



# The Influence Of Tourism Attraction, Facilities And Digital Promotion On The Interest In Visiting Pagar Alam City Tourism Village

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## ABSTRACT

Tourism is an asset owned by a region to increase income and the economy of the community. To maximize the existing potential, it requires a strategy that can increase the interest of tourists visiting Pagar Alma. The attractiveness of tourist villages must be developed, so as to attract consumers to visit. Pagar Alam City has a natural tourism village and cultural tourism in South Sumatra, so it is necessary to conduct an analysis to determine the influence of tourist attraction, facilities and promotion on interest in visiting the tourist village of Pagar Alam city. This research data uses simple random sampling with instruments given to 100 tourists, consisting of local, archipelago, and foreign tourists visiting Pagar Alam City. Variable Attraction (average X1 : 0.803) and Facility variables (average X2 : 0.833) and Digital Promotion (X3 : 0.915) with the Partial Least Squeres method.

## INTRODUCTION

Feelings of saturation from daily routines can cause boredom that occurs in individuals, this makes feelings and thoughts tense with work situations. The need for vacation and recreation is a solution so that the mind can relax again. Traveling is an activity to entertain yourself, with the hope that traveling to an interesting, cheap place, good facilities, and a natural environment can cause a sense of comfort and provide a sense of satisfaction in one's mind. Tourism needs are currently a priority for individuals to increase enthusiasm again in activities, tourism is an activity to make a trip with the aim of getting enjoyment, seeking satisfaction, knowing something, improving health, enjoying sports or rest, fulfilling tasks, Activities commonly done for recreation are tourism, sports, games, and hobbies (Suryadi Damanik & Sabaruddin Yunis, 2011).

Pagar Alam has the potential for natural tourism and cultural tourism which is a tourist destination that many tourists visit for vacation and recreation, so this potential must be developed and utilized as well as possible as a tourism object. Natural conditions with a mountainous atmosphere, culture and customs are important heritage to be preserved and maintained together. Mount Dempo towering with a height of 3,142 meters above sea level, with existing flora and fauna, waterfalls and vegetable plants, coffee, tea and various types of flowers exist in this region. Pagar Alam is one of the cities located in the province of South Sumatra, a distance of 292 km by land and 40 minutes by plane from the capital city of Palembang Province, with an area of 633.66 km<sup>2</sup> and 145,266 people, this city was formed based on Law number 8 of 2001 ( State Gazette of the Republic of Indonesia of 2001 number 88, supplement to the State Gazette of the Republic of Indonesia number 4115 ).

With the variety of tourism potential owned by Pagar Alam is the reason used by tourists to travel, fatigue, fatigue and boredom in working or just traveling with family. To introduce and promote is not an easy job because several factors include road access and the availability of inadequate lodging and supporting facilities that are still an obstacle to tourism in the city of Pagar Alam. Interest in revisiting is not only influenced by tourism events, but service facilities also have a major influence on returning visits to tourist destinations (Prakosa, Adhi, 2021) so that it is a common task to more vigorously promote Pagar Alam City tourism, including digital promotion must be more active to introduce existing tourism potential.

Selon Paquette (2013), dans le monde d'aujourd'hui, axé sur la technologie, les sites de réseautage social sont devenus un moyen par lequel les détaillants peuvent étendre leur marketing à un plus large éventail de consommateurs. The active role of all levels of society can provide positive value in increasing interest in visiting tours to the city of Pagar Alam, the use of the internet is faster growing and in direct contact with each individual. The problem is how to make the best digital promotional packaging to introduce the tourism you have, such as market targeting, evaluation of good data-based strategies, low costs and how to improve the reputation of the tours offered.

Facilities owned can influence attitudes in making visiting decisions, including Social Media Marketing, Facilities and Images of tourist destinations. Therefore, social media does have an important role in carrying out digital promotion strategies. Currently, the world community can already use social media and certainly the number will increase along with the development of technology. Every individual always wants to get new things in his life, people who have an interest in something will tend to make efforts to achieve it. Likewise, if someone has a tendency to look for new things, then they will do various ways to get them. Thus, improving tourist facilities with various new innovations will be able to support the interest of visiting tourists. Along with the development of technology, the promotion develops not only through person to person about a product or service promotion but propagates using the use of technology using digital media commonly called electronic word of mouth. E-Wom is a marketing communication carried out online through Schiffman and Kanuk's internet social media (in Tanjung Agustini, 2022). There are several social media that can be used to disseminate information such as the use of websites, blogs, and social media such as Facebook, Instagram, Twitter, and similar applications. These accounts can be accessed easily both through computers, smart phones and tablets that have become part of people's lives today (Puspawati Desak & Ristanto, 2018).

According to data from BPS Pagar Alam (2022), the number of foreign tourists visiting Pagar Alam City in 2021 was 8 people. This number has decreased drastically by 92 percent compared to 2020 of 102, and fluctuates every year. When compared, domestic tourists visit almost more than foreign tourists. In 2021, the number of domestic tourists visiting was 314,481 people and continued to increase from the previous two years in 2020 of 275,015 and 2019 of 302,119. The following table illustrates the number of foreign and domestic tourists who come to Pagar Alam City. Visitor data can be seen as in the following table,

**Table 1 Number Of Data Tourists From 2019 To 2021 Who Visited Pagar Alam City**

Tourist	Number of Tourists Visiting Pagar Alam City (People)		
	2019	2020	2021
Foreign	97	102	8
Domestic	302.119	275.015	314.481
<b>Sum</b>	<b>302.216</b>	<b>275.117</b>	<b>314.489</b>

Source : Pagar Alam City Tourism Office, 2022

Based on these data, it can be seen that the number of foreign tourist visits is still relatively low compared to domestic tourist visits. This is a problem that is not ideal when compared to the charm of the tourist destination of the city of Pagar Alam. Tourist attractions in Pagar Alam consist of natural attractions and cultural attractions. Besides being famous for its natural beauty, the city of Pagar Alam is also rich in historical relics. Many waterfalls and megaliths are found in Pagar Alam City. There are at least 15 natural attractions and 25 cultural attractions. This natural tourist attraction is in the form of dempo mountain, bamboo forest, and so on, while cultural attractions such as, besemah traditional houses, historical stones, monuments, statues, and so on.

This is what makes Pagar Alam a leading destination in South Sumatra. The number of tourist destinations owned by the city of Pagar Alam, in table 2

**Table 2 Number Of Attractions In Pagar Alam City**

	Number of Attractions								
	Nature Tourism			Cultural Tourism			Total Attractions		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
1. South Dempo	8	8	7	10	10	10	18	18	17
2. Central Dempo	3	3	3	3	3	5	6	6	8
3. North Dempo	3	3	3	12	12	5	15	15	8
4. Southe Pagar Alam	1	1	5	1	1	2	2	2	7
5. North Pagar Alam	3	3	6	3	3	5	6	6	11
Sum	18	18	24	29	29	27	47	47	51

The table above can be concluded that the number of natural attractions increased from 18 in 2019 to 24 natural attractions in 2021, this is a phenomenon of increasing natural tourism due to increased interest in visiting. Meanwhile, cultural tourism decreased from 29 attractions to 27 in 2021, this is due to the merger of existing cultural attractions. Meanwhile, the total tourist attractions increased by 1 to 2% from 47 to 51.

Based on the results of observations, interviews, and discussions with tourism officials and the community regarding various problems faced by natural tourism villages and cultural tourism, various conclusions can be drawn with the following details,

1. It has the potential of a natural and cultural tourism village, but has not been identified visual identity makes and lack of information on tourists and many tourist sites are less recognized.
2. Nature and Cultural Tourism that exists, does not have the right strategy, especially online and off line promotion.
3. The unavailability of inadequate facilities causes weak use of facilities appropriately.

Based on the background of all problems, it is known that the main problem faced is the lack of facilities and the use of digital technology that supports tourism to explore the potential of the city of Pagar Alam and also less active in promoting in introducing cultural tourism,

customs of Pagar Alam City, so it is important to design digital promotions as an effort to influence tourist perceptions in visiting. At the initial stage, the need for digital promotion design is in the form of digital promotional media in the form of websites and social media Facebook, Instagram, (Charli & Putri, 2020) so that the author is interested in conducting research on the Influence of Tourism Attraction, Facilities and Digital Promotion on the Interest in Visiting Pagar Alam City Tourism Village.

According to Sánchez-Franco et al., (2014) define digital marketing as the result of evolutionary marketing. The evolution happened when companies used digital media channels for most of the marketing. The importance of information and communication technology as a driver in the tourism industry, especially in terms of tourism promotion. Over the past few years, there has been an increase in digitalization in the form of application software in tourism and various series of changes, due to the internet which is the main source of information for tourists and local governments as tourism service providers (Nasrullah, Purwanti Dyah Pramanik, Supiah Ningsih, 2021).

## **LITERATURE REVIEW**

### **Literature Study**

In a literature review, researchers collect information relevant to the topic or problem under study. In this section, a study is also carried out on the theory used and the theory underlying the problem in this research.

### **Theory of Attraction**

Tourism attraction is anything that can attract tourists to visit a tourist destination (Yoeti, 2002 in Minta Harsana et al, 2018). Meanwhile, according to Nurlestari (2016), tourist attraction is everything that has attractive value, uniqueness and ease of accessibility to tourist sites that can be used as tourist destinations in a particular area. The availability of facilities and easily accessible locations make the desire to visit. According to I Gusti Bagus Rai Utama (2016) Tourist attraction is everything in a place that has uniqueness, beauty, convenience and value that forms a diversity of natural and man-made wealth that is interesting and has value to be visited and seen by tourists. As a product, tourists may come back (revisit) or recommend friends and family as potential travelers (recommend travel destinations).

#### **a. The Relationship of Attraction with Visiting Interest**

According to Amri (2011: 29), interest is defined as a continuous tendency on the part of the subject to feel interested in a certain area or thing and feel happy to be involved in that area. Slameto (2010: 57) argues that interest is a fixed tendency to pay attention and reminisce about some activities. Activities that a person is interested in, are noticed continuously accompanied by a sense of pleasure. So it can be concluded that interest is a continuous tendency towards something that is aimed at by pleasure. Crow and Crow (1998) in (Tessina, 2022) said there are three factors that cause interest, namely factors arising from within individuals, social motive factors and emotional factors. Factors arising from within the individual can be in the form of needs related to physical and psychological. Social motive factors are a person's interests that are driven by the need to gain recognition and appreciation from the environment in which he is located. While the emotional factor is a measure of a person's intensity in paying attention to a particular activity or object.

#### **b. The Relationship of Attractiveness with Buying Interest**

Research conducted by Ajeng (2016), Tourism attractiveness has an influence on tourist satisfaction at Taman Safari Indonesia Cisarua Bogor, tourist satisfaction has an influence on the intention of revisiting tourists at Taman Safari Indonesia Cisarua Bogor and tourist attraction has a direct influence on the intention of revisiting tourists at Taman Safari Indonesia.

A tourist attraction is said to have good attractiveness if it has at least five indicators (Utama, 2017: 101). These indicators include:

1. What to see.

In that place there must be tourist objects and attractions that are different from those of other regions, natural scenery, activities, arts and tourist attractions.

2. What to do.

In that place in addition to many things that can be seen and witnessed, recreational facilities must be provided that can make tourists feel at home for a long time in that place,

3. What to buy.

Tourist destinations must have facilities to shop, especially souvenirs and folk crafts as souvenirs to take back to the place of origin,

4. What to arrived.

Accessibility, how to mount the tourist attraction, what vehicle will be used and how long to arrive at the tourist destination.

5. What to stay.

Tourists will stay for a while as long as they are involved, there is a need for lodging, either star-rated hotels or non-star hotels and so on.

1. Facility Theory

The availability of accommodation, transportation and leisure facilities are key components of a tourist's main destination. The competitiveness of these facilities on a national or international scale determines whether they become valuable assets as determinants of tourists visiting. Edward Ins keep (1991: 44) in (Sari, 2017) tourist facilities are natural resources and man-made resources that must be used by tourists on a trip to a tourist destination. This means that tourist facilities are natural resources and man-made resources that must be used by tourists on their way to tourist purposes.

According to Spillane's theory, facilities are grouped into: (Rosita. et al, 2016: 63)

- a. Main facilities, are facilities that are needed and felt very necessary as long as visitors are in a tourist attraction.
- b. Supporting facilities, are facilities that are in proportion as a complement to the main facilities so that tourists will feel more at home.
- c. Supporting facilities, basically are facilities that are of the nature of the main complement so that tourists are met whatever their needs during visit.

According to Tjiptono, facility indicators are grouped into: (Lumentut. et al, 2014: 129)

- a. Room planning, is a process of determining what you want to achieve in the future and determining the stages needed to achieve it.
- b. Lighting and color, is the art of light regulation either by using natural lighting sources from nature or from lighting electrical installations.
- c. Equipment and equipment are complementary facilities in the form of equipment that supports the activities of a tourist spot.

2. Digital Promotion

Heidrick & Struggles (2009) Digital marketing uses the development of the digital world to do advertising that is not heralded directly but has a very influential effect. Meanwhile, according to Ridwan Sanjaya & Josua Tarigan (2009), Digital marketing is a marketing activity including branding that uses various media. At this time digital promotion is widely used by companies, proving that this has many advantages and benefits that can be obtained, there are several advantages of digital marketing compared to conventional marketing.

a. Speed of Deployment

Marketing strategies using digital media can be done very quickly, even in seconds.

- b. Ease of Evaluation  
By using online media, the results of marketing activities can be immediately known.
  - c. Wider Reach  
The next advantage is the wide geographical reach.
  - d. Cheap and Effective  
Compared to traditional marketing, of course digital marketing is much cheaper and effective.
  - e. Building a Brand Name  
Digital marketing helps build a good brand name.
3. Interest in Visiting
- According to Miller, Glawter, and Primban in Basiya and Rozak (2012) define purchase intention is a person's mental state that reflects a plan to perform some action within a certain period of time. Customers will repurchase in the future as a direct response to post-purchase behavior within a certain period of time. According to Cronin and Taylor, (1992), indicators of interest in revisiting are
- a. Plan to revisit,
  - b. Interest in reference visits,
  - c. Interest in visit preferences.

Rachmadania et al. (2017) suggested that travel interest can be said to be the same as customer buying interest in tourism. Buying interest can be identified through the following indicators (Ferdinand, 2002; Rachmadhania et al., 2017) :

- a. Transactional interest: represents an individual's tendency to buy a product.
- b. Referential interest: is an individual's tendency to recommend or reference a product to another individual.
- c. Affective interest: is an interest that indicates the behavior of individuals who have a primary preference for a product. These preferences or choices may be changed if something happens to the product of their choice or preferences.
- d. Exploratory interest: is an interest that shows the behavior of individuals who continuously seek information about the product they like and search for that information to support the positive value of the product.

According to Kotler and Armstrong (2016) in Dewi (2019) interest in tourists is related to the AIDA theory which consists of attention, interest, desire, action.

- a. Attention is stage one in AIDA. In this stage, individuals begin to develop awareness of a product before the purchase decision occurs. (Vliet, 2014; Indika & Jovita, 2017). Attention can be marked from someone who does not rule out something and focuses on something he likes (Ali, 2016).
- b. Interest arises when attention is glued to a product, then interest arises in the product. This interest is acquired after the individual gets something that he finds interesting (Vliet, 2014; Indika & Jovita, 2017). Attraction is a feeling of comfort that arises from within, and it indicates that there is interest in something or object (Ali, 2016).
- c. Desire is the stage of providing offers to consumers to cause consumers' desire or desire to buy a product. (Vliet, 2014; Indika & Jovita, 2017). Action is the final stage where the individual has made a decision to make a purchase on a product. (Vliet, 2014; Indika & Jovita, 2017).

### Previous Research

- a. Research 1 - Nanang Ganda Prawira et al (2022)  
The research entitled Development of Puncak Wangun Pasirmulya Cultural Tourism Village, Bandung Regency through Brand Identity Design and Digital Promotion Media.

b. Research 2 - Agustini Tanjung et al (2022)

Research entitled The Influence of Tourist Attraction, Facilities, and Electronic Word Of Mouth towards Interest in Visiting Situ Rawa Gede.

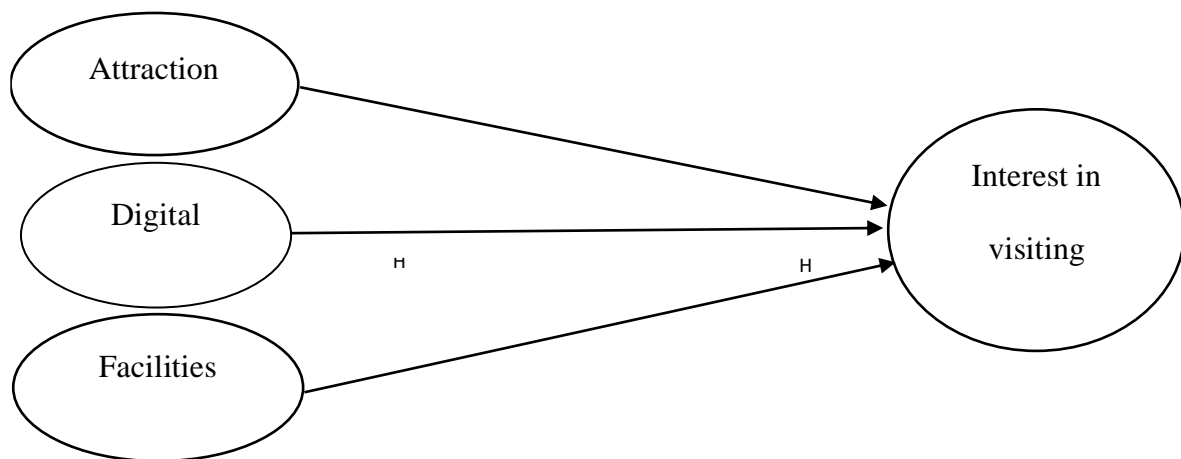
c. Research 3 - Desak Putu, Henny Puspawati and Ristanto (2018)

The research is entitled Digital Promotion Strategy for Tourism Development in Magelang City

### Mindset

Based on previous thoughts and research, the Mindset explains that the variables of attractiveness (X1), digital promotion (X2) and facilities (X3) are independent variables that affect the variable of visit, namely interest in visiting.

**Figure 1 Conceptual Framework**



Source : processed by researchers, 2022

### METHODS

#### 1. Research Scope

The scope of this study is limited to testing variables of Attraction, Facilities, digital promotion, and interest in visiting tourist villages. This research was conducted on a tourist village in the city of Pagar Alam.

#### 2. Research design

The research design is explanatory research, where this study analyzes the causality relationship between Attraction, Facilities, and digital promotion on the interest in visiting tourist villages in Pagar Alam City, using survey methods.

The study consisted of four variables. The independent variables in this study were attractiveness, facilities, digital promotion. Furthermore, the dependent variable in this study is the interest in visiting tourists.

#### 3. Data Types and Sources

This study used secondary and primary data. The targeted respondents are domestic and foreign tourists as respondents.

#### 4. Data Collection Techniques

Data collection techniques using survey and questionnaire methods. Data collection is domestic and foreign tourists visiting tourist village destinations which are currently the main tourist attractions, namely natural tourism villages and cultural tourism. The instrument used is a questionnaire.

#### 5. Basic Population Overview

The population in this study is from the Tourism office, data on domestic tourists and foreign tourists visiting Pagar Alam City.

#### 6. Sampling and determination techniques

This study used a quantitative approach and a type of descriptive analysis research and used a population of 314,489 tourists obtained samples with the slovin formula as many as 400 respondents. The population used in this study as the basis for determining the sample is the 2021 tourist database which amounted to 314,489 tourists. The sample size used by the researcher using the slovin formula. The sampling technique that became the basis for the research respondents was tourist data in 2021 which amounted to 314,489 tourists.

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = number of samples taken

N = Number of population

e = The allowable error rate is 5 percent

$$n = \frac{314.489}{1 + 314.489 (0,05)^2}$$

n = 398,73 Samples rounded up to 400 samples

#### f. Research Instrument Measurement Techniques

At the initial stage, validity and reliability tests were carried out on each item against research instruments or questionnaires.

It is said to be valid if the instrument measures what it is supposed to measure. Instrumen is said to be valid if the KMO value (Kaiser Mayer Olkin) > 0,05 and value Barlett's test of sphericity < 0,05 (Ghozali, 2012). Research instruments are said to be reliable if the measuring instruments show consistency and stability. An instrument is said to be reliable if it provides value Cronbach Alpha > 0,60 (Ghozali, 2012).

#### g. Operational Definition and Variable Measurement

This study examines theoretical constructs that cannot be observed directly, which are referred to as abstract phenomena or latent variables or factors that are not easy or cannot be directly measured then must be defined operationally so that they can be understood or felt and observed (Ferdinand, 2014).

Operational definition of variability in this study :

1. Attractiveness is an illustration of the thing that underlies the motivation of tourists interested in choosing the tourist village destination.
2. Facilities are all supporting factors in providing tourist satisfaction.
3. Digital promotion is an information service about tourist village destinations, location, time and cost efficiency.

Interest in visiting is an attitude of feeling happy or disappointed after comparing between perceptions / impressions of tourist performance.



**RESULTS**

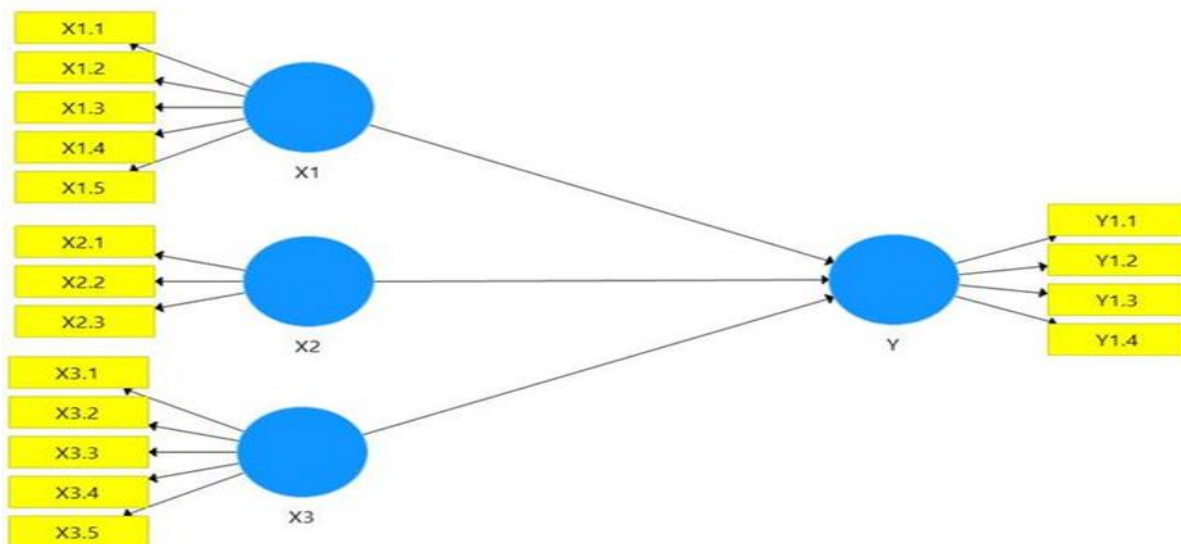
**Tabel 1 Outer Loading Model Awal**

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
X1.1	0.555			
X1.2	0.874			
X1.3	0.872			
X1.4	0.778			
X1.5	0.673			
X2.1		0.737		
X2.2		0.794		
X2.3		0.868		
X3.1			0.626	
X3.2			0.814	
X3.3			0.748	
X3.4			0.765	
X3.5			0.703	
Y1.1				0.734
Y1.2				0.549
Y1.3				0.876
Y1.4				0.672

Source: Data Processed, 2023

According to Hair et al. (2019), a value greater than 0.7 indicates that the data used is valid. From the table above, it is shown that out of the five indicators of the Attraction variable (X1), there are still two indicator variables with values < 0.7, meaning they are not valid. These are the indicators "What to see" (X1.1) with a value of 0.555 and "What to stay" (X1.5) with a value of 0.673. However, indicators X1.2, X1.3, and X1.4 are considered valid. For Variable X2, all three indicators are valid, while for X3, there is one invalid indicator, which is X3.1: 0.626, with the other four indicators being valid. As for Variable Y, which has four indicators, two indicators are invalid, namely Y1.2: 0.549 and Y1.4: 0.672.

**Figure 2 Early Model**

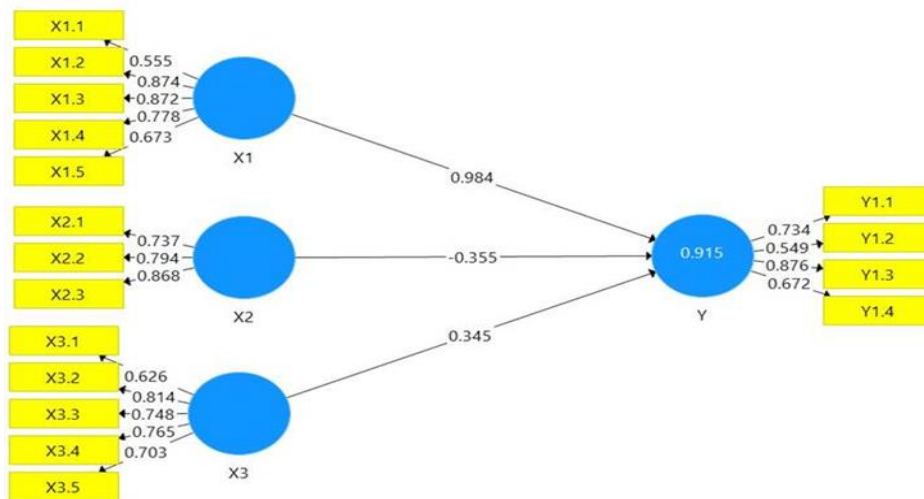


**Tabel 2 Construct Reliability And Validity**

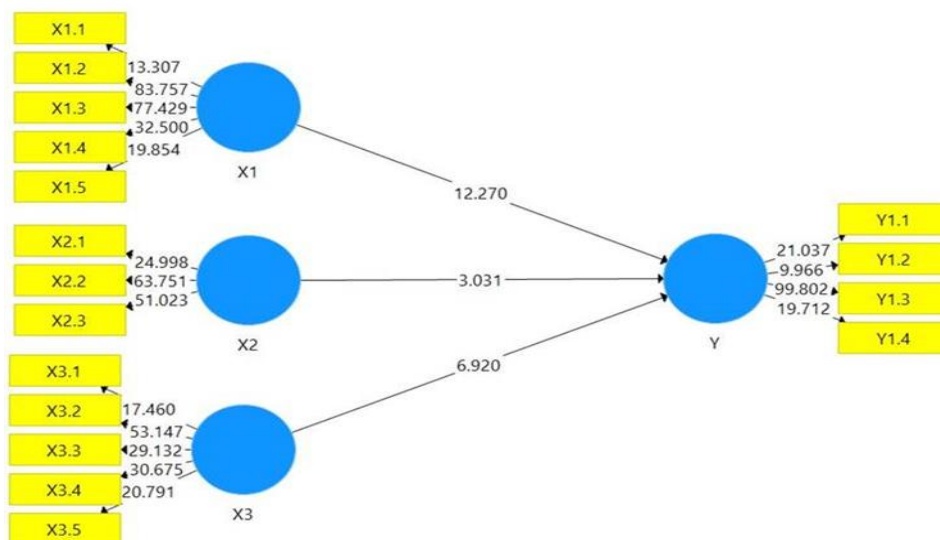
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.814	0.852	0.870	0.578
X2	0.733	0.761	0.843	0.642
X3	0.789	0.821	0.853	0.539
Y	0.682	0.735	0.805	0.515

Source: Data Processed, 2023

**Figure 3 Initial Calculation Model**



**Figure 4 Model Calculate Bootstrapping**



**Reporting Research Results**

From the bootstrapping data analysis in the figure, the obtained result of the effect of X1 on Y being 12.270 indicates that every one unit change in the X1 variable will result in an increase

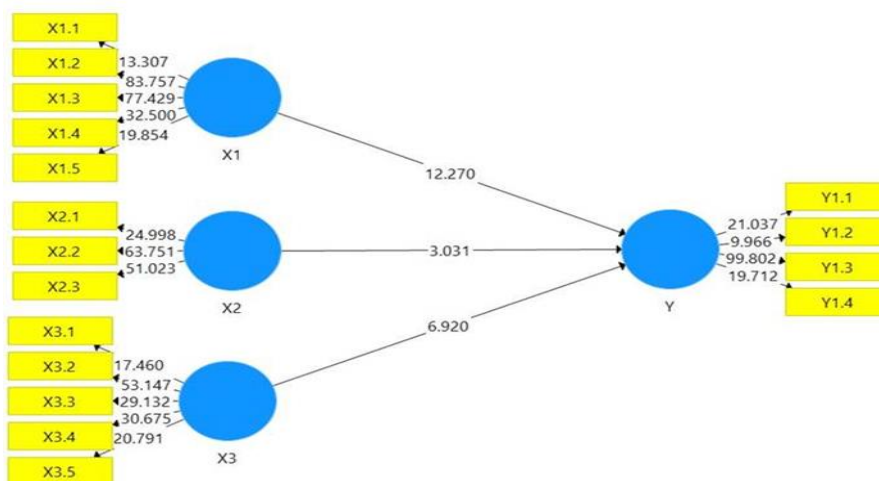
of 12.270 units in the Y variable. This suggests a significant relationship between X1 and Y, where changes in X1 can predict or influence changes in Y. Regarding the effect of X2 on Y, the result of 3.031 obtained from the bootstrapping process indicates a positive relationship between the X2 and Y variables. While this figure is smaller than previously estimated, it still shows a significant influence. This suggests that X2 still has a relevant impact on the Y variable, although its influence is lower than expected. Additionally, the result of the effect of X3 on Y being 6.920 obtained from the bootstrapping process indicates a significant relationship between the X3 and Y variables. Specifically, with an increase of 6.920 in the Y variable. This indicates that X3 has a strong and relevant influence on Y in the context of the analyzed model. Thus, the X3 variable is considered an important predictor in explaining the variation in the Y variable.

**Table 3 Reporting Research Results**

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
X1.1	0.555			
X1.2	0.874			
X1.3	0.872			
X1.4	0.778			
X1.5	0.673			
X2.1		0.737		
X2.2		0.794		
X2.3		0.868		
X3.1			0.626	
X3.2			0.814	
X3.3			0.748	
X3.4			0.765	
X3.5			0.703	
Y1.1				0.734
Y1.2				0.549
Y1.3				0.876
Y1.4				0.672

Source: Data Processed, 2023

**Figure 5 Model Calculate Bootstrapping**



## DISCUSSION

From the calculated bootstrapping data in the image, the result of the influence of X1 on Y is 12,270, which means that every change in variable can predict or influence changes in Y. This indicates that X2 still has a relevant impact on variable Y, although the magnitude of the influence is lower than expected. The results of the influence of X3 on Y of 6,920 obtained from the bootstrapping process show that there is a significant relationship between variable the context of the model being analyzed. Thus, variable X3 is considered an important predictor in explaining variations in variable Y.

## CONCLUSION

There is a strong and significant influence of attraction on interest in visiting, there is an influence on digital promotion but it is very small and there is an influence of facilities on interest in visiting. It is hoped that the two indicator variables will be further improved in accordance with further research in the future.

## SUGGESTION

1. Research may have limitations in controlling other factors that can influence visiting interest besides digital promotions and facilities. Other variables not included in the study may cause bias or reduce internal validity.
2. Using samples that may not represent the population as a whole can reduce the generalisability of research results. For example, if the sample consists of only certain visitors or from a certain geographic location, the results may not be widely applicable.

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