

## ANALYSIS OF TOURISM MARKETING STRATEGIES ON TOURIST VISITS TO PAGARALAM CITY

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**Abstract:** Technological development has changed the social order in society. Several countries are starting to lead to the 5.0 industrial revolution. Technological transformation brings society to digital civilization in almost all aspects of life. This study aimed to analyze the influence of Content Marketing and e-WOM on Revisit Intention. Through a quantitative research approach, the population of this study was people who had visited tourist destinations in Pagar Alam City with a total of 120 respondents. Data analysis was performed with multiple linear regression. Data were collected by distributing questionnaires to respondents. Based on the results, Content Marketing and e-WOM simultaneously had a significant influence on Revisit Intention. However, partially, the Content Marketing variable had no significant influence on revisit intention. Meanwhile, e-WOM turned out to have a significant influence on Revisit Intention partially. This is because there are other more influential variables than the two variables in this study.

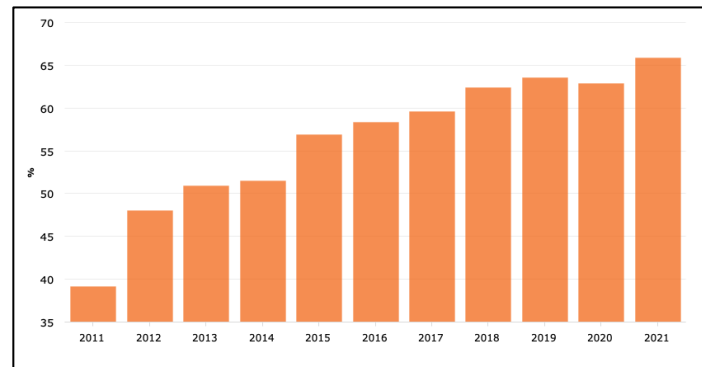
**Keywords:** *Content Marketing, e-WOM, Revisit Intention, Tourism*

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### 1. Introduction

The high number of internet users in a country cannot be separated from the rapid development of cellular phones or cell phones in the last decade. Technological development has changed the social order in society. Currently, several countries are starting to lead to the 5.0 industrial revolution. Technological transformation brings society to a digital civilization where almost all aspects of life are required to adapt to digital things so that everything is easy and practical. The digitalization era in industry 4.0 is marked by the increasing use of mobile phones. In the past, only mobile phones were known whose function was limited to calling or sending messages, but now it has turned into a smartphone with easy access to the internet.

In 2021, the population in Indonesia owned cell phones was 65.87%, or an increase of around 68% compared to a decade ago. In 2011, the population owned cell phones reached 39.19%. Meanwhile, according to BPS, the average increase in the population owned a cell phone from 2011 to 2021 was 2.53% per year. Based on the province, DKI Jakarta has the highest percentage of the population owned cell phones nationwide at 81.83%, followed by East Kalimantan and Riau Islands with 81.10% and 80.51%, respectively. Meanwhile, the province with the lowest population owned cell phones is Papua with only 38.94%. Based on the regional classification, the population growth for owning cell phones is greater in rural areas, namely 2.77%, while in urban areas it is only 2.09%.



**Figure 1.** Percentage of Population Owned a Cell Phone in the Last Decade (2011-2021)  
Source: (Badan Pusat Statistik, 2022)

One of the dimensions of digital marketing is content marketing as a marketing technique to create and distribute relevant and valuable content to attract target audiences to encourage profitable customer action (Müller & Christandl, 2019). Although it can be performed offline, content marketing is easier to reach consumers widely when implemented online through social media because it is easy to share content and is reinforced by high interest in using social media as previously described.

Social media can also be a digital marketing tool through electronic word-of-mouth (e-WOM). With social media, WOM is transformed into e-WOM where currently, consumers or prospective consumers are looking for information about needed products through reviews or testimonials from other people on social media, such as Instagram with the Instagram story feature or YouTube with reviews of certain products.

Along with the era of disruption, promotional strategies initially tended to rely on outbound marketing with one-way promotions through media such as television, newspapers, magazines, billboards, and target markets such as the general audience, so there is a demand to switch to inbound marketing with promotions focused on two-way communication, more meaningful content, and more segmented target market. This phenomenon is also what drives the shift to digital marketing as something that marketers must strive for. Inbound marketing can be pursued through optimizing digital marketing strategies with content marketing and e-WOM capable of producing positive behavior toward the level of trust and consumer buying interest in a product. However, successful marketing is long-term marketing where consumers have a loyal attitude for a long time so that product consumption is not only done once but repeatedly.

This study discussed tourist destinations in Pagar Alam City. Along with the Covid-19 pandemic situation that has hit the world since the end of 2019, the tourism industry in several regions has been able to survive. Even though there were difficult times due to the pandemic situation, the tourism industry in Pagar Alam City is famous for its natural wealth such as Mount Dempo, Various Waterfalls, Tea Gardens and Megalithic Sites in the last two years has shown positive growth rate in new tourist destinations during the pandemic. People who are tired of staying at home for too long because of work-from-home rules, or school-from-home and restrictions on activities outside the home are actually looking for ways to get entertainment, one of which is by visiting tourist attractions.

Technology plays an important role in the recovery of world tourism (El-Said & Aziz, 2022). Being active at home for too long also causes the level of use of technological tools to access social media to be higher so that information about tourist destinations, especially new

ones, is very quickly known by the public, especially if the information comes from content creators who are seen as having a good image in the minds of the public so that can be a reliable source of information on tourist destinations and ultimately make the public have an interest in visiting tourist destinations. This study aimed to find out the influence of Content Marketing and e-WOM on the Revisit Intention of tourist destinations of Pagar Alam City, the influence of Content Marketing on the Revisit Intention to tourist destinations of Pagar Alam City; and the influence of e-WOM on Revisit Intention to tourist destinations of Pagar Alam City.

### **Digital Marketing**

Digital marketing is the use of the internet and the use of interactive technology to create and connect dialogues between companies and identified consumers (Bala & Verma, 2018)(Kurniawan et al., 2021). This shows the role of digital marketing is useful for connecting both parties in marketing, both potential consumers and companies (Saura, 2021). After successfully establishing communication, buying and selling products will be easy to do. The digital marketing methods are Search Engine Optimization (SEO, Content Marketing, Inbound Marketing, Social Media Marketing, Pay-Per-Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, E-mail Marketing, Online PR (Das, 2021).

### **Content Marketing**

Content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the aim of driving profitable customer action (Lou & Xie, 2021). This type of marketing can be used as an effort to increase income (Febriantoko & Mayasari, 2018)

Content marketing is a process that indirectly and directly promotes a business or brand through value-added text, video, or audio content both online and offline that can be a catalyst for e-WOM promotion (Bu et al., 2021). It can occur in long-form, short-form, or conversational forms. Quality content marketing has several elements, namely Relevance, Informative, Reliability, Value, Uniqueness, Emotions, and Intelligence. (MGBAME & IYADI, 2022).

### **Electronic Word-of-Mouth (e-WOM)**

e-WOM is a marketing method using the internet to generate word-of-mouth to support marketing efforts and goals (Nuseir, 2019). eWOM refers to negative or positive statements submitted by potential customers, actual customers, or customers who have used products or services in business through social media.

e-WOM can be measured through the following indicators, namely consumer reviews (negative or positive statements expressed by other consumers), online recommendations (statements by other consumers to recommend using products or services), positive information from online reviews listed on the social media portal, and confidence in online reviews (convincing statement of the review expressed) (Ilhamalimy & Ali, 2021).

### **Revisit Intention**

Revisit intention is the adoption of repurchase intention as a post-purchase behavior (Su et al., 2018). In addition, revisit intention can be interpreted as an evaluation carried out regarding the travel experience or perceived value. Visitor satisfaction influences future

behavior in consideration of the desire to return to the same destination and willingness to recommend it to others (Ahn, 2019).

The dimension of a revisit intention is Past Visit. This dimension measures a series of experiences felt by a person when visiting a destination. Previous experience can measure revisit intention. The second dimension is the Sense of Place. This dimension measures the feeling experienced by a person when visiting a destination. Destinations must have an attraction to attract consumers to feel different things when visiting these destinations. The third dimension is Attachment to Place. This dimension measures consumer interest in destinations where completeness of facilities and ease of access to desired services are the determining factors. The fourth dimension is Novelty Seeking. This dimension measures how consumers search new and unique things that can be found when visiting a destination. These things can be in the form of innovations carried out by destination managers as differentiating values from other destinations.

A study by (Ibrahim et al., 2021) shows a significant positive effect of social media marketing on brand loyalty, brand trust, and revisit intentions. The results showed social media marketing is a predictor of revisit intention from brand loyalty and brand trust. Furthermore, brand loyalty and brand trust are significant mediators in the relationship between social media marketing and revisit intention. In addition, the sequential mediating effect of brand loyalty and brand trust in the relationship between social media marketing and revisit intention is supported. Overall, with effective SMMA from coffee shops on Facebook, customers grow trust in the brand, which increases the level of brand loyalty. This encourages revisit intention. As a result, brand executives on social media platforms (in this case, Facebook) must promote social media marketing specifically for their brands and engage in these activities to create brand trust and brand loyalty. These findings contribute to the literature by examining the relationship between social media marketing and revisit intentions and exploring how social media marketing influences revisit intentions by adding brand loyalty and brand trust as mediators. A study (Lou & Yuan, 2019) aimed to understand how influencer Content Marketing can influence consumers through social media where the informative value of influencer posts and influencer credibility can positively influence trust in influencer posts which ultimately affects brand awareness and purchase intention.

Another study (Heryana & Yasa, 2020) examined the influence of e-WOM on brand-mediated repurchase intentions in the context of buying local clothing found a significant relationship between e-WOM on repurchase intentions, e-WOM on brand attitudes, and brand attitude towards repurchase intention. The results showed that all the constructs studied, namely electronic word of mouth (eWOM), destination image (DI), attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC) had a significant positive effect (Azhar et al., 2022).

## **2. Research Method**

This study used quantitative and associative approaches. Data were collected with questionnaires given to samples from the population to obtain specific information from respondents. The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions (Sekaran & Bougie, 2013). The population in the study was people who had visited tourist destinations in Pagar Alam City. Then, the sample is part of the number and characteristics possessed by the population (Watson, 2015). This study used a purposive sampling technique with the following criteria: respondents visited tourist destinations in

Pagar Alam City at least 2 times and were willing to fill out a questionnaire. With a large population, this study used the Lemeshow formula so that the number of samples required was rounded off to 120 respondents.

### **Data Collection Technique**

Data were collected through questionnaires. In the questionnaire, the statements submitted to the respondents are grouped into categories with a Likert scale. The definition of operational variables in this study are as follows: (1) Content Marketing, a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the aim of driving profitable customer action (Lou & Xie, 2021). The indicators used are Design, Current Events, Reading Experience, and Watching Experience. (2) e-WOM, a marketing method using the internet to generate word-of-mouth to support marketing efforts and goals. eWOM refers to negative or positive statements submitted by potential customers, actual customers, or customers who have used products or services in business through social media (Azhar et al., 2022). The assessment indicators are consumer reviews, online recommendations, positive information from online reviews, and confidence in online reviews. (3) Revisit Intention, the evaluation carried out regarding the travel experience or perceived value and overall visitor satisfaction influences future behavior in consideration of the desire to return to the same destination and willingness to recommend it to others (Ibrahim et al., 2021). The indicators are past visit, attachment to place, and novelty seeking.

## **3. Results and Discussion**

### **3.1. Results**

The following is a characteristics of the respondents

**Table 1. Gender**

<b>Category</b>	<b>Description</b>	<b>Number of Respondents</b>
Gender	Male	52
	Female	68
Age	15 – 25 years old	40
	26 – 41 years old	62
	42 – 55 years old	16
	> 55 years old	2

### **Validity and Reliability Test**

Based on the validity and reliability tests, Content Marketing (X1) had the lowest correlation result on the X1.1 indicator of 0.803 and the e-WOM variable (X2) had the lowest correlation result on the X2.4 indicator of 0.611, while the Revisit Intention (Y) variable had the lowest correlation results on the indicator Y.4 of 0.644. In addition, the  $r$  table was 0.195 showing that the  $r$ -calculated of each statement item exceeds the  $r$  table. This shows that each statement item can be said to be valid. Cronbach's Alpha value obtained can be concluded that all variables were valid and reliable so that it can be accepted and used for further statistical analysis.

### Classical Assumption Test

Table 2. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
Asymp. Sig. (2-tailed) <sup>c</sup>			0,055
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		0,060
	99% Confidence Interval	Lower Bound	0,054
		Upper Bound	0,066
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.			

Source: Processed Data, 2022

Based on the table above, it is known that Asymp.Sig (2-tailed) was  $0.055 > 0.05$ . Thus, based on the Kolmogorov-Smirnov normality test, the data were normally distributed.

### Linearity Test

Table 3. Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Revisit Intention (Y) * Content Marketing (X1)	Between Groups	(Combined)	298,158	18	16,564	2,132	0,009
		Linearity	0,635	1	0,635	0,082	0,776
		Deviation from Linearity	297,523	17	17,501	2,253	0,007
	Within Groups		784,642	101	7,769		
	Total		1082,800	119			

Source: Processed Data, 2022

Based on the significance value, deviation from linearity Sig. was 0.776 or greater than 0.05. Thus, X1 and X2 had a significant linear relationship.

### Multicollinearity Test

Table 4. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	69,022	5,980		11,541	0,000		
	Content Marketing (X1)	-0,047	0,046	-0,087	-1,024	0,308	0,944	1,060



	e-WOM (X2)	0,297	0,054	0,468	5,523	0,000	0,944	1,060
a. Dependent Variable: Revisit Intention (Y)								

Source: Processed Data, 2022

Based on the table above, the tolerance value of Content Marketing (X1) and e-WOM (X2) was 0.944 or greater than 0.10. Meanwhile, the VIF value of Content Marketing (X1) and e-WOM (X2) was  $1.060 < 10.00$ . Therefore, it can be concluded that there were no symptoms of multicollinearity.

### Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	69,022	5,980
	Content Marketing (X1)	-0,047	0,046
	e-WOM (X2)	0,297	0,054
a. Dependent Variable: Revisit Intention (Y)			

Source: Processed Data, 2022

Based on the table above, the constant ( $\alpha$ ) was 69.022, while *Content Marketing* ( $\beta$ ) was -0.047 or *e-WOM* ( $\beta$ ) was 0.297. Thus, the multiple linear regression equation can be obtained as follows:

$$Y = 69.022 + (-0.047)X_1 + 0.297X_2$$

### Hypothesis Testing

#### F-test (Simultaneous)

Table 6. Results of F-test (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224,414	2	112,207	15,294	.000 <sup>b</sup>
	Residual	858,386	117	7,337		
	Total	1082,800	119			
a. Dependent Variable: Revisit Intention (Y)						
b. Predictors: (Constant), e-WOM (X2), Content Marketing (X1)						

Source: Processed Data, 2022

Based on the ANOVA test, it can be concluded that the significance value (sig) in the F test was 0.000. This value indicates that  $\text{Sig.} < 0.05$ . Thus, X1 and X2 simultaneously had an influence on the Y variable.

The table above also shows that the F-calculated value was  $15.294 > F$  table. Therefore, as the basis for decision-making in the F test, it can be concluded that the hypothesis is accepted. X1 and X2 simultaneously had an influence on the Y variable. Therefore, it can be

stated that the independent variables simultaneously had an influence on the dependent variable, therefore Hypothesis 1 (H1) can be accepted.

### T-test

Table 7. Results of T-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	69,022	5,980		11,541	0,000
	Content Marketing (X1)	-0,047	0,046	-0,087	-1,024	0,308
	e-WOM (X2)	0,297	0,054	0,468	5,523	0,000
a. Dependent Variable: Revisit Intention (Y)						

T-Table =  $t(n-k-1)$

Description: n = Number of samples, k = number of independent variables, T-Table =  $t(120-2-1) = t(118) = 1.981$ .

Based on the above table, X1 (Content Marketing) had a significance of  $0.308 > 0.05$  and t table of  $1.981 > 1.024$  then  $H_0$  was accepted and  $H_1$  was rejected. Thus, Hypothesis 2 ( $H_2$ ) showing that Content Marketing (X1) has a significant influence on Revisit Intention (Y) was rejected. Thus, Content Marketing had no significant influence on Revisit Intention.

Based on the significant value, X2 (e-WOM) had a significant value of  $0.000 < 0.05$  and t table of  $1.981 < 5.523$  then  $H_0$  was rejected and  $H_1$  was accepted. Therefore, Hypothesis 3 ( $H_3$ ) namely e-WOM (X2) has a significant influence on Revisit Intention (Y) was accepted. Therefore, e-WOM had a significant influence on Revisit Intention.

### 3.2. Discussion

Based on the results of simultaneous testing (f-test), Content Marketing (X1) and e-WOM (X2) simultaneously had an influence on Revisit Intention (Y). The results of the regression model test with a total of 120 data and a significance level of 5% showed that Content Marketing and e-WOM had an influence on Revisit Intention, sig was  $.000 < 0.05$  and F-calculated of 15.294 or higher than F Table 3.70 or ( $17.370 > 3.07$ ). Based on these results, Hypothesis 1 was accepted.

#### The Influence of Content Marketing on Revisit Intention

The results showed that X1 (Content Marketing) had a significance of  $0.308 > 0.05$  and t table of  $1.981 > 1.024$  then  $H_0$  was accepted and  $H_1$  was rejected. Thus, Hypothesis 2 ( $H_2$ ) showing that Content Marketing (X1) has a significant influence on Revisit Intention (Y) was rejected. This could be due to the fact that the content was considered unattractive both in terms of color, image and message content, so it could not be a variable that could influence the public's interest in revisiting the tourist destination of Pagar Alam City. Research with similar findings was conducted by (Poluan et al., 2022) on tourist attractions in Tomohon Regency. Another research that supports the results of this study is a study conducted by (Fawziah & Kamener, 2022) conducted on a visit to Dzhikho Alahan Panjang Strawberry Farm.



#### **The Influence of e-WOM on Revisit Intention**

The results showed that X2 (e-WOM) had a significant value of  $0.000 < 0.05$  and t table of  $1.981 < 5.523$  then  $H_0$  was rejected and  $H_1$  was accepted. Therefore, Hypothesis 3 ( $H_3$ ) namely e-WOM (X2) has a significant influence on Revisit Intention (Y) was accepted. This can happen because there is an influence on society to make return visits by viewing or reading reviews on social media. People who have visited the tourist destinations of Pagar Alam City generally share their experiences with their relatives. Research with similar findings was conducted by (Shahijan et al., 2018) with the result that user satisfaction has an effect on revisiting a place. In addition, the results of studies conducted by (Nuseir, 2019) and (Alrwashdeh et al., 2020) on various types of research objects also produced findings that e-WOM has an influence on use or return visits.

#### **4. Conclusion**

Based on the results and discussion, it can be concluded that Content Marketing and e-WOM had a significant influence on Revisit Intention. Content Marketing had no significant influence on Revisit Intention while e-WOM had a significant influence on Revisit Intention. Suggestions that can be given based on the results of this study are that tourist destination managers need to improve their digital marketing strategy through improving promotional content because it can influence the interest in re-visiting. In addition, destination managers must focus on creating interesting content to be displayed on social media as well as encouraging visitors to give positive but honest reviews so that they can affect the public's interest in revisiting which is strengthened through visitors' experiences.

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