

The Role of Social Media Instagram and Identification of Factors in The Revisit Intention to Gunung Api Purba Nglanggeran

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Abstract—Tourism is a sector that is currently a priority for the current government. This is not something that is surprising, because Indonesia has thousands of tourist destinations. The types are also very diverse according to the natural, cultural and historical riches in Indonesia which are unique to each. The government is targeting tourism as the largest contributor to foreign exchange. D.I Yogyakarta itself has a tourist attraction that will not disappoint visitors. The designation of Yogyakarta as a tourism area illustrates the potential of this province in a tourism perspective. Various types of tourism objects have been developed in this area, such as nature tourism, historical tourism, cultural tourism, educational tourism, and shopping tourism. One of the tourist sites in D.I Yogyakarta that must be visited is the Nglanggeran Ancient Volcano. This tourist location has received many awards so it is indeed worth a visit. This study aims to determine what factors influence the revisit intentions of tourists to the Gunung Api Purba Nglanggeran. This study uses primary data and secondary data. Primary data is obtained by using direct interviews with tourists who have come to Gunung Api Purba Nglanggeran at least twice. Secondary data is used to strengthen primary data. Secondary data were obtained from relevant sources such as books and journals. This study used a sample of 60 people. The data analysis method used in this study is multiple linear regression analysis. There are three independent variables used in this study, namely attractiveness, service quality and facility, while the dependent variable used in this study is revisit intentions. Based on the results of research using the F-test, it can be concluded that the independent variables of attractiveness, service quality and facility together have an effect on the dependent variable revisit intentions. Based on the results of the research that has been done, it can be seen that there are two variables that affect revisit intentions in Gunung Api Purba Nglanggeran, namely the attractiveness and service quality variables, while there is one variable that has no effect, namely facilities. The attractiveness variable has a t test significance value of 0.0178 while the service quality variable has a t test significance value of 0.0001. The meaning of these two values means that both of them are less than the alpha value of 5% so that both variables are significant. If you look at the value of the regression coefficient on the attractiveness and service quality variables, it is positive so that the increase in the value of both will increase the interest in returning to Gunung Api Purba Nglanggeran

Keywords—Tourism, Revisit Intentions, Gunung Api Purba, Nglanggeran

I. INTRODUCTION

Indonesia has diverse tourism potentials ranging from natural tourism, culinary tourism, marine tourism and so on [1]. That way, Indonesia can be said to be the right destination not only for local tourists but also for foreign tourists. The uniqueness that is served from tourism in Indonesia includes the many islands that are owned along with the beauty in them. One island to another, of course, has different specifications for natural beauty, starting from the existence of lakes, waterfalls, mountains and other tours. Indonesia offers many tourist destinations that can be chosen by tourists [2].

Tourists play a very important role as one of the tourism stakeholders. This indicates that the life and death of existing tourist destinations depends on the number of tourists visiting. In simple definition, tourists are individuals who are conducting visits to tourist areas. There are factors that affect these tourist visits both at tourist attractions and on the way to these locations. The factors referred to in the form of internal factors and external factors. The human need for tourism is one of the phenomena of experience that has never been seen before. An interesting tour makes this a factor that influences the individual to make a tourist visit so that it becomes a tourist attraction for the location to be visited [3].

The development of the tourism sector should be carried out in a sustainable manner, of course, by involving the role of the surrounding community in these development activities. This is because there are so many tourist destinations that are located in the area and close to residential areas. The government's efforts in developing the tourism sector in Indonesia are especially important to maintain the beauty, uniqueness of authenticity and tourist attraction. Of course, these efforts must go hand in hand with safeguarding eco-friendly tourism. The tourism potential in the regions must also be maintained so that the supply to tourists becomes wider and tourism in Indonesia is growing. The quality of service at the facilities, accessibility and tourist

attractions will certainly have an effect on tourist satisfaction. This is because the high and low number of tourists who visit are influenced by the facilities, attractiveness and accessibility of these tours [4]. The existence of tourist satisfaction while visiting, of course, will increase the intention of returning tourists to re-enjoy the experiences that have been experienced by these tourists. The attractive impression from tourists of course must also be followed by an increase in facilities and service quality [5].

Inspiration for returning visits to tourist attractions carried out by individuals is a form of tourist satisfaction with the destinations visited. Interest in tourist visits is often identified with a strong desire to return to visit a place, simply to restore memories and to see developments [6]. Planning for this mental state is followed by action over a period of time. The assumption that there are antecedents to behavior is also clearly defined. The repetition response occurs when the individual performs the same action in the future. Basically, the indicators of interest in returning to visit can be described in three indicators, namely plans for revisiting, interest in visiting references and interest in visiting preferences [7].

The essence of the mass media is often used by many people. Mass media of mass communication is divided into several sections such as newspapers, books, magazines, internet, television, films, radio and so on. The basis and purpose of using the mass media from some of these parts have the same function as providing information about events happening in the world. Mass media also provides easy access for users both for information search and communication. This is inseparable from the high mobility of the community, which has led to industrial development, one of which is tourism. The increase in the number of tourist visits from year to year is caused by several things, one of which is viral tourist locations, especially from the Instagram media.

Gunungkidul Regency has various kinds of excellent tourism potential. This regency is located in the Special Region of Yogyakarta. This area offers the beauty of natural tourism, from beaches, waterfalls, caves, tourist villages to natural and historical potential. It is the potential and diversity of tourist destinations that attracts tourists to visit Gunungkidul Regency. Gunung Api Purba Nglanggeran is one of the mainstay destinations in Gunungkidul Regency [8]. The mountains treats with beautiful and unique panoramic views accompanied by thick Javanese culture in the community make this tour even more attractive. Support from friendly service quality from tourism management is also an attractive aspect for tourists. This ecotourism area provides a climbing area and provides an embung to be the main visiting place. This tourism is also often promoted using the internet so that information delivery to tourism has a wide reach [9]. Based on the description that has been explained, this study aims to the role of social media Instagram in influencing tourist visits and determine what factors influence the interest in returning tourists to the Gunung Api Purba Nglanggeran.

II. METHOD

Analytical descriptive method was used in this research. The location chosen in this study was Gunung Api Purba Nglanggeran, which is located in Gunungkidul. The selection of the research location was carried out purposively because this tour is the area closest to the city of Wonosari which is the city center in Gunungkidul Regency so this tour is an alternative to the first tourist visit when tourists want to visit Gunungkidul. The data used in this study are divided into two sources, namely primary and secondary. Primary data is taken directly by interviewing visiting tourists, while secondary data is obtained from relevant sources such as journals and books. The population in this study were tourist visitors in Gunungkidul, while the sample in this study were tourists who returned to Gunung Api Purba Nglanggeran at least two visits. The number of respondents used in this study was 60 tourists. The data analysis used in this research is multiple linear regression. However, before analyzing the data first, it goes through the normality test and classical assumption test. There are three independent variables used in this study consisting of attractiveness, service quality and facility, while the dependent variable used is revisit intention. Mathematically it can be written in the following equation:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Information:

Y = Revisit Intention

X1 = Attractiveness

X2 = Service Quality

X3 = Facility

β_0 = Constant

$\beta_{1,2}$ = Regression coefficient

e = Error

III. RESULT

The Role Of Social Media Instagram In Influencing Tourist Visits Gunung Api Purba Nglanggeran

Instagram is a social media application that is often used today, especially among young people. This social media is intended for photo sharing which is possible as a means of sharing, applying digital filters, taking photos and connecting to several other social networking services such as Facebook. The Instagram feature can also be used to edit and crop photos in several forms so that they are attractive when viewed by other users. Instagram can also be installed on smartphone operating systems based on Android and IOS and can even be installed on laptops.

The role of Instagram can be used as a liaison to build networking between consumers and sellers even without having to meet. Instagram is also able to build a brand and brand image so that social media can be used as a promotional tool along with market research to identify consumer characteristics and needs. Instagram can also be used to recognize and understand the strengths and strengths of competitors who also use Instagram.

The role of Instagram in increasing the prestige of tourist sites is also very effective. This is because Instagram is able to display and share photos of tourist locations so that

the photos are able to tell the tourist experience for visitors who will visit, especially at Nglanggeran Ancient Volcano. Both individuals and groups use Instagram in promoting tourist objects in order to attract tourists to come and take photos so that promotions can also be carried out. The Instagram account of Gunung Api Purba Nglanggeran has approximately 9,283 followers. The contents of this account show the face and the exoticism of the Nglanggeran Ancient Volcano tour so that it can be used as a promotional event and notifying tourists who will visit. The Instagram story also confirms the opening and closing hours of this tour so that it becomes additional information for tourists. In addition, the Nglanggeran Purba Volcano Instagram account also provides location shares so that tourists are not confused when they want to visit. That way Instagram is able to have its own role in influencing tourism to visit the Nglanggeran Ancient Volcano.

Classical Assumption Test Factors Affecting Revisit Intentions to Gunung Api Purba Nglanggeran.

Normality test aims to determine whether a regression equation follows a normal distribution or not. A regression equation is said to be normally distributed if the Jarque-Bera probability value is greater than alpha. If the Jarque-Bera probability value is smaller than alpha, it can be said that the data used are not normally distributed. The results of normality testing can be seen in Figure 1

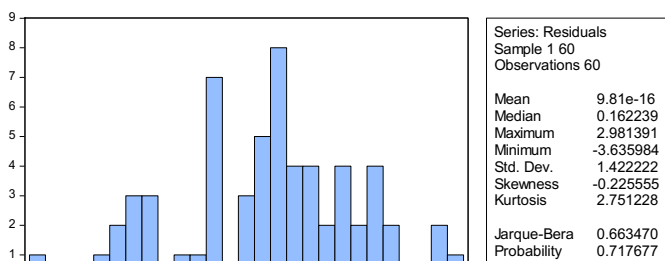


Figure 1. Normality Results
Source: Primary Data Analysis, 2021

Based on Figure 1, it can be seen that the Jarque-Bera probability value is 0.7176 or 71.76% greater than 5% alpha, so that Ho fails to be rejected, the data regression residuals used are normally distributed. The multicollinearity test is useful for testing whether the regression model finds a correlation between the independent variables. The way to find out whether there is a multicollinearity test deviation is to look at the tolerance value and VIF of each independent variable, if the tolerance value > 0.10 and the VIF value < 10, then the data is free from multicollinearity symptoms. The following is the multicollinearity test results can be seen in table 1.

Table 1 Multicollinearity Results

Variabel	Colinearity Statistics	
	Tolerance	VIF
X1	0,469	2,768
X2	0,479	4,119
X3	0,227	2,374

Source: Primary Data Analysis, 2021

Looking at the results in table 1, the results of the calculation of the Tolerance value, there are no independent variables that have a Tolerance value less than 0.10 with a tolerance value for each variable having a value of more than 0.10. Meanwhile, the calculation of the Variance Inflation Factor (VIF) value also shows the same thing, namely the absence of a VIF value from an independent variable that has a VIF value of more than 10. Referring to the results of the calculation of the Tolerance and VIF values, it can be concluded that there is no multicollinearity between the independent variables in the model. regression.

The heteroscedasticity test was used to show an inequality of variance from the residuals for all observations in the regression model (inconsistent variance). A good regression model is a model that has consistent variable variants for each observation (heteroscedasticity). A regression equation is said not to experience heteroscedasticity problems when the probability value of Obs * R-squared is greater than alpha. If the probability value of Obs * R-squared is smaller than alpha, the regression equation has heteroscedasticity problems. The results of the heteroscedasticity test for the factors affecting oil palm production can be seen in the tables below.

Table 2 Heteroscedasticity Test Results

F-statistic	2.145606	Prob. F(3,56)	0.1047
Obs*R-squared	6.185598	Prob. Chi-Square(3)	0.1029
Scaled explained SS	4.718110	Prob. Chi-Square(3)	0.1936

Source: Primary Data Analysis, 2021

Based on table 2 shows that the heteroscedasticity test produces a probability value of Obs * R-squared of 0.1029. This shows that the probability value Obs * R-squared is greater than 5% alpha, so that Ho fails to be rejected, the data used is not heteroscedasticity.

Data that has passed the normality test and the classic assumption test can be continued with a simple linear regression analysis. This analysis is used to measure and determine the effect of any independent variable on the dependent variable. In multiple linear regression, more than one independent variable is used. The results of multiple regression analysis can be seen in table 3 below

Table 3. Results of Multiple Linear Analysis

Variable	Coefficient	t-stat	Sig.
C	5.6429	1.1364	0.2606
X1	0.8268**	2.4418	0.0178
X2	0.7017***	4.3750	0.0001
X3	-0.0288	-0.1572	0.8756
Adjusted R ²			0.5989
F Stat			3.2687
F sig.			0.0000

Source: Primary Data Analysis, 2021

Based on table 3, it can be seen that the coefficient of determination in the existing model in this study is 0.5989. The purpose of this value is that the variation of the dependent variable can be explained by the independent variables in this study, namely attractiveness, service quality and facility of 59.89% while the remaining 40.11% is explained by variables outside the model. Table 3 also shows

the calculated F value and the significance value of the F test. This test is conducted to see whether the independent variable can simultaneously influence the dependent variable. The independent variables in question are attractiveness, service quality and facility, while the dependent variable used in this study is revisit intentions. Based on the significance value of the F-test which is worth 0.000, it can be interpreted that the value is less than alpha 0.05 so that it can be said that simultaneously or together the independent variables namely attractiveness, service quality and facility are able to affect revisit intention.

The t-test was carried out to see partially whether the independent variables, namely attractiveness, service quality and facility, have an effect on revisit intentions. If seen in table 3, it can be seen that there are two independent variables that affect the dependent variable. The first variable that affects is attractiveness. This can be seen from the t-test indicator which can be seen at the significance value of 0.0178. The purpose of this value is less than 5% alpha so that the attractiveness variable affects revisit intentions. The regression coefficient value of the attractiveness variable is positive at 0.8268. This means that an increase in attractiveness by 1 unit will increase the revisit intentions of tourists to visit again by 0.8268 units. The second variable that has an influence on revisit intentions is service quality. This can be seen from the t-test indicator which can be seen at the significance value of 0.0001. The purpose of this value is less than 5% alpha so that the service quality variable has an effect on revisit intentions. The regression coefficient value of the service quality variable is positive at 0.7017. This means that an increase in service quality by 1 unit will increase the revisit intentions of tourists to visit again by 0.7017 units. However, there is one variable that has no effect, namely the facility.

The results showed that attractiveness had a negative effect on revisit intentions. This is in line with research conducted by Nuraeni [10] which revealed that there is a positive influence between attractiveness and revisit intentions of tourists. This is due to the orientation of the desire of tourists to revisit tourism objects. The existing tourism system contains two elements that will determine where the tourism site will develop. The elements in question are attractiveness and service quality. This element is the core of the existing tourism segment so that it will encourage potential tourists to visit tourist destination locations because of things such as curiosity and the need to carry out tourist activities. The existence of these two elements that are given optimally from tourism management to tourists and prospective tourists will have an impact on the tourism activities carried out so that the tourism industry players can survive the intense tourism competition that exists, especially in Indonesia. Indirectly, these activities will generate motivation from within tourists to make a return visit to the intended tourist location. Mapping potential tourists is also very important in addition to the motivation and attractiveness of emerging destinations. If this happens, it means that all elements in the tourism system are functioning properly. Furthermore, after the tourists come to a destination, the service function for tourists or *Hospitaliti* will

contribute to ensure that all their needs and desires can be fulfilled.

The existence of a side of attractiveness given to tourists well will lead tourists to have high enthusiasm and willingness to return to travel so that indirectly these variables do affect the re-interest of tourists' visits. Nglanggeran Purba Volcano basically shows the exoticism of beautiful mountains that can be climbed by tourists with a short 1-2 hour route. There are 3-4 stop posts and tourists don't have to visit to the top. If there is fatigue experienced by tourists, tourists can return to the lower post via post 2 or 3. The natural beauty that is served is not only natural scenery but tourists can also breathe fresh air and see the Nglanggeran reservoir that appears from the top side so that these two things are also become an attraction offered at this tourist destination. The maximum attractiveness given to tourists will lead to tourist satisfaction so that there will be an interest in coming back at another period or time. Attractiveness must be maintained and optimized so that it makes a unique and superior product which is of course a differentiator from other tourist locations. This will certainly attract tourists to make repeat visits. Tourist attraction is a determining element in a tourism offering, a strong attraction and different from the others make a tourist attraction able to motivate tourists to make a return visit to this tourist attraction.

The results showed that service quality had an effect on revisit intentions. This indicates that the quality of service provided by the tourism management is good so that the hope will lead to tourist satisfaction. The existence of this tourism management management also hopes that there will be repeat visits made by tourists when visiting Gunungkidul. Indeed, service quality is a match to customer needs and satisfaction with the products used, in this case, means a tourist destination. There are five characteristics of usage compatibility such as time, contractual, technological, psychological and ethical. The service ethics that exist at the Nglanggeran Purba Volcano means that it must be maintained so that the impression of a good welcome to tourists continues. This must also be maintained, especially during a pandemic like this, where health protocols must be a priority when making tourist visits so that both tourism management and tourists remain healthy. With this, it is hoped that there will be repeated visits by these tourists. Courteous and polite, giving a sense of friendliness and honesty has been shown to be given by the tour management when tourists arrive at a tourist destination. Based on the results of research that shows the quality of service can affect the interest in returning tourists, it is recommended for tourism managers to improve various facilities both public facilities, supporting facilities and road access to tourist attractions so that they are multiplied and made easier because based on the results of this study the image of the destination includes public facilities, supporting facilities and the uniqueness of tourist objects can influence the interest in returning tourists.

IV. CONCLUSION

Based on the results of the research that has been done, it can be seen that there are two variables that affect revisit intentions in Gunung Api Purba Nglanggeran, namely the attractiveness and service quality variables, while there is

one variable that has no effect, namely facilities. The attractiveness variable has a t test significance value of 0.0178 while the service quality variable has a t test significance value of 0.0001. The meaning of these two values means that both of them are less than the alpha value of 5% so that both variables are significant. If you look at the value of the regression coefficient on the attractiveness and service quality variables, it is positive so that the increase in the value of both will increase the interest in returning to Gunung Api Purba Nglanggeran. It is better if the management of private tourists can be more optimal in providing quality services, especially during a pandemic like this by implementing health protocols so that tourists who want to visit again feel safer and more comfortable when visiting. Tour management management can also increase the attractiveness of tourists visiting Gunung Api Purba Nglanggeran.

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