

The Influence of Social Media, Influencers, and Destination Attractiveness on Tourist Visits to Tukad Bindu, Kesiman Village, Bali

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Article History	Abstract
Received: 09 April 2026 Accepted: 03 June 2026 Published: 27 June 2026	<i>The increasing adoption of digital marketing in tourism has encouraged destinations to utilize social media and influencer marketing as strategic tools to attract visitors. However, previous studies have largely examined the effects of social media, influencers, and destination attractiveness separately, providing limited understanding of how these factors jointly influence tourist visitation behavior, particularly in community-based tourism destinations. Addressing this gap, this study develops an integrated framework based on Digital Marketing Theory, Source Credibility Theory, and Tourism Attraction Theory to analyze the influence of social media, influencers, and destination attractiveness on tourist visits to Tukad Bindu, Kesiman Village, Bali. Using a quantitative survey approach, data were collected from 140 respondents through questionnaires and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results reveal that social media, influencers, and destination attractiveness each have a positive and significant effect on tourist visits, while simultaneously explaining 72.4% of the variation in visitation behavior. Among these variables, destination attractiveness demonstrates the strongest influence on tourists' decisions to visit. This study contributes to the tourism literature by integrating digital promotion factors and destination attributes into a single analytical model, thereby extending existing knowledge on tourist behavior in community-based tourism contexts. The findings also provide practical implications for destination managers to strengthen social media engagement, establish strategic collaborations with credible influencers, and continuously enhance destination attractiveness to support sustainable growth in tourist visits</i> Keywords: attractions, influencers, social media, tourist visits



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INTRODUCTION

Tourism has become one of the leading sectors contributing significantly to economic growth and regional development in Indonesia. The rapid advancement of digital technology has transformed the tourism industry, particularly through the widespread adoption of social media and influencer marketing. Social media has evolved beyond its traditional communication function to become a strategic marketing tool that shapes tourists' perceptions, destination image, and travel decisions (Abubakar & Ilkan, 2020; Leung et al., 2022). Likewise, influencers have emerged as important actors in destination promotion by providing persuasive and experience-based content that enhances destination credibility and visibility

(Djafarova & Bowes, 2021; Lou & Yuan, 2022). However, the effectiveness of these digital marketing tools remains contingent upon the actual quality and attractiveness of the destination being promoted.

In the context of urban tourism development, Tukad Bindu in Kesiman Village, Denpasar, represents a community-based tourism destination that combines environmental conservation, local participation, and recreational experiences. Despite its growing popularity and unique river-based attractions, fluctuations in visitor numbers, particularly the decline observed in early 2024 following a peak in late 2023, indicate challenges in sustaining tourist interest and maintaining competitiveness. This condition suggests that digital promotion alone may not be sufficient to ensure continued visitation unless it is supported by attractive destination attributes and positive visitor experiences.

Existing studies have consistently demonstrated that social media marketing positively influences tourists' visit intentions and decision-making processes (Samsi et al., 2022; Ramaditya et al., 2023). Similarly, influencer endorsement has been found to increase trust, destination image, and travel intention (Alfiansya & Nurhadi, 2022; Rahayu & Mulyaningsih, 2022). Furthermore, destination attractiveness including natural beauty, accessibility, and supporting facilities has long been recognized as a fundamental determinant of tourist behavior (Lovieta et al., 2023; Stylos et al., 2021). Nevertheless, most previous studies have examined these factors independently, thereby overlooking the possibility that digital promotional factors and destination attributes may interact and jointly influence tourist visitation behavior. As a result, there remains limited understanding of the relative contribution of social media, influencers, and destination attractiveness within a single analytical framework, particularly in community-based tourism destinations. This gap is important because tourists' decisions are rarely shaped by promotional exposure alone but rather by a combination of online information, influencer credibility, and perceived destination quality.

Therefore, this study seeks to address this gap by integrating social media, influencer marketing, and destination attractiveness into a unified model to explain tourist visits to Tukad Bindu. By combining perspectives from Digital Marketing Theory, Source Credibility Theory, and Tourism Attraction Theory, this research offers a more comprehensive understanding of tourist visitation behavior in community-based tourism settings. The study contributes to the tourism literature by extending existing knowledge on how digital promotion and destination attributes collectively influence tourist visits, while also providing practical insights for destination managers seeking to enhance competitiveness in an increasingly digital tourism environment.

Despite the growing body of literature on tourism marketing, several important gaps remain. Previous studies have consistently demonstrated the positive influence of social media on tourist visit intention and destination awareness (Samsi et al., 2022; Ramaditya et al., 2023), while other studies have emphasized the role of influencers in enhancing destination image, trust, and travel decisions (Alfiansya & Nurhadi, 2022; Rahayu & Mulyaningsih, 2022). In contrast, studies focusing on destination attractiveness have argued that tangible attributes such as natural beauty, accessibility, and supporting facilities remain the primary determinants of tourist behavior (Stylos et al., 2021; Lovieta et al., 2023). Although these findings suggest that

both digital promotion and destination attributes are important, the literature remains fragmented because these factors have largely been examined independently. Consequently, it is still unclear which factors exert the strongest influence on tourist visits when analyzed simultaneously within a single framework.

Furthermore, previous research has predominantly focused on well-established tourist destinations or commercial tourism settings, providing limited evidence from community-based tourism destinations that operate under different managerial and promotional conditions. This limitation is particularly relevant in the context of emerging urban tourism destinations such as Tukad Bindu, where destination competitiveness depends not only on the quality of attractions but also on the effectiveness of digital engagement strategies. Moreover, the rapid evolution of social media platforms and influencer marketing has created a dynamic tourism environment that requires updated empirical evidence to better understand contemporary tourist behavior.

To address these limitations, this study develops an integrated analytical model that simultaneously examines the effects of social media, influencers, and destination attractiveness on tourist visits. By combining Digital Marketing Theory, Source Credibility Theory, and Tourism Attraction Theory, this research extends previous studies that have investigated these variables separately. The novelty of this study lies in its holistic approach to explaining tourist visitation behavior within a community-based tourism context, thereby providing a more comprehensive understanding of how digital promotional factors and destination attributes jointly shape tourist decisions.

Therefore, this study aims to analyze the influence of social media, influencers, and tourist attractions on tourist visits to Tukad Bindu. This research contributes to the tourism literature by providing an integrated model that combines digital marketing variables and destination attributes in explaining tourist visit behavior. In addition, the findings are expected to provide practical implications for tourism managers in optimizing promotional strategies and enhancing destination competitiveness in the digital era.

RESEARCH METHOD

This study employed a quantitative research design to examine the influence of social media, influencers, and tourist attractions on tourist visits at Tukad Bindu Tourism Object in Kesiman Village, Denpasar.

Research Design

The research used an explanatory approach aimed at testing the causal relationship between independent variables (social media, influencers, and tourist attractions) and the dependent variable (tourist visits). The study was conducted cross-sectionally, where data were collected at a single point in time.

Population and Sample

The population of this study consisted of all tourists visiting Tukad Bindu. Since the exact population size is unknown, sampling was conducted using a non-probability sampling technique, specifically accidental sampling Referring to Hair et al. (2019). The minimum sample

size in multivariate analysis is 5–10 times the number of indicators. With a total of 14 indicators, the required sample size was:

$$n = 14 \times 10 = 140 \text{ respondents}$$

Thus, this study involved 140 respondents who met the following criteria:

1. Tourists who have visited Tukad Bindu
2. Visitors aged ≥ 17 years
3. Willing to complete the questionnaire

Operational Definition of Variables

The variables examined in this study were operationally defined based on established theories and previous empirical research. Social Media (X1) refers to the utilization of social media platforms as tourism marketing tools through information sharing, interactive communication, and content dissemination that facilitate tourists' awareness and engagement with tourism destinations (Leung et al., 2022). Influencer (X2) refers to individuals with substantial social media audiences whose credibility, expertise, and attractiveness enable them to influence tourists' perceptions and travel decisions through recommendations and experience-based content (Djafarova & Bowes, 2021). Tourist Attraction (X3) refers to the overall attractiveness of a destination, encompassing both tangible and intangible attributes, such as natural beauty, accessibility, facilities, amenities, and unique tourism experiences that motivate tourists to visit (Stylos et al., 2021). Tourist Visits (Y) refer to tourists' intentions and decisions to visit a destination, including their willingness to seek information, undertake a visit, and recommend the destination to others (UNWTO, 2019). All variables were measured using a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). The indicators for each construct were adapted from previous validated studies and modified to suit the context of Tukad Bindu as a community-based tourism destination.

Data Collection Techniques

Data were collected using a structured questionnaire distributed directly to respondents at the research location. The instrument was developed based on previous empirical studies and adapted to the context of tourism.

Instrument Testing

To ensure data quality, validity and reliability tests were conducted:

- A. Validity Test: Using Pearson Correlation, with criteria $r > 0.30$
- B. Reliability Test: Using Cronbach's Alpha, with $\alpha > 0.70$

Data Analysis Techniques

Data analysis was conducted using SPSS software through several stages. First, descriptive statistics were employed to summarize respondents' characteristics and describe the distribution of each research variable. Second, classical assumption tests were performed to ensure that the regression model met the required statistical assumptions, including the normality test using the Kolmogorov-Smirnov method (Sig. > 0.05), the multicollinearity test

using Tolerance (> 0.10) and Variance Inflation Factor ($VIF < 10$), and the heteroscedasticity test using the Glejser method ($Sig. > 0.05$).

To examine the influence of social media, influencers, and tourist attraction on tourist visits, multiple linear regression analysis was employed using the following model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Tourist Visits

X_1 = Social Media

X_2 = Influencer

X_3 = Tourist Attraction

The regression coefficients (β) indicate the magnitude and direction of the effect of each independent variable on tourist visits. A positive coefficient indicates that an increase in the independent variable is associated with an increase in tourist visits, whereas a negative coefficient indicates the opposite relationship.

Hypothesis testing was subsequently conducted using the t-test to evaluate the partial effect of each independent variable on tourist visits and the F-test to assess the simultaneous effect of all independent variables. Furthermore, the coefficient of determination (R^2) was used to measure the explanatory power of the regression model in explaining variations in tourist visits.

RESULT AND DISCUSSION

Respondent Characteristics

This research was conducted in Tukad Bindu, East Denpasar, Bali, as the area has the potential for continued improvement to increase tourist visits. The research sample was determined using purposive sampling and the Ten Times Rules formula (Hair et al., 2019), resulting in 140 respondents who were consumers who had visited Tukad Bindu and resided in Denpasar. All respondents completed the questionnaire with complete identity and statement information. Respondent profiles are listed in the following table.

1. Respondent Characteristics by Gender

Table 1. Respondent Characteristics by Gender

Type Sex	Amount Respondents	Percentage (%)
Woman	116	82.9%
Man	24	17.1%
Total	140	100%

Source : Processed primary data, 2024.

Based on descriptive analysis, the majority of respondents in this study were female, as many as 116 people (82.9%), while there were 24 men (17.1%).

2. Respondent Characteristics by Age

Table 2. Characteristics Respondents based on Age

Age	Amount Respondents	Percentage (%)
18 – 20 years old	100	71.4%
20 – 25 years	36	25.7%
25 – 30 years	2	1.4%
> 30 years	2	1.4%
Total	140	100%

Source : Processed primary data, 2024

Majority respondents study aged 18–20 years (71.4% or 100 people), followed by aged 20–25 years (25.7% or 36 people). Respondents aged 25–30 years and over 30 years each amounted to 2 people (1.4%).

3. Respondent Characteristics by Occupation

Table 3. Characteristics Respondents based on Work

Work	Amount Respondents	Percentage (%)
Students	123	87.9%
Employee Private	6	4.3%
Businessman	4	2.9%
Other	7	5.0%
Total	140	100%

Source : Processed primary data (2024)

Majority respondents Work as students or students (87.9% or 123 people), followed by other jobs (5% or 7 people), employees private (4.3% or 6 people), and entrepreneurs (2.9% or 4 people).

Data Analysis Results

Descriptive Statistical Test

The results of the calculations for the responses for each variable used can be presented in the following table :

Table 4. Responses Respondents to Social Media Variables

Statement	Response Respondents				Total Score	Average	Category
	STS	TS	S	SS			
Social media influential to addition amount visiting tourists to object Bindu River	2	5	54	79	490	3.50	Very good
I often interact with content related to the Tukad Bindu tourist attraction on social media (such as giving likes, comments or sharing) posts about the Tukad Bindu tourist attraction	2	13	81	44	447	3.19	Good
After visit , I share experience I'm on social media (eg Instagram, Facebook) etc.) after visit object tour Bindu River	0	9	70	61	472	3.37	Very good

Total	1409	3.35	Very good
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Source : Processed primary data (2024)

Descriptive analysis of the social media variable (X1) showed a total score of 1409 and an average of 3.35, categorized as very good. Indicator X1.1, "Social media influences the number of tourists to Tukad Bindu," recorded the highest score of 490 (average 3.50, very good). Meanwhile, indicator X1.2, "Interaction with Tukad Bindu content on social media," recorded the lowest score of 447 (average 3.19, good).

Table 5. Response Respondents to Variables *Influencer*

Statement	Response Respondents				Total Score	Average	Category
	STS	TS	S	SS			
After I watch one of the <i>influencer</i> trust I grow so that make I interested For visit to object tour river bindu .	1	11	68	60	467	3.34	Very good
My decision For visit object tour river bindu is very influenced by video <i>influencer</i> that I watch . Besides beauty nature , personality positive and good language from <i>influencer</i> the make I feel Certain that place That worthy visited .	2	9	54	75	482	3.44	Very good
Video <i>influencer</i> that I watch famous experienced in field and quality the content produced is very good so that make I want to visit destination object tour river bindu This .	2	9	66	63	470	3.36	Very good
Total					1419	3.38	Very good

Source : Processed primary data, 2024.

Descriptive analysis of the influencer variable (X2) showed a total score of 1419 and an average of 3.38, categorized as very good. Indicator X2.2, "The decision to visit Tukad Bindu was influenced by influencer videos," recorded the highest score of 482 (average 3.44, very good). Indicator X2.1, "Trust in influencers drives interest in visiting," recorded the lowest score of 467 (average 3.34, very good).

Table 6. Respondents' Responses to Tourism Attraction Variables

Statement	Response Respondents				Total Score	Average	Category
	STS	TS	S	SS			
I was interested in visiting Tukad Bindu because of its natural beauty and natural beauty that is still preserved.	0	10	52	78	488	3.49	Very good
I visited Tukad Bindu because the road conditions or access to Tukad Bindu were easy to pass .	2	11	64	63	468	3.34	Very good

When I visited Tukad Bindu, there was a mini Balizoo park, children's play area, jogging track, etc.	1	9	59	71	480	3.43	Very good
When I visited Tukad Bindu, there was also a stall available to rest and buy food or drinks .	0	6	58	76	490	3.50	Very good
Total					1926	3.44	Very good

Source : Processed primary data, 2024.

Descriptive analysis of the tourist attraction variable (X3) showed a total score of 1926 and an average of 3.44, categorized as very good. Indicator X3.4, "Available stalls for resting and buying food/drinks," recorded the highest score of 490 (average 3.50, very good). Indicator X3.2, "Road access to Tukad Bindu is easy," recorded the lowest score of 468 (average 3.34, very good).

Table 7. Respondents' Responses to Tourist Visit Variables

Statement	Response Respondents				Total Score	Average	Category
	STS	TS	S	SS			
I have interest visit to a place that has beauty and naturalness nature that is still awake so that I make object tour river bindu as objective recreation and refreshing together family or friends I .	1	7	63	69	480	3.43	Very good
Before I decide to visit the Tukad Bindu tourist attraction, I will first look for information about the Tukad Bindu tourist attraction.	0	10	62	68	478	3.41	Very good
I visited to river bindu after know that existence various type facilities and events organized by the party manager river bindu .	1	9	70	60	469	3.35	Very good
I will share my story and my experience when visiting the Tukad Bindu tourist attraction with my friends or family .	0	9	53	78	489	3.49	Very good
Total					1916	3.42	Very good

Source : Processed primary data, 2024.

Descriptive analysis of the tourist visit variable (Y) showed a total score of 1916 and an average of 3.42, categorized as very good. Indicator Y.4, "I will share my experience with friends/family," recorded the highest score of 489 (average 3.49, very good). Indicator Y.3, "I visited after learning about the facilities and events at Tukad Bindu," recorded the lowest score of 469 (average 3.35, very good).

Research Instrument Testing

1. Validity Test

Table 8. Validity Test Results

No.	Variables	Questionnaire Items	Pearson Correlation	Sig.	Information
1	Social Media (X_1)	$X_{1.1}$	0.763	0,000	Valid
		$X_{1.2}$	0.837	0,000	Valid
		$X_{1.3}$	0.803	0,000	Valid
2	Influencer (X_2)	$X_{2.1}$	0.885	0,000	Valid
		$X_{2.2}$	0.889	0,000	Valid
		$X_{2.3}$	0.922	0,000	Valid
3	Tourist Attractions (X_3)	$X_{3.1}$	0.813	0,000	Valid
		$X_{3.2}$	0.805	0,000	Valid
		$X_{3.3}$	0.874	0,000	Valid
		$X_{3.4}$	0.817	0,000	Valid
4	Tourist Visit (Y)	$Y_{.1}$	0.841	0,000	Valid
		$Y_{.2}$	0.805	0,000	Valid
		$Y_{.3}$	0.736	0,000	Valid
		$Y_{.4}$	0.838	0,000	Valid

Source : Processed primary data, 2024.

Validity test results in the table show that all indicator variables (social media , influencers, power pull tourism and visits tourism) has coefficient Pearson correlation is positive and exceeds 0.30, with significance of 0.000 (<0.05). This confirms that the research data is valid and accurate.

2. Reliability Test

Table 9. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	Social Media (X_1)	0.721	Reliable
2	Influencers (X_2)	0.881	Reliable
3	Tourist Attractions (X_3)	0.844	Reliable
4	Visit Tourism (Y)	0.818	Reliable

Source: Processed primary data, 2024.

The data consistency test in Table 4.10 shows that all variables (social media, influencers, tourist attractions, and tourist visits) have Cronbach's alpha values above 0.70. This indicates that the research data is consistent and highly reliable.

Classical Assumption Test Results

1. Normality Test

Table 10. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters	Mean	0.0000000
	Standard Deviation	1.04432774

Most Extreme Differences	Absolute	0.068
	Positive	0.068
	Negative	-0.050
Test Statistics		0.068
Asymp . Sig. (2-tailed)		0.200

Source: Processed primary data, 2024.

Test the normality of the data using Kolmogorov-Smirnov analysis on the table show that the data has normal distribution with mark Asymp.Sig . (2-tailed) is 0.200 (> 0.05), so the data in the regression model stated worthy .

2. Multicollinearity Test

Table 11. Multicollinearity Test Results

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Media (X_1)	0.580	1,726
	<i>Influencers</i> (X_2)	0.572	1,747
	Tourist Attractions (X_3)	0.757	1,320

Source: Processed primary data, 2024.

The multicollinearity test in Table 4.12 shows no high correlation between the independent variables. The tolerance values for each variable (0.580; 0.572; 0.757) are > 0.10 , and the VIF values (1.726; 1.747; 1.320) are < 10 , so the regression model is declared free from multicollinearity.

3. Heteroscedasticity Test

Table 12 . Results of Heteroscedasticity Test using Glejser Test

Coefficients						
Model		Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,219	0.468		2,607	0.010
	Social Media (X_1)	-0.037	0.051	-0.080	-0.716	0.476
	<i>Influencer</i> (X_2)	0.036	0.044	0.094	0.836	0.405
	Attraction (X_3)	-0.032	0.032	-0.098	-0.998	0.320

Source: Processed primary data, 2024.

The heteroscedasticity test using Glejser analysis showed no heteroscedasticity issues in the regression model. The significance values of the independent variables (social media: 0.476; influencer: 0.405; attractiveness: 0.320) were > 0.05 , thus the data met the requirements for heteroscedasticity.

4. Multiple Linear Regression Analysis

Table 13. Results of Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.450	0.705		0.638	0.524
	Social Media (X_1)	0.342	0.077	0.259	4,425	0,000
	Influencers (X_2)	0.294	0.066	0.263	4,474	0,000
	Attraction (X_3)	0.495	0.049	0.518	10,132	0,000

Source: Processed primary data (2024)

Based on Table 4.14, a multiple regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$= 0.450 + 0.342X_1 + 0.294X_2 + 0.495X_3 + e$$

- The positive constant of 0.450 indicates that if the variables of social media, influencers, and tourist attractions remain constant, tourist visits will increase by 0.405.
- The positive coefficient of 0.342 indicates that every one unit increase in social media, with other variables constant, will increase tourist visits by 0.342.
- The positive coefficient of 0.294 indicates that every one unit increase in influencer, with other variables constant, will increase tourist visits by 0.294.
- The positive coefficient of 0.495 indicates that every one unit increase in tourist attractiveness, with other variables constant, will increase tourist visits by 0.495.

Table 14. Simultaneous Significance Test (F Test)

F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	410,575	3	136,858	122,778	0.000
	Residual	151,596	136	1,115		
	Total	562,171	139			

Source : Processed primary data, 2024.

The F-test showed an F-value of 122.778 with a significance level of 0.000 (<0.05), indicating a significant simultaneous relationship. Social media, influencers, and tourist attractions jointly had a positive and significant effect on tourist visits, thus the hypothesis was accepted.

Table 15. Partial Test (t-Test)

t-Test Results

Coefficients						
Model		Unstandardized		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.450	0.705		0.638	0.524
	Social Media (X ₁)	0.342	0.077	0.259	4,425	0,000
	Influencers (X ₂)	0.294	0.066	0.263	4,474	0,000
	Attraction (X ₃)	0.495	0.049	0.518	10,132	0,000

Source : Processed primary data, 2024.

The results of the t-test show that social media variable (X1) with a t- count of 4.425 and a significance of 0.000, influencer (X2) with a t- count of 4.474 and a significance of 0.000, and Power pull tourism (X3) with a t- count of 10.132 and a significance of 0.000, all of which give influence significant to visit tourism (Y). Therefore, the first, second, and third hypotheses can be accepted.

Table 16. Coefficient of Determination Test (R2)

R2 Test Results

Model Summary				
Model	R	R-Square	Adjusted R Square	Standard Error of the Estimate
1	0.855	0.730	0.724	1,056

Source : Processed primary data, 2024.

Coefficient test results determination show the adjusted R-square (R2) value is 0.724, which means that social media , influencers, and Power pull tour can explains 72.4% of the variation in the variable visit Meanwhile , 27.6% of the variation in tourist visits was influenced by other factors not examined in this study.

Discussion

The results of this study demonstrate that social media, influencers, and tourist attraction have significant positive effects on tourist visits to Tukad Bindu, both individually and simultaneously. These findings underscore the importance of integrating digital marketing strategies with destination attributes in shaping tourist behavior. However, a closer examination of the findings reveals several important insights that extend beyond merely confirming previous studies.

First, social media was found to have a positive and significant influence on tourist visits. This finding is consistent with previous studies by Samsi et al. (2022) and Ramaditya et al. (2023), which reported that social media enhances destination awareness and visit intention. The result also supports Digital Marketing Theory, which emphasizes the role of interactive communication and user-generated content in influencing consumer decision-making (Leung et al., 2022). Nevertheless, the magnitude of the social media effect was lower than that of

tourist attraction. This finding suggests that while social media is effective in attracting attention and generating interest, actual visitation decisions remain dependent on tourists' evaluations of destination quality. Therefore, digital promotion alone may not be sufficient to sustain tourist visits if it is not accompanied by attractive tourism products and experiences.

Second, the influencer variable exhibited a positive and significant effect on tourist visits, supporting the findings of Alfiansya and Nurhadi (2022) and Rahayu and Mulyaningsih (2022). In accordance with Source Credibility Theory, tourists tend to trust information provided by influencers who are perceived as credible, knowledgeable, and authentic (Djafarova & Bowes, 2021). However, the relatively moderate regression coefficient indicates that influencer endorsement may function more effectively as an initial stimulus rather than the primary determinant of visitation decisions. This finding differs from some recent studies that reported influencer marketing as the dominant factor affecting tourist behavior. One possible explanation is that tourists increasingly evaluate destination information from multiple sources rather than relying solely on influencer recommendations, reflecting a more critical and informed decision-making process.

Third, tourist attraction emerged as the strongest predictor of tourist visits, with the highest standardized coefficient among all variables. This finding reinforces the arguments of Stylos et al. (2021) and Lovieta et al. (2023) that destination attributes remain the core determinant of tourism demand. While digital marketing strategies can increase destination visibility, the attractiveness of the destination itself ultimately determines whether tourists choose to visit. This result highlights an important contradiction to the growing assumption that digital promotion has become the dominant driver of tourist behavior. In the case of Tukad Bindu, tangible destination attributes such as natural beauty, accessibility, and supporting facilities appear to outweigh the influence of promotional activities. This finding suggests that destination managers should prioritize the continuous improvement of tourism products alongside digital marketing initiatives.

An unexpected finding of this study is that tourist attraction demonstrated a substantially stronger effect than both social media and influencer variables. Given the rapid growth of digital marketing and influencer culture in tourism, it might be expected that digital promotional factors would exert a comparable or even stronger influence on visitation decisions. However, the findings indicate that tourists still place greater importance on the actual quality and attractiveness of the destination. This suggests that digital marketing serves primarily as a supporting mechanism rather than a substitute for destination quality.

The interpretation of these findings should also consider the demographic characteristics of the respondents. More than 70% of respondents were aged between 18 and 20 years, indicating that the sample was heavily dominated by young tourists who are generally more active on social media and more exposed to influencer-generated content. As a result, the positive effects of social media and influencers identified in this study may be stronger than those observed in a more age-diverse population. This demographic concentration potentially limits the generalizability of the findings to older tourist segments, whose travel decisions may rely more heavily on destination attributes, previous experiences, or traditional information

sources. Future studies are therefore encouraged to employ more diverse samples and compare generational differences in the influence of digital marketing on tourist behavior.

Overall, this study contributes to the tourism literature by demonstrating that digital promotional factors and destination attributes should not be viewed as competing explanations of tourist behavior but rather as complementary factors that jointly influence visitation decisions. The novelty of this research lies in integrating social media, influencer marketing, and tourist attraction within a single analytical framework in a community-based tourism context, thereby providing a more comprehensive understanding of tourist visitation behavior in emerging urban tourism destinations

CONCLUSION

This study demonstrates that social media, influencers, and tourist attraction have positive and significant effects on tourist visits to Tukad Bindu, both individually and simultaneously. Among these variables, tourist attraction emerged as the strongest determinant of tourist visits, indicating that while digital marketing strategies are important for generating awareness and interest, the actual quality and attractiveness of the destination remain the primary drivers of visitation decisions. The findings further reveal that the integration of effective social media promotion, credible influencer engagement, and attractive destination attributes plays a crucial role in enhancing tourist visits to community-based tourism destinations.

Beyond its empirical findings, this study contributes to the tourism literature by integrating Digital Marketing Theory, Source Credibility Theory, and Tourism Attraction Theory into a single analytical framework. Unlike previous studies that have predominantly examined social media, influencers, and destination attractiveness separately, this research demonstrates how these factors jointly influence tourist visitation behavior. The findings therefore extend the understanding of tourist decision-making by highlighting the complementary roles of digital promotional factors and destination attributes within the context of community-based tourism. From an academic perspective, the study provides evidence that destination attractiveness continues to exert a stronger influence than digital promotional efforts, suggesting that future tourism research should examine the interaction between online marketing strategies and destination quality in shaping tourist behavior. Practically, the findings suggest that tourism managers should balance investments in digital marketing initiatives with continuous improvements in destination facilities, accessibility, and visitor experiences to achieve sustainable tourism growth.

This study has several limitations that should be acknowledged. First, the use of accidental sampling may limit the representativeness of the sample and introduce sampling bias. Second, the respondent profile was dominated by young tourists aged 18–20 years, who accounted for more than 70% of the sample. This demographic concentration may have increased the observed influence of social media and influencers, given that younger tourists tend to be more active users of digital platforms than older age groups. Consequently, the findings should be interpreted cautiously when generalized to broader tourist populations. Third, the cross-sectional research design captures tourist perceptions at a single point in time

and therefore cannot fully explain changes in tourist behavior over time or establish long-term causal relationships. Future studies are encouraged to employ probability sampling techniques, include more diverse demographic groups, and utilize longitudinal designs to provide a more comprehensive understanding of the factors influencing tourist visitation behavior.

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