

The Effectiveness of Social Media and Service Quality in Influencing the Decision to Visit a Tourist Village

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The development of digital technology has encouraged the use of social media as a primary promotional tool in the tourism sector, including the development of tourist villages. In addition to social media, service quality is also a crucial factor in creating memorable tourism experiences and influencing tourists' decisions to visit. This study aims to analyze the effectiveness of social media and service quality in influencing tourists' decisions to visit tourist villages. This research used a qualitative, descriptive approach. Data were obtained through in-depth interviews, observation, and documentation with informants including tourist village managers, tourists, and local communities. Data analysis was conducted using the Miles and Huberman interactive analysis model, which includes data reduction, data presentation, and conclusion drawing. The results indicate that social media plays a significant role in shaping tourists' initial perceptions and interest in visiting through visual content, easy access to information, and online reviews from visitors. Meanwhile, service quality, demonstrated by the friendliness of managers and local communities, responsiveness of service, and the comfort of facilities, significantly influences tourist satisfaction during their visit. Tourists' decision to visit is the result of a multi-step process, with social media playing a dominant role in the pre-visit phase, while service quality plays a significant role in the direct experience and post-visit phase. This study concludes that social media and service quality complement each other in influencing tourists' decision to visit tourist villages. Therefore, tourist village managers are advised to consistently optimize the use of social media and continuously improve service quality to attract, satisfy, and retain tourists.

Keywords: Social Media, Service Quality, Visiting Decision, Tourist Village, Limas Seratus Pilar House

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1. Introduction

The development of information and communication technology has brought significant changes to various sectors, including the tourism industry. Social media has now become a primary communication tool used to disseminate information, build destination image, and influence tourist perceptions and behavior. Through digital platforms such as Instagram, Facebook, and TikTok, prospective travelers can easily access a variety of visual content and reviews that are crucial when determining their travel destinations.[1]

In the context of tourism, the effectiveness of social media plays a crucial role in attracting tourists. Informative, engaging, and credible content has the potential to shape positive perceptions of a destination. However, good digital promotion alone is insufficient if it is not supported by quality service at the tourist location. Service quality, which includes staff friendliness, completeness of facilities, cleanliness, comfort, and security, is a crucial factor in creating a satisfying tourism experience and building tourist trust.[2]

Tourists' decision to visit is the result of a process of considering various factors, both internal and external. Social media plays a role in the initial stages of information search and interest formation, while service quality plays a role in strengthening the decision and experience during the visit. Therefore, the relationship

between social media, service quality, and the decision to visit is an important issue that requires scientific study, especially in culture-based tourist destinations.[3]

Tourism villages, as a form of community-based tourism, have unique characteristics because they rely on local community participation in their management. One such village with significant potential is the Rumah Limas Seratus Tiang Tourism Village in Sugih Waras Village, Teluk Gelam District.[4]

This destination offers the unique architecture of traditional limas houses, which hold significant historical and cultural value. However, the use of social media to promote this tourist village is still limited, and the quality of service provided also needs to be improved to compete with other tourist destinations.

Based on these conditions, research is needed to empirically examine the influence of social media and service quality on tourists' decision to visit the Limas Seratus Pilar House Tourism Village. This research is expected to provide theoretical contributions to the development of digital tourism studies and practical contributions to tourism village managers and the local government in formulating promotional strategies and improving sustainable service quality.

The findings of this study are expected to contribute to tourism village managers and the local government in formulating strategies for developing culture-based tourism in Ogan Komering Ilir Regency. By optimizing digital promotion and improving service quality, the Limas Seratus Pilar House Tourism Village has the potential to become a leading destination attracting more tourists, both local and international.

2. Literature Review and Problem Statement

A tourist village is a rural area with unique characteristics and potential, encompassing natural, cultural, and social aspects. It is developed as a tourist destination with the active participation of the local community. Tourist villages emphasize authentic tourism experiences based on local wisdom and direct interaction between tourists and the community. The development of tourist villages aims not only to increase tourist visits but also to encourage local economic growth and cultural and environmental preservation.

Social media is a digital platform that allows individuals and organizations to share information, interact, and build networks online. In the tourism sector, social media plays a role as a means of promotion, communication, and destination image building. Content presented through social media, such as photos, videos, and travel experience stories, can attract the attention of potential tourists and shape initial perceptions of a destination.[5]

Another definition of social media is also explained by Aintony Maiyfield, according to him, social media is a media that is played by its users to easily participate in their respective fields, share and create competitors, including blogs, social networks, and virtual worlds..[6]

Social media also strengthens the phenomenon of electronic word of mouth (e-WOM), the online dissemination of tourist experiences and opinions. E-WOM is considered highly credible because it originates from the direct experiences of other tourists. Therefore, social media is a crucial factor in the decision-making process for visiting, particularly during the information search and interest formation stages.

Furthermore, the implementation of tourism support is seen in terms of service quality. Quality service involves various initiatives to meet visitor expectations. To achieve the goal of gaining consistency, we need to recognize that the primary focus in studying an object must be the object itself, similar to the approach used in games.[3]

Service quality encompasses the overall identity and unique characteristics of a product or service, relating to the extent to which the service meets various needs. This service is intended to facilitate the product purchasing process at the point of sale.[7]

In tourist villages, service quality comes not only from formal management but also from the local community directly involved in tourism activities. The community's friendliness, openness, and willingness to interact with tourists are essential parts of the tourism experience. Good service quality will create tourist satisfaction and increase the likelihood of repeat visits.

The decision to visit is a decision made by tourists to undertake various tourist trips to a particular tourist destination for a vacation. This process involves tourists evaluating various alternatives and then selecting one of the alternatives needed based on certain considerations. [8]

Kotler and Keller explain that the decision to visit is an intervention obtained by consumers or the decision to visit a place based on certain considerations.[9]

Visiting decisions are important to study because they result in evaluations of the destination. If the evaluations obtained after a visit are more consistent with those obtained before the visit, these evaluations will expand and vice versa.

Based on the literature review, it can be concluded that social media and service quality are two important factors influencing tourists' decision to visit a tourist village. Social media plays a role in the pre-visit stage in shaping perceptions and interest, while service quality plays a role in the visit and post-visit stages in shaping tourist satisfaction and loyalty. This framework serves as the basis for analyzing the effectiveness of social media and service quality on visiting decisions.

3. Method

This study employed a qualitative, descriptive approach, aimed at understanding in-depth the role of social media and service quality in influencing tourists' decisions to visit tourist villages. This approach was chosen because it explored the perceptions, experiences, and meanings felt by tourists and village managers regarding the decision-making process. The study was conducted in Sugih Waras Village, Teluk Gelam District, which was purposively selected because it actively utilizes social media as a means of promoting and developing community-based tourism.

The research subjects consisted of village managers, tourists, and local residents involved in tourism service activities. Informants were selected using a purposive sampling technique, with a total of 32 informants based on the principle of data saturation. Data collection techniques included in-depth interviews, direct observation, and documentation to obtain comprehensive and complementary data..

4. Results And Discussion

Based on research results obtained through in-depth interviews, field observations, and documentation, data analysis shows that tourists' decisions to visit tourist villages are influenced by two main themes: social media and service quality, which are interrelated in shaping tourist perceptions, experiences, and satisfaction.

Social media has become a primary source of information for tourists before visiting. Informants stated that visual content, visitor reviews, and easy access to information through social media helped them learn about tourist villages and fostered interest in visiting. Social media was also seen as capable of providing an initial overview of the village's atmosphere, activities, and attractions.

Table 1 Findings of Social Media Variables

Data Code	Category	Theme
MS1	Photo and video content	Visual appeal of tourist villages
MS2	Location and activity information	Ease of obtaining information
MS3	Visitor reviews and comments	Trust and e-WOM
MS4	Upload frequency	Promotion consistency

These findings indicate that social media plays a dominant role in shaping tourists' perceptions and expectations during the pre-visit phase. Meanwhile, the quality of service experienced by tourists during their visit is a key factor in shaping their travel experience. Informants considered the friendliness of the management and local community, the clarity of information, and the comfort of the facilities as important aspects of service quality. Good service creates a sense of comfort and satisfaction for tourists.

Table 2 Findings of Service Quality Variables

Data Code	Category	Theme
KL1	Friendliness of the management	Service attitudes and behavior
KL2	Speed and accuracy of service	Responsiveness
KL3	Cleanliness and facilities	Travel comfort
KL4	Interaction with local communities	Social tourism experience

These results indicate that service quality directly impacts tourist satisfaction during their stay in a tourist village. The decision to visit is a multi-step process, starting with information seeking through social media and continuing with post-visit evaluations. Tourists who are satisfied with the service tend to want to return and recommend the tourist village to others.

Table 3 Findings of Visiting Decision Variables

Data Code	Category	Theme
KB1	Initial interest	Interest in visiting
KB2	Experience during the visit	Tourist satisfaction
KB3	Desire to revisit	Loyalty
KB4	Recommendations to others	Word of mouth

Research findings indicate that social media plays a strategic role in shaping tourists' initial perceptions of tourist villages. Visual content and other travelers' experiences shared through social media can create a sense of a destination before tourists actually visit. This aligns with digital tourism marketing theory, which emphasizes the importance of electronic word of mouth (e-WOM) in influencing tourist interest and decisions.

The following discussion emphasizes that service quality is a key factor in creating satisfaction and meaningful tourism experiences. In the context of tourism villages, service quality stems not only from management but also from the involvement of the local community. Hospitality, openness, and responsive service strengthen the positive image of tourism villages and support the concept of community-based tourism.

Overall, this study demonstrates a synergy between social media and service quality in influencing tourists' visit decisions. Social media plays a role in the pre-visit phase, attracting interest and shaping expectations, while service quality plays a role in the direct experience phase, ensuring tourist satisfaction. When the tourism experience aligns with the information obtained through social media, tourists are more likely to provide positive reviews and re-share them, thus creating ongoing promotion for the tourism village.

5. Conclusion

Based on the research results and discussions conducted, it can be concluded that social media plays a crucial role in influencing tourists' decisions to visit tourist villages. Social media serves as a primary source of information and a means of shaping tourists' initial perceptions of a destination. Engaging visual content, easy access to information, and visitor reviews shared through social media can increase tourists' interest and confidence in visiting. Furthermore, this study shows that service quality is a key factor in creating satisfaction and a positive tourism experience. Friendly, responsive service, and the involvement of local communities in providing tourism services contribute significantly to tourists' comfort during their visit. Good service quality not only increases satisfaction but also encourages tourists to revisit and recommend the tourist village to others.

Overall, it can be concluded that social media and service quality complement each other in influencing tourists' visit decisions. Social media plays a role in the pre-visit phase, attracting interest and shaping expectations, while service quality plays a role in the visit phase, ensuring the tourism experience meets those expectations. Therefore, tourism village managers need to consistently optimize the use of social media and continuously improve service quality to attract, satisfy, and retain tourists.

Based on the research results and discussions conducted, it can be concluded that social media plays a crucial role in influencing tourists' decisions to visit tourist villages. Social media serves as a primary source of information and a means of forming tourists' initial perceptions of a destination. Compelling visual content, easy access to information, and visitor reviews shared through social media can increase tourists' interest and confidence in visiting. Furthermore, this study shows that service quality is a key factor in creating satisfaction and a positive tourism experience. Friendly, responsive service, and the involvement of the local community in providing tourism services contribute significantly to tourists' comfort during their visit. Good service quality not only increases satisfaction but also encourages tourists' intention to revisit and recommend the tourist village to others. Overall, it can be concluded that social media and service quality complement each other in influencing tourists' visit decisions. Social media plays a role in the pre-visit stage in attracting interest and shaping expectations, while service quality plays a role in the visit stage in ensuring the tourism experience meets those expectations. Therefore, tourist village managers need to consistently optimize the use of social media and continuously improve service quality to attract, satisfy, and retain tourists.

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