

ANALYSIS OF THE SOCIAL MEDIA USE, SERVICE QUALITY, AND AVAILABILITY OF FACILITIES TO THE INTEREST OF TOURIST VISITING KEBON EMPRING SRIMULYO TOURISM

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Abstract: Tourism can have multiple effects on all sectors such as economic, social, cultural and political so that it becomes the target of national and regional development. One of the tourism objects to be developed is the nature tourism of Kebon Empring, Srimulyo, Bantul. As an effort to develop this area, researchers want to analyze the effect of social media promotion, available facilities and service quality on tourist visits at Kebon Empring tourism objects, Srimulyo, Bantul. The method used in this research uses quantitative research where research data is obtained from primary data sources in the form of questionnaire data collection. In this study the independent variable (X) consisted of the use of social media, quality of service and availability of facilities, while the dependent variable (Y) was interest in visiting. The results of this study provide several conclusions that the variable hypothesis of social media use is rejected. Meanwhile, the variables of service quality and availability of facilities have a significant effect on interest in visiting.

Keywords: *social media, service quality, availability of facilities, visiting interest, tourism*

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1. Introduction

The Industrial Revolution 4.0 in this global world growth is an unavoidable demand, especially tourism development. The industrial revolution 4.0 is something that must be addressed positively because it will have a positive impact on tourism development in every country. Tourism can have multiple effects on all sectors such as economic, social, cultural and political so that this becomes a target for national and regional development. The influence of electronic media makes tourism activities quickly spread throughout the world to find out about these activities so that it motivates people to come as tourists so that the interaction of tourists with tourism actors begins to occur continuously. Relations between tourists and tourism actors, in this case tourism managers, both government and private, continue to carry out tourism development, especially tourist destinations with effective and efficient tourism management with the end result being benefits that can prosper the people involved in the management.

The potential for tourism development in one area is different from another, because the basis for tourism development is based on the potential of cultural, artistic and natural diversity resources (natural charm). These resource development activities can be managed with an integrated approach to increasing the added value of resources, namely tourism product development and tourism marketing development through the local community empowerment

approach. The aim of this program is to develop and expand the variety of products and the quality of regional tourism which originates from community empowerment, culture and natural resources (natural charm). However, what is maintained is paying attention to the preservation of culture, especially traditional culture and most importantly the preservation of the local environment. Thus there will be an impact on developing and expanding the tourism market, especially foreign markets so that the national and regional economies will increase their welfare.

Now it is no longer difficult for people to find tourist information because electronic media, especially social media, provides as complete information as possible about the tourist destinations visited. For this reason, people are competing to create promotional media through social media such as Facebook, Instagram, Blogs, Whatsapp and Webside to sell tourist attraction destinations so that they are known nationally and internationally. In addition, electronic media is also a means of knowing about tourism development regarding service aspects and tourist attraction facilities if interested tourists decide to visit these tourist objects. It will be interesting if the impressions during a visit to a tourist object to be studied become an analysis related to the services and facilities at the tourist object. One of the tourist objects that is being discussed by netizens or tourists is the natural tourism of Kebon Empring, Srimulyo in Piyungan District, Bantul Regency. A tourist attraction that combines water tourism because it is on the banks of the Gawe river and is equipped with interesting culinary tours because it is under a cool grove of bamboo trees.

In this study the authors wanted to analyze social media promotion, available facilities and service quality for tourist visits at Kebon Empring tourism objects, Srimulyo, Bantul. Services and facilities at the Kebon Empring tourist attraction are certainly an object of research where tourists will give an assessment of their impressions after visiting according to the information obtained from social media according to reality or not.

2. Research Method

The method used in this research is quantitative research. The research data was obtained from primary data sources in the form of questionnaire data collection. Questionnaires were given to respondents to provide answers to the questions that had been provided. This study will test the hypothesis regarding the analysis of social media use, service quality and availability of facilities on tourists' interest in visiting Kebon Empring Srimulyo tourism objects.

The questionnaire in this study was given to the public or tourists who had visited the Kebon Empring Srimulyo. The instrument in this study was a questionnaire compiled based on independent variable indicators (variable X) which consisted of: use of social media, quality of service and availability of facilities. While the dependent variable (variable Y) is interest in visiting. Data collection was carried out by giving questionnaires to respondents in the form of written questions and the respondents answered them. According to Sugiyono (2013) a questionnaire is a data collection technique in which respondents fill out the questions given and then return them to the researcher after filling them in.

The variables in this study are divided into two variables, namely the independent variable and the dependent variable. According to Kuncoro, Mudrajat (2003) independent variables are variables that can affect changes in the dependent variable and have a positive or negative relationship for the dependent variable itself. In this study, the independent variables were the use of social media, service quality and availability of facilities. While the dependent variable is interest in visiting.

3. Results and Discussion

3.1. Results

Respondents in this study were the public or tourists who were visiting or who had visited the Kebon Empring Srimulyo tourism object. The data analysis tool used is the SPSS program. From the results of the Statistical Test, the following data is obtained:

1. Validity Test

Validity test was conducted to measure the reliability of a question item. In this study the results of the validity obtained are as follows:

Table 1
Validity Results

Variable	Indicator	r test	r table	Result
Social Media Use (X ₁)	X _{1.1}	0,701	0,325	Valid
	X _{1.2}	0,840	0,325	Valid
	X _{1.3}	0,841	0,325	Valid
	X _{1.4}	0,869	0,325	Valid
Service Quality (X ₂)	X _{2.1}	0,834	0,325	Valid
	X _{2.2}	0,703	0,325	Valid
	X _{2.3}	0,933	0,325	Valid
	X _{2.4}	0,926	0,325	Valid
Availability of Facilities (X ₃)	X _{3.1}	0,852	0,325	Valid
	X _{3.2}	0,784	0,325	Valid
	X _{3.3}	0,859	0,325	Valid
	X _{3.4}	0,871	0,325	Valid
	X _{3.5}	0,885	0,325	Valid
Visiting Interest (Y ₁)	Y _{1.1}	0,744	0,325	Valid
	Y _{1.2}	0,833	0,325	Valid
	Y _{1.3}	0,844	0,325	Valid
	Y _{1.4}	0,674	0,325	Valid
	Y _{1.5}	0,830	0,325	Valid

Source : SPSS 26 Output, 2023

Based on the results of the table data above it is known that each statement item used has an r test value greater than r table with a standard of 0.325. So by looking at these conditions it shows that every statement used in this study is valid.

2. Reliability Test

The reliability test in this study uses the Cronbach's Alpha method, where the variable is said to be reliable if the Cronbach's Alpha value is > 0.70. According to Ghazali (2011) stated that even though the Cronbach's Alpha value produces 0.60 it is still acceptable that the resulting variables are still reliable. The results of the reliability test in this study are as follows:

Table 2
Reliability Test Result

Variable	Indicator	Cronbach's Alpha	Result
Social Media Use (X ₁)	X _{1.1}	0,856	Reliabel
	X _{1.2}	0,757	Reliabel
	X _{1.3}	0,766	Reliabel

	X _{1.4}	0,735	Reliabel
Service Quality (X ₂)	X _{2.1}	0,835	Reliabel
	X _{2.2}	0,926	Reliabel
	X _{2.3}	0,768	Reliabel
	X _{2.4}	0,774	Reliabel
	X _{2.5}	0,774	Reliabel
Availability of Facilities (X ₃)	X _{3.1}	0,879	Reliabel
	X _{3.2}	0,898	Reliabel
	X _{3.3}	0,883	Reliabel
	X _{3.4}	0,875	Reliabel
	X _{3.5}	0,869	Reliabel
Visit interest (Y ₁)	Y _{1.1}	0,824	Reliabel
	Y _{1.2}	0,789	Reliabel
	Y _{1.3}	0,785	Reliabel
	Y _{1.4}	0,845	Reliabel
	Y _{1.5}	0,804	Reliabel

Source : SPSS 26 Output, 2023

Based on the data in the table above it shows that all variables produce reliable data because it is seen from the Cronbach's Alpha value above 0,70

3. The Coefficient of Determination (R²) Testing

The coefficient of determination test (R²) is used to measure the extent to which the model used can explain the dependent variable. The value of the coefficient of determination is between zero and one. If the smaller the value of the R² results, it indicates the ability of the independent variables used to explain the limited variation of the dependent variable. Meanwhile, if the value of R² is close to number one, the independent variables will show all the information needed to predict the dependent variable. Test results of the coefficient of determination (R²) as follows:

Table 3
The Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,578 ^a	0,334	0,270	1,731

Source : Output SPSS 26, 2023

Based on the results of the data above, an R² (R square) value of 0.334 is obtained which indicates that the variable of interest in visiting can be explained by the use of social media, service quality and availability of facilities. Based on the results of the table above, the value of R² (R square) which can explain the variable use of social media (X₁), quality of service (X₂), availability of facilities (X₃), interest in visiting (Y) is only 0,270 or 27% while the rest is 73% is explained by other variables not examined in this study.

Other variables can be tourism image, which is an image of an object that gives a positive impression or good belief about a product/service to the public/tourists so that they are interested in visiting again. Other variables can also be tourist attractions. Where according to Basiya and Rozak (2012) stated the attractiveness of tourist destinations is the main motivation for making return tourist visits. From the analysis above, this shows that the influence of the determinant of the independent variable (X) on the dependent variable (Y) is 73% explained by other variables not examined in this research.

4. Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the effect of using social media, service quality and availability of facilities on tourists' interest in visiting the Kebon Empring Srimulyo tourist attraction. Simultaneously obtained the following results:

Table 4
Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,239	3,754		2,993	0,005
	Social Media Use (X ₁)	-0,023	0,131	-0,028	-0,175	0,863
	Service Quality (X ₂)	0,346	0,139	0,385	2,485	0,019
	Availability of Facilities (X ₃)	0,247	0,117	0,343	2,121	0,042

Source : Output SPSS 26, 2023

Based on the table above, the regression equation is obtained regarding the analysis of social media use, service quality and availability of facilities on the interest of tourists visiting the Kebon Empring Srimulyo tourism object as follows:

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

Where, a = constant, b_1X_1 is the coefficient of the variable X_1 , b_2X_2 is the coefficient of the variable X_2 , b_3X_3 is the coefficient of the variable X_3 and e is another variable outside the regression model.

Regression equation is $Y = 11,239 - 0,023 X_1 + 0,346 X_2 + 0,247 X_3 + e$

Based on the results of the multiple linear regression equation above, it illustrates that:

- 1) It can be seen that the value of the constant has a regression of 11,239. This indicates that if the variables of social media use (X_1), quality of service (X_2) and availability of facilities (X_3) have a fixed value, interest in visiting (Y) has a value of 11,239.
- 2) The regression coefficient of the social media use variable (X_1) has a coefficient value of -0,023. Variable X_1 shows negative results because in the results of filling out the questionnaire in this study the use of social media did not affect interest in visiting the Kebon Empring Srimulyo tourist attraction because some of the respondents who filled out the questionnaire knew information about Kebon Empring tourism objects, most of them learned from word of mouth, from stories. people or neighbors.
- 3) The regression coefficient of the service quality variable (X_2) has a coefficient value of 0,346 or 34.6% meaning that if the service quality variable (X_2) has a constant value, then every 1% increase will result in an increase in visiting interest (Y) of 0,346 or 34, 6%.
- 4) The regression coefficient of the availability of facilities variable (X_3) has a coefficient value of 0,247 or 24,7%, meaning that if the facility availability variable (X_3) has a constant value, then every 1% increase will result in an increase in visiting interest (Y) of 0,247 or 24, 7%.

5. T Test

The T statistical test is used to see how much the independent variable individually can explain the dependent variable with a significance degree of 5% (0,05). If the significance value is smaller ($<0,05$) it can indicate that the independent variable partially affects the dependent variable. Vice versa if the significance value is greater then it has no effect. Based on the data that has been processed with the SPSS Statistics 26 program, the results of the T-test are as follows:

Table 5
T-test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,239	3,754		2,993	0,005		
	Social Media Use (X ₁)	-0,023	0,131	-0,028	-0,175	0,863	0,853	1,172
	Service Quality (X ₂)	0,346	0,139	0,385	2,485	0,019	0,893	1,120
	Availability of Facilities (X ₃)	0,247	0,117	0,343	2,121	0,042	0,819	1,221

Source : SPSS 26 Output, 2023.

In this study, t table at a significance level of α of 5% or 0,05 obtained a t table of 1,6896

H1 ; Effect of using social media (X1) on visiting interest (Y)

H2 : Effect of service quality (X2) on visiting interest (Y)

H3 : Effect of availability of facilities (X3) on visiting interest (Y)

Based on the results in the table above, the results of hypothesis testing are obtained as follows:

1. The effect of using social media on visiting interest

Based on the table above, the t count is -0,175 which shows t count $<$ t table ($-0,175 < 1,6896$) and the significant value is greater than 0,05 ($0,863 > 0,05$) so that H1 is rejected. Variable X1 shows negative results because in the results of filling out the questionnaire in this study the use of social media did not affect interest in visiting the Kebon Empring Srimulyo tourist attraction because some of the respondents who filled out the questionnaire knew information about Kebon Empring tourism objects, most of them learned from word of mouth, from stories. people or neighbors and not through information on social media.

2. The effect of service quality on visiting interest

Based on the table above, the t count is 2,485 which shows t count $>$ t table ($2,485 > 1,6896$) and the significant value is less than 0,05 ($0,019 < 0,05$) so H2 is accepted. It can be concluded that there is an influence of the quality of the services provided on the interest in visiting.

3. The influence of the availability of facilities on the interest in visiting

Based on the table above, the t count is 2,121 which shows t count $>$ t table ($2,121 > 1,6896$) and the significant value is less than 0,05 ($0,042 < 0,05$) so H3 is accepted. It can be concluded that there is an influence from the availability of facilities on the interest in visiting.

3.2. Discussion

The Effect of Using Social Media on the Attraction of Tourists in Visiting the Kebon Empring Srimulyo Tourism Object

Based on the results of the statistical test, the results of the t test showed that the use of social media did not affect interest in visiting because the $t_{count} < t_{table}$ with a significance level of less than 0,05, so H1 was rejected. This X1 variable shows negative results because in the results of filling out the research questionnaire the use of social media does not affect interest in visiting the Kebon Empring Srimulyo tourist attraction. It is possible that this is because some of the respondents who filled out the questionnaire found out information about Kebon Empring tourism objects, most of them knew from word of mouth, from stories of people or neighbors and not through information on social media. Judging from the results of the analysis of the coefficients of the multiple linear regression test, the coefficient values are also negative. The regression coefficient of the social media use variable (X1) has a coefficient value of -0,023.

With the ease of accessing all sources of information using internet technology at any time, any time and anywhere, it will have a positive impact on the information obtained. However, from the results of this study, based on the results of the respondents' questionnaire answers, it turned out that their interest in visiting the Kebon Empring Srimulyo tourism object was not based on information obtained from social media. stories of people - people / neighbors.

The results of this study are different from other studies that analyze the influence of social media on visiting intentions. Most researchers argue that the use of social media will increase promotion so that the tourist attraction to visit is even greater. One of them is from the results of research conducted by Dewi (2022) which shows that social media Instagram plays the most role in the promotional aspect of attracting tourists to Sukawana Sunrise with a contribution of 33%. Where the influence of Instagram social media is in line with the characteristics of respondents who use Instagram social media more often. Based on these results the characteristics of the respondents also influenced the results of the research conducted.

The Influence of Service Quality on Tourist Interest in Visiting Kebon Empring Srimulyo Tourism Objects

Based on the results of the statistical test, the results of the t test show that service quality affects interest in visiting because $t_{count} > t_{table}$ with a significance level of less than 0,05. This shows that H2 is accepted and H0 is rejected so that this condition indicates that there is a significant influence between the quality of services provided to tourists to visit.

Judging from the results of the analysis of the coefficients of multiple linear regression tests, the coefficient values are positive. This shows the influence of service quality on tourists' interest in visiting Kebon Empring Srimulyo tourism objects. The better the quality of service provided or obtained by tourists, it will affect tourist satisfaction. When tourists get satisfaction with the services provided, it will affect the tourist's intention to visit. The quality of this service can be felt in terms of the friendliness of the tourism object manager, security, comfort, atmosphere and responsiveness of the manager.

The results of this study are in accordance with research conducted by Noviana P., et al (2016) who conducted research on the effect of service quality on return visit intentions. From the results of his research, it shows that there is a significant influence between service quality and tourists' intention to return to Alas Pala Sangeh Tourism. The coefficient result is 0,192 which indicates that there is a positive significant value, meaning that the more tourists feel satisfied with their visit, the more intention will be to visit again.

The Influence of Availability of Facilities on Tourist Attraction in Visiting Kebon Empring Srimulyo Tourism Objects

Judging from the results of the analysis of the coefficients of multiple linear regression tests, the results of the coefficient values for the variable availability of facilities are positive. This shows that there is an influence between the availability of facilities on the interest of tourists to visit the Kebon Empring Srimulyo tourism object.

According to Sammeng (2001), mentioning facilities is an important thing that needs attention to develop tourism. Facilities in general can be categorized into primary facilities or basic facilities and supporting facilities. Primary facilities (principal) have the function of attracting the attention of visitors who come. While supporting facilities can be in the form of facilities other than primary facilities that are also used as meeting the needs of visitors. The better the facilities provided will affect the desire of visitors to be interested in visiting again.

The results of this study are in accordance with research conducted by Budiman Marpaung (2019) who examined the influence of tourist facilities on tourist satisfaction as an intervening variable on tourist interest in repeat visits. The results of his research show that a significance value of 0,000 is obtained, which means $<(0,05)$, so it can be concluded that there is a significant influence between the facilities provided and the interest in visiting tourists.

4. Conclusion

The results of this study provide several conclusions that from the formulation of the hypothesis carried out there is a variable X1 (use of social media) whose hypothesis is rejected. Although generally in the current conditions of technological development and ease of access to all information, the use of social media should be very influential on the interest in visiting. Because before coming to a tourist attraction, consumers (tourists) can find as much information about the tourist object to be visited. However, in this study, the characteristics of the responses to the questionnaire from the respondents also influenced the results of the research conducted, because some of the respondents who filled out the questionnaire found out that most of the information about the Kebon Empring tourist attraction came from word of mouth, from stories from people or neighbors. As for the other variables in the form of service quality and availability of facilities have a significant effect on interest in visiting. The better the quality of service provided or obtained by tourists, it will affect tourist satisfaction. When tourists get satisfaction with the services provided, it will affect the tourist's intention to visit. The quality of this service can be felt in terms of the friendliness of the tourism object manager, security, comfort, atmosphere and responsiveness of the manager. And the better the facilities provided will affect the desire of visitors to be interested in visiting again.

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