

Influence of Tourism Facilities, Tourism Attraction, and Instagram Social Media on Decisions to Visit Tourists In Agrotourism Area Mountain MAS Bogor PTPN VIII

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ABSTRACT : The aim of the research is to find out how the influence of tourist attractions, tourist facilities, and Instagram social media on the decision to visit tourists in the Gunung Mas Bogor Agrotourism Area PTPN VIII. The number of respondents in this study were 105 tourists who had visited at least once (purposive sampling). The data in this study were processed quantitatively descriptively using the structural equation method (SEM) with the partial least squares (PLS) approach using SmartPLS software. The results of this study indicate that tourist facilities have a significant influence on tourist visiting decisions, tourist attractions have a significant influence on visiting decisions, and Instagram social media also has a significant influence on tourist visiting decisions in PTPN VIII's Gunung Mas Agrotourism Area.

I. BACKGROUND

Indonesia is known to the world as a large country, large from various aspects, such as population, culture, diversity of flora and fauna, area with thousands of islands that have their own beauty. Not only is it known as a country that has beautiful cultural diversity, Indonesia also has extraordinary natural beauty and has been named the most beautiful country in the world according to a survey institute from England called "money.co.uk" (KEMLU 2022). As one of the world's tourist destinations, Indonesia has various beautiful tourist spots in almost all provinces. Apart from Bali, Jogja and Lombok which are the main tourist destinations in Indonesia, there are several other areas with an equally large number of visitors, one of which is the Puncak Area of Bogor Regency.

Some of the aspects that cause the number of tourists visiting Bogor Regency to be so large include the location of Bogor Regency which is close to the capital city of Jakarta. Bogor and Jakarta districts are in one megapolitan area, namely Jabodetabek (Jakarta, Bogor, Tangerang, Depok and Bekasi) with a population of 32.3 million in 2022 (BPS 2020). The per capita income of the people in Greater Jakarta is higher than that of the general public in other areas in Indonesia, because there are more jobs available and the minimum wage is higher. Supporting public transportation facilities such as rail lines from Jakarta and Sukabumi, toll access to Soekarno-Hatta

International Airport and Halim Perdana Kusuma Airport, bus facilities from almost all major cities on the islands of Java and Sumatra.

One type of tourism that is popular today is agro-tourism. Agro-tourism is defined as a combination of tourism and agriculture where visitors can visit gardens, farms or rice fields to enjoy performances, take part in activities, eat a meal or spend the night together in a plantation or agricultural area. Agro-tourism activities are carried out in agricultural areas by presenting natural views of agricultural or plantation areas and activities in them such as land preparation, planting, maintenance, harvesting, processing of crops until they are ready to be marketed and tourists can buy these agricultural products as souvenirs (Arifin 1992). One of the well-known agro-tourism destinations in Indonesia is the Gunung Mas Puncak Bogor Agro-tourism Area PTPN VIII. Gunung Mas Agrotourism is an Agrotourism location in the PTPN VIII tea plantation area in the Puncak Cisarua area, Bogor.

Several factors make tourists interested in visiting a location or tourist spot, namely tourist facilities, tourist attractions, and the influence of Instagram social media. Tourist facilities are one of the things that can influence the decision to visit tourists. Agro-tourism areas must provide several facilities that can be enjoyed by tourists. Facility is a means to expedite the implementation of something or provide convenience in carrying out an activity. The agro-tourism facilities are facilities available at agro tourism sites that allow tourists to obtain fluency and convenience in carrying out tourist activities (Rifansyah and Sihombing 2022). The next factor is tourist attraction, tourist attraction is one of the things that can bring in tourists (Hidayah 2019). The main motivation for tourists visiting tourist destinations is the attractiveness of tourism in these places (Pundissing 2021). Currently it is very difficult to develop tourist attractions without tourist attractions, therefore tourist attractions must have three main elements, namely something that can be seen/felt, activities that can be done, and products that tourists can buy and enjoy. The next factor that influences the decision to visit tourists is Instagram social media. Instagram social media also has a role in determining the decision to visit tourists. Instagram is one of the social media giants in the world. In Indonesia itself is one of the widely used social media. It was recorded that in January 2023 there were 106.72 million users of Instagram social media accounts (Rizati 2023). The existence of Instagram social media, companies can deal directly with consumers both to just communicate and convey promotional activities. Some of the factors above are thought to have an influence on the decision to visit tourists at an agro-tourism destination. Therefore it is necessary to do research on tourist facilities, tourist attractions, and Instagram social media on the decision to visit tourists in the PTPN VIII Gunung Mas Agrotourism Area.

II. LITERATURE REVIEW

Tourism Facilities

Tourism facilities are anything that can be enjoyed and can facilitate and launch a tourism activity (Wahyuni et al. 2022). Inskeep (1991) tourist facilities are the natural resources and man-made resources that are used by tourists in traveling for tourist purposes. Tourism facilities are the main weapon of the tourism business. According to Sharon and Santosa (2017), several tourist facilities consist of four indicators, namely complete facilities, optimal functioning facilities, clean and well-maintained facilities, and ease of use of facilities.

Tourist Attraction

Tourist attraction is something that encourages a person or tourist to come to a particular tourist spot. Ristian (2021) states that tourist attraction is used as a potential that is the main driver for tourists to visit a tourist attraction area. According to Yoeti (2002), an agro-tourism object is said to have good appeal if it has at least three indicators, namely attraction that can be witnessed (what to see): agro-tourism should have attractions that can be witnessed such as wide and beautiful views of mountains, views of plantations tea, cold temperatures, cultural attractions, or other artistic activities that can be witnessed by tourists. Tourism activities carried out (what to do): this implies that in addition to what can be seen, agro-tourism objects should offer activities that can be carried out by tourists such as horse riding activities, paragliding games, dancing with local dancers and others. And something that can be bought (what to buy): this suggests that agro-tourism should offer something that can be bought, such as souvenirs that tourists can take home as souvenirs.

Instagram Social Media

Social media is a medium for socializing with each other and is carried out online so that it allows humans to interact with each other without being limited by space and time. With social media, it is possible for humans to communicate with each other anywhere and anytime, no matter how far apart they are. There are various types of social media that can be used by humans as a means of finding and sharing information, looking for work, looking for connections, sharing photos, videos and daily activities and can be used as a means of promotion and marketing for companies. Instagram is one of the social media giants in the world. In Indonesia, it is also one of the most widely used social media. It was recorded that in January 2023 there were 106.72 million users of Instagram social media accounts (Rizati, 2023). With the functions or facilities that Instagram has, then with so many users, it's no wonder that many companies around the world use Instagram as a promotional and marketing tool. Zakiyah et al. (2022) stated that currently many companies use social media Instagram as a means of promotion because it is easier, more effective and very small in terms of costs. There are several important things in the use of social media as promotional media, according to Solis (2010) there are 4C concepts, namely context, communication, collaboration, and connection.

Visit Decision

The decision to visit tourists is also interpreted in general as a decision to use or buy certain products or services, namely the selection of two or more alternative options (Schiffman and Kanuk 2010), whereas according to Kotler (2000) purchasing decisions are actions of consumers to want to buy or not to a product. Buying decision is one part of consumer behavior (consumer behavior). The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk 2010). According to

Hurriyati (2015) visiting decisions are represented by five indicators, namely: destination area, traveling mode, time and cost, travel agent, and service source.

III. RESEARCH METHODS

This research was conducted in PTPN VIII's Gunung Mas Agrotourism Area in the Puncak area of Bogor Regency. This type of research is processed in a quantitative descriptive manner.

The time this research was conducted in April 2023 - June 2023, to collect primary data and secondary data. Primary data obtained from the questionnaires distributed to respondents both offline and online, namely tourists from the Gunung Mas Agrotourism Area, while secondary data was obtained from the relevant institutions as well as articles from journals as well as from related books. The number of samples taken in this study were 105 samples selected purposively, with the criteria of tourists having made a minimum visit once to the PTPN VIII Gunung Mas Agrotourism Area.

Data analysis in this study was carried out quantitatively descriptively using analytical tools Structural Equation Modeling (SEM) with a partial least squares (PLS) approach using SmartPLS 3.0 software. PLS is a component or variant based model. According to Ghozali (2014), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based approach. To analyze this research, several stages were carried out, namely evaluating the outer model, evaluating the inner model, and testing the hypothesis.

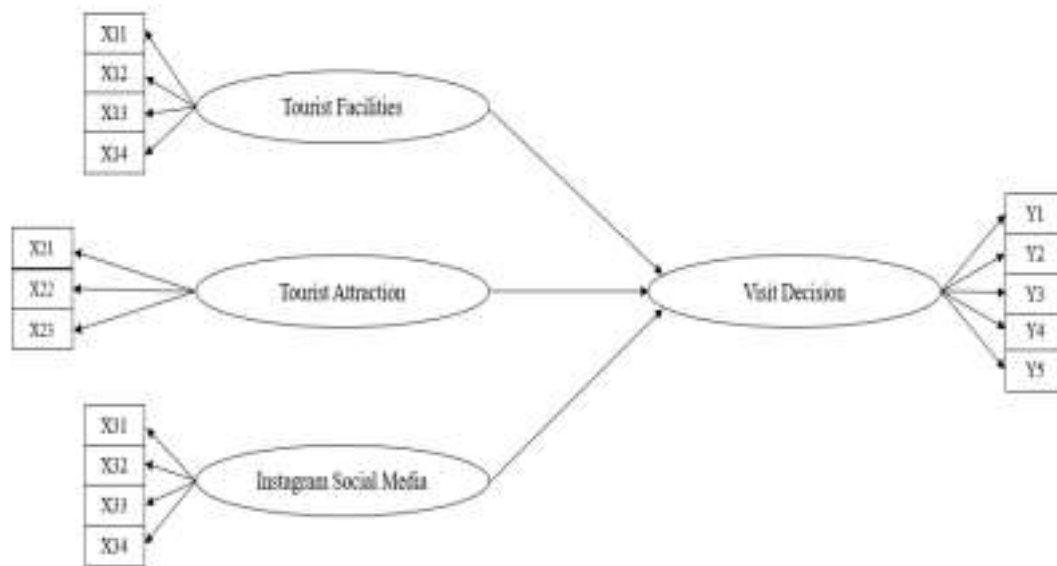


Figure 1. SEM Hybrid Model

Information:

- The tourist facility variable is reflected by indicators consisting of complete facilities (X11), optimum facilities (X12), clean and well-maintained facilities (X13), and ease of use (X14).
- The variable of tourist attraction is reflected by indicators consisting of what to see (X21), what to do (X22), and what to buy (X23).
 - Instagram social media variables are reflected by indicators consisting of context (X31), communication (X32), collaboration (X33), and connection (X34).
 - The visit decision variable is reflected by indicators consisting of destination area (Y1), traveling mode (Y2), time and cost (Y3), travel agent (Y4), and service source (Y5).

Based on the research objective to analyze the effect tourist facilities, tourist attractions, and Instagram social media on tourist visiting decisions, the following hypotheses are formulated : (H₁) Tourism facilities influence tourist visiting decisions at Gunung Mas Bogor PTPN VIII, (H₂) Tourist attractiveness influences visiting decisions tourists at Gunung Mas Bogor PTPN VIII, and (H₃) Instagram social media influence the decision to visit tourists at Gunung Mas Bogor PTPN VIII.

Results and Discussion

The number of respondents in this study was 105 respondents. The results of data collection from distributing questionnaires to tourists in the Gunung Mas Agrotourism Area of PTPN VIII Obtained general description of respondents regarding the characteristics of respondents in the study. Respondent characteristics include gender, age, marital status, occupation, income, last education, and place of residence. From the results of the study, the percentage of the sex of the respondents, namely women, was 60 percent, while men were 40 percent. The dominating age is the young age of 17-25 years by 36 percent, then the age of 26-35 years by 30 percent. Respondents' marital status, namely 59 percent were married and 41 percent were not married.

Respondents work as private employees by 47 percent, BUMN employees by 14 percent, then students and entrepreneurs both 11 percent. For the respondent's income Rp. 2,000,000-Rp. 5,000,000 as much as 38 percent, Rp. 5,000,000-Rp. 10,000,000 as much as 25 percent, more than Rp. 10,000,000 as much as 22 percent, and income less than Rp. 2,000,000 as much as 15 percent. The last education of the respondents was 41 percent SMA, 39 percent Bachelor, 16 percent Masters/S3, and Diploma by 4 percent. For consumers' areas of origin, namely Bogor as much as 34 percent, Jakarta as much as 31 percent, Bekasi 16 percent, Tangerang 8 percent, Depok 5 percent, and other cities as much as 6 percent.

Data Analysis with PLS-SEM

The exogenous latent variables in this study consisted of 3 exogenous variables, namely tourist facilities, tourist attractions, and Instagram social media, while there was 1 endogenous variable, namely the decision to visit tourists. The tourism facility variable has four indicators, the tourist attraction variable has three indicators, the Instagram social media variable has four indicators, and the visit decision variable has five indicators. These indicators will later be developed into several statements arranged in a research questionnaire.

Outer Model Evaluation

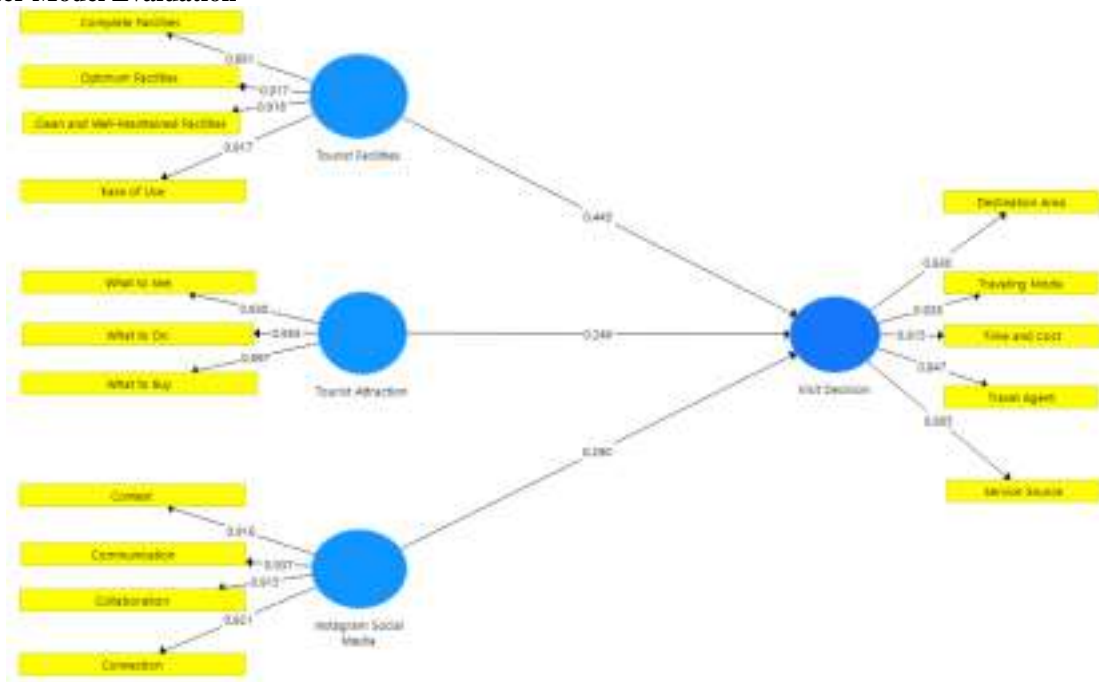


Figure 2. Loading factor in the measurement model

According to Ghozali (2014), if there is an indicator that has a loading factor value < 0.7, a calculation must be carried out returning to the initial model so that the loading factor of all reflective indicators is > 0.7 as a criterion of the convergent construct validity test. The model in Figure 2 shows that there are no indicators that have a loading factor value of < 0.7, which means that the indicators used describe latent variables well.

Table 1. The iteration results of measuring the tourism facilities variable

Indicator	Tourist Facilities
Complete Facilities	0.881
Optimum Facilities	0.917
Well Maintained Clean Facilities	0.918
Ease of Use	0.917

The results of variable measurements in Table 1 show that the indicator with the highest loading factor value is a clean and well-maintained facility with a value of 0.918. This shows that clean and well-maintained facilities are important and influential indicators for tourists and make decisions to come to the Gunung Mas Agrotourism Area. When the facilities in the Gunung Mas Agrotourism Area are clean and well maintained, it is highly likely that tourists will come to this agro-tourism area.

Table 2. Iteration results of measuring tourist attraction variables

Indicator	Tourist Attraction
What to See	0.930
What to Do	0.955
What to Buy	0.897

The results of the measurement of the variable tourist attraction in Table 2 show that the indicator that best reflects tourist attraction is what to do because it has the highest loading factor value compared to other indicators forming tourist attraction. This means that the indicator of what to do or what can be done as a tourist attraction is the indicator that tourists pay the most attention to in making a decision to visit an Agrotourism Area.

Table 3. The iteration results of measuring Instagram social media variables

Indicator	Instagram Social Media
Context	0.916
Communications	0.937
Collaboration	0.915
Connection	0.921

The results of measuring Instagram social media variables in Table 3 shows that the indicators that form Instagram social media are context, communication, collaboration, and connection. Based on the four indicators forming Instagram social media, communication can be used as a reference to increase the role of Instagram social media because it has the largest loading factor forming value compared to other indicators.

The model requirement has good validity if each latent variable with a reflective indicator has AVE > 0.5.

Table 4. Average variance extracted (AVE) and composite reliability values

Latent Variable	AVE	Composite Reliability
Tourist Facilities	0.825	0.950
Tourist attraction	0.861	0.949
Instagram Social Media	0.851	0.958
Visit Decision	0.806	0.954

The results of the analysis are shown in Table 4, the AVE value of each latent variable has a value of > 0.5 and it can be said that the PLS SEM model meets the requirements of good convergent validity. In addition, the model requirements have good validity if each latent variable with a reflective indicator has AVE > 0.5. The next measurement is the reliability test of the model used to prove the accuracy, consistency, and precision of the instrument in measuring constructs. The reliability test by measuring the composite reliability of latent variables that have a value of more than 0.7 is said to be reliable. The results of the study based on Table 4 show that all latent constructs have good, accurate, and consistent reliability because they meet the requirements with a composite reliability value for each latent construct of more than 0.7.

The next measurement is discriminant validity testing. The test was carried out on the principle that different constructs should not have a high correlation (Ghozali 2014). Another way to test discriminant validity is to compare the root values of the average variance extracted (AVE) for each construct with the correlation between constructs and other constructs.

Table 5. AVE value and AVE root

Latent Variable	AVE	$\sqrt{\text{AVE}}$
Tourist Facilities	0.825	0.908
Tourist attraction	0.861	0.928
Instagram Social Media	0.851	0.922
Visit Decision	0.806	0.898

According to Table 5, it is true that the AVE root value is higher in relation to the correlation between constructs and other constructs, so that it can be said that the model meets the requirements of discriminant validity.

Evaluation of the Inner Model

Testing the inner model or structural model is done by looking at the R-square of the research model. Data from the estimation of R-Square can be seen in Table 6.

Table 6. R-square value

Visit Decision	R-Square
	0.871

From the R-Square value above, it can be interpreted that tourist facilities, tourist attractions, and Instagram social media are able to explain the diversity of visiting decisions by 87.1% and the rest is explained by other independent variables that are not in the research model formulated in this study.

Hypothesis Test

The next test in the evaluation of the inner model or structural model is carried out to see the significance of the path coefficient which shows the relationship or influence between latent variables in the study. In PLS SEM, testing of each relationship is carried out using a simulation with the bootstrapping method of the sample. The results of testing with the bootstrapping method for the path coefficient from the PLS SEM analysis can be seen in Table 7.

Table 7. Path coefficients values between latent variables

hypothesis	Original Sample (O)	p-values	Conclusion
Tourist Facility → Visit Decision (H1)	0.445	0.003*	Accepted
Tourist Attraction → Visit Decision (H2)	0.246	0.048*	Accepted
Instagram Social Media → Visit Decision (H3)	0.290	0.000*	Accepted

Description: *) significant effect on the level ($\alpha = 0.05$)

From the results of testing the first hypothesis, it was found that tourist facilities had an effect on visiting decisions based on a p-value ($0.003 < 0.05$). The original sample value obtained is 0.445 which indicates that there is a positive relationship between tourism facilities and visiting decisions. That is, if when tourism facilities increase, it will increase the decision to visit tourists at Gunung Mas Bogor PTPN VIII. So it can be concluded that the first hypothesis of this study is supported. This research is in line with the results of research conducted by Nadea (2021), which states that if something service companies have facilities that enough to make it easy consumers in using its services and make consumers comfortable use the services it will can influence consumers in making decisions about using a service or purchasing a product.

In addition, it is known that the results of testing the second hypothesis found that tourist attraction influences visiting decisions based on the p-value ($0.048 < 0.05$). The original sample value obtained is 0.246 which indicates that there is a positive relationship between tourist attractiveness and visiting decisions. That is, if when the tourist attractiveness increases, it will increase the decision to visit tourists at Gunung Mas Bogor PTPN VIII. So it can be concluded that the second hypothesis of this study is supported. (Lebu et al. 2019) states that if the tourist attraction in a tourist attraction is good and can satisfy the desires of visitors, it will be able to increase visitor decisions and vice versa, if the tourist attraction in a tourist attraction is not good and cannot satisfy the desires of visitors, it can be ascertained also the decision to visit from visitors will decrease.

Finally, the results of testing the third hypothesis found that social media Instagram influences visiting decisions based on a p-value ($0.000 < 0.05$). The original sample value obtained is 0.290 which indicates that there is a positive relationship between Instagram social media and the decision to visit. That is, the better the Instagram social media account, the better the decision to visit tourists at Gunung Mas Bogor PTPN VIII. So it can be concluded that the third hypothesis of this study is supported. As the results of research conducted by Khoiriyah (2020) where the results of his research state that social media has a positive effect on the decision to visit tourists. The role of social media makes these tourist attractions more known to many people through the uploads of visitors. As time went on, the number of tourists visiting increased and hashtags appeared that read various things related to these tourist attractions.

Managerial Implications

The results of this study have implications that can be considered for the management of tourist attractions in the Gunung Mas Bogor Agrotourism Area PTPN VIII to be able to increase tourist visitors who come to visit, as follows:

1. In terms of the variable tourist facilities, the indicator that has the highest loading factor is clean and well-maintained facilities, so what must be done by the management of tourist attractions includes making repairs to the parking location because the parking location still looks less neat and poorly maintained, carrying out road repairs in the area because there are still many untidy and potholed roads, re-checking several facilities, especially those on the roadside such as fences and merchant stalls, renovating restaurants because the buildings look worn out and making the concept more instagramable.
2. In the tourist attraction variable, the indicator that has the highest loading factor is the activity that can be carried out. The management must make interesting activities, as has been done so far paragliding, horseback riding, offroad, and camping. The information the author obtained when conducting the research indicated that there was a high interest in tourists to carry out camping activities, so that up to the next three months all camps were fully booked. The management is advised to discuss camp facilities, because the interest is so high, the availability of land is still adequate, the construction costs are relatively smaller when compared to the construction of hotels or resorts.
3. Finally, it is known that the Instagram social media variable is the indicator that has the highest loading factor, namely communication, so that management is advised to be more active in communicating with tourists who view or interact with the Instagram account @wisataagro8 by frequently doing live streaming while showing natural scenery and facilities. that's there. Managers must also actively provide information through posts and provide responses to comments on Instagram.

IV. CONCLUSION

The results of this study indicate that the three independent variables, namely tourist facilities, tourist attractions, and Instagram social media have a significant influence on the decision to visit tourists in the Gunung Mas Agrotourism Area of PTPN VIII Puncak Bogor. Therefore, the management must really pay attention to the condition of tourist facilities, tourist attractions, and existing Instagram social media, because the R-Square value in this study is 0.871. This means that these three variables contribute 87 percent of the variables that influence the decision of tourists to visit the PTPN VIII Gunung Mas Agrotourism Area.

Suggestion

Future research can use a larger sample of visitors and a longer research time on research objects in the Gunung Mas Bogor PTPN VIII Agrotourism Area, so that it can better describe the condition of consumers in making a decision to visit these tourist attractions. In future research, other variables can also be added, such as marketing mix variables and word of mouth (WOM) variables to find out what factors influence consumers in making a decision to visit the Gunung Mas Agrotourism Area, Bogor PTPN VIII.

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