The Contribution of Instagram Visit Ujung Genteng as a Social Media Influencer in increasing Destination Awareness Impacts Intention to Visit Ujung Genteng Beach

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Abstract

This research explores the contribution of Instagram Visit Ujung Genteng as a social media influencer in increasing destination awareness that has an impact on the intention to visit Ujung Genteng Beach. Through quantitative and qualitative approaches, this study examines how the content shared by Visit Ujung Genteng's Instagram account affects users' perceptions of the destination. Survey methods were used to measure a destination's level of awareness before and after exposure to that Instagram content, while in-depth interviews were conducted to understand how users responded and reacted to the content. The results showed a significant relationship between the content posted by Visit Ujung Genteng on Instagram and increased destination awareness among users. The analysis also revealed that the increased level of destination awareness had a positive correlation with users' intention to visit Ujung Genteng Beach. Factors such as the authenticity of the content, user engagement, and visual appeal of the content play a key role in their influence on user intent to visit a destination. This research provides important insights for tourism and marketing practitioners in understanding the important role of social media influencers in promoting tourist destinations. The practical implications emphasize the importance of engaging and authentic content-based marketing strategies in increasing visitor intent to explore a particular tourist destination.

I. Introduction

Tourism in Indonesia has an important role in the national economy, especially in increasing the country's foreign exchange and creating jobs (Pratiwi et al., 2023), One of the tourism in Indonesia is in the coastal area, the problem that often occurs in the coastal area is environmental damage due to uncontrolled tourism activities resulting in reduced tourist arrivals (Susilo & Dharmawan, 2021) In addition, the coastal area also has enormous economic value for the local community, where beach tourism can be one of the important sources of income for the community around the coastal area (Horas et al., 2023). There needs to be research conducted to find out more about the condition and potential of tourism in coastal areas as well as positive and negative impacts (Masrun et al., 2023). The research can be the basis for formulating sustainable tourism management strategies and optimal benefits for local communities and tourists visiting coastal areas (Hasibuan & Gusdini, 2023).
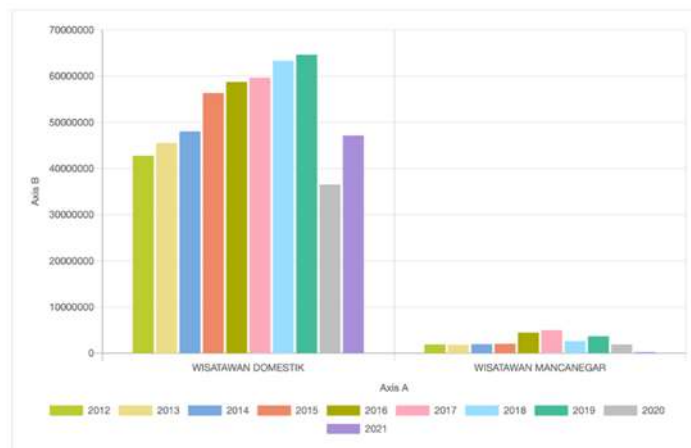
Figure 1. *Number of Tourists by Category of Beach Objects in West Java*
Source: (Jumlah Wisatawan Berdasarkan Kategori Di Jawa Barat, n.d.)

From graphic data, one of this dataset contains data on the number of homestay visitors based on the type of tourist and district/city in West Java Province from 2018 to 2021. This dataset related to the topic of Tourism and Culture is produced by the Tourism and Culture Office which is issued every 1 year. Foreign tourists have decreased and domestic tourists have increased. To overcome the above problems, there needs to be a coordinated effort from various parties, such as the government, tourism entrepreneurs, local communities, and environmental organizations (Jumlah Usaha Mikro Kecil Menengah (UMKM) Berdasarkan Kategori Usaha Di Jawa Barat, n.d.)
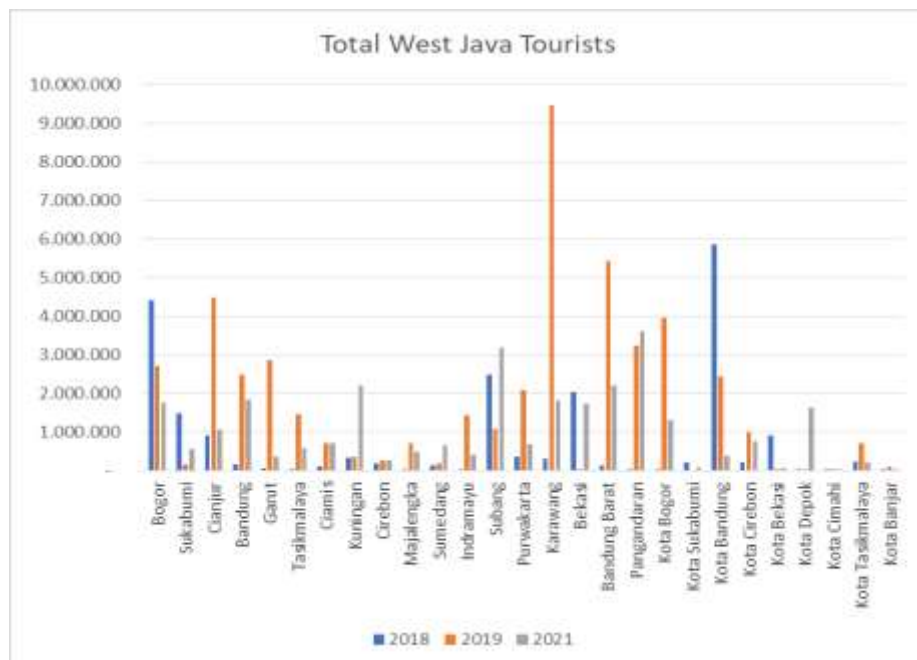

Figure 2. *Number of Tourists Attractions in West Java*
Source: (Jumlah Kunjungan Wisatawan Ke Objek Wisata 2018-2021, n.d.)

Based on graph 2, it can be seen that the number of tourists in Sukabumi Regency is still low compared to other cities or regencies, even though Sukabumi Regency has a lot of tourism potential that can be developed since the inauguration of the Ciletuh - Pelabuhan

Ratu tourist area on April 17, 2018 by UNESCO to become Ciletuh - Palabuhanratu UNESCO Global Geopark or hereinafter quite known as Ciletuh - Port Ratu Geopark (Mustikaningsih & Novianti, 2019).

Problem Formulation In research in the Tourism Sector of coastal objects, especially in West Java from previous research on research (Nugraha et al., 2022) The findings are the availability of infrastructure and supporting facilities for coastal tourism in West Java. starting from the availability of infrastructure and tourism supporting facilities in coastal objects in Java In the problem of social media content how creative content beach scenery, tourist activities, local culinary, and interviews with locals to provide a closer experience to social media users increase interest in tourist visits (Villaver et al., 2022).

The results of previous research were used as a problem formulation, namely: How Social Media can increase *destination awareness* and interest of tourists who want to visit Ujung Genteng beach objects in West Java.

II. Review of Literature

The increasing role of social media in tourism is becoming an increasing research topic. Social media plays an important role in focusing on many aspects of tourism, especially best practices in information retrieval, decision making, tourism promotion, and consumer engagement (Zeng & Gerritsen, 2014). Social media is very important for tourism because it helps branding, increases destination awareness, and to direct visitors according to the expected goals.

In various tourism marketing research, promotional activities carried out on social media can increase destination awareness (Hermina et al., 2020). Research conducted arisandi (Arisandi & Pradana, 2018) shows that social media (youtube, Facebook, Instagram, and Twitter) have an effect on Brand Awareness and are very important in increasing brand awareness of self-help tourism. While the research conducted by herstanti (Herstanti, 2023) Social media marketing activity can increase customer awareness and also increase customer intent to visit somewhere. Social media marketing and online marketing also increase customer intent to visit either directly or indirectly through destination awareness (Herstanti, 2023).

According to Bilgin (BİLGİN, 2018), There are five dimensions of Social media marketing activities, namely Ententinment, Interaction, Trendiness, Advertisement, and Customization, Destination awareness is a promise to consumers that products will be delivered to them with all features described   , and   changed   (Lai & Vinh, 2013). Destination awareness can be interpreted as whether someone has heard about a tourist destination and which tourist destination first comes to one's mind when considering a vacation (Milman & Pizam, 1995).

Interest can be defined as a state that consumers feel before taking an action, where the action can be used as a benchmark to estimate the action (Jung et al., 2022). The interest of the visit as a model as well as the consumer's attitude towards the object of the goods is closely matched by measuring the attitude towards a product, service or their defined brand class (Chou & Hsu, 2016). In some studies, visiting interest can be analogous to buying interest (Ayu Virtarini, 1981; Hermawan, 2017). Adapted from research (Savitri et al., 2022) Purchase interest has indicators:
1. Transactional interest, consumers are interested in purchasing a product that they want to buy
2. Confessional interest, consumers are interested in buying a product based on the recommendation of colleagues or friends and family.

3. Preferential interest, Consumers are interested in wanting to make purchases when there is a need.

Exploratory interest, consumers want to be interested in purchases on the basis of seeing the information seen. Interest can be defined as a state that consumers feel before taking an action, where the action can be used as a benchmark to estimate the action (Jung et al., 2022).

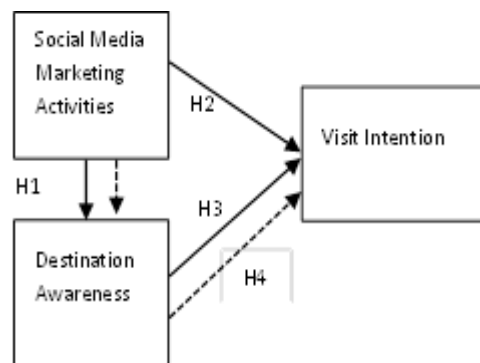Based on this description, the researcher will then describe the research model to facilitate the research process.

Figure 3. *Research model*

III. Research Methods

This study uses quantitative research methods, to test exogenus variables of *social media marketing activities*, endogenous variables *of destination awareness* and variables of edonegus of visiting interest as well as causal clause design research. The population of this study was followers of @infoujunggenteng_ Instagram accounts as many as 13,700. The sample of this study used the formula of Isaac and Michael, a total of 374 samples with an error rate of 5%. The sampling technique uses *probability sampling* with *a simple random sampling method.*

Data collection techniques are by making observations, questionnaires, and literature studies. Primary data sources were collected directly from respondents using a list of questions and questionnaire statements through Googleforms distributed to @infoujunggenteng_ Instagram followers. All questionnaire items were measured using a *five-point likert scale* starting with 'strongly disagree (1)' to 'strongly agree (5)' to assess the measured variable. as a measuring tool by collecting data through questionnaires, Furthermore, the data in this study was analyzed using *structural equation modeling* (SEM) with the help of smartpls 3.2.9 software.

Furthermore, measurements for the Social *Media Marketing Activities variable* were adapted from Bilgin (BİLGİN, 2018) which consists of 5 dimensions, namely *Ententinment,* Interaction*, Trendiness*, Advertisement*,* and *Customization* with a total of 14 questions. The variables *Social Media Marketing Activities* are measured in *second-order constructs* using a disjoint two-stage approach with reflective-reflective constructs (Sarstedt et al., 2019).

Variable *destination awareness* using 3 indicators adapted from Alvarez (Huerta-Álvarez et al., 2020)**,** dan minat berkunjung diadaptasi dari penelitian gaffar (Gaffar, 2018) using 3 indicators. Thevariables of *destination awareness* and visiting interest are unidimensional constructs formed directly from the manifest variables with the direction of the indicator in the form of *reflective* based on the theory used.

Model evaluation in PLS consists of evaluation of *outer models or measurement models (measurement model)* and evaluation of *inner models* or structural models (structural *model*) (Haryono, 2016). The *measurement model evaluation* consists of evaluating *the loading indicators* of each question item, *internal consistency reliability*, *convergent validity* and *discriminant validity*. If the data has met the requirements in the measurement model, the next stage is to evaluate the *inner model* consisting of standard assessment criteria of *coefficient of determination* () and R^2 statistical significance and *path coefficient* (Hair et al., 2019).

IV. Discussion

4.1 Responsive Features

The characteristics of respondents in this study are seen from gender, age, education, and social media used with the number of respondents 374 addressed in table.

Table 1. Characteristics responden

		Frequency	Percentage
gender	man	133	34.64%
	woman	241	62.76%
Age	15-20	47	12.24%
	21-25	90	23.44%
	26-30	120	31.25%
	31-35	45	11.72%
	36-40	36	9.38%
	40-50	26	6.77%
	50>	10	2.60%
Education	SMA	101	26.30%
	D3	85	22.14%
	S1	155	40.36%
	S2	23	5.99%
	S3	10	2.60%
Work	Mahasiswa	101	26.30%
	Swasta	111	28.91%
	PNS	84	21.88%
	Wirausaha	78	20.31%
N= 384			

The majority of respondents in this study were women, which shows that women use social media more often. Most respondents in the age range of 26-30 know that the use of Instagram social media is more often used because it is popular among young people, while the most educational status is S1 with the most job status is private employees.

4.2 Evaluation of the Measurement Model of the 1st Order

In this study, pelitian model estimation was carried out with a *second order factor* using a *disjoint two-stage approach* on the first order construct as shown in figure 2.measurement dimensions *Social media marketing activities* are directly connected to all variables / dimensions.
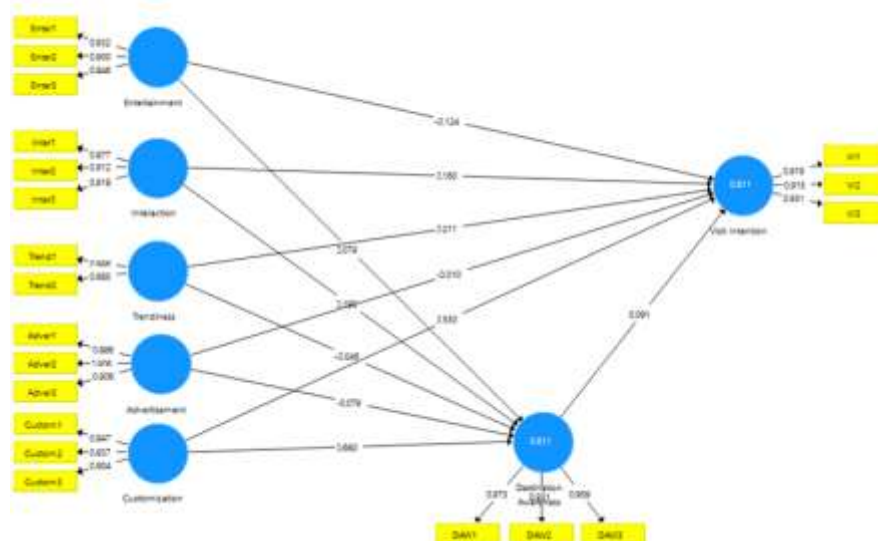
Figure 4. *1st order disjoint two stage approach*

4.3 Internal Consistency Reliability Dan Convergent Validity

Furthermore, the first step in the assessment of the reflective measurement model is the *convergent validity measurement*, namely by evaluating the value of Average Variance Extracted (AVE) and the outer loading value. *Rule of thumb*, Hair et al. (Hair et al., 2019) use outer loading ≥ 0.70 Another opinion according to Chin (1998) is that the outer loading value of ≥ 50 can be accepted provided that the values of composite reliability (CR) and Average variance extracted (AVE) are met. Meanwhile, the value of the average variation of each measurement item contained by the variable is an AVE value of ≥ 0.50. *Internal consistency reliability* is shown by composite reliability (CR). According to Hair et al. (Hair et al., 2014) The minimum CR value is 0.70, but for exploratory studies a CR value between 0.60 – 0.70 is acceptable.

Table 2. Measurement model 1ˢᵗ order

	loadings	CR	AVE
Social media marketing activities			
Entertainment		0.922	0.798
Enter1	0.932		
Enter2	0.900		
Enter3	0.846		
Interaction		0.929	0.814
Inter1	0.877		
Inter2	0.912		
Inter3	0.918		
Trendines		0.985	0.971
Trend1	0.986		
Trend2	0.985		
Advertisement		0.927	0.809
Adver1	0.886		
Adver2	0.906		
Adver3	0.906		
Customization		0.950	0.864

Custom1		0.947	
Custom2		0.937	
Custom3		0.904	
Destination awareness		0.969	0.911
DAW1		0.973	
DAW2		0.931	
DAW3		0.959	
Visit Intention		0.944	0.850
VI1		0.919	
VI2		0.915	
VI3		0.931	

As shown in table 2, reflective construction on *the first order* construct shows *good internal consistency* reliability with a *composite reliability* value of more than 0.70 from 0.922 to 0.985 which means that all variables in this study are reliable. This table also shows the measurement of *convergent validity with the* Outer Loading *values from 0.846 to 0.973 all more than 0.70 as well as the extracted average variance (AVE) from 0.798 to 0.971 for each study variable with values greater than 0.50 indicating that the study variable explains at least 50% of the indicator variance.*

4.4 Discriminant Validity

Furthermore, at the construct level, discriminant validity is tested using the Fornell-Larcker criterion by comparing the square root *of each* construct with the correlation of that construct to other constructs. The square root of each AVE of a construct must be higher than its correlation with other constructs.

Table 3. Fornell-Larcker Criterion 1st order

	Advertisement	Customization	Destination Awareness	Entertainment	Interaction	Trendiness	Visit Intention
Advertisement	**0.899**						
Customization	0.716	**0.929**					
Destination Awareness	0.597	0.771	**0.955**				
Entertainment	0.856	0.689	0.599	**0.893**			
Interaction	0.873	0.723	0.636	0.843	**0.902**		
Trendiness	0.758	0.608	0.494	0.685	0.741	**0.985**	
Visit Intention	0.619	0.753	0.627	0.568	0.645	0.605	**0.922**

Based on table 3, the value of the square root of AVE of each indicator is higher than the correlation of its own variables to other constructs. Then the validity of the discriminant for its dimensional construct has been achieved.

4.5 Evaluation of the 2nd Order Measurement Model

A diagram of a diagram Description automatically generated*social media marketing activities* digunakan pada stage kedua sebagai indikator pengukur variable yang dikoneksikan dengan variable *social media marketing activities* seperti pada gambar 2. Evaluasi dilakukan terhadap instrumen penelitian ini untuk melakukan pengukuran *measurement model* seperti pada evaluasi model pengukuran 1st order.
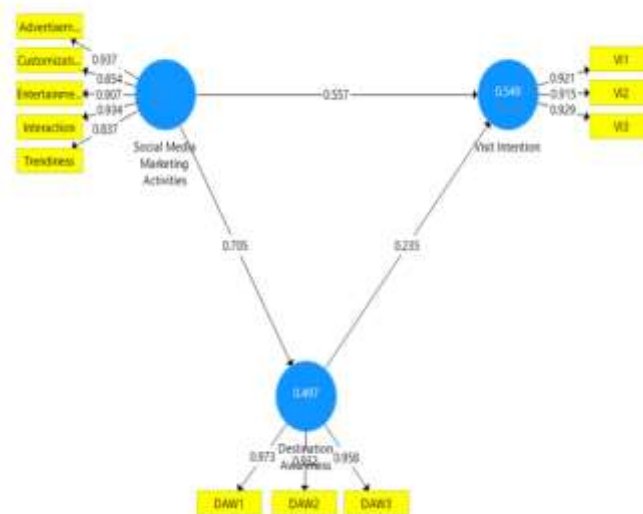
Figure 5. *2nd order*

4.6 Internal Consistency Reliability and Convergent Validity

Furthermore, an assessment of the measurement model was carried out on the 2nd order model by reevaluating *internal consistency, reliability* and *convergent validity*

Table 4. Model pengukuran 2nd order

	loadings	CR	AVE
Social media marketing activities		0.952	0.800
Entertainment	0.907		
Interaction	0.934		
Trendines	0.837		
Advertisement	0.937		
Customization	0.854		
Destination awareness		0.969	0.911
DAW1	0.973		
DAW2	0.932		
DAW3	0.958		
Visit Intention		0.944	0.850
VI1	0.921		
VI2	0.915		
VI3	0.929		

As shown in table 5, reflective construction on the *2nd order* construct shows *relatively good* internal consistency reliability with *a composite reliability* value of more than 0.70 from 0.944 to 0.969 which means that all variables in this study are reliable. This table also shows *convergent validity* measurements with *Outer Loading* values from 0.854 to 0.973 and the extracted average variance (AVE) from 0.8 to 0.911 for each study variable with a value greater than 0.50 indicating that the research variable explains at least 50% of the indicator variance.

4.7 Discriminant Validity

Furthermore, at the construct level, discriminant validity is tested using the Fornell-Larcker criterion by comparing the square root *of each* construct with the correlation of that construct to other constructs. The square root of each AVE of a construct must be higher than its correlation with other constructs.

Table 5. *Fornell-Larcker Criterion* 2ⁿᵈ order

	Destination Awareness	Social Media Marketing Activities	Visit Intention
Destination Awareness	**0.955**		
Social Media Marketing Activities	0.705	**0.894**	
Visit Intention	0.627	0.722	**0.922**

Based on table 5, the value of the square root of AVE of each indicator is higher than the correlation of its own variables to other constructs. Then the validity of the discriminant for its dimensional construct has been achieved.

4.8 Structural Model Evaluation

The value of the coefficient of determination (R-Squares) for each endogenous latent variable as predictive power of structural models can be used to evaluate structural models. Significant, medium, and weak R-square values are 0.75, 0.50, and 0.25 respectively (Hair et al., 2019).

Table 6. R square

	R Square	R Square Adjusted
Destination Awareness	0.497	0.496
Visit Intention	0.549	0.547

Judging from table 6. The magnitude of variation in *the Destination Awareness* variable described by *social media marketing activities* of 49.6% is included in moderate predictive power. While the magnitude of variation in *the variables Visit intention* explained by *social media marketing activities* and *destination awareness* of 54.7% is included in moderate predictive power.

4.9 Hypothesis Discussion

Table 7. Hyphothesis testing

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Info
Social Media Marketing Activities -> Destination Awareness (H1)	0.705	13.179	0	Accepted
Social Media Marketing Activities -> Visit Intention (H2)	0.557	6.615	0	Accepted
Destination Awareness -> Visit Intention (H3)	0.235	2.98	0.003	Accepted
Social Media Marketing Activities -> Destination Awareness -> Visit Intention (H4)	0.165	2.693	0.007	Accepted

a. H1: The influence of social media marketing activity on destination awareness

Based on the results of the hypothesis test, there is a positive influence of social media marketing acivity on destination awareness of (0.705) and significant with statistical t (13.179> 1.96) or P value (0.000 <0.05) which means H1 is accepted.

b. H2: The influence of social media marketing activity on visit intention

Based on the results of the hypothesis test, there is a positive influence on the influence *of social media marketing acivity* variables on *visit intention* of (0.557) and significant with statistical t (6.615> 1.96) or P value (0.000 <0.05) which means H2 is accepted.

c. H3: The influence of destination awareness on visit intention

Based on the results of the hypothesis test, there is a positive influence of the influence of destination *awareness* variables on *visit intention* of (0.235) and significant with statistical t (2.98> 1.96) or P value (0.003 <0.05) which means H3 is accepted

d. H4: The influence of social media marketing activity on visit intention through destination awareness

Based on the results of the hypothesis test, the variable *social media marketing activity* has an indirect effect on *visit intention* through *awareness design* of (0.165) and significant with statistical t (2.693> 1.96) or P value (0.007 <0.05) which means H4 is accepted.

The variable *social media marketing acivity* is able to directly affect the *variable visit intentio* or indirectly by involving the variable mediator *destination awareness*. Based on *variance accounted for* (VAF) using the formula:

$$VAF = \frac{Indirect\ effect}{Total\ Effect} = \frac{(0.705 \times 0.235)}{(0.705 \times 0.235 + 0.557)} = 0.229$$

It can be concluded that the variable of interest in visiting is a *partialy* mediated variable with a VAF value of 22.9%. Since the VAF is greater than 20%, but lower than 80%, it is recommended by Hair et al. (Hair et al., 2017).

V. Conclusion

That Instagram Visit Ujung Genteng's contribution as a social media influencer has a significant impact in increasing destination awareness which in turn influences users' intention to visit Ujung Genteng Beach. A thorough analysis of quantitative and qualitative data confirms several key points: Increased Destination Awareness: The content posted by Visit Ujung Genteng on Instagram consistently helps in increasing the level of user awareness of the destination. Users who are exposed to such content tend to have a better knowledge of the beauty, attractiveness, and facilities offered by Ujung Genteng Beach. Influence on Intent to Visit: Increased awareness of a destination is directly related to an increase in user intent to visit that destination. The higher the level of awareness achieved through Instagram content, the more likely that users will have a strong intention to visit Ujung Genteng Beach. Influencing Content Factors: The authenticity, visual quality, and appeal of the content shared by Visit Ujung Genteng are key factors in influencing destination awareness and visitor intent. Authentic and visually appealing content is more likely to create strong user engagement and increase their interest in the destination.

Strategic Implications: These findings have strong implications for the tourism and marketing industry. Emphasizing the importance of using social media influencers with an engaging and authentic content strategy can be the foundation for more effective travel destination marketing efforts. In conclusion, Instagram Visit Ujung Genteng has a significant role as an influencer in increasing destination awareness which ultimately increases user intent to visit Ujung Genteng Beach. This confirms the importance of the role of social media influencers in marketing tourist destinations in today's digital era.

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