



Digital Marketing And City Branding Analysis of Tourist Visits: Trust As A Mediation Variable

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Abstract

This research aims to test how extensive Digital marketing and city branding analysis of tourist visits to the Thousand Rumah Gadang tourist attraction in South Solok with trust as an intervening variable. The data collection method is through surveys and distributing questionnaires, with a sample of 100 respondents. The analysis method used is SEM analysis using smart pls. The research results based on hypothesis testing were obtained that there is a significant influence on digital marketing on trust. There is a significant influence on city branding and trust. Digital marketing has a significant influence on tourist visits. There is a significant influence city branding on tourist visits. It has a significant influence on tourist visits. Trust mediates relationships digital marketing towards tourist visits. Trust mediates relationship city branding towards tourist visits.

Keywords: Digital Marketing, City Branding, Trust And Tourist Visits

1. Introduction

The tourism industry can be interpreted as a collection of business fields that produce various services and goods needed by those who travel on tour. Every natural or virtual product that is presented to meet particular human needs should be assessed as an industrial products tour. Indonesia consists of 34 provinces that are very famous for their various natural tourism charms. They have multiple ethnicities and cultures that attract domestic and international tourists. Indonesia is the best destination because it has a variety of tourist attractions that must be visited (Lesmana & Sugiarto, 2021).

The tourism potential in West Sumatra Province is enormous and varied. West Sumatra has various tourist destinations across each district, including marine, historical, nature, sports/particular interest, and culinary tourism. The existence of these tourist destinations impacts the level of domestic tourist visits, which increases yearly. Nature tourism is the most popular type of tourism. Tourism that offers natural beauty and cultural values encourages tourists to decide to visit (Santa-Cruz & López-Guzmán, 2017).

South Solok Regency is one of the regencies in West Sumatra Province and is an expansion area of Solok Regency. South Solok Regency is one of three expansion districts formed through Law Number 38 of 2003 concerning the Establishment of Dharmasraya Regency, South Solok Regency, and West Pasaman Regency. In the current era of computerization, where critical and

modern consumer thinking means everything that is done is thought more rationally.

The level of tourist visits in the Thousand Houses Gadang Area, South Solok regency, is experiencing volatile symptoms. So, it can be concluded that tourist visits are not optimal, allegedly caused by digital marketing and city branding through trust. Based on the description of the background of the problem that occurred above, research can be proposed with the title Digital Marketing And City Branding Analysis of Tourist Visits: Trust As A Mediation Variable.

The problem can be identified as follows: (1) Poor service quality reduces visitor satisfaction. (2) The fluctuating number of visits is allegedly caused by digital marketing, which is not running optimally. (3) City branding is still not embedded in the minds of tourists at the Thousand Rumah Gadang tourist attraction. (4) There has been a fluctuation in the number of tourists visiting the Thousand Rumah Gadang tourist area in the last five years. (5) Promotion that is less than optimal causes high competition. (6) Locations that lack public facilities cause a lack of visitor interest. (7) Poor visitor perception causes visitors to move to another tourist location. (8) Lack of visitor satisfaction causes visitors not to visit again. (9) Lack of road signs so that visitors find it difficult to reach the location.

Based on the background of the problem described above, the author can formulate the issue in this research

as follows: (1) Does digital marketing influence trust in the Thousand Rumah Gadang tourist attraction in South Solok? (2) Does city branding influence trust in the Thousand Rumah Gadang tourist attractions in South Solok? (3) Is digital marketing influenced by the decision to visit the Thousand Rumah Gadang tourist attraction in South Solok? (4) Does City Branding influence the decision to visit the Thousand Rumah Gadang tourist attraction in South Solok? (5) Does Trust influence the Decision to Visit the Thousand Rumah Gadang Tourist Attraction in South Solok? (6) Is digital marketing influenced by the decision to visit the Thousand Rumah Gadang tourist attraction in South Solok through Trust? (7) Does City Branding Influence the Decision to Visit the Thousand Rumah Gadang Tourist Attraction in South Solok through Trust?

Tourist visits are consumers' actions to choose and determine choices from several available alternative options. Four indicators are used: problem recognition, information search, information evaluation, purchasing decisions and post-purchase behaviour (Pizzutti et al., 2022). Customer Trust is consumers' knowledge of an object, its attributes and benefits. There are three indicators used, namely: sincerity (benevolence), ability (ability) and integrity (integrity) (Oliveira et al., 2017). Digital marketing is a strategy or effort to market or promote products through all types of digital media, either via the internet or other interconnected networks. Three indicators are used: website, social media marketing and email marketing (Bala & Verma, 2018).

City branding is an effort made by the government to create the identity of a place region and then promote it to the internal and external public. Three indicators are used: local government, facilitators and dynamists (Golestaneh et al., 2022).

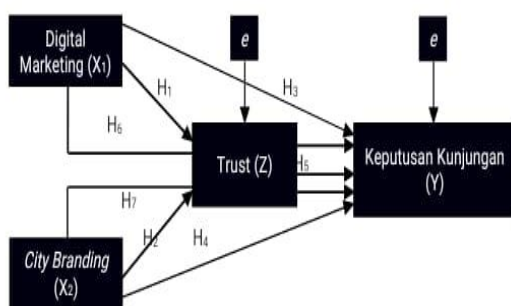


Figure 1. Conceptual Framework

2. Methods

A research variable is an attribute trait or value of a person or object that varies from one to another in that group, so the variables in this research are:

(1) Independent Variable X_1 = Digital Marketing, X_2 = City Branding (2) Dependent Variable Y = Visit Decision, (3) Intervening Variable Z = Trust. Population is a generalized area of objects or subjects with specific qualities and characteristics that researchers apply to study and then draw conclusions (Pandey & Pandey, 2021). The population in this study was 100 respondents. So, the sample in this study was 100 tourists visiting the Thousand Rumah Gadang tourist attraction in South Solok.

3. Result and Discussion

Result

Researchers distributed 100 digital marketing, city branding, tourist visits and trust statements by giving questionnaires to South Solok tourists. Before filling out the questionnaire, the researcher first provided brief and clear instructions.

Table 2.
Characteristics of Gender Research Respondents

Information	Amount	Percentage (%)
Man	42	42.0
Woman	58	58.0
Amount	100	100.0

Source: Field Observation, 2023

Based on the table above, data is obtained that out of 100 male respondents, there were 42 people with a percentage of 42.0%, of which the female gender is 58 people with a rate of 58.0%. This shows that the majority of the genders in this study were women.

Table 2.
Characteristics of Research Respondents Age

Information	Amount	Percentage (%)
15-25 years	20	20.0
26-35 years old	50	50.0
> 36 years old	30	30.0
Amount	100	100.0

Source: Field Observation, 2023

Based on age 15-25 years as many as 20 people with a percentage of 20.0%, aged 26-35 years old as much 50 people with a percentage of 50.0% and those aged >36 years old as much 30 people with a percentage of 30.0%. This shows that the respondent in this study the majority were aged 26-35 years old.

Table 3.
Characteristics of Job Research Respondents

Information	Amount	Percentage (%)
Government employees	50	50.0
Private sector employee	20	20.0
Businessman	30	30.0
Amount	100	10.7

Source: Field Observation, 2023

Based on education, there are as many civil servants as there are people, with a percentage of 50.0%, who work as private employees, 20 people with a rate of 20.0%, who work as entrepreneurs, and 30 people with a percentage of 30.0%. This shows that the majority of respondents in this study work as civil servants.

Table 4.
Characteristics of Income Research Respondents

Information	Amount	Percentage (%)
IDR 1,500,000 – 3,000,000 /Month	10	10.0
IDR 4,000,000 – 6,000,000 /Month	70	70.0
IDR 7,000,000 – 10,000,000 /Month	20	20.0
Amount	100	100.0

Source: Field Observation, 2023

Based on the length of work, 10 people earn IDR 1,500,000 – 3,000,000 / month with a percentage of 10.0%, who earn IDR 4,000,000 – 6,000,000 / month.70people with a percentage of 70.0% and who earn IDR 7,000,000 – 10,000,000 / Month as much as20people with a percentage of 20.0%. This shows that most respondents' income in this study was IDR 4,000,000 – 6,000,000 / month.

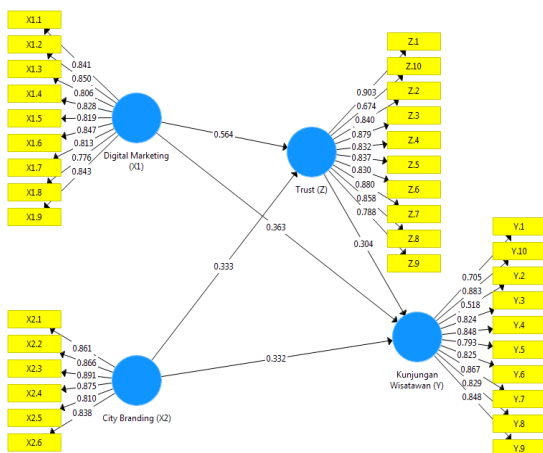


Figure 2.
Outer Loadings Before Elimination

A correlation of 0.50 to 0.6 is considered adequate or acceptable in the development stage. In research, the limit value for convergent validity is above 0.6

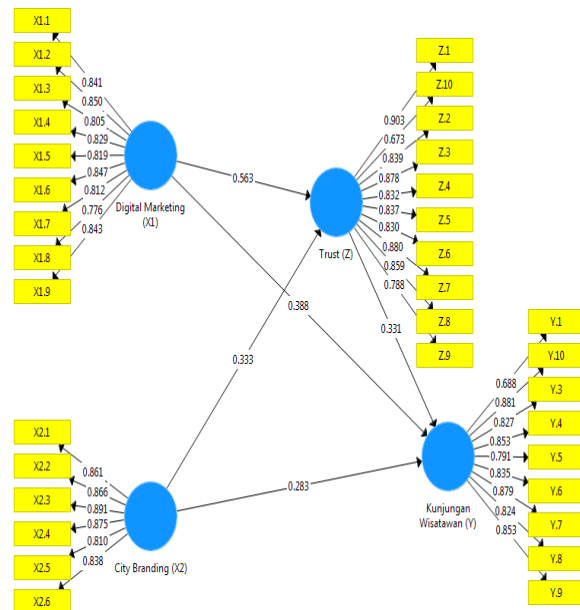


Figure 3.
Outer Loadings After Elimination

A correlation of 0.50 to 0.6 is considered adequate or acceptable in the development stage. In research, the limit value for convergent validity is above 0.6. Some indicators are eliminated from the variables of digital marketing And city branding on tourist visits through trust.

Table 5.
AVE Test Results Report

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Trust (Z)	0.951	0.952	0.958	0.696
Kunjungan Wisatawan (Y)	0.942	0.946	0.951	0.685
Digital Marketing (X1)	0.941	0.942	0.950	0.681
City Branding (X2)	0.928	0.928	0.943	0.735

Source: SmartPLS Inner Model Test Results, 2023

Based on the picture and table above, it can be concluded that all the constructs or variables above meet the criteria for good validity. This is indicated by an Average Variance Extracted (AVE) value above 0.50 as the recommended criteria.

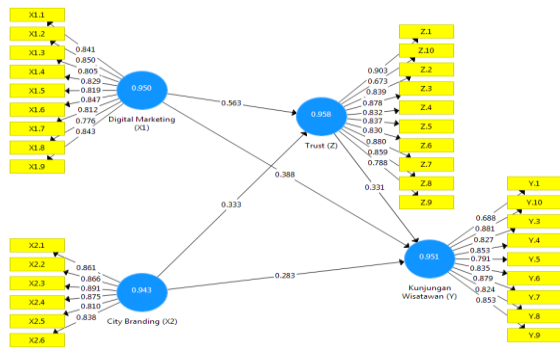


Figure 4.
Composite Reliability Value

Based on the SmartPLS output in Figure 3.3 above, a composite reliability value for each construct or significant variable of 0.70 has been found. Thus, it can be concluded that the level of data reliability is good or reliable.

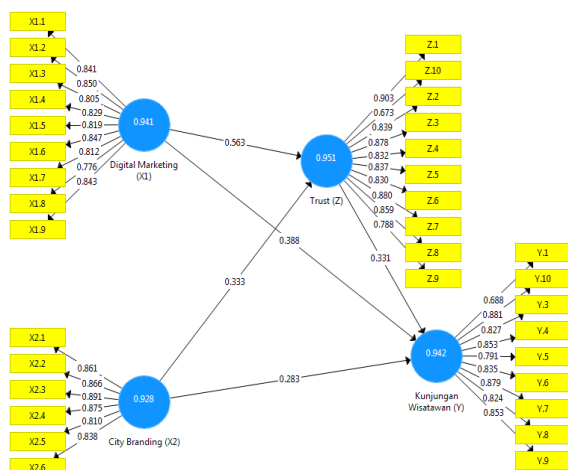


Figure 5.
Cronbach Alpha

Based on the SmartPLS output in Figure 3.4 above, the Cronbach Alpha value for each construct or variable is more significant than 0.60. Thus it can also be concluded that the level of data reliability is good or reliable.

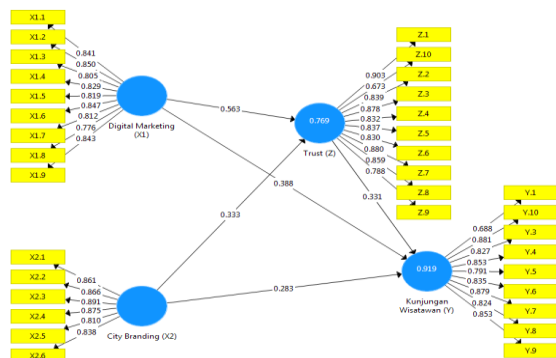


Figure 6.
Structural Equation Models

Based on Figure 3.5 of the structural model above, the following model equation can be formed: (a) Model Equation I, which is a description of the magnitude of the influence of constructing digital marketing and city branding to trust with the existing coefficients plus the error level, which is an estimation error or which cannot be explained in the research model. $Z = 0.563X_1 + 0.333X_2 + e_1$. (b) Model Equation II is a description of the magnitude of the influence construct digital marketing, city branding and trust on tourist visits with each coefficient for each construct plus an error, which is an estimation error. $Y = 0.388X_1 + 0.283X_2 + 0.331Z + e_2$

Table 6.
Evaluation of R Square Value

	R Square	Adjusted R Square
Kunjungan Wisatawan (Y)	0.919	0.917
Trust (Z)	0.769	0.765

Source: SmartPLS Inner Model Test Results, 2023

In Figure 3.2, the construct R-Square value can be seen as tourist visits amounting to 0.919 or 91.9%. This illustrates the magnitude of influence received by the construction of tourist visits, as well as digital marketing, city branding, and trust. Meanwhile, the R-Square value for the construct trust amounting to 0.769 or 76.9% shows the magnitude of the influence exerted by the construct digital marketing and city branding in explaining or influencing trust.

Table 7.
Hypothesis Testing Results

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O /STDEV)	P Values
Trust (Z) → Kunjungan Wisatawan (Y)	0.331	0.320	0.073	4.511	0.000
Digital Marketing (X1) → Trust (Z)	0.563	0.531	0.131	4.298	0.000
Digital Marketing (X1) → Kunjungan Wisatawan (Y)	0.388	0.387	0.106	3.666	0.000
City Branding (X2) → Trust (Z)	0.333	0.355	0.130	2.559	0.011
City Branding (X2) → Kunjungan Wisatawan (Y)	0.283	0.296	0.084	3.360	0.001

Source: SmartPLS Inner Model Test Results, 2023

Based on the SmartPLS test results in Table 7 you can see the results of research hypothesis testing starting from the first hypothesis to the fifth hypothesis, which is the direct influence of the construct digital marketing and city branding on trust and the influence of constructs digital marketing city branding and trust to tourist visits.

Table 8.
Results of Path Analysis

	Sample Asli (Q)	Rata-rata Sampel (M)	Standar Deviasi...	T Statistik (Q / STDDEV)	P Values
Digital Marketing (X1) → Trust (Z) → Kunjungan Wisatawan (Y)	0.186	0.171	0.058	3.201	0.001
City Branding (X2) → Trust (Z) → Kunjungan Wisatawan (Y)	0.110	0.113	0.050	2.201	0.028

Source: SmartPLS Inner Model Test Results, 2023

Based on the path diagramThe t-statistic or t-count value is useful for assessing whether a hypothesis is accepted or rejected by comparing the t-statistic or t-count value

with the t-table at 1.96 (with an error of rejecting the data of 5%). Sample original value $0.186 < 1.96$. Thus, the hypothesis can be accepted or H_0 is accepted, and H_6 is rejected. In other words, digital marketing has an insignificant effect on tourist visits through trust.

The t-statistic value $< t\text{-table } 1.96 \text{ or } 2,201 > 1.96$ P-Value value $0.028 < 0.05$, thus the hypothesis can be accepted or H_0 is rejected, and H_7 is accepted, in other words, there is a significant influence city branding to tourist visits through trust. Based on the results of hypothesis testing, the following research results were obtained:

Table 9
Hypothesis Results

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value	Exp.
H1	0.563	0.531	0.131	4,298	0,000	Accepted
H2	0.333	0.355	0.130	2,559	0.011	Rejected
H3	0.388	0.387	0.106	3,666	0,000	Accepted
H4	0.283	0.296	0.084	3,360	0.001	Accepted
H5	0.331	0.320	0.073	4,511	0,000	Accepted
H6	0.186	0.171	0.058	3,201	0.001	Rejected
H7	0.110	0.113	0.050	2,201	0.028	Mediate

Source: SmartPLS Inner Model Test Results, 2023

Discussion

The results of data testing using the SmartPLS program tool found that the coefficient values of digital marketing are as big as 0.563, which is the magnitude of this construct influencing trust. Next, to assess whether this hypothesis is accepted or rejected, comparing the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. The t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $4,298 > 1.96$ P-Value value $0.000 < 0.05$, H_0 is rejected, and H_1 is accepted. In other words, digital marketing has a significant influence on trust. The results of this research align with the study conducted by (Khwaja et al., 2020), which shows that digital marketing has a considerable influence on trust.

From the results of data testing with the SmartPLS program, coefficient values were found, branding the magnitude of the influence that this construct has on trust. Next, to assess whether this hypothesis is accepted or rejected, the t-statistic or t-count value is compared with the t-table of 1.96 at an alpha of 5%. If the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $0.333 < 1.96$, then the hypothesis can be accepted or H_0 is accepted and H_2 is rejected, in other words there is a positive influence that is not significant branding to trust. The results of this research align with the study conducted by (Mabkhot et al., 2017), which significantly influences city branding and trust.

Based on the results of data testing using the SmartPLS program tool, the coefficient values can be seen for digital marketing as big as 0.388 which is the magnitude of the influence exerted by the construct tourist visits. To determine whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $3,666 > 1.96$ P-Value value $0.000 < 0.05$ therefore, H_0 is rejected and H_3 is accepted, in other words, there is a significant influence digital marketing to tourist visits. The results of this research align with the study conducted by (Hartanto et al., 2022) digital marketing significantly influences tourist visits.

Based on the results of data testing using the SmartPLS program tool, the coefficient values can be seen for city branding as big as 0.283 which is the magnitude of the influence of this construct on formation tourist visits. To determine whether this hypothesis is accepted or rejected, a comparison of the t-statistic or t-count value with the t-table is 1.96 at an alpha of 5%. Where the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $3,360 > 1.96$ P-Value value $0.001 < 0.05$ therefore, H_0 is rejected, and H_4 is accepted, in other words, there is a significant influence city branding to tourist visit. The results of this research align with research conducted by (Zientara & Zamojska, 2018), which shows a significant influence of organizational climate on tourist visits.

Based on the results of data processing with the SmartPLS program, coefficient values were obtained for trust as big as 0.331, which is the magnitude of the influence of this construct on tourist visits. Next, the t-statistic or t-count value helps assess whether the hypothesis is accepted or rejected by comparing the t-statistic or t-count value with the t-table at 1.96. The t-statistic value $> t\text{-table } 1.96$ or $4,511 > 1.96$ P-Value value $0.000 < 0.05$, thus the hypothesis can be accepted or H_0 is rejected, and H_5 is accepted, in other words, there is a significant influence trust towards tourists visits. The results of this research align with the study conducted by (Artigas et al., 2017), which shows a significant positive influence on tourist visits.

Sample original value $0.186 < 1.96$, thus the hypothesis can be accepted, or H_0 is accepted, and H_6 is rejected. In other words, digital marketing has an insignificant effect on tourist visits through trust. So tourist visits will decrease through trust. Tourist visits are increasingly directly influenced by digital marketing. The results of this research align with the study conducted by (Budianto & Budiatmo, 2019); there is a significant influence in digital marketing towards tourist visits through trust. Trust mediating the influence of digital marketing on tourist visits.

The t-statistic value $< t\text{-table } 1.96$ or $2,201 > 1.96$ P-Value value $0.028 < 0.05$, thus the hypothesis can be accepted or H_0 is rejected and H_7 is accepted, in other words, there is a significant influence city branding to tourist visits through trust. The tourist visits will increase through trust. Tourist visits are growing, not directly influenced by city branding. The results of this research align with the study conducted by (Armayani & Jatra, 2019), which shows that city branding significantly influences tourist visits through trust. Trust mediating the influence of city branding on tourist visits.

4. Conclusions

From the discussion in the previous chapters, several conclusions can be drawn: (1) Comparison between the t-statistic or t-count value and t-table 1.96 at 5% alpha. Where the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $5,964 > 1.96$ P-Value value $0.000 < 0.05$, H_0 is rejected, and H_1 is accepted. In other words, there is a significant influence digital marketing on trust. (2) A comparison between coefficient values of city branding is the magnitude of the influence that this construct has on trust. Where $0.333 < 1.96$, the hypothesis can be accepted, H_0 is accepted, and H_2 is rejected. In other words, there is a positive influence that does not significantly affect brand trust. (3) Comparison between the t-statistical or t-count value and the t-table 1.96 at alpha 5%. Where the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $6,366 > 1.96$ P-Value value $0.000 < 0.05$ therefore, H_0 is rejected, and H_3 is accepted, in other words, there is a significant influence digital marketing

to tourists visits. (4) Comparison between the t-statistical or t-count value and the t-table 1.96 at alpha 5%. Where the t-statistic value $> t\text{-table } 1.96$ at alpha 5% or $1,968 > 1.96$ P-Value value $0.050 < 0.05$, H_0 is rejected, and H_4 is accepted. In other words, city branding has a significant influence on tourist visits. (5) Comparison between the t statistical or calculated t value and the t-table at 1.96. The t-statistic value $> t\text{-table } 1.96$ or $5,382 > 1.96$ P-Value value $0.000 < 0.05$. Thus, the hypothesis can be accepted or H_0 is rejected, and H_5 is accepted. In other words, there is a significant influence on trust towards tourist visits. (6) Original sample value $0.186 < 1.96$. Thus, the hypothesis can be accepted or H_0 is accepted, and H_6 is rejected. In other words, digital marketing has an insignificant effect on tourist visits through trust. (7) The t-statistic value $< t\text{-table } 1.96$ or $2,753 > 1.96$ P-Value value $0.006 < 0.05$, thus the hypothesis can be accepted or H_0 is rejected and H_7 is accepted, in other words, there is a significant influence city branding to tourist visits through trust.

Based on the conclusions that have been made, the author puts forward several suggestions: (1) For Research Objects, research objects need to be able to maintain digital marketing to continue creating good tourist visits. Having good digital marketing will increase tourist visits. For this reason, companies must make good digital marketing. Marketing is a company's activity of creating, communicating, delivering, and exchanging offers that have value for consumers or society. Meanwhile, the Internet is a media created digitally. In life, the internet makes it very easy to find the information you need, purchase goods, and much more that can be done via the internet. So now the internet has become an essential medium for companies and businesspeople to exchange offers. We also need to pay more attention to city branding to continue to support tourist visits. Apart from that, the company pays more attention to trust issues so that tourist visits continue to increase. (2) For Further Researchers, Future researchers are expected to develop the results of this research by involving independent variables related to tourist visits such as location, destination image and promotion or adding moderating variables. With the hope that the sample and research objects will be even larger. (3) For Academics, It is hoped that the research results can become a source of information for future science and a reference for those who need it.

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