Original Article

Digital Content Marketing Influences People to Visit Tourist Destinations

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Abstract: Tourism uses the digital marketing concept and produces digital content marketing (DCM) to communicate services that aim to increase visits to tourist destinations in Indonesia. Therefore, this study aimed to determine DCM's effectiveness in influencing tourist visits in Indonesia. It adopted the uses and gratification theory, the AISAS marketing communication model, as well as self-brand connection and experience variables. Furthermore, a survey was used with a quantitative approach involving 200 respondents selected using a non-probability sampling technique. Structural equation modeling (SEM) was employed in data analysis with partial least squares (PLS) software. The results showed that DCM containing information about a tourist destination, as well as an invitation to visit a destination, attracts the attention of consumers. In this case, consumers need to find information through websites and social media. Moreover, DCM that prioritizes content designed to the intended consumers' self-concept cannot help consumers seek information about a tourist destination. Therefore, the invitation to visit is also attractive and makes consumers seek information through websites and social media.

Keywords: digital content marketing, AISAS model, own brand connection, theory of usability and gratification

1. Introduction

The tourism sector worldwide, including Indonesia, is declining due to factors such as the COVID-19 pandemic, which forces people to be isolated in respective locations. Since this sector involves a large workforce, its economic role is being promoted by the government. Various policy proposals for handling the crisis in tourism are implemented to ensure that this sector is sustainable (Sugihamretha, 2020). The United Nations World Tourism Organization (UNWTO) reported a drastic decrease in tourist visits. The total international tourist arrivals decreased by 74% globally due to the pandemic. This decline resulted in the loss of US$1.3 trillion of potential income, with 100-120 million tourism workers remaining jobless. Furthermore, the Asia and Pacific region experienced the most drastic decline of 84%. The number of foreign tourist arrivals in Indonesia in 2020 was only around 4.02 million, a 75.03% decline compared to 16.11 million in 2019 (Statistics of International Tourist Visits 2020). This data implies that the global tourism industry visit faces tough conditions in 2020.

In the 2020 Tourist Visit Statistics released by the Center for Data and Information Systems, Kemenparekraf/ Baparekraf stated that foreign tourist visits to Indonesia through all entrances were 4,052,923 in 2020 or decreased by 74.84% compared to 16,108. 600 visits in 2019. Tourist visits at three major gates of the 26 main entrances in 2020

compared to December 2019 were as follows: Ngurah Rai, Soekarno-Hatta, and Batam decreased by 83.02%, 82.01%, and 84.84%, respectively. In 2020, the highest number of visits were 994,590, 980,118, and 280,492 for Timor Leste, Malaysia, and Singapore, respectively.
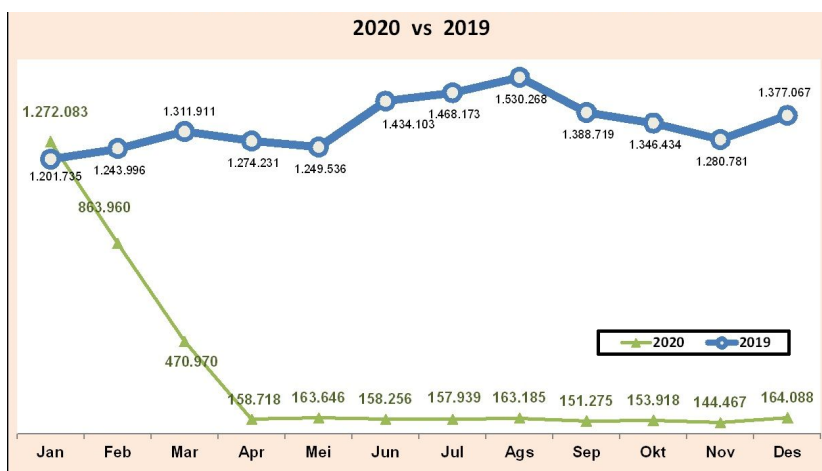

Figure 1. Monthly Visits of Foreign Tourists 2020 vs 2019: Statistics of International Tourist Visits 2020
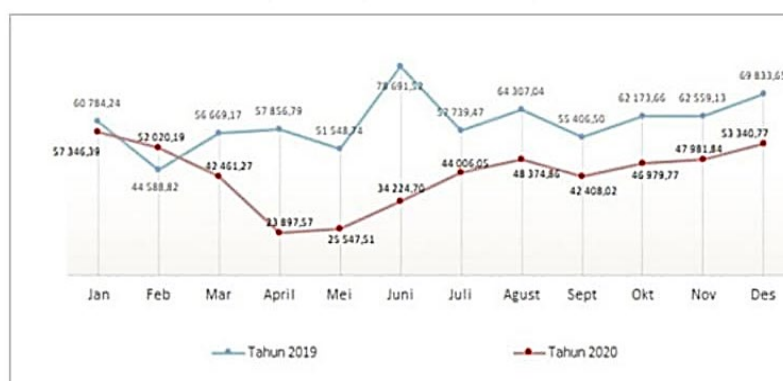

Figure 2. Data of Archipelago Tourists visiting Indonesia

Source: Central Bureau of Statistics (2019)

Statistical data on tourist visits in 2019 has decreased considerably compared to 2020. In 2021, tourism development was directed to promote general economic recovery. Future programs would focus on tourism recovery, specifically those related to the latest government policy of ten New Balis for Indonesia. This policy was launched to increase the number of domestic and foreign tourists. In 2022, the program would only develop five destinations called Indonesia's Five Super Priority Destinations. These include Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. Furthermore, the policies would support the development of 3A aspects, attractions, accessibility, The Ministry of Tourism and Creative Economy is implementing digital marketing consistent with the community's dynamics and lifestyle. Similarly, the Ministry of Craft promotes tourism industry players to conduct digital marketing. The lifestyle of the people who move quickly and are in direct contact with the internet makes the promotion model relevant to tourist destination, giving accommodation managers a good image (Aitieva et al., 2022). Digital marketing is conducted on social media as promotional efforts to find consumers (Shah & Halligan, 2009). This activity allows the company to reach many audiences according to the target market prepared (Opreana & Vinerean, 2015). Digital marketing often conducted include branding using web-based media such as creating digital content marketing (DCM). This is performed though blogs, websites, e-mail, ad words, or social networks (Yanti, 2020).

The Ministry of Tourism conducts publications and promotions by creating various content distributed through digital media. It aims to increase foreign tourist arrivals and promote Indonesian tourism. Additionally, the Ministry of Creative Economy uses various platforms to disseminate material on tourism, specifically new destinations developed to influence potential tourists. Various social media platforms used by the Ministry of Creative Economy include Facebook, Instagram, YouTube, and Tik Tok Video application. Another tool used is website development that contains

complete information about Indonesian tourism. Moreover, various kinds of content created and disseminated in digital media are used to promote Indonesian tourism. All digital content created strengthen tourism marketing through channels or unlimited virtual worlds that reach various parts of the world (Habes et al., 2020). Studies showed that DCM influences consumers to make purchasing decisions for certain products or services. The studies involved various variables and indicators and used the gratification theory. In this case, the contents of DCM were adapted to the consumers' personality and attitudes. This shows that DCM fosters attitudes and trust towards the brand (Hollebeek & Macky, 2019; Mathew & Soliman, 2021; Thomas et al., 2020).

The study question is whether the Ministry of Creative Economy has produced and disseminated DCM through internet-based and social media platforms to influence potential tourists to come to tourist attractions. Another question is whether people are willing to voluntarily share experiences on social media after visiting a tourist spot. Therefore, this study aimed to determine whether the DCM produced by the Ministry of Creative Economy is a destination management organization (DMO). It intended to determine DCM's communicate tourism advantages in five super priority destinations in Indonesia. This method effectively examined the influence of potential tourists' revisit decisions. Many studies examined DCM's ability to influence people to visit a place and share their experiences on the internet and social media. Studies showed that sharing behavior is influenced by consumers' experiences at the places visited (Abdurrahim et al., 2019; Arica et al., 2022; Breiby et al., 2020; Chen & Huang, 2011; Javed et al., 2022).

2. Literature Review and Methods

2.1. Literature Review

2.1.1. Digital Marketing

Digital marketing technology is used to communicate products and services owned using technology to provide competitive tourism offers and meet digital consumers' expectations (Happ & Ivancsó-Horváth, 2018; Hydock et al., 2020; Opreana & Vinerean, 2015; Sharma & Verma, 2018). It refers to activities, institutions, and processes facilitated by digital technologies to create, communicate, and deliver value for customers and other stakeholders (www.ama.org). Furthermore, digitization allows people to conduct marketing designed to consumers' preferences by providing information through websites (Law et al., 2004) and other digital technology tools (Reino & Hay, 2016). The use of digital marketing has changed the distribution mechanism and consumption patterns of travel offers (Munar & Jacobsen, 2013). This has created new opportunities and challenges for organizations involved in the tourism system (Presenza et al., 2013). Various studies are developing on tourism and the adoption of digital marketing that mostly focuses on the consumers' perspective (Escobar-Rodríguez et al., 2017; Jacobsen & Munar, 2012; Munar & Jacobsen, 2013). In this case, consumers are directed to access the web and other channels to find information (Reino & Hay, 2016).

2.1.2. Digital Content Marketing (DCM)

The DCM concept was introduced by Koiso-Kanttila (2004) as a marketing activity for the company's products, including the delivery of digital products. Such digital content is an important part of the commercial landscape (Koiso-Kanttila, 2004; Rowley, 2008). DCM refers to a management process responsible for identifying, anticipating, and satisfying customers' needs profitably in bit-based objects distributed over electronic devices (Rowley, 2008), in (Mathew & Soliman, 2021).

2.1.3. Uses and Gratification Theory

Theory of Uses and Gratifications (U&G) is one of the theories of communication on social media introduced by Katz et al., (1974). It has been widely applied to assess people's motivation to use media. This theory explains why people select certain media to examine the gratifications of media use (Kumar et al., 2015; Liu, 2010). Furthermore, U&G theory emphasizes the effect of media on users rather than from the perspective of the message maker (Boyd, 2010). Studies discussed why and how people use certain media as well as how it affects them. The main proposition of this theory is that the users are directed towards the purpose of using the media. Users behave and realize the needs that must be met through the media (Kleinginna & Kleinginna, 1981).

2.1.4. AISAS Model

Internet technology has changed the paradigm of consumers and marketing communication systems. Sasmita & Achmadi (2010) introduced AISAS as a form of marketing communication flow in the interaction between consumers and products or brands. AISAS consists of five variables, including Attention, Interest, Search, Action, and Share. In the final stage, the share triggers the electronic word of mouth communication, influencing people to visit the advertised tourist destination (Luo & Lam, 2020). The indicators developed by Tseng & Wei (2020) include forward the DCM to friends, share the product or services, share the experiences, and give a comment on the Internet.

From this explanation, the hypotheses that can be drawn are:

H1 : Digital Content Marketing (DCM) affect attention

H2: Digital Content Marketing (DCM) affect tourist interest
H3: Attention affect searching
H4: Interest affect searching
H5: Searching affect action
H6: Action affect share

2.1.5. Self-Brand Connection

Self-brand connection (SBC) is considered a social tool used to build one's identity (Sprott et al., 2009; Vernuccio & Ceccotti, 2015). The stronger the SBC, the more likely consumers feel a sense of belonging and participate in social-interactive activities (Moliner et al., 2018; Vernuccio & Ceccotti, 2015). This reflects Heidegger's (1962) original proposition that "the world is always the only thing I share with others". In this case, SBC influences groups to identify and strengthen social ties with key brands (Bowden & Mirzaei, 2021; Johnson Dretsch & Kirmani, 2014; Simon et al., 2016). From this explanation, the following hypotheses were proposed:
H7: SBC moderates the relationship between attention and searching behavior
H8: moderates the relationship between Interested and searching behavior

2.1.6. Experience

The development of tourist destination is important in designing destinations that facilitate a pleasant experience for tourists. In this case, tourism managers should increase the value of the experience felt by tourists to realize the sustainability of the destination. Most studies on tourism examined sustainable experiences as a potential and means of gaining competitive advantage and increasing the sustainability of destinations and the perceived value of tourists' experiences (Breiby et al., 2020; Chen & Huang, 2011; Kim et al., 2017; Liu et al., 2016; Poudel & Nyaupane, 2013; Wu, 2017). However, this concept is only vaguely involved without a precise definition or empirical operationalization. From this explanation, the hypothesis was proposed as follows:
H9: SBC moderates the relationship between actions and share behavior

2.2. Research Framework

This study examined the effectiveness of Digital Content Marketing which contains information about tourist attractions using the AISAS model. It also included a self-brand connection (SBC) to strengthen consumers' intention to seek information about the content that attracts their attention. After consumers decide to become tourists who sign a destination, their behavior is seen by sharing experiences on social media. Therefore, the proposed study model is as follows:
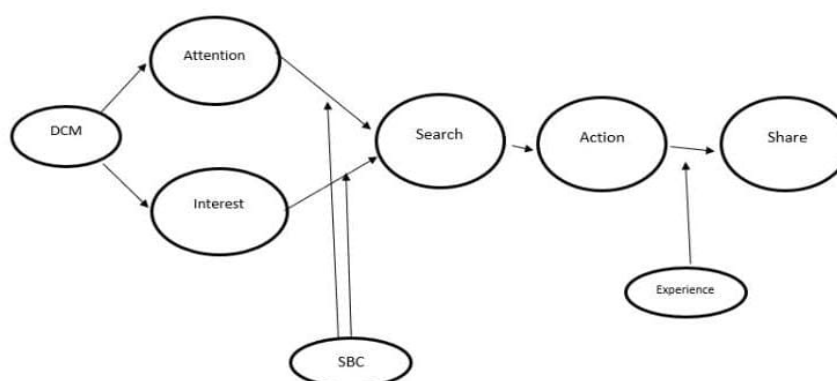

Figure 3. Research Framework

3. Materials and Methods

Data were collected using an online survey in August-September 2022 in Indonesia. Questionnaires were distributed online using Google Forms to respondents through Facebook, Instagram, Telegram, and WhatsApp. Respondents were selected using the purposive non-probability sampling method. Every consumer who met the population criteria did not have the same opportunity to be selected as a sample. This is because the sample selection was based on the criteria set by the study. Since the exact population size is unknown, the number of respondents was determined based on the Isaac and Michael table. When the population is very large with an error rate of 10%, a sample of 200 respondents is obtained.

This study used six latent variables, including DCM as exogenous variables, while Attention, Interest, Search, Action, and Share as endogenous variables. Self-brand connection and experience were used as moderating variables. The data were processed using the Structural Equation Modeling (SEM) framework and the SMARTPLS application. Furthermore, SEM analysis involved testing measurement and structural theories linking constructs logically. SEM was used to measure and analyze the relationship between observed and latent variables. SMARTPLS was also adopted to confirm the model and assess complex variable relationships.

3.1. Location and Time

This study collected data using Google Forms distributed online through social media easily accessed by Indonesians. The social media used are Instagram, Facebook, WhatsApp, and Telegram. The survey was conducted in August-September 2022.

3.2. Sampling Technique

Samples were determined using purposive non-probability sampling based on certain criteria (Hair, 2011). The criteria used include 1) Respondents exposed to tourism advertisements on the internet and social media, such as YouTube, Facebook, Instagram, and Tik Tok, 2) Tourists who visited tourist attractions in Indonesia, and 3) Have made the decision to visit because they are influenced by advertising messages in DCM on the internet/social media. These criteria resulted in 200 respondents.

3.3. Variables and Indicators

This study used eight variables, including DCM as exogenous variables, while Attention, Interest, Search, Action, and Share variables are endogenous variables. Self-brand connection and experience are moderating variables.

3.4. Data Analysis

The data were processed using the Partial Least Square (PLS)-based SEM method through two stages to see the Fit Model of a study (Ghozali, 2006). The stages are as follows:
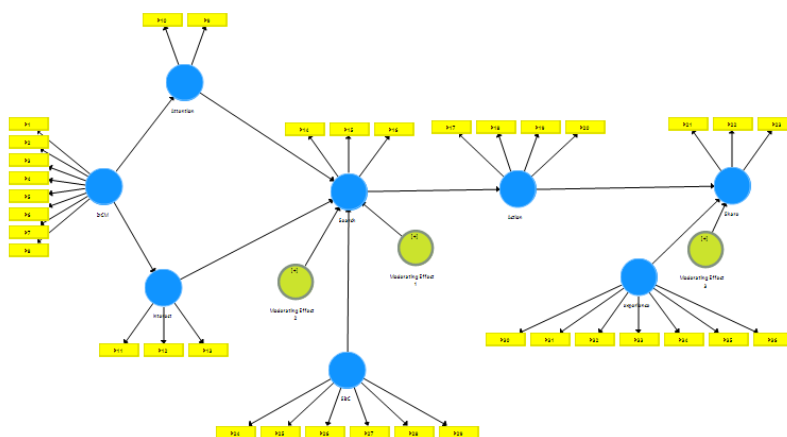

Figure 4. Full Model Structural Partial Least Square

4. Results and Discussion

4.1. Measurement Model

Data were analyzed with SmartPLS to assess the outer model using convergence and discriminant validity, as well as composite reliability and convergent validity. The measurement model used indicator reflections assessed based on the correlation between item or component scores estimated with PLS software. In this measurement, individual reflexive measures are high when they correlate more than 0.70 with the construct being measured. Chin (1998) in (Ghozali, 2006) stated that a measurement scale for the loading value of 0.5 to 0.6 is sufficient. Therefore, this study used a loading factor limit of 0.50.
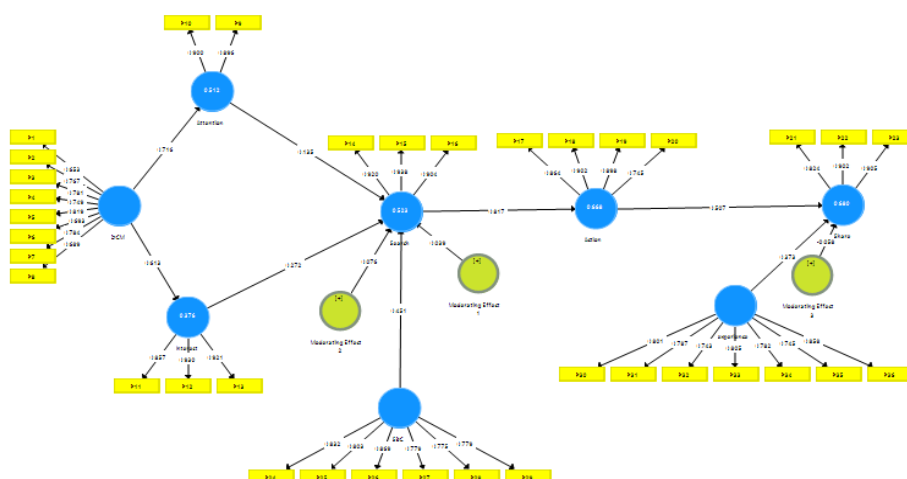
Figure 5. Test Results and View Outer Loading

The results of processing using SmartPLS in Figure 5 showed that the outer value or the correlation between the construct and the variable for factors exceed 0.50 and meet convergent validity. Therefore, the constructs for all variables do not use model elimination.

4.1.1. Convergence Validity (Average Variance Extracted)

The validity and reliability criteria are seen from the reliability and the Average Variance Extracted (AVE) value of each construct. The construct has high reliability when the composite reliability and AVE values for all variables exceed 0.5. The following are the results of the evaluation of the AVE value:

Table 1. Result of Convergence Validity

Variable	Average Variance Extracted
Action	0.73
Attention	0.807
DCM	0.553
Interest	0.816
SBC	0.648
Search	0.848
Share	0.77
Experience	0.623

The table shows that the AVE value exceeds 0.5 as the recommended criteria, meaning each exogenous, endogenous and moderating effect variable has good discriminant validity.

4.1.2. Construct Reliability

The reliability test was based on the composite reliability value of the dimension block that measures the construct. Composite Reliability results are satisfactory when they exceed 0.7. This means that the data obtained is reliable, as shown in the following table:

Table 2. Composite Reliability

Variable	Composite Reliability	Conclusion
Action	0.915	Reliable
Attention	0.893	Reliable
DCM	0.908	Reliable
Interest	0.93	Reliable
SBC	0.918	Reliable

Variable	Composite Reliability	Conclusion
Search	0.944	Reliable
Share	0.909	Reliable
Experience	0.92	Reliable

The table shows that each construct or variable has a composite reliability value exceeding 0.7. This means the consistency interval of exogenous, endogenous, and moderating effects has good reliability.

4.2. Structural Model

Structural Model Testing was conducted to determine each hypothesized relationship using simulation. The bootstrap method was also carried out to minimize the problem of abnormal data. The results of the bootstrapping test from the PLS analysis are as follows:
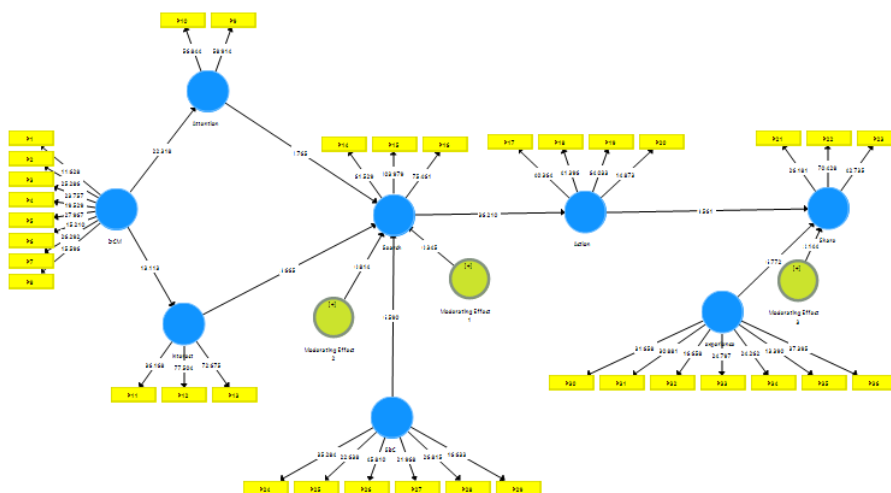

Figure 6. Result of Bootstrapping Model

4.2.1. Coefficient Determination (R-square)

The inner model test was performed to determine the relationship between the construct, the significance value, and the R-square value. The structural model was evaluated using R-square for the t-test dependent construct and the significance of the structural path parameter coefficients. The PLS analysis began by assessing the R-square for each dependent latent variable. Table 3 shows the result of R-square estimation using SmartPLS.

Table 3. R-Square Nilai Value

Variable	R Square
Action	0.668
Attention	0.512
Interest	0.376
Search	0.523
Share	0.68

Table 3 shows the R-Square value for Action, Attention, Interest, Search, and Share of 0.668 (66.8%), 0.512 (51.2%), 0.376 (37.6%), 0.523 (52.3%), and 0.680 (68%), respectively.

4.3. Hypothesis Testing

The significance of the estimated parameters provides useful information about the relationship between variables. The basis used in testing the hypothesis is the value in the output result for inner weight. The following table

provides Path Coefficients with estimated output for structural model testing. Hypothesis testing used a significance level of 5% or Alpha (0.05) following the results of the Path Coefficients test.

Table 4. Result of Hypothesis Testing

Path Analysis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Action -> Share	0.507	9.561	0.000
Attention -> Search	0.135	1,765	0.078
DCM -> Attention	0.716	22.318	0.000
DCM -> Interest	0.613	13.113	0.000
Interests -> Search	0.272	3.665	0.000
Moderating Effect 1 -> Search	0.039	0.345	0.731
Moderating Effect 2 -> Search	0.076	0.814	0.416
Moderating Effect 3 -> Share	-0.058	2.144	0.033
Search -> Action	0.817	36,210	0.000

The first hypothesis test on the effect of DCM on Attention obtained a path coefficient P-Value of 0.000, less than 0.05, meaning that DCM affects Attention. The second hypothesis test on the effect of DCM on Interest obtained a path coefficient P-Value of 0.000, which is smaller than 0.05, meaning DCM affects Interest. The third hypothesis test on the effect of Attention on Search obtained a path coefficient P-Value of 0.078, which exceeds 0.05, meaning Attention does not affect Search. The fourth hypothesis test on the effect of Interest on Search obtained a path coefficient P-Value of 0.000, which is smaller than the Alpha value of 0.05, meaning that Interest affects Search The fifth hypothesis test on the influence of SBC as a moderating variable in the relationship between Attention and Search obtained a path coefficient P-Value of 0.731. This value exceeds 0.05, meaning that SBC does not moderate the relationship between Attention and Search. The sixth hypothesis test on the influence of SBC as a moderating variable in the relationship between Interest and Search obtained a path coefficient P-Value of 0.461. This value is exceeding 0.05, meaning that SBC does not moderate the relationship between Interest and Search. The seventh hypothesis test on the effect of Search on Action obtained a path coefficient P-Value of 0.000. This value is smaller than 0.05, meaning that Search affects Action. The eighth hypothesis test on the effect of Action on Share obtained a path coefficient P-Value of 0.000. The value is smaller than 0.05, meaning that Action affects Share. The ninth hypothesis test on the effect of Experience as a moderating variable in the relationship between Action and Share obtained a path coefficient P-Value of 0.033. This value is smaller than 0.05, meaning that Experience moderates the relationship between Action and Share.

5. Conclusions

This study found that DCM contains information and the invitation to visit a tourist destination attracts consumers. In this case, consumers feel the need to seek information through websites and social media. DCM that prioritizes content intended for personal self-concept cannot help consumers seek further information about a tourist destination. Additionally, visits to tourist destination are followed by sharing behavior on the internet and social media when consumers feel satisfied and pleased at tourist attractions.

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