and Post-purchase behavior.

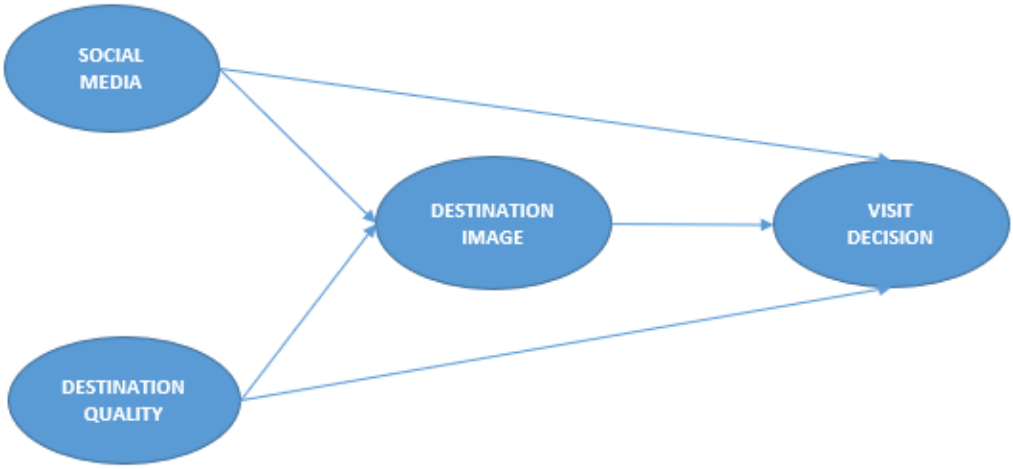
III. Research Method

This research uses quantitative research tools in conjunction with path analysis strategies. Primary and secondary data were analyzed in this study. The questionnaire method was used to collect data in this study. The study population consisted of those who had visited TMII and those who shared their travel experiences on online social media

platforms. The research instrument uses questionnaires through several questions with a Likert scale of 1-5. And data processing uses the help of SmartPLS consisting of Convergent and Discriminant Validity Tests, Reliability Tests, and structural models.

3.1 Operational Definition of Research

This study uses three independent (free) variables and one dependent variable (bound). Independent variables in this study are social media (X1), Destination Quality (X2), and Destination Image (X3) while the dependent variables are Visiting Decisions (Y). There are 4 indicators used for social media, namely; Context, Communication, Collaboration, and Connection. 4 indicators of the Quality of Tourist Attractions used, namely; tourist attractions (attractions), Ancillary Services (facilities), and tourist services (amenities), ease to reach tourist destinations (accessibility), for tourist image consists of 3 components, namely Cognitive, Affective, and conative. The visit decision consists of 5 indicators, namely: problem recognition, information search, alternative evaluation, visit decisions, and behavior after visiting.



Source: Primary data processed, 2022
Figure 2. *Framework*

3.2 Research Hypothesis

In this study the hypotheses used are:

1. There is a positive and significant influence between Social media and the Visit Decision TMII tourists
2. There is a positive and significant influence between Social media and TMII Destination image
3. There is a positive and significant influence between the Destination Quality and the Visit Decision TMII tourists
4. There is a positive and significant influence between Destination Quality and TMII Destination Image
5. There is a positive and significant influence between Destination Image and Visit Decision TMII tourists

3.3 Population and Research Samples

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are set by researchers to be studied and then draw conclusions (Sugiyono 2015). the population in this study is visitors or tourists

who came to TMII in January 2022.

Accidental sampling techniques are used in sampling. The accidental sampling technique is a way of taking samples by chance where the members of the population who are sampled are visitors who are or often visit TMII. The determination of the number of samples developed by Roscoe in (Sugiyono 2015) is a decent sample size in the study is between 30 to 500. The research questionnaire was measured with 5 Likert scale options and the collected data was then processed with SMART PLS software with the Path Analysis method.

IV. Result and Discussion

4.1 Respondent Overview

Based on research conducted on respondents who have traveled to TMII and have shared their travel experiences on social media. Obtained distribution of gender and age of respondents as seen in the following table:

Table 2. Gender and Age Distribution of Respondents

Gender	**Qty**	**%**
Pria	75	36%
Wanita	132	64%
Total	207	100%
Age		
< 19	45	22%
20-29	121	58%
30-39	5	2%
40-49	17	8%
>50	19	9%
	207	100%

Source: Primary data processed, 2022

Based on the data in table 2, it can be known that the respondents in this study were mostly women with the number of 132 (65%) of the total respondents. While based on age, the majority of respondents were aged between 20-29 years with a total of 121 people (58%) of the total respondents, followed by respondents aged less than 19 years with a total of 45 people, which is 22% of the total respondents. And respondents were at least in the age range of 30-39 years, namely 5 people or 2% of the total 207 respondents.

4.2 Validity test

Validity is determined using 30 respondents. The critical correlation coefficient is calculated in this test using the r distribution table and the significance level of 5%; so, r-table = 0.361. By comparing the value of r-count with the value of r-table, a significance test is performed. If the r-count value exceeds the r-table value, then the statement is considered valid. The results of this study validity test assisted by the use of SPSS 25 are presented in Table 3 below:

Table 3. Validity Test Results

Variable	Indicator	R-Count	R-Table 5%	Information
Social Media	X1.1	0,759	0,361	Valid
	X1.2	0,919	0,361	Valid
	X1.3	0,851	0,361	Valid
	X1.4	0,9	0,361	Valid
	X1.5	0,696	0,361	Valid
	X1.6	0,876	0,361	Valid
	X1.7	0,713	0,361	Valid
	X1.8	0,806	0,361	Valid
Destination Quality	X2.1	0,786	0,361	Valid
	X2.2	0,56	0,361	Valid
	X2.3	0,631	0,361	Valid
	X2.4	0,732	0,361	Valid
	X2.5	0,721	0,361	Valid
	X2.6	0,584	0,361	Valid
	X2.7	0,573	0,361	Valid
Destination Image	X3.1	0,778	0,361	Valid
	X3.2	0,73	0,361	Valid
	X3.3	0,788	0,361	Valid
	X3.4	0,752	0,361	Valid
	X3.5	0,655	0,361	Valid
	X3.6	0,788	0,361	Valid
	X3.7	0,66	0,361	Valid
Visit Decision	Y1.1	0,806	0,361	Valid
	Y1.2	0,487	0,361	Valid
	Y1.3	0,652	0,361	Valid
	Y1.4	0,711	0,361	Valid
	Y1.5	0,857	0,361	Valid

Source: Primary data processed, 2022

Based on Table 3, the data shows that the r-count is greater than r-table = 0.361 or more, then from 27 items, all instrument statements are declared valid and can be used for further analysis. In the Social Media variable, the highest R-count is on the X1.2 indicator with an R-count of 0.919 while the indicator with the lowest R-count is on the X1.5 indicator with an R-count of 0.696. In the Destination Quality variable, the highest R-count is on the X2.1 indicator with an R-count of 0.786 while the indicator with the lowest R-count is on the X2.2 indicator with an R-count of 0.56. In the Destination Image variable, the highest R-count is on the X3.3 indicator with an R-count of 0.788 while the indicator with the lowest R-count is on the X3.5 indicator with an R-count of 0.655. In the

Visiting Decision variable, the highest R-count is on the Y1.5 indicator with the R-count indicator of 0.857 with the lowest R-count being the Y1.2 indicator with an R-count of 0.487.

4.3 Reliability Test

This test is processed by utilizing one-time measurement using SPSS 25 software, the software provides facilities for Validity testing with Cronbach Alpha statistical tests. If a construct or variable produces an Alpha value greater than 0.6, it is considered trustworthy and acceptable. The following table 4 summarizes the findings of reliability tests conducted using SPSS software version 25:

Table 4. Uji Reliabilitas

Variabel	Alpha Cronbach	Nilai kritis	Informasi
Social Media	0,880	0,600	Reliable
Destination Quality	0,775	0,600	Reliable
Destination Image	0.858	0,600	Reliable
Visit Intention	0,745	0,600	Reliable

Source: Primary data processed, 2022

Based on Table 4, reliability tests are performed on question items that are declared valid. If the response to the questionnaire item is always consistent, the variable is considered reliable. Alpha Cronbach Reliability results of all variables show a reliable value because it exceeds the critical value of 0.600 so that all instruments can be included in the next analysis. Social media variables, Alpha Cronbach calculation values are 0.600, Destination Quality Variables are 0.775, Destination Image variables are 0.858, and Visit Decision variables are 0.745.

4.4 Convergent Validity

Convergent validity is determined by the correlation between the estimated score of the item/component obtained using PLS software and the actual item/component score. Individual reflexive measures are considered high if correlated with constructions measured by greater than 0.70 (Ghozali 2015). However, for preliminary studies in establishing measurement scales, a loading value of 0.5 to 0.6 is considered sufficient. (Ghozali 2015)

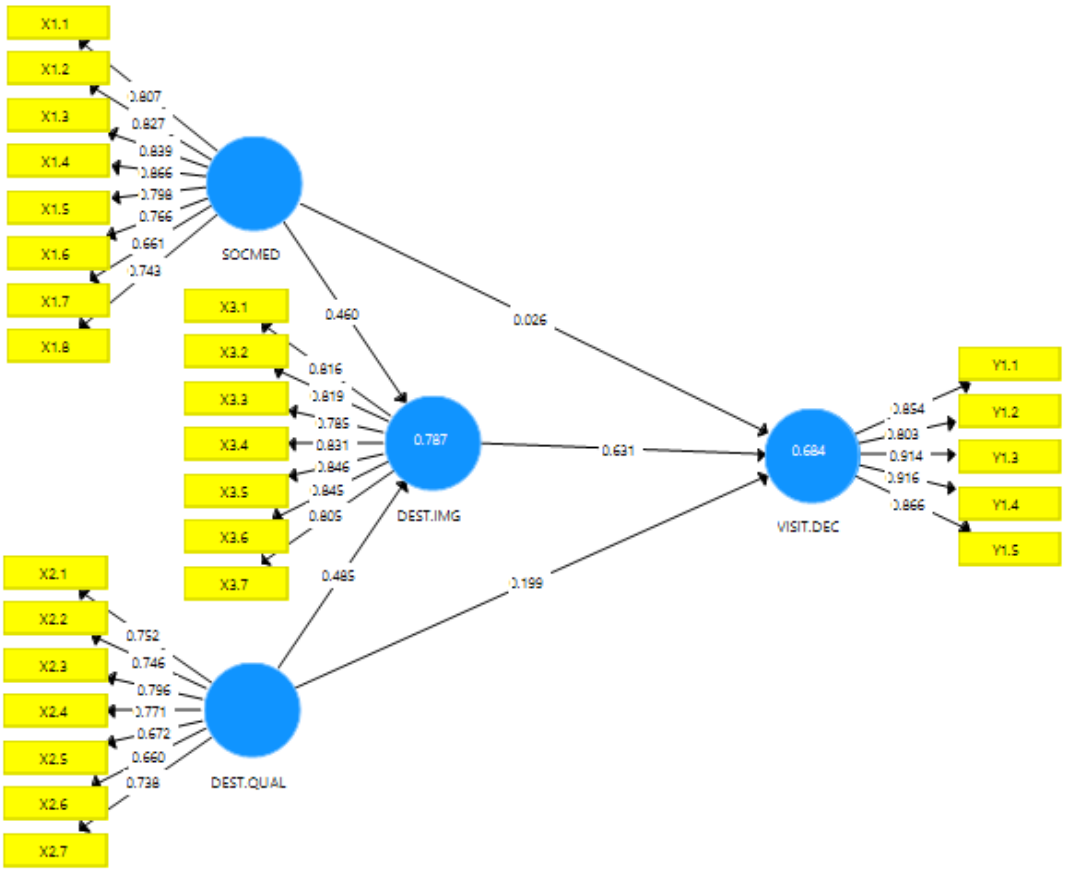
The Partial Least Squares (PLS) approach will be used to assess this research model, aided by SmartPLS 3.0 software. PLS is one of the alternative methods of Structural Equation Modeling (SEM) that can be used to solve problems in the relationship between highly complex variables when the sample size of data is small (30-100 samples) and the assumption is non-parametric, meaning that the data does not refer to any of the variables. certain distributions. For the first assessment of the loading factor matrix, a loading factor of about 0.3 is considered adequate, a loading factor of about 0.4 is considered superior, and a loading factor greater than 0.5 is generally considered important. The loading factor used in the study was 0.7. Follow data processing with SmartPLS 3.0. The Outer Loading data shown in Table 4 below are as follows:

Table 5. Outer Loading Factor

Variable	Indicator	Loading Factor
Social Media	X1.1	0,807
	X1.2	0,827
	X1.3	0,839
	X1.4	0,866
	X1.5	0,798
	X1.6	0,766
	X1.7	0,661
	X1.8	0,743
Destination Quality	X2.1	0,752
	X2.2	0,746
	X2.3	0,796
	X2.4	0,771
	X2.5	0,672
	X2.6	0,660
	X2.7	0,738
Destination Image	X3.1	0,816
	X3.2	0,819
	X3.3	0,785
	X3.4	0,831
	X3.5	0,846
	X3.6	0,845
	X3.7	0,805
Visit Decision	Y1.1	0,854
	Y1.2	0,803
	Y1.3	0,914
	Y1.4	0,916
	Y1.5	0,866

Source: Primary data processed, 2022

Smart PLS processing results are displayed in Table 5. Since the value of the outer model, or the correlation between construction and variable, has a loading factor of 0.60, the conclusion is that the construction for all variables can be used to test hypotheses. As shown in Table 4, most indicators in each variable in the study had a loading factor value of more than 0.70 and were therefore valid. In addition, there are two indicators with a loading factor of less than 0.70, especially in the Destination Quality variable, two indicators, namely X2.5 with a value of 0.672 and X2.6 with a value of 0.660. And the Social media variable is X1.7 with a value of 0.661. It indicates that indicator variables with a loading factor of more than 0.70 have a high degree of validity, meeting convergent validity requirements. While variables with a loading value of less than 0.70 have a low validity level and must be discarded or removed from the model. The results of this research model are described in Figure 1.



Source: Primary data processed, 2022

Figure 3. *Research Model Result (PLS Algorithm)*

4.5 Discriminant Validity

A model is said to have excellent discriminant validity if each loading value of each latent variable indicator has the greatest loading value compared to other loading values on other latent variables. The discriminant validity test produces the following results:

Table 6. Discriminant Validity

Variable	Indicator	Social Media	Destination Quality	Destination Image	Visit Decision
Social Media	**X1.1**	**0,807**	0,632	0,679	0,526
	X1.2	**0,827**	0,617	0,645	0,473
	X1.3	**0,839**	0,611	0,627	0,527
	X1.4	**0,866**	0,657	0,728	0,638
	X1.5	**0,798**	0,625	0,675	0,565
	X1.6	**0,766**	0,564	0,604	0,492
	X1.7	**0,661**	0,544	0,671	0,677
	X1.8	**0,743**	0,540	0,574	0,478
Destination Quality	**X2.1**	0,551	**0,752**	0,615	0,600
	X2.2	0,515	**0,746**	0,581	0,488
	X2.3	0,554	**0,796**	0,645	0,545
	X2.4	0,581	**0,771**	0,557	0,487
	X2.5	0,688	**0,672**	0,659	0,469

	X2.6	0,461	**0,660**	0,556	0,571
	X2.7	0,558	**0,738**	0,662	0,648
	X3.1	0,702	0,741	**0,816**	0,741
	X3.2	0,690	0,632	**0,819**	0,589
Destination Image	**X3.3**	0,678	0,638	**0,785**	0,521
	X3.4	0,706	0,648	**0,831**	0,609
	X3.5	0,662	0,725	**0,846**	0,744
	X3.6	0,673	0,719	**0,845**	0,732
	X3.7	0,662	0,682	**0,805**	0,735
	Y1.1	0,621	0,682	0,749	**0,854**
Visit Decision	**Y1.2**	0,588	0,641	0,672	**0,803**
	Y1.3	0,603	0,638	0,713	**0,914**
	Y1.4	0,626	0,660	0,744	**0,916**
	Y1.5	0,615	0,627	0,685	**0,866**

Source: Primary data processed, 2022

Based on table 6, the loading factor value for the latent variable indicator is greater than the loading factor value for other latent variables. That is, latent variables have a high degree of discriminant validity. The cross-loading results in Table 6 show that the correlation between constructs and indicators is stronger than the correlation between constructs and other constructions. Thus, all constructions or latent variables already have high discriminant validity, as evidenced by the advantages of construction indicator blocks over other indicator blocks (Ghozali 2015). The root value of the AVE is then compared with the correlation between constructions. The recommended value for AVE roots is greater than the correlation between constructions. If the square root of the AVE for each construction is greater than the correlation between the two constructions in the model, the model has higher discriminant validity. A decent AVE value should be more than 0.50. Evaluating the Validity and reliability criteria of Extracted Reliability and Average Variance (AVE) can also be determined by the construct reliability value and the Average Variance Extracted (AVE) value. If the value is greater than 0.70 and the AVE is greater than 0.50, the construction is said to be very reliable. Table 7 will display the Composite Values and Average Values of all Variable values for all variables.

Table 7. *Average Variance Extracted*

Variable	**Composite Reliability**	**Average Variance Extracted (AVE)**
Social Media	**0,930**	**0,626**
Destination Quality	**0,891**	**0,540**
Destination Image	**0,936**	**0,675**
Visit Decision	**0,940**	**0,760**

Source: Primary data processed, 2022

According to Table 7, all constructions meet the recommended reliability criteria, as indicated by the composite reliability score of 0.70 and AVE of 0.50. According to Table 7, all constructions have an AVE value of more than 0.50, with the Destination quality variable having the lowest AVE value of 0.540 and the Visit Decision variable having the highest AVE value of 0.760. This figure corresponds to the specified minimum AVE value limit of 0.50. According to the SmartPLS output in Table 7, the composite reliability value

for all constructions is greater than 0.70. With the resulting value, all constructions have a high degree of reliability when compared to the minimum value limit required.

4.6 Structural Model Testing (Inner Model)

After successful validation of the outer model, the inner model is validated (structural model). The reliability of the inner model can be determined by checking the r-square (reliability indicator) for dependent constructs and the t-statistical value of the track coefficient test. Forecast stability is determined using t statistics and bootstrapping processes. The larger the r-square number, the more accurate the prediction model of the proposed research model. In hypothesis testing, the route coefficient value indicates the level of significance.

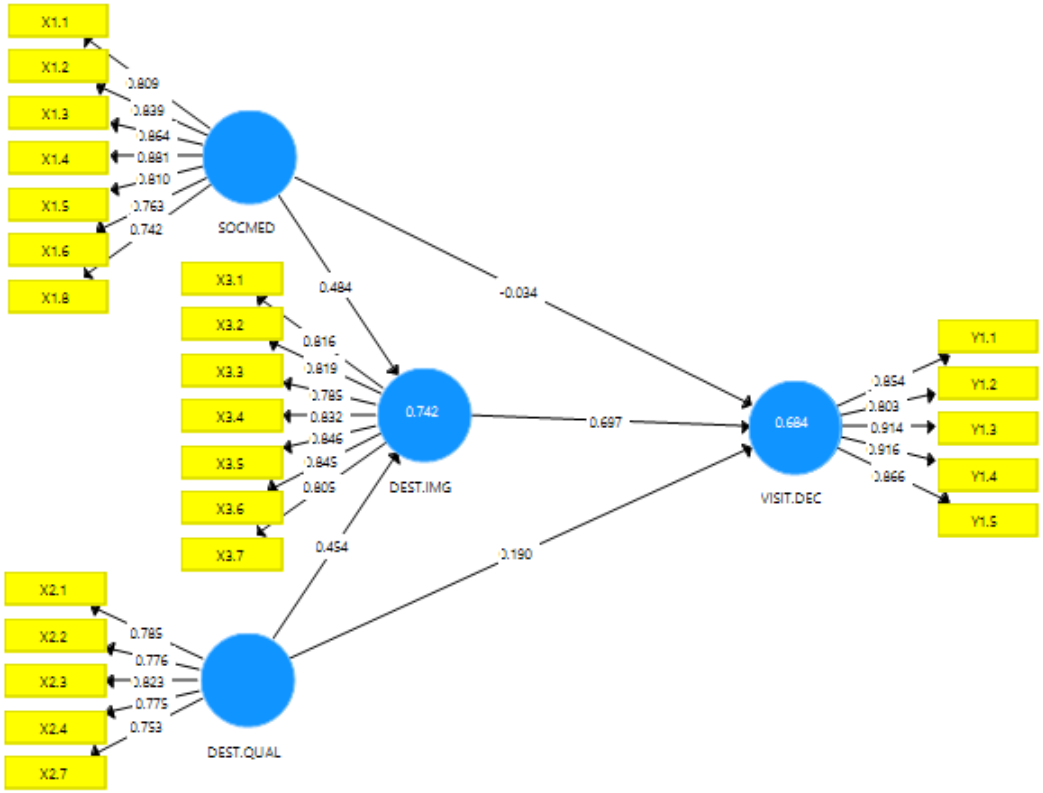
4.7 R-Square (R2) Analysis

The R^2 value is calculated using the PLS technique in the Smart PLS program. The R-squared statistic is found only for latent variables that are affected by other latent variables. The affected latent variable is also referred to as the endogenous latent variable (Hussein, 2015). Three endogenous latent variables with R^2 values were examined in the study: Destination Image and Visit Decision. R^2 is measured using three criteria: 0.67 or greater, 0.33 or greater, and 0.19 or less (Haryono, 2015; Sarwono, 2015). The results of the R^2 analysis of this study are summarized in Table 8.

Table 8. R-Square

Variable	R Square	Criteria
Destination Image	0,742	High
Visit Decision	0,684	High

The results in Table 8 showed that 68.4% of Visit Decision (Y) variables were influenced by social media (X1), Destination Quality (X2), and Destination Image (X3), and 74.2% of Destination Image variables (X3) were influenced by social media (X1) and Destination Quality variables (X2). The PLS R-Square result represents the number of variances of the construction described by the model. The following is the result of calculating the value of R-Squares:



Source: Primary data processed, 2022

Figure 4. *Research Model (PLS Algorithm)*

Before testing the research hypothesis, one of the tests that also need to be done is Predictive Relevance (Q Square Value) which serves to assess the amount of diversity or variation of research data on the phenomenon being studied and also the estimation of its parameters. A model is considered to have a relevant predictive value if the Q^2 value is greater than 0 (zero). Q^2 quantity has a value with a range of $0 < Q^2 < 1$.

Through the formula: $Q^2 = 1 - (1-R_1^2)\,(1-R_2^2)$

$= 1 - (1-(0{,}742)^2\,(1-(0{,}684)^2)$

$= 1 - (0.550)\,(0.467)$

$= 1 - (0.257) = 0{,}76$ or 76%

Q^2 is calculated to have a value of 0.76. According to (Ghozali 2015), the value of Q^2 can be used to assess how well the observed value and approximate parameters are made by the model. A Q^2 number of more than 0 (zero) indicates that the model is adequate, but a Q^2 value of less than 0 (zero) indicates that the model is not predictively relevant. The endogenous latent constructs or variables in this study model had a Q^2 value greater than 0 (zero), indicating that the model's predictions were relevant.

4.8 Q-Square (Q2) and Q2 Effect Size Analysis

Q-square can be seen in the results of blindfolding calculations in the cross-validated redundancy construction section. The results of this calculation can be seen in Table 9 below:

Table 9. Construct Cross Validated Redundancy

	SSO	SSE	Q^2 (=1-SSE/SSO)
Social Media	1449,000	1449,000	
Destination Quality	1035,000	1035,000	
Destination Image	1449,000	732,292	0,495
Visit Decision	1035,000	506,223	0,511

Source: Primary data processed, 2022

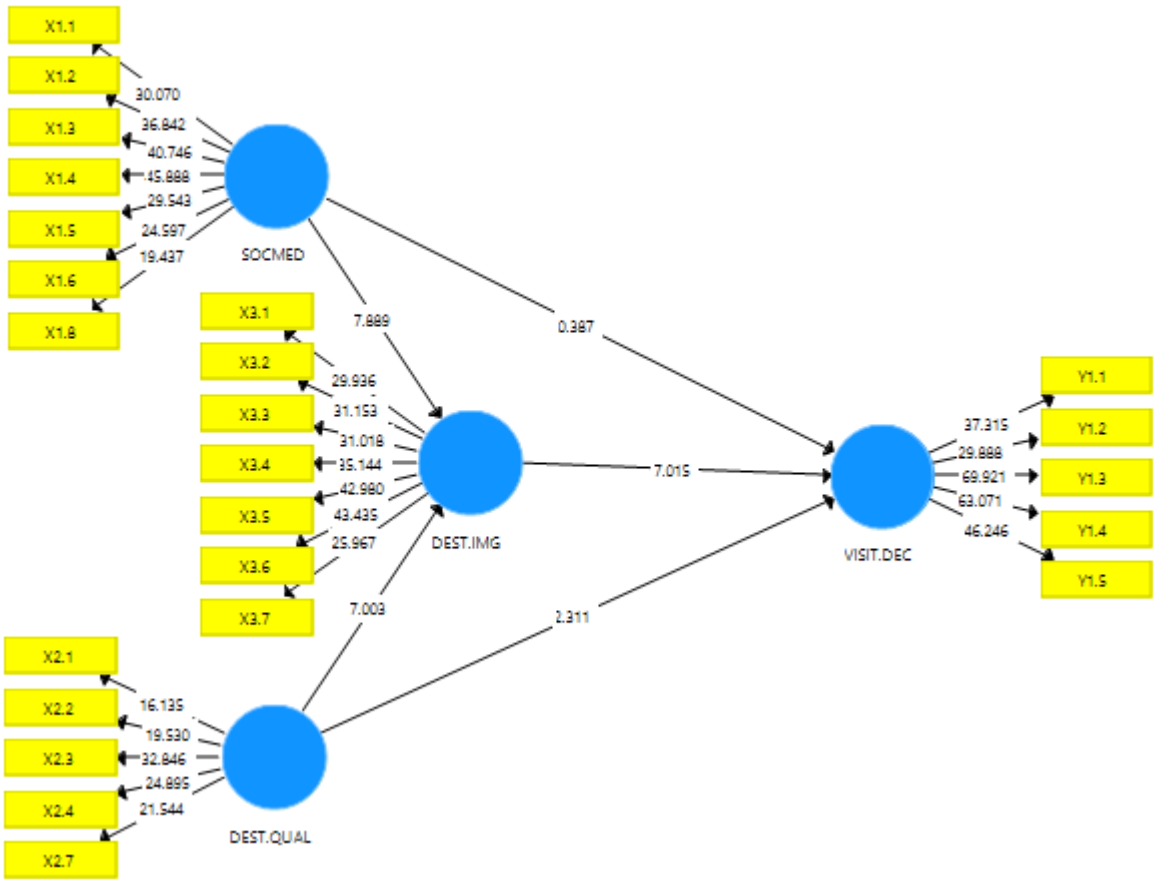
From the calculation results in Table 9, the Q^2 values are 0.495 and 0.511. Since the Q^2 value is more than zero, the model has met predictive relevance where the model has been properly reconstructed.

4.9 Hypothesis Test

Hypotheses are tested using the findings of the Inner Model test (structural model), which consists of r-square output, parameter coefficients, and statistics t. To determine the acceptability or rejection of hypotheses, among other things, by examining the significant values between construction, t-statistics, and p-values. The research hypothesis was tested using SmartPLS (Partial Least Square) 3.0 software. Bootstrapping results reveal these values. The T-statistic > 1.96 was used as a guideline in the study, along with a p-value of 0.05 (5%) and a positive beta coefficient. The importance of testing the premise of the study is shown in Table 10 below:

Table 10. Direct Effect

		Original Sample (O)	Sampel Mean(M)	Deviation Standard (STDEV)	T Statistic (|O/STDEV|)	P Values
DEST.IMG	-> **VISIT.DEC**	0,697	0,691	0,099	7,015	**0,000**
DEST.QUAL	-> **DEST.IMG**	0,454	0,455	0,065	7,003	**0,000**
DEST.QUAL	-> **VISIT.DEC**	0,190	0,193	0,082	2,311	**0,021**
SOCMED	-> **DEST.IMG**	0,484	0,483	0,061	7,889	**0,000**
SOCMED	-> **VISIT.DEC**	-0,034	-0,032	0,089	0,387	**0,699**



Source: Primary data processed, 2022

Figure 5. *Research Model (Bootstrapping)*

Table 10 shows the results of PLS calculations that state the direct influence between variables. It is said that there is a direct effect if the p-value < 0.05 and it is said that there is no direct effect if the p-value > 0.05. Based on Table 10, it can be stated as follows; Destination Image has a significant effect on the Visit Decision variable with a p-value of 0.000 <0.05. In accordance with previous research by (Putra, Srikandi, and Kadarisman 2015) (Kuswardani 2020) and (Putri and Yasri 2020) (Sudigdo and Khalifa 2020). Destination quality significantly affects the Destination Image variable with a p-value of 0.000 <0.05 in line with the results of previous research related to the quality of tourist attractions having a significant effect on tourist image (Tosun, Bora, and Fyall 2015). Furthermore, Destination Quality significantly affects the Visit decision variable with a p-value of 0.021 <0.05. Following previous research related to the influence of Destination image on the decision to visit (Kuswardani 2020). Then the Social media Variable significantly affects the Destination Image variable with a p-value of 0.000 <0.05, in line with the results of research on the influence of social media on tourist image (Putri and Yasri 2020) and (Farhangi and Alipour 2021). And the last hypothesis for the Socmed Variable against visit decision has a p-value of 0.699 > 0.05 which means there is no relationship between the Socmed Variable and the Visit Decision variable. These results are following research conducted by (Putri and Yasri 2020) and (Tham, Mair, and Croy 2020) which stated that Social Media does not affect visiting decisions.

Table 11. Indirect Effect
n

	Original Sample (O)	Sampel Mean(M)	Deviation Standard (STDEV)	T Statistic (| O/STDEV |)	P Values
DEST.IMG -> VISIT.DEC					
DEST.QUAL -> DEST.IMG					
DEST.QUAL -> VISIT.DEC	0,316	0,313	0,054	5,820	**0,000**
SOCMED -> DEST.IMG					
SOCMED -> VISIT.DEC	0,337	0,336	0,074	4,544	**0,000**

Source: Primary data processed, 2022

Table 12. Indirect Effect Specific

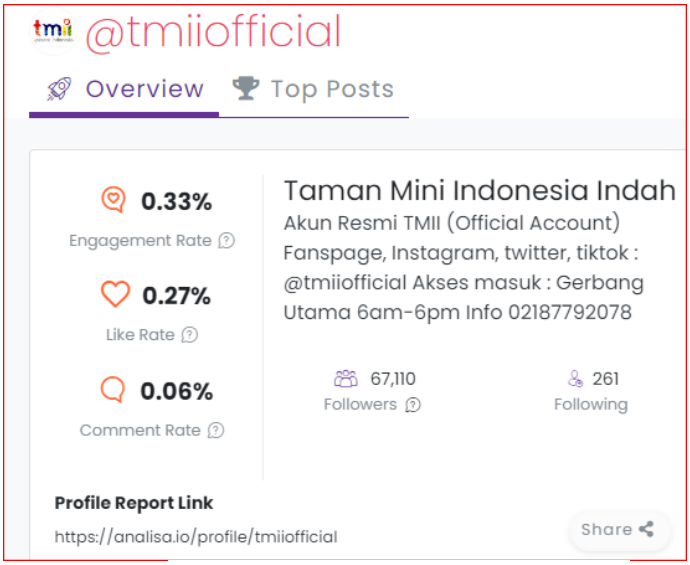
	Original Sample (O)	Sampel Mean(M)	Deviation Standard (STDEV)	T Statistic (| O/STDEV |)	P Values
DEST.QUAL -> DEST.IMG -> VISIT.DEC	0,316	0,313	0,054	5,820	**0,000**
SOCMED -> DEST.IMG -> VISIT.DEC	0,337	0,336	0,074	4,544	**0,000**

Source: Primary data processed, 2022

Based on the results in Table 11, Social media variables can affect visit decisions indirectly, in this case, social media variables will affect visit decisions through destination images. Social media tends to affect goal choice only when three context characteristics coexist. Characteristics of this context are when a potential tourist already has a high level of engagement with social media, where the proposed destination is unknown, and where there is a significant degree of planning confusion associated with the proposed trip. Otherwise, the role of social media seems to be limited and has only a medium-low influence on the choice of goals. (Tham, Mair, and Croy 2020). In the case of TMII tourists, these 3 characteristics do not occur simultaneously, in this context TMII is a tourist destination that is well known among Indonesian tourists, and the lack of dependence of tourists for information on social media.

In addition, the destination manager must also facilitate posts on social media to increase tourist awareness and it is also important to socialize the process of planning tourist visits (Tham, Mair, and Croy 2020).

Engagement rates on Instagram between 1% and 3% are good. This is the average result that we can see in most profiles. If the engagement rate is higher than 3%, it means that the audience is highly engaged and reacts a lot to the content. If it is below 1%, people are not very interested in the content posted. (https://promorepublic.com/), based on the data can be assumed that the TMII manager is still unable to maximize his social media use in interacting with his followers.



Source: https://analisa.io/profile/tmiiofficial

Figure 6. *Engagement Rate*

V. Conclusion

Based on technological developments and the use of social media in the community, this study considers social media, destination quality, and destination image against visit decisions. The results in this study show the indirect influence of social media on visit decisions through Destination Image, and there is a significant direct influence between Destination quality on Visit Decision, Destination Quality on Destination Image, Destination Image on Visit Decision, and Socmed on Destination Image. For tourism managers, the use of social media can be maximized to be able to help tourists get the latest information and can increase tourist confidence in making decisions to visit.

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