

THE INFLUENCE OF ATTRACTIONS, FACILITIES, AND SOCIAL MEDIA PROMOTION ON REVISIT INTENTION KRESEK MONUMENT MADIUN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik, fasilitas, dan promosi melalui media sosial terhadap minat berkunjung kembali ke Monumen Kresek di Kabupaten Madiun, Jawa Timur. Monumen ini merupakan situs bersejarah yang dibangun untuk mengenang peristiwa pembantaian tahun 1948 oleh Partai Komunis Indonesia (PKI), serta menjadi simbol perjuangan masyarakat dalam mempertahankan ideologi bangsa. Pendekatan kuantitatif digunakan dengan metode survei melalui kuesioner kepada pengunjung Monumen Kresek. Analisis data dilakukan dengan regresi linier berganda menggunakan SPSS 25. Hasil penelitian menunjukkan bahwasanya ketiga variabel independen berpengaruh positif dan signifikan terhadap minat berkunjung kembali. Temuan ini mengindikasikan pentingnya peningkatan kualitas daya tarik wisata, penyediaan dan pemeliharaan fasilitas, serta optimalisasi promosi melalui media sosial secara kreatif dan emosional.

Kata Kunci: Daya Tarik, Fasilitas, Promosi Media Sosial, Minat Berkunjung Kembali, Monumen Kresek.

Abstract

This study aims to analyze the influence of attraction, facilities, and promotion through social media on revisit intention to the Kresek Monument in Madiun Regency, East Java. The monument is a historical site built to commemorate the 1948 massacre by the Indonesian Communist Party (PKI) and serves as a symbol of the people's struggle to uphold the nation's ideology. A quantitative approach was employed using a survey method through questionnaires distributed to visitors of the Kresek Monument. Data were analyzed using multiple linear regression with SPSS 25. The results show that the three independent variables have a positive and significant effect on revisit intention. These findings indicate the importance of improving the quality of tourist attractions, providing and maintaining facilities, and optimizing promotions through social media in a creative and emotional manner.

Keywords: *Attraction, Facilities, Social Media Promotion, Revisit Intention, Kresek Monument.*

A. INTRODUCTION

Tourism is one of several strategic sectors that have a very important role to encourage economic growth, cultural preservation, and sustainable development. With Indonesia's natural wealth, cultural diversity, and historical heritage, tourism is a great opportunity to improve people's welfare and strengthen the nation's identity. The rapid development of the tourism sector in Indonesia has triggered increased competition between tourist destinations, both at the local and national levels. According to Faturrahman (2024), tourists generally have a tendency to look for destinations that are considered beautiful, unique, and different from the environment where they live every day. This shows that the main attraction of a tourist attraction lies in the privilege of being able to provide a new experience for visitors.

Madiun Regency, which is located in East Java Province, holds a variety of interesting tourism potentials to be developed, including natural, historical, artificial, culinary, and tourist villages. One of the famous historical destinations is the Kresek Monument, which is located in Kresek Village, Wungu District, about 8 km from the center of Madiun City. The monument stands on an area of 3.3 hectares and was inaugurated on June 10, 1991 as a form of respect for the victims of the violence of the PKI uprising in 1948. In addition to providing historical value, the Kresek Monument is also an important educational medium for the public, especially the younger generation, to understand one of the historical events of the Indonesian nation.

The number of tourist visits to the Kresek Monument in the last four years has shown significant fluctuations. In 2022 it experienced a very sharp increase from 2021. However, this trend has not continued consistently, as in 2023 the number of visitors decreased, and again declined in 2024. Several factors that can be considered for interest in visiting again such as the attraction in the location, the influence of information provided through social media promotions, and the completeness of the facilities available at the tourist location visited.

Normalasari et al. (2023) explained that interest in revisiting can be interpreted as a person's encouragement or desire to revisit a tourist destination in the future. This interest usually arises because of positive experiences gained before, thus generating an interest in repeating them. Interest in repeat visits is part of consumer behavior, which arises in response to various internal and external factors that influence decision-making. These factors can

include satisfaction with previous experiences, quality of service, attraction of destinations, ease of access, to the influence of social media and recommendations from people close to you.

Tourist attraction is the main factor that tourists consider before choosing a destination (Poli et al., 2023). In general, this attraction is interpreted as an element that contains the uniqueness, beauty, and value of the potential of nature, culture, and human works, which as a whole encourages tourists to visit. The main attraction of the Kresek Monument lies in the historical value it contains, as it was built to commemorate the atrocity of the PKI uprising in 1948.

According to Kotler (2009), facilities are all forms of services provided by service providers so that they can be used and enjoyed by customers in order to achieve maximum satisfaction. In the context of tourist destinations, facilities are an important element because they have a direct effect on comfort, convenience, and visitor satisfaction. Well-managed facilities not only improve the image of tourist destinations, but also reflect the professionalism and seriousness of the managers in providing the best service to tourists. On the other hand, inadequate or poorly maintained facilities can reduce the interest in returning visitors and negatively impact visitor perception.

Social media promotion is one of the modern marketing strategies that is very effective in introducing and disseminating information about a product, service, or tourist destination to a wide audience. Social media has become an indispensable part of marketing for many companies and is one of the best ways to reach customers (Susanto & Astutik, 2020). Social media promotion not only serves as a means of providing information, but also as a tool to shape perceptions and build a positive image of tourist destinations.

The objectives of this study are 1) whether Attraction affects Interest in Revisiting the Madiun Kresek Monument, 2) whether Facilities affect the Interest in Revisiting the Madiun Kresek Monument, and 3) Whether Social Media Promotion has an effect on Interest in Revisiting the Madiun Kresek Monument tourist attraction. This research is expected to provide benefits for various parties. For researchers, this study is a means of expanding horizons and contributing to the development of knowledge, especially in the field of marketing. Meanwhile, for the manager of the Kresek Monument tourist destination, the results

of the research can be used as a basis for designing an effective marketing strategy to increase tourist interest in visits.

Theoretical Studies

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) is a fundamental theory to explain human behavior. In TRA, attitudes include variables that influence, namely individual judgments and feelings towards an object. Behavior is seen from observable actions, beliefs reflect a person's knowledge of a particular object, whereas behavioral intent refers to an individual's tendency to perform certain actions.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a development of Theory of Reasoned Action (TRA). According to Ajzen (1991), TPB is used to understand the reasons behind individual decisions in carrying out an action. The stronger a person's intentions, the more likely it is that the action will be carried out. This intention is influenced by positive attitudes towards behavior, social support or subjective norms, perceptions of behavior control, and an individual's belief in his or her own abilities.

Attraction

According to Saragih et al., (2021) Attraction is defined as a place or activity that is interrelated and able to attract tourists or visitors to come to a certain location. Tourist attractions are an essential component of tourism activities. This is due to its main role as a determining factor that encourages tourists to visit a destination, based on the potential and uniqueness possessed by the tourist attraction. From several explanations from experts, it can be concluded that tourist attractions are everything that has uniqueness, value, and beauty, both sourced from nature, culture, and human works, which are able to attract tourists to visit, enjoy, and gain experience.

Facilities

According to Kotler (2009), facilities are everything that service providers provide so that they can be used and enjoyed by consumers with the aim of achieving maximum

satisfaction. Adequate facilities are also an important factor in supporting the smooth activities of tourists during travel, so that they can contribute directly to the growth of the number of visits and the development of the local economy. The availability of facilities that are able to meet the needs of tourists while in tourist destinations provides added value to their tourism experience (Anggraita, 2023).

Social Media Promotion

Kotler (2009) stated that facilities are all forms provided by service providers for consumers to use and enjoy, with the main goal of increasing their satisfaction to the maximum. In the digital era like now, the power of social media is huge in determining the attractiveness and popularity of a tourist attraction. Therefore, managing social media content creatively and consistently is an important strategy in sustainability. Social media allows for direct interaction between tour managers and potential tourists, creating a more personal and responsive relationship.

Interest in Returning Visits

Interest in returning is a behavior that reflects a customer's desire to return to a tourist attraction (Hary et al., 2022). This interest usually arises from a positive perception or pleasant experience of tourist attractions and motivations that tourists have unconsciously (Malau & Purba, 2020). In this case, previous visit experience has been shown to have a substantial influence on the level of satisfaction and intention of individuals to revisit the destination.

The research hypotheses that can be formulated are:

H1 : It is assumed that Tourist Attraction has an influence on Revisit Intention.

H2 : It is assumed that Facilities have an influence on Revisit Intention.

H3 : It is assumed that Social Media Promotion has an influence on Revisit Intention.

B. METHOD

This study uses a quantitative method, to measure research variables objectively through numerical and statistical data analysis techniques. The sample in this study is visitors to the Kresek Monument who have visited at least twice. The number of samples in this study was 384 visitors at the Madiun Kresek Monument tourist attraction. This study uses a sampling

technique of the non-probability sampling method with purposive sampling, which is a method of deliberate sampling by considering certain criteria that have been set beforehand, to ensure that the selected subjects are really relevant and representative of the research objectives. The data collection techniques in this study are observation and questionnaire methods.

C. RESULTS AND DISCUSSION

Respondent Description.

Based on the results of the questionnaire that has been analyzed, it can be seen that the classification of respondents based on age is 384 visitors to the Madiun Kresek Monument, the majority of whom are 17-30 years old, as many as 268 respondents or 69.8%. In addition, it showed that of the 384 visitors, most of them were men, namely 200 or 52.1% and for female respondents, namely a total of 184 respondents or a total of 47.9% and 384 visitors, the majority of visitors came from students and students, namely 178 respondents or 46.4% of the total respondents.

Research Validity Test

The validity test on the X1 variable, namely attractiveness, shows that all questionnaire questions of 4 questions are valid. This result indicates that the condition has been met, namely having an r value calculated $> t$ table (0.100) where the significance value is < 0.05 , then all forms of questions in this questionnaire can be applied and at the same time can be trusted as research data, the validity test on the X2 variable, namely the facility of 6 questionnaire questions is valid. This result indicates that the condition has been met, namely having an r value of $> r$ table (0.100) where the significance value is > 0.05 , then all forms of questions in this questionnaire can be applied as well as being reliable as research data.

The X3 variable, namely social media promotion, shows that all 4-question questionnaires are valid. This result indicates that the condition has been met, namely having an r value calculated $> t$ table (0.100) where the significance value is > 0.05 , so all forms of questions in this questionnaire can be applied as well as able to be trusted as data for this research. In addition, variable Y, namely interest in revisiting a total of 4 questions, is valid. This result indicates that the condition has been met, namely having an r value calculated $> r$

table (0.100) where the significance value is > 0.05 , then all forms of questions in this questionnaire can be applied as well as being reliable as data for this research.

Analysis of the Regresi Linier Berganda

The regression equations in this study can be known through the following table:

Table 1 Multiple Linear Regression Line Analysis Results

Model	Unstandardized	Standardized	t	Itself		
	Coefficients	Coefficients				
	B	Std. Error	Beta			
1	(Constant)	8,191	1,026		7,982	,000
	Attraction	,238	,050	,228	4,731	,000
	Facilities	,135	,034	,209	3,956	,000
	Social Media Promotion	,081	,037	,115	2,158	,032

Source : Source : Primary data processed by researchers (2025)

Based on the data shown in the table above, the multiple linear regression line equation obtained from this study can be written as follows. The equation describes the quantitative relationship between dependent variables and independent variables analyzed in the study.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 8.191 + 0.238X_1 + 0.135X_2 + 0.081X_3$$

In accordance with the regression equation obtained, the regression model can be interpreted as follows:

1. The constant value = 8.191, the constant value shows a positive value of 8.191. This suggests that if the variables of Attraction, Facilities, and Social Media Promotion are constant (0), then the Interest in Revisiting the Madiun Kresek Monument is 8,191.
2. The value of the coefficient $b_1 = 0.238$, means that if the value of the Attraction variable (X_1) increases by one point, while the other independent variables are fixed, then the Interest in Revisiting the Madiun Kresek Monument has increased by 0.238.

- The value of the coefficient $b_2 = 0.135$, means that if the value of the Facility variable (X_2) increases by one point, while the other independent variables are fixed, then the Interest in Revisiting the Madiun Kresek Monument has increased by 0.135.

T test

The results of the t-test analysis in this study are presented as follows:

Table 2 Analysis T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1(Constant)	8,191	1,026		7,982	,000
Attraction	,238	,050		,2284,731	,000
Facilities	,135	,034		,2093,956	,000
Social Media Promotion	,081	,037		,1152,158	,032

a. Dependent Variable: Interest in Returning Visits

Source : Primary data processed by researchers (2025)

Based on the results of the analysis listed in the table above, the following conclusions can be drawn:

- In the Attraction variable (X_1) t count $>$ t table is $4.731 > 1.966$ with a significance of $0.000 < 0.05$, which means that Attraction has an influence on Interest in Returning Visits. So it can be concluded that the first hypothesis of H_1 is accepted because Attraction has a positive and significant effect on Interest in Revisiting the Madiun Kresek Monument.
- In the Facilities variable (X_2) the table is $3.956 > 1.966$ with a significance of $0.000 < 0.05$, which means that the Facility has an influence on the Interest in Returning Visits. So it can be concluded that the second hypothesis of H_2 is accepted because the Facility has a positive and significant effect on the Interest in Revisiting the Madiun Kresek Monument.
- In the Social Media Promotion variable (X_3) t count $>$ t table is $2.158 > 1.966$ with a significance of $0.032 < 0.05$, which means that Social Media Promotion has an influence on Interest in Returning Visits. So it can be concluded that the third hypothesis of H_3 is accepted because Social Media Promotion has a positive and significant effect on Interest in Revisiting the Madiun Kresek Monument.

Coefficient of Determination (R²)

The results of the determination coefficient (R²) test in this study are presented as follows:

Table 3 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394a	,156	,149	1,73363

a. Predictors: (Constant), Social Media Promotion, Facilities, Attraction

b. Dependent Variable: Interest in Returning

Source : Primary data processed by researchers (2025)

Based on the table above, the value of the adjusted determination coefficient (*R Square*) by 0.156. The percentage of the contribution of the influence of the free variable, namely Attraction, Facilities, and Social Media Promotion on Interest in Revisiting the Kresek Monument, Madiun, is shown as follows:

$$\begin{aligned} R^2 \times 100\% &= 0.156 \times 100\% \\ &= 15.6\% \end{aligned}$$

This value shows that 15.6% of the variation in the dependent variables can be explained by the influence of the independent variables included in the regression model. This means that this model is only able to explain a small part of the changes in the bound variables, while the remaining 84.4% is influenced by other factors outside the model, including external variables as well as subjective and contextual factors that were not analyzed in this study. This shows that the model still has limitations in explaining the overall changes in the dependent variables, so it becomes the basis for further model development considerations in subsequent studies by adding other relevant variables.

The Influence of Tourist Attraction on Revisit Intention

The first discussion highlighted the influence of attraction on interest in revisiting the Kresek Monument, Madiun. Based on tests *t* value *t* calculate for the attraction variable (X1) of

4.731 > t table 1.966 with a significance of $0.000 < 0.05$, so that H_0 is rejected and H_a is accepted. This means that attraction has a partially significant influence on interest in returning. Thus, the higher the attractiveness of a tourist attraction, the greater the interest of visitors to return to the Kresek Monument.

To increase the attractiveness of the Kresek Monument as a historical tourist destination, a comprehensive development is needed, this effort can be implemented by referring to four main indicators, in the what to see indicator, strengthening this aspect can be done through the addition of historical interpretive media, presenting a more attractive visual narrative, and improving the aesthetics of the area. The management can build a mini museum in the Kresek Monument area which specifically displays documentation of photographs, as well as relics related to the 1948 rebellion. The presence of this museum will enrich the educational content available. Furthermore, in the what to do indicator, managers are advised to develop educational programs that are interactive, such as participation-based history learning that involves visitors directly, so as to be able to create a more in-depth, interesting, and meaningful tourist experience for visitors.

In the what to buy indicator, souvenir products or souvenirs are not yet available. In addition, the existence of stalls in the Kresek Monument area is still limited and generally only operates on weekends, so on weekdays visitors have difficulty getting food and drinks. To overcome this, managers can collaborate with local MSME actors so that there are stalls that are open every day, especially during visiting hours. If needed, local governments can provide support in the form of incentives or subsidies so that the business can operate sustainably. Meanwhile, in the what to arrive indicator, accessibility to the location is still relatively low because there is no public transportation that serves a direct route to the Kresek Monument. Therefore, cooperation with transportation service providers is needed to open special routes or add public transportation routes that pass through the tourist area to make it easier for tourists.

The Influence of Facilities on Revisit Intention

The second discussion highlighted the influence of facilities on interest in revisiting the Madiun Kresek Monument tourist attraction. Based on the results of the t -test, the t calculation

for the facility variable (X2) of 3.956, which is greater than t table 1.966, with a significance level of 0.000 that is smaller than 0.05. These findings indicate that the zero hypothesis (HO) is rejected and the alternative hypothesis (Ha) is accepted. In other words, the facility variable (X2) has a partially significant influence on the interest in revisiting the Madiun Kresek Monument. These results confirm that the more complete and adequate the facilities available, the higher the likelihood of tourists returning to visit the object, so that the aspect of facilities is an important factor in attracting visitors.

To improve the quality of facilities in the Kresek Monument tourist area, it can be implemented based on three main indicators. First, from the aspects of completeness, cleanliness, and neatness, there are still limitations in the number of garbage cans and the existence of garbage at several points. It is recommended that managers add supporting facilities such as garbage cans at strategic points, carry out routine maintenance, place scheduled cleaners, and install appeal boards to increase visitors' awareness of cleanliness. Second, regarding the condition and function of facilities, there are still damaged public facilities. Regular maintenance and repairs are required so that all facilities remain in a suitable condition for use. Regular checks of the facility must be carried out to ensure that its function is running properly. Third, from the aspect of ease of use, managers need to provide information boards and directions that are clear and easy to understand by all groups, including the elderly and people with disabilities. In addition, the integration of digital technology such as the installation of QR codes that can be scanned by visitors to obtain historical information and location plans interactively through smartphone devices can be an interesting innovation that supports the tourist experience.

The Influence of Social Media Promotion on Revisit Intention

The third discussion highlighted the influence of promotion through social media on interest in revisiting the Madiun Kresek Monument tourist attraction. Based on the results of the t-test, the t count for the social media promotion variable (X3) of 2.158, greater than t table 1.966, with a significance level of 0.032 which is smaller than 0.05. These findings show that the null hypothesis (HO) is rejected and the alternative hypothesis (Ha) is accepted. Thus, the social media promotion variable (X3) has a partial significant influence on the interest in

revisits to the Madiun Kresek Monument. These results confirm that the more active and strategic promotion through social media is carried out, the greater the interest of tourists to return to visit the object, so that digital promotion is an important factor in attracting the attention of visitors.

To increase the effectiveness of the promotion of the Kresek Monument tourist destination through social media, it can be implemented based on three main indicators, first, in terms of reach, promotion is still limited and has not maximally reached a wide audience. The solution is to expand promotional channels to various digital platforms such as TikTok and YouTube, not limited to just Instagram and Facebook, as well as work with influencers or tourism communities that have a large following. Second, in terms of the quantity of updates, uploads on social media are still inconsistent. Implementation can be done through training social media managers, the formation of local creative teams, and the use of interactive features such as live broadcasts, polls, and quizzes to increase follower engagement. Third, in terms of the quality of the message conveyed, the existing promotional content is still basic informative and has not fully touched the emotional aspect or built a strong image of the destination. Implementation can be in the form of creating video storytelling, routine thematic content, and existing promotional content that is still basic informative and has not fully touched the emotional aspect or built a strong image of the destination.

D. CONCLUSION

Based on the results of partial t-test analysis, the Attraction variable was proven to have a positive and significant influence on Interest in Revisiting the Madiun Kresek Monument. In addition, the Facility variable also showed a partially significant positive influence on the interest of revisits to the object. In addition, the Social Media Promotion variable showed a positive and partially significant influence on Interest in Returning Visits. These findings as a whole confirm that these three variables play an important role in increasing tourist interest in returning to visit the Madiun Kresek Monument.

E. Suggestion

Based on the conclusions that have been described, the researcher proposes several suggestions, The next study is expected to be able to evaluate other variables outside of

attraction, facilities, and social media promotions that affect interest in returning visits, in order to find out the extent of the contribution of these variables and improve the findings of this study. Further research is expected to expand the study by exploring other relevant variables, using a more diverse methodological approach, and involving different or broader research objects. This aims to gain a more comprehensive understanding, test the consistency of findings in different contexts, and enrich the literature in the field of marketing management, especially tourism.

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