



## **Analysis of The Influence of Digital Marketing and Tourist Attraction on Tourist Satisfaction with Revisit Intention as an Interveing Variable at Dunia Fantasi Tourism**

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### **Abstract**

The tourism industry is one of the largest sectors globally and a key pillar of economic growth in many nations. Indonesia is one of the countries that places great hope in the tourism sector. This study aims to analyze the influence of digital marketing and tourist attractions on tourist satisfaction through revisit intentions. This study employs a quantitative approach with primary data collected through questionnaires distributed to 140 respondents who have visited Dunia Fantasi. The analytical tools used include convergent validity test, discriminant validity test, average variance extracted test, composite reliability test, r-square test, q-square test, path coefficient test, and indirect effect test. The results demonstrate that digital marketing and tourist attractions directly affect tourist satisfaction and revisit intentions. Additionally, digital marketing and tourist attractions influence tourist satisfaction indirectly through revisit intentions.

**Keywords:** *digital marketing, intention to revisit, tourist attractions, tourist satisfaction*

JEL Codes : **M41, M15**

### **INTRODUCTION**

The tourism industry is one of the largest sectors worldwide and a key driver of economic growth in many nations. Indonesia is among the countries with high expectations for its tourism industry. In 2009, Indonesia even ranked third in foreign exchange earnings from tourism. Developing a quality tourist destination or attraction can leave a positive impression on potential visitors, encouraging them to visit. PT Taman Impian Jaya Ancol (TIJA), established in 1966, has experienced rapid growth, becoming the largest and most comprehensive tourist area in Southeast Asia. Offering a wide variety of tourist attractions, the area offers a variety of recreational destinations that attract visitors. Taman Impian Jaya Ancol is the largest tourist destination located in North Jakarta, successfully capturing public attention throughout 2022, with a total of 13 million visitors. This figure represents the accumulation of several tourist destinations within the Ancol area, such as Taman Pantai, Dunia Fantasi, Atlantis Water Adventure, Seaworld, and Ocean Dream Samudra.

Some entertainment products that are already popular among the people of Jakarta, namely Dunia Fantasi or Dufan which always seems to be the most popular destination compared to other recreation units. Dunia Fantasi or more popularly known as Dufan, is the first amusement park in Indonesia which was officially opened to the public on August 29, 1985. This recreation park was developed by a company and since February 2017 has obtained an ISO 9001: 2015 certificate. As one of the favorite tourist destinations in Jakarta, Dufan offers various interesting attractions and fun entertainment, making it the main choice for families, friends, and adventure lovers.

Data shows that 2019 was the year with the highest number of visitors, reaching 2.4 million people in the past five years, reflecting the high level of interest and visits to Dunia Fantasi. However, in 2020, there was a drastic decline in visitor numbers, reaching only 685,000 people, due to the ongoing impact of the COVID-19 pandemic. Subsequently, visitor numbers increased significantly in 2022, reaching 1.9 million people. This growth trend continued in 2023, with 2.2 million visitors. This fact confirms that Dufan's

popularity continues to increase and it has been able to overcome the challenges posed by the pandemic, while also demonstrating a strong recovery in the following years.

Based on visitor data, Dufan has successfully maintained its popularity as a leading tourist destination in Jakarta. With the changes in the number of tourist visits, particularly during the drastic decline in the pandemic period and the significant increase after the pandemic, there has not been much in-depth research from the perspective of factors that influence satisfaction and revisit intention. Most previous studies focused more on the Ancol area as a whole, while research specifically on Dufan as a tourist attraction located in Taman Impian Jaya Ancol is still limited. Some previous studies also tended to examine only one or two variables, for example the relationship of destination image, service quality, and price perception with visitor satisfaction and visiting decisions, without looking at their relationship with other factors such as digital marketing, attraction, and revisit intention. Thus, this research becomes relevant because it not only complements the shortcomings of previous studies, but also provides practical contributions for Dufan's management in designing more effective strategies to maintain sustainability as a leading tourist destination in Jakarta.

The results of the research conducted by (Sharafuddin, Madhavan and Wangtueai 2024) state that digital marketing has no effect on tourist satisfaction. The results of the research conducted by (Firmansyah, Riyadi & Hutagalung, 2025) which states that social media marketing has an effect on visitor satisfaction. The results of the research conducted by (Hasudungan, 2024) proves that tourist attraction has an effect on visitor satisfaction. The results of the research conducted by (Berliana, Djuardi and Nugeraha, 2022) proves that tourist attraction does not have a significant effect on visitor satisfaction. The objectives of this study are to analyze (1) the effect of digital marketing on visitor satisfaction at Dufan. (2) the effect of tourist attractions on visitor satisfaction at Dufan. (3) the effect of visitor satisfaction on revisit intention to Dufan (4) the effect of digital marketing on revisit intention to Dufan. (5) the effect of tourist attractions on revisit intention to Dufan. (6) the effect of digital marketing on visitor satisfaction through revisit intention to Dufan. (7) the effect of tourist attractions on visitor satisfaction through revisit intention to Dufan.

The benefits of this research are as follows, (1) Theoretical Benefits: This study is expected to enrich the literature on tourism, particularly regarding the influence of digital marketing and tourist attractions on satisfaction and revisit intention. (2) Practical Benefits: The findings of this research can provide insights for Dufan's management in developing more effective marketing strategies and enhancing tourist attractions. The results may also serve as a basis for designing visitor experience development programs that can improve satisfaction while encouraging repeat visits. (3) Policy Benefits: This research can serve as a consideration for stakeholders in the tourism sector, both local governments and tourism area managers, in making strategic decisions related to the development of leading destinations in Jakarta.

The contributions of this research are (1) Academic Contribution, this research contributes to the development of theory by examining the relationship between digital marketing and tourist attraction variables on satisfaction and revisit intention as an intervening variable. (2) Empirical Contribution, by focusing on Dufan as a single tourist attraction within the Ancol area, this research fills the research gap that has so far been more focused on Ancol as a whole. (3) Practical Contribution, the findings of this research can serve as a guideline for Dufan's management to understand the main factors influencing satisfaction and revisit intention. This has implications for the sustainability of the tourism business as well as for increasing the competitiveness of entertainment destinations in Indonesia.

## LITERATURE REVIEW

### Digital Marketing

According to (Chaffey & Ellis-Chadwick, 2019) Digital marketing provides easy access to information, interactivity, and improves consumer experience. Previous research by Firmansyah, Riyadi and Hutagalung (2025) stated that social media marketing influences visitor satisfaction. Another study by Ni'mah and Sutarmun (2025) states that social media has a positive influence on visit intention.

H1: Digital marketing has a positive effect on tourist satisfaction.

### Tourist Attractions

According to Yoeti (2016), tourist attractions are defined as everything that possesses uniqueness, convenience, and value that can attract visitors. A previous study by Hasudungan (2024) confirmed that tourist attractions significantly affect visitor satisfaction. Another study by Cahyanti (2018) demonstrated that tourist attractions exert a significant direct influence on tourists' intention to revisit.

H2: Tourist attractions have a positive effect on tourist satisfaction.

### Tourist Satisfaction

According to Jalilvand (2014), Satisfaction with a tourist destination refers to the extent of enjoyment experienced by visitors as a result of their travel experiences in fulfilling their desires, expectations, and needs related to the trip. A previous study by Cahyanti (2018) asserted that tourist satisfaction can mediate the influence of tourist attractions on revisit intention.

H3: Revisit intention has a positive effect on tourist satisfaction.

### Revisit Intention

According to Pai (2021), revisit intention describes the extent to which an individual is willing to return to the same environment or location, as well as the likelihood of recommending the place to others.

### Conceptual Framework

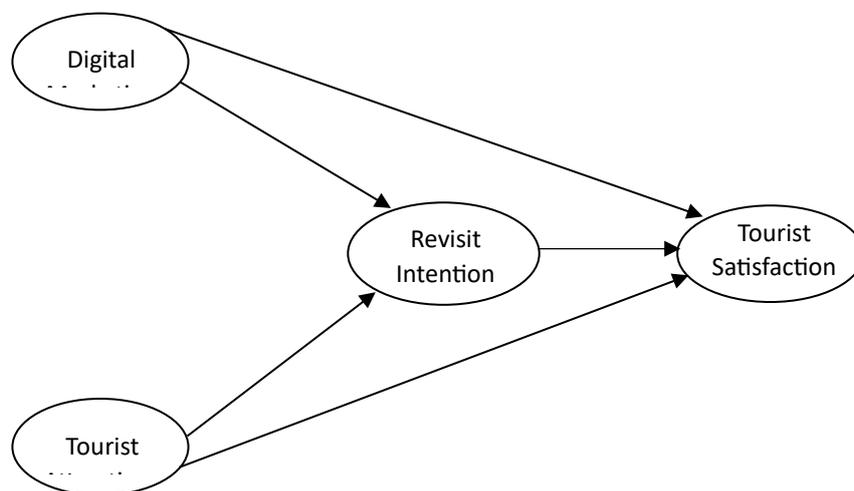


Figure 1. Conceptual Framework

## RESEARCH METHOD

### Object and Subject of Research

The object of this research is Digital Marketing and Tourist Attractions toward Tourist Satisfaction through Revisit Intention as an intervening variable. The subjects are respondents who have visited Dunia Fantasi Ancol.

### Type and Source of Data

This research uses quantitative data. The data source is primary data collected from questionnaires distributed to respondents.

### Population and Sample

The population in this research is visitors who have visited Dunia Fantasi Ancol. The sampling technique used is non-probability sampling with a purposive sampling method, with the following criteria: respondents aged at least 17 years old and have visited Dunia Fantasi Ancol at least once in the past year. Based on Hair et al. (2010), the minimum sample required is 140 respondents, which was used in this study.

### Data Collection Method

The data was collected by distributing online questionnaires using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

### Operational Definition of Variables

The operational definitions and indicators of each research variable are as follows:

Table 1. Operational Definition

Variables	Definitions	Indicators
Digital Marketing	According to (Chaffey & Ellis-Chadwick, 2019) Digital marketing provides easy access to information, interactivity, and improves consumer experience.	1. Accessibility 2. Interactivity 3. Entertainment 4. Credibility 5. Irritation 6. Informativeness
Tourist attractions	According to (Yoeti, 2016) tourist attractions are defined as everything that possesses uniqueness, convenience, and value that can attract visitors.	1. Attractions 2. Accessibility 3. Facilities
Tourist Satisfaction	According to (Jalilvand, 2014) Satisfaction with a tourist destination refers to the extent of enjoyment experienced by visitors as a result of their travel experiences in fulfilling their desires, expectations, and needs related to the trip.	1. Revisiting Intention 2. Recommendation Intention 3. Promotion Intention
Revisit Intention	According to (Pai, 2021) Revisit intention describes the extent to which an individual is willing to return to the same environment or location, as well as the likelihood of recommending the place to others.	1. Fulfillment of Tourist Expectations 2. Revisit Intention 3. Willingness to Recommend

### Instrument Testing

Validity testing was conducted using Pearson correlation, while reliability testing used Cronbach's Alpha with a threshold of 0.6.

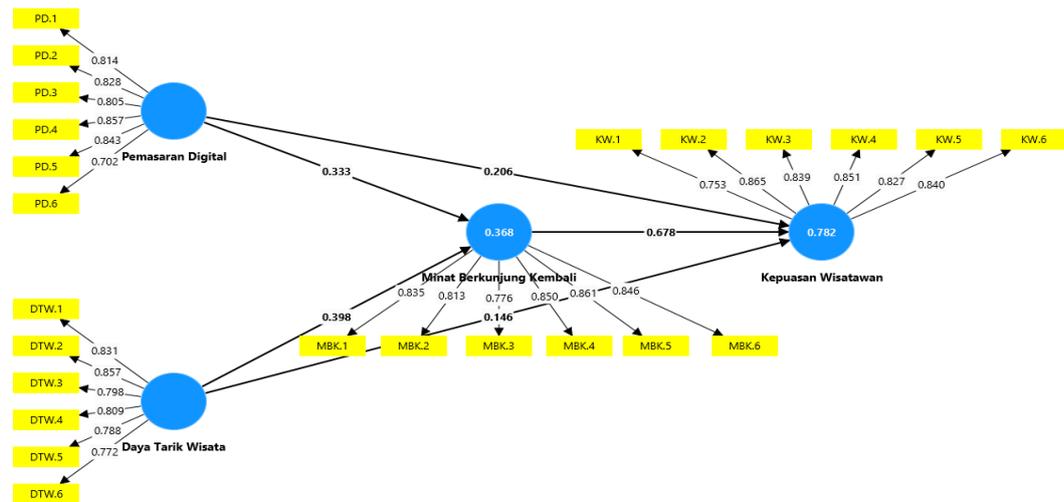
### Data Analysis Method

The data analysis used Partial Least Square–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis included: Outer Model (Convergent Validity, Discriminant Validity, Composite Reliability) and Inner Model (R-Square, Predictive Relevance, Model Fit)

### Hypothesis Testing

Hypotheses were tested using bootstrapping in SmartPLS. Hypotheses were accepted if the p-value  $\leq 0.05$  and the t-statistic  $\geq 1.96$ .

**RESULTS AND DISCUSSION**



Gambar 1. Algoritma PLS

**Measurement Model Calculation (Outer Model)**

**Outer Loading Test**

Based on the PLS Algorithm data, the results of the outer loading in this study can be observed in the table below:

Table 1. Outer Loading

Item	Tourist Attractions	Tourist Satisfaction	Revisit Intention	Digital Marketing
TA.1	0,806			
TA.2	0,854			
TA.3	0,801			
TA.4	0,812			
TA.5	0,790			
TA.6	0,770			
TS.1		0,708		
TS.2		0,863		
TS.3		0,842		
TS.4		0,850		
TS.5		0,827		
TS.6		0,840		
RI.1			0,835	
RI.2			0,813	
RI.3			0,777	
RI.4			0,850	
RI.5			0,861	
RI.6			0,845	
DM.1				0,793
DM.2				0,810
DM.3				0,801
DM.4				0,856
DM.5				0,844
DM.6				0,702

Based on Table 1, the outer loading values for all indicators of each variable are greater than 0.7, indicating that all indicators are valid.

**Average Variance Extracted Test (AVE)**

According to (Ghozali, 2021) The Average Variance Extracted (AVE) value of a variable must be greater than 0.5. The results of the Average Variance Extracted (AVE) in this study are presented as follows:

Table 2. Average Variance Extracted (AVE)

Variabel	AVE
Digital Marketing	0,649
Tourist Attractions	0,678
Tourist Satisfaction	0,690
Revisit Intention	0,644

Based on Table 2, it can be seen that each variable has an Average Variance Extracted (AVE) value greater than 0.5. This indicates that each variable can be considered valid.

### Convergent Validity Test

According to (Ghozali, 2021), The measurement standard for assessing validity is using a cross-loading value greater than 0.7. The study produced the following cross-loading test results:

Table 3. Cross Loading

Item	Tourist Attractions	Tourist Satisfaction	Revisit Intention	Digital Marketing
TA.1	0.806	0.443	0.425	0.275
TA.2	0.854	0.579	0.526	0.361
TA.3	0.801	0.512	0.526	0.274
TA.4	0.812	0.377	0.288	0.350
TA.5	0.790	0.377	0.286	0.302
TA.6	0.770	0.416	0.338	0.244
TS.1	0.362	0.708	0.560	0.472
TS.2	0.520	0.863	0.717	0.591
TS.3	0.465	0.842	0.746	0.434
TS.4	0.424	0.850	0.732	0.482
TS.5	0.565	0.827	0.705	0.452
TS.6	0.492	0.840	0.727	0.471
RI.1	0.374	0.693	0.835	0.353
RI.2	0.420	0.715	0.813	0.442
RI.3	0.454	0.658	0.777	0.292
RI.4	0.504	0.734	0.850	0.443
RI.5	0.404	0.731	0.861	0.417
RI.6	0.419	0.705	0.845	0.425
DM.1	0.237	0.329	0.203	0.793
DM.2	0.209	0.373	0.270	0.810
DM.3	0.217	0.358	0.287	0.801
DM.4	0.242	0.397	0.289	0.856
DM.5	0.277	0.453	0.386	0.844
DM.6	0.446	0.667	0.599	0.702

Based on Table 3, all cross-loading values of the indicators for each variable are greater than 0.7. Thus, according to the cross-loading values, all indicators can be declared valid.

### Reliability Test

According to Ghozali (2021) The reliability test is conducted to measure a questionnaire that serves as an indicator of a variable or construct. An indicator can be considered reliable if the composite reliability value is greater than 0.7 and Cronbach's alpha is greater than 0.6. The results of the study are presented as follows:

Table 4. Reliability

	Composite reliability	Cronbach's alpha
Digital Marketing	0,917	0,894
Tourist Attractions	0,926	0,893
Tourist Satisfaction	0,930	0,904
Revisit Intention	0,915	0,910

Based on Table 4, it can be seen that all variables have composite reliability values greater than 0.7 and Cronbach's alpha values greater than 0.6. Therefore, it can be concluded that all variables are reliable.

### Structural Model Calculation (Inner Model)

#### R Square (R<sup>2</sup>) Test

The R-Square value is used to measure the degree of variation in changes of the exogenous variables, namely digital marketing and tourist attractions, on the endogenous variable, tourist satisfaction, through the intervening variable, revisit intention. The R-Square value ranges from 0 to 1, where values closer to 1 indicate a better model in explaining the endogenous variable. (Ghozali, 2021).

Tabel 5. R Square

	R Square	R Square Adjusted
Tourist Satisfaction	0,782	0,777
Revisit Intention	0,362	0,353

Based on Table 5, the R-Square value shows that the tourist satisfaction variable is 0.782 or 78.2%, while the remaining 21.8% is influenced by other variables not included in this study. The R-Square value for the revisit intention variable is 0.362 or 36.2%, while the remaining 63.8% is influenced by other variables not included in this study.

#### Q Square (Q<sup>2</sup>) Test

The Q-Square value has the same meaning as the coefficient of determination (R-Square) in regression analysis, where a higher Q-Square indicates a better-performing model (Ghozali, 2015). The Q-Square values are presented as follows:

$$\begin{aligned}
 \text{Q-Square}/\text{Q}^2 &= 1 - [(1 - R_{21}) \times (1 - R_{22})] \\
 &= 1 - [(1 - 0.782) \times (1 - 0.362)] \\
 &= 1 - [0,218 \times 0,638] \\
 &= 1 - 0,1390 \\
 &= 0,861
 \end{aligned}$$

Based on the calculations, the Q<sup>2</sup> value obtained is 0.861 > 0, indicating good predictive relevance or observation. In addition, the model falls into the strong category.

### Hypothesis Testing

#### Path Coefficients Test (Direct Effect Test)

Table 6. Path Coefficients

	Original Sample	T-Statistic	P-Values	Remarks
<b>Digital Marketing -&gt; Tourist Satisfaction</b>	0.209	2.545	0.012	Accepted
<b>Pemasaran Digital -&gt; Revisit Intention</b>	0.331	3.669	0.000	Accepted
<b>Tourist Attractions -&gt; Tourist Satisfaction</b>	0.149	2.978	0.003	Accepted
<b>Tourist Attractions -&gt; Revisit Intention</b>	0.393	4.443	0.000	Accepted
<b>Revisit Intention -&gt; Tourist Satisfaction</b>	0.674	8.827	0.000	Accepted

Based on Table 6 above, the results of the statistical analysis of the path coefficients can be explained as follows:

#### The Effect of Digital Marketing on Tourist Satisfaction

The digital marketing variable on tourist satisfaction has a T-statistic value of 2.545 > 1.960 and a P-value of 0.012 < 0.05. The results of this study indicate that digital marketing has a direct effect on tourist satisfaction. This finding suggests that digital marketing enhances tourist satisfaction by providing accurate, engaging, and easily accessible information, thereby strengthening tourists' positive perceptions of Dunia Fantasi. The results of this study are consistent with the research conducted by Firmansyah, Riyadi, and Hutagalung (2025), which stated that social media marketing influences visitor satisfaction.

### The Effect of Digital Marketing on Revisit Intention

The digital marketing variable on revisit intention has a T-statistic value of  $3.669 > 1.960$  and a P-value of  $0.000 < 0.05$ . The results of this study indicate that digital marketing has a direct effect on revisit intention. This finding suggests that digital marketing increases tourists' intention to revisit by presenting attractive and easily accessible information, thereby creating a positive impression that encourages visitors to return to Dunia Fantasi. The results of this study are consistent with the research conducted by Ni'mah and Sutarmin (2025), which stated that social media has a positive influence on revisit intention.

### The Effect of Tourist Attractions on Tourist Satisfaction

The tourist attraction variable on tourist satisfaction has a T-statistic value of  $2.978 > 1.960$  and a P-value of  $0.003 < 0.05$ . The results of this study indicate that tourist attractions have a direct effect on tourist satisfaction. This finding suggests that strong and diverse attractions can enhance visitor satisfaction by providing experiences that meet or even exceed their expectations. Attractions and facilities play a crucial role in ensuring that tourists feel satisfied during their visit. The results of this study are consistent with the research conducted by Hasudungan (2024) which demonstrated that tourist attractions influence visitor satisfaction.

### The Effect of Tourist Attractions on Revisit Intention

The tourist attraction variable on revisit intention has a T-statistic value of  $4.443 > 1.960$  and a P-value of  $0.000 < 0.05$ . The results of this study indicate that tourist attractions have a direct effect on revisit intention. This finding suggests that the uniqueness and appeal of tourist attractions such as the offered attractions, ease of access, comprehensive facilities, and overall experiences are capable of fostering tourists' desire to return. By continuously enhancing tourist attractions and aligning them with visitor needs, tourist loyalty to revisit can be strengthened. The results of this study are consistent with the research conducted by Cahyanti (2018) which showed that tourist attractions have a significant direct influence on tourists' revisit intention.

### The Effect of Revisit Intention on Tourist Satisfaction

The revisit intention variable on tourist satisfaction has a T-statistic value of  $8.827 > 1.960$  and a P-value of  $0.000 < 0.05$ . The results of this study indicate that revisit intention has a direct effect on tourist satisfaction. This finding suggests that when tourists have a strong intention to revisit Dunia Fantasi, it reflects a high level of satisfaction with their previous experiences. The satisfaction felt by tourists generates positive energy that motivates them to return, ultimately enhancing loyalty. The results of this study are consistent with the research conducted by Mardiawan and Enawadi (2024) which showed that revisit intention influences tourist satisfaction.

### Indirect Effects Test

Table 7. Indirect Effects

			Original Sample	T-Statistic	P-Values	Remarks
Digital Marketing	->	0.223	3.126	0.002	Accepted	
Revisit Intention	->					
Tourist Satisfaction						
Tourist Attraction	->	0.265	4.392	0.000	Accepted	
Revisit Intention	->					
Tourist Satisfaction						

Based on Table 7 above, the results of the indirect effects analysis can be explained as follows:

### The Effect of Digital Marketing on Tourist Satisfaction through Revisit Intention

The variable of digital marketing on tourist satisfaction through revisit intention has a T-statistic value of  $3.126 > 1.960$  and a P-Values of  $0.002 < 0.05$ . The results of this study indicate that digital marketing has a significant effect on tourist satisfaction through revisit intention. This shows that effective digital marketing can increase tourists' revisit intention, which has an impact on increasing their satisfaction with the destination. The increase in revisit intention has the potential to increase the revenue of the tourism destination through higher visit frequency, tourist consumption, and supporting economic activities such

as accommodation, culinary, and transportation. Effective digital marketing strategies allow destination managers to reach a wider target market. Increased tourist satisfaction will strengthen the image of the destination, attract more new tourists, and reduce the risk of declining visits due to competition. The results of this study are in line with the research conducted by Situmorang, Rini and Sembiring (2020), which states that digital marketing affects tourist satisfaction through revisit intention

### **The Effect of Tourist Attraction on Tourist Satisfaction Through Revisit Intention**

The variable of tourist attraction on tourist satisfaction through revisit intention has a T-statistic value of  $4.392 > 1.960$  and a P-value of  $0.000 < 0.05$ . The results of this study indicate that tourist attraction has a significant effect on tourist satisfaction through revisit intention. This shows that attractive and adequate tourist attractions will foster tourists' intention to revisit the destination. This revisit intention then contributes to increasing tourist satisfaction with their experience. Thus, revisit intention serves as a mediator that bridges the indirect effect of tourist attraction on tourist satisfaction. This also shows that destination managers need to strengthen tourist attractions to build revisit intention, which in turn will increase the level of tourist satisfaction. This strategy can ultimately enhance visitor loyalty and contribute to the sustainability and economic growth of the tourism destination. The results of this study are in line with the research conducted by Cahyanti (2018), which states that tourist satisfaction is able to mediate the relationship between tourist attraction and revisit intention.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the results of the analysis and discussion regarding the influence of digital marketing and tourist attraction on tourist satisfaction through revisit intention, the conclusions can be drawn as follows, (1) Digital marketing has a positive effect on the satisfaction of Dunia Fantasi tourists. (2) Tourist attraction has a positive effect on the satisfaction of Dunia Fantasi tourists. (3) Digital marketing has a positive effect on the revisit intention of Dunia Fantasi tourists. (4) Tourist attraction has a positive effect on the revisit intention of Dunia Fantasi tourists. (5) Revisit intention has a positive effect on the satisfaction of Dunia Fantasi tourists. (6) Digital marketing has an indirect effect on tourist satisfaction through the revisit intention of Dunia Fantasi tourists. (7) Tourist attraction has an indirect effect on tourist satisfaction through the revisit intention of Dunia Fantasi tourists.

### **Suggestion**

The author also provides suggestions to outline the limitations of this research and offers several recommendations for future studies, which can be presented as follows (1). For Companies or Tourism Managers they should continue to intensify and develop digital marketing strategies, for example through social media (Instagram, TikTok), websites, and other digital platforms. With engaging, interactive, and informative content that is easily accessible, digital marketing can increase tourists' intention to revisit while also strengthening their satisfaction. In addition, managers need to continuously maximize and update tourist attractions as well as supporting facilities to maintain visitor loyalty and attract a wider market segment. (2). For Future Research it can examine other variables that may influence revisit intention and tourist satisfaction, such as service quality, price, destination image, and environmental factors, in order to obtain a more comprehensive understanding of the determinants of successful marketing and destination management.

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