

EFFECTS OF DIGITAL PROMOTION, SERVICE QUALITY, TOURIST ATTRACTION AND ACCESSIBILITY ON TOURIST VISITING DECISIONS

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh promosi digital, kualitas pelayanan, daya tarik wisata, dan aksesibilitas terhadap keputusan berkunjung wisatawan pada Destinasi Wisata Lembah Wilis Kabupaten Madiun. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Data diperoleh melalui kuesioner dari 384 wisatawan dengan teknik purposive sampling. Analisis data menggunakan regresi linear berganda dengan bantuan IBM SPSS. Hasil penelitian menunjukkan bahwa promosi digital, kualitas pelayanan, daya tarik wisata, dan aksesibilitas secara parsial berpengaruh positif dan signifikan terhadap keputusan berkunjung. Secara simultan, keempat variabel tersebut juga berpengaruh positif dan signifikan terhadap keputusan berkunjung. Nilai R Square sebesar 0,893 menunjukkan bahwa 89,3% keputusan berkunjung dijelaskan oleh keempat variabel independen, sedangkan 10,7% dijelaskan oleh faktor lain di luar model.

Kata Kunci: promosi digital, kualitas pelayanan, daya tarik wisata, aksesibilitas, keputusan berkunjung

Abstract

This study aims to analyze the effects of digital promotion, service quality, tourist attraction, and accessibility on visiting decisions at Lembah Wilis Tourism Destination, Madiun Regency. This quantitative study used a causal associative design. Data were collected from 384 tourists through questionnaires using purposive sampling. Data were analyzed using multiple linear regression with IBM SPSS. The results show that digital promotion, service quality, tourist attraction, and accessibility each have a positive and significant effect on visiting decisions. Simultaneously, the four variables also have a positive and significant effect. The R Square value of 0.893 indicates that 89.3% of visiting decisions are explained by the four variables, while 10.7% are explained by other factors. These findings highlight the importance of managing

digital promotion, service quality, tourist attraction, and accessibility to increase visiting decisions.

Keywords: digital promotion, service quality, tourist attraction, accessibility, visiting decision

A. INTRODUCTION

Tourism has become an important sector in Indonesia because increasing tourist mobility creates economic opportunities for local communities and destinations. At the same time, the development of information technology has changed the way tourists search for information and evaluate destinations. Tourists increasingly use social media and other digital platforms to obtain information about attractions, facilities, prices, operating conditions, and reviews before making a visiting decision. Therefore, destination managers need to understand the factors that shape tourists' decisions. Lembah Wilis is a developing nature-based tourism destination in Madiun Regency, East Java. It offers mountain scenery, terraced agricultural landscapes, cool air, natural surroundings, a swimming pool, culinary facilities, gazebos, parking, and photo spots. Visitor numbers increased from 8,778 visitors in January–July 2024 to 14,766 visitors in the same period of 2025.

This increase indicates the destination's potential, although its operation was temporarily affected by licensing issues during August–December 2025. The destination also faces competition from other tourism destinations in Madiun Regency. Preliminary observations identified service queues and delays in food preparation during peak holiday periods. These conditions indicate that service capacity needs to adapt to visitor fluctuations. In addition, the destination's digital promotion, tourist attractions, and accessibility may influence how visitors evaluate and select Lembah Wilis. This study is grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). TPB explains that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. In tourism, digital information and destination attractiveness can shape positive attitudes, while accessibility is closely related to tourists' perceived ease or difficulty of reaching a destination. Service quality can also contribute to positive evaluations of the destination.

Previous studies have produced inconsistent findings. Digital promotion has been found to positively influence visiting decisions in several studies, although other research has reported no significant effect. Similar inconsistencies appear for service quality, tourist attraction, and accessibility. These differences create a research gap and support the need to test the four variables simultaneously in the context of Lembah Wilis. The novelty of this study lies in integrating digital promotion, service quality, tourist attraction, and accessibility within a single empirical model to explain tourists' visiting decisions at Lembah Wilis. The objective is to determine the partial and simultaneous effects of the four independent variables on visiting decisions.

B. METHOD

1. Research Design and Location

This study used a quantitative approach with a causal associative design. The research was conducted at Lembah Wilis Tourism Destination, Madiun Regency, East Java. The research focused on tourists who had visited the destination and were willing to participate as respondents.

2. Population, Sample, and Sampling Technique

The population consisted of tourists who had visited Lembah Wilis. Because the exact population size was not known, the sample size was determined using the Lemeshow formula with a 95% confidence level, $p = 0.5$, and a 5% margin of error. The calculation produced a minimum sample of 384 respondents. Respondents were selected using non-probability purposive sampling with the following criteria: aged 17 years or older, had visited Lembah Wilis at least once, were visiting Lembah Wilis, and were willing to complete the questionnaire.

3. Variables and Measurement

The independent variables were Digital Promotion (X1), Service Quality (X2), Tourist Attraction (X3), and Accessibility (X4), while Visiting Decision (Y) was the dependent variable. All constructs were measured using a four-point Likert scale.

Tabel 1. Variables and Main Indicators

Variable	Main indicators
Digital Promotion (X1)	Social-media content attractiveness; promotion intensity; information clarity; credibility of digital information
Service Quality (X2)	Tangibles; reliability; responsiveness; assurance; empathy
Tourist Attraction (X3)	Natural beauty; destination uniqueness; attractive activities/spots; cleanliness and comfort; tourism atmosphere
Accessibility (X4)	Road infrastructure; directional signs; ease of access by transportation; distance/travel time
Visiting Decision (Y)	Product choice; brand choice; dealer/source choice; visiting time; visiting frequency

Source: Researcher's adaptation based on previous studies, 2026

4. Data Collection and Analysis

Data were collected through questionnaires, observation, documentation, and literature review. Instrument quality was examined using validity and reliability tests. Classical assumption tests included normality, multicollinearity, and heteroscedasticity. The main analysis used multiple linear regression to examine partial and simultaneous effects. Hypotheses were tested using t-tests and an F-test, while the coefficient of determination was assessed using R Square and Adjusted R Square.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

Tabel 2. Respondent Characteristics

Characteristic	Category	n	Percentage
Gender	Male	87	22.7%
	Female	297	77.3%
Age	17–25 years	83	21.6%
	26–35 years	249	64.8%
	36–45 years	40	10.4%
	>45 years	12	3.1%
Occupation	Student	106	27.6%
	Private employee	201	52.3%

	Entrepreneur	68	17.7%
	Other	9	2.3%
Visit frequency	1 time	339	88.3%
	2–3 times	30	7.8%
	>3 times	15	3.9%
Domicile	Madiun	359	93.5%
	Magetan	15	3.9%
	Ngawi	10	2.6%

Source: Primary data processed by the researcher, 2026.

2. Instrument and Classical Assumption Tests

Tabel 3. Instrument and Classical Assumption Tests

Test	Result	Conclusion
Validity	All questionnaire items had r-count > r-table (0.098)	All items valid
Reliability	Cronbach's Alpha: X1 = 0.907; X2 = 0.928; X3 = 0.926; X4 = 0.895; Y = 0.927	All constructs reliable
Normality	Kolmogorov–Smirnov Sig. = 0.078	Residuals normally distributed
Multicollinearity	Tolerance = 0.181–0.323; VIF = 3.093–5.528	No multicollinearity
Heteroscedasticity	Glejser Sig. = 0.088–0.843	No heteroscedasticity

Source: SPSS output.

3. Multiple Linear Regression Results

Tabel 4. Multiple Linear Regression Results

Variable	B	Beta	t	Sig.
Constant	0.274	—	0.439	0.661
Digital Promotion	0.162	0.130	3.468	0.001
Service Quality	0.269	0.274	5.179	<0.001
Tourist Attraction	0.389	0.378	8.418	<0.001
Accessibility	0.250	0.201	4.012	<0.001

Source: SPSS output.

The regression equation is: $Y = 0.274 + 0.162X_1 + 0.269X_2 + 0.389X_3 + 0.250X_4 + e$. All four regression coefficients are positive, indicating that improvements in each independent variable are associated with higher visiting decisions.

4. Hypothesis Testing

Tabel 5. Hypothesis Testing

Hypothesis	Test statistic	Sig.	Decision
H1: Digital Promotion → Visiting Decision	t = 3.468	0.001	Accepted
H2: Service Quality → Visiting Decision	t = 5.179	<0.001	Accepted
H3: Tourist Attraction	t = 8.418	<0.001	Accepted

→ Visiting Decision			
H4: Accessibility → Visiting Decision	t = 4.012	<0.001	Accepted
H5: Four variables jointly → Visiting Decision	F = 793.687	<0.001	Accepted

Source: SPSS output.

5. Coefficient of Determination

Tabel 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error
0.945	0.893	0.892	1.63287

Source: SPSS output.

The R Square of 0.893 indicates that digital promotion, service quality, tourist attraction, and accessibility explain 89.3% of the variation in tourists' visiting decisions. The remaining 10.7% is attributable to other factors outside the research model.

6. Discussion

a. Effect of Digital Promotion on Visiting Decisions

Digital promotion has a positive and significant effect on tourists' visiting decisions. The t-value of 3.468 and significance of 0.001 indicate that H1 is supported. This finding suggests that attractive, informative, credible, and accessible digital information can strengthen tourists' confidence when choosing Lembah Wilis. The strongest descriptive response concerned the statement that digital information matched the actual conditions of Lembah Wilis, with an average score of 3.5. Accurate information reduces uncertainty and helps tourists form realistic expectations. The finding is consistent with studies reporting significant effects of digital promotion on visiting decisions, although previous studies have also produced contradictory findings.

b. Effect of Service Quality on Visiting Decisions

Service quality has a positive and significant effect on visiting decisions. The t-value of 5.179 with $p < 0.001$ supports H2. Visitors who perceive the service as reliable, responsive, safe, empathetic, and supported by adequate facilities are more likely to decide to visit. The highest descriptive response was the feeling of comfort while visiting Lembah Wilis, with an average score of 3.5. Nevertheless, observations

identified queues and delayed food service during peak periods, suggesting that operational capacity should be strengthened during holidays.

c. Effect of Tourist Attraction on Visiting Decisions

Tourist attraction has the strongest standardized coefficient among the four predictors ($\text{Beta} = 0.378$) and a positive, significant effect on visiting decisions, with $t = 8.418$ and $p < 0.001$. The finding supports H3. Lembah Wilis combines mountain scenery, cool air, natural surroundings, culinary facilities, and recreational facilities. The highest descriptive response concerned the beauty of the natural scenery, with an average score of 3.5. This indicates that the natural landscape is a central reason for choosing Lembah Wilis. Destination managers therefore need to preserve environmental quality while developing attractions and facilities that enrich the visitor experience.

d. Effect of Accessibility on Visiting Decisions

Accessibility has a positive and significant effect on visiting decisions, with $t = 4.012$ and $p < 0.001$, supporting H4. Visitors perceive Lembah Wilis as relatively easy to reach, supported by adequate roads and directional signs. The highest descriptive response concerned the statement that the road to Lembah Wilis was in good condition, with an average score of 3.5. Good accessibility reduces travel barriers and strengthens perceived behavioral control, which is consistent with the TPB perspective.

e. Simultaneous Effect of the Four Variables

Digital promotion, service quality, tourist attraction, and accessibility jointly have a positive and significant effect on visiting decisions. The F-statistic of 793.687 with $p < 0.001$ supports H5. The high R Square value of 0.893 indicates that the four factors provide substantial explanatory power. The result emphasizes that destination competitiveness cannot rely on a single marketing or operational factor. Digital

communication must be supported by a positive service experience, attractive destination resources, and convenient access.

D. CONCLUSIONS

This study concludes that digital promotion, service quality, tourist attraction, and accessibility each have a positive and significant effect on tourists' visiting decisions at Lembah Wilis Tourism Destination, Madiun Regency. The four variables also have a positive and significant simultaneous effect. The findings indicate that tourists' decisions are formed through a combination of information quality, service experience, destination attractiveness, and perceived ease of access. The study is limited to one tourism destination and four explanatory variables, so the findings should be interpreted within this context.

E. SUGGESTIONS

Lembah Wilis managers should maintain accurate and consistent digital promotion, especially information about facilities, prices, operating hours, activities, and access routes. Service capacity should be strengthened during peak periods to reduce queues and food-service delays. The natural landscape and cleanliness should be preserved while developing attractive activities and photo spots that remain environmentally responsible. Road conditions and directional signs should also be maintained, while digital platforms can be used to provide route information and estimated travel times. Future studies may add other variables such as destination image, ticket price, electronic word of mouth, facilities, perceived value, or tourist experience.

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