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Analysis of the Influence of Social Media Promotion on Tourists' Interest in Visiting Maimun Palace, Medan

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ABSTRACT

This study aims to analyze the influence of social media promotions on tourists' interest in visiting Maimoon Palace in Medan. The research approach uses a quantitative method with a population of all Maimoon Palace visitors. A sample of 100 respondents. The results show that social media promotions have a positive and significant effect on tourists' interest in visiting. In addition, the quality of information and the attractiveness of content distributed through digital platforms also strengthen this relationship, indicating that the effectiveness of promotions depends not only on the frequency of message delivery, but also on the relevance, clarity, and credibility of the content received by tourists. These findings emphasize the importance of destination managers to optimize digital communication strategies to increase tourist interest in Maimoon Palace.

Keywords: *Social Media Promotion; Interest in Visiting; Tourists; Maimun Palace*

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INTRODUCTION

The tourism sector is a key industry that contributes significantly to the economy, including in Indonesia. Maimun Palace in Medan is a historical tourist destination with significant potential to attract tourists. With the advancement of digital technology, social media plays a crucial role in disseminating information quickly and widely, making it a key tool for tourism promotion.

Research shows that social media promotion has a positive and significant influence on tourist interest in visiting, as it can build a positive image and increase the attractiveness of a tourist destination. Therefore, utilizing social media as a promotional medium is crucial to increase tourist interest in visiting Maimun Palace, Medan. Furthermore, effective promotion goes beyond simply disseminating information; it must also be able to present interesting and relevant content to target tourists to increase their motivation to visit. Therefore, research on the influence of social media promotion on tourist interest in visiting Maimun Palace is highly relevant and important to understand how social media can be optimally utilized in developing the tourism sector in Medan.

Content Quality

According to Wang and Strong (1996), content quality is the extent to which information meets user needs across four main dimensions: accuracy, relevance, completeness, and understandability. They emphasize that accurate information must be free from factual errors and reliable, while relevance refers to the appropriateness of the content to the user's needs and context. Completeness emphasizes the importance of information covering all necessary aspects without leaving out important elements, and understandability indicates that information should be presented in clear language, structure, and format to avoid ambiguity.

Visitor Testimonials and Reviews

According to Litvin, Goldsmith, and Pan (2008), testimonials and reviews are a form of electronic word of mouth (eWOM), namely opinions or experiences shared by tourists through digital media that influence the perceptions and decisions of other tourists. Testimonials and reviews are considered more credible than official promotions because they stem from the actual experiences of visitors. Trust in Information on Social Media

Trust in information on social media

is the extent to which users perceive the information presented on digital platforms to be trustworthy, accurate, and not misleading. According to McKnight and Chervany (2002), trust arises when someone believes that the information or the party providing the information has integrity, competence, and credibility. Desire to Visit

Desire to visit

is a person's inner urge to visit a tourist destination because they perceive the place as interesting and worth visiting. This urge usually arises after someone sees information about the destination, hears about other people's experiences, or assesses that the place offers something that aligns with their needs and interests. Desire to visit represents the initial stage of a person's intention to actually travel, where the individual begins to imagine the experience they will have, consider the appropriate timing, and assess whether the visit will provide the benefits, entertainment, or satisfaction they expect.

Interest in Destinations

Destination interest reflects the extent to which a person perceives a tourist destination as having interesting features and aligning with their travel preferences. This interest can arise from impressions formed through information, other people's experiences, or visual depictions of the destination. The Desire to Seek Further Information

The desire to seek further information

is the drive to learn more about a destination after becoming interested in it. This desire arises when tourists feel the need to learn more details, such as the facilities, costs, access, or experiences offered by the destination, before deciding to visit.

METHODS

The type of research used in this study is quantitative. The sampling technique used in this study was purposive sampling. This study used primary data, namely data obtained directly from respondents through questionnaires. The sample size used in this study was 100 respondents. The sample in this study was:

X.1: Content Quality

X.2: Visitor Testimonials And Reviews
X.3: Trust In Information On Social Media
Y.1: Desire To Visit
Y.2: Interest In The Destination
Y.3: Desire To Seek Further Information

RESULT AND DISCUSSION

Result

Needle Diagram

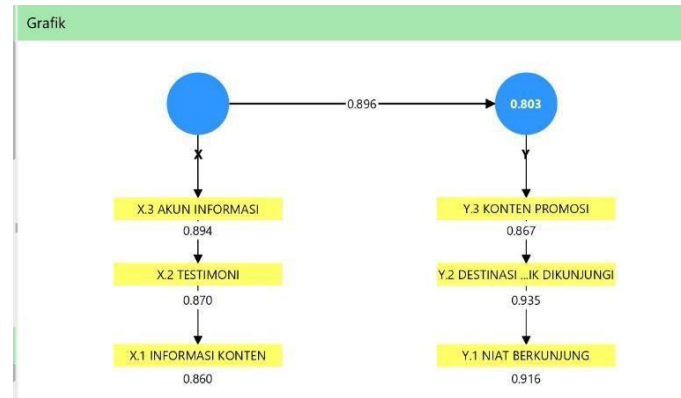


Chart 1 Needle Diagram

The diagram results show that all indicators have high loading values. Social Media Promotion (X) has a strong influence on Visiting Intention (Y) with a path coefficient of 0.896, and an R square value of 0.803, which means that 80.3% of tourists' visiting interest is explained by social media promotion.

Convergent Validity (Outer Loading Fulfillment Test)

Pemuatan luar (Outer loadings) - Matriks			
	X	Y	
X.1 INFORMASI KONTEN	0.860		
X.2 TESTIMONI	0.870		
X.3 AKUN INFORMASI	0.894		
Y.1 NIAT BERKUNJUNG		0.916	
Y.2 DESTINASI YANG MENARIK DIKUNJUNGI		0.935	
Y.3 KONTEN PROMOSI		0.867	

Table 1 outer loading

Berdasarkan tabel di atas pemuatan luar (outer loadings) yang ditampilkan pada Gambar di atas, dapat diketahui bahwa seluruh indikator pada kedua konstruk memiliki nilai loading factor yang berada di atas batas minimum 0,5. Untuk konstruk Promosi Media Sosial (X), indikator X.1 hingga X.3 masing-masing memiliki nilai loading factor sebesar 0.860, 0.870, dan 0.894.

Discriminant Validity Test Through Cross Loading

Validitas diskriminan - Pemuatan silang (Cross loadings)			
	X	Y	
X.1 INFORMASI KONTEN	0.860	0.716	
X.2 TESTIMONI	0.870	0.799	
X.3 AKUN INFORMASI	0.894	0.829	
Y.1 NIAT BERKUNJUNG	0.797	0.916	
Y.2 DESTINASI YANG MENARIK DIKUNJUNGI	0.856	0.935	
Y.3 KONTEN PROMOSI	0.781	0.867	

Table 2 Cross Loadings

The cross loading results in the table above show that all indicators in the Social Media Promotion variable (X) have a higher loading value for construct X compared to its correlation with construct Y. For example, indicator X.1 has a loading value of 0.860 on construct X, while for construct Y it is only 0.716.

Discriminant Validity Test Using the Fornell Larcker Criterion

Validitas diskriminan - Kriteria Fornell-Larcker			
	X	Y	
X	0.875		
Y	0.896	0.906	

Table 3 Kriteria Fornel Larcker

Based on the table above, it can be seen that:

- 1 Construct X has a root AVE value of 0.875, which is higher than its correlation with construct Y, which is 0.896.
- 2 Construct Y also shows a root AVE value of 0.906, which is greater than its correlation with construct X.

R Square Test (Coefficient of Determination)

R-square - Ringkasan		
	R-square	Adjusted R-square
Y	0.803	0.801

Table 4 R-Square

the R square value for variable Y (Visiting Interest) is 0.803, with an adjusted R square value of 0.801. This value indicates that 80.3% of the variation in tourist visiting interest (Y) can be explained by the social media promotion variable (X).

Path Coefficients Analysis Test

Path coefficients - Matrix		
	x	y
x		0.896
y		

Table 5 Path Coefficients

Based on the path coefficients table, the path coefficient value from variable X to variable Y is 0.896. This value indicates that X has a positive and very strong influence on Y.

Construct Validity and Reliability Test

Validitas dan reliabilitas konstruk - Ringkasan				Salin
	Cronbach's alpha	Keandalan komposit (rh...	Keandalan komposit (rh...	Rata-rata varians diekst...
X	0.847	0.851	0.907	0.765
Y	0.891	0.894	0.932	0.822

Table 6 Realibilitas Validitas

The results of the reliability and construct validity tests shown in the table show that all variables in this study, both variable X (Social Media Promotion) and variable Y (Interest), have met the reliability and validity criteria.

Path Coefficients Test

Path coefficients - Mean, STDEV, T values, p values						Copy to Excel/Word	Copy to R
	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values		
X -> Y	0.896	0.897	0.023	39.454	0.000		

Table 7 Mean

The original sample value (O) is 0.896, indicating that social media promotion has a positive and very strong influence on tourists' interest in visiting Maimun Palace. The T statistics value of 39.454 is far above the minimum limit of 1.96, so the relationship between X and Y is declared significant.

Discussion

The Relationship between Social Media Promotion and Tourist Intention The results of this study indicate that social media promotion has a strong relationship with tourist intention to visit Maimun Palace. The R-squared value of 0.803 indicates that social media promotion explains approximately 80.3% of the variation in tourist intention, with the remainder influenced by factors outside the research model. This value is considered high, indicating a very strong relationship between the two variables.

This strong relationship is inextricably linked to the increasing use of social media as a source of travel information. Tourists now rely more heavily on visual content, reviews, and recommendations on social media before deciding where to visit. Therefore, the more active and high-quality social media promotions are, the more likely tourists are to be attracted to Maimun Palace. Furthermore, social media allows for a two-way relationship between destinations and potential visitors. Tourists can provide feedback, ask questions, seek testimonials, and even learn about other visitors' firsthand experiences. This creates a relationship that goes beyond simply viewing information and building perceptions and trust in the destination.

The Influence of Social Media Promotion on Tourist Interest in Visiting The path coefficient analysis shows that social media promotion has a significant influence on tourist interest in visiting Maimun Palace. The coefficient value of 0.896, with a t statistic of 39.454 and a p value of 0.000, proves that social media promotion has a real and positive impact on increasing tourist interest.

CONCLUSION

Based on the results of research on the Influence of Social Media Promotion on Tourist Interest in Visiting Maimoon Palace Medan, it can be concluded that promotion through social media has a very strong and significant influence on increasing tourist interest. This is proven by the results of the analysis which shows a path coefficient value of 0.896 and an R square value of 0.803. This means that 80.3% of tourist interest in visiting Maimoon Palace Medan can be explained by social media promotion factors, while the remaining 19.7% is influenced by other factors outside this research. This research also found that the quality of content presented through social media, such as the level of accuracy, relevance, completeness of information, and ease of understanding, has an important role in attracting attention and building tourist curiosity.

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