THE IMPACT OF WEBSITES ON DIGITAL MARKETING AND THE IMPLICATIONS FOR VISITING INTEREST

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Abstract

The purpose of this study is to determine the extent to which websites influence digital marketing and what it means for travelers' interest in West Sumatra travel. 200 respondents were given questionnaires as part of the Structural Equation Modeling (SEM) with Partial Least Square (PLS) methodology. According to research, websites have a big impact on digital marketing and visitor interest. The website and the interest of visitors can then have a positive relationship mediated by digital marketing. It is thought that using websites and social media is one of the finest ways to try to generate interest in visiting West Sumatra for tourism. As the most significant variable in this research, which is a continuation of previous research, it is hoped that managers of tourist attractions and the regional government of West Sumatra can increase promotions through digital platforms like websites and other social media platforms to increase visitor interest in visiting West Sumatra. through sharpening, growing, and preserving the infrastructure and facilities that are already in place, all the while guaranteeing sanitation, safety, and pruning without neglecting other factors.

Keywords: Website, Digital Marketing, Social Media, Tourism and Visiting Interest

INTRODUCTION

Indonesia is renowned for having a wealth of possibilities, ranging from natural beauty, rich culture and history, to delectable cuisine. Consequently, the government continues to prioritize and promote the tourist sector as a development initiative. Recently, the Gross Domestic Product (GDP) has benefited greatly from Indonesian tourism as well. Aside from that, the tourist industry has been effective in lowering poverty by creating job and business possibilities. According to the United Nations World Tourism Organization (UNWTO), over the past five years, the tourism industry has grown to be one of the largest and fastest-growing economic sectors, surpassing even world trade and demonstrating resilience in the face of a weakening and engulfing global economy. (Srisusilawati, 2020). As this is going on, advances in communication, information, and technology are driving up the number of people utilizing the internet annually. According to a study report released by the Indonesian Internet Service Providers Association (APJII) and based on research conducted throughout 2017, 143 million people in Indonesia have internet access. According to this APJII poll, 40% of Indonesians make purchases online and the average person uses the internet for 8 hours, 51 minutes each day. (Fauzi et al., 2020). It is undeniable that digitization and the rise of the internet have greatly benefited people. Numerous sectors can gain greatly from digitalization in the tourist industry. From the perspective of the service provider, the internet's availability significantly reduces operating expenses and time consumption. To market and advertise to the European market, for instance. (Marine-Roig, 2015) For this reason, it's essential to create marketing facilities and concepts that are excellent, sophisticated, and not cliched in order to target potential customers, particularly in places with exceptional tourist potential. Let's take a look at the market potential in Indonesia before moving on to talk about digital promotion techniques. The millennial age group has the most market share potential when we consider the age mix of the population. There will be at least 90 million millennials living in this market by 2018, as this group continues to expand. With 333 million millennials in China, 42 million in the Philippines, and 19 million in Thailand, the millennial generation dominates the Asian tourist sector at 57%. (Río, 2020). The millennial age, which is particularly active in sharing and using the internet, also contributes to the flow of tourists to Indonesia. However, the millennial generation is also accustomed to having digital connections. (Bhuiyan & Darda, 2020) In this sense, promoting local tourism hotspots digitally might represent a significant advancement, particularly when it comes to reaching the sizable millennial demographic. But in reality, a lot of tourist spots particularly those with relation to internet networks still seem and are regarded as unprepared.

Additionally, marketing channels are required in order for our offerings to be seen by potential customers. Marketing channels may be created in two ways, direct and indirect, as we have already described. Bringing in visitors is one way to employ direct marketing techniques.
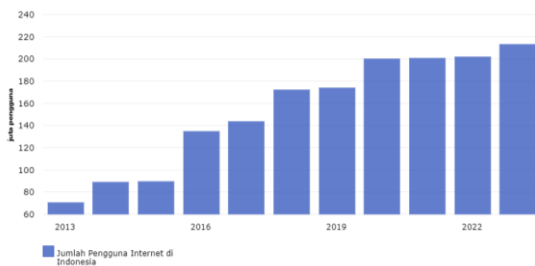
Figure 1. Indonesian Internet User Population (January 2013 – January 2023)

As of January 2023, there were 213 million internet users in Indonesia, according to the We Are Social study. At the beginning of this year, Indonesia had a population of 276.4 million, or 77% of the total. Year over year, or year over year, the country's internet user base increased by 5.44%. There will only be 202 million internet users in Indonesia in January 2022. In terms of trends, during the past ten years, Indonesia has seen an annual growth in the number of internet users. From January 2013, when there were just 70.5 million internet users nationwide, there are now 142.5 million more users.

January 2016 was the largest increase in internet users during the previous ten years, with a yearly growth rate of 50.16% (yoy). January 2022 saw the smallest increase, increasing by just 0.5% year over year. The average Indonesian uses the internet for seven hours and forty-two minutes per day, according to the research. However, the study also found that 98.3% of Indonesian internet users access the internet using mobile devices.

The aforementioned phenomena shows that internet users make up the majority of Indonesians. Thus, there is a chance to boost tourism by making the most of advertising via digital marketing channels like websites and social media.

Beginning in February 2023, Indonesia's Statistical Agency (Badan Pusat Statistik, or BPS) said that 5.47 million international visitor arrivals had been registered for the entire year 2022. This indicates that Indonesia handily met its aim of 1.8 million to 3.6 million international visitors last year. Additionally, it is a staggering 251.3 percent year-over-year (y/y) increase over the 1.56 million international visitors that arrived in Indonesia the previous year. Nonetheless, we must keep in mind that expansion starts from a very low foundation because Indonesia's tourism industry has been structurally damaged by the COVID-19 pandemic.

|	2019	2020	2021	2022	2023 (Target*)
Foreign Visitor Arrivals (in million)	16.11	4.05	1.56	5.47	7.4

* Target set by the Ministry of Tourism and Creative Economy
Source: Badan Pusat Statistik (BPS)

Figure 2. Foreign Visitor Arrivals in Indonesia (2019-2023)

RESEARCH METHODS

Research design is all the processes needed in planning and conducting research. In compiling this thesis researchers used quantitative methods. According to Sugiyono (Sugiyono, 2011) quantitative research is a "research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses ". It is referred to as positivistic research because this research is only based on positive facts obtained in the research field. Data in the form of numbers that have been formulated are used as accurate information in research. The population is
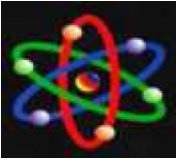
the research subject. According to Sugiyono (Sugiyono, 2017) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. So, the population is not just people, but objects and other natural objects. The population is also not just the amount that exists in the object or subject being studied, but includes the characteristics or properties possessed by the subject or object. Structural Equation Modeling abbreviated SEM is a multivariate analysis method that can be used to describe the simultaneous linear relationship between observational variables (indicators) and variables that cannot be measured directly (latent variables) (Tandoc, 2016) according to (Astuti, 2018). Partial Least Square is an alternative method for structural equation modeling (Structural Equation Modeling), which is to simultaneously test the relationship between latent constructs in linear or non-linear relationships with many indicators in the form of reflexive modes, formative models, and MIMIC models (Multiple Effect Indicators for Multiple Cases). Unlike the usual multivariate analysis techniques, PLS is more powerful because it can be used to build research models with many variables and indicators, can draw models in graphical form, is distribution-free and soon.
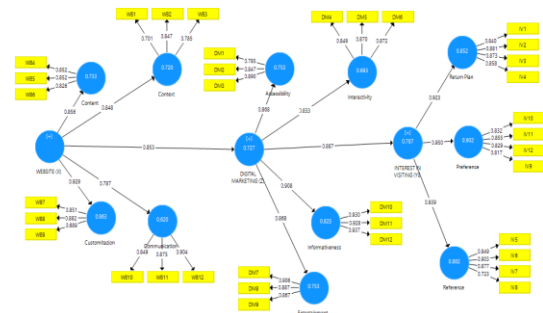

Figure 3. Model Structure

(Sánchez-Teba, 2020) Convergent validity done by looking at the items reliability (validity indicator) indicated by the value loading factor. Loading factor is a number that shows the correlation between the score of an item statement with the score of the construct indicators that measure the construct. Markloading factor greater than 0.70 is said to be valid.

RESULT

The distribution of data derived from field study findings is broadly described in the data description that will be provided below. There were 200 responders in the sample. Distribution of questionnaires was carried out using an online form. (Nientied, 2021) Distributing the questionnaire in this way was taken to obtain data more quickly. The distribution is carried out randomly but still ensures that the respondents consist of visitors to tourist attractions who are selected at random. Data collection was carried out within a period of two weeks with a questionnaire return rate of 100% and all questionnaire data obtained was complete so that it met the requirements for processing.

(Saravanakumar, 2012) In addition to observing the valuecross loading, discriminant validity can also be known through other methods, namely by looking at the value average variant extrated (AVE) for each indicator. A good AVE value is required to have a value greater than 0,50. As for the result average varian extracted (AVE) can be seen in the following table.

Variable	Average Variance Extracted (AVE)
Website (X)	0,738
Digital Marketing (Z)	0,774
Interest Visiting (Y)	0,882

Table 1. Results Average Variance Extracted (AVE)

Based on table 1 it can be concluded that all the constructs or variables above have met the criteria of good validity. This is indicated by the value Average variance Extracted (AVE) > of 0.5 as recommended criteria. The reliability test is used to measure the consistency of a measuring instrument in measuring a concept or it can also be used to measure the consistency of respondents in answering statement items in a questionnaire or structural study. Reliability test in PLS can use two methods namely cronbach alpha and composite reliability. Cronbach alpha, rho_A and Composite Reliability measuring the lower limit of the value of the reliability of a construct where as Cronbach alpha, rho_A and Composite Reliability measure the true value of the reliability of a construct. Rule of thumb mark alpha or cronbach alpha, rho_A and composite reliability must be greater than 0.70 even though 0.5 is still acceptable, then the construct is declared reliable.

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Decision
Website (X)	0,918	0,920	0,933	Reliable
Digital Marketing (Z)	0,705	0,709	0,871	Reliable
Interest Visiting (Y)	0,909	0,914	0,926	Reliable

Table 2. Results Composite Reability

Based on the table above it can be seen that the value composite reliability and cronbach's alpha is above 0.100, so it can be concluded that the construct has good reliability, and has a high level of reliability so that it is in accordance with the required minimum value limits. Then when viewed from the value composite reliability close to one (1). Which means the questionnaire used reliable with a reliability coefficient level ranging from 0.8 to 1.0 which indicates that all the variables used have a high reliability coefficient. For rho_Ahas a value greater than > 0.7 this indicates that the four latent variables have met the established criteria so that it can be explained that these latent variables have good reliability as a measuring tool.

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Connection	Original Sample	T Statistic s	P Values	Results
Website -> Digital Marketing	0,780	9,351	0,000	**Significant**
Digital Marketing -> Interest Visiting	0,383	5,021	0,003	**Significant**
Website -> Interest Visiting	0,809	11,756	0,000	**Significant**
Website -> Digital Marketing -> Interest Visiting	0,471	6,425	0,000	**Significant**

Table 3. Direct and Indirect Effect

As can be observed from the above table, only one hypothesis—local wisdom on interest directly, where the P value <0.05 and the t statistic value <1.96—was declared to have no significant impact among the other hypotheses. Additionally, as the direct influence chart below makes clearer. These findings indicate that each variable has a substantial impact both directly and indirectly, and that the digital marketing variable can mediate the relationship between websites and visiting interest.
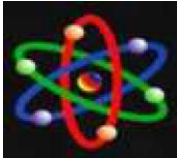
CONCLUSION

As the most significant variable in this research, which is a continuation of previous research, it is hoped that managers of tourist attractions and the regional government of West Sumatra can increase promotions through digital platforms like websites and other social media platforms to increase visitor interest in visiting West Sumatra. through sharpening, growing, and preserving the infrastructure and facilities that are already in place, all the while guaranteeing sanitation, safety, and pruning without neglecting other factors. Nonetheless, a tourist destination's amenities are a draw that strongly influences travelers' decisions to go there. Naturally, in order to have proper facilities, management, administrators, and local governments must develop these characteristics. They also require the cooperation and support of the whole community. Essentially, the region's.

RECOMMENDATION

As the most significant variable in this research, which is a continuation of previous research, it is hoped that managers of tourist attractions and the regional government of West Sumatra can increase promotions through digital platforms like websites and other social media platforms to increase visitor interest in visiting West Sumatra. through sharpening, growing, and preserving the infrastructure and facilities that are already in place, all the while guaranteeing sanitation, safety, and pruning without neglecting other factors. Nonetheless, a tourist destination's amenities are a draw that strongly influences travelers' decisions to go there. Naturally, in order to have proper facilities, management, administrators, and local governments must develop these characteristics. They also require the cooperation and support of the whole community. Essentially, the region's.

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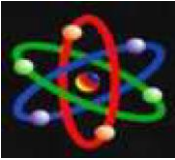
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