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Analysis of Tourist Attractions, Amenities and Accessibility to Tourist Visit Decisions Mediated by Digitalization Promotion

Elfitra Desy Surya[1,] Kiki Farida Felani[2,] Virdyra Tasril[3,] Anggi Andriani[4]
Fakultas Ekonomi, Universitas Pembangunan Panca Budi, Sumatera Utara, Indonesia[1,2,3,4]

Article Info	ABSTRACT
	The purpose of this study was to test and analyze the image of the Mutiara Beach destination as a culinary tour with digital-based promotions in Pari Serdang Bedagai City and to test and analyze the image of the Mutiara Beach destination as a culinary tour through tourist satisfaction with digital-based promotions in Pari Serdang Bedagai City. The research method used in this research is to use a quantitative approach where this approach is based on a positive view (positivism philosophy) of an object (Lake Toba tourist destination). Data collection techniques used in the form of observation and questionnaires. The population in this study amounted to 300 people who visited Lake Toba, and the samples taken were criteria based on tourists who visited Lake Toba tourism as many as 171 people. Furthermore, after the data is collected, the data is analyzed using validity, reliability, and path analysis tests. The findings from the study state that the projected growth of domestic and foreign tourists does not depend on previous trends, but pressure on the desire to be 'reborn' as expected that (1) tourism investment will grow and improve the quality of availability of tourist services, (2) opening and development of Silangit Airport as an international gateway, (3) development of the Lake Toba Authority Area as a competitive and sustainable tourist destination, and (4) increasing collaboration of various stakeholders such as the government, private sector, diaspora, communities and development partners. Departing from the research findings, the results of the study show that there is a positive and significant influence between cognitive image, affective image and unique image on the image of the Mutiara Beach destination with digital-based promotions as mediation in Pari Serdang Bedagai City.

Corresponding Author:

Elfitra Desy Surya
Universitas Panca Budi
Email: elfitradesy@dosen.pancabudi.ac.id

INTRODUCTION

The government pays more attention and hopes to the sector tourism as a new source of growth for Indonesia.The development of tourism is expected not only to bring foreign tourists and domestic tourists with increasing numberslarge, but can also contribute to strengthening the economic structure national, encourage equitable development, create more employment and improve social welfare. In Vision Indonesia 2045, Indonesia is expected to become one of the leading destinations tourism in Asia and the World region, supported by diversity region,

ethnicity, language, world heritage and biodiversity.

Tourism is also expected to be one of the foreign exchange earners the largest in Indonesia, resulting from the arrival of foreign tourists reach 73.6 million in 2045 and increased tourism competitiveness Indonesia is ranked in the top 10 in the world. Stages to make it happen The target for tourism development has been proclaimed by the Government through the development of 10 priority tourism destinations (DPP) for support Bali as a major tourism destination in Indonesia. Its implementation began by accelerating the preparation of five super priority destinations, namely Borobudur, Lombok, Labuan Bajo, Likupang, one of them is Lake Toba.

Projected growth of the archipelago (wisnus) and foreign tourists (foreign tourists) following the Toba Reborn scenario. The Toba Reborn scenario is not depends on previous trends, but emphasizes the desire to 'reborn' as expected that (1) tourism investment will grow and improve the quality of tourism service availability, (2) opening and development of Silangit Airport as an international gateway, (3) development of the Lake Toba Authority Area as a tourism destination competitive and sustainable, and (4) increasing the collaboration of various stakeholders such as government, private sector, diaspora, community and development partners. In total, the number of visits by domestic tourists and foreign tourists to The Lake Toba area is projected to grow from around 1.8 million in 2045 in 2018 to over 6.1 million in 2045. In a 25 year period mentioned, the growth of tourist visits to the Lake Toba Region projected to reach around 4.5 percent. The highest growth is expected occurred in the first 10 years of the development of the Lake Toba Area ie between 2020-2030.

Toba, is strongly influenced by the availability of accessibility, amenities and attractions adequate. Provision can be realized through the collaboration of all stakeholders. Tourism development on Lake Toba is also necessary planned by considering an integrated territorial unit that is physically and non-physically integrated, by combining various plans sectoral tourism into a comprehensive document from the macro scope to micro.

Figure 1. Ultimate Goal for the Development of the Lake Toba Region

In the Ultimate Goal the development of the Lake Toba tourism area Among other things, the first goal is the realization of regional environmental sustainability lake toba, the second goal is the realization of infrastructure improvements In supporting regional development, the third goal is the realization of the Lake Toba area as a world-class tourism area which is connected to the domestic and global tourism market, a goal that fourth is the realization of a commodity - based regional economy superior value added and able to compete in the global market, the Goal Fifth, the realization of local communities as the main actors in activities regional economy. These five Goals can be realized if supported by integrated digitization. But in reality in the lake area Toba does not yet have facilities that support industry players tourism to promote all events and amenities, attractions and accessibility in the Lake Toba area to an international level so that it can accessible to foreign tourists. Even though this should be very good momentum to make Lake Toba a tourist area become a super priority area that can elevate lake tourism destinations toba to a higher level (worldwide) and visited by tourists international.

Purchasing decisions made by buyers are a collection of a number of decisions. Each purchase decision has a structure of seven components, including decisions about product types, decisions about product forms, decisions about brands, decisions about sales, decisions about the number of products, decisions about when to buy and decisions about how to buy.

Based on the above phenomenon, it is very much in line with research conducted by (Susianto et al., 2022) stating that tourist attraction has a positive and significant effect on the decision to visit tourists in tourist villages in Kerinci Regency. Kerinci. Amenities are facilities and infrastructure needed by tourists while in tourist destinations. Whereas amenities according amenities (facilities) can basically be measured through three parts, namely: 1) Main facilities; Supporting facilities; and 3) Complementary facilities. Meanwhile, according to (Rossadi & Widayati, 2018) in his research explained that amenities can be measured through several indicators, namely: 1) Accommodation; 2) Restaurants; 3) public toilets; 4) res area; 5) souvenir shops; 6) parking space; and 7) places of worship.

Digital marketing Apart from providing benefits to economic growth through tourism, digitalization also has an impact on sustainable tourism or green tourism (Saseanu et al., 2020), (Garg et al., 2020). Likewise, digitalization has an important role for sustainable tourism because digitalization can market green products to the right market share which is a brand on environmental preservation. Changing patterns of tourism consumption, promotion and marketing towards digitization by utilizing information and communication technology is a challenge for post-pandemic tourism actors (Toubes et al., 2021). Technologies such as virtual reality can play an important role in digitizing media. (Pahlevi et al., 2021) stated that there is a need for a new breakthrough in digital media for the tourism industry.

Based on the phenomena related to the research title and previous research, the

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writer feels the need to study and analyze the development Lake Toba super priority area to get to world-class destinations with the promotion of digitization as a mediating variable to the decision visiting tourists. So that it can be used as reference material policy making by the local government to create fields work for the younger generation in the Toba Samosir area and become a reference for tourism industry players to revive post-covid 19 had stopped to increase people's income and bring in foreign exchange from non-oil and gas aspects for the region in particular and country in general.

METHODS

1. Type Of Research

In the Research (Ilham Agustian, Harius Eko Saputra, 2019) Stated That Quantitative Based Research Is A Research Approach Based On The Philosophy Of Positivism. This method is used to test the hypothesis on a particular population or sample by collecting data through research instruments and analyzing them quantitatively or statistically. The goal is to test the hypothesis that has been defined.

Thus this study uses the material Quantitative, namely material related to data that describes amenities, attractions and accessibility to tourist visits to lake toba super priority destination with digitalization as a variable mediation.

2. Research Procedure

The research was conducted in several stages, namely the preliminary stage, data analysis, data interpretation and drawing conclusions, that is, you can described as follows:

1. The preliminary stage is carried out by collecting data later known phenomena in research.
2. The second stage is the data analysis stage by analyzing through quantitative approach.
3. The third stage is the interpretation of the data by interpreting results of the predicted values of each variable and compare them with theory and results of previous research. Interpretation can prove theory, oppose theory and develop new theory as a reference on research results.
4. The stage of drawing conclusions is to conclude the results achieved and recommend to related parties.

3. Data Collection Technique

1. Observation Namely research conducted directly by researchers to the research subject by observing the subject under study for data completeness and to get an overview of the company.
2. Questionnaire Namely research conducted by way of disseminating a sufficiently detailed and complete list of questions regarding the object researched to respondents. In distributing this questionnaire the type of scale

is used is a Likert scale with a checklist form where each
The question has five options, namely:

Table 1. Questionnaire Instrument

Item	Score
Strongly Agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly Disagree (STS	1

4. Population and Sample

Sugiyono (2013) in (Jasmalinda, 2021), defines the population as a generalized area consisting of objects/subjects that have specific qualities and characteristics. The population in this study are tourists visiting the Lake Toba super priority area, namely ± 300 people. Based on the results of population calculations in this study, there were 171 people. So, the sample can be selected based on the criteria of as many tourists visiting the Lake Toba super priority tourist area.

5. Data Analysis Method

The data that has been collected from the questionnaire is then tested for validity and reliability (Sugiyono. 2013). Here's the test:

1. Validity Test. Form relevant questionnaire questions with a concept or theory and consult with experts (judgment report) in this case is discussed with the supervisor and do not use statistical calculations. Test the strength of the relationship (correlation) between item scores with total variable scores with using product moment correlation, if the correlation is significant then the question item is valid. Testing the validity of this construction is carried out with a one-way approach (singletrial). If there are items that are not valid then the item is discarded. Valid items are used as questions the actual questionnaire was 40 to be given to all respondents which has been determined as many as 150 household entrepreneurs and until the question item instrument is declared valid.

2. Reliability Test. To determine the concentration or confidence in the result measurement that contains the accuracy of measurement, then the test is carried out reliability. Measuring reliability in this study was carried out by way of one shot (measurement only once). Here measurements the variable is done once and then the results are compared with other questions to measure the correlation between answers question. A construct or variable is said to be reliable if gives a Cronbach Alpha value > 0.600.

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3. After testing the validity and reliability, the data is then analyzed using path analysis.

RESULTS AND DISCUSSION

1. Validity Test

From the results of the analysis we can see that all indicators from exogenous variables the data is valid. This is known from the loading value factors of all indicators of the amenity, accessibility, and attractions variables are not some are below 0.50. So that the three variables are declared valid and do not need to be discarded.

Table 2. Exogenous Variable Loading Factor Value

X3.1 <--- Atraksi	,778	0,50
Valid		
X3.2 <--- Atraksi	,845	0,50
Valid		
X3.3 <--- Atraksi	,805	0,50
Valid		
X3.4 <--- Atraksi	,791	0,50
Valid		

But the results of the validity test the average value of the three variables which have the highest exogenous variable value, namely the attraction variable with an average value of 0.804

Based on the explanation above, we can see that all indicators from the endogenous variables the data is valid. This is known from the loading value factors of all indicators of the variable satisfaction and intention to revisit no tourists below 0.50. For more details, see from Table 4 below:

Table 3. Variable Indicator Loading Factor Value Endogenous

Kesimpulan	Indikator	Estimate	Cut Of Value	
Z1 ←	Digitalisasi	,743	0,50	Valid
Z2 ←	Digitalisasi	,743	0,50	Valid
Z3 ←	Digitalisasi	,810	0,50	Valid
Z4 ←	Digitalisasi	,750	0,50	Valid
Z5 ←	Digitalisasi	,634	0,50	Valid
Z6 ←	Digitalisasi	,737	0,50	Valid
Y1 ←	Keputusan Berkunjung	,818	0,50	Valid
Y2 ←	Keputusan Berkunjung	,830	0,50	Valid
Y3 ←	Keputusan Berkunjung	,774	0,50	Valid
Y4 ←	Keputusan	,809	0,50	Valid

Y5	←	Berkunjung Keputusan Berkunjung	,815	0,50	Valid

2. Reliability Test

The minimum reliability value of the variable forming dimensions/indicators latent in exploratory research, reliability between 0.5 - 0.6 has been obtained accepted.

Table 4. Construct Reliability Test Results

	Indikator	SL	SL²	1-SL²	CR
X.3.1	← Atraksi	0,778	0,605	0,395	
X.3.2	← Atraksi	0,845	0,714	0,286	
X.3.3	← Atraksi	0,805	0,648	0,352	
X.3.4	← Atraksi	0,791	0,626	0,374	
	∑	**3,219**	**2,593**	**1,407**	
	CR = ∑ (SL)² / ∑ (SL)2 +∑(1-SL)²				**0,648**

	Indikator	SL	SL²	1-SL²	CR
Z1	← Digitalisasi	0,743	0,552	0,448	
Z2	← Digitalisasi	0,755	0,570	0,430	
Z3	← Digitalisasi	0,81	0,656	0,344	
Z4	← Digitalisasi	0,75	0,563	0,438	
Z5	← Digitalisasi	0,634	0,403	0,598	
Z6	← Digitalisasi	0,737	0,543	0,457	
Z7	← Digitalisasi	0,806	0,650	0,350	
	∑	**5,235**	**3,935**	**3,065**	
	CR = ∑ (SL)² / ∑ (SL)2 +∑(1-SL)²				**0,562**

	Indikator	SL	SL²	1-SL²	CR
Y1	← Keputusan Berkunjung	0,818	0,669	0,331	
Y2	← Keputusan Berkunjung	0,83	0,689	0,311	
Y3	← Keputusan Berkunjung	0,774	0,599	0,401	
Y4	← Keputusan Berkunjung	0,809	0,654	0,346	
Y5	← Keputusan Berkunjung	0,815	0,664	0,336	
	∑	**4,046**	**3,276**	**1,724**	
	CR = ∑ (SL)² / ∑ (SL)2 +∑(1-SL)²				**0,655**

Based on the data as shown in Table 5 it can be explained that the overall CR value is above or greater than 0.50 (. With thus the overall construct in this study is reliable so that the model. Formed is feasible to be tested in the next stage.
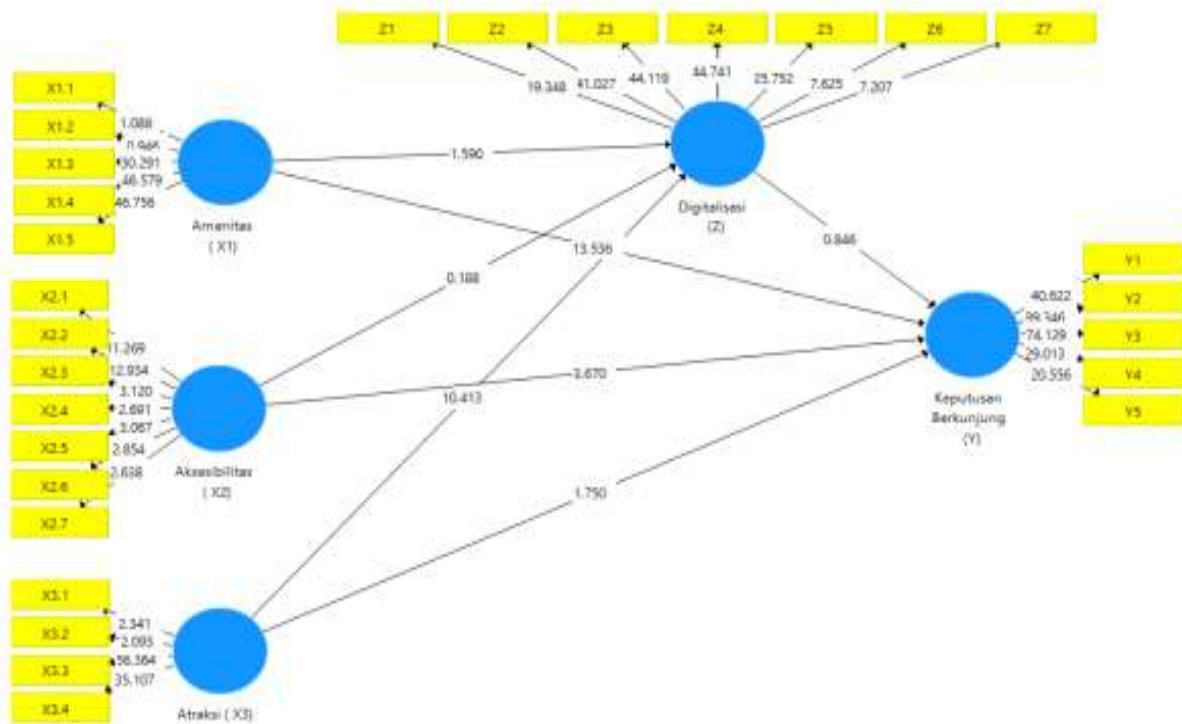
Figure 2. Full Research Model

Table 6. Effect of Dependent Variables on Variables Independent

		Estimate	Std. Estimate	S.E	C.R.	P
Atraksi Digitalisasi	→	0,755	0,751	0,072	10,413	0,000
Atraksi Berkunjung	→ Keputusan	0,065	0,049	0,037	1,750	0,081
Digitalisasi Keputusan Berkunjung	→	0,083	0,066	0,098	0,846	0,398

a. The influence of attractions on the decision to visit regional tourists Lake Toba's super priority towards classy tourist destinations is positive and significant is positive and significant with the estimated coefficient value standardized regression weight of 0.751 (75.1%), probability value or a significance of *** or 0.010 (significant) and a C.R value of 10.413 (accept H3). In other words, accessibility has a positive and negative effect significantly to tourist satisfaction in the Lake Toba super priority area to world-class tourist destinations.

b. The effect of digitalization on tourist satisfaction in super priority areas lake toba towards a world-class tourist destination on the decision to visit tourists from the Lake Toba super priority area to classy tourist destinations the

world is positive and significant is positive and significant with value coefficient estimate standardized regression weight of 0.083 (65%), value probability or significance of *** or 0.010 (significant) and C.R of 0.398 (rejected H4). In other words, accessibility matters positive and not significant to tourist satisfaction in super priority areas Lake Toba is a world-class tourist destination.

3. Total, direct, and indirect influence

To see the influence of the mediation effect, it will first be seen how much direct influence, indirect influence and influence total amenity, accessibility, ancilary, satisfaction and decision variables visit Muslim Inbound tourists to Halal-Based Tourism Destinations in the Lake Toba Samosir Super Tourism Area shown in Table 7.

Table 7. Total Direct

	Atraksi	Digitalisasi	Keputusan Berkunjung
Pengaruh Total			
Digitalisasi	,423	,000	,000
Keputusan Berkunjung	,819	,056	,000
Pengaruh Langsung			
Digitalisasi	,423	,000	,000
Keputusan Berkunjung	,795	,056	,000
Pengaruh Tidak Langsung			
Digitalisasi	,000	,000	,000
Keputusan Berkunjung	,024	,000	,000

Discussion
a. The influence of attractions on tourist satisfaction in the lake super priority area Toba to world-class tourist destinations.

The Effect of Attraction The effect of attractions on tourist satisfaction in the region Lake Toba's super priority towards world-class tourist destinations for decision visiting tourists from the Lake Toba super priority area to tourist destinations world class is positive and significant is positive and significant with value coefficient estimate standardized regression weight of 0.751 (75.1%), value probability or significance of *** or 0.010 (significant) and a C.R value of 10.413 (accept H3). In other words, accessibility has a positive and positive

effect not significant to tourist satisfaction in the Lake Toba super priority area to world-class tourist destinations

CONCLUSION

CR value is 0.50 or higher. And Thus, the construction of this research as a whole is reliable and the resulting model can be implemented. The effect of amenities on tourist satisfaction in the Lake Toba Super Priority Area in relation to world-class tourist destinations needs to be considered in making decisions on tourist visits in the Lake Toba Super Priority Area to world-class tourist destinations. and significant. We estimate the standard regression weight to be 0.233 (23.3%), the probability or not significant value to be 0.001 (significant), and the CR value to be 1.590 (rejected by H1). In other words, amenities have a positive and insignificant effect on tourist satisfaction in the Lake Toba super priority area towards world-class tourist destinations and the wishes of tourists while in the destination. Halal amenities relate to the availability of accommodation facilities for overnight stays as well as restaurants or stalls for eating and drinking that comply with halal standards for inbound Muslim tourists in the Lake Toba area. Other needs that tourists may also want and need, such as public toilets, rest areas, parking lots, health clinics, and places of worship should also be available at a destination, but because the majority of people around the Lake Toba area are non-Muslim, tourists find it difficult to find them. the facilities needed for worship while carrying out destination activities so that this is a challenge that has caught the attention of the government and tourism industry players in Toba Samosir Regency. Of course these facilities also need to see and assess the situation and conditions of the destination itself and the needs of tourists. According to Mill, not all tourist amenities or facilities are one of the factors that help meet the needs of tourists while at tourist attractions. This opinion is supported by Spillane's that physical facilities are service facilities provided to tourists by tourist attraction managers to have fun and contribute to the accessibility of visitors to tourist attractions. Indirect access to facilities Increases the motivation of potential tourists to enjoy tourism resources in a relatively long period of time.

The impact of accessibility on local tourist satisfaction. The priority given to Lake Toba compared to the main tourist destinations in the decision of tourists to visit the Lake Toba area first compared to the main tourist destinations is positive and significant. The estimated standard regression weight coefficient is 0.793 (79.3%), the probability or significance value is *** or 0.010 (significant), and the CR value is significant at 13.536 (accepting H2). In other words, accessibility has a small but positive impact on tourist satisfaction in the Lake Toba Super Focus Area, a major tourist destination. Accessibility is the means and infrastructure to achieve your goals. Road connectivity, transportation and the availability of road signs are important components of the purpose of the trip. Many beautiful natural and cultural areas in Indonesia are worth selling to tourists, but because of the difficulty of access, not many tourists are interested in introducing or selling them. to visit it.

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Tourism activities are very dependent on transportation and communication, because distance and time factors greatly affect people's desire to travel. He explained, accessibility is one of the key aspects of supporting tourism development, because tourism development involves development. cross sector. Without connectivity with the transportation network, it is impossible for a tourist attraction to receive tourist visits. The effect of attractiveness on tourist satisfaction in the super priority area of Lake Toba compared to the main tourist destination depends on whether tourists visit the super priority area of Lake Toba rather than world class tourist destinations, positive and significant. The estimated standard regression weight coefficient is 0.751 (75.1%). This value is positive and significant *** or a probability or significance of 0.010 (significant) and a CR value of 10.413 (accepting H3). In other words, accessibility has a positive positive impact. This has nothing to do with tourist satisfaction in the Lake Toba area which is prioritized over the main tourist destinations.

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