

THE INFLUENCE OF DIGITAL MARKETING, FACILITIES AND TOURIST ATTRACTIONS ON THE INTEREST IN RETURNING TO UJUNG SUSO BEACH, BURAU DISTRICT, LUWU TIMUR REGENCY

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Abstract

This study aims to determine the effect of digital marketing, facilities, and attractions on the interest in revisiting Ujung Suso Beach, Mabonta Village, Burau District, East Luwu Regency. The sample taken was 260 visitors who had visited Ujung Suso Beach. The data collection technique used a questionnaire via a Google form. The method used in this study is quantitative with data analysis techniques processed with SPSS 25 tested with the T test and F test. The results of the study showed (1) Digital Marketing did not have a significant effect on the interest in revisiting, (2) Facilities did not affect the interest in revisiting, (3) Attractions had a significant effect on the interest in revisiting, (4) Digital Marketing, Facilities and Attractions simultaneously did have a positive and significant effect.

INTRODUCTION

Tourism is an industry and activity related to travel and visits to various places of interest. Whether for recreation, education, or business. In the context of economy and culture, tourism plays an important role in promoting cultural diversity, preserving historical sites, and supporting the local economy by creating jobs and employment opportunities. In addition, tourism also facilitates knowledge of experiences between nations, and increases understanding and tolerance between cultures, through sustainable development, tourism can provide positive benefits to society and the environment.

According to (Raga et al., 2021) digital marketing is a strategy used to beat competitors by attracting customers to use all the goods and services offered. Digital marketing strategy is to utilize technology using digital media and the internet to promote products or services. Along with the development of technology and changes in consumer behavior that are increasingly dependent on digital media, digital marketing has become an important element in modern business strategies. The media used in digital marketing include websites, smartphone applications, online media, mail, and search engines. Digital marketing has a very broad scope and, by using media in a very interactive way, combines psychological, humanistic, anthropological, and technological elements (Ngurah et al., 2023). Digital marketing also facilitates communication between producers, marketers and consumers or buyers. They can also easily search for and obtain product information via the internet, which makes their product search process easy (Amar, Suhardi & Rizkiyah., 2023)

Facilities include everything that visitors need that is physically provided by the manager and kept clean to support tourist activities while in an area (Sari & Suyuthie, 2022). The study of the relationship between facilities and revisit interest is very important for tourist destination managers. By understanding the needs and expectations of visitors, managers can improve the quality of the facilities and services offered, which in turn can improve the quality of the facilities and services offered, which in turn can strengthen the attractiveness of the destination. This study focuses on how the availability and quality of

facilities at a tourist destination contribute to visitors' interest in making visits to make repeat visits in the future. According to (Rokhayah & Ana Noor Andriana, 2021)

Attraction is anything that is interesting A place is attractive to individuals or groups of people because it has a certain value, such as its natural environment, historical or traumatic heritage or events, or financial wealth of culture, the world, or that is made by humans (Umam, 2016). Tourism value is the attributes and features that attract tourists to a particular location or place Tourist attractions are the attributes and features that attract visitors to a particular location or area according to (Di et al., 2023). According to (Yacob, 2023) One of the main reasons why people go to tourist attractions is its appeal. According to (Agustini Tanjung, Surya Bintarti, 2022) the development of tourist attractions refers to the diversity of types of tourist attractions.

Attitudes and interests shape prejudice in decision making, because interests and attitudes influence personal decisions. (Susanto & Astutik, 2020). Most people are interested in returning to places that provide a pleasant or satisfying experience. Positive experiences such as good service, adequate facilities, or a pleasant atmosphere are the main factors in fostering interest in revisiting. According to (Murdani & Martha, 2023) the interest in revisiting is based on behavior after a visit, namely the desire and tendency of tourists to return to the same place at a different time.

East Luwu Regency is an area that has very large tourism potential, there are mountains and oceans. The tourism potential that is considered quite good includes the coastal area with five lakes that are very interesting to be used as potential. The tourism potential in this area is very interesting for the East Luwu government, along with the development of the region. The tourism potential that has received quite a lot of attention includes the area

The coastal sea is very interesting to be optimized as a regional tourism object. Ujung Suso Beach, located in East Luwu, has become a tourist spot that is starting to be known as the beauty of its beach. And there is also a gate that welcomes visitors and is used for taking pictures, making this place attract public attention. Judging from the number of visitors, Mabonta Village has many objects that can be found.

RESEARCH METHODS

This study applies quantitative methods. Data collection techniques consist of first statistics and additional data. The main data is taken by distributing questionnaires to respondents. The population in this study were visitors to Ujung Suso Beach. In determining the number of samples, researchers used the formula for unknown populations or the conchran formula,).

Data analysis techniques using SPSS 25; by testing all questionnaire instruments to determine validity and reliability. The data was then analyzed using multiple linear regression methods. Hypothesis testing with the F test to measure the connection simultaneously and the T test to measure partially and the multiple linear regression test to determine the relationship between variables in the study entitled The Influence of Digital Marketing, Facilities and Tourist Attractions on the Interest in Revisiting. This study was conducted in September - December 2024 with a total of 260 respondents located on the coast of Ujung Suso, Mabonta Village, Burau District, East Luwu Regency, South Sulawesi.

RESULTS AND DISCUSSION

RESEARCH RESULT

1. Validity Test

Validity is the process of measuring the extent to which an instrument or measuring tool (such as a questionnaire, test, or scale) is able to measure what it is supposed to measure according to the purpose of the research or measurement. Validity refers to the match between the construct being measured and the concept with the underlying theory.

Table 1. Validity Test Results

Variables	Statement items	R count	R table	Information
Digital marketing (X1)	X1.1	0.6330767	0.1215	Valid
	X1.2	0.70948357		Valid
	X1.3	0.1056		Valid
	X1.4	0.218749		Valid
	X1.5	0.294566		Valid
Facilities (X2)	X2.1	0.606319	0.1215	Valid
	X2.2	0.577455		Valid

	X2.3	0.140274		Valid
	X2.4	0.146539		Valid
	X2.5	0.295848		Valid
Tourist Attractions (X3)	X3.1	0.066006	0.1215	Valid
	X3.2	0.661212		Valid
	X3.3	0.34972		Valid
	X3.4	0.29077		Valid
	X3.5	0.458397		Valid
Interest in revisiting (Y)	Y1.1	0.788248	0.1215	Valid
	Y1.2	0.850869		Valid
	Y1.3	0.871482		Valid
	Y1.4	0.876599		Valid

Data From the table so that it is known that all items of each variable in the study tested based on using the SPSS application are stated valid. Because the person correlations value is said to be valid if the significance level is below 0.05. Based on the results of the validity test, it can be concluded that all statement indicators are stated valid because they are greater than r table 0.1215 and can also be stated valid because the significance level is less than 0.05.

2. Reliability Test

Reliability testing is a procedure to measure the extent to which an instrument or measuring tool is consistent and stable in providing the same results in repeated measurements under similar conditions. Reliability indicates the level of reliability of a measuring tool in producing consistent data, without being influenced by irrelevant external factors.

Table 2. Reliability Test Results

Variables	<i>Cronbac h's alpha</i>	Limits reliability	of	Information
Digital marketing (X1)	0.607	0.60		Realizable
Facilities (X2)	0, 646	0.60		Realizable
Tourist attraction (X3)	0.716	0.60		Realizable

(Y)	Interested in revisiting	0.865	0.60	Realizable
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Based on the results of the reliability test, it shows that all variables have a fairly large Cronbach's alpha, namely above 0.60, so it can be said that all measuring concepts for each variable from the coefficient are reliable, so that in the future the items in each variable concept are suitable for use as measuring instruments.

3. Multiple Linear Regression Test

Multiple linear regression test is a statistical technique used to measure and analyze the connection between one dependent variable and two or more independent variables (predictors). The purpose of this test is to determine the value of the dependent variable based on the values of the independent variables.

Table 3 multiple regression test
Coefficients^a

Model B	Unstandardized Coefficients		Standard	T	Sig.
		Std. Error	ized Coefficients Beta		
1(Constant)	7,541	1,876		4.019	.001
digital marketing	.222	.078	.199	2,826	.005
Facility	.020	.060	-.023	-.328	.743
tourist attraction	.277	.058	.336	4,749	.001

a. Dependent Variable: interest in revisiting

Based on the results of the multiple linear regression test above, the following equation can be obtained:

$$Y = 0.7.541 + 0.222 - 0.020 - 0.277 + e$$

Based on the equation model above, the following things can be interpreted: as follows: The constant value of 0.7.541 means that without digital marketing, facilities and I withdraw, then the interest in returning is 0.7,541.

1. The digital marketing coefficient (X1) is 0.222, meaning that every increase in digital marketing will increase the satisfaction of the intention to revisit by 0.222, assuming the facility variable remains the same.
2. The Facility Coefficient (X2) of 0.020 means that every increase in the facility variable will increase the interest in returning by 0.020 with the assumed unit of the digital marketing variable remaining constant.
3. The tourist attraction coefficient (X3) is 0.277, meaning that every increase in the facility variable will increase the interest in returning by 0.277 with the assumption that the digital marketing variable remains the same.

4. T-test

The T-test is a very useful statistical tool for testing whether there is a significant difference between two groups or between samples with a certain value. By understanding the results of the T-test, we can use the data to make better choices based on the data and understand whether the tested variable is statistically significant or not.

Table 4. T-test

Model	Unstandardized Coefficients		t	Sig.
	B	Error Std.		
(Constant)	8,685	1,751	4.959	<.001
DIGITAL MARKETING	.104	.074	1,400	.163
FACILITY	.030	.054	.553	.581
ATTRACTIVENESS	.351	.051	6,820	<.001

Based on the t-test table, it shows that the calculated T value is smaller than the T table ($1.400 < 1.641$) and the p-value is greater than 0.005 ($0.163 > 0.05$). This shows that the digital marketing variable does not have a significant effect on the interest in revisiting partially. The calculated T test for the facility variable, the calculated T value is smaller than the T table ($0.553 < 1.651$) and the p-value is greater than 0.05 ($0.581 > 0.05$). Thus, facilities also do not have a significant effect on the interest in revisiting partially. The calculated T test for the attractiveness variable is greater than the T table ($6.820 > 1.651$) and the p-value is less than 0.05 (< 0.001). This shows that attractiveness has a positive and significant effect on the interest in revisiting partially.

5. F TEST

The F test is a statistical tool used to test the overall significance of a regression model. By using this test, we can find out whether the independent variables in the model as a whole have a significant influence on the dependent variable. The F test is important in analyzing regression to assess whether the model built makes a significant contribution in explaining data variation.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	181.555	3	60.518	20.232	<.001 ^b
Residual	768.728	257	2.991		
Total	950.284	260			

a. Dependent Variables:INTEREST IN RETURNING

b. Predictors : (Constant),ATTRACTION, DIGITAL MARKETING, FACILITIES

Based on the calculated F value, it is greater than the F table ($20.232 > 3.16$) and the p-value is smaller than $0.001 < 0.05$. This shows that the independent variables (attraction, facilities and digital marketing) simultaneously have a positive and significant effect on the dependent variable (interest in revisiting). This means that overall, the combination of these three factors is able to explain changes in the interest in revisiting.

The results of this study are in line with the statement(Setiio & Kurnia Wahjudono, 2020)found significant results on customer satisfaction. This shows that price makes a significant contribution to consumers. While the findings from(rafika, mustahir, rahmatullah, dinar, & said ., 2022)states that there is a positive but partially insignificant influence between price and consumer satisfaction.

RESEARCH DISCUSSION

1. The influence of digital marketing on return visit interest

Based on the results of the calculation of the hypothesis test of the influence of digital marketing on the intention to revisit partially, it shows that it does not have a significant influence on the intention to revisit. With that, the first hypothesis is said to be not accepted. Because it does not have a significant influence on the intention to revisit Ujung Suso Beach. This shows that there are other factors such as digital marketing strategies that may be less effective, such as the use of content presented through digital marketing may not be interesting enough, this greatly affects tourists to revisit.

This study is also in line with research (Fathor, 2024) that digital marketing variables do not have a significant effect on the interest in revisiting. Meanwhile, according to research (Salim et al., 2022) digital marketing variables have a significant effect on the interest in revisiting.

2. The influence of facilities on the intention to revisit

Based on the results of the calculation of the hypothesis test of facilities on the intention to revisit partially, the calculated t value is smaller than the t table, which shows that it does not have a significant effect on the intention to revisit. With that, the second hypothesis is said to be not accepted. Because it does not have a significant effect on the intention to revisit Ujung Suso Beach. This shows that there are other factors such as the facilities offered do not match reality, inadequate parking and greatly affect tourists being able to revisit. This study is also in line with research (Islam et al., 2022) facilities do not affect the intention to revisit. From the results of research (Candra, 2020). the facility variable has a significant effect on the intention to revisit.

3. The influence of tourist attractions on the interest in returning to visit

Based on the test, it shows that the attraction has a significant effect on the interest in revisiting and the effect is statistically significant, the t-value is greater than the t-table and the p-value is less than $0.001 < 0.05$. Thus, it can be said that the third hypothesis in this study is accepted because it has a significant effect on the interest in revisiting Ujung Suso Beach. This shows that the main attractions that can motivate tourists are beaches, mountains, and lakes. Such as the results of the study which are in line with (Ariyani et al., 2022) the attraction has a significant effect on the interest in revisiting. And according to (ilma drajot, nd) the attraction does not have a significant effect on the interest in revisiting.

4. The influence of digital marketing, facilities and tourist attractions on the interest in returning to visit.

Based on the simultaneous results of digital marketing variables, facilities and attractions have a positive and significant effect on the interest in revisiting because the calculated F value from the F table and p-value are less than 0.05. These results

indicate that the three variables, when combined in a regression model, make a significant contribution to increasing the interest in revisiting the object or place being studied. This can be illustrated from the results of the study which are in accordance with the partial test that digital marketing functions to create awareness and attract visitors' attention through various online platforms, adequate facilities, very unique attractions that make tourists proven to be able to increase interest in revisiting Ujung Suso Beach. This study is in line with research (Hanafi, 2021) stating that the variables of digital marketing, facilities and attractions have a simultaneous effect on the interest in revisiting.

CONCLUSION

Based on the results of the study entitled the influence of digital marketing, facilities and attractions on the interest in revisiting Ujung Suso beach, the following conclusions can be drawn from this study:

1. Digital marketing does not have a significant effect on the interest in revisiting Ujung Suso beach.
2. Facilities do not have a significant effect on the interest in returning to Ujung Suso Beach.
3. Tourist attractions have a significant influence on the interest in returning to Ujung Suso Beach.
4. Digital marketing, facilities and tourist attractions have a significant influence on the interest in returning to Ujung Suso beach.

Because limitations of time and financial resources and others, further research is expected to expand the scope of research and the number of respondent samples to obtain better research results.

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