

THE INFLUENCE OF SOCIAL MEDIA MARKETING, TOURISM FACILITIES AND CUSTOMER SATISFACTION ON THE INTEREST OF RE-VISITING TOURISTS IN MEPAR CAMPING TAKENGON

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Abstract

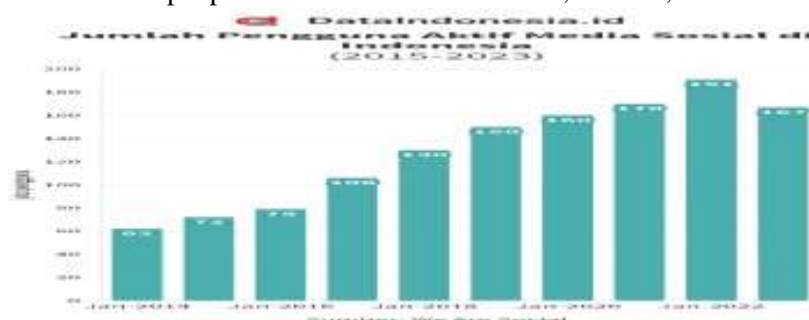
This research aims to determine the influence of social media marketing, tourist facilities, customer satisfaction on the interest in returning tourists to Mepar camping Takengon. The population in this study were tourists who visited Mepar Camping Takengon. The data for this research uses a questionnaire as a data collection instrument. This research uses a quantitative approach using the statistical tool SPSS (Statistical Package For The Social Sciences). The number of samples used in this research was 100 respondents and the sampling technique in this research used the lemeshow formula. The analysis used is the multiple linear regression test and coefficient of determination, while the hypothesis test uses the T test. The results of this study show that partially social media marketing has a positive and significant effect on interest in repeat visits, tourism facilities partially have a negative and insignificant effect on Interest in repeat visits and customer satisfaction partially have a positive and significant effect on interest in repeat visits. The Adjusted R Square value is 45.7% while the remaining 54.3% can be explained by other variables not examined in this study.

Keywords: Social media marketing, tourist facilities, customer satisfaction, interest in repeat visits

INTRODUCTION

Indonesia is a country that has vast islands and is famous for its natural beauty which has enormous tourism potential, because this country has very large islands from Sumatra to Papua, Indonesia has various kinds of tourism with Indonesia's land area of 1.9 million km² according to data from the Central Statistics Agency (2021). Indonesia has a rich culture, folk arts and natural beauty that includes tropical islands, majestic mountains and marine biodiversity, making Indonesia a tourist destination that attracts many tourists from all over the world. In addition, the diversity of cultures, traditions, languages and historical heritage provides a rich additional dimension to the tourist experience in Indonesia. Tourism has the ability to improve community welfare and regional development. Tourism can be a source of support for the progress and income of a region.

According to Riani (2021), Tourism is a term used to describe the type of travel undertaken by individuals or groups of individuals to certain locations that are considered tourist attractions, to have fun, to develop, or to discover the attractions of a place in a short time. Tourism is a recreational or relaxation activity with the aim of increasing the balance of human life through satisfaction (Wisnawa et al, 2021). Tourism has its own attraction so that people in Indonesia are starting to take advantage of natural beauty and are competing to improve the regional tourism sector by starting to introduce tourism via the internet, one of which is social media. Social media is an online platform that allows people to connect with each other, interact, and share content.



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From the data above, it is clear that in January 2023, there will be 167 million active social media users in Indonesia. The number of internet users in Indonesia is recorded as 212.9 million people using the internet, or 60.4% of the population. At the beginning of the year, the number of internet users continued to increase by 3.85% from the same period the previous year. To get internet access, 98.3% of the population uses mobile phones. The average number of internet users in Indonesia uses the internet for 7 hours 42 minutes every day. To reach more customers, marketers use *social media marketing*. Made et al., (2021) says that social media marketing is a type of marketing that uses users involved in social media to market products, services or brands. Social media marketing is not only used for marketing but also for friendship, entertainment media and information media. Information media for tourist attractions usually provides information about tourist locations, images, video content and tourist facilities. Because of the many facilities in the tourist area, many tourists are interested in visiting it. Before going on a tourist trip, some people usually want to know the facilities. (MRN Irawan et al., 2021).

According to Shakti & Manvi (2023) Tourist facilities are facilities with the aim of providing services and facilitating all activities carried out by tourists to gain experience while on holiday. Tourist facilities must be provided by service providers so that tourists can use and enjoy them or Customer Satisfaction (Marcelina et al., 2018). Visitor satisfaction is the perceived result of a purchase or regular use of goods or services that meet expectations, Saniantara & Trianasari customer desires and needs (2023). This is also supported by Susetyarini & Masjhoer (2018) who revealed that Customer Satisfaction is a measure of the success of a tourist attraction. Satisfied tourists will make repeat visits and share their experiences (Primadi et al., 2021). Tourists who get satisfaction from their tourist location will have the desire to return and visit again, this is known as repeat visit interest (Gustina et al., 2019). In the context of tourism, The success of a tourist attraction can be measured through interest in repeat visits (Suhartapa & Sulisty, 2021). Currently, traveling has become an important thing to do away from busy daily activities. Traveling has many benefits and is important for life, such as recreation and relaxation, education and learning, strengthening relationships, developing skills, and improving physical health.

Currently, a lot of new tourism is emerging through social media because people are aware of the use of local natural beauty to support regional development and income, one of which is in the province of Aceh. According to the 2021 Central Statistics Agency census, there are around 5,333,733 people living in Aceh province and this will increase to 5,515,839 people in 2023. This province has an area of around 57,956.00 km². Aceh is one of the provinces that is often visited by domestic and foreign tourists because of its many interesting tourist attractions. Head of the Aceh Culture and Tourism Service (Disbudpar) in 2023 said that Aceh has cultural and tourism potential consisting of 739 tourist attractions. Aceh has many interesting tourist destinations including beaches, majestic mountains, historical tourism, cultural tourism, lakes and hot springs. This is what keeps tourists going increases every year from within and outside the country so that tourism actors create good and safe tourism for tourists who want to visit, one of which is the people of Aceh, especially in Central Aceh district, Takengon.

Takengon is a small city in Aceh province which only has 14 sub-districts. Takengon is known as the city above the clouds because The Takengon plateau stands approximately 1200 meters above sea level. This district is not only famous as a coffee producing district but also famous for Lut Tawar Lake which is in the middle of green mountains. Takengon has various kinds of tourist attractions in each sub-district. Serambi.news said that The number of tourists coming to Central Aceh in 2022 will increase by 80% compared to the previous year. With the addition of more tourists, of course the community's economy will also continue to grow, especially for businesses in the tourism sector and the surrounding community. TribunGayo.com (2023) also said that usually during weekend holidays, the city of Takengon is filled with tourists who want to enjoy the sensation of camping in the middle of nature. Takengon has many camping spots that must be visited, with views The lake is in the middle of the mountains and the cool atmosphere makes tourists often visit the tourist attractions in Takengon, one of which is "Mepar Camping Takengon"

Mepar camping is one of the most popular night tours currently. Mepar camping is located at Jl. Cross Sumatra, Kebayakan District, Central Aceh Regency, Takengon. Mepar camping is one of the camping spots that is often visited by tourists who want to experience the night atmosphere in the city of Takengon. What differentiates Mepar camping from other camping tours is the completeness of the facilities and several camping packages ranging from regular to VIP packages. Mepar camping introduces and promotes its tourism through several social media platforms such as Instagram, Tiktok and Facebook. Mepar camping also offers attractive facilities at affordable rates starting from 100,000 to 300,000/person depending on the desired camping package. Camping package prices can change because Mepar camping often provides discount prices for tourists every month and at every event such as Eid holidays, New Year, Takengon city's birthday and so on. This price includes entrance tickets to the location, vehicle parking and other facilities.

The facilities provided are a camping site, tent with a capacity of four people, mattress, parking area, prayer room, toilet, cellphone charging point, lighting in the campsite area, bathroom, dinner and morning, campfire, mineral water, corn and sausages as well as 24 hour visitor security at Mepar camping. Apart from that, around the Mepar camping location there is also speedboat rental available at a rate of 20,000 for adults and 10,000 for children. This speedboat rental is so that visiting tourists can experience traveling around the lake by enjoying the beauty of Lut Tawar Lake. Mepar camping provides camping equipment rental such as blankets, sleeping pillows, grilling equipment, mats, firewood and others. Mepar camping also has various kinds of camping packages such as BBQ corn & sausage packages, grilled chicken packages, grilled fish packages, suckling goat packages, VIP & white water rafting packages as well as outbound and family gathering packages. This is one of the factors that attract tourists to experience night tourism at Mepar camping, which is equipped with complete facilities and various camping equipment rentals so that tourists are interested in traveling with family, friends or close friends.

Based on the above background, the phenomenon that occurred in this research is that the number of tourist interest in repeat visits has continued to increase since 2017 until now. The owner of Mepar camping said that since 2017 camping equipment has continued to increase due to increasing tourist visits, not only that in 2017 the owner of Mepar camping only managed the place himself without the help of employees who work at Mepar camping and since 2017 tourists started interested in visiting Mepar camping until now. The number of permanent employees at Mepar Camping is currently 5 people and usually on Eid holidays or New Year the number of employees increases by 10 people. It is not surprising that Mepar camping is visited by many tourists and repeat visits also often occur because Mepar camping is a camping site which is only about five minutes from the city of Takengon, with complete facilities and security as well as beautiful views which make Mepar camping busy with tourists. .

LITERATURE REVIEW

Social Media Marketing

A new type of marketing known as social media marketing is marketing that uses social media platforms to market products and services with the aim of reaching out to interact and establish relationships with the target audience. According to Permatasari et al., (2020) Marketing that uses social media is called social media marketing to sell, introduce and attract customers' attention to goods, services, brands or others. Syahputra et al. (2021) supports this idea by stating that social media marketing can use one or more social media platforms depending on the target audience and platform preferences.

Tourist Facilities

SS Irawan & Albanna, (2022) Facilities are physical facilities that must be provided before a service is provided to visitors. Besides that Sarim & Wiyana, (2017) also think that Tourist attractions are also referred to as tourism centers, which can be defined as businesses that provide services to visitors at tourist locations directly or indirectly which are highly dependent on tourist travel activities. Meanwhile, Suherlan & Hidayah, (2021) said that most tourist destination facilities are used by visitors to provide a quality experience to visitors, such as places to eat, information centers and

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accommodation. In the service business. The condition of the facilities is very important because the visitor experience is very influential. As a result, the current state of the facilities, the cleanliness of the facilities and the completeness of the interior and exterior design must be prioritized. (Saptiany et al., 2024).

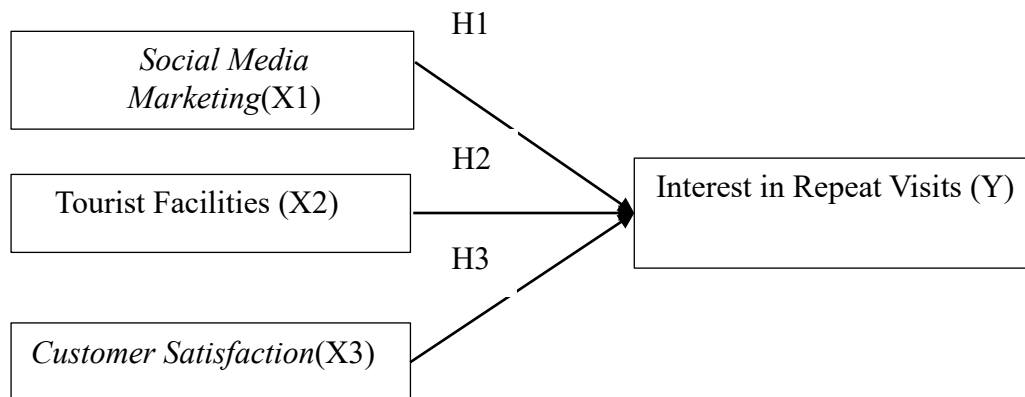
Customer Satisfaction (Visitor Satisfaction)

Tjiptono & Candra (2020) argue that visitor satisfaction can be defined as the achievement of expected desires. It's the same with opinions Lena et al., (2021) which states that visitor satisfaction results from an evaluation of goods or services that allows total satisfaction that can be felt by customers to fulfill their desires. Visitor satisfaction is overall satisfaction (overall satisfaction) namely general feelings of satisfaction or dissatisfaction with the goods or services (Fitriya, 2023)

Interest in Repeat Visits

According to Syaiful et al., (2023) Having the desire or urge to visit a place that has already been visited is known as revisit interest. In line with research by Normalasari et al (2023) The feeling that encourages someone to revisit a place is revisit interest. Positive perceptions or experiences about the attractiveness of tourist attractions usually lead to a desire to visit again. (Salma et al 2022).

Conceptual Framework



Hypothesis

- H1: It is suspected that the Social Media Marketing variable has a positive influence on the interest in returning tourists to Mepar camping Takengon
- H2: It is suspected that the Tourism Facilities variable has a positive effect on the interest in returning tourists to Mepar Camping Takengon
- H3: It is suspected that the Customer Satisfaction variable has a positive effect on the intention to revisit tourists at Mepar Camping Takengon

IMPLEMENTATION METHOD

Research Objects and Research Locations

The objects of this research are tourists who have visited Mepar camping which is located on Jalan Lintas Sumatra, Mendale, Kebayakan District, Central Aceh Regency, Takengon

Research Types and Designs

This type of research is quantitative research, namely research that aims to test theories, find generalizations that have predictive value, and show how variables interact with each other, Sugiyono, (2019). The purpose of this research is to determine the influence of social media marketing, tourist facilities and customer satisfaction on research samples, research variables, data collection methods, valid and accurate research tools, and data analysis.

Population and Sample

According to Supardi (2016) Population is a group of people or subjects who will be observed or examined in a certain area and time. The population in this study were tourists who visited Mepar Camping Takengon, the number of which is not known with certainty. According to Sugiyono (2019) stated that The sample must be representative or representative of the population, because the sample is a characteristic component of the population. The sampling method in this research used the Non-Probability Sampling method with Purposive Sampling technique.

According to Sahir (2022) Non-Probability Sampling is a sampling method not everyone in society has the same opportunities or possibilities. Meanwhile, sampling using the Purposive Sampling technique is a sampling technique that is based on certain considerations. The samples taken by researchers were based on criteria created by researchers (Asari et al, 2023). Tourists who have visited Mepar camping Takengon can be used as samples for this research. Because the study population is unknown or very large, the Lemeshow formula can be used to calculate the sample size.

Method of collecting data

In this research, researchers used primary data to collect data by distributing questionnaires to tourists who had visited Mepar Camping Takengon.

Variable/Instrument Measurement

Sugiyono (2017) states that a questionnaire is a data collection method where respondents are given a number of written questions. In this research, this questionnaire was used as data collection to measure the influence of these variables. The data collection technique was given to respondents through a questionnaire or list of questions related to social media marketing, tourist facilities, customer satisfaction, and tourist interest in repeat visits.

Data Measurement Scale

In this research, a Likert scale was used to distribute data to respondents. where the author will create a questionnaire by providing an assessment for each instrument, which will then be handled using a Likert Scale. Sugiyono (2019) explains that the Likert scale is Individual or group views, opinions and perspectives on social events can be measured using a Likert scale.

RESULTS AND DISCUSSION

Results

Validity test

The validity test is carried out by looking for the value from the r table. The formula for determining the value is $Df = n - 2$, which means n is the number of respondents, namely 100 respondents. So $Df = 100 - 2 = 98$. If the significance is 5% it is 0.196, the conditions for assessing the validity test are as follows:

Table 1
Validity test

Social Media Marketing Variable (X1)			
Statement	r count	r table	Information
1	0.786	0.196	Valid
2	0.705	0.196	Valid
3	0.730	0.196	Valid
4	0.751	0.196	Valid
5	0.698	0.196	Valid
Tourist Facilities Variable (X2)			
Statement	r count	r table	Information
1	0.718	0.196	Valid

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2	0.554	0.196	Valid
3	0.678	0.196	Valid
4	0.641	0.196	Valid
5	0.644	0.196	Valid
6	0.711	0.196	Valid
Customer Satisfaction Variable (X3)			
Statement	r count	r table	Information
1	0.752	0.196	Valid
2	0.776	0.196	Valid
3	0.689	0.196	Valid
4	0.592	0.196	Valid
5	0.600	0.196	Valid
6	0.681	0.196	Valid
Repeat Visit Interest Variable (Y)			
Statement	r count	r table	Information
1	0.737	0.196	Valid
2	0.795	0.196	Valid
3	0.720	0.196	Valid
4	0.666	0.196	Valid

Source: Research results, data processed by SPSS (2024)

From table 1 above it can be concluded that each questionnaire item is valid because the calculated r value is greater than 0.196.

Reliability Test

A construct or variable is considered trustworthy if its Cronbach Alpha value is greater than 0.60. The results of the reliability test of this research with the SPSS program are as follows:

Table 2
Reliability Test
Alpha

Variable	Chronbach Alpha	Standard	Information
<i>Social Media Marketing</i> (X1)	0.786	0.60	Reliable
Tourist Facilities (X2)	0.738	0.60	Reliable
<i>Customer Satisfaction</i> (X3)	0.765	0.60	Reliable
Interest in Repeat Visits (Y)	0.733	0.60	Reliable

Source: Research results, data processed by SPSS (2024)

In table 2 it can be seen that the Cronbach Alpha value for the social media marketing variable (X1)tourist facilities (X2), Customer Satisfaction (X3) and interest in repeat visits (Y) >0.60so it can be concluded that the indicatorsocial media marketing, tourist facilities, Customer Satisfaction and interest in repeat visitsconsidered reliable and dependable.

Multiple Linear Regression Test

Table 3
Multiple Linear Regression Test

<i>Coefficients^a</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
Model		B	Std. Error	Beta	t
1	(Constant)	3,948	1,418		2,784
	<i>Social Media Marketing</i>	0.205	0.074	0.266	2,778
	Tourist Facilities	-0.041	0.073	-0.059	-.563
	<i>Customer Satisfaction</i>	0.381	0.072	0.543	5,286

a. Dependent Variable: Interest in Repeat Visits

Source: Research results, data processed by SPSS (2024)

Table 4.13 shows that the constant value (a) is 3.948 and the regression coefficient value (X1) for the social media marketing variable is 0.205, then the value of tourist facilities (X2) is -0.041 and the value of customer satisfaction (X3) is 0.381. The constant values and regression coefficients (a and b) are included in the following equation:

$$Y = 3.948 + 0.205X_1 + -0.041 X_2 + 0.381 X_3$$

The description of the multiple linear regression equation is as follows:

1. The social media marketing coefficient of 0.205 shows that the better the social media marketing, the more interest in repeat visits. Thus, if social media marketing is increased by 1 value unit, repeat visit interest (Y) will increase by 0.205.
2. The tourist facility coefficient is -0.041, which means that if the value of the tourist facility is increased by 1 unit, the predicted interest in repeat visits (Y) will decrease by -0.041 after the value increases by 1 unit.
3. The Customer Satisfaction coefficient gives a value of 0.381, which means that the better the Customer Satisfaction, the more interest in repeat visits. Thus, if customer satisfaction is increased by 1 value unit, interest in repeat visits (Y) will increase by 0.381.
- 4.

Determination Coefficient Test

The coefficient of determination (R²) shows how far the model's ability to explain variations in the dependent variable. The value used in this research is Adjusted R² because this value can increase or decrease if one independent variable is added to the model being tested. The results of the coefficient of determination test (R²) are shown in the following table:

Table 4
Coefficient of Determination

Model Summary				
Model	R	R Square	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.688a	0.473	0.457	1,381

Source: Research results, data processed by SPSS (2024)

Table 4.14 shows the coefficient of determination value *Adjusted R square* 0.457 which shows that the percentage value is 45.7%, which shows that the dependent variable in this study is influenced by 45.7%. Meanwhile, the remaining 54.3% is explained by variables other than the independent variables in the research.

Discussion

The influence of social media marketing on repeat visit interest

Based on the research results, it shows that the significant value of social media marketing has a positive t-count value and a significant value that is smaller than the predetermined significant value. This means that social media marketing has a positive and significant effect on repeat visit

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interest. Therefore, social media marketing is thought to have an influence on the interest in repeat visits by Mepar Camping Takengon tourists (H1 is accepted). The results of this research are in line with previous research conducted by Charli & Putri (2021), Evelynna (2022) and Adiatma et al., (2024) which showed that social media marketing can increase interest in repeat visits. In this research, based on the characteristics of each respondent which will influence the answer, it is known that many respondents whose last level of education was at senior high school (SMA) level and with an age range of 21-25 years, this suggests that it is natural that tourists are very familiar with or even know about social media marketing for the Mepar camping tourist attraction. In this way, the social media marketing used by Mepar camping businesses is very influential for tourists who return to Mepar camping because through social media marketing tourists can get clear information related to the Mepar camping tourist attraction.

The Influence of Tourist Facilities on Intention to Revisit

Based on the research results, it shows that the tourist facilities variable has a negative t-value and the significant value is smaller than the predetermined significant value. Therefore, the hypothesis stating that tourist facilities are thought to influence tourists' interest in revisiting Mepar Camping Takengon (H2 is rejected). The results of the research above show that many of the facilities available at Mepar camping tourism are still not in line with tourists' expectations. It can be seen from the statements of visitors who visited Mepar camping, with questions 4 and 5, that the visitors strongly disagreed and disagreed that the food and drinks in the Mepar camping tourist canteen did not suit their tastes and the toilets at the tourist attraction. This also does not meet visitors' expectations. This means that tourist facilities are not the main factor that can influence tourists to come back. This is in line with research by Azizah & AS, (2023), Murdani & Martha (2023) and Lestyaningsih & Pramudyo (2023) which proves that tourist facilities are not the main factor that can influence tourists' interest in repeat visits.

The influence of Customer Satisfaction on repeat visit interest

Based on the research results, it shows that the customer satisfaction variable has a significant value that is smaller than the significant value that has been determined and also has a positive coefficient value. So it can be concluded that the customer satisfaction variable has a positive and significant effect on tourists' intention to revisit. Therefore, the hypothesis states that customer satisfaction is thought to have a positive and significant effect on tourists' intention to revisit Mepar camping Takengon (H3 is accepted). This is in line with research by Simamora & Zai, (2024), Yudha Praja (2023) and Alvianna & Alviandra (2020) which shows that customer satisfaction has a positive and significant effect on interest in repeat visits.

Conclusion

Based on the results of research testing that has been carried out with the title social media marketing, tourist facilities, customer satisfaction on the interest in returning tourists to Mepar camping Takengon. Therefore, the conclusions from this research are as follows:

1. Social media marketing has a positive and significant influence on repeat visit interest. This shows that social media marketing greatly influences the interest in repeat visits by Mepar Camping Takengon tourists.
2. Tourist facilities have a negative and insignificant impact on repeat visit interest. This shows that the interest in returning tourists to Mepar camping Takengon is not influenced by tourist facilities.
3. Customer Satisfaction has a positive and significant impact on repeat visit interest. This shows that customer satisfaction can influence tourists' interest in revisiting Mepar camping Takengon.

Suggestion

The suggestions in this research are as follows:

1. It is hoped that future researchers will conduct research related to interest in return visits using other independent variables that have not been examined in this study.
2. The tourist facility variable is the variable that has the lowest regression coefficient value which does not influence repeat visit interest and is not partially significant. It is hoped that business actors will improve tourist facilities and maintain existing facilities so that Mepar camping tourists will increase.
3. In the Customer Satisfaction variable (visitor satisfaction) to maintain and strengthen visitor satisfaction, always increase visitor satisfaction through tourist facilities and provide clear and up-to-date information so that tourists' interest in repeat visits increases.
4. For academics, it is hoped that this research can provide a reference for future researchers on different problems and be able to develop and explain science to the extent that theories have been established so that things that are not corrected can be corrected.

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