



**JOURNAL**

**INTENTION TO VISIT JAKARTA ESCAPE CITY TOURIST PARK:  
ABOUT THE ROLE OF SOCIAL MEDIA MARKETING**

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**Abstract:**

This study aims to analyze the influence of Social Media Marketing, Electronic Word of Mouth, and Destination Image on the Intention to Visit Jakarta Escape Citypark. Data were collected through an online questionnaire involving 200 respondents who are Instagram users exposed to promotional content of Jakarta Escape Citypark on Instagram and intend to visit citypark / green open space in the near future. The research is designed as a quantitative with the data analysis technique used is Structural Equation Modeling (SEM) with Lisrel 8.8 software. The hypothesis testing results show that the three independent variables have a positive and significant influence on the dependent variable: Intention to Visit.

**Keywords:**

Social Media Marketing, E-WOM, Destination Image, Intention to Visit

**BACKGROUND**

The COVID-19 pandemic has also widely disrupted the rhythm of supply & demand that occurs in businesses that lead to crowds. Tourism is the industry that is feeling the pain the most. Various studies regarding the pandemic report the large losses felt by business people in the tourism industry. Moreover, tourism plays an important role in many countries. For Indonesia, tourism is a labor-intensive sector and one of the main sources of employment while contributing around 5.6% to national GDP in 2019 (WTTC, 2022). Meanwhile, at the global level in 2019, this sector contributed 6.8% of total world exports and contributed directly to 4% of world GDP. As the COVID-19 outbreak which began at the end of 2019 and spread throughout the world resulted in the closure of the borders of more than 130 countries in April 2020. This situation effectively closed the tourism industry and reduced the share of world tourism exports to 2.8%, weakening its direct GDP contribution to 1.8% (UNWTO, 2021) endangers millions of jobs and leads the world towards a significant economic downturn.

Likewise, an online and telephone survey conducted (Astell-Burt & Feng, 2021) of citizens aged 18 years and over in Australia with a known population size (N) of 3043, shows that the demand to work from home due to the lockdown policy is associated with an increase in interest. exercise as well as more frequent and longer visits to green spaces or natural environments that have never been visited before. Residents of Melbourne, a city with a population of 4.9 million people which was under lockdown at the time of the survey, have consistently experienced an increase in visits to green spaces and are more likely to benefit



from visits to green spaces than residents of Sydney (5.2 million people) who At that time, there was no lockdown (Astell-Burt & Feng, 2021).

Jakarta Escape Citypark is a new brand developed by RumahChange which stands on an area of 8 hectares (ha). RumahChange itself is a management consulting & training company founded by an academic and management expert, namely Prof. Rhenald Kasali. The 8 hectare land which is now the Jakarta Escape Citypark city tourist park is land that was originally only used as training infrastructure for RumahChange's partner companies. Then, since the pandemic turmoil began to decline, an initiative emerged to make this land an open space for the community and since the beginning of 2022, concepts and various programs aimed at the general public have begun to be developed.

In terms of the business problems faced by Jakarta Escape Citypark as a new brand that was born in the midst of the COVID-19 pandemic situation, Rumah Bawah as the manager of the brand and tourist destination is fully aware of the existence of phenomena and trends in the need for outdoor activities after the COVID-19 pandemic. 19. However, on the other hand, the demand for innovation in marketing tourist destinations in the current era is also a challenge that is not easy.

With the products and services owned by Jakarta Escape Citypark, the company is known to maximize the use of social media marketing in its marketing strategy to promote and generate the impact of electronic word of mouth as a step to build a positive destination image and ultimately attract people's interest in visiting (intention to visit). However, these factors certainly need to be tested further whether in the midst of the current business phenomenon these three variables are proven to have an influence on people's intention to visit the tourist destination Jakarta Escape Citypark. Furthermore, it is known from the results of the literature review of related research that, at least when this research was compiled, there had been no previous research that comprehensively and simultaneously tested the relationship between social media marketing (SMM), electronic word of mouth (E-WOM) and destination image. (DI) on its influence on intention to visit (IV) with city tourist parks as the object.

Based on these research problems and gaps, this study was conducted with a focus on testing the influence of SMM (X1), E-WOM (X2), DI (X3) on IV (Y) which was packaged by the author in research entitled "Intention to Visit Parks Jakarta Escape City Tour: About the Role of Social Media Marketing."

## **THEORETICAL FRAMEWORK**

Green open space, as a public space, provides a natural ecosystem, especially for urban communities, because its existence is the main standard for quality of life and sustainable urban development (Zhu & Xu, 2021). The availability of well-maintained, clean, spacious and open green open spaces has also been identified as having a significant effect on mental health during the COVID-19 pandemic (Geng et al., 2021) especially in increasing the frequency and duration of individual physical activity (Lu, 2019).

With many indoor recreation facilities closed due to COVID-19 restrictions, the role of green open spaces in promoting public health has increased (Geary et al., 2021). Not only about



physical and mental health, green open spaces, especially in urban areas (urban green spaces) also offer recreational functions for the community which (Vargas-Hernández et al., 2018) are classified into several structural forms and types. The components of urban green space at least include the presence of vegetation, water, accessibility, shelter services, toilets, seating, playgrounds and sports areas, event and activity venues, as well as the availability of resource infrastructure such as lighting, security, rubbish bins, friendly staff. , artistic features for example artifacts such as statues, etc. (Vargas-Hernández et al., 2018).

In a study on city tourism proposed by (Simanihuruk et al., 2022) intention to visit is defined as when prospective visitors examine a number of options based on information that comes to mind after obtaining the information needed to fulfill their travel desires. According to (Luo & Ye, 2020) in studies on tourism, intention to visit is a combination of consumer interest and the possibility of visiting a place. Also interpreted by (Wang et al., 2022) as a condition when we have certain plans to visit a place. Referring to (González-Rodríguez et al., 2016) in (Gaffar et al., 2022) divides tourist intentions into two behavioral phases. The first is the intention to visit which occurs before visiting the destination (pre-visit) and the intention after visiting (post-visit) which is characterized by the desire to visit again and recommend the tourist destination to other people.

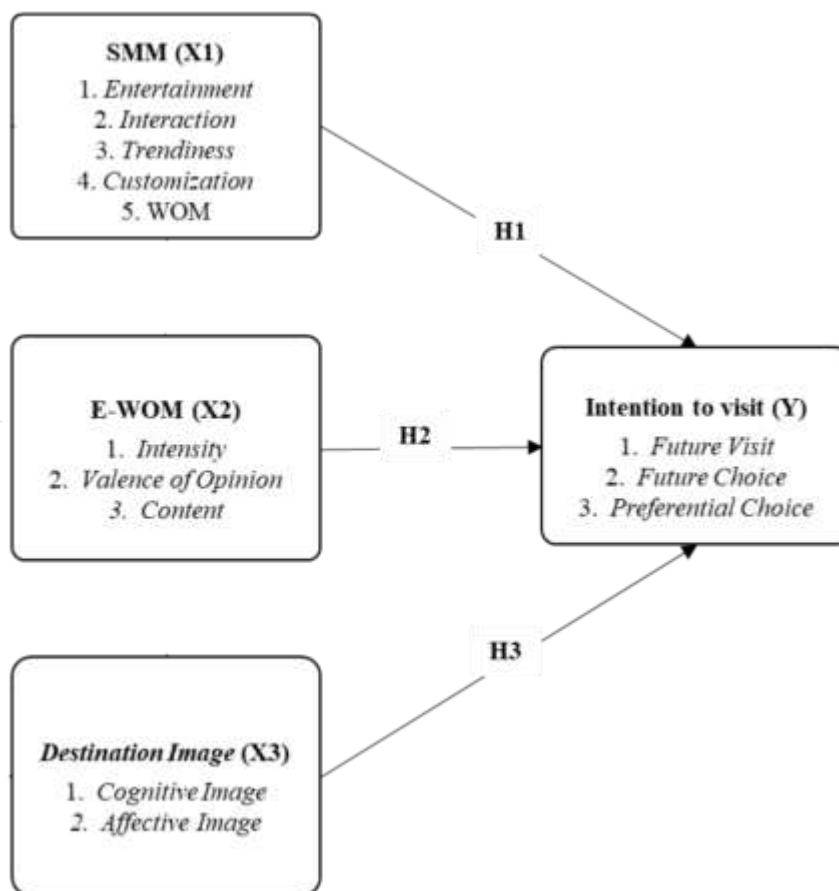
Social media is a product of web 2.0 technology development which adds real-time elements in interaction, eliminating time and geographic limitations (Sharma & Verma, 2018).

Furthermore, social media provides a space for users to voice, connect, and collaborate to create content together for themselves and others. According to (Dwivedi et al., 2021) social media is a marketing tool to increase customer engagement. It was also identified by (Leung et al., 2019) that social media is a platform that offers unique user-generated content (User Generated Content) and is able to influence consumer purchasing decisions. Various studies also discuss the role of social media in the tourism and recreation industry. (Garcia Henche, 2018) analyzes how urban tourism uses social media as a marketing tool and implements various strategies related to their use of social media. In line with (Huang et al., 2022) who analyzed the shift in public assessment of the existence of urban parks in New York, United States, before and after the COVID-19 pandemic occurred. As (Grzyb et al., 2021) also identified changes in the intensity pattern of recreational visits to urban green spaces in the city of Warsaw, Poland, pre- and post-COVID-19 pandemic using data from social media.

Destination image has been a topic of study in most tourism destination marketing literature. This is partly because tourism is an image-driven industry, so studying destination image is very crucial in designing effective tourism marketing strategies (Lee & Kim, 2017), especially for understanding the needs of potential visitors (Cherifi et al. , 2018). In a study regarding tourist behavior in returning to Istanbul, (Akgün et al., 2020) explains destination image as a number of cognitive opinions and affective impressions collected and remembered by individuals about a particular destination.



Current advances in information technology and the internet have made the concept of word of mouth (WOM) develop online into E-WOM (electronic-word of mouth) (Setiawan et al., 2020). In a study on tourism (Assaker & O'Connor, 2021) defines E-WOM as everything that includes positive and negative information on digital platforms that is involved in the tourist decision-making process through electronic media. Likewise (Setiawan et al., 2020) shows that E-WOM positively influences the perceptions of potential tourists in Japan and Indonesia regarding their destination image and intention to visit a destination. With the existence of the E-WOM concept, prospective tourists can easily use various social media platforms, including travel support platforms, to search for useful information regarding destinations, products and services before making decisions (Oday et al., 2021)



Source: Data processed by researchers, 2021

Figure 2.1 Framework for Thinking

## METHOD

The research method used in this research is a quantitative method. According to (Sugiyono, 2019) quantitative methods are used to study certain populations or samples using research



tools for data collection and quantitative or statistical data analysis designed to test predetermined hypotheses.

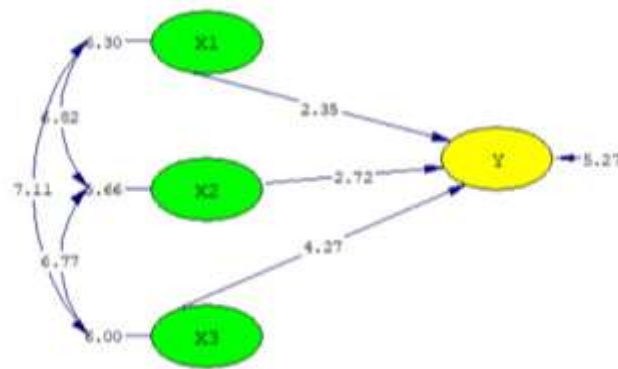
The type of research using quantitative methods used in this research is the survey method. The survey research method is a research method used to obtain past or present data about beliefs, opinions, characteristics, behavior and relationships between variables, as well as to test sociological and psychological variables from certain populations and technical data samples. This hypothesis is collected through in-depth observations (interviews or questionnaires), and research results tend to be generalized (Sugiyono, 2019).

A sample is a small amount of data or a portion that represents the population studied (Suharsimi Arikunto in Mashuri et al., 2021). As (Sugiyono in Mashuri et al., 2021) also states that the definition of a sample is part of the number and characteristics of the population studied. So what is meant by population is the amount of data taken by researchers from the population studied. The sampling method used in this research is purposive sampling. The sample criteria used in this research are Instagram social media users who have been exposed to content or promotional materials for Jakarta Escape Citypark on Instagram social media and intend to visit green open spaces in the near future, with a target of 200 respondents.

This research uses data sources originating from literature studies. Literature study is a data collection technique by collecting data from research reports, scientific books, articles and journals related to research. Apart from that, the data source used in this research uses primary data. This data was obtained from the results of distributing questionnaires distributed to visitors to the Jakarta Escape Citypark Tourism Park with a total of 200 respondents. This data will be used to test the variables in this research.

## RESULT & DISCUSSION

Hypothesis testing is used to test the influence of the independent variables—Social Media Marketing (X1), Electronic Word of Mouth (X2), and Destination Image (X3)—on the dependent variable, namely Intention to Visit (Y) to Jakarta Escape Citypark. Through statistical tests such as the Z-Test, we can determine whether the observed influence between variables is statistically significant or just occurs by chance. The results of this hypothesis test are then used to explain and interpret the relationship between these variables, providing the basis for practical recommendations that can be implemented by Jakarta Escape Citypark management.





Hypothesis testing is intended to test whether there is an influence of exogenous variables on endogenous variables. Significance testing can be determined through probability values. The test criteria state that if the z statistic  $>$  z table (1.96) then it is stated that there is a significant influence of the independent variable on the dependent variable. The results of the analysis can be seen through the summary in the following table:

**HYPOTHESIS TEST TABLE**

Hipotesis	Path	Coefficients	Std. Error	z value	Keterangan
H1	X1 $\rightarrow$ Y	0.31	0.13	2.35	Signifikan
H2	X2 $\rightarrow$ Y	0.28	0.10	2.72	Signifikan
H3	X3 $\rightarrow$ Y	0.49	0.12	4.27	Signifikan

SOURCE: DATA PROCESSED BY RESEARCHERS (2024)

Based on the table above, it can be concluded that:

1. H1: Testing the influence of social media marketing (X1) on intention to visit (Y) produces z statistics of 2.35. The test results show that the z value (2.35)  $>$  z table (1.96). This means that at a real level of 5%, there is a significant influence of social media marketing on intention to visit. The path coefficient has a positive value of 0.31, which shows that social media marketing has a significant positive effect on intention to visit. This means that the better social media marketing can increase the intention to visit the Jakarta Escape City Park. Therefore, the hypothesis H1 which states "Social media marketing has a significant positive effect on intention to visit the Jakarta Escape City Park Tourism Park" can be accepted.
2. H2: Testing the influence of E-WOM (X2) on intention to visit (Y) produces z statistics of 2.72. The test results show that the z value (2.72)  $>$  z table (1.96). This means that at a real level of 5%, there is a significant influence of E-WOM on intention to visit. The path coefficient has a positive value of 0.28, which shows that E-WOM has a significant positive effect on intention to visit. This means that the higher the E-WOM, the greater the intention to visit the Jakarta Escape Citypark. Therefore, the hypothesis H1 which states "E-WOM has a significant positive effect on intention to visit the Jakarta Escape Citypark Tourism Park" can be accepted.
3. H3: Testing the influence of destination image (X3) on intention to visit (Y) produces z statistics of 4.27. The test results show that the z value (4.27)  $>$  z table (1.96). This means that at a real level of 5%, there is a significant influence of destination image on intention to visit. The path coefficient has a positive value of 0.49, which shows that destination image has a significant positive effect on intention to visit. This means that the better the destination image, the greater the intention to visit the Jakarta Escape City Park. Therefore, hypothesis H1 which states "destination image has a significant positive effect on intention to visit the Jakarta Escape City Park Tourism Park" can be accepted

## CONCLUSION

Based on research analysis and several tests that have been carried out on the independent and dependent variables, it can be concluded that the three independent variables have a positive and significant influence on the intention to visit (Intention to Visit) Jakarta Escape Citypark. However, Destination Image has the strongest influence, followed by Social Media Marketing and Electronic Word of Mouth.



H1: Influence of Social Media Marketing (X1) on Intention to Visit (Y). The results of the hypothesis test show that the coefficient for the path  $X1 \rightarrow Y$  is 0.31 with a standard error of 0.13 and a z value of 2.35. Because this z value is outside the critical range for commonly used significance levels (e.g.,  $\pm 1.96$  for a significance level of 0.05), hypothesis H1 can be declared significant. This means that Social Media Marketing has a significant positive influence on Intention to Visit. This shows that an increase in social media marketing activities will increase visitors' intentions to visit Jakarta Escape Citypark.

H2: Influence of Electronic Word of Mouth (X2) on Intention to Visit (Y). The coefficient for the path  $X2 \rightarrow Y$  is 0.28 with a standard error of 0.10 and a z value of 2.72. A z value greater than 1.96 indicates that hypothesis H2 is also significant. This means that Electronic Word of Mouth has a significant positive influence on Intention to Visit. In other words, the more positive reviews and online recommendations there are regarding Jakarta Escape Citypark, the higher a person's intention to visit the park.

H3: Influence of Destination Image (X3) on Intention to Visit (Y). The coefficient for the path  $X3 \rightarrow Y$  is 0.49 with a standard error of 0.12 and a z value of 4.27. A z value that far exceeds 1.96 indicates that hypothesis H3 is very significant. This shows that Destination Image has the strongest positive influence on Intention to Visit compared to other variables. This means that positive perceptions about Jakarta Escape Citypark as an attractive and quality tourist destination are very influential in increasing visitors' intentions to visit.

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