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SOCIAL MEDIA MARKETING ACTIVITY INFLUENCES VISIT INTEREST TO INDONESIAN TOURISM DESTINATION WITH BRAND EQUITY AS INTERVENING VARIABLE

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STRUCTURED ABSTRACT:

Social media, such as Instagram, is the most widely utilized kind of media since it can reach a large number of people. Currently, the Indonesian tourism sector promotes Indonesian tourism to travelers, particularly millennial tourists, using digital channels, one of which is social media. As a result, the author is eager to raise awareness of the phenomena of social-media-marketing in the tourist business. The goal of this research is to see how much influence of social-media-marketing efforts have on the visit interest of Indonesian tourist sites via intervening brand equity factors among travelers who follow the IG account @Pesonaid_travel. The quantitative research approach was applied with a measuring scale called as Likert scale. With a sample of 400 responders, the population in this study was followers of the Instagram account @Pesonaid_travel. The sampling strategy is non-probability sampling, and the SEM (structured-equation-model) is a method of data analysis with the SmartPLS program. The findings of this study include respondents' answers to varied social-media-marketing activity and interest in visiting the good category, as well as respondents' responses to varying brand equity. Hypothesis testing reveals that, in addition to the effects of social-media-marketing

activity on visit interest via intervening brand equity factors, which has a positive but non-significant effect, the other hypotheses have a positive and significant effect.

INTRODUCTION

Indonesian tourism in recent years has increased, this can be seen through the world branding ranking that Indonesia beats Malaysia, Thailand and several other countries (Kemenpar, 2018). This is owing to the Ministry of Tourism's extensive advertising, particularly in online-based campaigns such as those conducted on social media (Youtube, Twitter, Instagram and Facebook). The Ministry of Tourism has two Instagram accounts, the first @Indtravel focused on foreign tourists with the hashtag #WonderfulIndonesia and the second @Pesonaid_travel account focused on domestic tourists with the hashtag #PesonaIndonesia. Judging from the number of followers, likes and comments the @Pesonaid_travel account is still under the @Indtravel account. This is important to note because the Ministry of Tourism has a much larger target market for domestic tourists than foreign tourists (in 2019, the target market for foreign tourists is 20 million, while domestic tourists are 28 million), but Instagram, one of the promotional media used, shows results that are different from the target (travel.kompas.com, accessed 6 September 2019).

In 2030, it is estimated that the Asian tourism market will be dominated by millennials in the age range of 15-34 years (travel.kompas.com, accessed 6 September 2019). This is in accordance with data from the 2017 and 2018 Archipelago Tourist Market Data Study, for the last three years (2016-2018) tourist visits for under 35 years old have increased every year, from 52% to 54.055% to 55.12%. This shows the importance of the Ministry of Tourism to choose the right media to promote Indonesian tourism. Digital platforms, such as social media (Youtube, Twitter, Instagram and Facebook) are the right platforms to promote Indonesian tourism. Instagram is the right medium to promote tourism because it is considered to have attractive layouts and images, it may be used to preserve high memories and is privatized. (indonesiana.id, 2019, accessed 6 September 2019).

The correct social-media-marketing initiatives will also result in a positive client response (Seo and Park, 2018). Social-media-marketing activity are marketing activity that take place on online social media platforms that make it simple to communicate, cooperate, and share material (Lutfie and Marcelino, 2020). Meanwhile, social-media-marketing, according to Yadav and Zillur (2017: 2), is a method of connecting and interacting with existing consumers as well as customers who will be targeted by the organization, as well as building customer connections. Social-media-marketing activity that are carried out properly and effectively will build good brand equity from the social media accounts used for marketing. When the brand equity of social media accounts in the eyes of their followers is good, it will produce various good customer responses, including positive e-WoM and interest in visiting. Therefore, it is important for businesses that utilize social media to sell or medium themselves to pay attention how use social media effectively.

Based on the above background, the researchers are interested in taking the title in the study, namely "The Influence of Social-Media-Marketing Activity on

Interest in Visiting Indonesian Tourist Destinations Through Intervening Brand Equity Variables on Instagram Account Followers @Pesonaid_Travel". The objectives of this research are as follows: (1) Understanding the role of social-media-marketing actions on the Instagram account @Pesonaid_travel's brand equity; (2) Understanding the impact of brand equity on the @Pesonaid_travel IG account on interest in visiting Indonesian tourism spots; (3) Gaining an understanding of the impact of social-media-marketing operations on the @Pesonaid_travel Instagram profile on desire in visiting Indonesian tourism spots; and (4) Using brand equity on the Instagram account @Pesonaid_travel to determine the impact of social-media-marketing efforts on interest in visiting Indonesian tourism sites.

LITERATURE REVIEW

An online-based social-media-marketing activity that makes it easier to communicate, cooperate, and share material is known as social-media-marketing. Social media plays a significant part in business marketing since it connects with customers and allows businesses to communicate value and obtain new customers. The development and consumption of desired information without respect to time or geographical boundaries are fundamental elements of social media. This demonstrates that active customer participation in social media has a greater impact on how consumers perceive or feel about companies beyond one firm driven by marketing. The five features of social media marketing activity are amusement, connection, trendliness, personalization, and risk perception (Seo and Park, 2018). Customer satisfaction is increased as a output of social-media-marketing activity that boost consumer interest and reliability (Todua, 2017).

Marketing And Marketing Management

Marketing, according to Kotler and Keller (2016: 27), is the process of discovering and bringing human and societal demands together. Meanwhile, marketing is "the act of providing value for consumers from the organization and cultivating strong connections with customers in order to capture value from customers as a return," according to Kotler and Armstrong (2016: 28). As a result, marketing may be defined as the act of discovering and addressing consumer demands in order to provide value to customers.

Marketing activity are included in the main activity carried out by the company. There are several functions in the company, namely finance, personnel, production and marketing. Marketing activity are activity that are directly related to consumers. According to Sunyoto (2015: 23), marketing is the spearhead of the company in an increasingly fierce competition, companies are asked to continue to survive and develop.

Today, the marketing philosophy has shifted to being more proactive by sensing and responding centered on customer needs (Kotler and Keller, 2016). Marketing's job is to not only identify consumers for the company's products, but also to find and create things for customers. Strong business knowledge, as well as a comprehension of consumer demands and desires, rivals and talents,

supply chain partners, and main market will create a good marketing strategy (Hasan, 2014). There are three steps that can help to achieve success:

- a. Studying customers and markets to find out products or services that have economic value
- b. Develop segmentation that has economic appeal for customers.
- c. Develop clear values for each segment.

According to Kotler and Keller (2016: 27), "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." This indicates that marketing strategy is the science and art of identifying via the design, delivery, and communication of better value to target markets and gaining, maintaining, and expanding customers. Marketing management comes from two words, namely management and marketing. According to KBBI, management is the effective use of resources to achieve goals. As a result, marketing function may be established as management of resources so that companies can create the value needed for customers, and can survive in the face of competition and continue to grow.

Tourism Marketing And Online Tourism Marketing

Hasan (2015) stated that tourism marketing is distinguishable, marketers are easy to retrieve, define, react to, and anticipate customers by integrating promo, price, accessibility, and the messages of branding by proffering the distinctiveness and comprehensiveness of location characteristics to inspire consumer purchasing behavior.

Tourism offers the main products that become its advantages, namely the business experience (destinations, attractions, entertainment and lodging), the products offered are intangible products. This intangible nature makes quality control more difficult but important to do, because in tourism, the product cannot be moved or sent to the customer, but the customer must come to the product (place, hotel, tourist area). According to Alma (2014), the steps that need to be taken to promote tourism are as follows:

- a. Determine the market segment, to determine the strategic direction.
- b. Knowing what the attention or tastes of consumers.
- c. Paying attention to factors that can encourage consumer demand, such as price factors, facilities, product factors offered, convenience and timely service.
- d. Paying attention to two institutions related to tourism marketing, namely intermediaries (travel agents) and final consumers (tourists, conference organizers, work meetings and others).

By use of technologies in tourist marketing to offer tourism items and/or services and develop online interactions with visitors is known as online tourism marketing (Lutfie and Marcelino, 2020). In addition the ability to increase productivity, online technology is able to provide new information structures for the development and operation of tourism, suppliers and tourists,

empowering them to communicate, negotiate, reduce cultural distances and reduce information gaps (Alisha and Frew, 2013).

Because of the strategic significance of online tourism marketing in influencing the tourism industry's value chain, travelers are gradually adapting to new values, lifestyles, and tourism goods (Suryawardani, Wulandari, and Marcelino, 2021). Currently the use of online technology is able to change tourism in various places in the world, especially in terms of:

- a. Increased sales directly to customers;
- b. Increase in new intermediaries such as specialized internet portals selling tourism products;
- c. Changes in products and services according to customer needs and expectations through continuous interaction via the internet;
- d. Changes in the behavior of tourists who ask for better quality services;
- e. Improved transparency and efficient relationship between customers and management;
- f. There is access to information distribution channels that are generally used by tour operators to reach tourists.

Social-Media-Marketing Activity

Social media plays an essential part in a company's marketing efforts that are connected to client connections, and it allows firms to transmit value and gain consumers (Seo and Park, 2018). According to Yadav and Zillur (2017: 2), social-media-marketing is a way for a company to engage and communicate with current and potential consumers, as well as to establish customer connections.

Because social media allows marketers to develop and distribute tailored brand material with specific customers and customer groups, it is targeted and personal. Because social media is participatory, it's perfect for starting and joining consumer dialogues as well as listening to client feedback. The most significant benefit of social media is its ability to increase engagement and social sharing. Customers and communities may be engaged through social media, which is ideal for engaging customers with companies and customers with one other (Kotler et al., 2017).

Marketing efforts on social networks are becoming more common in the e-commerce business, and will continue to do so in the coming years. Businesses use social media sites to generate, interact, and convey digital marketing deals in order to boost value for stakeholders by enabling communication, providing data, providing customized offering feedback and suggestions, and trying to spread word - of - mouth about established and trending goods and services (Yadav and Zillur, 2017). Customer satisfaction is increased as a output of social-media-marketing activity which boost consumer interest and reliability (Todua, 2017). Social-media-marketing activity, according to Seo and Park (2018: 7), are online-based social-media-marketing activity that make it easier to communicate, cooperate, and exchange material. There are five different dimensions to social-media-marketing activity, namely:

- a. Entertainment, the pleasure obtained when accessing social media. Social media that contains entertainment is an important component as a drive positive emotions, engagement and generate a desire to use continuously. In social media users can discuss and exchange ideas, which provides insights for users.
- b. Interaction, user communication on social media. Interaction on social media changes communication and develops content created on social media.
- c. Trendliness, information provided on social media about products or services is the latest information.
- d. Customization, the ability to meet customer needs and desires as reflected in the services provided. Contact with individual users is a customization in social media. Customization on social media is means to convey uniqueness and increase preference and brand loyalty.
- e. Perceived Risk, the consequences arising from the uncertainty of consumer behavior. The capabilities of social media can reduce the anxiety and worry felt by consumers. This is because consumers can make contact with the company and check for new information.

Some earlier research has shown a link between social-media-marketing effort and the equity of brand. The key feature of social media is the ability to create and consume desired content without regard to time or place. This shows that active engagement by customers in social media has a bigger influence on how consumers behave or think about businesses rather than each conversation driven by firms (Seo and Park, 2018).

The impact of social-media-marketing effort for luxury items on equity value, relationship value, and brand value is enormous. Luxury businesses' social-media-marketing efforts reveal that these efforts have an impact on brand recognition and image. Brand recognition, corporate image perceptions, and brand choice are all factors that might impact customer perceptions and behavior (Godey, et al., 2016). Consumers believe that being prompted to utilize SNS hashtags (a popular social media platform in South Korea) has a favorable influence on customer involvement and brand equity, according to Chae, Shin, and Ko (2015). As a result, the following theories emerge:

H1. The @Pesonaid_travel Instagram account's brand equity is boosted through social-media-marketing efforts.

H2. The Instagram account @Pesonaid_travel's social-media-marketing efforts have a good and significant impact on interest in visiting Indonesian tourism spots.

Brand Equity

In the target market, brand equity is a requirement for overall brand accuracy that may be utilized to make decisions (Syahrivar and Ichlas, 2018). The increased value supplied goods and services is referred to as brand equity. This may be seen in how people feel, think, and act about the brands, in addition to the brand's price, market dominance, and profit for the firm (Kotler et al., 2017). Through the incentive produced by brand equity, clients are influenced to make

a purchase on the items or services supplied (Irzandy, Suharyono, and Arifin, 2017). The worth of a brand is its brand equity as a result of the combination of brand qualities that set it apart from other brands. There are two types of brand equity to consider: brand awareness and brand image (Seo and Park, 2018).

Brand equity may be assessed from two angles: from the company's perspective and from the consumer's standpoint. Brand equity, according to Seo and Park (2018), is the distinctive value that a brand has as a result of integrating brand qualities that differentiate it from other brands. There are two elements of brand equity, according to Seo and Park (2018):

- a. Brand Awareness, which refers to how customers recall and recognize a certain brand. Consumers are more familiar with the brand name, which increases the likelihood that they will pick it. The four stages include unfamiliarity with the brand, brand recognition, recall, and front of mind.
- b. Brand Image, or how customers see a company. It's a mix of how customers feel about a product and other elements that influence them indirectly. A brand image is formed by various aspects, including quality, trustworthiness or dependability, usefulness, service, risk, and pricing.

According to Yadav and Zillur's (2017) research, buying interest is strongly linked to customer behavior and brand choice. By integrating multiple brand qualities, brand equity is imprinted in customers' minds as a distinctive value that separates it from other brands (Seo and Park, 2018). The connection method may create a more immersive brand experience and promote favorable tourist advocacy and recommendations, which can help to attract additional visitors (Hasan, 2015).

If a firm has strong brand equity, it may benefit from it in a variety of ways. For example, consumers are more familiar with the brand's goods, and they are more likely to make repeat purchases. Customers are typically affected by brand equity, making it a motivation for them to acquire the items or services supplied (Irzandy, Suharyono, and Arifin, 2017). Companies with strong brand equity can retain consumers, enhance service quality, and boost revenues. Customers' perceptions of a brand might influence their confidence during the purchase process (Syahrivar and Ichlas, 2018). As a result, the following theories emerge: *H3*. The Instagram account @Pesonaid_travel's brand equity has a favorable and considerable impact on enthusiasm in visiting Indonesian tourist attractions.

Interest To Visit

Visiting interest in tourism is supposed to be much like the theory of a product's purchasing interest (Edithania, 2018). Buying interest is the tendency of potential consumers to act before the determination is taken to buy the item (Viliaus and Tobing, 2017). Indicators of buying interest in prospective consumers are attention, interest, desire and action.

The notion of buying interest in a product is supposed to apply to tourism interest. According to Edithania (2018), visiting interest is a people's wants to travel to a specific location within a specific time frame. The variable of interest

in visiting (Edithania, 2018) has three dimensions: problem identification, intelligence gathering, and analysis methodology. According to the Indonesia Dictionary (*KBBI/Kamus Besar Bahasa Indonesia*), interest is a high heart tendency towards something; passion; or desire. While visiting in the KBBI, is to go to see; traveling; or visit. So that it can be interpreted that interest in visiting is a people's wants or passion to travel to a place.

According to Edithania (2018), visiting desire is a people's wants to travel to a specific location within a specific time frame. Consumers' desire to visit locations or regions that appeal to them is referred to as "interest in visiting" (Suwarduki, 2016). Recognition (cognitive), feeling (affective), and the capacity to obtain an item are all parts of interest (conative). The variable of interest in visiting has three components (Edithania, 2018), namely:

- a. Problem identification is a people's wants to make a visit to a destination because of a need or effort to increase satisfaction.
- b. Information gathering, the process of seeking information as a result of a need or to increase satisfaction. In the context of interest in visiting, the search for information relates to trip features (travel agents, required costs, travel time) and destination resources (infrastructure, accessibility, and services).
- c. Evaluation, the process of measuring and comparing previously obtained information so that individuals can decide to refuse or make a visit. Social-media-marketing operations are carried out in e-commerce enterprises to improve brand equity and sales or buying interest (Godey, et al., 2016; Yadav and Zillur, 2017). Tourist preferences for tourist destinations are always influenced by the media, word of mouth recommendations through fellow tourists and booking agents.

Previous literature states that the internet has a dominant influence on tourist decisions and purchasing processes every year. The internet has an effect of 48-57% on purchasing decisions at various stages of consideration (Hasan, 2015). Customers respond well to social-media-marketing of various items, especially when it comes to inviting new visitors, influencing buying decisions, attracting existing tourists (re-visit), and responding to comments and criticism (Faria & Elliot, 2012). Therefore, the following hypotheses are derived:

H4. Through brand equity on the @Pesonaid_travel Instagram account, social-media-marketing efforts have a good and significant impact on interest in visiting Indonesian tourist sites..

RESEARCH FRAMEWORK

The influence of social media is larger than the company's one-sided communication. Through customer engagement, this has an impact on what users consider about and how they behave toward companies (Seo and Park, 2018). Brand equity, which comprises brand awareness and brand image, may be affected by social-media-marketing operations (Godey, et al., 2016). Social media plays a role in instilling a desire in people to collaborate and participate in larger events. E-WoM is prompted by consumer behaviors on social media, where they develop and spread brand-related information to friends, acquaintances, and others in their immediate vicinity (Godey, et al., 2016). The use of social media in marketing has a beneficial influence on brand equity and

purchase intent (Godey, et al., 2016; Yadav and Zillur, 2017). Customers respond well to social-media-marketing of various items, especially when it comes to inviting new visitors, influencing buying decisions, attracting current tourists (re-visit), and responding to comments and critique (Faria & Elliot, 2012). Consumer buying interest is intimately linked to consumer preferences and behavior for a brand (Yadav and Zillur, 2017). Brand equity may help a firm in a variety of ways. Customers are frequently affected by this, which encourages them to make a purchase of the items or services supplied (Irzandy, Suharyono, and Arifin, 2017).

Based on the theories that have been mentioned previously and the interrelationships between the existing variables, the writer connects the four variables into a frame of mind that is used as a research guide. This study develops from the research of Eun-Jo Seo and Jin-Woo Park (2018). Below is an overview of the framework:

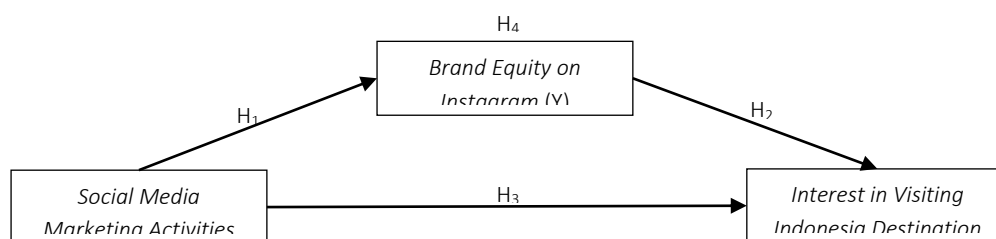


Figure 1. Research Framework Model

METHODOLOGY

Customers respond well to social-media-marketing of various items, especially when it comes to inviting new visitors, influencing buying decisions, attracting current tourists (re-visit), and responding to comments and critique (Faria & Elliot, 2012). Consumer buying interest is intimately linked to consumer preferences and behavior for a brand (Yadav and Zillur, 2017). Brand equity may help a firm in a variety of ways. Customers are frequently affected by this, which encourages them to make a purchase of the items or services supplied (Irzandy, Suharyono, and Arifin, 2017).

In this study, the type of research used is causality or conclusive seen from the level of explanation in the study. A causal link is a direct association, according to Sugiyono (2017:37). In a causal association, there are independent factors that affect and predictor variable that are impacted. Meanwhile, according to Indrawati (2015: 116), the conclusive research model makes the relationship between each variable visible, what happened in previous research whether it happened also in the research being carried out or not.

This study employed correlational research, which is a sort of examination. When researchers aim to explain crucial factors associated to study difficulties, they perform correlational research (Indrawati, 2015: 117). According to the research time, it is classified as cross sectional, in which all variables are associated and monitored at the same time (at one point in time) to aid researchers in their work.

Every feature or value of a person, item, or activity that has a specified variability pertaining to the research to be examined so that information about the outcomes may be obtained is referred to as a research variable. The variables that were employed in this investigation are listed below. The predictor variables is Social-media-marketing Activity (X), the mediating variable is Brand Equity (Z), and the response variable is Visiting Interest (Y), and the measurement scale is ordinal.

The ordinal scale was utilized in this study as a measuring scale. The ordinal scale is a measuring scale that not only specifies the category, but also the ranking of the construct being assessed, according to Sugiyono (2017: 98). The Likert scale was employed in this investigation as the scale technique. The Likert scale is used to create instruments that evaluate a person's or a group's attitudes, views, and perceptions concerning a social phenomenon that has been expressly specified by researchers, known to as collected data (Sugiyono, 2017: 93). A Likert - type scale containing five assessment items is used in this study. The generalization region, according to Sugiyono (2017: 80), comprises of objects/subjects with certain attributes and characteristics that researchers have determined should be investigated and conclusions formed. Meanwhile, according to Trijono (2015: 30), the population is the entire unit that is the subject of statistical activity, which includes government agencies, institutions, organizations, individuals, items, and other objects. The participants in this study are Instagram users who follow @Pesonaid_travel on the platform. The total number of followers on the @Pesonaid_travel Instagram account was 276,000 in 2019, according to the @Pesonaid_travel Instagram account.

The sample is a representation of the population's size and features (Sugiyono, 2017:81). The authors used a sample of the population totaling 276,000 Ig social media users that followed @Pesonaid_travel for their study. The Slovin method will be used to determine the total number of samples to still be analyzed because the population is known in this study. As a result, the Slovin formula is utilized as a sampling strategy. The calculated error rate is 5%. The minimal number of samples to be analyzed, based on the aforementioned computation, is 399.42 respondents, which is adjusted up to 400 respondents.

The sample technique, according to Sugiyono (2017), is a sampling technique. The sampling method employed in this study is a probability sample employing a basic random sampling methodology. Probability sampling, according to Sugiyono (2017: 87), is a strategy that gives every component or element of the population an equal chance of being chosen as a sample. Conversely, simple random sampling technique was employed approach that is carried out at random, regardless of the population's stratification (Sugiyono, 2017:85).

Structural Equation Modeling was performed to examine the data in this study (SEM). SEM is a statistical tool for analyzing the correlations among hypothesized model and their indicators, as well as latent constructs with one another and direct inaccurate data. By using SEM, it is possible to analyze several dependent and independent variables directly (Ghozali, 2014). Technically, SEM can be divided into 2 groups, namely SEM based on

covariance and based on variance. The difference is that covariance-based SEM should be built on strong theory, with the goal of confirming the model with actual evidence, covariance-based SEM using AMOS or LISREL. While variant-based SEM focuses more on predictive models so that strong theoretical support is not so important and variant-based SEM uses SmartPLS or PLSGraph (Ghozali, 2014:21).

Variant-based PLS (Partial Least Square), which may test both the measurement and structural measurement models at the same time (Abdillah and Hartono, 2015:161). Parametric procedures to assess the relevance of parameters are not necessary because PLS does not presume any specific distribution for parameter estimation. The non-parametric features of the PLS assessment model predictive analytic measures (Ghozali, 2014).

RESULTS

Description Of Respondents Characteristics

Respondent characteristics is a succinct account of the people who took part in the study. The following are the characteristics of research respondents described and described descriptively:

Table 1. Respondents Characteristics

| Variable | Frequency (%) |
|-------------------------------------------------|---------------|
| <i>Gender</i> | |
| Male | 208 (52%) |
| Female | 192 (48%) |
| <i>Age</i> | |
| <15 years | 16 (4%) |
| 15-20 years | 84 (21%) |
| 21-25 years | 100 (25%) |
| 26-30 years | 100 (25%) |
| 31-35 years | 88 (22%) |
| >35 years | 12 (3%) |
| <i>Last Education</i> | |
| Elementary / Middle School Equivalent | 20 (5%) |
| High School / Vocational High School Equivalent | 177 (44,25%) |
| Diploma 1 / 3 Level | 85 (21,25%) |
| Bachelor Degree | 118 (29,5%) |
| Master Degree | 0 (0%) |
| Doctoral Degree | 0 (0%) |
| <i>Job</i> | |
| Student / College Student | 225 (56,25%) |

| | |
|----------------------|-------------|
| Private Employees | 104 (26%) |
| Government Employees | 24 (6%) |
| Entrepreneurs | 47 (11,75%) |

Measurement Model Testing (Outer Model)

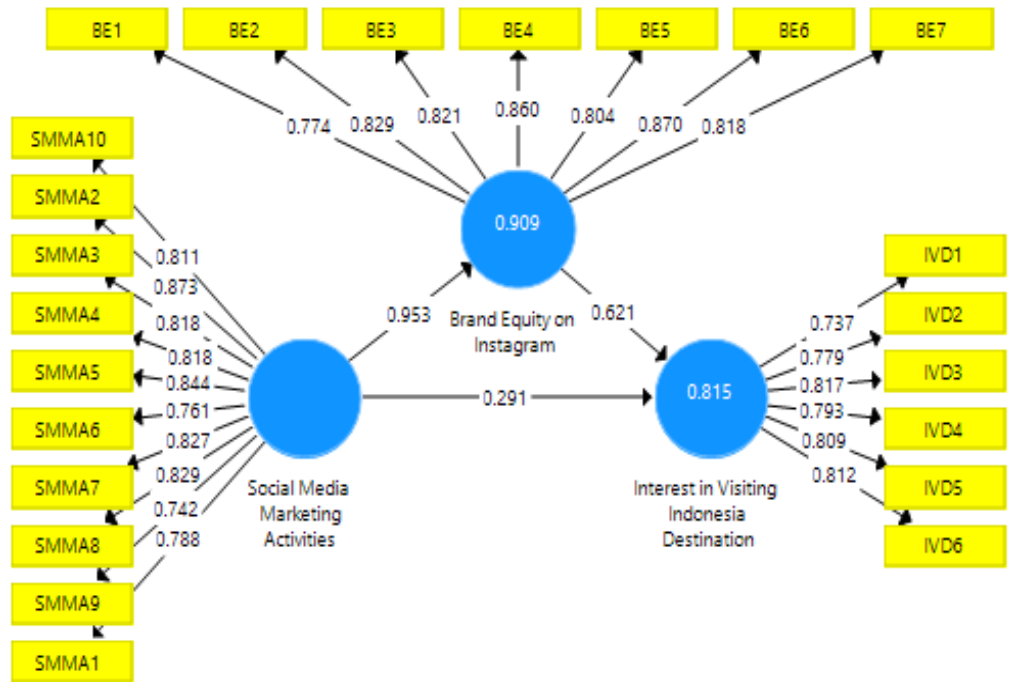


Figure 2. Outer Model Structural Equation Modelling

According to Hussein (2015), convergent validity is one of the indicators in the analysis of the outer model, in addition to discriminant validity and unidimensionality. The AVE (Average Variance Extracted) value shows the convergent validity value. When the AVE value is equal to or greater than 0.6, it means that the indicators account for more than half of the variation explained. As a consequence of the data processing findings in Table 2, all variables are legitimate, as shown below:

Table 2. Convergent Validity Results

| Variable | Indicator | Test Result (AVE) | Critical Value | Information |
|-------------------------------------|--------------------------------------------------------------|-------------------|----------------|-------------|
| Social-media-marketing Activity (X) | Accessing the Pesonaid_travel instagram account is fun. | 0.788 | 0,6 | Valid |
| | The information on @Pesonaid_travel is interestingly posted. | 0.873 | 0,6 | Valid |
| | I can express my opinion through the | 0.818 | 0,6 | Valid |

| | | | | |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|-------|-----|-------|
| | @Pesonaid_travel instagram account. | | | |
| | I can discuss and exchange opinions through the @Pesonaid_travel Instagram account. | 0.818 | 0,6 | Valid |
| | The information provided on the @Pesonaid_travel Instagram account is up to date information. | 0.844 | 0,6 | Valid |
| | @Pesonaid_travel shares informative content on its social media accounts. | 0.761 | 0,6 | Valid |
| | I can get the information I need about tourist destinations through the @Pesonaid_travel Instagram account. | 0.827 | 0,6 | Valid |
| | I can ask about the tourist destination information I need on the @Pesonaid_travel Instagram account. | 0.829 | 0,6 | Valid |
| | @Pesonaid_travel eased my worries about which tourist destination I would choose. | 0.742 | 0,6 | Valid |
| | I feel confident to visit a tourist destination after seeing the @Pesonaid_travel Instagram account. | 0.811 | 0,6 | Valid |
| Brand Equity on Instagram (Y) | I am aware of the @Pesonaid_travel brand. | 0.774 | 0,6 | Valid |
| | I remember the @Pesonaid_travel logo. | 0.829 | 0,6 | Valid |
| | Instagram account @Pesonaid_travel impressed me. | 0.821 | 0,6 | Valid |
| | I trust the Instagram account @Pesonaid_travel. | 0.860 | 0,6 | Valid |
| | Instagram @Pesonaid_travel | 0.804 | 0,6 | Valid |

| | | | | |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------|-----|-------|
| | provided the information I needed. | | | |
| | @Pesonaid_travel is centered on domestic tourists. | 0.870 | 0,6 | Valid |
| | The information on @Pesonaid_travel reduces my worries about Indonesian tourist destinations. | 0.818 | 0,6 | Valid |
| Interest in Visiting Indonesia Destination (Z) | I am looking for information on Indonesian tourist destinations to visit through @Pesonaid_travel. | 0.737 | 0,6 | Valid |
| | I am looking for information about the facilities provided in a tourist destination. | 0.779 | 0,6 | Valid |
| | I'm looking for the estimated cost to visit a certain destination. | 0.817 | 0,6 | Valid |
| | I find out how long it takes to visit a certain destination. | 0.793 | 0,6 | Valid |
| | I always compare the information I get regarding the destinations I will visit. | 0.809 | 0,6 | Valid |
| | I decide to visit a tourist destination after I determine which is the best, according to my circumstances. | 0.812 | 0,6 | Valid |

Hussein (2015) defines discriminant validity as the amount of the crossing factor loadings used to establish whether or not the construction already has appropriate discriminant by comparing the amount of the desired construct, which must be larger than the unit of pressure with other constructions.

Table 3. Discriminant Validity Results

| Variable | Indicator | Social-media-marketing Activity (X) | Brand Equity on Instagram (Y) | Interest in Visiting Indonesia Destination (Z) |
|-------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------------------|-------------------------------------------------------|
| Social-media-marketing Activity (X) | Accessing the Pesonaid_travel instagram account is fun. | 0.788 | 0.749 | 0.746 |
| | The information on @Pesonaid_travel is interestingly posted. | 0.873 | 0.821 | 0.753 |
| | I can express my opinion through the charmid_travel instagram account. | 0.818 | 0.782 | 0.700 |
| | I can discuss and exchange opinions through the Pesonaid_travel Instagram account. | 0.818 | 0.767 | 0.716 |
| | The information provided on the Pesonaid_travel Instagram account is up to date information. | 0.844 | 0.732 | 0.696 |
| | Pesonaid_travel shares informative content on its social media accounts. | 0.761 | 0.733 | 0.751 |
| | I can get the information I need about tourist destinations through the Pesonaid_travel Instagram account. | 0.827 | 0.795 | 0.740 |

| | | | | |
|-------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------|-------|-------|
| | I can ask about the tourist destination information I need on the Pesonaid_travel Instagram account. | 0.829 | 0.744 | 0.678 |
| | Pesonaid_travel eased my worries about which tourist destination I would choose. | 0.774 | 0.742 | 0.674 |
| | I feel confident to visit a tourist destination after seeing the @Pesonaid_travel Instagram account. | 0.829 | 0.811 | 0.708 |
| Brand Equity on Instagram (Y) | I am aware of the @Pesonaid_travel brand. | 0.742 | 0.774 | 0.674 |
| | I remember the @Pesonaid_travel logo. | 0.811 | 0.829 | 0.708 |
| | Instagram account @Pesonaid_travel impressed me. | 0.745 | 0.821 | 0.750 |
| | I trust the Instagram account @Pesonaid_travel . | 0.781 | 0.860 | 0.815 |
| | Instagram @Pesonaid_travel provided the information I needed. | 0.737 | 0.804 | 0.720 |
| | @Pesonaid_travel is centered on domestic tourists. | 0.870 | 0.874 | 0.774 |
| | The information on @Pesonaid_travel reduces my worries about Indonesian tourist destinations. | 0.811 | 0.818 | 0.747 |
| | Interest in Visiting Indonesia | I am looking for information on Indonesian tourist | 0.594 | 0.608 |

| | | | | |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------|-------|-------|
| Destination (Z) | destinations to visit through Pesonaid travel. | | | |
| | I am looking for information about the facilities provided in a tourist destination. | 0.688 | 0.685 | 0.779 |
| | I'm looking for the estimated cost to visit a certain destination. | 0.700 | 0.689 | 0.817 |
| | I find out how long it takes to visit a certain destination. | 0.777 | 0.793 | 0.793 |
| | I always compare the information I get regarding the destinations I will visit. | 0.700 | 0.726 | 0.809 |
| | I decide to visit a tourist destination after I determine which is the best, according to my circumstances. | 0.716 | 0.745 | 0.812 |

According to the table above, the number of the crossing highest weight for each indication is larger than the cost of the other constructions. As a result, the indicators employed in the study satisfied the requirements. Reliability testing with PLS can be done in two ways: besides having to look at reliability coefficient and Crobach's Alpha. Table 4 presents the results of the reliability analysis using the two methods previously mentioned.

Table 4. Reliability Test Result

| Laten Variable | Composite Reliability | Critical Value | Cronbachs Alpha | Critical Value |
|------------------------------------------------|-----------------------|----------------|-----------------|----------------|
| Social-media-marketing Activity (X) | 0.951 | >0,70 | 0.942 | >0,60 |
| Brand Equity on Instagram (Y) | 0.937 | >0,70 | 0.922 | >0,60 |
| Interest in Visiting Indonesia Destination (Z) | 0.910 | >0,70 | 0.881 | >0,60 |

Based on the data shown above, it is possible to conclude that each factor had good durability since their corresponding scores, including internal consistency and Cronbach's Alpha, are more than 0.7 and 0.6, respectively.

Structural Model Testing (Inner Model)

A conceptual framework (internal consistency) is a model that predicts the causation between latent variables. The test is conducted out using bootstrap in SmartPLS 3, that displays the route value to determine whether or not the effect shown by the t - statistic is significant. The figure below depicts the bootstrapping outcome.

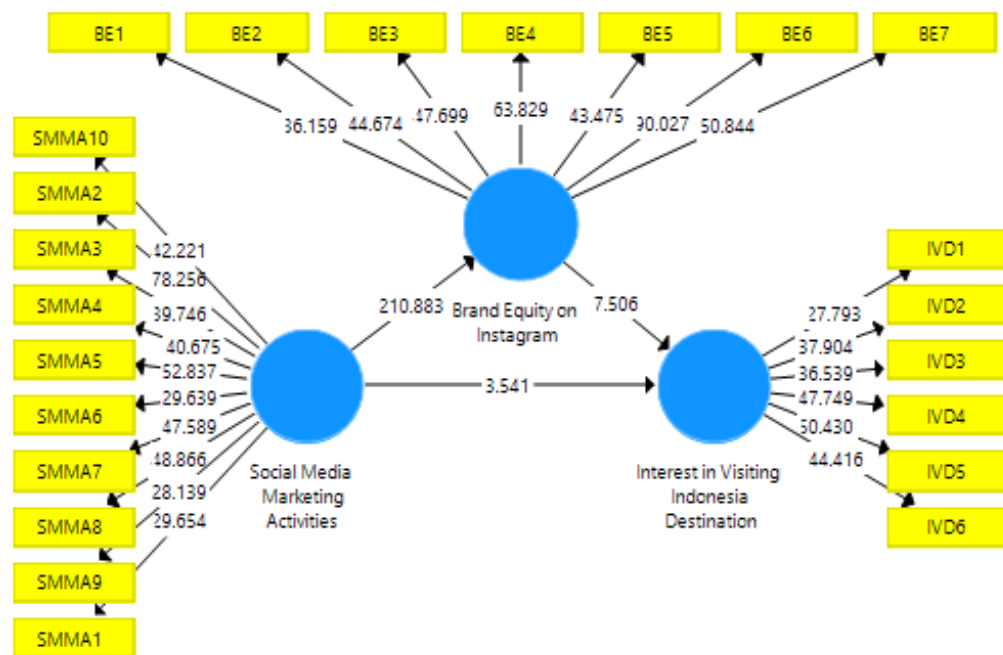


Figure 3. Inner Model Structural Equation Modelling

According to Figure 2, the social-media-marketing activity variables have a strong and considerable effect on brand equity; the impact between such two variables has the highest value in comparison to the others, which is 210,883. In addition, the impact of brand equity on visitor interest is 7,506. The impact of social-media-marketing operations on visitor interest is then 3,541. However, social-media-marketing actions on visitor interest in visiting have a good and substantial effect, with a showed high level than the direct effect. Because the real impact outnumbers the indirect effect by 7,539. The R Square values are 0.67 (strong), 0.33 (moderate), and 0.19 (weak), according to Chin in Sarwono and Narimawati (2015:23). (weak). The significance level on the dependent latent is represented by the R² value.

Table 5. R-Square Value

| Laten Variable | R-Square | Adjusted R Square |
|------------------------------------------------|-----------------|--------------------------|
| Brand Equity on Instagram (Y) | 0,909 | 0,908 |
| Interest in Visiting Indonesia Destination (Z) | 0,815 | 0,814 |

Table 5 demonstrates that the R - squared value of various factors discussed previously is significant. The brand equity factor seems to have a value of 0.909, which is comparable to 90,9 percent, indicating that perhaps the brand equity factor can explain 90,9 percent of the variance, with the remaining 9,1 percent explained by other factors. However, the variable of this research in visiting has a value of 0.815, or 81,5%, which suggests that the outcome variable in visiting can explain 81,5% of the variance, whereas the remainder 18,5% is explained by other factors.

A Q-square number larger than zero (zero) shows that the model is predictively relevant, whereas a Q-square value less than zero (zero) shows that the model is not predictively relevant (Sarwono and Narimawati, 2015). The Q Square value (utilizing the concept) of 0.724 in this study indicates that it is greater than 0 (zero), indicating that the model has an applicable prognostic validity.

The t-statistic (t0) value is compared to the t-table value (tα) to test hypotheses (Sarwono & Narimawati, 2015:73). The following requirements must be met in order for the hypothesis to be accepted: a) If t0 is greater than tα, H0 is rejected and H1 is approved. b) If the value t0 < tα, H0 is accepted but H1 is denied. The Smart PLS result is visible in the path coefficient table, which is used to calculate the t-statistic value between both the independent variable and the dependent variable.

Table 6. Path Coefficient (Hypothesis Test Result)

| Variable Relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic (O/STDEV) | P Values | Conclusion |
|------------------------------------------------------------------------|----------------------------|------------------------|-----------------------------------|--------------------------------|-----------------|-------------------|
| Social-media-marketing Activity > Brand Equity on Instagram | 0.953 | 0.953 | 0.005 | 210.883 | 0.000 | H1 Accepted |
| Brand Equity on Instagram > Interest in Visiting Indonesia Destination | 0.621 | 0.615 | 0.083 | 7.506 | 0.000 | H2 Accepted |
| Social-media-marketing Activity > Interest in Visiting | 0.291 | 0.297 | 0.082 | 3.541 | 0.000 | H3 Accepted |

| | | | | | | |
|----------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------------|
| Indonesia Destination | | | | | | |
| Social-media-marketing Activity > Brand Equity on Instagram > Interest in Visiting Indonesia Destination | 0.592 | 0.586 | 0.079 | 7.539 | 0.000 | H4 Accepted |

Table 6 shows the findings in each of the procedures are established depending upon that t-statistic (t0) value. First, consider Social-media-marketing Actions for Brand Equity. Table 6 shows that the t0 value is 210,883 > the t value is 1.649, implying that H0 is rejected and H1 is approved. This demonstrates that the varying social-media-marketing actions has a favorable and significant influence on brand equity. Secondly, brand equity on visitor interest. Table 6 demonstrates that the value 7,506 > t value 1,649, implying that H0 is rejected and H2 is approved. These findings indicate that perhaps the measure brand equity seems to have a positive and statistically significant influence on the variable interest in visiting. Following that, there will be social-media-marketing efforts based on visitor interest. Table 6 demonstrates that the value 3,541 > t value 1,649, implying that H0 is rejected and H3 is approved. These findings indicate that the variable social-media-marketing efforts have a favorable and significant impact on the variable interest in visiting. Finally, social-media-marketing initiatives aimed at increasing visitor attention through brand equity. Table 6 shows that the t0 value is 7,539 > the t value is 1.649, implying that H0 is rejected and H4 is approved. This demonstrates that the variable of social-media-marketing activity has a favorable and significant influence on visitor interest via brand equity.

CONCLUSIONS

Discussion

The brand equity factor has an R-square value of 0.909, indicating that it can explain 90% of the variance, with the remaining 9% impacted by factors not included in the study model. Brand equity is impacted by brand awareness and brand image, according to Seo and Park (2018). According to Syahrivar and Ichlas (2018), various aspects impact brand equity, including overall quality, brand recognition, brand association, and brand loyalty. Based on this, it is stated that brand awareness and brand image may explain 81.3 percent of brand equity, while relative value, brand awareness, brand association, and brand loyalty can explain 18.7 percent.

The visiting interest variable has an R-square value of 0.860, which suggests that it can explain 81.5% of the variance, with the remaining 18.5% impacted by factors not included in the study model. The aspects that determine interest in visiting, according to Edithania (2018), include problem detection,

information collecting, and evaluation. Meanwhile, attention, interest, desire, and action all have an impact on the variable of interest in visiting, according to Rizky and Yasin in Aqmarina (2017). Based on this, it can be inferred that problem detection, information collecting, and evaluation may explain 86 percent of the variance in visitor interest, while other variables not included in the study model effect 14 percent.

According to the findings of the SEM analysis, looking at the outcomes of the hypothesis testing of the social-media-marketing activity factors from Seo and Park (2018), including entertainment, engagement, trendliness, customisation, and perceived risk, which were analyzed using the PLS method, that social media variables marketing activity affect @Pesonaid_travel brand equity, and interest in visiting Indonesian tourist destinations. This is because structural variables (entertainment, interactivity, trendiness, customisation, and perceived danger are all factors to consider) have a significant effect on brand equity @Pesonaid_travel (t_0 210,883 > t_α 1,649), and to interest in visiting (t_0 3,541 > t_α 1,649), according to the results of SmartPLS processing with the bootstrapping procedure.

According to the findings of the SEM analysis, looking at the findings of testing hypotheses in terms of brand equity from Seo and Park (2018), specifically brand awareness and brand image, which have been examined using the PLS technique. According to the findings of SmartPLS processing using bootstrapping techniques, structural factors (specifically brand awareness and brand image) have such a positive and substantial influence on interest in visiting $t_0 > t_\alpha$ (7,506 > 1,649).

Based on findings of the SEM analysis performed using the PLS technique, social-media-marketing activity have a positive and significant influence on visitor interest via the intervening brand equity variable with just a value of t_0 7,539 > t_α 1.649. The effect, however, is bigger than the direct influence of social-media-marketing operations on visitor interest.

Theoretical Implications

According to the findings of a research and SEM analysis conducted on the @Pesonaid_travel Instagram account in Indonesia, the effect of social-media-marketing activity on e-WoM and interest in visiting with brand equity as an intervening variable. In this study, numerous findings are expected to be able to address the phrasing of the problem. The solution to the issue formulation is as follows:

The effect of social-media-marketing on brand equity has a significant value (0.000) alpha (0.05), indicating that H0 is rejected and H1 is accepted. This suggests that the variable of social-media-marketing activity has a positive and significant impact on brand equity. As a result, social-media-marketing actions are required to raise the brand equity of a product in the organization. According to Seo and Park's (2018) study "A Study on the Effects of Social-media-marketing Activity on Brand Equity and Customer Response in the Airline

Industry," social-media-marketing activity have a positive and substantial influence on brand equity.

The significant value of brand equity on interest in visiting is (0.000) alpha (0.05), indicating that H0 is rejected and H2 is accepted. This implies that fluctuating brand equity has a positive and significant impact on visitor interest. As a result, excellent brand equity in a firm may be said to promote customer interest in visiting Indonesian tourism locations. According to Irzandy et al. (2017)'s study "The Influence of Brand Equity on Purchase Intention and Its Impact on Purchase Decisions (Survey of Internet-Specific SimPATI Prime Card Users at GraPARI Telkomsel Malang City Branch)," brand equity has a positive and significant impact on buying interest, which can be equated with visiting interest.

H0 is rejected and H3 is acceptable because social-media-marketing activity on enthusiasm in visiting have a significant value (0.000) alpha (0.05). This suggests that social-media-marketing factors have a positive and significant influence on visitor interest. Companies who have done a good job with social-media-marketing will raise desire to visit Indonesian tourist sites. According to Godey et al. (2016)'s study "Social-media-marketing Efforts of Luxury Brands: Influence On Brand Equity and Consumer Behavior," social-media-marketing activity have a favorable and substantial effect on consumer behavior.

Social-media-marketing activity on visitor interest have a significant value (0.000) alpha (0.05), hence H0 is rejected and H4 is allowed. It indicates that the data of social-media-marketing activity has a substantial beneficial influence on the variable of interest in visiting via the intervening variable of brand equity. In previous findings, social-media-marketing efforts on direct interest in visiting showed a to of 6.990, while the influence of brand equity in @Pesonaid_travel was less, with a value of 6.108. This demonstrates that the presence of brand equity as a mediating factor diminishes the impact of social-media-marketing operations on e-WoM on @Pesonaid_travel.

Practical Implications

Based on the conclusions that have been disclosed above, the suggestions put forward in this study are as follows. Efforts to increase social-media-marketing activity towards brand equity in @Pesonaid_travel, namely by utilizing the Instagram for business feature, @Pesonaid_travel can take advantage of the Promote feature more effectively, which can make @Pesonaid_travel posts as ads or advertisements on the Instagram application. With this feature, @Pesonaid_travel can reach targeted Instagram users and can also spread @Pesonaid_travel on Instagram as the official promotional account of the Indonesian Ministry of Tourism.

Efforts to increase brand equity towards interest in visiting Indonesian tourist destinations, namely by building memorable experiences with consumers, who are able to remember and make consumers return to @Pesonaid_travel and share their experiences with @Pesonaid_travel. This experience can be built

through Instagram @Pesonaid_travel by giving quizzes with prizes, for example, or can be done directly when there is a Ministry of Tourism event.

Efforts to increase social-media-marketing activity on interest in visiting Indonesian tourist destinations, namely by educating followers or Instagram users need to be held by @Pesonaid_travel, both through Instagram accounts and when an event is held by Pesona Indonesia, that prospective tourists need to know the facilities provided. Being in a tourist destination in Indonesia is very important, especially so that Indonesian tourists become smart tourists, who have prepared vacation plans in advance. Because according to Elly Hutabarat, Chairman of the Association of Indonesian Flight Ticket Selling Agent Companies or Astindo (in www.industri.kontan.co.id, accessed January 6, 2020) that Indonesian people are still very lacking and not used to planning holidays.

Efforts to increase social-media-marketing activity towards interest in visiting Indonesian tourist destinations through brand equity in @Pesonaid_travel, namely by continuing to carry out co-branding which is currently being carried out with reputable brands and has the same goals as @Pesonaid_travel and informing them through social media, namely Instagram.

Limitations And Future Research

The next researcher can conduct research by including other variables related to E-WoM and interest in visiting @Pesonaid_travel. Further research can use different assistance software other than SmartPLS, for example, SPSS, Lisrel, or AMOS. The limitation in this research is that the data collected is not too large and only in one area, namely user of @Pesonaid_travel instagram. In addition, this study is only limited to the tourism industry category that has implemented the social-media-marketing only, where the study's findings may not be generalizable to other sectors. As a result, further research on this issue is requested in other businesses.

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