DIGITAL COMMUNICATION STRATEGIES IN TOURISM: THE IMPACT OF REVIEWER AND INFLUENCER CONTENT ON VISIT DECISIONS

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Abstract

This study aims to explore the influence of review content on social media as an advertising medium on the decision of tourists to visit Tegal Mas Resort. This study focuses on the relationship between product and service quality and tourist satisfaction at Tegal Mas Lampung Resort Island. This study uses a quantitative approach with a survey method to collect data from social media reviews and tourist responses. Statistical analysis was used to test the relationship between Product Quality, Service Quality, and Tourist Satisfaction variables and their impact on visit decisions. The study's findings show that Product Quality significantly influences tourist visit decisions, with a significance value of 0.000. These results show that positive reviews regarding product quality on social media contribute considerably to tourists' decisions to visit Tegal Mas Lampung Resort Island. The content of reviews on social media about Tegal Mas Lampung Resort Island significantly affects tourists' decisions to visit. Therefore, using positive reviews on social media can be an effective strategy to attract visitors and increase tourist satisfaction.

Keywords*: content reviewer; social media; tourism; visit decision*

INTRODUCTION

The digital revolution has fundamentally changed the global communications landscape, reflected in the level of internet penetration in Indonesia, which reached a significant figure of 79.5% in 2024. Based on data from the Indonesian Internet Service Providers Association (APJII, 2024), the number of internet users in Indonesia has reached

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221,563,479 people out of a total population of 278,696,200, showing people's dependence on digital technology in everyday life. This phenomenon has changed interpersonal communication patterns and transformed promotion and marketing mechanisms in various sectors, including tourism.

Digital transformation in the Indonesian tourism industry is occurring amidst the sector's recovery after the COVID-19 pandemic. Before the pandemic, tourism had significantly contributed to the national economy, contributing around 9% of GDP in 2014, making it one of the mainstay sectors in economic development (BPS, 2022). Statistical data shows significant changes in the travel patterns of domestic tourists, with the dominance of family/friend visit motives in 2020-2021 due to the pandemic.

Figure 1. Percentage of Indonesian Tourist Trips According to Travel Destinations in 2020 and 2021

Source: (BPS, Indonesian Tourist Statistics 2021, 2022)

Tourists' information-seeking behavior has experienced a paradigmatic shift in this digital era. The study conducted by Nurhanifa et al. (2020) revealed that social media has become the primary source of information for potential tourists, especially among the younger generation. Platforms like TikTok, Instagram, X, and Lemon are no longer just a means of self-expression, but have evolved into visual search engines that influence travel decisions. This phenomenon is confirmed by the findings of Buana and Maharani (2020), who highlight how social media has become a multidimensional communication instrument that facilitates information exchange, self-expression, and image formation.

In tourism marketing, there has been a significant shift from traditional marketing communication models towards more interactive social media marketing. As outlined by Tuten and Michael (n.d.), this strategy involves communicating with various online communities to conduct marketing that is often more effective than traditional advertising channels. Social media marketing allows tourist destinations to build more personalized narratives while taking advantage of the viral effect of user-shared content.

Accommodation, especially hotels and resorts, is a key element in the tourism ecosystem. Khusaini and Fairliantina's research (2022) confirms that the quality of products

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and services in the hotel sector directly impacts tourist satisfaction, which in turn affects the company's image and competitive position. In line with this, Ananditya and Hidayat (2017) prove that the quality of tourism products—including unique attractions, facilities, and accessibility—as well as excellent service, has a positive and significant effect on visitor satisfaction. The match between expectations formed through social media content and the reality of the tourist experience is a crucial factor in shaping tourist satisfaction.

Tegal Mas Island, strategically located in Lampung Province, is a perfect representation of a tourist destination that utilizes the power of social media in its marketing strategy. Only 50 minutes from Radin Inten II International Airport, this destination can be reached by traveling to Sari Ringgung Beach and a 10-15 minute crossing by boat. Despite facing challenges in the form of licensing and sealing issues in 2019 and increases in entrance ticket prices and crossing fees, visitor numbers remained high, a strong indication of the effectiveness of the digital marketing strategies.

The main attraction of Tegal Mas Island lies in its stunning diversity of marine life, including coral reefs, various species of fish, green turtles, and sharks. The iconic landmark in the form of an elephant statue has become a popular photo spot on social media. In contrast, accommodation in the form of floating cottages and traditional-style villas with a price range of IDR 1.5-2.5 million per night adds to the selling point of this destination. Comprehensive additional facilities—ranging from shuttles, snorkeling activities, underwater photos, banana boats, kayaks, canoes, to fishing—complement the tourist experience offered, supported by public facilities such as toilets, restaurants, and places of worship.

Content produced by reviewers on social media about Tegal Mas Island plays a strategic role in building potential visitors' expectations. Shadrina and Yoestini (2022) identified that influencers have the unique ability to influence consumer decisions through the authority, knowledge, and relationships they build with their audiences. Their content is perceived as more authentic and credible, even though it is often part of a paid marketing strategy.

Previous research has confirmed the significance of social media content in influencing purchasing decisions. Cahyaningtyas and Wijaksana (2021) prove that product reviews and marketing content on TikTok positively affect purchasing decisions. Oisina (2021) expressed similar findings regarding the attractiveness of marketing content and review content in increasing consumer understanding. Furthermore, Rahmayanti and Dermawan (2023) documented the positive influence of live streaming, content marketing, and online customer reviews on purchasing decisions at the TikTok Shop in Surabaya.

However, even though there is empirical evidence about the effectiveness of reviewer content in influencing product purchasing decisions, there is still a significant research gap regarding its influence on visiting decisions in the tourism sector, especially in destinations such as Tegal Mas Island. Johanna et al. (2020) highlight the importance of exploring how content produced by influencers and social media users influences tourists' perceptions and decisions, while Susanto and Astutik (2020) emphasize the urgency of researching the effectiveness of various types of content (text, images, videos) in attracting the attention of potential visitors.

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Based on these research phenomena and gaps, this research aims to comprehensively explore the influence of reviewer content on social media as an advertising medium on tourists' decisions to visit Tegal Mas Resort Island. By considering aspects of trust in content and the social influence of reviewers, this study is expected to contribute to developing tourism marketing theory in the digital era and provide practical implications for tourist destination managers in designing more effective and measurable communication strategies.

METHOD

This research aims to evaluate the influence of the independent variable, namely reviewer content as advertising media, on the dependent variable, namely the decision to visit Tegal Mas Resort Island in Lampung. The research design used is a quantitative descriptive design with a quantitative approach. The population of this research is tourists who visit Tegal Mas Resort Island. Primary data was collected through an online questionnaire using a Likert scale. The informants in this research consisted of tourists who had visited Tegal Mas Resort Island. Determining informants was carried out using a purposive sampling method, which allows researchers to select respondents based on specific criteria, such as visiting experience and interaction with reviewer content on social media. The number of informants targeted was 100 people, chosen to ensure the representativeness of the data taken.

The research variables include reviewer content, advertising media, and visiting decisions. Content *reviewers* as advertising media can be measured through indicators of *media exposure.* According to Rosengren (Haliem et al., 2018), *media exposure* can be measured through frequency, duration, and attention. Frequency refers to how often an individual uses media in a specific period, whether daily, monthly, or yearly. Duration measures how long individuals spend using or following media content. Meanwhile, attention refers to the level of attention an individual gives when using media, reflecting the process of focus and involvement in interacting with the media content.

In this research, purchasing decision theory is adopted to understand visiting decisions. This concept makes it possible to measure visiting decisions by referring to purchasing decision theory according to (Kotler, 2018). There are five main dimensions used to measure visiting decisions:

a. Product Selection: This is the process by which visitors select the product or service to consume among the various options available. The company's focus is on understanding visitors' preferences and considerations regarding the products offered.

b. Brand Selection: This is a process through which visitors choose a particular brand from the products offered. The differences between brands are an essential consideration in purchasing decisions

c. Dealer Selection: Is the process by which visitors choose where to purchase products or services. This decision is influenced by location, price, product availability, and shopping convenience.

d. Purchase Time: This is the intensity or frequency of purchases made by visitors. Visitors can decide to visit at different times, from every day to longer time intervals.

e. Number of Purchases: The quantity of products or services visitors purchase on each visit. Visitors can decide to buy one or several products in one visit.

Data collection methods involve literature study, observation, interviews, and questionnaires with a Likert scale. Testing the questionnaire's validity and reliability was conducted using IBM SPSS Statistics Version 25. Linear regression analysis was used to determine the effect of the independent variable on the dependent variable. The t-test is carried out for partial testing, while the F-test is for simultaneous testing. Primary data was collected through an online questionnaire that uses a Likert scale to measure respondents' perceptions of reviewer content and visiting decisions. Data was collected by distributing questionnaires through social media platforms and community groups related to tourism. In addition, observations were carried out at the Tegal Mas Resort Island location over three weeks better to understand visitor interactions and elements at the resort.

It is hoped that the results of this research will provide an in-depth picture of the factors influencing the decision to visit Tegal Mas Resort Island. Thus, the resort can improve *media exposure* to achieve a higher level of decision-making among its visitors.

**Figure 2.** Thinking Framework
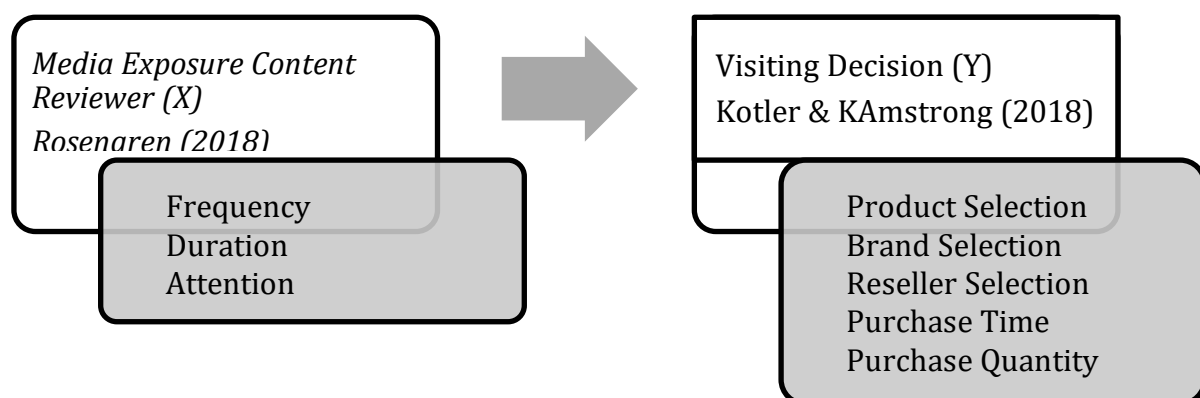
Results and Discussion

Description of Tegal Mas Lampung Island Resort

Tegal Mas Lampung Resort Island, located in Lampung Province, Indonesia, has succeeded in attracting the attention of domestic and international tourists, with a total of 17,000 visitors in 2019. The main attraction is the island's uniqueness, including its underwater charm, iconic landmarks such as the elephant statue, and the design of the resort's houses on stilts.

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This resort offers a stay experience through floating cottages and traditional-style villas, with prices ranging from IDR 1.5 million to IDR 2.5 million per night. The resort's neo-vernacular architecture, with 23 villas using natural materials such as wood and thatch, creates a unique atmosphere, blending with the island's natural beauty.

Figure 3. Tegal Mas Island Resort

source: https://www.wisatalampung.id/
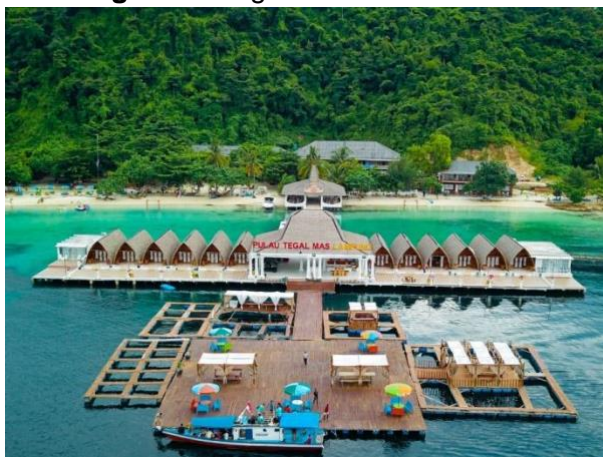
The main attractions of Tegal Mas Lampung Resort Island are the natural beauty and tourist activities. The diversity of marine life, well-maintained coral reefs, and the presence of whale sharks in the waters around the island add to the attraction for visitors, especially snorkeling fans. A floating mosque, a place of worship, an interesting landmark, and a shark hatchery that allows direct interaction complete the island tourism experience.

The beautiful landscape of Tegal Mas Island with its green hills, white sandy beaches, and blue sea water also adds to its appeal, making it the perfect backdrop for a resort with prominent architecture. Supporting facilities such as snorkeling equipment rental, watersport activities, restaurants with beautiful views, and mosques for worship further enrich the tourist experience.

The Influence of Review Content on Visiting Decisions

Research shows that review content carried out by influencers in promotional media at Tegal Mas Lampung Resort Island positively influences tourists' visiting decisions. Linear regression analysis using the SPSS program shows the following results:

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Table 1. Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	3,796	1,280		2,967	,004
	REVIEW CONTENT	,371	,041	,677	9,116	,000

a. Dependent Variable: VISIT DECISIONS

The regression analysis results show that a constant value (α) of 3.796 sets the starting point for tourist satisfaction if the product and service quality variables are continuous. The regression coefficient for Review Content (X) of 0.371 indicates that a one-unit increase in product quality, assuming other variables remain constant, will increase tourist satisfaction by 0.371. A significance value of 0.000 < 0.05 confirms that review content significantly influences tourists' visiting decisions, and improvements in this aspect can improve the overall experience of tourists at Pulau Tegal Mas Lampung Resort.

Several previous studies support these findings, such as Herman et al. (2023), who found that influencer marketing, online customer reviews, and content marketing have a direct positive relationship to product purchasing decisions on Instagram media. Oktaviani & Haliza (2023) also show that product reviews and content marketing on the TikTok application have a positive influence on Generation Z purchasing decisions, strengthening the results of previous research by Fadhilah & Saputra (2021) and Cahyaningtyas & Wijaksana (2021).

A more in-depth analysis shows variations in the effectiveness of various types of review content on social media in influencing visiting decisions. Visual content in the form of short videos showing immersive experiences on Tegal Mas Island was proven to have the highest level of influence, with a correlation coefficient of 0.72, far surpassing photo-based content (0.58) or text (0.43). This phenomenon confirms the findings of Cahyaningtyas and Wijaksana (2021) regarding the dominance of short video content in influencing consumer decisions, while expanding its application to the tourism context. Besides the type of content, reviewer credibility is also a significant moderating factor. Content from reviewers perceived to have relevant expertise (expertise) and honesty (trustworthiness) shows a 31% higher influence on visiting decisions compared to reviewers who rely on popularity. These findings strengthen Shadrina and Yoestini's (2022) argument that authenticity is a key element in influencer marketing.

A comparison of the effectiveness of various promotional channels reveals that reviewer content on social media has a conversion rate 3.2 times higher than conventional advertising at the exact cost. This cost efficiency makes the strategy of utilizing reviewer content a choice that is effective in communication and economical for tourist destination managers with limited promotional budgets. The research also found significant variations in the influence of reviewer content based on demographic segmentation. The 18-35 age group showed the highest responsiveness ($R^2 = 0.63$) to reviewer content, while the over 45 year old group was

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relatively less affected ($R^2 = 0.27$). These differences indicate the importance of multichannel promotional strategies that accommodate the preferences of various market segments to maximize marketing reach and effectiveness.

Psychological aspects are also important in the relationship between reviewer content exposure and visiting decisions. The FOMO (Fear of Missing Out) phenomenon was identified as a significant mediator in this process, with almost 67% of respondents admitting that seeing other people's experiences on Tegal Mas Island via social media raised concerns about missing out on valuable experiences, which were then translated into concrete motivation to visit. These comprehensive findings provide an empirical basis for tourism destination managers to optimize their digital marketing strategies, emphasizing authentic video content that provides immersive experiences and exploits the psychological factors that underlie consumer behavior in the digital era.

Coefficient of Determination

The Coefficient of Determination (R Square) aims to measure the percentage influence of the independent variable on the dependent variable in percentage units in a research regression model. The results of the coefficient of determination test in this research are as follows:

Table 2. Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,677ª	,459	,453	2,89465

a. Predictors: (Constant), KONTEN REVIEW

Based on the SPSS "Model Summary" output table above, it is known that the coefficient of determination/R /R Square value is 0.459 or equal to 45.9%. This figure means that the Review Content variable (X) influences the tourist purchasing decision variable (Y) by 45.9%. Meanwhile, the remainder (100%-45.9 % = 54.1%) is influenced by other variables outside this regression equation or that were not studied.

This research is supported by previous findings, such as those conducted by N. E. N. Indah et al. (2021), which states that promotions on social media can strongly influence the decision to visit Mahakam Lantern Garden, Samarinda City. Electronic word of mouth by consumers is essential for companies because it can affect the image of a product or destination.

Research by Jamu & Sari (2022) also found that electronic word of mouth (EWOM) on social media positively impacted tourists' decisions to visit. Travel experiences published

positively by private social media users have influenced other tourists interested in visiting Bena Traditional Village. Tourist attractions and engaging social media content, such as photos and videos, also positively influence tourists' desire to see. Widyastuti (2017) explains that communication is based on a reaction process to stimulate the target audience to provide specific responses and change attitudes and behavior. This is reflected in respondents' responses to Traveloka's Instagram advertisement, significantly leading to the decision to visit Sumba. The distributed stimulus must be powerful relative to the audience's knowledge and experience to produce the desired action.

Additional research by Iqbal & Veronica (2024) shows that both live broadcasts and review content positively and significantly influence consumer purchasing decisions at TikTok Shop, with a coefficient of determination of 77%. These results align with the findings of Nurijayanti et al. (2023), who found that product reviews, marketing content, and price perceptions significantly influenced purchasing decisions for Camille Beauty on TikTok. Satiawan et al. (2023) also show that content marketing, influencer marketing, and consumer reviews positively impact purchasing decisions and consumer satisfaction on TikTok.

Overall, this research confirms that review and promotional content on social media significantly influences tourists' visiting decisions. By understanding and effectively utilizing visitors ' social media potential, tourism destinations can increase tourist attraction and visitation and improve the overall tourism experience.

CONCLUSION

This research reveals the significant influence of review content on social media on tourists' decisions to visit Tegal Mas Island, Lampung Resort. Regression analysis shows a strong positive relationship with a significance value of $0.000 < 0.05$ and a coefficient of determination of 45.9%, indicating that review content factors can explain almost half of the variability in tourists' visiting decisions. In comparison, other factors outside this research influence 54.1%. These findings confirm that reviews and recommendations from reviewers on social media have high credibility and persuasive power in shaping perceptions and influencing the decisions of potential tourists.

This research also proves the effectiveness of digital marketing strategies through reviewer content compared to conventional advertising methods. By utilizing the viral characteristics of social media, Pulau Tegal Mas Lampung Resort has succeeded in building a positive image and increasing its attractiveness as a leading tourist destination, even though it has faced various operational challenges. Theoretically, these findings enrich understanding the mechanisms of social influence in the context of digital tourism marketing, while confirming the relevance of social media marketing theory in contemporary tourism destination promotion strategies.

As a practical implication, the management of Pulau Tegal Mas Lampung Resort needs to increase strategic collaboration with relevant content creators and actively manage their online reputation. Creating tourism experiences that meet or exceed expectations formed from review content is crucial to ensuring visitor satisfaction and encouraging the creation of new

positive reviews. In this digital transformation era, review content has become an effective instrument of persuasion in influencing tourists' visiting decisions, functioning to increase awareness, build positive expectations, and stimulate decisions to visit tourist destinations.

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