

# The Effect of Digital Marketing on Urban Tourist Visit Decision in Bandung City

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## Abstract

The development of urban tourism is a motivation for a city government to make tourism a driving factor in the local and regional economic growth. The city of Bandung can present a variety of innovation and creativity as shown by its well-known fashion and culinary industry. As a result, the city is currently known by various nicknames, including the City of Flowers, Paris Van Java, City of Parahyangan, City of Culinary Tourism, City of Shopping Tourism, and City of Arts. This shows that the city of Bandung has the potential to develop urban tourism. The development of urban tourism cannot be separated from the tourism marketing. The tourism marketing strategy that can be developed along with the high use of the internet is digital marketing. Utilization of digital marketing is in line with the development of urban tourism, where many urban tourism activities are known to tourists based on information that tourists get through digital media. Unfortunately in the development of urban tourism, there has never been a measurement of the effect of digital marketing strategies in influencing tourists' decisions to visit urban tourism. The implementation of a digital marketing strategy is expected to help the city government in attracting more visitors to enjoy urban tourism as the city's new tourism product. Therefore, this study was aimed at examining the effect of digital marketing on the urban tourist visit decision in the city of Bandung. The method used in this study was descriptive verification. The multiple linear regression techniques were performed in this study to analyze the collected data. According to the analysis results, the variables of social media (X1) and review and rating (X2) have a partial and simultaneous effect on the visitor decision variable (Y) with a value of 0.960 (96%). The remaining 4% is influenced by other factors not explained in this study.

**Keywords;** Digital Marketing, Urban Tourism

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## I. INTRODUCTION

The tourism industry has a multiplier effect which gives a major influence on economic growth and involves other sectors. When the tourism industry grows, the sectors of destination, accommodation, transportation, and infrastructure will also develop. The city of Bandung is one of the main tourist destinations in West Java Province due to the popularity of its cool air, closeness to various types of natural tourism, friendly people, and delicious and diverse food. In addition, the city is now becoming known as a creative city because of its various innovations and creativity as shown by the

fashion and culinary industry.

Bandung as a city with high innovation and creativity can potentially develop a new type of tourism, i.e. urban tourism, in which all activities that normally take place in urban areas become an attraction for tourists. Page (2003) suggests that urban tourism emerges as an impact of economic globalization occurring in the 1970s. The impact of globalization has changed the structure of the world economy, thus resulting in clashes of trade, foreign investment, migration, and technology. This has led to deindustrialization in urban areas which, in turn, create various forms of investment in the service

industry, especially the tourism industry. This phenomenon later developed into an attraction for urban areas. Urban tourism can be enjoyed by tourists such as the city's historical heritage, museums, cultural districts such as the Javanese and Islamic villages, ethnic communities, entertainment areas, pilgrimage tourism, shopping and culinary tourism (Hanning, 1998 in Page, 2003:44-45).

In the context of the restructuring of the global economy and deindustrialization, the development of urban tourism in many cities in the world is able to make a major contribution to improving the economic condition of the city which began to decline (Law, 1996). The presence of tourism activities is an important boost for the revitalization of a city. The rise of cities plays a role in creating a prosperous society because it can increase tourism demand.

The development of urban tourism is a motivation for the government of a city to make tourism a driver of improvement in the local and regional economy (Roche, 1992 in Page, 2003:28). The existence of urban tourism activities is expected to create a change in the political conditions of the city so that investment is also increasing (Doorne, 1998 in Page, 2003:28). Even so, there are still many tourists who are not familiar with the concept of urban tourism. Moreover, the wider community still considers that tourism activities are always related to natural attractions like what happens in the city of Bandung. The city can present a variety of innovations and creativity as shown by its fashion and culinary industry. Because of its innovation and creativity, the city is currently known by various nicknames such as the City of Flowers, Parijs Van Java, City of Parahyangan, City of Culinary Tourism, City of Shopping Tourism, and City of Arts. This shows that the city of Bandung has the potential to develop urban tourism.

The development of urban tourism phenomena cannot be separated from tourism marketing. One of the marketing activities in the tourism industry is to

make a tourism product demanded by consumers (tourists). Moreover, this type of tourism is relatively new and not yet widely known by the public. The marketing media must be able to adjust to the target market. We are Social (2018) stated that internet users have now reached 4 billion, increasing from 3.8 billion in the previous year (Herman & Athar, 2018). The high number of internet users shows that tourism marketing must be able to take advantage of this opportunity to increase the tourists' interest in other types of tourism besides nature tourism. One of them is by developing urban tourism in the city of Bandung.

One of the tourism marketing strategies that can be developed along with the high number of Internet users is digital marketing. It is an activity to market a product or service through the use of digital media as a messenger. It utilizes tools that can effectively monitor performance by using websites and social media to easily reach a wider target market. Utilization of digital marketing is in line with the development of urban tourism, where many urban tourism activities are known to tourists based on information that tourists get through digital media. Unfortunately in the development of urban tourism, there has never been a measurement of the effect of digital marketing strategies in influencing tourists' decisions to visit urban tourism. The implementation of a digital marketing strategy is expected to help the government in attracting more tourists to enjoy urban tourism as a new tourism product in the city of Bandung. Therefore, this study is aimed to examine the effect of digital marketing on the urban tourist visit decision in the city of Bandung.

## II. LITERATURE REVIEW

### Urban Tourism

Klingner (2006:1) defines urban tourism as a tourism activity done in the city and can be enjoyed by tourists both from the city itself or elsewhere. The city is a tourist destination because it offers a process of human activity related to lifestyle and culture (Page, 1995:1).

The concept of urban tourism includes various types of concepts. First, a tourist-historic city offers historical tourism (Ashworth and Tunbridge, 1990:72). Second, a cultural city offers museums, ethnic communities and entertainment areas as tourist attractions (Evans in Richard and Wilson, 2007: 61). Third, a fantasy city is based on the theme of a city in which the products include night activities, diversities specially packaged to produce various interesting experiences, simulation technology, virtual reality, and performances and creativity with a spectrum of creative industries in the fields of literature, craft and folk art, film, design, music, media arts, and gastronomy. The last is a culinary city with food products as its main attraction.

### **Digital Marketing**

Digital Marketing utilizes information technology to connect communication between a company and its consumers. According to Kingsnorth (2016:155), the dimensions of digital marketing include 1) social networking, 2) blogs and micro-blogging, 3) visual media sharing, 4) professional networking, 5) reviews and rating, and 6) forums.

According to Kotler & Keller (2016), social media is a medium that is used by consumers to share text, images, voice, or video information. Current social media that are frequently used for marketing a tourist spot include Twitter, Facebook, Instagram, mobile applications, and YouTube. In addition to social media, digital marketing also utilizes ratings given by users on a product based on their preferences or experiences. Therefore, the measurements of blogs and micro-blogging, visual media sharing, and forums can be represented by reviews and ratings. The ratings given by tourists on a product or service refer to their psychological and emotional state when interacting with virtual products in a mediated environment.

### **Tourist Visit Decision**

Tourists at some point must decide to visit or not

visit. According to Kotler and Keller (2016: 161), in carrying out the intention to visit, tourists can make 6 sub-decisions, namely (1) Product Selection, Companies must focus their attention on tourists interested in choosing a product and the alternatives they are considering. (2) Brand Selection, Each brand has its own differences, so tourists must decide which brand to choose. In this case management must know how guests choose a brand. (3) Selection of Channels, Tourists must make a decision about the supplier to be visited. Each tourist is different in terms of determining the dealer because of the location factor that is close, the price is cheap, a complete inventory of goods, comfort, freedom of space and so forth. (4) Determination of Time of Purchase, tourist decisions can be made in the selection of different times, according to when the product is needed. (5) Number of Purchases, Guests can make decisions about how many products from the hotel guests will buy. In this case the company must prepare the number of products / services and services that will be provided to guests in accordance with the wishes of different guests. (6) Purchase Motive, Guests in making a purchase decision can choose the method of payment, whether by cash (credit) or credit (credit call). In this study the visiting decision dimensions examined were Product Selection, Brand Selection, Distributor Selection, Determination of Purchase Time, Number of Purchases.

Mardiani, Endang (2013) states that the benefits of making transactions online are then the ease of obtaining information about the product sought up to the practicality of shopping privately because without the need to waste time dealing with salespeople and dealing with all kinds of feelings or emotions from workers the seller is more influencing consumer purchasing decisions through online media.

H1: Digital Marketing has a positive and significant influence on the visiting decision process.

### III. METHODS

The method used in this study was descriptive verification. This study measured the influence of digital marketing on the urban tourist visit decision in the Bandung City Urban Tourism Area. The questionnaires were distributed to tourists who visit urban tourist attractions in the city of Bandung. The secondary data included information obtained from the government, managers of tourist attractions, and literature review. The data were analyzed using multiple linear regression.

### IV. RESULTS AND DISCUSSION

The hypothesis testing was done to test the influence of digital marketing factors (X), i.e. social media (X1) and review and rating (X2), on the tourist visiting decision (Y). It was performed using multiple regression analysis.

**Table 1. Results of T-Test (Partial Effect)**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.408	.276	-1.481	.140
	Social Media	.517	.028	.839	.000
	Review & Rating	.087	.027	.148	.001

a. Dependent Variable: Visit Decision

This study used an alpha level of 5%. Therefore, by using t table ( $\alpha/2$ ) and df (n-k), the value of t table (5%) and df (188-3) = df (185) = 1.97287.

1. The Partial Effect of Social Media (X1) on Visit Decision (Y)

The testing criteria of hypothesis 1 (H1) are accepted because of t count (18.523) > t table (1.97287) or significance value (0.000) < alpha (0.05), so H0 is rejected and H1 is accepted.

2. Partial Effect of Review & Rating (X2) on Visit Decision (Y)

The testing criteria of hypothesis 2 (H2) are accepted because of t count (3.267) > t table (1.97287) or significance value (0.001) < alpha

(0.05), so H0 is rejected and H2 is accepted.

**Table 2. Results of F Test (Simultaneous Effect)**

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	5322.869	2	2661.434	2203.886
	Residual	223.408	185	1.208	
	Total	5546.277	187		

a. Dependent Variable: Visit Decision

b. Predictors: (Constant), Review & Rating, Social Media

The F table with the denominator (N2) of 185 and the numerator (N1) of 2 has a value of 2.6274. The significance value (0,000) < alpha (0,05) and F count (23.403.289) > F table (3.04) so H0 is rejected and H3 is accepted. This means that social media (X1) and review & rating (X2) have a simultaneous and significant influence on the visit decision (Y).

**Table 3. Results of Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.980 <sup>a</sup>	.960	.959	1.09891

a. Predictors: (Constant), Review & Rating, Social Media

b. Dependent Variable: Visit Decision

The high value of R square shows that all independent variables influence the increasing visit decision by 96%. The remaining 4% is influenced by other factors that are not examined in this study. However, they can influence the tourists' decision to visit the mall and culinary centers in the city of Bandung.

**Table 4. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.408	.276	-1.481	.140
	Social Media	.517	.028	.839	.000
	Review & Rating	.087	.027	.148	.001

a. Dependent Variable: Visit Decision

The equation model of multiple linear regression in this study is as follows:



$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = (-0.408) + 0.517X_1 + 0.087X_2$$

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

- 1) The value of the constant  $\alpha$  in the regression equation is -0.408. This means if all independent variables are zero (0), the Visit Decision (Y) will automatically have a value of -0.408 units.
- 2) The value of the regression coefficient ( $\beta_1$ ) is 0.517. This indicates that every single addition in Social Media (X1) will increase Visit Decision (Y) by 0.517 points.
- 3) The value of the regression coefficient ( $\beta_2$ ) is 0.087. This means that every single addition in Review & Rating (X2) will increase Visit Decision (Y) by 0.087 points.

## V. CONCLUSIONS

Indicators of tourist assessment of digital marketing carried out by urban tourism managers include ease of accessing information, interesting content, admin services on social media and rating reviews, completeness of information shared, clarity of information shared, frequency of information updates, level of trust in information shared, and the level of knowledge gained from the information provided.

The level of ease of accessing information through digital marketing gets the highest score of 13.18%, the high percentage is because tourists can easily access information about the attributes of urban tourism products. The ease of information is very important in influencing the knowledge of tourist visits to urban tourism, because information is a factor driving tourists' interest in a tourism product. While the lowest rating is given to the level of admin services on digital marketing media that is equal to 11.86%, where the admin response in


answering questions from tourists is considered less responsive. Interaction between companies in this case urban tourism managers need to be improved, because the interactions that occur between service providers and consumers can increase tourist interest before enjoying the products offered.

Based on observations and questionnaires, it can also be seen that tourist ratings are carried out on digital media which are unofficial accounts or informal accounts of urban tourism managers. That is because the information provided on unofficial accounts such as individual social media accounts that review products and services on urban tourism is considered more open, updated, honest and reliable compared to information done on official urban tourism accounts directly, because tourists can access information about the advantages and disadvantages of the product based on the experience of previous tourists. Based on these findings can be input for urban tourism managers to be able to work with digital media accounts that are managed by parties outside the company to be able to publicize the products and services that urban tourism has.

Based on the analysis of 188 respondents, the partial contribution of social media variable (X1) amounts to 0.517 points and the partial contribution of review & rating variable (X2) amounts to 0.087 points. According to the analysis results, this study suggests that social media (X1) and review & rating (X2) simultaneously affect or contribute to the tourists' visiting decision (Y) by 0.960 points (96%). The remaining 4% is influenced by other factors that cannot be explained in this study. The results of the study show that implementing a digital marketing strategy on urban tourism can influence tourist visiting decisions

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