

Increasing Tourist Visit Intention to Bali Zoo Through Social Media Marketing, Tourist Facilities and Tourist Destination Image

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Abstract

This research aims to explore the influence of social media marketing, tourist facilities and destination image on tourist interest in visiting Bali Zoo. The research method used is an associative method with a quantitative approach. The survey was conducted using a questionnaire to tourists who had visited Bali Zoo at least once, with a sample size of 120 respondents. The data collected was then tested for validity, reliability, and analyzed using descriptive analysis, prerequisite tests, multiple regression, and hypothesis testing. The research results show that the better the implementation of social media marketing, the higher the interest in visiting Bali Zoo. Likewise, the facilities provided and the image of the tourist destination, both of which have a positive influence on interest in visiting. Overall, social media marketing, tourist facilities, and tourist destination image simultaneously have a significant effect on interest in visiting Bali Zoo. This research provides better understanding of the factors that influence tourist interest in visiting, as well as the importance of effective management and promotion in increasing the attractiveness of tourist attractions such as the Bali Zoo.

Keywords: Social Media Marketing, Tourist Facilities, Destination Image.

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INTRODUCTION

The tourism industry is an important sector in a country's economy, including Indonesia, with the island of Bali being globally renowned for its natural beauty, cultural richness and various interesting attractions (Latief, 2019). One of the leading destinations on this island is Bali Zoo, which offers a unique experience interacting with various rare and exotic animals. As a major tourism destination, Bali attracts tourists from all over the world with its natural beauty, cultural heritage and the variety of recreational activities it offers.

With technological developments and changes in consumer behavior, marketing tourist destinations via social media is becoming increasingly important. Social media provides an effective platform for destinations like Bali Zoo to interact directly with potential tourists, promote holiday packages and share interesting tourism experiences. The image of a tourist destination also plays a key role in attracting tourists to visit the place with a positive perception of the facilities and attractions offered.

Bali Zoo, located in Gianyar, has attracted the attention of both domestic and foreign tourists with various attractions such as safaris evening, dinner with elephants, and a jungle stay experience. Even though it has become a popular destination, challenges remain in increasing interest in visiting. Even though Bali Zoo is active in utilizing social media marketing, not all efforts have been effective

in increasing tourist interest. In addition, even though various facilities and attractions are available, not all potential tourists are interested in visiting Bali Zoo, and the image of the destination needs to be considered so that it meets tourist expectations. Company performance is determined by the company's ability to realize company goals (Ardani and Denok, 2023)

LITERATURE REVIEW

Social media marketing

Social media marketing is one of the important variables in marketing mix which is very vital for companies in marketing their products or services. Martin L. Bell (2018) defines social media marketing as all forms of marketing activities aimed at increasing demand. Meanwhile, William G. Nikels (2018) defines social media marketing as a one-way flow of information or persuasion aimed at directing an individual or organization to action that results in an exchange in marketing.

Tourist Facilities

According to Tjiptono (2016: 128), tourist facilities can be interpreted as an effort to meet consumer needs and desires and convey them appropriately to meet consumer expectations in the tourism context. Zeithaml (1988:21) defines tourist facilities as a customer's assessment of the superiority or specialness of a product or service as a whole. Parasuraman, et al. (1988:47) states that tourist facilities can be measured by comparing consumers' perceptions of the services they receive with the services they expect based on the service attributes of a company.

Tourism Destination Image

According to Kotler (2019), image is a collection of beliefs, ideas and impressions that a person has towards an object, a person's attitudes and actions towards a tourist attraction are influenced by the image of that object. Apart from that, image functions differentiate a product from other products. According to Sutisna (2021), the image of a product or service is a collection of images, impressions and beliefs that a person has about that object.

Interest in Visiting Tourism

According to Kinnear and Taylor (2018), visiting interest is defined as the stage where a person shows a tendency to act before making a decision to visit a place. After the decision to visit is taken, consumers can experience satisfaction as the next stage after visiting the place.

Hypothesis

H1 : Social media marketing has a positive effect on tourist interest in visiting.

H2: Tourist facilities have a positive effect on tourists' interest in visiting.

H3: The image of a tourist destination has a positive effect on tourists' interest in visiting.

H4 : Social media marketing, tourist facilities and the image of tourist destinations simultaneously have a positive influence on tourists' interest in visiting.

RESEARCH METHODS

Metode penelitian ini menggunakan metode asosiatif dengan pendekatan kuantitatif. Penelitian ini dilakukan di kawasan objek wisata Bali Zoo dari tanggal 20 Maret 2024 hingga Mei 2024. Populasi dalam penelitian ini adalah wisatawan yang pernah mengunjungi objek wisata Bali Zoo setidaknya satu kali. Sampel yang

digunakan berjumlah 119 responden, yang dibulatkan menjadi 120 responden. Bentuk umum persamaan regresi berganda yang digunakan dalam penelitian ini adalah:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Dengan penjelasan sebagai berikut:

Y = Minat Kunjungan Kembali

a = Konstanta

e = Tingkat Kesalahan (Standar Error)

X1 = Pemasaran Media Sosial

X2 = Fasilitas Wisata

X3 = Citra Destinasi Wisata

b1 = Koefisien regresi variabel Pemasaran Media Sosial

b2 = Koefisien regresi untuk variabel Fasilitas Wisata

b3 = Koefisien regresi variabel Pemasaran Media Sosial

b4 = Koefisien regresi untuk variabel Citra Destinasi Wisata

RESEARCH RESULTS AND DISCUSSION

Validity test

Table 1. Validity Test Results

Variabel	r hitung	r tabel (α=0.05)	Keterangan
Sosmed1	0.724	0.196	Valid
Sosmed2	0.890	0.196	Valid
Sosmed3	0.877	0.196	Valid
Sosmed4	0.657	0.196	Valid
Fasilitas_1	0.971	0.196	Valid
Fasilitas_2	0.975	0.196	Valid
Fasilitas_3	0.947	0.196	Valid
Fasilitas_4	0.955	0.196	Valid
Fasilitas_5	0.955	0.196	Valid
Citra Destinasi Wisata_1	0.676	0.196	Valid
Citra Destinasi Wisata_2	0.855	0.196	Valid
Citra Destinasi Wisata_3	0.934	0.196	Valid
Citra Destinasi Wisata_4	0.901	0.196	Valid
Minat_1	0.690	0.196	Valid
Minat_2	0.822	0.196	Valid
Minat_3	0.690	0.196	Valid
Minat_4	0.822	0.196	Valid

The validity test results table shows that all relationships between variables in this study are declared valid. Correlation value (calculated r) between Social media marketing, facilities, tourist destination image, and interest are greater than the critical correlation value (r table) for 120 respondents at a significance level of 0.05, indicating that there is a significant relationship between these variables.

Normality Test Results

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^a Mean		.0000000
	Std. Deviation	1.46307565
Most Extreme Differences	Absolute	.075
	Positive	.045
	Negative	-.075
Kolmogorov-Smirnov Z		.968
Asymp. Sig. (2-tailed)		.306

a. Test distribution is Normal.

The results of the normality test show that all research variables have a significance value greater than 0.05 at ($\text{sig} > 0.05$), so it can be concluded that the research data is normally distributed.

Linearity Test Results

Table 3. Linearity Test Results

Variabel	Signifikansi	Keterangan
<i>Social media marketing</i> terhadap Minat berkunjung	0,083	Linier
Fasilitas Wisata terhadap Minat berkunjung .	0,343	Linier
Citra Destinasi Wisata terhadap Minat Berkunjung.	0,612	Linier

The results of the linearity test in the table above show that all variables have a significance value greater than 0.05 ($\text{sig} > 0.05$), this shows that all research variables are linear.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF	Kesimpulan
<i>Social media marketing</i>	0,906	1,104	Non Multikolinieritas
Fasilitas Wisata	0,954	1,048	Non Multikolinieritas
Citra Destinasi Wisata	0,928	1,077	Non Multikolinieritas

From the table above, it can be seen that all of these variables have a tolerance value above 0.1 and a VIF value below 10. Therefore, it can be concluded that the regression model in this study does not contain multicollinearity.

Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

Variabel	Sig.	Kesimpulan
<i>Social media marketing</i>	0,207	Non Heteroskedastisitas
Fasilitas Wisata	0,261	Non Heteroskedastisitas
Citra Destinasi Wisata	0,563	Non Heteroskedastisitas

The table above shows that all variables have a significance value greater than 0.05. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity.

DISCUSSION

Influence Social Media Marketing Regarding Interest in Visiting the Bali Zoo Tourist Attraction

The research results show that Social Media Marketing has a positive influence on interest in visiting the Bali Zoo tourist attraction, with a calculated t value of 4.420 and a significance of 0.000 ($0.000 < 0.05$), as well as a positive regression coefficient of 0.150. The first factor that influences interest in visiting is

Social Media Marketing. According to Basiya and Rozak (2012), the attractiveness of a tourist destination is the main motivation for visitors. Social Media Marketing plays an important role in building good relationships between tourism managers and customers, as well as influencing them through the information conveyed

(Dahmiri, 2020). As part of digital marketing, Social Media Marketing enables many-to-many communications, as well as promoting destinations effectively, relevantly and cost-effectively (Mavragani et al., 2019). This includes various elements of marketing, promotion and communication in Integrated Marketing Communications (Hilal, 2019). The ability to communicate directly with potential tourists and receive feedback via social media also contributes to tourist satisfaction and interest in returning (Verduyn et al., 2017; Haudi et al., 2022). This finding is in line with research by Dewi (2022), Alvin and Tania (2021), and Charli and Putri (2021) which shows that Social Media Marketing has a positive and significant influence on tourists' interest in visiting.

The Influence of Tourist Facilities on Interest in Visiting the Bali Zoo Tourist Attraction

The research results show that tourist facilities have a positive influence on interest in visiting the Bali Zoo tourist attraction, with a calculated t value of 2.771 and a significance of 0.006 ($0.000 < 0.05$) and a positive regression coefficient of 0.132. Tourist facilities are the second factor that influences interest in visiting. According to Sutisna (2001), the image of a product or service includes the image, impression and belief in an object. The positive impression left by tourist facilities on consumers, both those who have frequently visited and potential visitors, can increase interest in visiting again. These findings support research by Charli and Putri (2021), Wulandari et al. (2022), Iswidyamarsha & Dewantara (2020), and Lestari et al. (2022), which shows that tourist facilities have a positive and significant influence on tourists' interest in visiting.

The Influence of Tourist Destination Image on Interest in Visiting the Bali Zoo Tourist Attraction

The research results show that tourist destination image has a positive influence on interest in visiting the Bali Zoo tourist attraction, with a calculated t value of 3.349 and a significance of 0.001 ($0.001 < 0.05$), as well as a positive regression coefficient of 0.160. The third factor that influences interest in visiting is the image of the tourist destination. According to Kotler et al. (2007), Tourism Destination Image functions as a short-term incentive to increase product or service sales. Tjiptono (2008) explains that Tourism Destination Image involves activities to convey information about the product to the target market, highlight its features and uses, and encourage consumer action. Bali Zoo tourist attraction managers use various tools, such as social media, websites, leaflets and banners, to create an attractive tourist destination image and stimulate interest in visiting. These findings support the results of research by Ardiansyah & Ratnawili (2021), Charli and Putri (2021), Wulandari et al. (2022), and Lestari et al. (2022), which shows that tourist destination image has a positive and significant influence on tourist interest in visiting.

The influence of social media marketing, tourist facilities, tourist destination image, on interest in visiting the Bali Zoo tourist attraction

The research results show that Social Media Marketing, Tourist Facilities, and Tourist Destination Image simultaneously have a positive influence on interest in visiting the Bali Zoo tourist attraction, with a calculated F value of 14.127 and a significance of 0.000 ($0.000 < 0.05$). According to Umar (2003), visiting interest is behavior that appears as a response to an object, reflecting the customer's desire to make repeat visits. Factors that influence interest in visiting include Social Media Marketing, Tourist Facilities, and Tourist Destination Image. Products or services that are attractive and provide more value than expected can increase interest in visiting. A positive image of a good tourist product or facility can motivate consumers to return to visit, while information about products or services through Tourism Destination Image also influences interest in visiting. The findings of this research are in line with the research results of Charli and Putri (2021) which show that Social Media Marketing, Tourist Facilities and Tourist Destination Image have a positive and significant influence on tourists' interest in visiting.

CONCLUSION

From the results of the research and discussion, it can be concluded that Social Media marketing, Tourist Facilities and Tourist Destination Image have a positive influence on interest in visiting the Bali Zoo tourist attraction. This shows that the better the implementation of Social Media Marketing, the higher the interest in visiting the Bali Zoo. Likewise, the better the facilities provided, the higher the interest in visiting. Apart from that, the better the image of a tourist destination, the higher the interest in visiting Bali Zoo. Taken together, the combination of these three factors increases interest in visiting the Bali Zoo tourist attraction.

This research went well, but had several limitations. The success of the research was only limited to a certain population, namely consumers (men or women) who had visited the Bali Zoo tourist attraction. Therefore, the variables Social Media Marketing, Tourist Facilities, and Tourist Destination Image do not

necessarily have the same influence on interest in visiting other populations. To test the consistency of the results of this study, additional research with a wider population is needed. Apart from that, this research only examines the influence of Social Media Marketing, Tourist Facilities, and Tourist Destination Image, while other factors such as price, customer satisfaction, income, and facilities can also influence interest in visiting.

Based on the data that has been obtained, suggestions can be given are as follows:

1. For Bali Zoo Tourist Attraction Managers:
 - a. Increase **Social media Marketing** by conducting research on tourist developments and posting interesting content on Bali Zoo social media accounts such as Instagram to reach more people about existing tourist facilities.
 - b. Improve tourist facilities by carrying out regular checks on existing facilities, ensuring that everything functions well, such as clean toilets, neatly arranged parking, open seating, restaurants and other facilities.
 - c. Improve the image of a tourist destination by adding attractions or tour packages at Bali Zoo, such as animal feeding, flying bird attractions, and other attractions that can attract tourists to come to Bali Zoo.
2. For Further Researchers:

Future researchers will be able to expand this research by looking at additional factors that might influence consumers' interest in visiting. Currently Social Media Marketing, Tourist Facilities and Tourism Destination Image contributed 64.3% to interest in visiting, while 35.7% came from other factors that had not been researched. Therefore, researchers can explore additional factors such as price, customer satisfaction, income and facilities which may have a significant influence on interest in visiting the Bali Zoo tourist attraction.

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