

INFLUENCE OF PROMOTION THROUGH INSTAGRAM, WORD OF MOUTH, TOURIST ATTRACTIONS, AND PRICE TOWARD REVISIT INTENTION

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ABSTRACT

This research was conducted to determine: (1) The simultaneous influence of promotions through instagram, word of mouth, tourist attractions, and price toward revisit intention., (2) Partial influence of promotions through instagram toward revisit intention., (3) partial influence of word of mouth toward revisit intention,(4) partial influence of tourist attractions toward revisit intention, (5) partial influence of price toward revisit intention. The population in this research was all visitors of Heha Sky View. The sample used is 100 respondents who visited and follow the instagram account of Heha Sky View. The sampling used purposive sampling technique. Data collection techniques used questionnaire. The analysis of data used descriptive analysis and hypothesis testing using multiple linear regression. The results show that: (1) Promotion through instagram, word of mouth, tourist attraction, and price simultaneously had an influence of visitors interest for revisiting, (2) Promotion through instagram partially had a positive influence of visitors interest for revisiting, (3) word of mouth partially had a positive influence of visitors interest for revisiting, (4) Tourist attraction partially did not influence of visitors interest for revisiting, (5) cost partially had a positive influence of visitors interest for revisiting.

Keywords: *Promotion through instagram, word of mouth, tourist attraction, price, revisit intention*

INTRODUCTION

Tourism provides a high contribution to GDP in Indonesia. The speed of tourism development in Indonesia cannot be separated from the important role of information technology. This information technology triggers convenience so that information can be channeled more practically and efficiently through internet pages. Based on the survey results of the Indonesian Internet Service Providers Association or APJII, Indonesian internet users in 2019-2020 reached 73.7 percent. With the increasing number of internet users, it will support the development of tourism in Indonesia. One of the promotional media for tourism promotion that plays a very important role is the use of social media. The more social media users, the easier tourism promotion can be. Instagram is a social media that attracts people in Indonesia. The use of social media Instagram as a promotional medium will make it easier for tourist attractions to

reach tourists. Susanto & Astutik (2020) said that promotion through social media has a significant influence on interest in returning to a tourist attraction. One can find out the current state of the tourist attraction. The attraction manager only needs to create an attraction account and create creative and interesting posts in both feed structure and selected content.

Another important factor in tourism promotion is word of mouth promotion and tourist attraction. Tourist attraction is a factor that will be considered to be able to attract visitors to make revisit intention (Utama, 2017: 142). It can be said that this tourist attraction is a value that will be sold in tourism. Word of mouth is a non-subjective promotion, meaning that there is no coercion from tourists (Wang, 2011). Word of mouth is carried out based on visiting experiences conveyed by closest people, the truth can be more trusted.

Price is another factor that will be a consideration for someone to revisit a

tourist attraction. Price is the amount of money spent for a product or service or is the value exchanged by customers for benefits or products or using services (Kotler dan Armstrong, 2017:345). Low or high prices will not be a problem if the tourist attractions offered can provide satisfaction to visitors.

Heha Sky View is one of the tourist attractions in Gunungkidul that uses Instagram social media as a promotional media. The tourist attraction offered is quite attractive for young to old and the rates offered are relatively cheap. Many tourists come to visit Heha Sky View. As a tourist attraction that has visitors, Heha Sky view must pay attention with visitors need. Starting from promotions carried out to attract visitors, improvements and additions to existing tourist attractions so that visitors who have already visited are interested to revisit intention.

This research was conducted to determine: (1) The simultaneous influence of promotions through instagram, word of mouth, tourist attractions, and price toward revisit intention., (2) partial influence of promotions through instagram toward revisit intention., (3) partial influence of word of mouth toward revisit intention.,(4) partial influence of tourist attractions toward revisit intention, (5) partial influence of price toward revisit intention. The results of this study are expected to provide information related to factors that can attract visitors to visit the Heha Sky View object again. In addition, this research is also expected to be able to provide suggestions or references to the managers in the sustainable development of Heha Sky View

THEORETICAL BASIS

Promotion through instagram

Promotion is a way of communication carried out by a company to the intended market or consumer to convey information about the products offered so that the market or consumer is interested in making a purchase (Kotler & Keller, 2016: 47).

Companies can easily do marketing with online marketing. According to Kotler and Armstrong (2017: 516) Online marketing refers to marketing through the internet using company websites, email promotions, online videos, blogs and also social media. Instagram is one of the most widely used social media. Atmoko (2012:10) says that Instagram social media has many benefits and opportunities in the business field, this can be used as a marketing or promotion medium by sharing photos of the products or services offered. According to Kotler and Keller (2016: 640) promotion indicators through social media are Context, Communication, Collaboration, and Connections.

Word of mouth

According to Quesenberry (2019: 289) word of mouth is a form of marketing when someone shares information about a product or promotion with others. According to Sernovitz (2015: 4) word of mouth is divided into two types, the first is organic word of mouth, which is a pure conversation that occurs naturally because of the quality of the product or service in a company that has a positive value. Next is Amplified word of mouth, which is a conversation that is intentionally initiated or deliberately done to attract people to talk. According to Sernovitz (2015: 31) there are five basic indicators that must be considered in WOM, namely Talkers, Topics, Tools, Taking Part, Tracking.

Tourist attraction

Suwena and Widyatmaja (2017: 98) tourist attraction is a potential driving force for tourists to visit destination. Tourist attraction is strong element in tourism/ full factor for tourists in determining purpose of visiting destination. Indicators tourist attraction such as attractions, facilities, accessibility, and additional services.

Price

Kotler and Armstrong (2017: 181) define price as the amount of money that must be paid by customers to obtain

products, services or value. Price will be considered by someone before making a tourist visit. Suparyanto (2015: 141) defines price as the amount of value that can be in the form of money and must be sacrificed to get a product or service. Buchori (in Ardiansyah 2019) price indicators are pricing, payment methods and price discounts.

Revisit intention

In research, revisit intention is a behavior that appears after someone makes a decision to visit again. This is based on a sense of satisfaction with the products purchased by consumers. Hasan (2018:131) revisit intention is based on previous purchase experiences. Kotler and Keller (2016: 181) it is possible of someone to buy a brand or service. Revisit intention is a post-purchase consumer action that is based on satisfaction and has the possibility to repurchase the product. Hasan (2018: 131) the indicators revisit intention are transactional interest, referential interest, preferential interest, and exploratory interest.

HYPOTHESES

Promotion through Instagram, word of mouth, tourist attractions and prices are important things that can affect someone's interest in making revisit intention to tourist objects. Susanto and Astutik (2020) said that the promotion of social media and tourist attractions affect the interest in revisiting a tourist attraction. Suparyanto (2015: 141) defines price as the amount of something that has a value that can be in the form of money and must be sacrificed to get a product or service so that making the price something that will affect a person's revisit intention, price must can obtain an equivalent product or service. A person will be able to easily find out the state and information of a tourist attraction through Instagram of the related tourist attraction. When someone feels interested in a tourist attraction, he will seek information related to it to the people around him who have

related experience in tourism objects, then word of mouth plays a role. According to Sugianto and Marpaung (2020) word of mouth and tourist attraction affect the interest in revisiting that will be done by someone. Someone who has been to a tourist attraction will feel interested in visiting again if there are relatives or close people who visit the updated tourist attraction starting from the facilities and other things of the tourist attraction. Someone who is satisfied with the visit made will tell it to others. This can affect someone's interest in making return visits.

H1: The simultaneous influence of promotions through instagram, word of mouth, tourist attractions, and price toward revisit intention

Atmoko (2012: 10) says that Instagram social media has many benefits and opportunities in the business field, this can be used as a marketing or promotion medium by sharing photos of the products or services offered. According to Susanto and Astutik (2020) promotion through Instagram has a positive and significant influence on interest in repeat visits.

H2: Partial influence of promotions through instagram toward revisit intention

Word of mouth can affect a person's interest in making a return visit in a tourist attraction. According to Wang (2011) word of mouth can lead to positive or negative. Satisfied consumers will tend to produce positive word of mouth and conversely, dissatisfied consumers will tend to produce negative word of mouth.

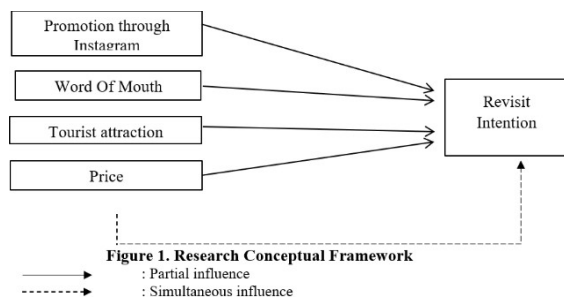
H3: Partial influence of word of mouth toward revisit intention

Tourist attraction is the most important thing that will attract someone's interest to make a repeat visit. According to Suwena and Widyatmaja (2017: 98) Tourist attraction is a potential that is owned and is a driving force for tourists to visit a tourist area.

H4: Partial influence of tourist attractions toward revisit intention

Kotler and Armstrong (2017: 181) define price as the amount of money that must be paid by customers to obtain products, services or value. Price is something that can affect someone's interest in making repeat visits in a tourist attraction. If a tourist attraction is subject to high prices but not comparable to the value offered, consumers will feel that they do not receive the benefits they should get and are reluctant to revisit intention.

H5: Partial influence of price toward revisit intention.



METHOD

This research is quantitative research. According to Sugiyono (2019:15), quantitative research is the process of examining a particular population or sample, and collecting data using research instruments and the results of the data obtained are in the form of statistical data which will then be used in hypothesis testing. In this study, the unit of analysis is every visitor to the Heha Sky view tourist attraction.

Sugiyono (2019:126) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics which will be determined by researchers to be studied and drawn in a conclusion. The population in this study were all visitors to the Heha Sky View tourist attraction. Researchers use samples because there are limitations to examine the entire population. The samples taken in this study were 100 respondents who were visitors to the Heha Sky View tourist attraction and followed the Instagram or Facebook social media accounts of the Heha Sky View tourist attraction.

The sampling technique in this research is non-probably sampling with purposive sampling technique. In this study, the criteria set by the researcher were visitors who followed Instagram or Facebook social media accounts from the Heha Sky View tourist attraction. The independent variables in this study were promotion through social media Instagram, word of mouth, tourist attraction, and price and interest in repeat visits were the dependent variables in this study. The variable measurement scale used in this study uses a Likert scale. The primary data source in this study came from the results of the questionnaires distributed.

We used validity and reliable test to make sure the instrument. All classical assumption tests are met. Data analysis was carried out by t test and f test. At the end, a school experiment was conducted.

Table 1. Operational Definition

Variable	Operational Definition	Indicator
Promotion through Instagram	Promotion through social media Instagram is a promotion carried out by utilizing an Instagram account owned by a tourist attraction Heha Sky View by making creative and interesting posts.	Context Communication Connections
Word of mouth	Word of mouth is a promotion carried out voluntarily by someone who is not a party from a company. WOM is not objective, and comes purely from personal experience.	Talkers Topic Participan
Tourist attraction	Tourist attraction is the value offered in a tourist attraction. This includes the views offered, the facilities available and also the ease of access to get to the attractions heha sky view.	Attractions Facilities Accessibility
Price	Price is the amount of money that will be spent for a tourist visit. Determination of prices in accordance with the view offered and also the ease of payment from the tourist attraction heha sky view are things that must be considered by the manager of the attraction.	Pricing Payment method
Revisit Intention	Revisit Intention is a condition that arises after someone is satisfied with the visit that has been made, giving rise to the perception of making the next visit to the Heha Sky View tourist attraction.	Transactional interest Preferential interest Exploratory interest

RESULTS AND DISCUSSION

Based on the results of the validity test on the variables used in this study, the value of r-value > r table, so that the promotion variables through Instagram, word of mouth, tourist attractions, prices, and also revisit intention each item are declared valid. Based on the results of the reliability tests that have been carried out,

there are results showing that each variable in the study has a Cronbach Alpha value > 0.60, so the questions are declared reliable, which means that each question is considered consistent and trustworthy.

Classic assumption test

Based on the results of the normality test in the table, the data is said to be normal because the significance value is greater than 0.05. The value obtained is 0.364 > 0.05 so it can be concluded that the data is normally distributed. Based on the linearity test, there is a sig. linearity result of 1,000 which means 1,000 > 0.05, it can be concluded that there is a linear relationship between the independent and dependent variables.

Based on the results of calculations using SPSS contained in table 8, the tolerance value of each independent variable is > 0.1 and the VIF value is <10 which means that there is no multicollinearity in each variable. Based on the results of the heteroscedasticity test, the significance value of each variable is >0.05, which means that there are no symptoms of heteroscedasticity.

Table 2. Multiple Linear Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.822	1.749			.470	.639
Promotion through Instagram	.401	.099	.423		4.051	.000
Word Of Mouth	.366	.127	.231		2.878	.005
Tourist attraction	.140	.186	.078		.754	.452
Price	.214	.101	.183		2.114	.037

Based on the results of the multiple linear regression analysis, the following multiple linear regression equations were obtained:

$$Y = 0,822 + 0,401 X_1 + 0,366 X_2 + 0,140 X_3 + 0,214 X_4$$

Based on the results of the F test in table 11 obtained F value 33,763 > F table 2.46 or at sig 0.000 < 0.05, which means H₀₁ is rejected and H_{a1} is accepted, so it can

be concluded that all independent variables are promotion through Instagram, word of mouth, tourist attraction and price together have an effect on the dependent variable, namely revisit intention.

Susanto and Astutik (2020) said that the promotion of social media and tourist attractions had an effect on interest in repeat visits in a tourist attraction. If a tourist attraction has an interesting promotion through its social media, it will certainly attract consumers who see it and they will find out more about the information to the people around them who have previously visited the tourist attraction, in this case word of mouth. role. If someone is satisfied with the visit, they will certainly tell positive things to others, so they will revisit intention. Facilities and tourist attractions that are maintained and always updated as well as prices that are comparable to what is offered, will certainly attract someone to make a return visit to these attractions and this will. The results of this study are in line with the research of Sugianto and Marpaung (2020) which say that word of mouth, tourist attractions and facilities revisit intention. This study is also in line with the research results of Riyanti, Kusuma, and Rihayana (2020) that service quality, price, and promotion affect revisit intention.

Based on the test results of multiple linear regression analysis in table 10 the effect of promotion through social media Instagram on revisit intention is indicated by Unstandardized Coefficients Beta 0.401 (positive sign) in sig. 0.000 < 0.05, which means H₀₂ is rejected and H_{a2} is accepted, so it can be concluded that promotion through Instagram partially has a positive effect on revisit intention. In the context of this study, assuming other variables remain, it means that the more attractive promotions through Instagram social media, the higher the interest in repeat visits and vice versa the less attractive promotions through Instagram social media, the lower the interest in repeat visits. If the promotion is done in an interesting and creative way, it

can certainly attract someone's revisit intention. In addition, by utilizing Instagram social media as a promotional account, it will make it easier for visitors to find out the latest information related to tourist attractions. Someone who sees a creative post on the social media account of a tourist attraction and feels interested in the uploaded post will certainly look for deeper information and feel interested in visiting. It can be said that the better a promotion that is carried out with a wider reach and also a good message delivery, the more visitors will come back. The results of this study are in line with the results of Susanto & Astutik's (2020) research which says that promotion through social media has a significant influence on revisit intention.

The effect of word of mouth on revisit intention is shown by Unstandardized Coefficient Beta 0.366 (positive sign) at sig. $0.05 < 0.05$ which means H_{03} is rejected and H_{a3} is accepted, so it can be concluded that word of mouth partially has a positive effect on revisit intention. In the context of this study, it means that the more intense word of mouth with the assumption that other variables are fixed, the higher the interest in repeat visits and vice versa if the word of mouth is not intense, the lower the revisit intention. According to Wang (2011) word of mouth can lead to positive and negative. Someone who is satisfied with the visit that has been done will certainly tell it to others, in this case word of mouth can lead positively. Word of mouth is information obtained from the closest people. The information received will certainly be more reliable because it is based on the experience of the closest people who have previously made tourist visits. This will affect someone's revisit intention to a tourist attraction. The results of this study are in line with the results of research conducted by Sugianto and Marpaung (2020) that word of mouth partially has a positive effect on revisit intention.

The influence of tourist attraction on revisit intention is shown by Unstandardized Coefficient Beta .140 (positive sign) at sig $0.452 > 0.05$, which means H_{04} is accepted and H_{a4} is rejected, so it can be concluded that tourist attraction partially has no effect on revisit intention. In the context of this research, it means that the more attractive or the less attractive the tourist attraction, assuming other variables still have no effect on revisit intention. The results of this study indicate that whether or not the renewal of tourist attractions will have an effect on someone's visiting interest, or someone's visiting interest will remain (unchanged), or it can be said that someone will still be enthusiastic about visiting Heha Sky View attractions even though they don't. There are changes related to facilities or other matters related to tourist attractions. Visitors who are interested in making repeat visits to Heha Sky View attractions can also be influenced by other factors such as business interests or being involved in other interests that are not related to tourist attractions. The results of this study are in line with research conducted by Saputro, Sukimin, and Indriastuty (2020) that tourist attraction does not have a positive influence on revisit intention.

The effect of price on revisit intention is indicated by Unstandardized Coefficients Beta 0.214 (positive sign) at sig. $0.37 < 0.05$, which means H_{05} is rejected and H_{a5} is accepted, which means that the price partially has a positive effect on revisit intention. In the context of this study, assuming other variables remain, it means that the more affordable the price, the higher the interest in repeat visits and conversely the less affordable the price, the lower the interest in repeat visits. According to Kotler and Armstrong (2017: 345) price is the amount of money spent on a product or service or is the value exchanged by customers for benefits or products or using a service. Someone will certainly voluntarily spend more money to get a product or service with good or

satisfying quality. If the price paid by someone to get a product or service is in accordance with the benefits received, of course that person will still be interested in using the product or service. The results of this study are in line with the results of research by Riyanti, Kusuma, and Rihayana (2020: 93) which said that price is one of the factors that can affect a person's interest in making revisit intention.

Based on the results of multiple linear regression analysis contained in table V.23 there is a coefficient of determination (r^2 square) = 0.570, which means that the independent variables jointly affect the dependent variable by 57.0% and as much as 43.0% is influenced by other variables, which are not included in the research model.

CONCLUSION

Based on the results of the research that has been carried out, the following conclusions are obtained:

1. Promotion through Instagram, word of mouth, tourist attractions, and prices together affect toward revisit intention Heha Sky View.
2. Promotion through Instagram partially has a positive effect toward revisit intention Heha Sky View.
3. Word of mouth partially has a positive effect toward revisit intention Heha Sky View.
4. The tourist attraction partially does not have a positive toward revisit intention Heha Sky View.
5. The price partially has a positive toward revisit intention Heha Sky View.

Heha Sky View managers are advised to always carry out promotions in easy-to-understand language with their Instagram account and also always present interesting content or can create monthly themes in promotions through Instagram media which are carried out for example in February which is identical to Valentine's Day promotional themes. used can be adjusted and always updated so that visitors feel that

their media accounts are always active. In addition, through Instagram social media accounts, managers are also expected to interact with consumers, such as through repost stories to every visitor who marks Heha Sky View in the posts made.

Managers of Heha Sky View should always ensure customer satisfaction, such as ensuring that employees are friendly to visitors so that visitors who come feel welcome and are satisfied with their visit. Someone who is satisfied with the visit made will tell it to others and it will attract other people to visit the Heha Sky View tourist attraction. In addition, if someone is satisfied with the visit, it will certainly give a good reputation for the image of the Heha Sky View tourist attraction.

Heha Sky View managers are also advised to make a tour package which includes the entrance ticket fee and also the cost for paid photo spots. For example, making package A which includes the price of 1 entry ticket and 1 photo spot with that price, then package B with the price of 2 entrance tickets and 3 photo spots with that price. This will make it easier for visitors and indirectly visitors will feel that the costs incurred are much more affordable, not to mention if in the tour package the manager provides merchandise or discounts for certain tour packages or certain criteria that can be adjusted to the circumstances.

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