THE INFLUENCE OF SOCIAL MEDIA MARKETING, DESTINATION IMAGE ON VISITING DECISIONS WITH VISITING INTEREST AS AN INTERVENING VARIABLE

Kavatina Munamahsa Islami[1], Rini Anggriani[2], Lady Faerrosa[3]

[1]Universitas Bumigora, Mataram, kavvislm@gmail.com
[2]Universitas Bumigora, Mataram, rinianggriani@universitasbumigora.ac.id
[3]Universitas Bumigora, Mataram, ladyjosman@universitasbumigora.ac.id

ABSTRACT

The advancement of the internet has an impact on the increase in social media users and this is in line with the development of tourism, triggering the emergence of Instagram accounts with the theme of tourist destinations which can indirectly create an image of the destination it posts, resulting in the emergence of someone's interest in visiting. So that it triggers the decision to visit tourists. This study aims to determine the effect of social media marketing and destination image on visiting decisions with visiting interest as an intervening variable for tourists in the Mandalika Special Economic Zone (SEZ). This type of research uses descriptive quantitative with a causal approach. The sample size was 135 respondents. Data analysis tools using AMOS 24.0. The results found that social media marketing affects visiting interest. Destination image affects the interest in visiting. Social media marketing has no effect on visiting decisions. Destination image has no effect on visiting decisions. Social media marketing has a positive and insignificant effect on visiting decisions through visiting interest. Destination image has a positive and insignificant effect on visiting decisions through visiting interest. From the results of the study, it can be concluded that visiting interest will increase if social media marketing is utilized properly and improves destination image, so that it can trigger the formation of visiting decisions. Suggestions for the government and business actors are to continue to develop tourist attractions in SEZ Mandalika by adding facilities and protecting the environment.

Key Words: *Destination Image, Social Media Marketing, Visiting Decisions, Visiting Interest*

INTRODUCTION

The development of technology is currently running very rapidly, judging from the presence of the internet which can make it easier for all individuals to search and find various types of information quickly (Warpindyastuti and Sulistyawati, 2018). Communication between individuals and groups utilizes mobile-based technology and websites using applications to share information, exchange ideas, launch or change content, which is called social media (Kietzmann et al., 2011).

Figure 1
Number of Social Media Users 2012-2022

Source: (Social & Hootsuite, 2022)
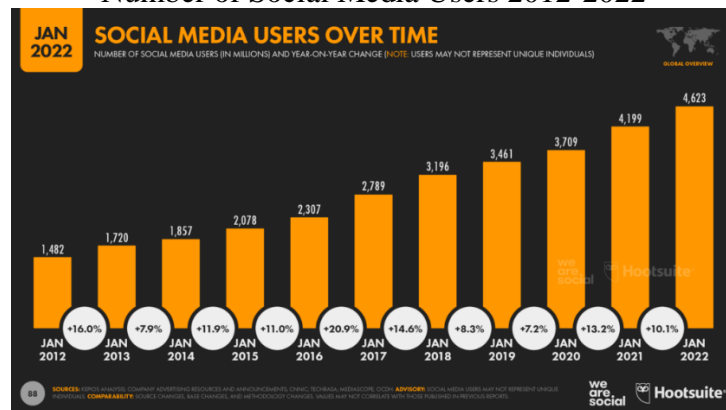
Based on Figure 1, it can be concluded that there is an increase in the number of social media users every year. This is in line with the development of the tourism industry due to the many tourism-based social media accounts (Nasution and Rohman, 2022). The same study also said that tourism-based social media content will be more trusted by tourists because the content presented focuses on tourism activities in contrast to the content of personal social media accounts which have less focused content. According to Ati and Sri (2016) social media is often used as a place to look for tourist references other than from friends. The Indonesian government uses social media marketing strategies to attract foreign tourists and domestic tourists. This can be seen by the presence of the official Instagram of the Ministry of Tourism and Creative Economy called @kemenparekraf.ri and also the Instagram account @pesona.indonesia.

Instagram is one of the most widely used social media sites to provide tourist advice information (Retnasary et al., 2019). Through photos and videos that become tourist references, Instagram social media is able to attract the attention of tourists to visit beautiful places that present interesting views. Instagram will be very effective for promoting a tourist spot for tourists (Perkasa et al., 2017). The presence of Instagram has a huge impact on tourism, many people start traveling by looking at posts via Instagram because Instagram is considered to be an effective social media to share tourism reviews (Prodjo, 2015). Some examples of Instagram accounts with the theme of tourist destinations on Lombok Island are @explorelombok, @lombokhitts, @lombokhit, and @wonderfullombok. With the presence of these accounts, of course, it can add to the reference of tourists who like to find information about destinations before visiting because the existence of content that focuses on uploading about tourism in an area will make it easier for people when looking for information about tourist destinations in an

area and this can also shape a person's view when seeing interesting content, it will form a person's perception or view of a destination.

In 2014 the Government established the Mandalika Special Economic Zone (SEZ) with the issuance of Government Regulation No. 52 of 2014. Based on the program of the Ministry of Tourism and Creative Economy of the Republic of Indonesia regarding the five super priority tourism destinations established since 2019, one of which is the Mandalika Special Economic Zone (SEZ) developed by PT Indonesian Tourism Development (PPI) Persero or Indonesia Tourism Development Corporation (ITDC). Various efforts have been made by the Government to revive the tourism industry after the pandemic, one of which is by promoting tourist destinations, especially in the Mandalika SEZ with efforts to improve infrastructure, namely building the BIL-Mandalika Baypass road, organizing international and national events, and utilizing social media.

Table 1.
Number of Visits to Central Lombok Tourism Objects 2017-2021

Years	Number of Visits
2017	705.794
2018	361.794
2019	210.797
2020	52.686
2021	192.829

Source: (Dinas Pariwisata dan Kebudayaan, 2021)

Based on the data in Table 1 showing data on tourist visits to Central Lombok for the period 2017-2021, it can be concluded that in 2018 and 2019 there was a decrease in the number of visits which was thought to be due to the Lombok earthquake which caused people to be afraid to travel, and in 2020 there was a very drastic decline due to the co-19 pandemic, however, in 2021 there was an increase in the number of visits due to the presence of the Mandalika Circuit which became one of the venues for the WSBK and MotoGP world events (Antaranews.com, 2022). This phenomenon certainly has an impact on several tourism business fields that have undergone a transformation, including social media that presents travel experiences, giving rise to references to tourist destinations. Currently, consumer habits before deciding to buy a product or use a service, what is done is always looking for information through social media by looking at suggestions given from other customers (Cahyono, 2016). According to Maoyan et al (2014) social media marketing can influence buying interest due to perceptions that are believed. This statement is also supported by Mariyanti et al (2018) that visiting interest is influenced by perceptions that individuals believe. However, according to Fan et al (2012) social media has no effect on purchase intention because customers prefer to make their own purchasing decisions without considering other opinions, especially through social media.

Social media can be used to shape the image of a destination with information in the form of photo posts or writing in the form of positive reviews that have an impact and can provide a positive image of the destination (Li and Kusuma, 2020). Image can make a tourist destination better known by tourists, especially if a positive destination image encourages tourism management to continue to progress and gain the trust of tourists

(Agusti et al., 2020). For example, tourists who have never visited Mandalika SEZ, they will look for information about the destination's image. Mandalika SEisnaZ is currently undergoing many changes such as better infrastructure, adequate facilities, the presence of the Mandalika International Circuit, the presence of star hotels, and various cafes and restaurants. This can certainly improve the destination image of Mandalika SEZ to be positive.

Sun et al (2013) show that tourists with a positive mindset will feel more satisfied with the tourism decisions they make. Artuger et al (2013) say that destination image is very influential on tourists' visiting interest. Suwarduki et al (2016) show that destination image has a significant influence on visiting interest variables. This is reinforced by other research, namely the research of Lien et al (2015) which states that a good image affects the trust of visiting customers. However, research conducted by (Isman et al., 2020) shows the results of research that destination image has no significant effect on visiting interest. A survey conducted by Putri (2018) on Cherie customers found that purchase intention is the most influential factor in influencing customer purchasing decisions. Purchasing decisions are important in choosing customers to use a product or service. Likewise, in traveling, tourists will make decisions about the tourist destinations they will visit. According to Arif (2021), Ansari et al (2019), Mileva (2018) social media marketing has a positive and significant effect on purchasing decisions. Meanwhile, according to Nurrokhim and Widyastuti (2021), social media marketing has an insignificant effect on purchasing decisions. This study aims "To find out the effect of social media marketing and destination image on visiting decisions with visiting interest as an intervening variable (Study on tourists in Mandalika SEZ).

LITERATURE REVIEW

Social Media Marketing and Visitor Interest

Social Media Marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly using tools from the social web such as blogging, microblogging, and social networking (Santoso et al., 2021). By utilizing social media, it will make it easier for business actors, especially in the tourism sector, to introduce a tourist spot by uploading posts in order to create interest in visiting tourists.

This is supported by the results of research by Isman et al (2020) showing that social media marketing has a positive effect on visiting interest in the tourist attraction Jatim Park 3. Furthermore, research conducted by Setyawan (2021) shows the results of social media marketing affecting visiting interest. Therefore, to increase interest in visiting, the manager of the tourist attraction must be able to improve the quality and role of social media marketing in it. In this discussion, social media marketing can affect tourist interest in visiting. Because social media marketing will make it easier for tourists to get information about the tourist destinations to be visited.

H1: Social Media Marketing variables have a positive and significant effect on tourist interest in visiting Mandalika SEZ.

Destination Image and Interest in Visiting

Pitana and Surya (2009) define destination image as a result that tourists feel after visiting a tourist spot. Based on the results of research conducted by Semuel and Lianto (2014), it is explained that brand image is proven to have a significant effect on purchase intention. Artuger et al (2013) say that destination image is very influential on tourist

interest. Suwarduki et al (2016) show that destination image has a significant influence on visiting interest variables. This is reinforced by other research, namely the research of Lien et al (2015) which states that a good image affects the trust of visiting customers. This means that a product with a good or good brand, customers are more likely to repeat purchases on that brand.

H2: Destination Image has a significant positive effect on Tourist Interest in Mandalika SEZ.

Social Media Marketing and Visiting Decisions

Social Media Marketing is often used as a means of promoting a tourist spot in order to attract tourist visits, utilizing social media in the right way is one of the determining factors for a visiting decision. Visiting decisions are customer decisions that include customer decisions regarding what to visit, whether to visit or not, when to visit, where to visit, and how to visit (Sumarwan, 2014).

Based on the results of research conducted by Zanjabila and Hidayat (2017), it shows that Social Media Marketing has a significant effect on Purchasing Decisions. Similar results are also found in the results of previous research compiled by (Iblasi, 2016) that there is a significant influence between Social Media Marketing on Purchasing Decisions, which means that social media can encourage an individual to form a visiting decision.

H3: Social Media Marketing has a positive and significant effect on Tourist Visiting Decisions in Mandalika SEZ.

Destination Image and Visiting Decisions

According to Jorgensen (2004) destination image is considered a "place of impressions" or "area of perception". The same study also explains that a positive image of a destination can increase the number of tourist arrivals and of course affect tourist perceptions. Chen and Phou (2013) also showed that tourism destination image has a positive impact on the relationship between tourists and destinations. Musay (2013) explains that brand image has a significant influence on purchasing decisions. The results of research by Nafis (2020) and Prasetyo (2019) also explain that destination image has an effect on visiting decisions. Sun et al (2013) also show that tourists with a positive mindset about a destination will feel more satisfied with the travel decisions they make.

H4: Destination Image has a positive and significant effect on Tourist Visiting Decisions in Mandalika SEZ.

Interest in visiting and visiting decisions

According to Putri (2018) visiting interest is a process that exists between alternative searches and visiting decisions. This means that visiting interest is a trigger for the formation of an individual's decision to make a tourist visit to an area. If the interest in visiting is high, it will make tourists decide to visit.

This is supported by the results of research by Rakhmawati et al (2019) showing that the visiting interest variable has a significant effect on visiting decisions. Also, research by Suwarduki et al (2016) found the results of the influence of visiting interest on visiting decisions.

H5: Interest in visiting has a positive and significant effect on tourist visiting decisions in Mandalika SEZ.

Social Media Marketing on visiting decisions with visiting interest as an intervening variable

Social Media Marketing can effectively influence people to make purchases if the images displayed are attractive, the captions or writings conveyed contain an invitation to buy products and maintain existence (Arif, 2021). As a result of the appearance of interesting posts on social media, it will generate responses from other users, with this response, of course, it can form an interest in visiting and with interest it will trigger the formation of a visiting decision.

This is related to research conducted by Putri (2018) which examines the influence of social media on purchasing decisions through buying interest, the results show the influence of social media through buying interest on purchasing decisions.

H6: Social media marketing has a positive and significant effect on visiting decisions through visiting interest as an intervening variable in Mandalika SEZ.

Destination image on visiting decisions with visiting interest as an intervening variable

According to Suwarduki et al (2016) destination image is the objective knowledge, prejudices, imagination and emotional thoughts of individuals and groups towards certain locations. With a good view or image of a tourist spot, it will generate interest in visiting tourists. This is because image is one of the variables that determine the growth of consumer interest in visiting (Putra et al., 2015). In the same study also said that the higher the consumer's interest in a product or service, the higher the purchasing decision taken. According to Peter and Olson (2013) Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

Similar research was also conducted by Hapsara (2022) regarding destination image on visiting decisions through visiting interest and showing significant results, this means that a good destination image will generate someone's interest in visiting, so that it will make someone make a visiting decision.

H7: Destination image has a positive and significant effect on visiting decisions through visiting interest as an intervening variable in Mandalika SEZ.

RESEARCH METHODS

The research conducted is descriptive quantitative research with a causal approach, the population of this study is all tourists who have visited Mandalika SEZ in the last five years with a sample of 135 respondents. The sampling technique used the Purposive Sampling method. With criteria aged 17 years and over, active users of Instagram social media, are followers of Instagram accounts with the theme of tourist destinations on Lombok Island. The data collection method uses a Likert scale questionnaire. Data analysis techniques using Structrural Equation Modeling (SEM) Amos version 24.0.

RESULTS AND DISCUSSION

Validity Test and Reliability Test

Table 2.
Validity Test and Reliability Test

Variable	Code	r count	Cronbach's Alpha	r tabel	Caption
Social Media Marketing	SM1	0,505	0,903	0,273	Valid Reliable
	SM2	0,799			
	SM3	0,741			
	SM4	0,622			
	SM5	0,776			
	SM6	0,519			
	SM7	0,566			
	SM8	0,814			
	SM9	0,808			
	SM10	0,777			
	SM11	0,772			
	SM12	0,731			
Destination Image	DI1	0,392	0,857	0,273	Valid Reliable
	DI2	0,712			
	DI3	0,654			
	DI4	0,694			
	DI5	0,642			
	DI6	0,727			
	DI7	0,813			
	DI8	0,828			
	DI9	0,704			
Visiting Interest	MB1	0,851	0,882	0,273	Valid Reliable
	MB2	0,811			
	MB3	0,626			
	MB4	0,541			
	MB5	0,446			
	MB6	0,766			
	MB7	0,868			
	MB8	0,502			
	MB9	0,625			
Visiting Decisions	KB1	0,453	0,899	0,273	Valid Reliable
	KB2	0,608			
	KB3	0,334			
	KB4	0,458			
	KB5	0,756			
	KB6	0,344			
	KB7	0,611			
	KB8	0,809			
	KB9	0,750			
	KB10	0,837			
	KB11	0,751			
	KB12	0,849			
	KB13	0,788			
	KB14	0,714			
	KB15	0,513			

Source: Research data processing, 2023

Measurement Model Test

Figure 2.
Construct CFA
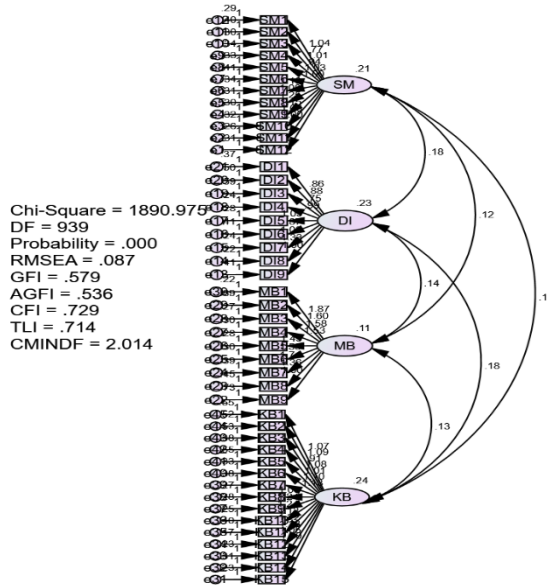
Source: Research data processing, 2023

Convergent Validity Test

The factor loading value can affect convergent validity testing, because the lower the factor loading value, it can cause problems in convergent validity testing. Indicators in each variable in CFA testing are declared valid if the factor loading value is> 0.5 (Hair, 2010).

Table 3.
Standardized Loadings Value

Indicator	Social Media Marketing	Destination Image	Visiting Interest	Visiting Decisions	Caption
SM1	0.666				Valid
SM2	0.640				Valid
SM3	0.642				Valid
SM4	0.589				Valid
SM5	*0.304*				Invalid
SM6	0.573				Valid
SM7	0.671				Valid
SM8	*0.430*				Invalid
SM9	*0.456*				Invalid
SM10	0.687				Valid
SM11	*0.487*				Invalid
SM12	*0.356*				Invalid
DI1		0.554			Valid
DI2		*0.405*			Invalid
DI3		*0.320*			Invalid

DI4	0.695			Valid
DI5	0.709			Valid
DI6	0.535			Valid
DI7	*0.445*			Invalid
DI8	0.810			Valid
DI9	*0.327*			Invalid
MB1		*0.344*		Invalid
MB2		*0.421*		Invalid
MB3		0.718		Valid
MB4		0.682		Valid
MB5		0.677		Valid
MB6		0.680		Valid
MB7		*0.368*		Invalid
MB8		0.540		Valid
MB9		*0.403*		Invalid
KB1			0.581	Valid
KB2			*0.446*	Invalid
KB3			0.523	Valid
KB4			0.653	Valid
KB5			*0.435*	Invalid
KB6			0.687	Valid
KB7			0.671	Valid
KB8			*0.314*	Invalid
KB9			*0.459*	Invalid
KB10			*0.316*	Invalid
KB11			0.660	Valid
KB12			*0.474*	Invalid
KB13			*0.329*	Invalid
KB14			*0.427*	Invalid
KB15			0.719	Valid

Source: Research data processing, 2023

Based on the data in the table above, it can be seen that the indicators on the Social Media Marketing variable are invalid, namely the five items SM5, SM8, SM9, SM11, and SM12 are smaller than 0.50. Likewise, the four indicators on the Destination Image variable, namely DI2, DI3, DI7 and DI9 have a loading factor value smaller than 0.50 so they are said to be invalid. Likewise, in the Visiting Interest variable, four items are invalid, namely MB1, MB2, MB7, and MB9. As well as in the visiting decision variable, there are eight invalid items, namely KB2, KB5, KB8, KB9, KB10, KB12, KB13, and KB14. Thus, the invalid statement items will not be included in the next test.

Discriminant Validity Test

Table 4.
Discriminant Validity Test

	X1	X2	Z	Y
X1	*0.903*			
X2	0.640	*0.916*		
Z	0.640	0.785	*0.914*	
Y	0.398	0.602	0.663	*0.890*

Source: Research data processing, 2023

Reliability Test

Table 5.
Construct Reliability Output

Indicator	Total LF	Total Error	Total LF²	CR	Caption
Social Media Marketing	4.468	0.306	2.863	0.985	Reliable
Destination Image	3.303	0.204	2.235	0.982	Reliable
Visiting interest	3.297	0.207	2.193	0.981	Reliable
Visiting decisions	4.494	0.359	2.912	0.983	Reliable

Source: Research data processing, 2023

Path Analysis

Figure 3.
Structural Model
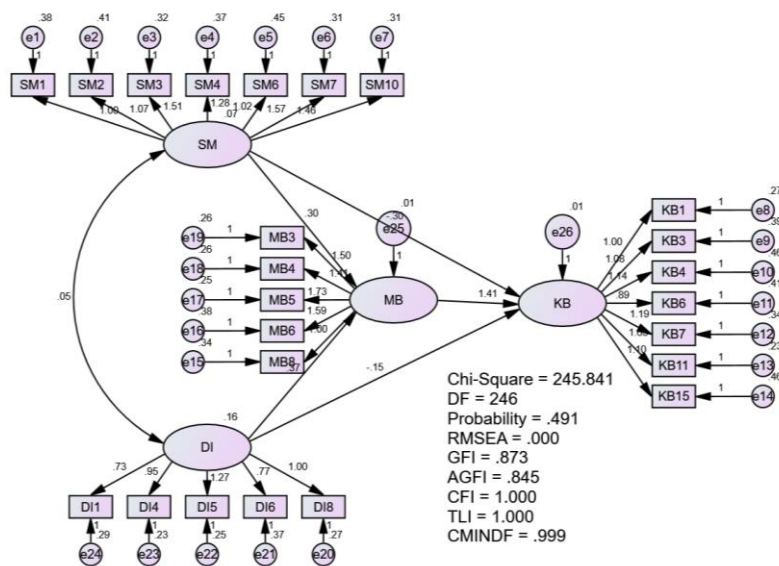
Source: Research data processing, 2023

Table 6.
Hypothesis test

Caption	β	S.E.	C.R.	P	Label	Conclusion
Social Media Marketing → Visiting interest	0,302	0,147	2,055	0,040	Positive significant	Hypothesis Accepted
Destination Image → Visiting interest	0,371	0,121	3,081	0,002	Positive significant	Hypothesis Accepted
Social Media Marketing → Visiting decisions	-0,302	0,252	-1,198	0,231	Negative insignificant	Hypothesis Rejected
Destination Image → Visiting decisions	-0,146	0,248	-0,591	0,554	Negative insignificant	Hypothesis Rejected
Visiting interest → Visiting decisions	1,409	0,703	2,003	0,045	Positive significant	Hypothesis Accepted

Source: Research data processing, 2023

Table 7.
Intervening Test

Caption	β	Sobel Test		Label	Kesimpulan
		t statistic	p-value		
Social Media Marketing → Visiting interest → Visiting decisions	0,425	1,434	0,151	Positive insignificant	Hypothesis Rejected
Destination Image → Visiting interest → Visiting decisions	0,522	1,677	0,093	Positive insignificant	Hypothesis Rejected

Source: Research data processing, 2023

DISCUSSIONS

Social Media Marketing and Interest in Visiting

Positive and significant means that if there is an increase in the use of social media marketing by one unit, visiting interest will increase by 0.302, it can also be interpreted that the use of social media as a tourism promotion media with good management will increase tourist interest in visiting. Tourist interest arises from seeing content on social media plus if the content presented presents good quality images. The involvement of social media account owners with the theme of tourist destinations can also increase tourist interest, by opening the comments column tourists will easily interact with fellow users, and in the comments are also often used as a place to find additional information about the promoted tourist destinations. This is supported by research by Satria Nugraha and Adialita (2021) which says that Instagram accounts must be able to visualize a story through information messages, respond to a matter, make each user comfortable with the message conveyed in each upload, how an account can collaborate to build information between each participating user in order to make everything effective and efficient, and maintain the relationship of each user so that there is continuous harmony. The results of

this study are in line with Setyawan (2021) , namely that the better the use of social media marketing, the more interest in visiting will also increase. In addition, this research is also supported by the research of Tungka et al (2020), Arief and Millianyani (2015), and Sholika, (2019) which state that social media marketing can influence interest.

Destination Image and Interest in Visiting

It can be concluded that the destination image variable has a positive and significant effect on visiting interest. Positive and significant means that if there is an increase in destination image by one unit, the interest in visiting will increase by 0.371. This means that the destination image in Mandalika SEZ can be said to be able to influence a person's interest in visiting. Mandalika SEZ has environmental conditions that support tourism activities with natural beauty and a natural environment even though there is currently a lot of development such as the presence of the Mandalika International Circuit, but this can actually increase the attractiveness of Mandalika SEZ. In addition to its uniqueness, Mandalika SEZ also offers many tourist attractions, namely being a place for international events based on sports tourism, one of which is WSBK and MotoGP. In addition, there are other tourist attractions, namely bike riding, snorkeling, surfing, hot air ballooning, and paragliding. So that it raises the interest of tourists to visit. When the image of a tourist destination is good, tourists have the view that if they visit that place they will get pleasure while on vacation or unwind at that destination (Agusti et al., 2020).
The results of this study are also supported by the results of research conducted by Suwarduki et al (2016), Setyawan (2021), Lien et al (2015) and Agusti et al (2020) which reveal that destination image affects visiting interest.

Social Media Marketing and Visiting Decisions

It can be concluded that social media marketing variables have no effect on visiting decisions. Negative insignificant means that if social media marketing increases by one unit, the visiting decision variable will decrease by -0.302. This shows that social media accounts that are about tourist destinations on Lombok Island are not able to directly influence tourist decision making to decide to visit Mandalika SEZ. In the decision-making process, of course, many considerations are made before deciding to visit, it is possible that tourists who visit Mandalika SEZ do not only use social media as a tool in making their decisions but must make other considerations.

The results of this study are in line with research conducted by Nurrokhim and Widyastuti (2021) which states that social media marketing does not always affect consumer purchasing decisions because not all consumers pay attention to the content of promotions through social media but consumers tend to buy products based on their desire for the product, so even though the product has been promoted through social media, it does not make consumers buy the product but consumers have their own desire to own the product. In addition, relevant research also conducted by Galang et al (2020) says that the absence of the influence of social media marketing on decisions can be due to consumers seeing social media marketing products but in determining consumer decisions using other attributes.

Destination Image on Visiting Decisions

The results show that the negative is not significant, which means that if the destination image increases by one unit, the visiting decision variable will decrease by -0.146 and the p-value is 0.554. This can happen because the destination image owned by Mandalika SEZ which is embedded in the minds of tourists has not been able to encourage

tourists to make visiting decisions because the perceptions or feelings that tourists believe are certainly not able to make someone to carry out traveling activities, to carry out traveling activities, of course, based on many considerations such as distance, preparing time and preparing funds.

The results of this study are relevant to research conducted by Suwarduki et al (2016) which states that the destination image attached to Indonesian tourism is unable to directly influence the visiting decisions of domestic tourists, so it is concluded that domestic tourists do not only consider the image of tourism, but rather consider other things before making a visiting decision. The same thing was also found by Lubis and Hidayat (2017), which revealed that image has no effect on purchasing decisions.

Visiting Interest and Visiting Decisions

Interest in visiting has a positive and significant effect on visiting decisions. Based on the test results conducted, the results obtained are the critical ratio (C.R) value of 2.003. Positive and significant means that if there is an increase in visiting interest by one unit, the visiting decision will increase by 1.409. This means that visiting interest is able to influence the decision to visit tourists, with the emergence of this interest which is a strong impetus for individuals to carry out traveling activities. The higher the interest possessed by tourists, the higher the level of tourist visits made.

The results of this study are in line with research conducted by Nasar (2021) which states that visiting interest has a positive influence on visiting decisions, if the interest of tourists in visiting increases, it has an impact on increasing tourist visiting decisions. The same thing was also found by Rakhmawati et al (2019) and Putri (2017) which revealed that interest can influence consumer decisions.

Social Media Marketing on Visiting Decisions with Visiting Interest as an Intervening Variable

Social media marketing has a positive and insignificant effect on visiting decisions through visiting interest as an intervening variable. Based on the test results conducted, the results obtained are the t value of 1.434. Positive insignificant means that between social media marketing variables and visiting decisions through visiting interest has a positive relationship, meaning that if social media marketing increases by one unit, visiting decisions will also increase by 0.425. This means that visiting interest is proven to be unable to be intervening or unable to influence tourists in Mandalika SEZ to make visiting decisions. The decision to visit tourists can be influenced by other factors outside of this study. It is likely that tourists have various considerations when deciding to travel. When viewed from its direct influence, social media marketing is able to influence visiting interest, and visiting interest is able to directly influence visiting decisions. This can happen because tourists who have visited Mandalika SEZ do not attach importance to promotions on social media in the decision-making process for tourism, so they can make spontaneous tourist visits because they already know how Mandalika SEZ is. Something similar was also found by Hutri and Yuliviona (2022) that buying interest has a negative effect on buying decisions. This means that interest does not always affect a person's decision to visit.

Destination Image on Visiting Decisions with Visiting Interest as an Intervening Variable

Destination image has a positive and insignificant effect on visiting decisions through visiting interest as an intervening variable. Based on the test results conducted, the results obtained are the t value of 1.677. Positive insignificant means that between destination image variables and visiting decisions through visiting interest have a positive relationship, meaning that if the destination image increases by one unit, the visiting decision will also increase by 0.522. This means that visiting interest is not able to be intervening between destination image and visiting decisions. However, visiting interest is able to have a direct influence on each destination image variable and visiting decisions. Similar research was conducted by Hutri and Yuliviona (2022) who said that most consumers who already have trust in the brand will immediately decide to buy a product without looking again at how the product's brand image is. If it is related to visiting decisions, it means that tourists who have frequently visited Mandalika SEZ are not only concerned with the image of Mandalika SEZ when going on a tourist visit.

The results of this study are in line with research conducted by Konjongian et al (2019) which states that brand image has no significant effect on purchasing decisions through purchase intention. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated into several choices, then in the end consumers make a purchase by choosing an alternative that they like the most or the process consumers go through to buy a good or service based on various considerations (Kurniasari and Budiatmo, 2018).

Considerations in making visiting decisions, of course, not only see the destination image of Mandalika SEZ but tourists must also consider the availability of funds for travel because based on the results of the answers of respondents who chose to prepare funds before visiting had a score of 4.47 which shows that this is one of the very important consideration factors for tourists.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Social media marketing has an effect on visiting interest. Destination image affects the interest in visiting. Social media marketing has no effect on visiting decisions. Destination image has no effect on visiting decisions. Based on the test results of the influence of intervening variables using the sobel test, it shows that social media marketing has a positive and insignificant effect on visiting decisions through visiting interest. Destination image has a positive and insignificant effect on visiting decisions through visiting interest.

Suggestions

For the Government, it is expected to continue to improve and increase the availability of facilities to support tourism activities and continue to develop tourist attractions in Mandalika SEZ if there are limited funds, it is necessary to attract investors. For business actors in Mandalika SEZ, it is expected to utilize the use of social media marketing consistently and use the right strategy by understanding the intended target market to improve the destination image in order to create a high interest in visiting tourists so as to attract tourist visits. For the manager of tourist attractions in Mandalika SEZ, it is hoped that they will always maintain the cleanliness of existing facilities so that tourists who visit feel comfortable when visiting, and add trash bins around tourist

attractions. Researchers expect future research related to social media marketing, destination image, visiting interest and visiting decisions to further expand the scope and deepen the research, related to location, population, sample, and so on. This will certainly strengthen the theories and findings of previous researchers related to these variables.

REFERENCE

Agusti, M., Utari, W., & Mardi W, N. (2020). Analisis Pengaruh Promosi Dan Citra Destinasi Terhadap Minat Berkunjung Dengan Kepercayaan Sebagai Variabel Perantara (Studi pada Wisatawan Desa Wisata Energi Migas Teksas Wonocolo di Bojonegoro). *Jurnal Mitra Manajemen*, *4*(5), 804–818. https://doi.org/10.52160/ejmm.v4i5.397

Amanda Putri, S. (2017). *Pengaruh konten post Instagram terhadap online Engagement "Studi Kasus Pada Lima Merek Pakaian Wanita"*. nstitusi Teknologi Sepuluh November.

Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Dampak Kesadaran Merek dan Pemasaran Konten Media Sosial terhadap Keputusan Pembelian Konsumen. *Jurnal Nilai Publik Dan Wawasan Administrasi (JPVAI)*, *2*(2), 5–10.

Antaranews.com. (2022). Pariwisata di Lombok diprediksi terus meningkat usai gelaran MotoGP. *Antara News*.

Arief, G. M., & Millianyani, H. (2015). *Pengaruh Social Media Marketing Melalui Instagram Terhadap Minat Beli Konsumen Sugar Tribe*. *20*(2), 2581–2587.

Arif., M. (2021). Pengaruh Social Media Marketing, Electronic Word Of Mouth (EWOM) Dan lifestyle Terhadap Keputusan Pembelian Online. *SiNTESa Seminar Nasional Teknologi Edukasi Sosial Dan Humaniora*, *1*(1), 111–122.

Artuger, S., Cetinsoz, B. C., & Kilic, I. (2013). The Effect of Destination Image on Destination Loyalty: An Application InAlanya. *European Journal of Business and Management.*, *5*(13).

Ati, M., & Sri, W. (2016). Pengaruh E-WOM Terhadap Keputusan Berkunjung Ke Tempat Wisata Di Kota Bandung. *Junal Manajemen Indonesia*, *Vol.16*(No.2), 95–103.

Cahyono, A. S. (2016). Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat di Indonesia. *Publiciana*, *9*(1), 140–157. https://doi.org/https://doi.org/10.36563/publiciana.v9i1.79

Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, *36*, 269–278. https://doi.org/10.1016/j.tourman.2012.11.015

Dinas Pariwisata dan Kebudayaan. (2021). *Jumlah Kunjungan Wisatawan Asing dan Domestik 5 Tahun Terakhir Ke Objek Wisata di Kabupaten Lombok Tengah 2021*. https://sektoral.lomboktengahkab.go.id/dataset-indeks/pariwisata

Fan et al. (2012). Establishing the Adoption of Electronic Word-of-Mouth through Consumers' Perceived Credibility. *International Business Research*, *Vol. 6*(No 3).

Hair, J. F. et al. (2010). *Multivariate Data Analysis* (Seventh Ed). Pearson Prentice Hall.

Hapsara, O. dan A. (2022). Analisis Keputusan Berkunjung Melalui Minat Berkunjung : Citra Destinasi dan Aksesibilitas Pada Geopark Merangin Jambi. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu) Vol. 11 No. 01, Maret 2022 P-ISSN: 2252-8636, E-ISSN: 2685-9424*, *11*(01), 64–76.

Hutri, E. D., & Yuliviona, R. (2022). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Sepeda Motor Suzuki Dengan Minat beli Sebagai Variabel Intervening (Studi Kasus: Pada Pengguna Sepeda Motor di Kota Padang). *Jurnal Manajemen*.

Iblasi, W. (2016). The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on Samsung for Electrical Home Appliances). *International Journal of Managerial Studies and Research*, *4*(1), 14–28.

Isman, I., Patalo, R. G., & Pratama, D. E. (2020). Pengaruh Sosial Media Marketing, Ekuitas Merek, Dan Citra Destinasi Terhadap Minat Berkunjung Ke Tempat Wisata. *Jurnal Studi Manajemen Dan Bisnis*, *7*(1), Inpress. https://doi.org/10.21107/jsmb.v7i1.7447

Jorgensen, L. G. (2004). *"An analysis of a destination's image and the language of tourism."*

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, *54*(3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005

Konjongian, R., Joyce, L., & Tawas, H. (2019). Analisis Pengaruh Word Of Mouth, Iklan Dan Citra Merek Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Smartphone Xiaomi Manado. *Jurnal Riset Bisnis Dan Manajemen*, *Vol 7*(4), 551–566.

Kurniasari, M., & Budiatmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.CO Donuts & Coffee Semarang. *Analytical Biochemistry*, *11*(1), 1–5.

Li, C. I., & Kusuma, R. K. (2020). Deskripsi Citra Destinasi Di Sosial Media Menggunakan Analisa Konten @LabuanBajo. *Jurnal Hospitality Dan Manajemen Jasa*, 12–26.

Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, *20*(4), 210–218.

Lubis, D. I. D., & Hidayat, R. (2017). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan. *Jurnal Ilman*, *5*(1), 15–24. https://doi.org/10.4135/9781412983907.n1598

Maoyan, Zhuunxuan, & Sangyang. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*, *5*(10), 92–97.

Mariyanti, E., Sari, P. E., & Putri, S. L. (2018). Persepsi Konsumen Terhadap Minat Berkunjung Pada Hotel Syariah Di Kota Padang. *Menara Ekonomi*, *IV*(1), 9–17.

Mileva, L. (2018). Pengaruh Social Media Marketing Terhadap Ekuitas Merek. In *Jurnal Studi Komunikasi dan Media* (Vol. 22, Issue 1). https://doi.org/10.31445/jskm.2018.220102

Musay, F. P. (2013). Pengaruh Brand Image Terhadap Keputusan Pembelian. *Jurnal Fakultas Ilmu Administrasi Universitas Brawijaya*.

Nafis, R. (2020). Pengaruh Citra Destinasi dan Kepercayaan Wisatawan Terhadap Keputusan Berkunjung. *Jurnal Ilmu Ekonomi Dan Bisnis*, *8*(1), 40–45.

Nasar, A. (2021). Influence of Electronic Word of Mouth on Destination Image and Their Impact on Visiting Interests and Decisions. *International Conference on Applied Science and Technology on Social Science 2021 (ICAST-SS 2021) Influence*, *647*, 148–153.

Nasution, O. B., & Rohman, I. Z. (2022). *Peran Akun Media Sosial Berbasis Konten Pariwisata*. *8*, 774–789.

Nurrokhim, A., & Widyastuti, E. (2021). Pengaruh social media marketing, online customer review, dan religiusitas terhadap keputusan pembelian konsumen shopee di masa pandemi Covid-19 dengan minat beli sebagai variabel intervening. *Journal of Management and Digital Business*, *1*(2), 122–134. https://doi.org/10.53088/jmdb.v1i2.134

Perkasa, M., Hafiz, A., & Atep, M. (2017). *Branding Kota New York Paling Populer di Instagram. Marketing.Co.Id*. 1–9.

Peter, & Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran* (D. T. Dwiandani, Ed.; Edisi Kese). Salemba Empat.

Pitana, I. G., & Surya, D. I. K. (2009). *Pengantar Ilmu Pariwisata*. Penerbit Andi.

Prasetyo, C. A. (2019). *Pengaru Citra Destinasi Dan E-WOM Terhadap Keputusan Berkunjung yang dimediasi ole Respon Emosional Pada Mulau Pahawang*. Institut Informatika dan Bisnis Darmajaya Bandar Lampung.

Prodjo, W. A. (2015, July 4). Instagram Efektif Menyebarkan Informasi Pariwisata. *Kompas*.

Putra, G. B. S., Kumadji, S., & Hidayat, K. (2015). Pengaruh Citra Perusahaan Terhadap Minat Berkunjung Dan Keputusan Berkunjung (Survei pada Pengunjung Taman Rekreasi PT . Selecta , Kota Batu , Jawa Timur). *Jurnal Administrasi Bisnis (JAB)*, *26*(2), 1–8.

Putri, C. S. (2018). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, *1*(5), 594–603.

Rakhmawati, A., Nizar, M., & Murtadlo, K. (2019). Pengaruh Electronic Word Of Mouth (E-WOM) dan Viral Marketing Terhadap Minat Berkunjung dan Keputusan Berkunjung (Studi Pada Konsumen Kafe Bernuansa Outdoor Di Kota Malang 2019). *Jurnal Sketsa Bisnis*, *6*(1), 13–21.

Retnasary, M., Setiawati, S. D., Fitriawati, D., & Anggara, R. (2019). Pengelolaan Media Sosial Sebagai Strategi Digital Marketing Pariwisata. *Jurnal Kajian Pariwisata*, *1*(1), 76–83.

Santoso, H. N., Widyawati, C., & Adityaji, R. (2021). the Role of the Promotional Video "Wonderful Indonesia: a Visual Journey" on Brand Image and Tourist Visiting Interest To Wakatobi. *Journal of Tourism, Culinary and Entrepreneurship (Jtce)*, *1*(1), 48–60. https://doi.org/10.37715/jtce.v1i1.1799

Satria Nugraha, A., & Adialita, T. (2021). Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan. *Jurnal Akuntansi, Keuangan, Dan Manajemen*, *2*(3), 195–212. https://doi.org/10.35912/jakman.v2i3.381

Semuel, H., & Lianto, A. S. (2014). *Analisis EWOM, Brand Image, Brand Trust, dan Minat Beli*. *8*(2), 47–54. https://doi.org/10.9744/pemasaran.8.2.47-54

Setyawan, A. (2021). Pengaruh Social Media Marketing, Citra Destinasi Dan Aksesibilitas Terhadap Minat Berkunjung (Studi pada Objek Wisata Dusun Semilir Bawen) [Universitas Muhammadiyah Surakarta]. In *Jurnal Ekobistek*. https://doi.org/10.35134/ekobistek.v9i2.75

Sholika, E. A. (2019). *Pengaruh Media Sosial terhadap Minat Berkunjung Followers (Survei Pada Followers Akun Instagram @Batuflowergarden.cobanrais)*. Universitas Brawijaya.

Social, W. A., & Hootsuite. (2022). *Digital 2022: Another Year Of Bumper Growht*. https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/

Sumarwan, U. (2014). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Ghalia Indonesia.

Sun, X., Chi, C. G., & Xu, H. (2013). Developing Destination Loyalty: The Case of Hainan Island. *Journal Tourism Research*, *43*, 547–577.

Suwarduki, P. R., Yulianto, E., & Mawardi, M. K. (2016). Pengaruh Electronic Word of Mouth Terhadap Citra Destinasi Serta Dampaknya Pada Minat dan Keputusan Berkunjung. *Jurnal Administrasi Bisnis (JAB)*, *37*(2), 1–10.

Tungka, D., Lionardo, M. M., Thio, S., & Iskandar, V. (2020). Pengaruh Social Media Marketing Pada Instagram Terhadap Minat Beli Chatime Indonesia. *Jurnal Hospital Dan Manajemen Jasa*, *8*(2), 77–87.

Warpindyastuti, L. D., & Sulistyawati, M. E. S. (2018). Pemanfaatan Teknologi Internet Menggunakan Media Sosial Sebagai Sarana Penyebaran Informasi dan Promosi Pada MIN 18 Jakarta. *Widya Cipta*, *2*(1), 91–95.

Zanjabila, R., & Hidayat, R. (2017). Analisis Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Bandung Techno Park (Studi Pada Pelanggan Bandung Techno Park 2017). *E-Proceedings of Applied Science*, *3*(2), 368–375.