

The Influence of Digital Marketing Tools on Tourist Visiting Interest to Darjeling Hill

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ABSTRACT

The internet through digital marketing has changed the way goods and services are informed, packaged, promoted and sold to the public. Consumers, in this case tourists, perceive digital content spread over the internet as a reliable source of information. They search for information via internet to make a decision to visit a tourist attraction. Digital Marketing provides great potential in influencing a person's interest and decision making for traveling. The purpose of this study is to describe and find out how the influence of Digital Marketing Tools which includes social media, search engine optimization (SEO), pay-per-click (PPC) as well as content and video marketing (CVM) on tourists' interest in visiting Darjeling Hill, . From the results of the study, it is known that the variable Digital Marketing Tools has partial and simultaneous effect on Tourist Interest in Visiting Darjeling Hill, . The Digital Marketing Tools variable contributed 75.2% to the tourist visiting interest variable in Darjeling Hill, .

Keywords: Digital marketing, Tourism, Tourist visiting interest

1. INTRODUCTION

Through internet technology, various information can be reached quickly and easily, although at different distances and times [1]. The results of the Wear social Hootsuite research released in April 2019 showed that internet users in Indonesia reached 150 million people or 56% of the total population and this number increased 20% from the previous survey. This phenomenon shows that half of all Indonesians have high enthusiasm in using the internet [2]. In the field of tourism, the widespread use of the Internet is seen as an opportunity by the manager of hotels,

travel agencies and companies of transportation to package their tourism products to become more attractive to be promoted, while for tourist's internet is a source of information to find out about their destination [3]. Many tourist attractions in Indonesia have reached the world through the internet network, and this shows that the internet has contributed greatly to development tourism in Indonesia [1]. The use of the internet as a medium of information and promotion is currently known as Digital Marketing (DM). DM is an information dissemination process that aimed at promotion, marketing and sales. This has changed the way goods and services are informed, packaged, promoted and sold to the public, including through social media, search engine optimization (SEO), pay-per-click (PPC) and content and video marketing (CVM) DM is expected to help marketers in influencing people's decisions to consume certain goods/services [4]. Consumers, in this case tourists, perceive digital content spread over the internet as a reliable source of information. They will look for information via the internet as a reference for making decisions to visit a tourist attraction [5]. Currently, Darjeling Hill, which is located in , has become one of the most viral tourist attractions until mid-2020. Based on the results of the study that the author did through social media Facebook and Instagram, there are more than 100 posts marking the location of the Darjeling Hill. On YouTube, Darjeling Hill itself has been watched by more than 30,000 users. Through direct observation, there were more than 50 visitors who stayed overnight in Darjeling Hill, especially on weekends. Based on an interview with the Head of Darjeling Sub-District in June 2020, He stated that in the month, Darjeling Hill has visited more than 1000 people. He also said that there were visitors who came from outside NTT, and he was even surprised to find out the virality of Darjeling Hill on the internet. Many factors influence tourist behaviour in deciding to travel, especially with the presence of digital information. Even though it has a different character and form, digital information can influence a person's decision to consume certain products or services, including deciding to visit a tourist attraction [6]. Currently, information such as tourist attractions, lodging, restaurants, travel agents and shopping centres can be known through Digital Marketing. In addition, tools equipped with prices, payment systems, maps, distance calculations, travel routes and other supporting facilities are also available through Digital Marketing. This gives a great potential to influence a person's decision to take a tour [7]. Based on the above background, the purpose of this study is to describe and find out how the influence of Digital Marketing Tools which includes social media, search engine optimization (SEO), pay-per-click (PPC) and content and

video marketing (CVM) on tourists visiting interest to Darjeling Hill, .

2. LITERATURE REVIEW

2.1. Digital Marketing

Reference [8] explains that digital marketing is a process of planning and implementing concepts, ideas, prices, promotions and distribution. Digital Marketing is also defined as a marketing activity that uses various tools such as social media, search engine optimization (SEO), pay-per-click (PPC), content and video marketing (CVM) and various other digital media [9]. Digital Marketing is an attraction that invites internet users to read, learn and understand directly the content offered to them with the aim of stimulating the desire to consume published goods or services. The use of digital marketing is becoming widespread today because it has advantages over traditional methods. Through digital marketing, information dissemination can be done quickly, reach a wide geographic area, is not limited by time, is cheap and effective for users, and helps marketers in building brand images to introduce and learn the right products for digital consumers [10].

2.2. Tourist Visiting Interest

Reference [11] explains that buying interest can be assumed as an individual's interest in visiting a tourist attraction, because it can be seen from the same behaviour, so it can be measured with the same indicators. Thus, the aspects that influence buying interest are the same as those that influence visiting interest. Visiting interest is defined as encouragement, namely strong internal stimulation in motivating action, which is influenced by stimuli and positive feelings towards the product [12]. Reference [13] explains that interest is influenced by several aspects such as: 1) Information. Tourists will collect information to learn before going on their tour. 2) Evaluation of Alternatives. Tourists will conduct an evaluation on the information obtained before deciding to visit. 3) Decision Making. In this case, tourists will decide to visit certain tourist attractions because they already have the confidence that these tourist attractions can provide benefits and

satisfaction. Reference [14] explains that a person’s visiting interest can be identified through several indicators such as :1) Transactional Interest, which is a person’s tendency to travel. 2) Referential Interest, namely a person’s desire to travel based on the information obtained. 3) Preferential Interest, which describes the behaviour that has a primary preference on an object and 4) Explorative Interest, describes the behaviour of a person who is always looking for information about a tourist attraction that is a destination and looking for information that supports the characteristics of the tourist attraction.

2.3. Conceptual Framework

A Digital era changed the public’s way in seeking information to fulfil what they need. Through digital marketing, fulfilment of needs becomes easy and fast, thereby stimulating public interest in consuming certain goods and services [10]. In tourism, information related to tourist objects, prices, support facilities, accessibility and belief, are important information that tourists need. If the good and interesting information are packed in the form of digital, it will attract the interest of tourists to visit a tourist attraction [3].

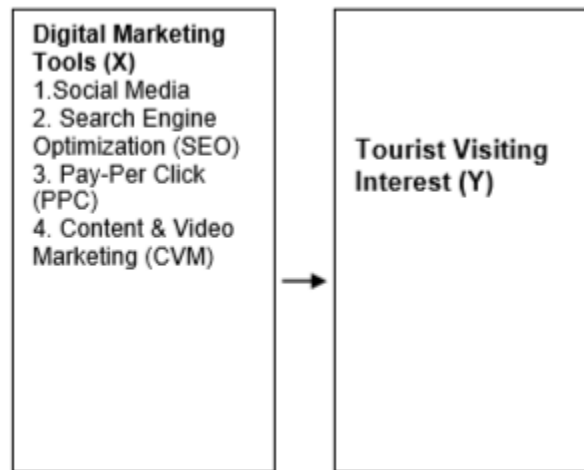


Figure 1 Conceptual Framework

3. METHOD

This study uses an associative approach, which is a useful approach to determine the influence or relationship between variables [15]. The population in this study were tourists who visited

Darjeling Hill. Because the amount is not known as well as the limitations of time, then to ease the process of research, the authors took 100 people as a sample. The Sampling technique used accidental sampling. The data in this study were obtained by distributing questionnaires that have been prepared systematically to be filled out by respondents. Apart from that, direct observation and documentation were also carried out. The data analysis used is descriptive analysis with the aim of describing the data that has been collected [15]. Furthermore, did an associative analysis to the data that had been collected so the influence between variables in this study is known.

4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis of Digital Marketing Tools Variable (X)

Social-Media is measured by the Acceptance Rate with a score of 94.5%, the Desire to Become a member with a score of 94%, Ease of Access with a score of 83.9% and the Level of Use with a score of 77.3%. Thus, the average score achievement from the four measurement dimensions for social media was 84.7% with a good category. Search Engine Optimization (SEO) is measured through Information Availability with a score of 79.1% and Access Speed with a score of 74.5%. Thus, the average score achievement from the two measurement dimensions for SEO is 76.7% with a good category. Pay-Per Click (PPC) is measured through Transaction Security with a score of 94.5% and Ease of Transaction via the internet with a score of 60%. Thus, the average score achievement from the two measurement dimensions for PPC is 77.2% with a good category. Content & Video Marketing (CVM) is measured through the Attractiveness Level with a score of 81.8%, Desire to Recommend with a score of 79.8% and Desire to Review with a score of 72.7. Thus, the average score of the three measurement dimensions for CVM is 78.1% with a good category.

4.2. Descriptive Analysis of Tourist Visit Interest Variable (Y)

Tourists visiting Interest are measured through four indicators with the highest percentage, which are: Transactional Interest with a score of 85.1%, interest Explorative with a score of 81%, interest Referential with a score of 74.4% and interest Preferential with a score of 71%. Thus, the

average score of the variables interest is 77.6% with a good category.

4.3. Simultaneous Test (F – Test)

Table 1. F – Test

Model	Sum Of Square	df	Mean Square	F	Sig
1 Regression	770,550	4	192,638	23,430	,000 ^b
Residual	441,086	50	8,222		
Total	1181,636	54			

a. Dependent Variable: Total Visiting Interest

b. b. Predicators: (Constant) Social Media, SEO, PPC, CVM

4.4. Determination Coefficient (R²)

Table 2. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	,808 ^a	,752	,724	2,867

a. Predicators: (Constant) Social Media, SEO, PPC, CVM

b. Dependent Variable: Total Visiting Interest

Table 3. T-Test

Model	Unstandardized		Standardized	t	Sig
	B	Std. Error	Beta		
1 (Constant)	10,297	3,733		7,854	, 000
Total Social Media	, 296	, 054	, 554	6,582	, 000
Total SEO	, 187	, 122	, 194	1,923	, 002
Total PPC	, 234	, 200	, 684	1,684	, 004
Total CVM	, 888	, 081	, 423	4,692	, 000

a. Dependent Variable: Total Visiting Interest

Table 2 shows the score of the coefficient of determination (R²) as 0.752. It means that the variable Digital Marketing Tools through Social-Media, Search Engine Optimization (SEO), Pay-Per Click (PPC), and Content & Video Marketing (CVM) contributed 75.2% to the variable interest visited rating to Darjeling Hill, , while the remaining 27.5% is influenced by other variables that are outside the scope of this study.

4.5. Partial Test (T-Test)

The Digital Marketing Tools variable on the Social Media dimension shows t count (6,582) > t-table (1.66023) and p score (0,000) < α score (0.005). Thus, the decision from this result rejects H₀ and accepts H₁, which means that Social-Media has a partial effect on tourist visiting interest to Darjeling Hill, . The Digital Marketing Tools variable in the dimension of Search Engine Optimization (SEO) shows t count (1.923) > t table (1.66023) and p score (0.002) < α score (0.005). Thus, the decision from these results rejects H₀ and accepts H₁, which means

that Search Engine Optimization (SEO) has a partial effect on tourist visiting interest to Darjeling Hill, . The Digital Marketing Tools variable in the Pay-Per Click (PPC) dimension shows t count (1.684) $>$ t table (1.66023) and p score (0.004) $<$ α score (0.005). Thus, the decision from this result rejects H_0 and accepts H_1 , which means that Pay-Per Click (PPC) has a partial effect on the interest in visiting tourists to Darjeling Hill, . The Digital Marketing Tools variable in the dimension of Content & Video Marketing (CVM) shows t count (4.692) $>$ t table (1.66023) and p score (0.000) $<$ α score (0.005). Thus, the decision from this result rejects H_0 and accepts H_1 , which means that Pay-Per Click (PPC) has a partial effect on tourist visiting interest to Darjeling Hill, .

4.6 Discussion

4.6.1. The Influence of Digital Marketing Tools Through Social Media on Tourist Visiting Interest.

The test results show that there is a partial influence of social media on tourist visiting interest. Social media is used as a means of communicating and exchanging needed information because it has easy access and acceptance between users. Reference [16] states that the ease and speed of access and acceptance felt by users will encourage the level of user involvement to make social media a means of obtaining information.

4.6.2. The Influence of Digital Marketing Tools through Search Engine Optimization (SEO) on Tourist Visiting Interest.

The test results show that there is a partial effect of Search Engine Optimization (SEO) on the interest in visiting tourists. One of the tools available on the internet is a search engine or Search Engine Optimization (SEO). SEO makes it easy for internet users to find information about the Darjeling Hill in . SEO is a tool that helps internet users, both information providers and information seekers. Through SEO, information providers can present various information so that it can be used by any user in finding and fulfilling their information needs [16].

4.6.3. The Influence of Digital Marketing Tools through Pay Per Click (PPC) on Tourist Visiting Interest.

The test results show that there is a partial influence of Pay-Per-Click (PPC) on tourist visiting interest. In addition to searching for information about tourist attractions, internet users also explore the availability of supporting tourism services that make it easier for them to access tourist attractions in Darjeling Hill, . Services Pay-Per Click (PPC) Internet enabling users to make reservations on specific goods and services. Information providers can increase the promotion and sale of goods or services through this system, while for information seekers, this system guarantees convenience and security in making reservations and transactions [16].

4.6.4. The Effect of Digital Marketing Tools through Content & Video Marketing (CVM) on Tourist Visiting Interest.

The test results show that there is a partial influence of Content & Video Marketing (CVM) on tourist visiting interest. The characters of information content available on the internet are visual and audio-visual. This characteristic is an added value in attracting the attention of internet users. Images and videos about Darjeling Hill, , which are packaged in an attractive manner and published, are able to provide a real picture and place information seekers as if they are closer to the tourist attraction. Reference [16] stated that digital information content that is packaged creatively and attractively can hypnotize users because it brings their mind closer to goods or services after seeing certain images or videos, which then encourages interest and decisions to consume goods and services that are needed.

4.6.5. The Influence of Digital Marketing Tools through Social Media, Search Engine Optimization (SEO), Pay-Per Click (PPC), and Content & Video Marketing (CVM) on Tourist Visiting Interest.

The test results show that the calculated F score (23.430) $v >$ from the F table (3.94). From these

results it can be concluded that H_0 is rejected and H_a is accepted, which means that there is a simultaneous influence between Social-Media, Search Engine Optimization (SEO), Pay-Per Click (PPC), and Content & Video Marketing (CVM) on Tourist Visiting Interest to Darjeling Hill, . From the results of the partial test and simultaneous test, it can be concluded that the Digital Marketing Tools partially and simultaneously effects on Tourist Visiting Interest to Darjeling Hill, .

5. CONCLUSION

From the results of this study, the following conclusions can be drawn: (1) The variable of Digital Marketing Tools which consists of Social-Media, Search Engine Optimization (SEO), Pay-Per Click (PPC), and Content & Video Marketing (CVM) has a simultaneous effect on Tourist Visiting Interest to Darjeling Hill, . (2) The variable of Digital Marketing Tools which consists of Social-Media, Search Engine Optimization (SEO), Pay-Per Click (PPC), and Content & Video Marketing (CVM) has a partial effect on Tourist Visiting Interest to Darjeling Hill, . (3) Variable Digital Marketing Tools consisting of Social-Media, Search Engine Optimization (SEO), PayPer Click (PPC), and Content & Video Marketing (CVM) contributed 75.2% to the variable of Tourist Visiting Interest to Darjeling Hill, .

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