




Tourist Satisfaction: The Influence of Tourist Attractions, Tourist Facilities, and Social Media Marketing

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Abstract. Tourist destination managers must be prepared to face changes in tourist behavior caused by the rapid development of information technology in the Industrial Revolution 4.0 era. This study uses a quantitative approach that aims to investigate the relationship between tourist attractions, tourist facilities, and social media marketing on tourist satisfaction. Data were collected from 112 tourists visiting Desa Wisata Adat Kemiren, Banyuwangi, East Java. Empirical data were analyzed using Structural Equation Modeling (SEM) with WarpPLS 6.0. The results showed that tourist attraction influences tourist satisfaction. Tourist facilities also influence tourist satisfaction. An unexpected finding is social media marketing does not affect tourist satisfaction. The results of this study provide empirical evidence that the attractions and facilities owned by Desa Wisata Kemiren have not been supported by social media marketing. In fact, in the digital era, the role of social media marketing is indispensable as a medium for interaction and sharing memorable experiences. Therefore, Desa Wisata Adat Kemiren managers must evaluate their social media marketing practices to display and package more interesting content, thereby creating tourist satisfaction whose behavior tends to change in the Industrial Revolution 4.0 era.

Keywords: Industrial Revolution 4.0, Social Media Marketing, Tourist Attractions, Tourist Facilities, Tourist Satisfaction.

1 Introduction

Tourism is one of the important economic sectors that has the potential to improve people's welfare [1]. Tourism activities seek to unite natural attractions, artificial tourism, and cultural tourism in a certain area supported by the management of attractions, accommodation, and equipped with other facilities. The development of tourism objects will increase tourist attraction, so that it can utilize natural resources and provide social and economic benefits. The development of digitalization that occurred in the tourism

sector in the era of the Industrial Revolution 4.0 which was then followed by the Covid-19 Pandemic became very crucial, because in the post-pandemic tourism will face a situation of uncertainty in the new normal. This situation makes tourism sector industries re-plan its business strategy in order to maintain its existence. The existence of the tourism industry cannot be separated from how they can provide a sense of satisfaction and comfort to tourists [2].

Previous research has shown that tourist satisfaction can be achieved by providing facilities, infrastructure and word of mouth (WOM) [3–5]. Along with the rapid use of information technology in the era of the Industrial Revolution 4.0, WOM activities have shifted to eWOM through social media as a persuasion tool to assess the various facilities, attractions, and services provided by the tourism industry [6,7]. It can be said that the trend of social media implementation is certainly a big leap for the tourism sector. This is because social media indirectly makes people more open and adapt to technological developments. It is expected that this is not a difficult thing, because people's lifestyles tend to be fast and in direct contact with the internet.

For tourism industry players, the existence of social media is a breath of fresh air that can survive and develop amid the increasingly rapid development of information technology in the era of the Industrial Revolution 4.0 and post-Covid-19 Pandemic. They use social media as a means to attract potential tourists through social media marketing activities [8,9]. Several previous studies [10,11] proved that social media marketing has a positive impact on tourist satisfaction and attracting tourists. However, [2] argue that the use of social media can be an attraction tool or can actually be a barrier to potential tourists.

This study aims to determine how influential tourist attractions, tourist facilities and social media marketing are on tourist satisfaction. The contradictory results of previous research [12-14] make this study interesting to conduct on other tourist attractions. In addition, empirical research related to the impact of social media marketing on the tourism industry is still limited [9]. Compared to previous research, the contribution that this research can make lies in the framework of a new research model that is integrated by examining tourist attractions, tourist facilities and social media marketing which act as factors that influence tourist satisfaction. This research is important because in this digital era, business actors in the tourism sector need to adapt to technological developments and also be able to evaluate the implementation of the technology they use.

2 METHOD

2.1 Location, Population, and Sample

This research was conducted in Desa Wisata Adat Kemiren (Kemiren Traditional Tourism Village), Banyuwangi Regency, East Java. This tourist village was nominated for the top 100 best tourist villages in the curation stage of the 2021 Indonesian Tourism Village Award (ADWI) held by the Ministry of Tourism and Creative Economy (Kemenparekraf). The population of this study were tourists who had visited Desa Wisata Adat Kemiren. The sampling technique used accidental sampling technique. Accidental sampling is a sampling technique by chance meeting with researchers. If tourists who

happen to be met by researchers can be sampled if they meet the sample criteria. The respondent criteria used in this study are: (a) tourists who are over 17 years old; (b) tourists are visiting Desa Wisata Adat Kemiren. Data were taken from 112 tourists who visited Desa Wisata Adat Kemrien in February - March 2023.

2.2 Measurement

All items in the questionnaire were adopted and modified from previous research. Tourist attractions adopted 3 items from [15] with a focus on uniqueness, attraction differences, and environmental conditions. Tourist facilities were measured using 5 items from [16] with the focus of investigation on spatial arrangement, space planning, equipment, information provided. Social media marketing refers to 6 items modified from [17]. Social media marketing items focus on entertainment content, interaction through social media, trendiness, costumization, and word of mouth. The tourist decision variable took 6 items from [18] with a focus on service suitability, fare suitability, and tourist satisfaction. The items used in the questionnaire were measured using a 5-point Likert scale where point 1 is strongly disagree and point 5 is strongly agree. Data were analyzed using SPSS 23 and WarpPLS 6.0.

3 Results and Discussion

Based on the questionnaire, the majority of respondents in this study had visited Desa Wisata Adat Kemiren between 1-10 times (81.25%). The highest percentage of respondents by gender was male (55%). 38% of respondents were between 18-25 years old. The highest percentage of respondents who come from outside Banyuwangi Regency is 57%. 43% of respondents have a high school education or equivalent. Finally, the highest percentage of respondents who know information about Desa Wisata Adat Kemiren on social media is 70%.

3.1 Testing for Validity and Reliability

Cross check the validity and reliability of the measurement instrument using average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha [19]. All the AVE values and factor loadings are ≥ 0.5 . It can be said that all items are valid. CR values are > 0.7 , as well as Cronbach's alpha values are ≥ 0.6 . Therefore, all items are declared reliable [20]. Table 1 shows the test results for AVE, CR, and Cronbach's alpha.

Table 1. Results of Validity and Reliability Testing

Variables	Items	Factor loadings	AVE	CR	Cronbach's alpha
Tourist Attraction	4	0.727-0.748	0.737	0.826	0.720
Tourist Facilities	5	0.648-0.787	0.723	0.845	0.770
Social Media Marketing	6	0.729-0.829	0.758	0.890	0.851
Tourist Satisfaction	6	0.745-0.858	0.788	0.908	0.877

3.2 Model Evaluation

In the relationship between variables, it is necessary to analyze the structural model by evaluating the model fit and structural quality index. valid goodness of fit as an index needs to be tested on the model before interpreting the results of hypothesis testing. The fit of a statistical model to a set of observations is described through model fit. Measures of model fit usually summarize the difference between observed values and expected values based on the model in question [21]. Model evaluation using model fit and quality index shows that good data support the model, has quality indicators, and meets all the requirements in WarpPLS. The results of model evaluation are shown in Table 2.

Table 2. Model Fit and Quality Indices

Indices for Fit and Model Quality	Criteria of Fit	Result	Information
Average path coefficient (APC)		0.298	
Average R-squared (ARS)	p <0,05	0.574	Good
Average adjusted R-squared (AARS)		0.565	
Average block VIF (AVIF)	acceptable	1.510	
Average full collinearity VIF (AFVIF)	if ≤ 5 , ideally ≤ 3.3	1.901	
Tenenhaus GoF (GoF)	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.570	
Sympson's paradox ratio (SPR)	acceptable		
R-squared contribution ratio (RSCR)	if ≥ 0.7 , ideally = 1	1.000	Ideal
Statistical suppression ratio (SSR)	acceptable		
Nonlinear bivariate causality direction ratio (NLBCDR)	if ≥ 0.7	1.000	

3.3 Hypotheses testing

The direct effect between tourist attraction and tourist satisfaction is positive and significant ($\beta = 0.312, p < 0.001$). This suggests that H1 is supported. The results show that tourist facilities have an effect on tourist satisfaction ($\beta = 0.477, p < 0.001$). This indicates that H2 is supported. Furthermore, social media marketing has no influence on tourist satisfaction ($\beta = 0.106, p < 0.105$). This indicates that H3 is not supported. The results of hypothesis testing can be seen in Table 3 and Figure 1.

Table 3. Result of Hypotheses Test

Hypothesis	β	p-value	Decision
H1: Tourist Attraction \rightarrow Tourist Satisfaction	0.312	< 0.001*	Supported
H2: Tourist Facilities \rightarrow Tourist Satisfaction	0.447	< 0.001*	Supported
H3: Social Media Marketing \rightarrow Tourist Satisfaction	0.106	< 0.105*	Not Supported

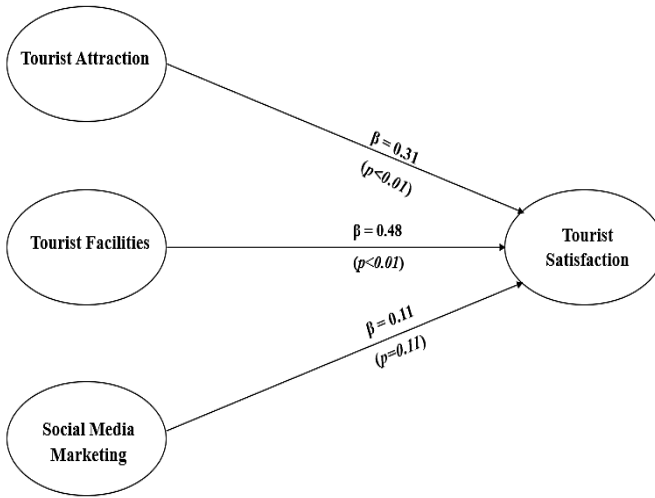


Fig. 1. Result of Hypotheses Test

4 Discussion

The results of this study indicate that tourist attraction has a significant effect on tourist satisfaction. This study proves that tourist attraction has a share in measuring the level of satisfaction of tourists. The results of this study indicate that the satisfaction of tourists visiting Desa Wisata Adat Kemiren can be obtained by trying to create different attractions. The difference in attractiveness in Desa Wisata Adat Kemiren is done by creating interesting spots that can become the center of attention for tourists and the availability of various attractions. One of them is the spot of the Osing Tribe Traditional House, which has its own philosophy and uniqueness which is very interesting for visiting tourists to know. The existence of interesting spots provided is very suitable when used as a location for taking selfies (Figure 2).



Fig. 2. Osing Tribe Traditional House
(Source: <https://pemilu.kompas.com>)

Various attractions that are packed with the nuances of Osing culture as the hallmark of Desa Wisata Adat Kemiren make tourists feel a new atmosphere that is not found in other tourist sites. Culture-based attractions that include customs, local languages, manuscripts, traditional arts, and traditional games are attractions that contain uniqueness in the tourism products offered. Tourists who have visited Desa Wisata Adat Kemiren feel that the tourism attraction of Desa Wisata Adat Kemiren lies in its cultural traditions. The reason is that these cultural traditions are traditions that have been passed down from generation to generation by the Osing people who live in Desa Wisata Adat Kemiren area. Some of the traditions that attract tourists are Tumpeng Sewu and Ngopi Sepuluh Ewu (Figure 3). This proves that tradition is one of the elements that attracts tourists to come visit, if the tradition displayed is interesting, it will be a special satisfaction for them. Environmental conditions in Desa Wisata Adat Kemiren also contribute to creating satisfaction for tourists. The scenery in the tourist attraction of the Desa Wisata Adat Kemiren is still natural, the rice fields are still dominant, and the cleanliness in the Desa Wisata Adat Kemiren is still maintained which can create a sense of comfort, so that tourists feel satisfied when they visit.



Fig. 3. Ngopi Sepuluh Ewu Festival
(Source: <https://radarbanyuwangi.jawapos.com>)

This level of tourist satisfaction will later have an effect on the frequency of visits by tourists. The empirical findings in this study indicate that tourist attraction in Desa Wisata Adat Kemiren is an important element that must exist in a tourist attraction to create tourist satisfaction. This result is in line with the results of research [22,23] which state that the satisfaction obtained by tourists when visiting a tourist attraction depends on the tourist attractions offered. The results of this study also reinforce the opinion of [24] that tourist attractions are considered as one of the main elements of tourist attraction to create satisfaction for tourists.

The next finding in this study shows that tourist facilities have a significant effect on tourist satisfaction. These results provide empirical evidence that tourist facilities in Desa Wisata Adat Kemiren have provided tourist satisfaction. Tourist facilities them-

selves are supporting facilities that can create a sense of fun accompanied by convenience and fulfillment of tourist needs in enjoying the tourism products offered [25]. Tourists will feel satisfied if the facilities at the visited tourist attraction meet their expectations.



Fig. 4. Lighting in Kemiren Traditional Tourism Village
(Source: <https://www.google.com/maps/place>)

Based on the results of this study, it is known that tourists are satisfied with the lighting facilities at the location (Figure 4). The existence of this lighting facility provides a sense of security and comfort for tourists when visiting at night, so that tourist visits are not limited to morning and afternoon. In addition to lighting, tourists are also satisfied with the information instructions displayed on the information board (Figure 5).



Fig. 5. Information Board in Kemiren Traditional Tourism Village
(Source: <https://www.google.com/maps/place>)

The information board makes it easier for tourists to determine the flow of their journey while in Desa Wisata Adat Kemiren. According to the perception of tourists, the facilities and attraction in this tourist destination are categorized as complete. This

can be seen from the availability of supporting facilities for tourists who visit. The completeness of these facilities makes tourists feel more comfortable when enjoying the atmosphere in this area. The results of this study indicate that tourist facilities have a positive and significant influence on tourist satisfaction. The same results are shown by previous research [26,27] that the facilities at tourist sites are an external factor that affects the level of satisfaction of tourists with a tourist attraction.

Furthermore, the results showed that social media marketing has no significant effect on tourist satisfaction. This result provides empirical evidence that social media marketing run by Desa Wisata Adat Kemiren is not an important element that provides satisfaction to tourists. In this case, there is evidence that first, many tourists still do not follow the development of information or social media content managed by Desa Wisata Adat Kemiren. Second, the content displayed on social media is not updated. This makes the information provided by Desa Wisata Adat Kemiren seem slow to follow the information trends desired by tourists. Furthermore, third, according to the perception of the tourists, online promotions displayed on social media from the Desa Wisata Adat Kemiren are less able to encourage tourists to visit there.

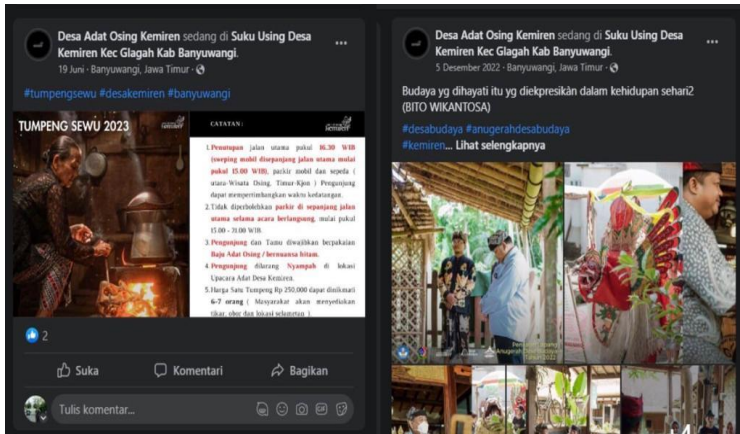


Fig. 6. An Example of Content in Social Media with Minimal Narrative



Fig. 7. Interaction managed by Desa Wisata Adat Kemiren (Source: Documentation)

This case study can illustrate that the social media managed by Desa Wisata Adat Kemiren is considered less than optimal in marketing the tourist attraction of Desa Wisata Adat Kemiren. This can be seen from the copywriting narrative and content in several social media accounts (Instagram, Twitter, Facebook, Tiktok, and Youtube) operated by destination management of Desa Wisata Adat Kemiren looks still very minimal, so it is less able to attract tourists to comment or conduct discussions (Figure 6 and 7). In addition, there is still a lack of interaction in the form of sharing information or knowledge between the social media managers of Desa Wisata Adat Kemiren and tourists.

The findings of this study are in line with the results of research by [28,29] which found that social media marketing does not affect the satisfaction obtained by tourists. This empirical finding is different from the opinion of [19] that tourist destination managers need to interact and share information on social media with tourists in order to form community cohesion and increase their satisfaction. The role of managers is needed to optimize social media to have a significant role for the industry as a medium for collaboration, interaction, and sharing with customers [9,30].

5 Conclusion

This research contributes to the literature on tourist satisfaction in terms of tourist attractions, tourist facilities, and social media marketing. The use of social media marketing variables integrated with tourist attractions and tourist facilities is a novelty in this study. Theoretically, the results of this study support the theory in tourism marketing that tourist attractions and tourist facilities have an influence on tourist satisfaction. Social media marketing is certainly expected to have a significant influence on increasing tourist satisfaction. However, it should be noted that social media marketing will not provide significant support for tourist satisfaction if its activities are less than optimal. In this case, the less than optimal role of social media marketing is due to the lack of information provided and the lack of interaction on social media, resulting in the absence of engagement between managers and tourists. Based on these results, this research provides several recommendations. First, the destination management of Desa Wisata Adat Kemiren needs to increase information through copywriting in every post on several social media owned with the aim of attracting tourist engagement. Information can be in the form of attraction content, facility information, or up-to-date information. Secondly, to create interactive communication with tourists through social media, narratives are needed on each content or information post that can attract comments from tourists. Comments from tourists need to get a quick response from the management of the Desa Wisata Adat Kemiren, so that tourists can feel the process of mutual communication and find ease of communication. These two recommendations are expected to maximize the role of social media marketing.

There are several limitations to this study. This research only apply tourist attractions, facilities, and social media marketing to measure customer satisfaction at the Desa Wisata Adat Kemiren. The results cannot be generalized to other tourist attractions and other tourist destination. It would be better if further research could increase

the sample size and also apply a mixed-method approach so that researchers are able to understand more deeply the answers of each respondent. In addition, future research can also identify other variables, such as tourist experience, tour quality, and tourist information.

6 References

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