

THE INFLUENCE OF DIGITAL MARKETING, DESTINATION IMAGE, AND FACILITIES ON VISITOR SATISFACTION IN ISLAMIC BUSINESS PERSPECTIVE



Dina Mardiana Astuti¹

Universitas Islam Negeri Raden Intan Lampung, Bandar Lampung, Indonesia
dinamardiana0211@gmail.com

Muhammad Iqbal Fasa²

Universitas Islam Negeri Raden Intan Lampung, Bandar Lampung, Indonesia
miqbalfasa@radenintan.ac.id

Yeni Susanti³

Universitas Islam Negeri Raden Intan Lampung, Bandar Lampung, Indonesia
yenisa.glebova22@gmail.com

Abstract

This study aims to analyze the influence of Digital Marketing, destination image, and facilities on Visitor decisions in Lanakila Lake Pringsewu tourism, in the perspective of Islamic Business. This study uses a quantitative approach. The population used by a total of 4000 tourist visitors Lanakila Lake and by Slovin formula was selected 98 respondents. Based on the test results that have been done, there are findings that can be concluded that Digital marketing has a positive and significant effect on visitor satisfaction, destination image has a positive and significant effect on visitor satisfaction and facility variables have a positive and significant effect on visitor satisfaction. Digital marketing in Islam demands the application of the principles of honesty (shiddiq) and openness of information (tabligh), ensuring that all promotional and advertising content is free from elements of fraud or manipulation. Thus, tourist destinations such as Lanakila Lake can build trust and visitor satisfaction through accurate, transparent, and not excessive information, creating a fair business ecosystem and providing blessings.

Keywords: Digital Marketing, Destination Image, Facilities, Visitor Satisfaction

INTRODUCTION

Indonesia is a country with abundant tourist attractions, and it strives to create better tourist attractions to attract more. One of the pillars of the Indonesian government that helps increase the country's foreign exchange is tourism. The tourism sector in Indonesia is currently growing rapidly in an effort to increase revenue. The tourism industry is growing positively and providing benefits to many people. The tourism sector is well developed and helps many individuals in the public, private, and non-profit sectors. This is because the government and communities around popular tourist destinations view the tourism business as a resource that can be processed as an asset. Here is an overview of the number of tourist visitors in Indonesia per year.



Figure 1.

Number of Tourist Visitors in Indonesia

Source: Indonesian Central Bureau of Statistics, 2024

The Data shows that the tourism industry in Indonesia is growing, with a significant increase in the number of tourists visiting the country. The growth of the tourism industry is likely due to the Indonesian government's efforts to promote tourism as a major economic driver. This trend is likely to continue as long as the Indonesian government remains committed to promoting tourism and providing a positive experience for visitors.

Provinces in Indonesia have the potential to increase tourism in Indonesia, one of which is the province of Lampung. Lampung is one of the provinces that has the potential of nature and culture that can be developed as a tourist attraction. The growth of Indonesian tourists in Lampung province experienced a significant increase from year to year starting in 2020. The year 2024 became the most visited year with a total of 19,234,306 tourists, this is a strong benchmark that the tourism potential in Lampung province can be said to be good and become an attraction for tourists. Here is an overview of the number of tourist visitors in pringsewu per year.

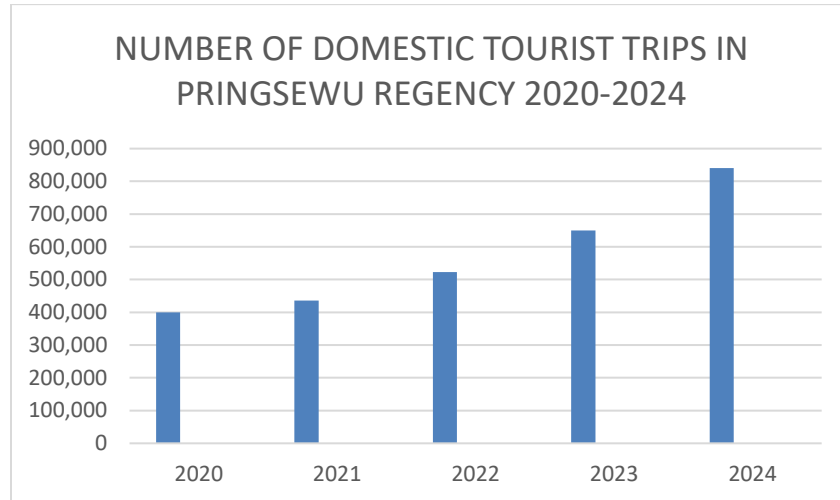


Figure 2.

Number of Tourist Trips in Pringsewu Regency

Source: Central Bureau of Statistics of Pringsewu Regency, 2024

Based on the figure above, the total number of tourists in Pringsewu Regency each year has increased significantly. This is driven by the end of the Covid-19 pandemic and the interesting tourist locations to visit. The following is a list of tourist names in Pringsewu Regency:

Chart 1.

List of tourist attractions in Pringsewu Regency

No.	Tourist Name	Total Monthly Average Visitors
1.	Bukit Pongan	924 Visitors
2.	Gua Maria Padang Bulan	363 Visitors
3.	Telaga Gupid	600 Visitors
4.	Talang Indah Pringsewu	850 Visitors
5.	Taman Bina Jaya Mandiri	137 Visitors
6.	Danau Lanalika	4000 Visitors

Source: data processed by the author, 2025

Based on the above data, explained that the total number of tourist visitors in Pringsewu is Lake lanakila lake with a total of 4000 visitors a month that the tour is very suitable to visit. Indicates Lake lanakila lake is still the most attractive tourist destination in pringsewu Regency.

Lanakila Lake is located on Jl. Pamenang, Pangelaran District, Pringsewu Regency, Lampung is one of the natural tourist destinations that must be visited. With a panoramic beauty that combines views of the lake, surrounded by Green Hills, Lanakila Lake offers a unique experience for visitors. This location is also known as a suitable place to relax while enjoying the beauty of the sunset from the edge of the lake.

Pringsewu Regency is one of the districts that is visited by many tourists. Pringsewu Regency is the base of tourist sites because this region offers an interesting mix of diverse natural tourism potential such as hills and rice fields, artificial tourism that is developing, as well as local culinary peculiarities that can be explored. Its relative accessibility from downtown Lampung and the scale of the managed area make it easy for researchers to observe the dynamics of ongoing tourism growth, interact with local stakeholders, and collect data. In addition, research at Pringsewu has the potential to uncover local uniqueness in tourism management as well as provide insight into the economic and social impact of tourism on local communities, making it a relevant case study for Tourism Development at the district level.

One of the strong reasons for researching Lake Lanakila tourism in Pringsewu Regency is its potential as a unique and relatively new natural tourist attraction, so that research can identify the characteristics of the attraction, visitor preferences, as well as opportunities and challenges for Sustainable Development. As a destination that may not have been studied much, this study can provide valuable baseline data for local governments, tourism managers, and local communities in planning targeted development, minimizing negative impacts, and maximizing the economic and social benefits of the existence of Lake Lanakila. We can see the existence of lanakila lake promotion through the original instagram, lanakila has implemented digital marketing.

Digital marketing is one of the marketing media that is currently in great demand by the community to support various activities carried out. They are gradually starting to leave the conventional/traditional marketing model to switch to modern marketing, namely digital marketing. Digital marketing communications and transactions can be done at any time in digital marketing. The population of Indonesia has been connected to the internet, where today the internet plays an important role in determining consumer purchasing decisions. The increase in the number of internet and social media users is a huge opportunity for businesses to market their products, because the internet allows more effective marketing processes, faster responses and more costs. Low costs and rapid dissemination of information are expected to increase sales so that they can achieve targeted turnover.

Digital marketing can also find out the response of consumers to the products offered by looking at the testimonials or comments posted. Good communication can strengthen good relationships with consumers. This will indirectly be a satisfaction for consumers because consumers feel cared for. When consumers get satisfaction, consumers will provide positive testimonials and then recommend them to others (Averina & Widagda, 2021).

The image of the destination begins with the experience and motivation within the tourist in making a visit. The image of the destination as an expression of objective knowledge, the imagination of an emotional person's thoughts about a particular location. The image as a whole of all the ideas of a person's thoughts associated with a destination. The image of the destination is considered very important in influencing one's visit. Tourists tend to believe and believe in the decision to visit the attraction that can provide the best experience and memorable. The positive image built by an attraction will leave a good impression on visitors and make them more confident to make a return visit. The destination image generally consists of two elements, namely cognitive image (cognitive image) or the result of rational assessment and affective image (affective image) or emotional assessment.

Both are often used as measurement materials in various studies that discuss the image of destinations (Dasangga & Ratnasari, 2022).

The presence of complete facilities can increase visitor satisfaction and also increase service sales. Service quality is one of the variables that play a role in the success of the company. Good service exceeds the expectations of visitors and vice versa. Poor service creates the assumption that the service obtained is not in line with the expectations of visitors. Visitors will return and make repeated visits, and they will promote the services offered by the service provider to their closest contacts, showing that the visitor is happy with the service they get. Visitor satisfaction is related to visitors' perception of facilities and service quality. When visitors see that the facilities and quality of service do not meet their expectations, they abandon their goals and reconsider purchasing the service (Sugiarto & Utari, 2024).

Visitor satisfaction is the state of tourists who feel happy or disappointed about the comparison between what they expect from a tourist spot and what they experience upon arrival. The better a tourist attraction, the more satisfied the visitors and the more known by others the satisfaction of visitors can be by providing a positive experience to the previous experience. Visitor satisfaction can be achieved by paying attention to accessibility and facility factors, good accessibility has more possibilities to make tourists satisfied and increase their arrival. Equally, good tourist facilities can help run a tourist attraction to meet all the needs of tourists (Bayu Permadi et al., 2024).

Although previous studies have examined the influence of digital marketing, destination image, and facilities on visitor satisfaction in the tourism sector in general, there are still significant research gaps related to the application of these three factors in the perspective of Islamic Business. Existing studies have often not explicitly integrated sharia principles such as shiddiq (honesty), tabligh (openness), and the absence of elements of fraud/manipulation within the framework of digital marketing and destination image formation. Therefore, research on how the application of Islamic business principles in digital marketing and image management of destinations and facilities simultaneously affects visitor satisfaction, especially in Sharia tourist destinations or those claiming to apply Islamic values such as Lanakila Lake Pringsewu, is still very limited and requires further exploration to provide a comprehensive understanding.

This study aims to analyze and understand in depth the influence of digital marketing, destination image, and facilities on visitor satisfaction at Lake Pringsewu Lanakila Tourism. Furthermore, this study will examine how the principles of Islamic business, especially honesty (shiddiq) and openness of information (tabligh), are implemented in digital marketing strategies and how they affect visitor satisfaction, in the hope of providing practical recommendations for tourist destination managers in managing and developing their businesses sustainably and in accordance with Sharia.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a psychological framework developed by Icek Ajzen, which explains how an individual's beliefs influence their behavior. TPB suggests that a person's intention to perform a behavior is the main predictor of the behavior itself (Nenobahan et al., 2024). This intention, in turn, is influenced by three main components:

attitude to behavior, subjective norms and perceived control of behavior. The stronger a person's intentions, supported by a positive attitude, social support and belief in self-sufficiency, the more likely the behavior will be manifested.

In the context of the study "the influence of Digital Marketing, destination image, and facilities on visitor satisfaction in Islamic Business Perspective", TPB can be a theoretical framework to understand how the intention of visitors to come and ultimately feel satisfied is influenced by these variables. For example, Digital Marketing can shape a visitor's positive attitude towards a destination, as well as influence subjective norms by showing trends or recommendations from influencers. A good image of the destination will create a positive attitude and increase the intention of visiting, while adequate and sharia-compliant facilities can increase the control of the visitor's perceived behavior, assuring them that the visit will go smoothly and in accordance with Islamic values. The Islamic business perspective alone will reinforce norms and influence attitudes. As such, the TPB helps explain the causal pathways from visitors' perceptions to their decisions and satisfaction in the context of Islamic tourism.

Digital Marketing

Digital marketing is a form of company business in marketing its products and services into digital technology online in order to get a global and specific market. There are several dimensions that play a role in digital marketing communication, namely: (1) SEO marketing is the most subtle way to promote a company's brand or product where a digital agency will manage a website that is built to be preferred by search engines, in this case for example Google; (2) Online public relations is a strategy to build and maintain a global brand in the era of globalization through online media. E-PR (electronic public relations), Cyber PR, Online PR, or PR on the net, is a PR activity that uses the internet as a medium of communication; (3) Content video marketing refers to the creation and distribution of unique content, whether written, image or in the form of video, such content keeps fans, followers and potential customers interested and engaged; (4) Display advertising is commercial and non-personal communication about an organization and its products transacted to a target audience through mass media. (5) Email marketing is promotional material aimed at a large group of internet users, to promote a product or service that includes product or company branding, to email marketing recipients; (6) Social media marketing is a digital marketing tool that can reach all circles, at a relatively affordable cost or at no cost and is used to create a community, build relationships, and exchange information with fellow social media users in an unlimited period of time (Ayu, 2021).

Digital marketing can effectively influence elements in the Theory of Planned Behavior (TPB), such as attitudes, subjective norms, and perceived behavioral controls, to shape intentions and ultimately trigger desired consumer behavior. For example, through targeted digital campaigns, marketers can build a positive attitude towards a product or destination (for example, through engaging content and positive reviews), create subjective norms by showing popularity or recommendations from influencers, and improve perceived behavioral control by providing clear information and ease of access to make purchases or visits.

Destination Image

Destination image is a person's overall perception of a destination because the image of the destination is a key aspect and behavior of tourists. The image of the destination is key

in the successful development of the destination and helps to maintain the competitive advantage of a destination.

The image of the destination is the result of the perception felt by tourists after visiting a tourism location. destination image there are several factors that can be Idijadikan destination image indicators are (1) Travel Environment or travel environment is the state of the environment in and around the tourist attraction. (2) Natural Attractions or natural attractions is a state of natural tourism or scenic beauty in a tourist attraction. (3) Entertainment and Events or entertainment and events are various events and entertainment provided at the location of the tourist attraction. (4) Historic Attractions or historical/cultural attractions, which are aspects of local culture that characterize tourist attractions. (5) Travel Infrastructure or infrastructure, namely supporting facilities in and around tourist attractions. (6) Accessibility or accessibility, namely ease of access to reach the location of the tourist attraction. (7) Relaxation or relaxation, which is the condition or state in which the tourist attraction can help its visitors to calm down. (8) Outdoor Activities or outdoor activities, which are activities that visitors can do in the open in and around the tourist attraction. (9) Price and Value or price and value, ie all costs incurred by visitors/tourists while in the attraction. A destination image is a person's view of an image in a destination that includes the perceptions and experiences of someone who visits that destination. The image of the destination plays an important role in influencing the behavior of tourists in choosing the decision to visit. Luna Sulistio and others, 'Pengaruh Media Sosial , Citra Destinasi Dan Persepsi Harga Terhadap Keputusan Berkunjung Di Dunia Fantasi (DUFAN)', 7 (2024).

The image of the destination affects the attitude component in the Theory of Planned Behavior, where a positive perception of a tourist spot forms a visitor's positive belief in the act of visiting. Furthermore, a strong and positive image of the destination can also influence subjective norms, since people tend to visit places recommended or well regarded by their social circle, which will end up forming stronger visiting intentions.

Facilities

Facilities facilities are facilities as well as infrastructure that support the functioning of tourist destinations to satisfy everything needed by visitors, not quickly grow but develop the attraction. Facilities are understood as resources that have a form and must be available before a service can be presented to the target audience. For services that cannot be seen, smelled or touched, the physical aspect is an important indicator of service quality.

The role of facilities in the development of tourism is very important, especially to attract the attention of tourists. Quality and comprehensive services can provide significant added value for tourist destinations. Visitors who are looking for comfort while visiting tourist destinations will feel more comfortable if the facilities they use are designed to be comfortable and pamper the eyes (Sukardi & Afidah, 2024).

Facilities can influence Perceived Behavioral Control in the Theory of Planned Behavior, because the availability and adequate quality of facilities will increase an individual's confidence in his or her ability to perform a behavior. Thus, optimal facilities can reinforce a person's intention to engage in certain behaviors, such as visiting a tourist destination or using a service provided.

Visitor Satisfaction

According to Tze & Wang (2012) in Utama (2016) visitor satisfaction with tourism destinations consists of many interrelated factors. It can be interpreted that if one factor can

or can make visitors satisfied, other factors may not be able to satisfy visitors. The destination aspect consisting of attractions, amenities, and accessibility may have similarities between destinations, however, for the ansilari aspect, in this case, services that are intangible are very dynamic and tend to demand increasing quality over time. Tourist satisfaction indicators according to Ginting (2014), namely destination cleanliness, destination security, destination comfort, destination natural beauty, destination officer friendliness, destination uniqueness, destination rates, and destination image (Okaputri, 2023).

Visitor satisfaction can be a strong predictor of future behavioral intentions, such as the intention to revisit or recommend a destination, which is a central element in the Theory of Planned Behavior (TPB). In the context of TPB, visitor satisfaction can influence their attitude towards the destination, subjective norms related to perceptions of social expectations for visiting, and perceived behavioral controls regarding beliefs about the ability to visit, which in turn shape the intention of the next visit.

RESEARCH METHOD

This study uses a quantitative approach, as explained by Sugiyono that quantitative research methods are based on the philosophy of positivism. This method is used to study a specific population or sample, with data collection through research instruments. Data analysis is carried out quantitatively or statistically to test previously formulated hypotheses. In this study, a quantitative approach was applied through field research involving direct data collection at Lanakila Lake, distribution of questionnaires to respondents, and data analysis conducted to obtain conclusions.

Research location is a place that has been chosen to be the location of research. The research chose Lanakila Lake Pringsewu which is located on Jl. Winner, Pengelaran District, Pringsewu Regency, Lampung 35244 with Lanakila Lake visitors as subjects as the purpose of this study.

The population used was 4,000 visitors to Lake Lanakila, recorded monthly by the management. At this stage, the researcher focused the sample on visitors at the tourist site. To determine the sample size, the Slovin method was used. The Slovin formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample size

N = Population

e = Percentage of allowance for non-independence due to sampling error that is still desired (10% = 0.1)

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{4000}{1 + 4000(0.1)^2}$$

$$n = \frac{4000}{1 + 4000(0.01)}$$

$$n = \frac{4000}{41}$$

$$n = 97.56$$

After calculating using the Slovin formula, it can be determined that the number of samples selected is 97.56 or rounded up to 98 respondents. Therefore, the research is interested in the influence of digital marketing, destination image, and facilities on visitor

satisfaction from an Islamic business perspective (a study of visitors to Lanakila Lake Prengsewu).

RESULTS AND DISCUSSION

Validity Test

Validity test is used to determine whether a questionnaire is valid or valid. A questionnaire is considered valid if the questions in it are able to measure what should be revealed according to the purpose of the measurement. In this study, instrument testing was conducted with the help of SmartPLS 4 software(Sanaky, 2021).

Significance test is done by comparing the value of R-count with the r-table, where the test is done in two directions using the significance level of 0.5 or 5%. Degree of freedom (df) is calculated by the formula $n-2$, so that for the number of samples $n = 98$, the value of r-table at the significance level of 0.5 (5%) is 0.2084. In addition, this study used the value of outer loading with criteria > 0.600 . Based on the results of data processing, the variable validity test can be seen in the following table:

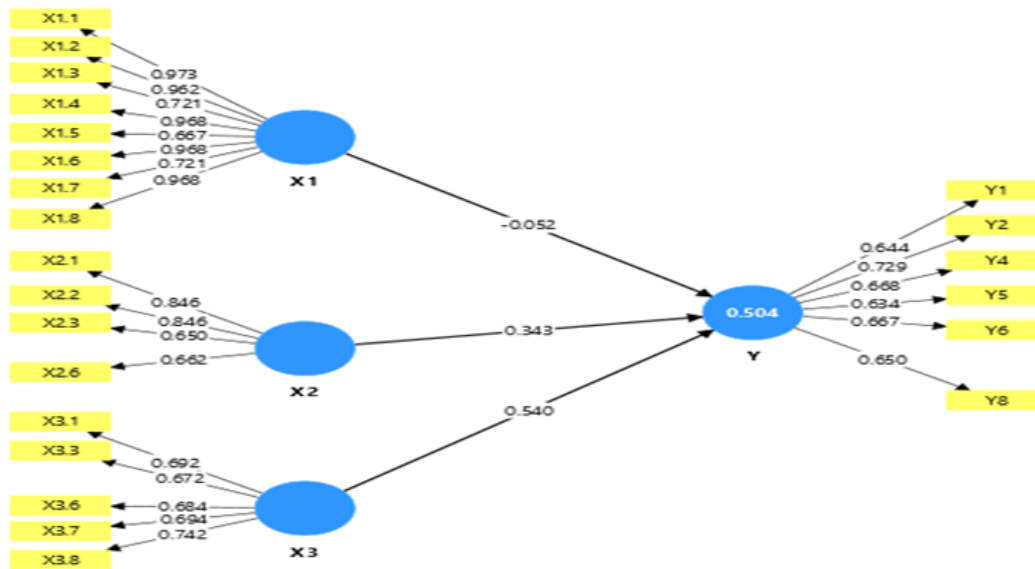
Table 2
Loading Factor

Indicator	Digital Marketing	Destination Image	Facilities	Visitor Satisfaction	Description
X1.1	0.973				Valid
X1.2	0.962				Valid
X1.3	0.721				Valid
X1.4	0.968				Valid
X1.5	0.667				Valid
X1.6	0.968				Valid
X1.7	0.721				Valid
X1.8	0.968				Valid
X2.1		0.846			Valid
X2.2		0.846			Valid
X2.3		0.650			Valid
X2.6		0.662			Valid
X1.1			0.692		Valid
X3.3			0.672		Valid
X3.6			0.684		Valid

X3.7			0.694		Valid
X3.8			0.742		Valid
Y.1				0.664	Valid
Y.2				0.729	Valid
Y.4				0.668	Valid
Y.5				0.634	Valid
Y.6				0.667	Valid
Y.8				0.650	Valid

Source: SmartPLS 4, 2025 processed primary Data

Based on the information presented in the table above, it can be concluded that all items in this table have met the validity criteria. This is evidenced by the outer loading values that are all above the minimum threshold, which is more than 0.6. The following is a visualization of the results of the questionnaire validity test obtained through SmartPLS 4 software.



Reliability Test

Reliability test aims to evaluate the extent to which the consistency of a questionnaire in measuring a variable or construct. In this study, the reliability of the questionnaire was analyzed through the value of cronbach's alpha (α), where the questionnaire is declared reliable if the value of cronbach's alpha exceeds 0.7. The reliability testing process was carried out using statistical software SmartPLS 4 (Rosita et al., 2021). The results of reliability calculations for Digital Marketing variables, destination image, facilities, and visitor satisfaction are shown in the following table.

Table 3
Cronbach's Alpha dan AVE

Variable	Cronbach's Alpha	AVE
Digital Marketing	0.954	0.771
Destination Image	0.745	0.573
Facilities	0.741	0.486
Visitor Satisfaction	0.750	0.444

Source: SmartPLS 4 Primary Data, 2025

From the above data, all variables in this study have met the reliability criteria with a Cronbach's Alpha value > 0.7 . However, the two variables of facilities and visitor satisfaction showed an AVE value of < 0.5 , which indicates that the convergent validity of the two variables still needs to be improved or reviewed.

Data Analysis

1. Hypothesis Test (T Test)

A statistical t-test is used to evaluate whether each independent variable has an individually significant effect on the dependent variable. The testing process is done by comparing the t-count value of each independent variable to the statistical t-limit value. If $t\text{-statistic} > 1.96$ and $p\text{-value} < 0.05$, it can be concluded that the influence of the variable is significant. Conversely, if the $T\text{-statistic} < 1.96$ and the $p\text{-value} > 0.05$, then the effect is considered Insignificant. This test is done with the help of SmartPLS4 software (Rahmayana et al., 2021). The results of the statistical test t is shown in the following table.

Table 4
T Test Results

Hypothesis	Influence	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic	P-Value
H1	X1>Y	0.314	0.369	0.127	2.471	0.014
H2	X2>Y	0.378	0.398	0.149	2.533	0.011
H3	X3>Y	0.527	0.525	0.102	5.165	0.000

Source: SmarPLS Primary Data 4, 2025

From the above data, the result of T-statistics $2.471 > 1.98$ and p value $0.014 < 0.05$. This shows that Digital marketing has a positive and significant effect on visitor satisfaction, which means that H1 is supported. furthermore, we can see T - statistic $2.533 > 1.98$ and p value $0.011 < 0.05$ illustrates that the image of the destination has a positive and significant effect on visitor satisfaction, which means that H2 is supported. As well as T-statistic value

$5.165 > 1.98$ and $p \text{ value } 0.000 < 0.05$ explaining that the facility has a positive and significant effect on satisfaction, it can be concluded that H3 is supported.

2. Coefficient of Determination Test

The coefficient of determination (R^2) serves to show how much influence the independent variable (X) has on the dependent variable (Y). This test is important to determine the extent to which the research model is able to explain the variations that occur in the dependent variable. A high value of R^2 indicates that the proportion of changes in the dependent variable can be significantly explained by the independent variable. Conversely, a low value of R^2 indicates that the contribution of the independent variable to the dependent variable is also low. In this study, the analysis of the coefficient of determination was carried out using the help of SmartPLS software version 4 (Sehangunaung et al., 2023). The results of the coefficient of determination test are presented as follows.

Table 5
Coefficient of Determination Test Results

Matriks	R Square	R Square Adjusted
Y	0,504	0,488

Source: SmartPLS processed primary Data, 2025

From the description of the analysis of the coefficient of determination, obtained R Square value of 0.504 for the dependent variable visitor satisfaction. This shows that the 50.4% variation in visitor satisfaction can be explained by the independent variables used in this research model, namely Digital Marketing, destination image, and facilities. Meanwhile, the value of R Square Adjusted by 0.488 is a result that has been adjusted to the number of variables in the model, thus providing a more accurate picture of the ability of the model in explaining the dependent variable. With the value of R Square which is above 0.5, it can be concluded that this model has a fairly good ability to explain the influence of independent variables on visitor satisfaction in the tourist destination Lanakila Lake Pringsewu. This value reflects that more than half of the changes in visitor satisfaction can be predicted through the three main factors examined in this study.

3. Recapitulation of Hypothesis Test Results

Based on the results of research that has been described previously, then a summary or recapitulation of the hypothesis test results as follows.

Table 6
Recapitulation Of Hypothesis Test Results

	Hypothesis	Description
H ₁	There is a significant influence of digital marketing on visitor satisfaction on	Supported

	Lanakila Lake Pringsewu tourism	
H ₂	There is a significant influence between the image of the destination on visitor satisfaction at Lanakila Lake Pringsewu tourism	Supported
H ₃	There is a significant influence of facilities on visitor satisfaction on Lanakila Lake Pringsewu tourism	Supported

Source: primary data processed by SmartPLS 4, 2025

Discussion

The results obtained from research that has been done, it is known that most of the instruments used to measure digital Marketing variables, destination image, and facilities to visitor satisfaction are valid and reliable. However, there are some question items that do not meet the criteria of validity or reliability, so they are not used in the further analysis process. Nevertheless, the indicators that pass the test can still be used in subsequent studies with the necessary adjustments. The results obtained from valid and reliable instruments still provide a strong enough basis for further analysis to understand the effect of these variables on visitor satisfaction.

1. The effect of Digital Marketing on visitor satisfaction

Based on the results of statistical analysis that has been done, H1 which states that Digital Marketing has a positive and significant effect on visitor satisfaction resulting in a T-statistic value of 2.471 and a P-value of 0.014. This result states that the relationship between digital marketing and visitor satisfaction is significant, because the T-statistic value exceeds the minimum limit of > 1.96 and the P-value is below the significance level of 0.05. The results of this study were supported by Siti Masruroh et al, in her research entitled "The Influence of Digital Marketing, Product Quality and service quality on visitor satisfaction". This study shows that digital marketing has a positive and significant effect on visitor satisfaction.

The results of the study confirmed that effective digital marketing strategies can increase the positive perception of consumers or visitors, strengthen loyalty, and form a more satisfying experience. In the context of tourism, the optimal implementation of digital marketing, such as promotion through social media, providing interesting digital information, and responsive online interaction, can be an important means of building positive relationships between tourist destinations and their visitors (Masruroh et al., 2023). Thus, it can be concluded that in the context of this study, digital marketing has a significant influence on the level of visitor satisfaction at the tourist destination Lanakila Lake Pringsewu. This confirms that the digital marketing strategy carried out is quite successful in reaching and attracting the attention of visitors, whether through social

media, online promotions, or other digital information that is able to increase their positive perception and experience during a visit.

In the context of the Lanakila Lake Pringsewu tourist destination, The Theory of Planned Behavior (TPB) has a strong relevance and is in line with the role of Digital Marketing in influencing visitor satisfaction. The TPB explains that an individual's behavioral intentions are influenced by three main factors: attitudes toward behavior, subjective norms, and perceived behavioral control. Digital marketing, with its wide reach and ability to target audiences specifically and effectively can form a positive attitude of visitors to Lanakila Lake through attractive visual content, positive reviews, and transparent information.

In addition, digital campaigns can reinforce subjective norms by showcasing the popularity of destinations on social media and endorsements from influencers, creating the perception that visiting Lanakila Lake is customary and recommended. Finally, digital marketing also contributes to the control of perceived behavior by providing detailed information regarding accessibility, facilities, and ease of booking or purchasing tickets online. When this behavioral intention is supported by a real experience that matches the expectations built through digital marketing, this will lead to a positive and significant increase in visitor satisfaction towards the Lanakila Lake Pringsewu destination.

2. Influence of destination image on visitor satisfaction

The results of the analysis stated that the destination image variables have a positive and significant effect on visitor satisfaction. This is evidenced by the statistical t-value of 2.533, which is greater than 1.96, as well as the P-value of 0.011, which is less than the significance level of 0.05. Thus, the second hypothesis (H2) is supported. This result is reinforced by the research of Rieke Sri Rizki Asti Karini and Anisa Septiani Eka Putri in their research entitled "The Influence of tourist attraction and the image of tourist destinations on visitor satisfaction on Jalan Braga (EFFECT)". Based on the results of verification analysis in the study, it is known that the image of tourist destinations (X2) has a significant influence on visitor satisfaction. A positive perception of the image of a destination can enhance the travel experience and form higher satisfaction for visitors. This study underlines the importance of building a strong destination image through various elements such as the uniqueness of tourist attractions, service quality, environmental cleanliness, and friendliness of the local community (Sri et al., 2023).

The better the image of a tourist destination, the greater the level of satisfaction felt by the visitors. Theoretically, this is in line with the view that a positive destination image can form favorable perceptions, increase expectations, and provide an experience that matches visitor expectations. In addition, a strong and positive image is also a key element in attracting interest and maintaining tourist loyalty to the destination.

In line with The Theory of Planned Behavior, a person's intention to behave is influenced by three main factors, namely the attitude to the behavior, subjective norms, and ease. When a destination like Lanakila Lake Pringsewu succeeds in building a positive destination image that is reflected in the natural beauty, well-maintained facilities, staff friendliness, and unique experiences offered. This will directly form a positive attitude of visitors to Lanakila Lake. A strong image can also influence subjective norms, because the more people talk about and recommend Lanakila Lake, the

greater the positive social pressure to visit it. In addition, a good image of the destination can increase the ease of visitors, making them feel that visiting Lanakila Lake is an easy and rewarding option. In the end, these positive attitudes, subjective norms, and conveniences will trigger a strong intention to visit, which when the intention is implemented and the visitor gets an experience in accordance with or exceeds expectations formed from a positive image, it will result in high visitor satisfaction. Thus, a positive destination image acts as a catalyst within the TPB framework, synergistically increasing intentions and ultimately visitor satisfaction at Lanakila Lake Pringsewu.

3. Effect of facilities on visitor satisfaction

The results of the analysis showed that the facility variables have a positive and significant effect on visitor satisfaction. This is evidenced by the statistical t-value of 5.165 which is much larger than 1.96, and the P-value of 0.000 which is much smaller than the significance level of 0.05. Thus, the third hypothesis (H3) is supported. This finding is reinforced by the results of research conducted by Hafizah Febiola and Hijriyantomi Suyuthie in a study entitled "The effect of price and facilities on visitor satisfaction in the tourist attraction Bukit Chinangkiak, Solok Regency". Based on the test results in the study, it is known that there is a positive and significant influence between facilities and visitor satisfaction (Hafizah Febiola & Hijriyantomi Suyuthie, 2023).

The more complete and quality facilities available in a tourist destination, the level of visitor satisfaction tends to increase. The existence of facilities such as adequate parking areas, clean toilets, comfortable rest areas, Information Centers, easy access, to religious facilities, plays an important role in supporting comfort and forming a pleasant experience for tourists. When the basic needs of visitors are met through good facilities, they will feel valued and tend to be more satisfied with the tourist experience.

This result is in line with The Theory of Planned Behavior (TPB), when the facilities at Lanakila Lake Pringsewu are complete, clean, well maintained, and easy to use, this directly improves the control of behavior perceived by visitors. Visitors feel more confident and able to enjoy their experience to the fullest availability of adequate facilities. This excellent condition of the facilities also forms a positive attitude of visitors to the destination, as their experience becomes more comfortable and enjoyable. In addition, if the majority of other visitors or those around them (subjective norm) also give positive feedback about the facilities, this further strengthens the intention to visit and enjoy. A strong intention, supported by a positive perception of the facility, will ultimately encourage real behavior in the form of visits and utilization of the facility, which is directly correlated with an increase in overall visitor satisfaction. Thus, superior facilities play a crucial role in shaping the components of TPB which in turn results in high visitor satisfaction at Lanakila Lake Pringsewu.

4. Digital Marketing From An Islamic Business Perspective

In the perspective of Islamic business, digital marketing or digital marketing must always be based on sharia principles that emphasize honesty, transparency, fairness, and avoid practices that contain elements of gharar (obscurity), maysir (gambling), and usury. The use of digital technology in marketing must be a means to convey product or service information accurately, not mislead consumers, and not promote goods or services that

are haraam. As the word of Allah SWT in the Qur'an Surat An-Nisa verse 29, which reads:

أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

It means: "O you who believe! Do not devour one another's wealth unjustly, except in trade between you by mutual agreement. And do not kill yourselves. Indeed, Allah is merciful to you."

This paragraph clearly shows the importance of transactions that are based on willingness and there is no element of falsehood, including in digital marketing practices. Therefore, every digital marketing strategy in Islam must ensure that the content presented is honest, advertising is not excessive and deceptive, and does not exploit consumer weaknesses, so that a fair and blessed business ecosystem is created.

Digital Marketing must comply with Sharia principles which include:

a. *Shiddiq*

Honesty aspect (shiddiq) in digital marketing Lanakila Lake means all promotional content, be it text, images, and videos that reflect the real and actual condition of the tourist attraction. Managers prioritize the use of natural and unedited photos or videos, excessive filters, or manipulative shooting angles that create expectations that do not match reality when visitors arrive on site. For example, if the toilet facility is under repair or there is an area that has not yet been completely completed, the information is honestly conveyed. The manager provides accurate information about ticket prices, operating hours, available facilities (for example, prayer rooms, places to eat, parking areas), as well as road conditions to the location will build credibility and minimize visitor disappointment. This honesty also applies in testimonials or reviews; do not create fake reviews or remove negative reviews without corrective efforts.

b. *Tabligh*

Information disclosure (tabligh) on Lanakila Lake tourism to provide all relevant information in a complete and easily accessible manner through their digital platform. This includes accurate location details on Google Maps, travel routes, transparent ticket price lists with no hidden fees, clear contact information, as well as details about attractions or activities that can be done. If there is a promo or discount, the terms and conditions are explained very clearly. Openness also means being responsive to visitors' questions and feedback on social media or websites. A comprehensive FAQ (Frequently Asked Questions) on your website or social media is also an effective form of tabligh, answering potential visitors' questions before they come.

c. Without any element of fraud or manipulation

This is the essence of the two principles above, that is, there are no attempts at fraud or manipulation of information in any form. The management of Lanakila Lake avoids exaggerated or unrealistic claims about its beauty or tourist facilities. For example, do not claim Lanakila Lake as "the most beautiful destination in Pringsewu". Misleading clickbait practices, the use of irrelevant titles or thumbnails,

or ads that deliver false promises, have been completely avoided. Each promotion is based on facts and real added value. Thus, visitors will feel respected and not feel cheated, which will ultimately increase satisfaction and encourage them to return or recommend Lanakila Lake to others.

The following are the research results obtained from the analysis using SPSS, namely:

Table 1.
Regression Analysis
ANOVAa

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1589,673	3	529,891	50,366	,000B
Residuals	1599,166	152	10,521		
Total	3188,840	155			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X3, Total_X1, Total_X2

Source: Data processed (2025)

Table 2.
Coefficientsa

Type	Unstandardised Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,374	4,074		1,565	,120
Total_X1	1,229	,101	,713	12,187	,000
Total_X2	-,100	,141	-,041	-,707	,480
Total_X3	,052	,074	,040	,696	,488

a. Dependent Variable: Total_Y

Source: Data processed (2025)

Table 3.
Correlation Coefficient and Determination Coefficient Test
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,706a	,499	,489	3,244

a. Predictors: (Constant), Total_X3, Total_X1, Total_X2

Source: Data processed (2025)

T Test

The analysis shows that responsiveness positively and significantly influences customer satisfaction with telecommunication services. Based on the t-test, the responsiveness variable (Total_X1) has a regression coefficient of 1.229 with a calculated t-value of 12.187 and a significance of 0.000. Since the significance value is smaller than 0.05, the first hypothesis (H1) is accepted, which means that the higher the service responsiveness, the higher the level of customer satisfaction. Conversely, empathy does not have a significant effect on customer satisfaction. The t-test results show that the empathy variable (Total_X2) has a regression coefficient of -0.100 with a calculated t-value of -0.707 and a significance value of 0.480. Because the significance value is greater than 0.05, the second hypothesis (H2) is rejected, which indicates that empathy does not directly increase customer satisfaction. Likewise, with interpersonal, the analysis results show that this variable has no significant effect on customer satisfaction. With a regression coefficient of 0.052, a calculated t-value of 0.696, and a significance value of 0.488, the third hypothesis (H3) is rejected because the significance value is greater than 0.05.

F Test

Although partially, only responsiveness has a significant effect, the F test shows that simultaneously, responsiveness, empathy, and interpersonal communication affect customer satisfaction. This is evidenced by the R-value of 0.706, indicating a fairly strong relationship between the independent and dependent variables. In addition, the R Square value of 0.499 suggests that these three variables can explain 49.9% of the variation in customer satisfaction. At the same time, the rest is influenced by other factors not included in this research model. Thus, although simultaneously the three independent variables affect customer satisfaction, the partial test results show that only responsiveness has a significant effect. Therefore, to increase customer satisfaction with telecommunication services, companies need to focus more on improving service responsiveness because this factor has been proven to have a significant positive impact.

The Effect of Responsiveness on Customer Satisfaction

The results of this study indicate that responsiveness significantly and positively affects customer satisfaction with telecommunication services. These results align with research by Parasuraman, Zeithaml, and Berry (1988), who found that responsiveness is an important component of service quality that determines customer satisfaction. The company's ability to respond quickly to customer complaints, provide clear information, and offer solutions to customer problems is an indicator of high responsiveness.

Research conducted by Ladhari (2009) also supports these results by stating that the faster a company responds to customer requests, the higher the level of customer satisfaction. This is especially true in the service industry, including telecommunications, where customers expect services to be fast and responsive to their needs. In addition, research by Tjiptono and Chandra (2016) confirms that high responsiveness can create customer loyalty because customers feel valued and cared for.

In telecommunication services, responsiveness includes the speed of response to network disruptions, ease of accessing customer service, and clarity of information provided. Research by Setiawan and Sayuti (2017) in the telecommunications sector in Indonesia shows that companies with responsive customer service tend to get higher levels of customer

satisfaction than companies with low responsiveness. Therefore, the results of this study confirm that responsiveness is a key factor in improving customer satisfaction.

However, although the results of this study support existing theories, it is important to pay attention to other aspects that can strengthen responsiveness, such as the quality of digital-based customer service systems, efficiency in handling customer complaints, and consistency in providing fast and responsive services. Thus, telecommunication companies must continuously improve their responsiveness to maintain customer satisfaction.

The Effect of Empathy on Customer Satisfaction

The results of this study contradict the first hypothesis: empathy does not significantly influence customer satisfaction with telecommunication services. This result contradicts previous research, such as that conducted by Berry et al. (1994), who found that empathy in service is an important factor in determining customer satisfaction, especially in the service industry. The company's understanding of customer needs, providing special attention, and being friendly to customers are examples of empathy.

However, in telecommunication, research by Lovelock and Wirtz (2011) suggests that empathy may be less influential than other aspects, such as service speed and network reliability. This may explain why empathy did not have a significant relationship with customer satisfaction in this study. Telecommunication customers tend to value technical aspects such as network stability, competitive pricing, and service responsiveness more than the empathy factor of the service provider. Companies

In addition, research by Raharjo and Sugiarto (2018) in the telecommunications industry in Indonesia found that although empathy is an important factor in direct interaction with customers, its effect on customer satisfaction is not as strong as other factors, such as price and network quality. This suggests that customers focus more on functional rather than emotional aspects when assessing the quality of telecommunication services.

Although the results of this study show that empathy does not significantly affect customer satisfaction, telecommunications companies still need to pay attention to this aspect in interactions with customers. A friendly attitude and personal attention can still improve the company's image, although it may not be the main factor in building customer satisfaction.

The Effect of Interpersonal Communication on Customer Satisfaction

The findings of this study indicate that interpersonal communication does not significantly impact the satisfaction level of telecommunication service users. According to Crosby et al. (1990), previous research found that effective interpersonal communication can increase customer trust and satisfaction. In the context of services, effective interpersonal communication can result in a better customer experience, especially in direct service.

However, research conducted by Grönroos (2007) suggests that interpersonal communication may not be a major factor in determining customer satisfaction in the telecoms industry. This is because most interactions between customers and telecommunication companies are done through automated or digital services, such as chatbots, self-service applications, and system-based call centers. As such, the role of interpersonal communication in this industry is more limited compared to other industries that rely more on direct interaction, such as hospitality or healthcare.

A study by Al-Momani and Noor (2019) on telecommunication services in the Middle East also found that customers value efficiency in information delivery more than

interpersonal communication. Customers tend to want quick and precise solutions rather than personalized interactions. Therefore, while interpersonal communication is important in some service sectors, telecommunication services have less influence on customer satisfaction.

This study's results explain why telecom companies should focus on improving efficient communication technologies rather than relying on direct interpersonal communication. Using technologies such as AI in customer service, intelligent chatbots, and integrated information systems can be more effective in improving customer satisfaction than traditional interpersonal approaches.

Simultaneous Effect of Responsiveness, Empathy, and Interpersonal Communication on Customer Satisfaction

The results showed that responsiveness, empathy, and interpersonal communication significantly influenced customer satisfaction, with an R Square value of 49.9 percent. Overall, these three components can account for almost half of the variation in customer satisfaction. Other factors, such as price, network quality, and service innovation, influence the other half.

These results align with research conducted by Zeithaml et al. (1996), which states that customer satisfaction in the service industry is influenced by a combination of several service factors, not just one factor. Research by Cronin and Taylor (1992) also shows that service quality, which includes responsiveness, empathy, and interpersonal communication, can improve customer perceptions of the company, impacting customer satisfaction and loyalty.

Research by Han et al. (2018) found that while technical factors such as network speed and price play an important role, service factors such as responsiveness and communication also improve the overall customer experience. Therefore, telecom companies need to adopt a holistic approach to enhance the quality of service.

Thus, this study confirms that telecommunication companies need to improve responsiveness as the main factor contributing to customer satisfaction, while still paying attention to the role of empathy and interpersonal communication in building better relationships with customers. Although empathy and interpersonal communication do not significantly influence each individual, they can still contribute to customer experience if applied comprehensively, along with responsiveness and other factors.

CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that Digital marketing has a positive and significant influence on visitor satisfaction. This is due to the more optimal and precise digital marketing strategy used, the greater the potential for visitors to feel interested, informed, and ultimately satisfied with the intended destination. The image of the destination has a positive and significant effect, where a positive impression of tourist attractions both in terms of beauty, security, and cultural and spiritual values can increase the comfort and loyalty of visitors. Facilities have a positive and significant effect on visitor satisfaction, in the context of this study it is proven that the availability of adequate facilities and in accordance with the needs of visitors is able to create a satisfying experience. This shows the importance of facility management that is oriented to the needs and comfort of visitors. Digital marketing, destination image and facilities have a significant influence on

the level of visitor satisfaction at Lanakila Lake Pringsewu tourist destination. Tourism Management in lanakila lake applies digital marketing in an Islamic business perspective, which is based on the principles of honesty (shiddiq), openness of information (tabligh) and without elements of fraud or manipulation.

This study implies that Lanakila Lake Pringsewu tourist destination managers need prioritize digital marketing, destination image, and facilities to increase visitor satisfaction. By optimizing an honest and transparent digital marketing strategy according to Islamic Business Principles (shiddiq and tabligh), managers can reach more potential visitors and provide accurate information, thereby building initial interest and satisfaction. In addition, investment in building a positive image of the destination, both in terms of natural beauty, security, and cultural/spiritual values, will strengthen the impression of visitors and encourage loyalty. Finally, the improvement and maintenance of adequate facilities and according to the needs of visitors is the key to creating a comfortable and satisfying visiting experience.

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