

THE IMPACT OF VIRAL MARKETING AND DESTINATION IMAGE ON VISITING INTENTIONS TO SEMARANG CITY DURING THE COVID-19 PANDEMIC

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ABSTRACT

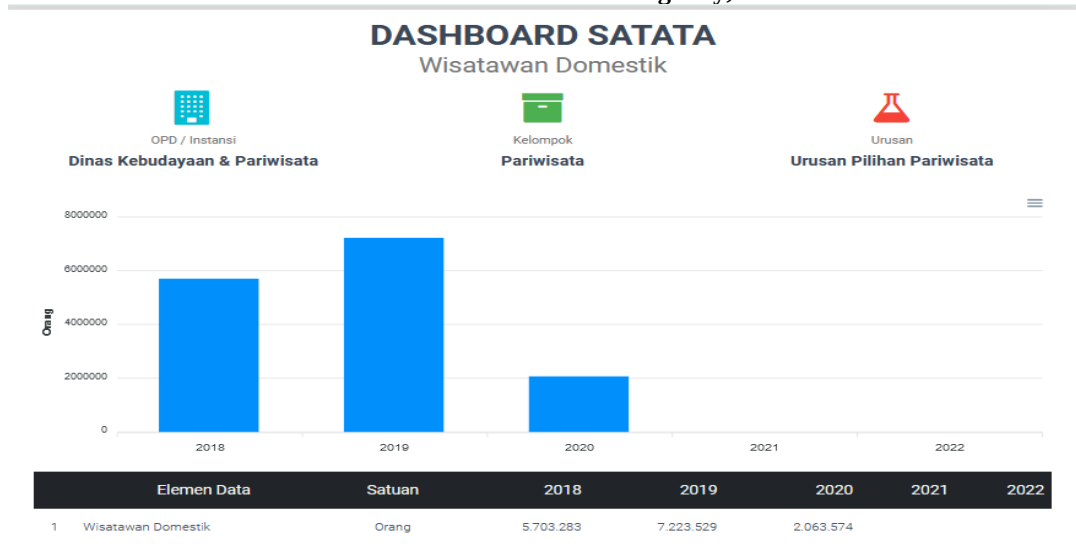
This study aims to explain the relationship between viral marketing and destination image variables on the intention to visit the city of Semarang. The sample in this study was 100 respondents. In comparison, the implementation of sampling in this study uses an accidental sampling technique, namely the technique of taking samples by chance from the respondents. The data analysis technique used multiple regression. The results of statistical tests concluded that (1) there is a positive and significant relationship between viral marketing and the intention to visit, which means that the higher the viral marketing in a city, the higher the intention to visit, and the second result (2) there is a correlation which is positive and significant between destination image and intention to visit, meaning that the better the destination image, the higher the intention to visit made by consumers to visit the city of Semarang. Conversely, the worse the viral marketing and destination image of consumers, the lower the intention to visit made by consumers. Findings : This research proves that with viral content and a good image of a tourist destination, it can make tourists interested in visiting the city of Semarang.

Keywords: Viral Marketing, Destination Image, Intention To Visit, Covid-19

1. INTRODUCTION

The development of the world of tourism today, has experienced a very significant increase. However, this development was hampered by various uncertain situations such as today, the COVID-19 outbreak hit the world in early 2020, making the business world chaotic, including the world of tourism. traveling from one place to another. However, the interest of tourists is still high to visit a destination in an area or city, even a country. Interest in visiting itself is a feeling of wanting to visit an interesting place to visit. Kotler & Keller (2014), added that interest in visiting is the act of tourists in choosing or deciding to visit a tourist object based on experience in traveling. In addition, tourist interest is the interest of someone from people who want to take a trip to find out something unique, contemporary and the beauty of tourist destinations from a tourist area. The city of Semarang is one of the capital cities in Indonesia and is the capital of Central Java. Along with the times, the city of Semarang is able to change the face of the city into a city that is worth visiting by local and foreign tourists. Various tourist destinations in the city of Semarang, for example: Sampokong, Central Java Grand Mosque, Mini Central Java, Kota Lama, etc. However, in 2020, visitors to the city of Semarang experienced a significant decline due to the PPKM rules that were enforced in the city of Semarang, as comparison data in 2018 to 2020, the number of tourists from outside the city of Semarang experienced a drastic decline, as shown in table 1.

Table 1. Domestic Tourists Semarang City, Indonesia



Source: <https://devsemaridx.semarangkota.go.id/data/list/4>

As one of the impacts of covid 19, data on domestic tourists visiting the city of Semarang is still very minimal, even in the data recorded in 2020, it only reached 2,063,574 tourists, very much inverse when compared to visit data in 2019 which reached 7,223,629. million domestic tourists. Various ways were carried out by the local government to be able to get out of the problem of covid 19, and in order to restore the economy and the condition of the city of Semarang in terms of the tourism industry, the Semarang city government implemented Enforcement of Restrictions on Community Activities (PPKM) at their respective levels in each existing sub-district. Hopefully, with the implementation of the various Enforcement of Restrictions on Community Activities (PPKM) rules, it can reduce the number of COVID-19 spreads in the city of Semarang. The data presented at the same time indicates that the interest in visiting tourists has also weakened when various Covid 19 regulations were implemented. From a business perspective, this situation is very detrimental to all parties, including tourist destination developers. In early 2022, tourist destinations have been given permission to resume operations while maintaining health protocols. Various ways are done by developers and the Semarang city government. One of the things that can make tourists trust and want to visit the city of Semarang, can be by using social media by making a new destination or vehicle viral. *Viral marketing itself is not something new to hear, viral marketing is a word of mouth marketing technique or strategy using electronic media or social media that is created with the aim of disseminating information and opinions through a chain of communication processes and multiplying themselves like a virus so that they are able to reach a wider network. and have a greater impact on the promotion of a product or service. The term viral marketing was introduced in December 1996 by Jeffrey F. Rayport in an article entitled "The Virus of Marketing". Through this article, it is explained how if the virus is used as a marketing program, because the marketing message will be spread by using only very little time, the budget does not need to be too much and the impact is very broad (Natasya, 2014).* In addition to viral marketing that can make tourists interested in visiting a tourist destination, destination image also needs to be considered carefully, because tourists have a tendency to visit a tourist destination where the place has a good image, for example: a clean, historic city, a student city, etc. . According to Echtner & Brent Ritchie in Kurniawan (2014), Destination image is perceived as simply referring to the impression of a place or a person's perception of a certain area that can make tourists interested or interested in visiting an existing tourist destination. Research on tourist interest in visiting a tourist destination has been carried out but still leaves homework, because there are still differences in the results of existing research, as shown in table 2.

Table 2 . Research Gap

Variable	Influential	Not Influential
Destination image on Intention to visit	Wibowo, Sazali, & RP, (2016); Satyarini, Rahmanita & Setarnawat, (2017); Destari, (2017).	Isman, Patalo & Pratama, (2020)
Viral marketing on Intention to visit	Rakhmawati, Nizar & Murtadlo. (2019); Ernawati, (2020); Sitepu & Wibowo, (2020)	Ferdiansyah, (2021)

Source: Previous research, 2021

Based on the research problem, this research aims to get a new answer to something that is a problem. Therefore, researchers must deal with something that is a problem supported by justification or good research and try to find new answers to problems that are indeed important to be researched. Based on the existing problems, in this study, the formulation of the problem, namely, how to increase the intention to visit amidst the turmoil of the hearts of tourists and the uncertainty of the world health situation.

2. LITERATUR REVIEW

The tourism industry is one of the industries that can support the economy of a region or country, with tourism in an area, it can generate the regional economy, besides that it can reduce unemployment and it also reduces the crime rate in the country Wibowo, Rusmana & Zuhelfa, (2017), the city of Semarang is one of the big cities located in Central Java, Indonesia, with various tourist destinations, from religious tourism destinations, historical tours and so on. The existence of tourism sectors that are formed, little by little can make the regional economy increase. However, with the Covid-19 pandemic, all tourism activities were eliminated, as a result the economy was paralyzed, community activities were paralyzed, and only urgent activities could operate and even then were limited according to the rules of the Covid-19 cluster in each region. However, the good thing is that the Semarang City Government, Indonesia has a fairly good policy in handling Covid-19, and as a result, the regional economy is getting better step by step, and Indonesia is the best handling of Covid in Southeast Asia, following Hartanto, 2021, as the coordinating minister for the field. Indonesian economy.

a. Intention To Visit

The discussion about visiting interest in this case is analogous to buying interest in a product. According to Setyo Putra in Aviolitasona (2017) interest is an impetus to motivate someone to take action. Meanwhile, according to Asdi in Hernita et al, (2019), interest in visiting is a person's desire to visit a place tourist attraction. Interest in visiting is basically a feeling of wanting to visit an interesting place to visit. Kotler & Keller (2014), adding that interest in visiting is an act of consumers in choosing or deciding to visit a tourist attraction based on experience in traveling and this can foster interest in visiting to tourist satisfaction (Firdaus, 2019). Based on the above understanding, we can describe if interest in visiting is an impulse from within the visitor as a result of an external stimulus to make a decision to visit. According to Ferdinand in Sari & Pangestuti (2018), interest in visiting has psychological stages. Where these stages are then used as benchmarks or indicators of the process of buying interest in individuals. The indicators in question are as follows:

- 1) Transactional interest, namely the desire of individuals or organizations to buy goods or services.
- 2) Preferential interest is behavior in which individuals or organizations make a product as the main preference.
- 3) Explorative interest, namely the behavior of someone who is always looking for information related to goods or services of interest.

Consumers or visitors have chosen the product or services, the consumer has believed that the product or service they get is the best product among the various options available. Furthermore, these consumers will make a decision to visit according to what they need and expect.

b. Viral Marketing

The term viral marketing was introduced in December 1996 by Jeffrey F. Rayport in an article entitled The Virus of Marketing. Through this article, it is explained how if the virus is used as a marketing program, because the marketing message will be spread by using only very little time, the budget does not need to be too much and the impact is very broad (Natasya, 2014). Viral marketing is a technique of getting someone to voluntarily convey marketing messages to others. Information dissemination can be done by email, text messages, group chats, or postings on social media such as Facebook and Twitter, IG. Viral marketing can be

called marketing through word of mouth internet version where one consumer recommends to other consumers by seeing or hearing information through electronic media or the internet. In addition, according to Turban (2018), viral marketing is a word of mouth marketing strategy using electronic media where consumers or companies disseminate information and opinions to others about a product or service.

According to Sutisna (2001), the basic motivation for consumers to talk about products or services that can be used as a basic aspect of implementing viral marketing is as follows:

- 1) Engagement with the Product. A person may be so involved with a particular product or activity and intend to talk about it with others, that a viral marketing communication process occurs.
- 2) Product Knowledge. A person may know a lot about the product (excellence, taste, quality of the atmosphere of the place) and use conversation as a way to inform others. In this case, viral marketing can be a tool to instill the impression to others that we have certain knowledge or expertise.
- 3) Talking about Products. One may start a discussion by talking about something that is outside the main concern of the discussion. In this case, it may be because there is an impulse and desire that other people should not be wrong in choosing goods and do not spend time looking for information about a product brand.
- 4) Reducing Uncertainty. Viral marketing is a way to reduce uncertainty because by asking friends, neighbors or family, the information is more reliable, clear and has an interesting impression, so it will also reduce search and brand evaluation time and ultimately improve purchasing decisions.

Besides, Andini et al, (2014), added that viral marketing can be divided into two basic structures, namely:

- 1) Active viral marketing. Active viral marketing is associated with the traditional word-of-mouth concept because users are usually personally involved in the process of attracting new customers.
- 2) Frictionless viral marketing. Frictionless viral marketing is different from active viral marketing because it does not require active participation from consumers to advertise or disseminate information about a product. The product will automatically send a promotional message to the intended address. So the initial push to go viral was preceded by the company making the product itself.

c. Destination Image

Sach (2010), argues that image is knowledge about us and attitudes towards us who belong to different groups. Image is the impression, feeling, image from the public of the company. Intentionally created impression of an object, person or organization". Image by Kotler & Keller, (2009) are a number of beliefs, ideas, and impressions held by a person about an object. Meanwhile, the image contained in a tourist destination is known as the term destination image. Coshall, (2000) in Dewi (2013) stated that the image of a destination is a tourist impression in general of a tourist destination. Furthermore, Qu et al., (2011) revealed that the image of a destination consists of several dimensions, as follows:

- 1) Cognitive image is an image that describes information or beliefs that someone has about a destination. The dimensions of Cognitive Image consist of the quality of experience gained by tourists, tourist attractions in a destination, the environment, and the infrastructure in the environment.
- 2) Unique Image is outlined below as a construct that describes the overall image of destination I (Echtner & Ritchie, 1993). According to Echtner and Ritchie (1993), the overall image must be viewed and measured based on three attribute dimensions: holistic, functional psychologic, and unique-general characteristics. Qu et al., (2011) Mention the dimensions of Unique Image in addition to the uniqueness of the destination, namely there are attractive attractions consisting of many or various cultural and tourist attractions.
- 3) Effective Image is an image that depicts emotions or feelings about an object (destination) (Bloglu, in Qu et al., 2011). Effective Image consists of a pleasant, uplifting, relaxing, and attractive feeling when in a tourist destination.

d. hypothesis

Viral marketing is often a benchmark for tourists before visiting or buying a product, this is because after being viral and discussed by netizens, the level of tourist curiosity is higher, this is in line with research conducted by Rakhmawati, Nizar & Murtadlo. (2019); Ernawati, (2020); Sitepu & Wibowo, (2020) who said that viral marketing affects a tourist's intention to visit, with viral marketing making it easier to market a product or tourist destination. Based on previous research, the researcher proposed the first hypothesis, H1: Viral marketing has a positive effect on intention to visit. A high destination image will be a distinct advantage for a tourist destination that can make tourists interested in visiting these tours, this is in accordance with research conducted by Wibowo, Sazali, & RP, (2016); Satyarini, Rahmanita & Setarnawat, (2017); Destari, (2017) which says that destination image can increase the interest of a tourist to visit a tourist destination. Based on

previous research, the researcher proposed the third hypothesis, H2: Destination image has a positive effect on intention to visit

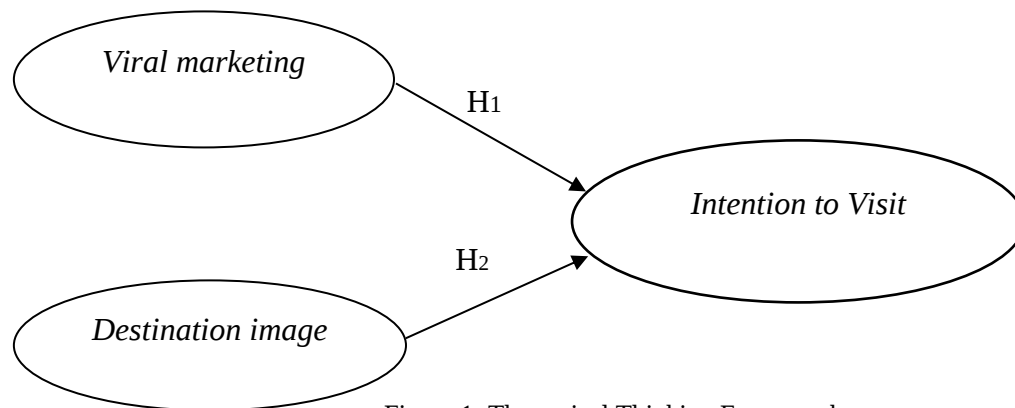


Figure 1: Theoretical Thinking Framework
Source : Destari, (2017); Ernawati (2020)

3. RESEARCH METHOD

This research is a descriptive correlational study, where the data obtained are disclosed based on data in the field. The data were then analyzed using descriptive statistical analysis methods and correlational analysis using path analysis. Population and Sample Sugiyono (2012), states that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The research population is domestic tourists visiting the city of Semarang in 2021, whose exact number is not known. As for the research sample, the sample is part of the number and characteristics possessed by the population. Considering that the population cannot be determined precisely, to determine the number of samples, the Rau Purba formula is used as follows: (Sugiyono, 2016).

$$n = \frac{za/2^2}{E}$$

Information:

n : Number of samples

za/2² : The standard size of the standard normal area list how the level of confidence (a) 95%

e : The multiples rate used indicates the maximum error 20%

Based on the formula above, the number of samples is obtained as follows:

$$n = \frac{1,96^2}{0,20} = 96 \text{ people rounded up to 100 peoples.}$$

So that the number of samples obtained is 100 people. So the sample used in this study was 100 respondents, the data obtained using a questionnaire with a scale of 1-10, then the data obtained was processed with the help of the SPSS 21.0 program.

a. Research Variables and Operational Definitions

Table 3 Operational definition

No	Variable	Definition	Indicator
1	Viral marketing	Viral marketing is defined as word of mouth marketing where customers promote a product or service by telling other people.	a. Product knowledge b. Information clarity c. Talking about products Wilujeng & Nurlela, (2013)
2	Destination image	Destination image is an image of a destination which is a tourist's impression in general of a tourist destination.	a. Quality of tourist experience b. The attraction of a destination c. Nice feeling Qu et al. (2011)

3	<i>Intention to Visit</i>	<i>Visiting interest is a person's desire to visit a place tourist attraction. Interest in visiting is basically a feeling of wanting to visit an interesting place to visit. .</i>	a. Attention b. Interest c. Desire d. Action Wijaya, (2017)
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Source: Developed research (2021)

b. Data Analysis

For the analyze research data using descriptive statistic is used to provide an overview of the demographics of the research respondents (position, gender, length of work experience, educational background). The data can be seen from the average value (mean), standard deviation, maximum, minimum (Ghozali, 2005). This analysis is used to determine the average of a variable with Validity test and reliability test (Sugiyono, 2014).

c. Classic assumption test

Classical assumption test in this study using three assumptions, (1) Normality test aims to test whether in a regression model, the dependent variable and the independent variable both have a normal distribution or not. According to Sugiyono (2011) "normality test is useful for determining data analysis. Normality data analysis is testing the regression model, the dependent variable, or both have a normal distribution or not". The normality test used in this study was the Kolmogorov Smirnov test (K-S). If Sig > significance level ($\alpha = 0.05$) then the research data comes from a normally distributed population. (2) Multicollinearity is a condition in which one or more independent variables are correlated with other independent variables or in other words an independent variable is a linear function of other independent variables. To find out whether there is a multicollinearity problem in this study, the VIF method is used, namely if the VIF value is <10 then there is no multicollinearity.(3) Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residual of an observation is fixed, then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is the one with homoscedasticity or no heteroscedasticity. There are several ways to detect the presence or absence of heteroscedasticity on a scatter plot graph by looking at the presence or absence of certain patterns. The basis for making the decision is as follows: The other way to know the symptoms of heteroscedasticity can be tested using the Glejser test, namely by regressing the absolute value of the bresidual to the independent variable. Heteroscedasticity with the Gleser test if the significance level , is below 0.05 then it indicates a heteroscedasticity problem, on the other hand if the significance level , is above 0.05 then there is no heteroscedasticity problem. For Linear Regression Analysis by viewing Results Multiple regression was used to find out how far / strong the relationship between viral marketing and destination image variables was with intention to visit. The formula used is: (Hasan, 2012).

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Y =ITV , X₁= VM, X₂= DI, a₁, a₂ = Constant, b₁,b₂ = Regression coefficient, e= error (residual value)

d. Hypothesis Testing t-test

To test the simple linear regression coefficient t test is used to determine the effect of each independent variable on the dependent variable. In this case, the independent variable is viral marketing and the destination image for the dependent variable is intention to visit (Ghozali, 2016).

e. F-Test

F test is used to determine whether all independent variables affect the dependent variable (Gujarati, 1997).

The following hypotheses:

$$H_0 : 1 = 2 = 3 \dots \dots \dots \alpha_i = 0$$

means that together there is no significant effect of the independent variable on the dependent variable

Ha : 1 2 3 \dots \dots \dots \alpha_i 0 means that together there is a significant effect of the independent variables on the dependent variable.

f. Coefficient of Determination

The coefficient of determination is used to determine the percentage change in the dependent variable caused by the independent variable. According to Ghozali (2016) to calculate the coefficient of determination is by squaring R, where the formula is as follows: Coefficient of Determination = $R^2 \times 100\%$. From the

coefficient of determination (R²), it can be analyzed the percentage of the contribution of the independent variable in explaining the dependent variable.

4. RESULTS AND ANALYSIS

In this study, the respondent's data collected and can be analyzed based on the criteria that have been made can be seen in table 4.

Table 4. Respondent Description

No	Gender	Frequency	Percentage
1.	Male	60	60 %
2.	Female	40	40 %
Amount		100	100 %
No	Educational stage	Frequency	Percentage
1.	High School	53	53 %
2.	Bachelor	47	47 %
Amount		100	100 %
No	Respondent Status	Frequency	Percentage
1.	Single	75	75 %
2.	Married	25	25 %
Amount		100	100 %

Source: Processed primary data, 2021

Based on the table, for the description of research respondents, for gender it is dominated by men as much as 60%, while for women it is 40%, and for education level it is dominated by high school graduates as much as 53%, and Strata 1 by 47%, and for identity lastly, respondents in this study, the status of respondents for single status which dominates by 75%, and the rest with married status by 25%.

a. Quantitative Analysis

Table 5. Validity test

No.	Indicator	r count	r Table	Information
1.	Viral marketing		0,254	
	Indicator 1	0,762		Valid
	Indicator 2	0,694		Valid
	Indicator 3	0,575		Valid
2.	Destination image		0,254	
	Indicator 1	0,666		Valid
	Indicator 2	0,807		Valid
	Indicator 3	0,660		Valid
3.	Intention to Visit		0,254	
	Indicator 1	0,606		Valid
	Indicator 2	0,609		Valid
	Indicator 3	0,720		Valid
	Indicator 4	0,465		Valid

Source: Primary data processed 2021

Based on the table, it can be seen that all indicators used to measure viral marketing, destination image, and intent to visit variables have an r table for n = 100, which is 0.254, so all of these indicators are valid because the calculated r value is greater than the r table.

b. Reliability Test

The reliability test is a test of the consistency of the respondents' answers, whether they are consistent from time to time. The results of the reliability test between viral marketing, destination image and ITV are shown in the following table 6.

Table 6. Reliability Test

No.	Variable	Value r alpha	Information
1.	Viral marketing	0,720	Reliabel
2.	Destination image	0,633	Reliabel
3.	ITV	0,777	Reliabel

Source: Primary data processed 2021

All variables are reliable. Based on the table, it can be seen that for each viral marketing variable, destination image and intention to visit, it turns out that the calculated r alpha is greater than Cronbach's alpha of 0.6. Thus, the results of the reliability test of all variables are said to be reliable.

c. Classical Assumptions

1) Normality Test

Table 7. Kolmogorov Smirnov test

		Unstandardize d Residual
N		100
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	2,26748920
Most Extreme Differences	Absolute	,086
	Positive	,057
	Negative	-,086
Kolmogorov-Smirnov Z		,778
Asymp. Sig. (2-tailed)		,993

a. Test distribution is Normal.

B. Calculated from data.

Source: Processed Primary Data, 2021

In the Kolmogorov Smirnov table above, it shows a calculated Z value of $0.778 < Z \text{ Table } (1.96)$ and a probability value of $0.993 > \text{a significance level of } 5\% \text{ or } 0.05$, then the research data is normally distributed, so it is feasible to use the regression model in testing the hypothesis.

2) Multicollinearity Test

The results of the multicollinearity test can be seen in the following table:

Table 8. Multicollinearity Test

Model		T	Sig.	Collinearity Statistics	
				Tolerance	VIF
1	(Constant)	2,355	,023		
	Viral marketing	2,307	,000	,355	2,535
	Destination image	1,758	,000	,354	2,620

a. Dependent Variable: ITV

Source: Processed Primary Data, 2021

From the table above, the VIF number is less than 10 and the tolerance value is greater than 0.1, namely for the Viral marketing variable of 2.535 and the tolerance value of 0.355; VIF for the destination image variable is 2.620 and the tolerance value is 0.354; This means that there is no assumption of multicollinearity in the regression model in this study.

3) Heteroscedasticity Test

Table 9. Heteroscedasticity Test (Glejser Test)

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	2,950	1,462			2,018	,050
	Viral marketing	-,243	,070	-,798		-3,454	,201
	Destination image	,222	,104	,494		2,143	,138

a Dependent Variable: ABS_RES

Source: Processed Primary Data, 2021

Looking at the table above, it can be seen that the significance value or probability is greater than the significance level greater than 5% or 0.05, indicating that there is no interference with the heteroscedasticity assumption, so that this research can be scientifically proven.

4.2.5 Analisis Regresi Linier Berganda

Table 9. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,197	2,632		2,355	,023		
	Viral marketing	,292	,127	,461	2,307	,000	,353	2,835
	Destination image	,141	,186	,618	1,758	,000	,355	2,820

a Dependent Variable: ITV

Source: Processed Primary Data, 2021

From the table above, it is obtained that the equation of a multiple linear line (seen from the standardized coefficient) is obtained $Y = 0.461 X_1 + 0.618 X_2 + e$

Based on the above equation, it can be concluded that the most dominant variable has a positive and significant effect on ITV, namely viral marketing with a regression coefficient of 0.461; then the destination image variable with a regression coefficient of 0.618.

d. Model Feasibility Test

1) Partial Hypothesis Testing (t Test)

Table 10. Partial Hypothesis Testing (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,197	2,632		2,355	,023		
	Viral marketing	,292	,127	,361	2,407	,000	,353	2,835
	Destination image	,141	,186	,118	2,758	,000	,355	2,820

a Dependent Variable: ITV

Source: Processed Primary Data, 2021

The t-test was used to test the effect of the independent variables individually (partial) in explaining the dependent variable. From the results of the study, it can be seen the value of hypothesis testing in the table above.

a) Test the Effect of Viral marketing on Intention to visit

Based on the results of the SPSS process, the t-count value is $2.407 > t\text{-table}$, which is 1.68288; It means that partially (individually) there is a positive and significant influence of Viral marketing on Intention to visit. This positive and significant number indicates that the better Viral marketing in the company, the more Intention to visit will increase. On the other hand, the worse Viral marketing in the company is, the lower the Intention to visit will be. This study also reveals that viral marketing is an alternative marketing for tourism actors to promote their tourism to the wider community, and the results are quite significant when the government or influencer is making a tourism destination viral.

b) Test the Effect of Destination image on Intention to visit

Based on the results of the SPSS process, the t-count value is $2.758 > t\text{-table}$, which is 1.68288; means partially (individually) there is a positive and significant influence Destination image on Intention to visit. This positive and significant number indicates that the better the Destination image of employees in the company, the more Intention to visit will increase. On the other hand, the worse the destination image, the lower the intention to visit.

e. Simultaneous Test F**Table 11. Testing the F Test Output**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	413,418	3	137,806	74,975	,000(a)
	Residual	226,226	41	5,518		
	Total	639,644	44			

a Predictors: (Constant), PH, KP

b Dependent Variable: ITV

Source: Processed Primary Data, 2021

From the test results with SPSS, it is found that the calculated F number between Viral marketing, Destination image and Intention to visit simultaneously is $74.975 > F\text{ Table} = 2.83$ and the probability value is 0.000 which is smaller than the significance level of 5% or 0.05; so it can be concluded that there is a positive and significant effect of Viral marketing, Destination image on Intention to visit simultaneously (together) meaning that the regression model is declared fit or feasible as a research model.

f. Coefficient of Determination (Test R2)**Table 11. Output Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,804(a)	,646	,820	2,349

a Predictors: (Constant), PH, KP

b Dependent Variable: ITV

Source: Processed Primary Data, 2021

From the table of regression test results, the coefficient of multiple determination (Adjusted R Square) is 0.820. This means that 82.0% can be explained by the Viral marketing variable, Destination image can explain the Intention to visit. While the rest ($100\% - 82.0\% = 18\%$) is explained by other reasons outside the variables studied.

5. CONCLUSION**a. Effect of Viral Marketing on Intention to visit**

Viral marketing is one that is currently booming, where the virality of a product or a tourist destination on social media, makes netizens or tourists feel curious and interested in a destination or product that is viral or that is being favored by netizens. The results of this study indicate that partially (individually) there is a positive and significant effect of Viral marketing on Intention to visit. This indicates that in an effort to increase Intention to visit, it is hoped that the government or tourist destination developers will pay more attention to how to promote it, namely how to create viral marketing on social media. This means that the better the viral marketing, the higher the consumer's intention to visit. The results of this study are in accordance with research conducted by Rakhmawati, Nizar & Murtadlo. (2019); Ernawati, (2020); Sitepu & Wibowo, (2020) stated that Viral marketing has a positive effect on Intention to visit. Thus, the first hypothesis H1 which states that there is a positive and significant influence between Viral marketing on Intention to visit, is accepted.

b. Effect of Destination image on Intention to visit

The image of tourist destinations is the result of the performance of tourist destination managers in creating positive perceptions among tourists in assessing a tourist destination. In addition, the image of a tourist destination is perceived as the extent to which a tourist is able to be amazed by the tourist destination, which in turn makes tourists visit the destination. The results showed that partially (individually) there was a positive

and significant effect of Destination image on Intention to visit. This indicates that the better the destination image perceived by tourists, the higher the intention to visit.

c. Research Limitations

The limitations of this study, the number of independent variables used is only 2 variables, besides that this study also only has a sample of 100 tourists, which can still be explored by adding a word of mouth variable, as a comparison variable between promotions with social media and conventional promotions.

d. Future Research Agenda

From the limitations of the research above, the agenda for future research is that future research needs to analyze other factors that influence Intention to visit other than Viral marketing factors, Destination image. And objects for future research need to conduct studies on several research objects or replace research objects, and use the type of longitudinal research.

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