

## THE INFLUENCE OF DIGITAL MARKETING AND ATTRACTIVENESS ON DESTINATION IMAGE AND ITS IMPACT ON TOURIST VISITING DECISIONS TO CIRENDEU VILLAGE



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### Abstract

The tourism industry has experienced rapid development, especially in this digital era. Digital marketing has become a major force in promoting tourist destinations, and the image of the destination is a key factor in attracting tourists. The natural and cultural attractiveness of a place also plays an important role in shaping the image of the destination. This is becoming increasingly important considering the intense competition between destinations and the potential for economic growth that can be generated by the tourism industry. With a better understanding of the role of digital marketing and attractiveness in influencing a destination's image, tourism destinations can improve their competitiveness and create a positive experience for tourists. This study aims to investigate and analyze the influence of digital marketing and attractiveness on the image of tourism destinations, as well as how it impacts tourists' visiting decisions. The research method used is a quantitative approach. The population in this study is visitors; the sample in this study is obtained by purposive sampling so that the number of samples becomes valid. Data analysis used a structural Equation Model (SEM) approach assisted by smart PLS applications. The results of this study will provide valuable insights for the tourism industry in understanding how digital marketing and destination attractiveness can influence traveller decisions, as well as how to improve a destination's image to attract more tourist visits.

**Keywords:** Digital Marketing, Attraction, Destination Image

## INTRODUCTION

Tourism, as a significant economic sector in regional development, plays a pivotal role in diversifying the economy, generating employment opportunities, and enhancing community income (Mumtaz & Karmilah, 2022). Engagement in the tourism industry can yield substantial positive impacts on the well-being and advancement of local communities (Nurohman & Qurniawati, 2021). However, in the rapidly evolving digital era, competition within the tourism sector has intensified, making marketing a critical component in promoting tourist destinations.

Cirendeu Village, a prominent tourism destination, is not exempt from these challenges. With the continuous advancement of information and communication technologies, promotional strategies in tourism have undergone fundamental transformations (Agusti, Utari, & Mardi W., 2020). Innovation in destination marketing has become essential to maintain and enhance Cirendeu Village's appeal in the eyes of potential visitors (Dharta, Kusumaningrum, & Chaerudin, 2021).

Digital marketing, as a core element of modern marketing tools, has come to dominate the landscape of destination promotion. It encompasses strategies that integrate social media platforms, websites, online campaigns, and search engine optimization techniques to reach and engage prospective tourists. Nevertheless, digital marketing represents only one facet of the broader equation. The intrinsic attractiveness of a destination—encompassing natural beauty, cultural heritage, and tourism attractions—remains a primary factor in capturing the interest and attention of visitors (Mulyati & Masruri, 2019).

Destination image is a crucial aspect influencing tourists' decision-making processes when selecting a travel destination (Ester, Syarifah, & Zainurossalamia Saida, 2020). This image reflects the subjective perceptions of tourists toward a specific location and significantly shapes their intentions and choices (Fatimah, 2019). Moreover, a positive destination image can strengthen the overall appeal of a location and foster repeat visitation.

This proposed study aims to investigate the intricate relationship between digital marketing, destination attractiveness, and the perceived image of Cirendeu Village as a tourism destination. Furthermore, it seeks to explore the extent to which destination image influences tourists' decisions to visit Cirendeu Village. By gaining a deeper understanding of these interrelationships, the study aspires to enhance destination marketing efforts, boost

tourism visits to Cirendeu Village, and offer valuable insights for the development of similar tourism destinations.

## **REVIEW OF LITERATURE**

### **Digital Marketing**

Corporate Social Responsibility (CSR) has become one of the primary benchmarks in contemporary corporate management. Although the term "CSR" gained popularity in the early 1970s, the concept of "social responsibility" was first introduced by Bowen in 1953 (Rahmad et al., 2022).

Digital marketing is a rapidly evolving concept within the landscape of modern marketing. It encompasses a range of strategies and techniques designed to promote products, services, or brands through digital media and online platforms. In the current digital era—where the internet has become an integral part of daily life—digital marketing plays a crucial role in reaching broader audiences and fostering deeper engagement with consumers (Masrianto et al., 2022).

Digital marketing comprises several key components (Apasrawirote, Yawised, & Muneesawang, 2022), including:

1. **Content Marketing:** A strategic approach focused on creating and distributing valuable content—such as articles, blogs, videos, and infographics, to attract and retain a clearly defined audience.
2. **Social Media Marketing:** The use of platforms such as Facebook, Twitter, Instagram, and LinkedIn to engage with audiences, promote products, and build brand-consumer relationships.
3. **Search Engine Optimization (SEO):** Efforts to improve website and content rankings in search engine results (e.g., Google) to enhance visibility and discoverability by potential consumers.
4. **Search Engine Marketing (SEM):** The use of paid advertisements in search engines to increase visibility and drive traffic to websites or landing pages.
5. **Email Marketing:** The use of targeted email campaigns to distribute promotional messages, newsletters, and periodic content to subscribed customers.
6. **Online Advertising:** The deployment of paid advertisements across various digital

platforms, including Google Ads and social media, to reach relevant audiences.

7. **Data Analytics:** The collection and analysis of consumer data, online behavior, and campaign performance metrics to optimize marketing strategies.

The effectiveness of digital marketing can be evaluated using various metrics, such as conversion rates, website traffic, social media engagement, and customer interaction levels. The growing importance of digital marketing has significantly transformed the marketing landscape, requiring businesses and organizations to continuously adapt to technological advancements and shifting consumer preferences.

### **Tourist Attractiveness**

Attractiveness, within the context of tourism, is a critical concept for understanding why individuals choose to visit specific destinations. This attractiveness encompasses a range of elements that render a destination appealing and captivating to tourists. As an integral component of the tourism industry, a comprehensive understanding of destination attractiveness is essential for the development and promotion of tourism destinations in an increasingly diverse market (Ester, Syarifah, & Zainurossalamia Saida, 2020).

Tourist attractiveness comprises several key factors (Faoziyah, Setiadi, & Sucipto, 2022), including:

- 1) **Natural Beauty:** Landscapes such as mountains, beaches, and lakes serve as major attractions for tourists seeking aesthetically pleasing and diverse natural environments.
- 2) **Cultural Heritage:** The presence of historical sites, museums, traditional architecture, and cultural festivities attracts tourists interested in the cultural and historical aspects of a destination.
- 3) **Tourism Activities:** A variety of recreational opportunities—such as extreme sports, trekking, diving, and photography—appeal to tourists in search of active and adventurous experiences.
- 4) **Local Cuisine:** Unique and flavorful local food and beverages are attractive to culinary tourists eager to explore local tastes.
- 5) **Special Events:** Festivals, concerts, and other local events draw visitors seeking immersive and memorable cultural experiences.
- 6) **Accessibility:** Efficient transportation systems and well-developed tourism infrastructure enhance the overall accessibility and convenience of a destination.

7) Accommodation Availability: The presence of diverse and quality accommodation options—from hotels to homestays—plays a significant role in attracting tourists.

The attractiveness of a destination contributes to its overall image and identity. Tourism managers and marketers strive to promote and enhance these attractive elements to increase visitor numbers. Moreover, understanding destination attractiveness enables strategic planning for sustainable development and environmental conservation, ensuring the long-term appeal and viability of the destination.

### **Destination Image**

Destination image, in the context of tourism, refers to the perceptions held by individuals or groups regarding a specific tourism destination. This image is shaped through personal experiences, information, and expectations, and plays a central role in tourist decision-making processes. As a critical aspect of consumer behavior in tourism, the concept of destination image has become a significant subject of research in the field (Sitanggang, Sunarti, & Pangestuti, 2020).

Destination image comprises the following components (Fatimah, 2019):

- a. Perceptual Image: Individuals' perceptions of a destination, including its natural beauty, cultural heritage, and unique characteristics.
- b. Imaginary Image: Mental representations or anticipations formed before visiting, often influenced by promotional materials, advertisements, and media exposure.
- c. Experiential Image: Perceptions shaped by actual experiences during a visit, where both positive and negative experiences can influence one's image of the destination.
- d. Communicative Image: Perceptions shaped through various sources of information, including online reviews, social media, and recommendations from friends and family.
- e. Overall, Image: The aggregate perception of a destination, encompassing both positive and negative attributes and the values ascribed to it.

Destination image significantly influences tourists' travel decisions. Tourists are more likely to choose destinations with positive images that align with their preferences and expectations. Consequently, destination managers and tourism marketers aim to cultivate and communicate favorable destination images through well-designed marketing campaigns.

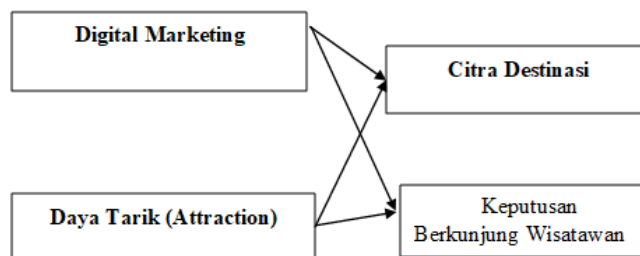
### **Tourist Visit Decision**

The decision to visit a tourism destination refers to the process by which individuals

or groups select and plan a visit to a particular location. This decision represents a crucial stage in the tourism journey and is influenced by multiple factors involving perception, preferences, and personal considerations. As it has profound implications for the tourism industry, tourist decision-making has become an important area of scholarly inquiry (Alvianna et al., 2022).

Key aspects related to tourist decision-making include (Wulandari, Yuliar, & Widyaningsih, 2022):

- a. Perception and Destination Image: Tourists' perceptions and the destination's image significantly shape their intention to visit. A favorable image increases interest and likelihood of travel.
- b. Tourist Motivation: Both intrinsic and extrinsic motivations play a central role. Tourists tend to select destinations that align with their personal goals and needs.
- c. Tourist Expectations: Expectations formed prior to the visit can influence satisfaction levels during the stay. Realistic expectations often result in more fulfilling experiences.
- d. On-site Experiences: The actual experience—such as service quality, local hospitality, and attractiveness of the destination—directly affects satisfaction and the intention to revisit.
- e. External Factors: Broader influences such as economic conditions, travel policies, and global developments can also impact tourist decisions.
- f. Media and Information Influence: Information sourced from media, friends, family, or online reviews often guides tourists' decision-making. Tourists frequently rely on these external references before making travel choices.



H1: there is an influence of digital marketing on Destination Image

H2: there is an influence of Attraction on Destination Image

H3: there is an influence of digital marketing on Tourist Visiting Decisions

H4: there is an influence of Attraction on Tourist Visiting Decisions

## RESEARCH METHOD

The research adopts a quantitative approach, which is primarily aimed at testing predefined hypotheses (Hermawan & Amirullah, 2021). Quantitative methods involve the use of numerical data derived from measurements using scales applied to the variables under investigation. The population in this study consists of visitors, and the sample was selected using purposive sampling, ensuring the validity of the sample size. Data analysis in this study is conducted using the Structural Equation Modeling (SEM) approach, facilitated by the SmartPLS software (Yannis & Nikolaos, 2018). The stages of data analysis include the evaluation of both the outer model and inner model, detailed as follows:

### Outer Model Analysis

#### 1. Validity and Reliability Test

The outer model analysis is concerned with evaluating the validity and reliability of the measurement instruments used to assess the constructs in the model. This analysis includes the following tests:

- a. **Convergent Validity:** This is assessed based on the correlation between item scores (indicator/component scores) and the construct score. It is typically examined through the standardized loading factor, which reflects the degree of correlation between each indicator and its respective construct. A loading factor value above 0.70 indicates a high level of convergent validity for reflective indicators.
- b. **Discriminant Validity:** This is evaluated by comparing the cross-loadings of indicators on different constructs, as well as by comparing the square root of the Average Variance Extracted (AVE) with the correlations among constructs. A construct is considered to have good discriminant validity if the square root of its AVE is greater than its correlations with other constructs.
- c. **Composite Reliability:** This metric assesses the internal consistency of indicators within a construct. A composite reliability value greater than 0.70 is indicative of a construct with strong reliability.
- d. **Cronbach's Alpha:** This is another measure of reliability that complements the

composite reliability. A construct is deemed reliable if the Cronbach’s alpha value exceeds 0.70, further confirming the internal consistency of the measurement items.

The inner model, also known as the structural model, is used to evaluate the causal relationships between the latent variables hypothesized in the research model.

**Table 6.**  
**Instrument Testing**

<b>Instrument Test</b>	<b>Tests Used</b>
1. Validity Test	1. Convergent Validity 2. AVE
2. Reliability Test	3. Cronbach's Alpha 4. Composite Reliability

2. R-Square Test

The R-Square (R<sup>2</sup>) test is employed to measure the extent to which the model is capable of explaining the variance in the dependent variable. A higher R<sup>2</sup> value indicates a greater explanatory power of the model.

**Inner Model Analysis (Structural Model Testing)**

The inner model analysis in this study is conducted using SmartPLS to test the research hypotheses. Hypothesis testing involves the evaluation of the t-statistic values and p-values. For a significance level of 5% ( $\alpha = 0.05$ ), the critical t-value threshold is 1.96. Additionally, beta coefficients ( $\beta$ ) are analyzed to determine the direction and strength of the relationships between variables.

H<sub>a</sub>= t-statistic > 1.96 with p-values < 0.05.

H<sub>0</sub>= t-statistic < 1.96 with p-values score > 0.05

**RESULTS AND DISCUSSION**

**Digital Marketing Influence Test Results**

**Table 1.**  
**Validity Test**

	<b>Destination Image (Y1)</b>	<b>Attraction (X2)</b>	<b>Digital Marketing (X1)</b>	<b>Visiting Decision (Y2)</b>
<b>X1.1</b>			<b>0,764</b>	
<b>X1.2</b>			<b>0,744</b>	
<b>X1.3</b>			<b>0,701</b>	

X1.4			0,751	
X1.5			0,749	
X1.6			0,757	
X1.7			0,744	
X2.1		0,749		
X2.2		0,826		
X2.3		0,728		
X2.4		0,772		
X2.5		0,796		
X2.6		0,783		
X2.7		0,721		
Y1.1	0,758			
Y1.2	0,751			
Y1.3	0,732			
Y1.4	0,769			
Y1.5	0,813			
Y2.1				0,803
Y2.2				0,798
Y2.3				0,753
Y2.4				0,782
Y2.5				0,775
Y2.6				0,707

**Table 2.**  
 R-Square

	R Square	R Square Adjusted
Destination Image (Y1)	0,574	0,565
Visiting Decision (Y2)	0,590	0,577

Based on the results of the determination coefficient test in the table above, the adjusted R-square value is 0.565 (56.5%). This means that the ability of the independent variables in this study to influence the dependent variable by 56.5%, while the remaining 43.5% (1 - 0.565) is explained by variables other than the independent variables in the study.

**Table 3.**  
 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image (Y1)	0,823	0,823	0,876	0,585
Attraction (X2)	0,884	0,890	0,910	0,591

<b>Digital Marketing (X1)</b>	<b>0,866</b>	<b>0,870</b>	<b>0,897</b>	<b>0,554</b>
<b>Visiting Decision (Y2)</b>	<b>0,863</b>	<b>0,868</b>	<b>0,897</b>	<b>0,593</b>

Based on the data presented in Table 3, it can be seen that the composite reliability value for all research variables is  $> 0.70$ . This shows that all research variables have met the composite reliability and have a high reliability value, because the composite reliability value is  $> 0.7$ . This is also supported by the AVE (Average Variance Extract) value, showing that the AVE value for all variables has a value greater than 0.5.

**Table 4.**  
**Heterotrait-Monotrait Ratio (HTMT)**

	<b>Destination Image (Y1)</b>	<b>Attraction (X2)</b>	<b>Digital Marketing (X1)</b>	<b>Visiting Decision (Y2)</b>
<b>Destination Image (Y1)</b>				
<b>Attraction (X2)</b>	<b>0,782</b>			
<b>Digital Marketing (X1)</b>	<b>0,807</b>	<b>0,701</b>		
<b>Visiting Decision (Y2)</b>	<b>0,804</b>	<b>0,754</b>	<b>0,757</b>	

The Heterotrait-Monotrait Ratio values in Table 4 are none above 1, so it can be said that the research model formed from the four variables above is valid.

**Table 5.**  
**Path Coefficient**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Destination Image (Y1) -&gt; Visiting Decision (Y2)</b>	0,303	0,307	0,103	2,932	<b>0,004</b>
<b>Attraction(X2) -&gt; Destination Image (Y1)</b>	0,396	0,387	0,107	3,702	<b>0,000</b>
<b>Attraction(X2) -&gt; Visiting Decision (Y2)</b>	0,289	0,292	0,115	2,515	<b>0,012</b>
<b>Digital Marketing (X1)</b>	0,445	0,454	0,099	4,474	<b>0,000</b>

-> <b>Destination Image (Y1)</b>					
<b>Digital Marketing (X1)</b> -> <b>Visiting Decision (Y2)</b>	0,280	0,278	0,111	2,532	<b>0,012</b>

**1. The Effect of Destination Image on Digital Marketing**

H1: There is an Effect of Digital Marketing on Destination Image

Judging from table 5, the original sample value is positive, which is 0.445, meaning that the direction of this test is in accordance with the proposed hypothesis. Then the t-statistics value is 4.474 or > 1.96 is significant. And the p-values show a value of 0.000 or < 0.05, so it is identified as significant. From this data, it shows that all criteria are met and significant, so it can be concluded that Digital Marketing has an effect on Destination Image.

**2. The Effect of Destination Image on Attraction**

H2: There is an Effect of Attraction on Destination Image

Judging from the table above, the original sample value is positive, which is 0.396, meaning that the direction of this test is in accordance with the proposed hypothesis. Then the t-statistics value is 3.702 or > 1.96 is significant. And the p-values show a value of 0.000 or < 0.05, so it is significant. From this data, it shows that all criteria are met and significant, so it can be concluded that Visiting Decisions have an effect on Destination Image.

**3. The Effect of Visiting Decisions on Digital Marketing**

H3: There is an Effect of Digital Marketing on Tourist Visiting Decisions

Judging from table 5, the original sample value is positive, which is 0.280, meaning that the direction of this test is in accordance with the proposed hypothesis. Then the t-statistics value is 2.532 or > 1.96 is significant. And the p-values show a value of 0.012 or < 0.05, so it is identified as significant. From this data, it shows that all criteria are met and significant, so it can be concluded that Visiting Decisions affect digital marketing.

**4. The influence of visiting decisions on attractiveness**

H4: There is an Effect of Attraction on Visiting Decisions

Judging from table 5, the original sample value is positive, which is 0.289, meaning that the direction of this test is in accordance with the proposed hypothesis. Then the t-statistics value is 2.515 or > 1.96 is significant. And the p-values show a value of 0.012 or <0.05, so it is identified as significant. From this data, it shows that all criteria are met and significant, so it can be concluded that Visiting Decisions have an effect on Attractiveness.

**Table 6.**  
**Specific Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Attraction (X2) -> Destination Image (Y1) -> Visiting Decision (Y2)	0,120	0,119	0,053	2,271	<b>0,024</b>
Digital Marketing (X1) -> Destination Image (Y1) -> Visiting Decision (Y2)	0,135	0,140	0,058	2,307	<b>0,021</b>

As seen in the table above, the results of SmartPLS bootstrapping on specific Indirect effects illustrate that the Hypothesis stating the influence of attractiveness on the decision to visit through the intervening variable of destination image results in an accepted evaluation. Because the T-statistic value is 2.271 and the P value is 0.024, it is concluded that this hypothesis is positive and significant. Because the cut-off value that provides the hypothesis limit is T statistic > 1.96 and P Value <0.05, and so on the same as the other hypotheses in the table above.

**The Effect of Digital Marketing on Destination Image**

Based on hypothesis test 1 in this study, it shows that the digital marketing construct has a significant effect on Destination Image. These results are in accordance with research conducted by (Zhang, et al., 2022), which explains that digital marketing has a significant positive effect on destination image. The quality of e-marketing initiatives can have an impact on creating a positive image of rural tourist destinations. Social media marketing efforts, e-reputation, and destination image have a significant

positive relationship with intention to visit among tourists. According to (Rodrigues, et al., 2023), the overall quality of digital marketing initiatives affects the image of rural destinations and tourists' intention to visit these areas, as a positive image will trigger tourist visitation behavior, and this behavior is a valuable asset for the global sustainability of rural destinations.

The influence of Digital Marketing on Destination Image is very significant in this digital era. Digital marketing allows tourist destinations to easily disseminate accurate and interesting information about their attractions, facilities, and uniqueness through websites, social media, blogs, and other digital platforms. A destination's image is often shaped by the visual images provided by digital marketing, such as attractive photos, promotional videos, and other visual content, which help travelers envision the experience they will have. In addition, reviews and testimonials from previous travelers that can be accessed online also influence destination image. Using demographic and behavioral data, destinations can target the right audience segments, creating an image that matches the expectations of the target audience. Real-time interactions with travelers through social media and online communication platforms also play an important role in shaping a destination's image. Tourism destination managers should utilize digital marketing to influence their destination image, as this can support the growth of the local tourism industry.

### **The Effect of Attraction on Destination Image**

The results of hypothesis testing have an influence of Attraction on Destination Image, which indicates that the p-value is 0.000, which is smaller than 0.05. As well as the t-statistic value of 3.702, which is greater than 1.96. So that from the explanation above, it will show that the influence of Attractiveness has a significant positive effect on Destination Image. These results are in line with the results of previous research conducted by (Widjianto, 2019) that tourism image has a positive effect on tourists' revisit interest in tourist attractions. When tourists have a positive image of a destination, they feel confident that their visiting experience will be satisfying. A positive image is often shaped by a positive first experience, where tourists feel satisfied. This positive experience creates good expectations, and when tourists decide to return, they do so with the confidence that they will feel similarly satisfied. In addition, travelers who have had

a positive experience tend to give positive recommendations to others, which influences the interest of others to visit. These recommendations can have a major impact on the decision to visit again.

However, research by (Ariesta, et al., 2020) states that attractiveness and accessibility have no significant effect on the image of tourism destinations. Meanwhile, facilities have a significant influence on the image of tourism destinations. It can be seen if the facility can cause the destination image to be negatively affected. Destination image is also influenced by various other aspects such as service, cleanliness, friendliness of local residents, and previous tourist experiences. If these aspects do not meet tourists' expectations, it is therefore important to understand that destination image is the result of various interacting factors, and is not based on physical attractiveness alone. Further evaluation may be required to identify the factors that influence destination image in this particular case.

### **The Influence of Digital Marketing on Tourist Visiting Decisions**

The results of hypothesis testing influence digital marketing on Tourist Visiting Decisions, indicating that the p-value is 0.012, which is smaller than 0.05. As well as the t-statistic value of 2.532, which is greater than 1.96. So that the explanation above shows that the influence of digital marketing has a significant positive effect on Tourist Visiting Decisions. This is supported by research (Naimah, 2017), which states that digital marketing variables have a significant effect on tourist visiting decisions. The use of digital marketing, such as social media, can increase the interest of tourists in visiting a place. This allows tourist destinations to convey complete information, describe attractions with pictures and videos, and tell interesting stories. Easily accessible information and strong visualizations help tourists imagine the experience they will have, creating positive expectations. In addition, reviews and testimonials from previous travelers, often seen on digital platforms, can influence travelers' decisions, as they tend to be more attracted to destinations with a positive reputation.

Other research shows that digital marketing has a positive and significant impact on increasing tourists' interest in visiting a destination (Zauri, 2021). Through digital marketing, tourist destinations can create an attractive image and give tourists a strong reason to choose them as a travel destination. Digital marketing acts as an important tool

in influencing the decision-making process of tourists. The more effective the digital marketing campaign, the greater the chance of increasing tourists' interest in visiting a place. With easily accessible information, strong visualization, and positive interaction, digital marketing can increase the interest of tourists to visit a place, and ultimately can contribute to the growth of the tourism industry in the destination.

### **The Effect of Attraction on Visiting Decisions**

The results of hypothesis testing have an influence of Attractiveness on Visiting Decisions, this is indicated by the p-value is 0.012, which is smaller than 0.05. As well as the t-statistic value of 2.515, which is greater than 1.96. So that from the explanation above, it will show that Attraction has a significant positive effect on Visiting Decisions. Attraction is an aspect that makes a destination or tourist attraction attractive to potential tourists. Research conducted by (Saputra, et al., 2017) states that there is a strong and positive and significant influence between tourism attractions and the decision to visit. A strong influence indicates that a positive assessment of the tourism attractiveness of the destination has a big impact on the visitor's decision to visit. Strong tourism attractiveness is the main factor that encourages tourists to make positive decisions to come to these destinations. In line with research by (Junaida, E. 2019) found that partial tourist attraction has a significant effect on tourist decisions to visit tourist attractions. Attractiveness not only influences the decision to visit but also has a broad impact on other aspects of the tourism industry, including destination image and tourist satisfaction. Destination managers need to understand and promote tourism attractions to maintain and increase the number of tourist visits.

### **CONCLUSION**

Based on the results of research and discussion that have been carried out, it is concluded that destination image is influenced by digital marketing and attractiveness by 57.4%. Tourists' visiting decisions are influenced by digital marketing and attractiveness by 57%. Digital marketing has a significant positive effect on Destination Image. Attraction has a significant positive effect on Destination Image. Digital Marketing has a significant positive effect on Tourist Visiting Decisions. Attraction has a significant positive effect on Visiting Decisions. The influence of digital marketing on destination image is very significant in this

digital era. Through digital marketing, tourist destinations can easily disseminate interesting information about their attractions, facilities, and uniqueness. Destination image is often shaped by visual images provided by digital marketing, such as attractive photos, promotional videos, and other visual content. The combination of effective digital marketing and attractive destination attractions can result in a strong and positive destination image. This image, in turn, will influence tourists' decisions to visit Cirendeu Village.

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