

The Effect of Accessibility and Quality of Social Media on Intention to Visit Agrotourism in Banyuasin Regency

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Abstract—The purpose of this study was to examine the effect of accessibility and quality of social media on interest in visiting agrotourism in Banyuasin Regency, South Sumatra. The data were collected through the distribution of questionnaires to Potential consumers or tourists, the people willing to travel and visit tourism destinations in the future, who is potential. The sampling technique used is convenience sampling. The sample used was 154 respondents who had the intention to make a visit to agro-tourism which was the object of research. Analysis of the data was carried out using Partial Least Square Structural Equation Modeling technique. The results showed that there was a significant positive effect of Accessibility and the Quality of social media on intention to visit Agrotourism Destinations. The implications of this study show the importance of tourism promotion and or marketing tools of social media and its accessibility and quality in order to create the demand for agrotourism destinations as an effort to build a sustainable business of tourism development.

Keywords—accessibility; quality; social media; intention to visit; agrotourism

I. INTRODUCTION

Banyuasin Regency is one of 17 urban districts in South Sumatra Province. Banyuasin Regency has a tourist destination in the form of Agrotourism which is located in Gelebak Dalam Village, Rambutan District. Given the potential of the Regency, in the form of the availability of tourism facilities in the form of agrotourism that supports efforts to develop the tourism sector in the area. This will not only support the tourism sector, but will also have an impact on the economic development of South Sumatra, and Indonesia in general, because based on data from the Ministry of Tourism, that in Indonesia the tourism sector beats the oil and gas sector. In fact, based on existing data, Indonesia has been developing agrotourism since 1989.

This development was carried out as a form of collaboration between the Ministry of Agriculture and the Ministry of Tourism, Post and Telecommunications at that time [1]. Even in 1993, a Non-Government Organization has attempted to raise awareness of nature conservation through tourism [2]. However, not a few people do not know about the existence of agrotourism, including agrotourism in Gelebak Dalam Village, Rambutan District, Banyuasin Regency. Even though knowledge of services (especially service brands) has a positive and significant effect on interest in using services [3]. Therefore, a promotional tool was developed through the use of social media, because it is believed based on previous research that accessibility and the quality of social media have an effect on tourist interest [4][5].

Knowledge of potential visitors, namely the community, is a key success factor in developing tourism services that are built. If the public is aware of the existence of the tourist destinations offered, it will influence the decision to use services (visit) tourist destinations. Hence, for this reason it is deemed necessary to socialize, grow and increase knowledge and disseminate public information about the existence of Gelebak Dalam Village Agrotourism in Banyuasin Regency through social media and evaluate the dissemination of information through social media with the aim of increasing the number of tourist visits in restoring and reviving the tourism sector in Indonesia. Based on the phenomena and thoughts that have been described above, the purpose of this study is to analyze the effect of accessibility and the quality of social media used in promotion of tourist interest in agrotourism in Banyuasin Regency.

II. METHODOLOGY

A. Instrument Test

This research aims to analyze the effect of accessibility and the quality of social media used in promotion on tourist interest in agro-tourism in Banyuasin district. In order to achieve this goal, several activities were carried out in the research in the form of instrument testing and influence analysis. Validity and Reliability Tests Validity tests were conducted to determine the correlation between each question item (indicator) and the total score of all questions (variables).

The indicator is said to be valid when the correlation (r) > 0.50 . Besides that, to test the reliability, the reliability coefficient used is Cronbach's Alpha. Cronbach's Alpha is the reliability coefficient calculated by the Alpha formula made by Cronbach. This test was conducted to determine the reliability (level of confidence) between question items (all indicators) to the total score of all questions (variables). All indicators are said to be reliable when the Cronbach's Alpha value is > 0.60 .

B. Analysis Technique

Furthermore, an analysis technique is used to evaluate whether the independent variables in the form of access ability and quality of social media affect interest in visiting tourism destinations, the analysis technique used is SEM-PLS or Structural Equation Modeling. Partial Least Square. Structural Equation Modeling has been widely used in various empirical studies to analyze the relationship between variables, which have several classifications. One of them is Partial Least Square [6]–[9]

The variables in this study consisted of independent variables and dependent variables. There are 2 independent variables and one dependent variable. The independent variables used in this study are accessibility or the ability to access social media and the quality of social media used in the promotion of tourist destinations (in this case is Instagram), while the dependent variable is interest in visiting agro-tourism destinations. Implementation of data collection was done by distributing questionnaires and obtained 154 respondents. In this study, measurements were made of the variables tested. In order to obtain data and information in this study, a number of variables and indicators were disclosed.

III. RESULT AND DISCUSSION

A. Interpretation of SEM-PLS Model Output Results

Evaluation of the Measurement Model is given in terms of:

1. Internal consistency is measured by Cronbach's Alpha ($\alpha > 0.60$) and Composite Reliability (CR > 0.70).
2. Convergent validity is measured by Outer Loading (OL > 0.50) and Average Variance Extrated (AVE > 0.50).

TABLE 1. THE VALIDITY AND RELIABILITY MEASUREMENTS FOR ALL CONSTRUCTS

Item Description	Outer Loading	AVE	CR	Cronbach's Alpha
X11	0.610	0.501	0.889	0.857
X12	0.708			
X13	0.678			
X14	0.762			
X15	0.753			
X16	0.708			
X17	0.755			
X18	0.676			
X21	0.638	0.554	0.861	0.797
X22	0.725			
X23	0.814			
X24	0.791			
X25	0.742			
Y1	0.836	0.682	0.895	0.840
Y2	0.901			
Y3	0.866			
Y4	0.683			

Source: Data Processed, 2023

In Table 1. the outer loading values, AVE, CR, and Cronbach's Alpha are very satisfying for the SEM-PLS model. In other words, the criteria for internal consistency and convergent validity are met. All outer loadings are still above the cut-off value (0.50), all AVEs are greater than 0.50, all CRs are above 0.70, and all Cronbach's Alpha are above 0.60 (cut-off values).

3. Discriminant Validity is measured from Cross Loading ($L > L$ others) and Fornell Lacker Criteria ($\sqrt{AVE Y_i} > \text{Correlation } Y_i, Y_j$). A value given in brackets and bold in Table 2 is a loading factor which is symbolized by L .

TABLE 2. CROSS LOADING TEST RESULTS

Item Description	X1	X2	Y
X11	(0.610)	-0.052	0.074
X12	(0.708)	0.238	-0.170
X13	(0.678)	-0.074	-0.097
X14	(0.762)	0.153	-0.216
X15	(0.753)	0.101	-0.239
X16	(0.708)	0.126	-0.062
X17	(0.755)	-0.291	0.330
X18	(0.676)	-0.220	0.414
X21	-0.167	(0.638)	-0.029
X22	-0.058	(0.725)	0.070
X23	-0.079	(0.814)	-0.079
X24	0.180	(0.791)	-0.092
X25	0.096	(0.742)	0.141
Y1	-0.028	0.063	(0.836)
Y2	-0.019	-0.032	(0.901)
Y3	0.029	-0.048	(0.866)
Y4	0.022	0.026	(0.683)

Source: Data Processed, 2023

In Table 2, it can be seen that each outer loading in the specified construct has a greater value than the outer loading in the other constructs (which are in brackets). It is concluded that the discriminant validity of the SEM-PLS model is met.

TABLE 3. THE RESULTS OF THE CORRELATION MATRIX FOR THE FORNELL LACKER CRITERIA

	X1	X2	Y
X1	(0.708)	0.513	0.487
X2	0.513	(0.745)	0.552
Y	0.487	0.552	(0.826)

Source: Data Processed, 2023

In Table 3, it can be seen that each row of the matrix produces a construct $\sqrt{\text{AVE}}$ value that has a value greater than the correlation values of the two different constructs. It is also concluded that the discriminant validity of the SEM-PLS model is met.

B. The evaluation of the Structural Model

The evaluation of the Structural Model is given in terms of:

1. Coefficient of Determination (R^2)
2. The magnitude and significance of the path coefficient

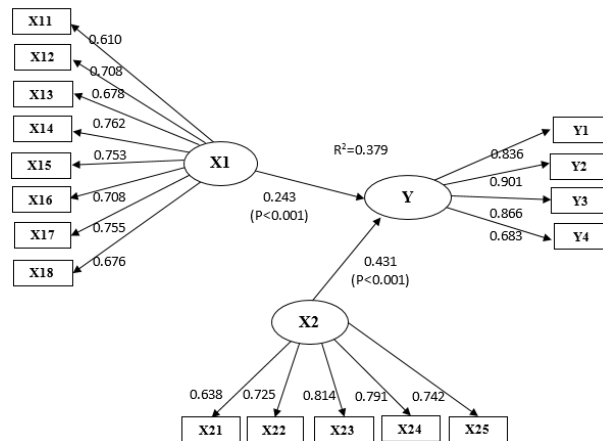
The results of the hypothesis shown in Table 4 show the results of testing the hypothesis in a direct relationship of several constructs. From the hypotheses that were formulated, all hypotheses were obtained which were significant with a p-value <0.05 .

TABLE 4. THE RELATIONSHIP PATH AMONG THE CONSTRUCTS.

Hypothesized Paths	Estimate	P-value	Result
H ₁ : X1 $\rightarrow$ Y	0.243	$<0.001^{***}$	Significant
H ₂ : X2 $\rightarrow$ Y	0.431	$<0.001^{***}$	Significant

Note: ***, **, and * denote the two-tail statistical significance at 1%, 5%, and 10% respectively

Fig. 1. Example of a figure caption. (figure caption)



$$Y = 0.243 X1 + 0.431 X2 + e, R^2 = 0.379 \quad (1) \quad \alpha + \beta = \chi. \quad (1) \quad (1)$$

The results of the coefficient of determination (R-Square, R^2) obtained 0.379, meaning that the diversity of endogenous (Y) constructs that can be explained by exogenous constructs (X1 and X2) simultaneously is 37.9% and the remaining 62.1% is explained by other constructs which are not included in which is represented by a structural error. On the structural equation, the test results and conclusions that:

1. a significant direct effect of X1 on Y of 0.243 is obtained. The higher the value of X1, the higher the value of Y; conversely, the lower the value of X1, the lower the value of Y. In other words, X1 has a significant positive effect on Y.
2. Obtained a significant direct effect of X2 on Y of 0.431. The higher the value of X2, the higher the value of Y; conversely, the lower the value of X1, the lower the value of Y. In other words, X2 has a significant positive effect on Y.

C. Evaluation of the Overall Model

Evaluation of the Overall Model (Model Fit and quality indices) is given by:

TABLE 5. MODEL FIT AND QUALITY INDICES

Classic Indices	Value	Model Requirement	Conclusion
Average path coefficient (APC)	<0.001	$P\text{-value} < 0.05$	close fit
Average R-squared (ARS)	<0.001	$P\text{-value} < 0.05$	close fit
Average adjusted R-squared (AARS)	<0.001	$P\text{-value} < 0.05$	close fit
Average block VIF (AVIF)	1.691	acceptable if ≤ 5 . ideally ≤ 3.3	ideally fit
Average full collinearity VIF (AFVIF)	1.554	acceptable if ≤ 5 . ideally ≤ 3.3	ideally fit
Tenenhaus GoF (GoF)	0.468	small ≥ 0.1 . medium ≥ 0.25 . large ≥ 0.36	close fit
Sympson's paradox ratio (SPR)	1.000	acceptable if ≥ 0.7 . ideally = 1	ideally fit
R-squared contribution ratio (RSCR)	1.000	acceptable if ≥ 0.9 . ideally = 1	ideally fit
Statistical suppression ratio (SSR)	1.000	acceptable if ≥ 0.7	ideally fit
Nonlinear bivariate causality directun ratio (NLBCDR)	1.000	acceptable if ≥ 0.7	ideally fit
Additional Indices	Value	Model Requirement	Conclusion
Standardized root mean squared residual (SRMR)	0.109	acceptable if ≤ 0.1	not good fit

Standardized mean absolute residual (SMAR)	0.089	acceptable if ≤ 0.1	acceptable fit
Standardized chi-square with 252 degrees of freedom (SChS)	<0.001	P-value < 0.05	close fit
Standardized threshold difference count ratio (STDCR)	0.934	acceptable if ≥ 0.7 . ideally = 1	acceptable fit
Standardized threshold difference sum ratio (STDCR)	0.835	acceptable if ≥ 0.7 . ideally = 1	acceptable fit

Source: Data Processed, 2023

From the 15 tests/model goodness-of-index, good results were obtained for 14 tests/model-goodness index (93.33% good). In other words, the model is good and feasible to use.

IV. CONCLUSION

This study aims to analyze the effect of accessibility and quality of social media on the interest in visiting agro-tourism destinations in Banyuasin district. The results of data processing accompanied by the discussion prove that there is influence from the independent variables on the independent variables studied, so it can be concluded that there is a positive and significant influence from the accessibility and quality of social media variables on tourist interest in visiting. The implication of this conclusion is to show the importance of using social or digital media as a promotional or marketing tool for a tourist destination in order to build interest in visiting tourists. Further recommendations for future research are the addition of variables that need to be taken into account which are believed to also affect tourists' interest in visiting a tourist destination, given the importance of tourists, can be likened to a staple food for the survival of a tourist destination.

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