

The Impact of Social Media and City Branding on Tourist Visiting Decision (Case in Boyolali District)

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Abstract. This study aims to analyze the influence of Social Media Promotion and City Branding on Decisions to Visit Attractions (Study on @dolanboyolali Instagram Followers). The sample in this study were 130 respondents. This study collected the data through questionnaires. The sampling technique was the nonprobability sampling method, namely convenience sampling. To analyze the data this study used multiple linear regression analysis. The results of this study indicated that the promotion of social media and city branding have significant impact on the decision to visit tourist attractions.

Keywords: Promotion of Social Media, City Branding, Visiting Decisions.

1 INTRODUCTION

Indonesia is a country that is recognized having variety of ethnicities, religions, cultures and language and natural resources. This natural resources as well as culture can be managed to bring the prosperity for people in this country. The business activities that are match with this resources are tourism industry.

The tourism industry is one promising sectors that have a significant contribution for national economy. According to the Law of the Republic of Indonesia Number 10 of 2009 Article 3, states that Tourism functions to meet the physical, spiritual and intellectual needs of every tourist by recreation and travel and to increase state income to realize the welfare of the people.

Realizing the progress of existing tourism can not be separated from promotion strategy in various regions. Internet provide opportunity to determine travel decision making for tourists [1]. Social media through internet technology, have a significant role for promoting goals [2]. The development social media can help organization and business entities to promote their products, including tourism. Diverse social media makes it easy for users to choose. The role of social media is increasingly recognized in the Internet in the context of tourism, which is believed to be information intensive industry highly dependent on effective communication [3].

In addition to promotion through social media, city branding also plays a role in attracting tourists to come to the city. City branding is a new strategy that developed in recent years that is integrated in regional development to improve the competitiveness of a city or region in the face of global competition. City branding is one of the strong positioning strategies so that a country, province, city or district can be widely known throughout the world. City branding will highlight the identity and character of an area or region, so that it will create a comparative advantage. In addition, if managed in a planned and structured and sustainable manner, city branding will also create competitive advantages in the region or region [4].

City branding is a process or effort to form a brand of a city to facilitate city owners or managers in introducing the city to the target market (investors, tourists, talent, events) by using positioning, slogan, icon, exhibition, and various media [5]. City branding, is part of urban / urban planning through various efforts to build differentiation and strengthen the identity of the city in order to attract tourists, increase capital, reliable human resources, and improve the quality of relationships between citizens and cities [6].

City branding has a significant effect on interest in visiting. Improving the quality of the city of Surabaya with the presence of City branding which is not only a tagline can significantly attract

tourists to visit the city of Surabaya [5]. Another study, shows that there is a significant influence of city branding with the decision to visit [7]. City branding is brand name strategy that have function to introduce the city into the market. One of city branding goals is to attract investors and tourists [8].

Instagram is one of the applications that is widely used to promote tourism. One of the simple innovations that can be done to increase promotion is by conducting interactive promotions through the delivery of messages on social media [9]. Basically the decision to visit is a decision taken by someone before visiting a place or region by considering several factors [7]. The purchase decision making process is a step-by-step process used by consumers when purchasing goods or services consisting of the introduction of needs, information search, alternative evaluations, and purchases.

Based on the background description above, this study aims to: 1) Determine the effect of social media promotion on tourist visiting decisions and 2) Determine the effect of city branding on tourist visiting decisions.

2 RESEARCH METHOD

This type of thesis research is quantitative research. This research consists of Social Media Promotion and City Branding as independent variables and Visiting Decisions as dependent variables. The population in this research is Instagram followers @dolanboyolali. The sampling technique used is nonprobability sampling technique. Samples taken or used totaled 136 respondents. The data used in the study are primary data sourced from questionnaires. The data analysis method used is the Multiple Linear Regression Test. Data collection methods used were through field studies in the form of a personal questionnaire. The questionnaire is the collection of data obtained through the distribution of a list of statements compiled systematically to respondents. Respondents were measured using a Likert Like 5 scale to facilitate data processing.

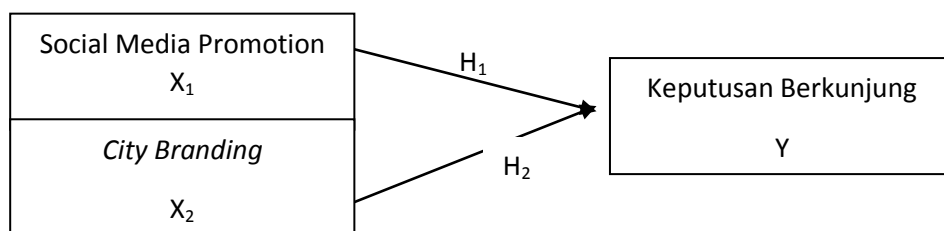


Figure 1. Research Model

In this study there are three research variables, namely two independent variables and one dependent variable. independent variables in this study are promotion and city branding. The dependent variable is the decision to visit

3 RESULT FINDING

In this study, the questionnaire was distributed via Google form, to a total of 130 respondents. Respondents in this study are Instagram followers Dolan Boyolali who has accessed the @dolan boyolali account. When viewed from the proportion of sexes, 40.8% are male and 59.2% are female. In terms of age, the age of 17-19 years is 8.5%, 19-22 years is 76.2%, and the rest is in the range of 23-25 as much as 15.4%.

The table 1 relates to the activities of respondents in using the Instagram application a day. Respondents' answers vary from less than 1 hour, between 1-2 hours, 2-3 hours and more than 3 hours. The results were quite surprising, because most respondents accessed Instagram more than 3 hours (32.3%). This shows that the closeness of respondents with this application is very close, so that it takes a considerable amount of time to access Instagram.

Table 1. The duration of using Instagram in a day

The length of acces Instagram in a day	The number of respondent	Percentage (%)
<1 hour	35	26.9
1-2 hour	25	19.2
2-3 hour	28	21.5
>3 hour	42	32.3
Total	130	100

Source: primary data collection

The table 2 illustrates how long the respondent has known and used the Instagram application. In general, the Instagram application has long been known and used by respondents. Respondents who answered less than 1 year were 9 people (6.9%), between 1-2 years there were 16 people (12.3%), between 2-4 years there were 44 people (33.8%). Most respondents have used Instagram for more than 4 years (61 people or 46.9%).

Table 2. The Experience of using Instagram Application

Experience using Instagram	The number of respondet	Percentage (%)
<1 years	9	26.9
1-2 years	16	19.2
2-4 years	44	21.5
>4 year	61	32.3
Total	130	100

Source: primary data collection

3.1 Classical Assumption Test

Normality testing is carried out with the Kolmogorov Smirnov Test One Sample by looking at the 0.05 significance level asymp sig (2-tailed). The normality test results in Table 1 show the asymp sig (2-tailed) value is greater than 0.05 which is 0.835. These results can be concluded that the data are normally distributed.

Table 3. Normality Test

Keterangan	Unstandardized Residual
Kolmogorov-Smirnov Z	0,621
Asymp. Sig. (2-tailed)	0,835

Source: primary data collection

Table shows that each variable has a VIF value below the number 10 and has a tolerance value above 0.10. Thus it can be stated also that this regression model does not occur multicollinearity

Table 4. Multicollinearity Test

Variabel	Tolerance	VIF	Keterangan
Sosial Media Promotion	0,599	1,670	No Multicollinearity
<i>City Branding</i>	0,599	1,670	No Multicollinearity

Source: primary data

In this study the method used to test heteroscedasticity is the Spearman test. Based on the results shown in table 3 shows that all independent variables showed a p value greater than 0.05, so it can be concluded that all the independent variables did not occur heteroscedasticity problems. Based on the results of data processing using multiple linear regression with the SPSS 20.0 program, the regression equation can be arranged as follows

Table 5. Heteroskedasticity test

Variable	Probability	
Sosial Media Promotion	0,086	No Heteroskedasticity
<i>City Branding</i>	0,208	No Heteroskedasticity

Source: primary data

Based on the results of regression testing with the help of the SPSS 20.0 program, a t count value of 7.561 was obtained with a sig value. 0,000 which is less than 0.05. Therefore, there is a significant influence of city branding on visiting decisions. So the second hypothesis which states that city branding has a significant effect on the decision to visit is proven true.

Table 6. Regression Testing

	Unstandardized Coefficients	Standardized Coefficients	T	Sig	
	B	Std. Error			Beta
(Constant)	-0,671	1,324	5,993	0,00	
Promosi Media Sosial	0,426	0,071	0,398	5,993	0,000
<i>City Branding</i>	0,367	0,049	0,502	7,561	0,000
F	125,661				
R Square	0,664				

Effect of Social Media Promotion on Visiting Decisions, the results of regression research with the help of SPSS 20.0 obtained a t count of 5.993 with sig. 0,000 which is less than 0.05. Therefore there is a significant influence of social media promotion on visiting decisions. So the first hypothesis which states that the promotion of social media has a significant effect on visiting decisions is proven true.

F test was conducted to determine the effect of independent variables namely Social Media Promotion (X1) and City Branding (X2) on the dependent variable, namely the Visit Decision (Y). Based on the results of testing with the help of the SPSS 20.0 program, the Fcount value of 131,946 with a sig value was obtained. = 0,000. This shows that the variables of social media promotion and city branding simultaneously or jointly affect the decision of visiting.

The coefficient of determination test aims to determine the relationship between the variable Social Media Promotion and City Branding. The calculation results for the value of R square (R2)

obtained the number 0.675 or 67.5%, which means that social media promotion variables and city branding (independent variables) can explain the variation in the dependent variable namely the decision of visiting by 66.4% while the rest (100% - 66.4% = 33.6%) explained by other factors not included in this regression model.

4 CONCLUSION

Based on the results of research and discussion, it can be concluded that the promotion of social media and city branding has a significant influence on visiting decisions. For further research it is better to use a larger number of samples, this aims to obtain consistency and accuracy of the results of research conducted. The variables used for further research should use a more diverse variable apart from the promotion of social media and city branding can also use the variable attraction, motivation, price, and tourist facilities.

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