

The Influence of Social Media, Tourist Attraction and Price Perceptions on Visitors' Visitation Motivation and Decisions to Tanjung Lesung Sez

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ABSTRACT

A factor that encourages tourists to visit tourist attractions is the price of the attractions, which is in line with what consumers anticipate, and the marketing of the attractions through social media. This study sought to ascertain the impact of social media, tourist allure, and pricing perceptions on travelers' motivation and choice to travel. As many as 152 persons were sampled using the incidental sampling technique. This investigation employs a structural equation model (SEM) with smart pls and a descriptive quantitative approach. The findings indicate that while visitor decisions to visit are unaffected, visitor incentive to visit is. While Social media influences visitors' motivation to visit but does not influence visitors' decisions to attend. Tourist. The results of this study have helped the administration of Tanjung Lesung SEZ to ramp up promotional activities so that more people are aware of the SEZ's existence and natural beauty, which would promote tourism. The local economy of the area around the tourist attraction will benefit from an increase in tourist numbers.

INTRODUCTION

The introductory section is here; You can provide logical and Since an infrastructure was constructed through several methods, such as hardware, networks, or technology, social media usage in Indonesia has significantly increased. According to eMarketer.com's data, social media usage in Indonesia is growing quickly and has been increasing over the past few years. Then this instance was designated a target by the Indonesian Ministry of Tourism to be one of the driving causes for marketing Indonesian tourism, especially Tanjung Lesung via social media.

The use of social media for promotions in the current digital era can be seen from some perspectives, including advertising and individuals who use social media to present offers in the form of diverse material. Promotions can be made in text, audio, video, and even audio-visual formats in addition to text. It occasionally doesn't cost much to produce commercials and use social media (Nasrullah, 2015). Furthermore, based on the workings of current social media gadgets, targets for potential clients can also be identified. The findings of earlier studies indicating the results of hypothesis testing demonstrate that social media partially has a substantial impact on buying decisions support (Tuti & Dwiyanti, 2022)

The tourism industry is currently one of the sources of the nation's foreign exchange. In addition to being a driver of economic growth, tourism also serves as a vehicle for the launching of new jobs in the tourism industry, having a favorable impact on employees, and advancing the economic cycle within a destination region. the journey. This will have a greater impact on shared objectives, particularly for those living in Tanjung Lesung SEZ.

Constitution no. 39 concerning special economic zones states that Special Economic Zones (KEK) are the territory of the Republic of Indonesia (Unitary State of the Republic of Indonesia) with defined boundaries and those who decide to carry out an economic function and obtain certain services (Undang_undang RI, 2009). This part of the law states that the task of KEK is to organize and develop business life in the sectors of industry, mining and energy, services, trade, marine and fisheries, transportation, tourism, and others.

Tanjung Lesung as a Tourism SEZ has been stipulated by government regulations No. 26, (Peraturan Pemerintah, 2012) with an area of 1,500 hectares. By making this choice, the government is said to have given the Tanjung Lesung area, particularly its tourism attractiveness, full backing, and an opportunity to develop further. Utama & Junaedi (2015) state that the term "tourist attractions" refers to a collection of items that are all in one location have something special to offer, are attractive to the eye, are simple to access, and have worth in the form of wealth that may be found in nature or generated and observed. Tourists will be interested in visiting a tourist location if the conditions have been met, and the Tanjung Lesung Tourism SEZ satisfies these conditions, including how to see, how to do, how to buy, how to come, and how to stay. This is supported by findings from earlier studies that demonstrate that partial tourist appeal has a considerable impact on buying decisions. (Suparman & Vitaharsa, 2022).

In addition, when visitors visit tourist places, the perception will also be more significant than reality, which is another key factor in the world of marketing. In the broadest sense, perception is a person's perspective on something that influences how and with what they act (Effendi, 2016). Pricing perception, as defined by Peter & Olson (2014), refers to how customers interpret and provide meaning to price information. The significance of pricing is then interpreted by customers based on prior knowledge and experience. The findings of earlier studies, which partially support the idea that pricing perceptions have a favorable impact on visitation decisions, support this (Tuti, 2020).

Then, one of the first issues raised in Crompton's tourism study was the topic of why people travel (Crompton, 1979). A psychological attraction or urge that can characterize a course of action is what Dann (Dann, 1981) refers to as motivation. The main reason behind a tourist's behavior is their desire to travel, which heavily influences their choices of activities and destinations. More proof for this may be found in prior research results, which showed that purchasing decisions are significantly influenced by tourists' motivation (Fitroh et al., 2017).

Tanjung Lesung was designated by the President as the new Bali, a territory that is a part of Banten and has its unique beauty. Tourists will use this information to make a purchasing decision, which is another factor that qualifies Tanjung Lesung as a tourism SEZ. The act of any person directly involved in choosing to purchase a good or service supplied by a vendor is known as a purchasing decision. (Indrasari, 2019).

Numerous earlier research have examined how social media and visitor incentive affect travel choices. or how visiting decisions are influenced by social media. The authors of this study suggest a research model that uses tourist motivation as a moderating variable and pricing perception variables as independent variables. The goal of this study is to determine how the wizard's attractiveness affects behavior based on this concept. Visitation decisions influenced by social media and price perceptions with visitor motivation acting as a moderating factor.

LITERATURE REVIEW

Social Media

Social media describes the content that is produced and used to share with others (Singh & Diamond, 2020). Collier (2019) states that sharing, commenting, and liking are the three main components of social media, in other words, social media relies on relationships between users and a social bond to enable users to show themselves and interact, collaborate, share, and communicate with the public through the formation of virtual social bonds is social media.

Social media is a component of the internet that is frequently used as a tool to express oneself, communicate, collaborate, share, interact with other users, and digitally build social relationships. (Nasrullah, 2015), meanwhile, Doncker & Mclean (2022) Social media is an interactive web-based platform that enables users to interact with particular people, distribute content quickly across a variety of digital devices, including smartphones, create or edit information, and watch, comment on, like, or share content that has been posted by others. Social media is primarily used to connect with known individuals, including friends,

lovers, and even those who are strangers. Additionally, tourism marketers spread information about their travel offerings and the allure of their places. Destination marketing organizations (DMOs) and destination marketers employ media to interact with online users in real-time and answer their inquiries. Additionally, they use social media to interact with potential customers online and motivate their fans to share their user-generated content (Camilleri & Kozak, 2022).

Gunelius (2011) states that four components make up social media: (1) Content Creation, which is an idea for a message that contains interesting information; (2) Content Sharing, which is the distribution of information or messages to social groups that can support business networks and a wider online audience; (3) Connection, which is a social network that enables people to connect over shared interests; and (4) Community Build, which is a large-scale social community.

Making purchases is the cornerstone of consumer behavior, which includes behaviors involving the consumption of goods and services (Effendi, 2016). Managers must pay close attention to the use of social media as a promotional tool since tourists will research the tourist attractions to be visited before making a decision, and one of the sources they typically turn to is social media. The findings of the research conducted revealed a relationship between social media and shopping decisions (Tuti & Dwiyantri, 2022). The following is the study's proposed hypothesis:

H1: There is an influence of social media influence on the visitors' visitation motivation

H2: There is an influence of social media influence on the decision to visit

Tourist Attraction

Suryadana dan Oktavia (2015) mentions that a tourist attraction is a noteworthy location that is also located in a region with one or more administrative areas is referred to as a tourist attraction. Others said that a tourist attraction is a place that travelers feel forced to visit because it is interesting, often due to inherent or open natural or cultural features, historical status, or constructed beauty, which offers recreation, excursions, and entertainment (Yang, 2018). This opinion is supported by Utama & Junaedi (2015) tourist attraction is a location that provides value for tourists in the form of qualities, beauty, comfort, and value. It may include a range of natural or man-made richness that is enticing and contains valuable value for tourists, making them feel obligated to go see it.

A tourist attraction is a component of a larger tourism business that tries to offer tourists goods and services in a specific geographic area. This produces both the desired (good) output and the undesirable (bad) output as a by-product. Therefore, it can be said that a tourist attraction is crucial to attracting tourists and generating revenue for the tourism sector (Tang et al., 2018). tourism development can impact the environment, while the contrary environmental occurrences in tourist sites can also affect tourism development (Zha et al., 2021).

Managers of tourist areas need to focus more on identifying causes and enhancing development plans to promote the effectiveness of these locations. A tourist destination needs to offer activities for visitors, such as what to see, what to do, what to buy, how to get there, and where to stay (Utama, 2017). All natural and man-made resources with distinctive qualities and visual attractiveness that might entice and drive travelers to visit are considered tourist attractions (Erislan, 2016). Potential tourists make the choice to travel when they develop brand preferences from the choice set (Suparman & Vitaharsa, 2022; Suryadana & Octavia, 2015). The results of the previous study indicated that tourist attractions had an impact on visitors' choices (Sidiq, 2018). From the description above, the writer proposes the following hypothesis:

H3: there is an influence of tourist attraction on visitors' visitation motivation

H4: there is an influence of tourist attraction on visiting decisions

Price Perception

In the broadest sense, perception is a person's perspective on something that influences how and with what they act (Effendi, 2016). Pricing perception, according to Peter & Olson (Peter & Olson, 2014), relates to how customers interpret and make sense of price information. The significance of pricing is then interpreted by customers based on prior knowledge and experience.

The cost of products and services naturally has an impact on market demand. A marketing scheme with predetermined pricing can result in profits. According to Kotler et al. (Kotler & Armstrong, 2018), there are four indications for the pricing strategy, namely: (1) Affordable price. One of the desirable characteristics of a product is its pricing, which buyers judge either consciously or unconsciously based on factors including whether the product's worth is in line with its asking price and if the customer is both willing and able to pay that price; (2) Prices can be competitive in respect to competition, either already formed or not yet developed. (3) Price according to product quality is the practice of charging a quality product the appropriate price. It is vital to take into account the tactics, costs, pricing and offers of rivals while determining a price. (4) The price that matches the benefits is when customers buy a product and they like to exchange price for value and like to receive benefits from the product they buy. Based on this, consumers will typically base their evaluation on a product's value and the prices used by competitors for uniform products.

To visit an object you like, you must first decide to do so. This choice is influenced by several things that cause you to want to visit that object (Kotler & Armstrong, 2006). The results of the previous study indicated that price perception had an impact on visitors' choices (Tuti, 2020). From the description above, the writer proposes the following hypothesis:

H5: there is an influence of price perception on visitors' visitation motivation

H6: there is an influence of price perception on visiting decisions

Visitor's Visitation Motivation

One of the first concerns addressed in tourism research is "why people travel" (Crompton, 1979). Lin & Nawijn (2020) believes that visitor segmentation and destination promotion both heavily depend on the potential link between emotion and motivation. Additionally, travelers' feelings are having a bigger and bigger impact on how many people visit a particular destination.

Dann (1981) states that a psychological attraction or urge that might define a behavior is called motivation. Crompton (Crompton, 1979) to further supports this claim, it should be mentioned that one's motive for traveling is essentially what drives one's travel-related activities and decision-making. The reasons why people choose not to travel to particular locations are, however, rarely understood, even though there has been some examination of travel motives based on analyses done on various facets of tourism.

Chrompton (Crompton, 1979) highlights the motivations behind why people wish to travel, such as escape from a perceived mundane environment, self-discovery, and adventure. Relaxation, glorification, regression, strengthening of kinship ties, and promotion of social interaction. To visit an object you like, you must first decide to do so. This choice is influenced by several things that cause you to want to visit that object (Kotler & Armstrong, 2006).

Previous studies have found that tourist motivation has a big impact on buying decisions, which provides evidence for the aforementioned claim (Malik et al., 2016). So from the description above the writer gets the following hypothesis:

H7: there is an influence on vitors' visitation motivation on the decision to visit

Visit Decision

The purchase choice is to purchase a good or service, however, there may be several circumstances that come into play before or after the intention to make a purchase. The first consideration is how a loved one feels you should choose the cheapest car. The unwelcome tentative factor is another factor. Consumers likely base their purchasing decisions on several elements, including price, money, and the amount of product profit needed. (Kotler & Armstrong, 2006). Meanwhile effendi (Effendi, 2016) the consumption of goods and services that customers need is influenced by consumer behavior tactics known as purchasing decisions. A traveler's decision to visit a tourist attraction qualifies as a purchase decision in this context. The purchase decision process has five stages: need identification, information search, alternative evaluation, purchasing decisions, and post-purchase behavior (Karimi et al., 2015; Kotler & Armstrong, 2006).

the existence of prior research states that social media, tourist attraction, and price perceptions have a relationship with visitors' visitation motivation and visiting decisions, reinforces the relationship between social media, tourist attraction, and price perceptions on visitors' visitation motivation and visiting decisions (leal, hor-meyll, and de paula pessoa 2014; superman and vitaharsa 2022; tuti 2020). the conceptual model in this study is:

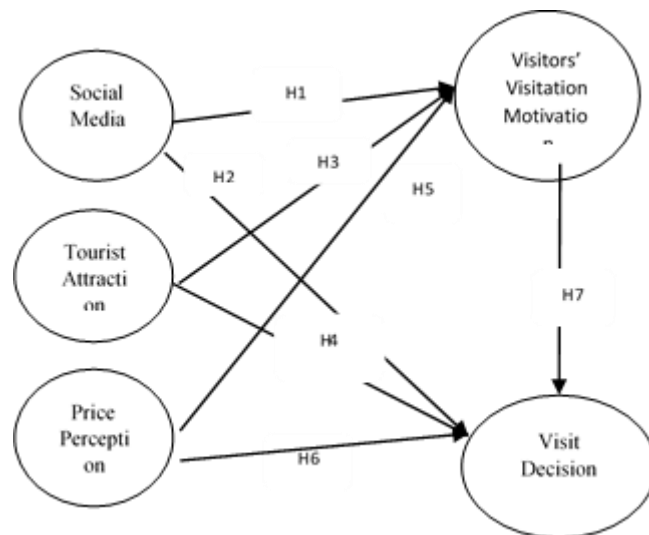


Figure 1. Conceptual Model

METHODOLOGY

To determine the replies to the assertions made on the questionnaire, this research approach employs quantitative methodologies by performing a direct poll of respondents. Utilizing SmartPLS 3.0 software, the SEM (Structural Equation Model) Analysis approach was used to examine the data collected through surveys. The research was done at the Tanjung Lesung Tourism Special Economic Zone. Up to 152 respondents from the Tanjung Lesung Tourism SEZ participated in this study as tourists. Tourists from Tanjung Lesung Tourism SEZ who came in December 2022 made up the population of this survey.

RESEARCH RESULT

Descriptive Resondent

Table 1. Descriptive Respondent

	Frequency	Percentage
Gender		
Male	109	71,9%
Female	43	28,1%
Age		
<20	18	11,8%
21-30	112	73,8%
31-40	14	9,2%
> 40	8	5,2%
Origin		
Bekasi City	57	37,5%
Banten	13	8,5%
DKI Jakarta	53	34,9%
West Java	18	11,8%
Central Java	5	3,3%
East Java	1	0,7%
Outside of Java Island	5	3,3%

Visiting With		
Alone	19	13,0%
Family	46	30,1%
Work colleague	56	36,6%
Friend	31	20,3%
Number of Visits		
1 time	110	72,0%
> 2 times	31	21,0%
> 5 times	11	8,0%
Visiting Purpose		
Holiday	140	92,1%
Meeting	1	0,7%
Other	11	7,2%
Got Information About Tanjung Lesung From		
Friend	101	66,0%
Family	14	9,2%
Instagram	26	17,0%
Other	11	7,8%
Total	152	100,0%
Most Interesting Objects		
Beach	139/152	91,4%
Water Sports	74/152	48,4%
Whistle	59/152	38,6%
Typical food	10/152	6,5%
Golf	6/152	3,9%
Dock	12/152	7,8%

Source: Authors (2022)

From all the descriptive analyses, the respondents can be inferred that 71.9% of them are men and 28.1% are women, 73.8% are between the ages of 21 and 30, 37.5% are from Bekasi City, 36.6% visited with coworkers, 72.0% visited on average once a month, 92.1% came for vacation, 66% learned about the Tanjung Lesung Tourism Special Economic Zone (SEZ) from friends, and 91.4% found the Tanjung Lesung Tourism.

According to the aforementioned statistics, it was also discovered that Tanjung Lesung Beach, which is well-known for being beautiful and clean, was of particular interest to most tourists, followed by the area's accessibility to water sports activities and traditional Banten cuisine.

Structural Model

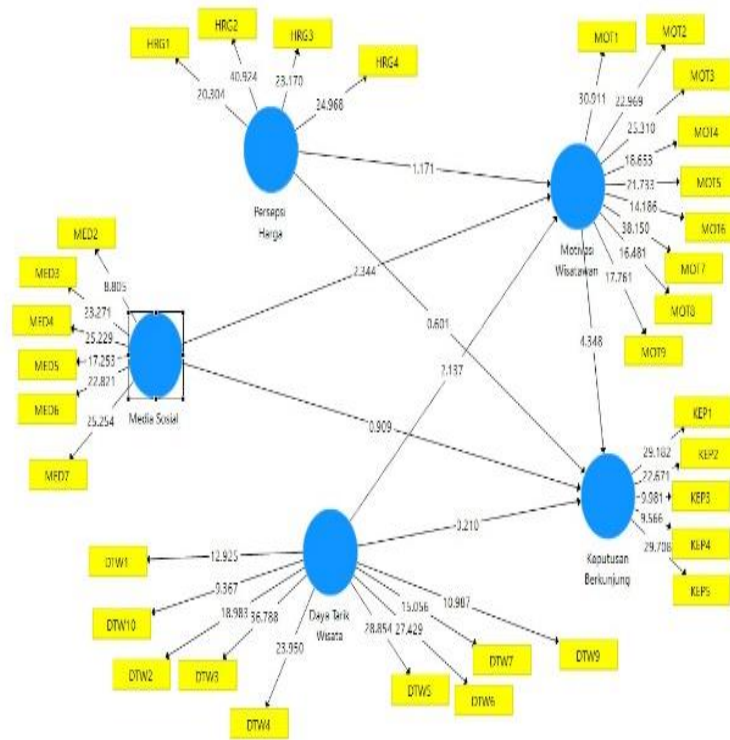


Figure 1. Conceptual Model

In addition to looking at the value of a cross-loading, the value of discriminant validity can be known through other methods, namely by looking at the Average Variant Extract (AVE) value in each indicator variable with the condition that it must have a value of > 0.05 to get a good method.

The results of the AVE data in Table 2, you can see the AVE values for the variables Social Media (X1), Tourist Attraction (X2), Price Perception (X3), Visitors' Visitation Motivation (Y1), and Visit Decision (Y2) have AVE value > 0.05. So it is stated that each has good discriminant validity.

Table 2. Measurement Model: Item Loading, Construct Loading, Composite Reliability (CR), and Convergent Validity (AVE)

Variabl e	Indicator	Item	Loading Factor	Reliabi lity	AV E
Social Media	1. Content Creation	MED2	0.767	0,920	0.657
	2. Content Sharing	MED3	0.841		
	3. Connection	MED4	0.823		
	4. Community Build (Gunelius, 2011)	MED5	0.804		
		MED6	0.797		
		MED7	0.828		
Tourist attracti on	1. What to See	DTW1	0.770	0,953	0.695
	2. What to Do	DTW2	0.846		
	3. What to Buy	DTW3	0.896		
	4. How to Get There	DTW4	0.879		

	5. Where To Stay (Utama, 2017)	DTW5	0.885		
		DTW6	0.886		
		DTW7	0.843		
		DTW9	0.75		
		DTW10	0.727		
Price Percept ion	1. Price Affordability	HRG1	0.840	0,930	0.7 69
	2. Price according to quality	HRG2	0.916		
	3. Competitive Prices	HRG3	0.87		
	4. Price According to Benefits (Kotler et al., 2018)	HRG4	0.881		
Visitor' Visitati on Motivat ion	1. escape from a perceived mundane environment	MOT1	0.830	0,951	0.6 84
	2. self-discovery and adventure	MOT2	0.854		
	3. Relaxation	MOT3	0.859		
	4. glorification	MOT4	0.829		
	5. regression	MOT5	0.826		
	6. strengthening of kinship ties	MOT6	0.794		
	7. promotion of social interaction (Crompton, 1979)	MOT7	0.895		
		MOT8	0.746		
Visit Decisio n	1. need identification	KEP1	0.874	0,910	0.6 70
	2. information search	KEP2	0.836		
	3. alternative evaluation	KEP3	0.763		
	4. purchasing decisions	KEP4	0.782		
	5. post-purchase behavior (Karimi et al., 2015; Kotler & Armstrong, 2006)	KEP5	0.834		

Source: Authors, 2022

The importance of discriminant validity can also be shown in table 2's Average Variant Extracted (AVE) value, which shows that the AVE values for the Social Media variables (X1), Tourist Attraction (X2), Perceived Price (X3), Visitors' Visitation Motivation (Y1), and Visit Decision (Y2) are all more than 0.5. So, each variable has strong discriminant validity, it may be said.

Discriminant Validity

Table 3. Discriminant Validity

	Tourist attracti on	Visit Decisi on	Soci al med ia	Visitors'Visita tion Motivation	Price Percepti on
Tourist attraction	0,834				
Visit Decision	0,659	0,819			

Social media	0,816	0,644	0,810		
Visitors' Visitation Motivation	0,753	0,813	0,701	0,827	
Price Perception	0,771	0,600	0,641	0,656	0,877

Source: Authors, 2022

Price Perception, with a value of 0.877, Tourist Attraction, with a value of 0.834, Social Media, with a value of 0.810, Visitors' Visitation Motivation, with a value of 0.827, and Decision to Visit, with a value of 0.819, are the variables in Table 3 that have the highest values. Each indicator question has the highest loading factor value for the latent construct being examined when compared to other latent constructs. As a result, discriminant validity might be regarded as legitimate.

R² Result

The effect of exogenous variables on endogenous variables is measured using the R-square value (R²). The values of R² Visit Decision 0.675, and Visitor' Visitation Motivation 0.602 are displayed in Table 4. This indicates a 67,5%, and 60,2% effect of social media, tourist attraction, and perception price factors on visitor' visitation motivation and visits decision, respectively.

Table 4. R² Result

	R Square	R Square Adjusted
Visit Decision (Y2)	0.675	0.666
Visitor' Visitation Motivation (Y1)	0.602	0.594

Source: Authors, 2022

Model Fit

The SRMR is a goodness of fit metric for PLS-SEM that Henseler et al. (2014) introduce to prevent model misspecification. In a more conservative form, a fit is deemed to be satisfactory at a value of 0.08 (Hu et al., 2009).

Table 5. Model Fit

	Saturated Model	Estimated Model
SRMR	0,080	0,080

Source: Authors, 2022

Hypothesis Test

If the t-value is higher than 1.96 and the p-value is lower than 0.05, the results of the hypothesis will be accepted. The hypothesis will, however, be rejected if the t-value is less than 1.96, indicating that it has no impact. Table 6 shows that the four hypotheses, Tourist Attraction > Visit Decision, Social Media > Visit Decision, Price Perception > Visit Decision, and Price Perception >

Visitors' Visitation Motivation, have all been disproved based on the findings of the hypothesis testing. The other three, Visitors' Visitation Motivation > Social Media, Visitor' Visitation Motivation > Visit Decision, and Tourist Attraction > Visitors' Visitation Motivation, were also accepted.

Table 6. Mean, STDEV, T-Values, P-Values

	Original Sample Mean (O)	Sample Mean (M)	STDEV (V)	T Statistics (O/STDEV)	P Values	Result
Tourist Attraction -> Visit Decision	-0.041	-0.002	0.195	0.210	0.834	Rejected
Tourist Attraction -> Visitors' Visitation Motivation	0.409	0.39	0.192	2.137	0.033	Accepted
Social Media -> Visit Decision	0.136	0.144	0.149	0.909	0.364	Rejected
Social Media -> Visitors' Visitation Motivation	0.252	0.257	0.108	2.344	0.019	Accepted
Visitors' Visitation Motivation -> Visiting Decisions	0.687	0.632	0.158	4.348	0,000	Accepted
Price Perception -> Visit Decision	0.094	0.111	0.157	0.601	0.548	Rejected
Price Perception -> Visitors' Visitation Motivation	0.178	0.191	0.152	1.171	0.242	Rejected

Source: Authors, 2022

The findings of the hypothesis can be accepted if the path coefficient t-statistic is more than 1.96 and the p-value is less than 0.05. The findings reveal a negative link between tourist attractions and visit decisions, with a value of 0.210 (1.96) and a p-value of 0.834 > 0.05, indicating that the hypothesis under test had no bearing. Accordingly, this hypothesis is rejected. This hypothesis is supported by the association between tourist attraction and visitors' visitation motivation, which has a p-value of 0.033 0.05 and a t-statistic value of 2.137 (>1.96).

Additionally, it can be claimed that this hypothesis is rejected since the association between social media and visit choice has a t-statistic value of 0.909 (1.96) and a p-value of 0.364 > 0.05 suggesting that the hypothesis examined has no impact. With a t-statistic value of 2.344 > (1.96) and a p-value of 0.019 0.05 for the association between social media and visitors' visitation motivation, it can be concluded that this hypothesis is viable and persuasive. With a t-statistic of 4.348 > (1.96) and a p-value of 0.000 0.05, the association between visitor' visitation motivation and visit decision may be considered to have a significant effect and be accepted.

This hypothesis is deemed to have no impact and is rejected since the link between price perception and visit choice has a t-statistic value of 0.601 (1.96) and

a p-value of $0.548 > 0.05$. Finally, the t-statistic value for the association between price perception and visitors' visitation motivation is 1.171 (1.96), and the p-value for this relationship is $0.242 > 0.05$, indicating that this hypothesis is likewise rejected as having no impact.

DISCUSSION

This study sought to understand how the Tanjung Lesung Tourism Special Economic Zones visitors' motivation and decisions to visit were influenced by social media, tourist attractions, and price perceptions (SEZ). The study's findings demonstrate that several independent factors had no impact on the dependent variable.

The initial finding demonstrates that tourist attractions have little impact on travelers' choices. A place that attracts travelers because it is intriguing, typically due to its innate or open natural or cultural features, historical importance, or constructed beauty, and which offers relaxation, excursions, and entertainment, is referred to as a tourist attraction (Yang, 2018). Tourists do not just visit to see tourist destinations with numerous tourist amenities. Tanjung Lesung is a popular tourist destination since getting there differs from getting to other nearby beaches, which is why it is regarded as a place that gives tranquility. The appeal of solitude and quiet, which visitors seldom ever find at other tourist destinations, is one justification for going. When potential travelers select a brand from the available options, they decide whether to travel (Suparman & Vitaharsa, 2022; Suryadana & Octavia, 2015).

The motivation of tourists is influenced by tourist attractions, even though this decision is unaffected. Why people travel is one of the first issues addressed in tourism research (Crompton, 1979). Tanjung Lesung attracts tourists because of its beauty, making it a popular travel destination.

Other findings indicate that social media has little influence on travel choices. This contradicts an earlier study that asserts social media impacts consumers' shopping decisions (Tuti & Dwiyantri, 2022). Social media is a tried-and-true marketing and promotion tool. They engage with potential clients online through social media and encourage their followers to share user-generated material (Camilleri & Kozak, 2022). This demonstrates that tourists did not choose to visit because of Tanjung Lesung's social media presence. Due to the stunning beach and seclusion for guests, Tanjung Lesung is a well-known name for an item.

The motivation of tourists is influenced by social media. Social media, a crucial instrument for marketing at the moment, can inform customers about the features and benefits of tourist attractions. In other words, social media relies on relationships between users and a social bond to enable users to show themselves and interact, collaborate, share, and communicate with the public through the formation of virtual social bonds. As stated by Collier (Collier, 2019), sharing, commenting, and liking are the three main components of social media.

One aspect that influences customer purchasing decisions is price. However, in this study, visitor decisions and tourist motivation are unaffected by pricing perceptions. Tanjung Lesung is a tourist attraction with expensive

rates in comparison to other beachside attractions nearby. This demonstrates that visitors do not consider the cost that must be borne since they are more concerned with obtaining other things, such as tranquillity and stunning beaches, which other products lack. According to Lin & Nawijn (Lin & Nawijn, 2020), the possible connection between emotion and motivation is a key factor in both visitor segmentation and destination advertising.

The decision to visit visitors is influenced by tourist motivation. Visitors' decisions to come are influenced by social media, beauty, and cost. It should be noted that one's motivation for traveling is primarily what drives one's travel-related behaviors and decision-making, according to Crompton (Crompton, 1979), supports this assertion.

CONCLUSIONS AND RECOMMENDATIONS

According to the study's findings, visitor appeal has more of an impact on visitor motivation than visitor decisions. Similar to how social media influences traveler motivation without influencing travel choice, visitors' visitation motivation or travel choices are unaffected by the price perception variable.

As an SEZ, Tanjung Lesung offers benefits over the nearby tourist attractions. It is advised to employ other independent variables to be able to expose the reasons visitors visit and how satisfied they are, to be able to investigate further benefits for future studies.

ADVANCED RESEARCH

In this article the researcher realizes that there are still many shortcomings both in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers myself. Therefore, for the improvement of the article, the researcher expects criticism and suggestions from various parties.

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