



# The influence of brand image and digital marketing on the decisions to visit tourists to improve the community's economy in Sayum Sabah

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## ABSTRACT

This study aimed to determine the effect of Brand Image and Digital Marketing on the decision to visit tourists to improve the economy of the people in Sayum, Sabah. Sayum Sabah village is one of the Sibolangit sub-district villages with beautiful natural scenery and abundant agricultural produce. However, Sayum Sabah village is the poorest village in the Sibolangit area, requiring special attention from various parties to maximize its natural potential in order to improve the welfare of the village population. The sample in this study was 98 tourist visitors. Multiple linear regression and hypothesis testing are the analytical methods used. The results of the study show that brand image has a significant effect on visiting decisions. Digital Marketing influences the decision to visit tourists to improve the people's economy in Sayum, Sabah. Branding is one way that can be used to form an image or uniqueness of a destination to maintain the sustainability of a tourist village through a marketing system. They are branding a function as a differentiator or comparison between brands or products. These results illustrate that Digital Marketing is a determinant of increasing Visit Decisions.

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## INTRODUCTION

Tourism is now an essential sector in increasing national and regional economic development (Hermawan, 2017). Tourism in Indonesia has demonstrated its role in contributing to the nation's economic, social, and cultural life. Development and proper utilization of existing potential as tourism objects can improve the standard of living of the surrounding community (Syafira et al., 2021; Yulianah, 2021). When the host adequately packages the potential of an area, then it will be able to become an attraction for tourists to visit the region (Duwi, 2016). An alternative solution to attract tourists is Village Agrotourism (Joshi, 2012). This indicates that the high demand for tourist villages, at the same time, opens opportunities for the development of agricultural products in the

form of areas or products that have specific appeal (Pertanian, 2003), (Siregar et al., 2019). A tourist village is a form of integration between attractions, accommodations, and facilities presented in a community life structure integrated with local traditions (Ap et al., 2020; Irfan & Suryani, 2017). Tourism Village is an alternative tourism development approach. The development of a tourist village as a center for economic, social, and cultural activities can be carried out by utilizing agricultural products-based resources. One of the contributors to the tourism sector is the agro-tourism industry, which combines tourism trips with farming experiences and educational tours of agricultural products (Maetzold, 2002), (Arroyo et al., 2013). According to agricultural experts, agro-tourism development is feasible in rural areas (Marwanti, 2015). The development of tourism villages based on agricultural products is expected to give birth to various production activities as an excellent alternative source of income for rural communities without leaving their main livelihood in the agricultural sector (Effendi et al., 2015; Purwanti, 2019; Wiweka et al., 2021). A promotional strategy to increase the number of tourists is needed to realize community welfare (Carlsen & Butler, 2011; Siregar et al., 2019). One way to increase the number of visitors to Sayum Saba village is to implement agro-tourism (Suansri & others, 2003), (Sunaryo, 2013) and another alternative is to form a brand image (Dedy et al., 2021).

Sayum Sabah Village is one of the tourist village areas that offers various attractions, such as natural scenery in the form of beautiful rice fields and abundant agricultural products. Recently, Agrotourism has been increasingly popular with tourists. In addition to enjoying the beauty of nature, visitors can also experience agricultural and plantation products. The existence of Agrotourism in Sayum Sabah Village based on agricultural products will add objects and tourist attractions in Sayum Sabah Village, which can further support increasing regional income, even improving the welfare of the surrounding community. This potential certainly requires serious attention, considering that potential in an area will be beneficial if residents can manage it. Sayum Saba Village is a tourist village, but tourist visits to Sayum Saba Village are still minimal compared to other tourist attractions. This requires a breakthrough in developing the tourism sector. In the industrial era 4.0, information and communication technology (ICT) is a tool that helps in life in various fields, including tourism. ICT's role in tourism as a means and infrastructure for promoting tourism electronically under the name of Digital Marketing, among others, can be supported by website applications, online advertising, social media, web forums, and mobile applications. Through the implementation of Digital Marketing, tourism will grow professionally and globally (Warmayana, 2018).

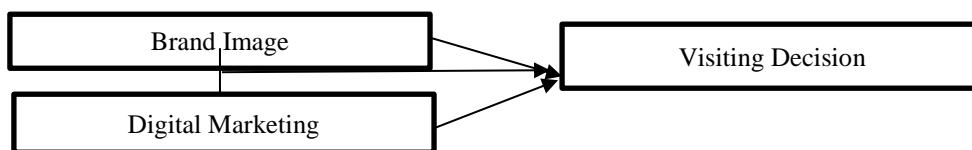
The tourism potential of Sayum Sabah village should be well communicated to potential tourists. Various social media are used, such as Facebook, Instagram, Twitter, and blogs (Trihayuningtyas et al., 2018). The development of a tourist attraction must be connected to the decision of tourists to visit a tourist attraction. The phenomenon in the tourism industry is competition between agro-tourism and tourist places that offer more and more interesting natural attractions. Hence, tourism in Sayum Sabah Village is no longer the central tourist spot tourists visit because only a few visitors know about tourist attractions: river and agricultural tourism in Sayum Sabah Village.

Based on the background disclosed regarding Brand Image and Digital Marketing in Sayum Village, Sabah, the researchers decided that it was necessary to conduct research in this regard. This study aims to analyze how much influence Brand Image and Digital Marketing have on tourists' visiting decisions in Sayum Village, Sabah. The results of this research are expected to serve as a recommendation for various parties that, in promoting regional tourism, aspects of adaptation to technology, such as digital marketing through social media channels, should be considered. This phenomenon is because, even with limited funds, it can generate a broad reach of information.

## RESEARCH METHOD

Based on the formulation of the problem and research objectives that have been set, the type of research used in this study is explanatory research, and the study uses a quantitative approach. The location of this research was conducted in Sayum Sabah Village, with 98 samples used for this study. The sampling technique used is the nonprobability sampling method. This study's type of data includes primary and secondary data. The instrument measurement scale used is the Likert scale. To determine the effect of variable (X) on variable (Y), multiple linear regression analysis methods are used, and hypothesis testing is carried out by conducting t-tests and dominant tests

In this study, the conceptual framework is as follow :



**Figure 1.** The conceptual framework of research study

Research Hypothesis :

H1: There is an influence of brand image on the decision to visit tourists to improve the people's economy in Sayum Sabah.

H2: There is influence of digital marketing on the decision to visit tourists to improve the economy of the people in Sayum Sabah

H3: There is an influence of brand image and digital marketing on the decision to visit tourists to improve the economy of the people in Sayum Sabah

## RESULTS AND DISCUSSIONS

Based on testing using the SPSS 22.0 program, the results of the research's multiple linear regression equation can be seen in table 1 :

**Table 1.** Multiple linear regression test results

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta			
1	(Constant)	3,043	2,325		1,309	,194
	Brand Image	,497	,110	,327	4,523	,000
	Digital Marketing	,539	,064	,610	8,433	,000

a. Dependent Variable: Visiting Decisions

Based on the table above, the multiple linear regression equation model obtained in this study, namely:

$$Y = 3,043 + 0,497X_1 + 0,539X_2 + \varepsilon$$

Based on these equations can be described as follows:

1. A constant value of 3.042 indicates no influence from the independent variables (Brand Image and Digital Marketing), so the dependent variable (Decision to Visit) will have a value of 3.042.
2. The positive coefficient value indicates that the higher the value of the independent variable (Brand Image and Digital Marketing), the higher the value of the dependent variable (Decision to Visit).

3. The value of the regression coefficient, which is harmful, indicates that the higher the value of the independent variables (Brand Image and Digital Marketing), the lower the value of the dependent variable (Decision to Visit).
4. The coefficient X1 ( $\beta_1$ ) = 0.497 indicates that any increase in the Brand Image variable will increase the Visit Decision by 0.497.
5. The coefficient X2 ( $\beta_2$ ) = 0.549 shows that every time there is an increase in the Digital Marketing variable, it will increase the Visit Decision by 0.549.

The results of the Hypothesis Test are:

**Table 2.** F test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4506,704	2	2253,352	169,364	,000 <sup>b</sup>
Residual	1277,256	96	13,305		
Total	5783,960	98			

a. Dependent Variable: Visiting Decisions  
 b. Predictors: (Constant), Digital Marketing, Brand Image

Table 2 reveals that the calculated F-value is 169.364 with a significance level 0.000. While the F-table at the 95% confidence level ( $\alpha = 0.05$ ) is 3.09. Therefore in both calculations, namely F-count > F-table and its significance level (0.000) < 0.05 indicates that the effect of the independent variables (Brand Image and Digital Marketing) is simultaneously significant on the Visit Decision.

The t-test was conducted to partially test whether Brand Image and Digital Marketing partially have a positive effect on Visiting Decisions.

**Table 3.** Multiple linear regression test results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,043	2,325		1,309	,194
Brand Image	,497	,110	,327	4,523	,000
Digital Marketing	,539	,064	,610	8,433	,000

a. Dependent Variable: Visiting Decisions

1. Constant (a) = 3.043. This shows that if the Brand Image and Digital Marketing variables are considered constant, the level of the Visit Decision variable increases by 3.043
2. The Brand Image variable has a positive and significant effect on Visit Decisions, this can be seen from the significant value of the Brand Image variable (0.000), which is less than 0.05, and t count (4.523) is more significant than the t-table (3.1763) meaning that if the Brand Image variable is increased, the decision to visit tourists to improve the economy of the people in Sayum, Sabah will increase by 0.497.
3. The Digital Marketing variable has a positive and significant effect on the decision to visit tourists to improve the people's economy in Sayum Sabah. This can be seen from the significant value of the Digital Marketing variable (0.000) less than 0.05 and t-count (8.433) more significant than the t-table (3.1763) means that if the Digital Marketing variable is increased, the decision to visit tourists to improve the economy of the people in Sayum, Sabah will increase by 0.539.

The results of testing the coefficient of determination using the SPSS 22.0 program :

**Table 4.** Determination coefficient test results (R2)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 <sup>a</sup>	.778	.775	3,648

a. Predictors: (Constant), Digital Marketing, Brand Image

b. Dependent Variable: Visiting Decisions

Based on Table 4, we can see that the R number is 0.883 indicating that the level of correlation or relationship between Brand Image, Digital Marketing, and Visiting Decisions has a very close relationship. The results of this study indicate that the adjusted value (R2) is 0.778 or 77.8%, which variables can explain. At the same time, the remaining 22.2% is explained by other reasons that were not examined in this study.

#### **The Effect of Brand Image on Visiting Decisions**

This study's results align with research conducted by (Musay, 2013), which concluded that brand image has a significant effect on visiting decisions. Observing several existing problems, tourist villages need a tourism product marketing management system that can form a product image so that the tourism product that is owned will be holistic and authentic and attract more tourists. The formation of an image with specific characteristics is significant for a tourism village to maintain the existence and sustainability of its tourism village. The formation of the image of a tourist village must also be accompanied by the availability of supporting infrastructure for the formation of a tourism village development. Branding is one way that can be used to form an image or uniqueness of a destination to maintain the sustainability of a tourist village through a marketing system. Branding a function as a differentiator or comparison between brands or products (Makhasi & Sari, 2017; Rozak et al., 2021)

#### **The Effect of Digital Marketing on Visiting Decisions**

These results illustrate that Digital Marketing is a determinant of increasing Visit Decisions. Tourism has become one of the factors that play an essential role in driving a country's economic growth. This was also stated by (Shang et al., 2021) that tourism is an industry with great potential to be developed and strengthened to accelerate economic activity that contributes to world growth and development. Along with increasing competition in the tourism sector, Digital Marketing has become a marketing strategy that has received much attention and is a significant source of obtaining tourism information and increasing tourist visitors (Ary Widiastini, 2015; Tobias-Mamina et al., 2020)

#### **The Effect of Brand Image and Digital Marketing on Visiting Decisions**

Based on the research results, Brand Image and Digital Marketing jointly have a positive and significant effect on Visiting Decisions, where the correlation coefficient (R) is 0.883, indicating that the relationship between the influence of Brand Image and Digital Marketing influences Product Visiting Decisions by 88.3%. Digital Marketing is a marketing activity that is used to build awareness, recognition, reminders, and actions for brands through social media. Gradually Digital Marketing is implemented in marketing that is in the company's plan (Nadda et al., 2015). It can be concluded that Digital Marketing is an activity of marketing activities carried out on social media platforms, which are used to build awareness, recognition, and loyalty to brands.

## CONCLUSION

Based on (F-Test) it is known that Brand Image and Digital Marketing variables simultaneously have a positive and significant effect on tourist visiting decisions to improve the people's economy in Sayum Sabah. The Brand Image variable has a positive and significant effect on visiting decisions; the Digital Marketing variable partially has a positive and significant effect on tourist visiting decisions to improve the people's economy in Sayum Sabah. The study results explain that the brand image variable has weaknesses in terms of interest. Therefore, tourism in Sayum Sabah must further enhance uniqueness, creativity, and innovation, such as making fun rides or adding facilities that interest tourists. Tourism marketing and branding must be connected. Along with the development of science and technology, digital-based marketing systems must be controlled by various sectors, especially the tourism sector. Understanding the potential and market segmentation in the promotion system also needs to be considered to succeed in branding the tourism village area; in general, the problems experienced by the Sayum Sabah tourist village as an unstructured tourist village, digital-based marketing systems, and unprepared tourism branding. The lack of a promotion system that is yet to be optimal, coupled with poor supporting facilities, is an obstacle that must be resolved. Therefore, the strategy that needs to be implemented in realizing branding as a pillar of digital-based marketing is to improve the structuring of tourism branding and promotion, improve internet networks, develop various platforms, take advantage of the potential of the younger generation as promotional agents, and improve the quality of tourism infrastructure. The contribution of this research is that brand image and digital marketing are two interconnected factors that influence tourist visits. Effective communication through digital marketing can create a positive impression on potential tourists, encouraging them to visit the limitations of this research study include a small number of respondents, which may need to be more representative. Additionally, several other factors influence the level of tourist visits, such as access, infrastructure, and marketing digitalization, which could be relevant to tourist visits.

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