THE INFLUENCE OF SERVICESCAPE, SOCIAL MEDIA MARKETING AND DESTINATION IMAGE ON REVISIT INTENTION AT LANGSA CITY FOREST PARK TOURISM OBJECTS

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Abstract

The natural tourist attraction currently developing in Langsa City is Langsa City Forest Park or also known as Protected Forest. This research is causal associative research. The author conducted research at City Forest Park which is located at Gp. Paya Bujok Seuleumak Village Public Housing, Langsa Baroe District, Langsa City. The time of the research carried out by researchers was from May 2024 to June 2024. The population in this study were visitors to the Langsa City Forest Tourism Object. In this study, there were 35 indicator items. Thus, 175 respondents will be taken. With the results, Servicescape has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction. Social Media Marketing has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction. Destination Image has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction. Servicescape, Social Media Marketing, Destination Image have a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction.

Keywords: . Servicescape, Social Media Marketing, Destination Image, Revisit Intention

1. INTRODUCTION

The tourism industry in a region currently has an important role in increasing labor absorption, encouraging equitable national development, and also contributing to the country's foreign exchange earnings. The tourism sector in Indonesia will reach its target in 2023, as evidenced by the increasing development and increasing and increasingly significant contribution to the national Gross Domestic Product (GDP) of 4.1% or Rp. 397.98 trillion, with an increase in foreign exchange generated reaching Rp. 1,297 trillion and a tourism workforce of 22.4 million people (Ministry of Tourism, 2023).

The natural tourist attraction currently developing in Langsa City is Langsa City Forest Park or also known as Protected Forest. Langsa City Forest Park is a tourist attraction that was built in 2014 and has a management permit from PT. Langsa City Harbor since June 9 2017. The area of Langsa City Forest Park to date is 48.22 Ha (PT. Pekola Archive Data, 2020). This City Forest Park is a tourist area with a green open space concept which also functions as the lungs of Langsa City, located on Gp. Perumnas Paya Bujok Village, Seulemak, Langsa Baroe District, Langsa City. Langsa City Forest Park is managed by PT. It is hoped that the Langsa City Port can add to the list of tourist attractions that can be visited by the public at the weekend, can increase Regional Original Income (PAD) from the Tourism Sector, and can reduce unemployment in the area.

The Influence Of Servicescape, Social Media Marketing, And Destination Image On Revisit Intention At Langsa City Forest Park Tourism Objects

Siti Zulaikha, Sugih Arto, Syafrizal Helmi Situmorang

Table 1.1
Langsa City Forest Park Visitor Data

No.	Month	Number of visitors Domestic	AmountOutside Visitors Country
1.	January	21,232	-
2.	February	11,125	-
3.	March	9,156	-
4.	April	41,707	-
5.	May	21,759	-
6.	June	18,343	-
7.	July	27,837	-
8.	August	7,984	-
9.	September	8,520	-
10.	October	9,449	-
11.	November	8,642	-
12.	December	11,874	-
	Total	**198,024**	**-**

Based on Table 1.1, it can be seen that the total number of visitors from early January to December was 198,024 tourists. In August it was seen that the number of visitors was 7,984 tourists or the lowest number of visitors in the last year. The ups and downs or fluctuations in the number of tourist visitors to Langsa City Forest Park have an impact on the income of Langsa City Forest Park. This is because there are many factors that have caused the number of visitors to fluctuate in the last year. The interviews I conducted directly with visitors showed that the quality of service provided was not in line with what tourists expected. The ticket price, which used to be only IDR 10,000 per person, has now increased to IDR 12,000 per person due to an increase of IDR 2,000 for parking fees for two-wheeled vehicles.

The lack of security at each ride makes tourists afraid to try or enjoy the facilities that are provided for free and officers are not always at the location, but on paid rides there are usually more officers at that location and security is very tight. Many of the available facilities are also neglected because the Langsa City Forest Park focuses on attractions that are currently in great demand by visitors, such as the artificial lake "Tasik Biru", facilities such as suspension bicycles and suspension bridges are no longer operational, even though if they were operated again, visitors would more people are interested in trying something unique and testing their courage. Apart from that, the resting place at this location is also not fully adequate, in fact, to sit and rest, visitors have to rent a mat from a mat rental service at that location. The directions to the Langsa City Forest Park location are adequate, but the directions to the Langsa City Forest Park are still inadequate, so it is very difficult for tourists who are visiting for the first time to find the location.

The emergence of a new vehicle provided by the Langsa City Forest Park, namely the artificial lake "Tasik Biru", has made this tourist attraction visited by many tourists. Curiosity makes visitors interested in visiting Langsa City Forest Park to try new rides, and they don't want to miss out on trends on social media. However, tourists usually get bored more quickly when they have tried the ride several times. Langsa City Forest Park has two Instagram accounts, namely (@taman_hutan_kota_langsa) and (@tamanhutan_kotalangsa), both of which contain information related to Langsa City Forest Park. However, many people don't know about the two accounts which are both active, this confuses potential visitors who initially do research before deciding to visit. The few tourist destinations that have two Instagram accounts usually only focus on one Instagram account to verify that the account is indeed theirs.

The market in Indonesia is more interested in seeing creative and informative content, limited ideas make Langsa City Forest Park's Instagram content monotonous and uninteresting, Instagram account managers should be more active in creating interesting content by making videos that relate to the tourist attraction being portrayed. by employees or related officers, create attractive giveaway plans for their followers on Instagram. Apart from that, another way is to create a fun poll which can be done in the Instagram story feature, then modify and post something that is viral or trending content.

2. Literature review
2.1 Servicescape

According to Heizer & Render (2020), servicescape is a situation that is visible as a physical environment where services are performed and how this environment has a humanistic impact on customers and also on employees. Situmorang (2018) also said that servicescape is an organization's physical facilities designed to influence consumers' emotions in a way that makes them happy and positive.

2.2 Social Media Marketing

According to Evans (2010), in his book entitled Social Media Marketing, social media is a combined process of spreading, forming, destroying and changing information. Social media can group a number of knowledge and information, but it is necessary to pay in-depth attention to the truth of this. Therefore, social media plays a more effective role in the act of socializing or participating and influencing the public, rather than controlling them or making statements. Participation in social media can influence and achieve business and marketing goals. (Evans, 2010:34).

2.3 Destination Image

According to Sulistyadi, et al (2021) that destination image is a name, symbol, logo, trademark, or other image that determines the identity of the destination, or it can be interpreted as a tourist promoting various characteristics or uniqueness that the tourist has to visitors. Meanwhile, according to Gustia & Putra (2021), destination image is knowledge about a destination and everything that tourists experience while traveling.

2.4 Revisit Intention

Intention to revisit can be interpreted as a movement of the soul that gives encouragement to come to a place that has been visited before due to a feeling of satisfaction with a destination (Sari & Mulyani, 2021). Intention to revisit is a form of behavioral (behavioral intention) evaluation carried out regarding a trip or the value obtained by tourists which as a whole will influence their future behavior in considering the decision to return to visit and their availability in recommending to others (Zeithaml et., al, 2018).

3. RESEARCH METHODS
3.1 Types of research

This research is causal associative research. According to Burns (2020: 121) associative research is research that aims to ask about the relationship between one or more variables. According to Burns (2020: 121) quantitative research methods are research that involves giving a series of structured questions with predetermined answer choices to a number of respondents.

3.2 Research Location and Time

The research location is the place where the research is carried out. Determining the research location is a very important stage in quantitative research, because having a research location means that the object and objectives have been determined, making it easier for the writer to carry out research. The author conducted research at City Forest Park which is located at Gp.

The Influence Of Servicescape, Social Media Marketing, And Destination Image On Revisit Intention At Langsa City Forest Park Tourism Objects

Siti Zulaikha, Sugih Arto, Syafrizal Helmi Situmorang

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3.3 Population and Sample

The population in this study were visitors to the Langsa City Forest Tourism Object. In this study, there were 35 indicator items. Thus, 175 respondents will be taken.

4. RESULTS AND DISCUSSION

Table 1 Multiple Linear Regression Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,396	1,186		3,707	,000
Servicescape(X1)	,120	,036	,277	3,284	,001
Social Media Marketing(X2)	,184	,052	,339	3,513	,001
Destination Image(X3)	,081	,034	,183	2,385	.018

The table above shows the results of multiple linear regression calculations, namely:

$$Y = 4.396 + 0.120X1 + 0.184X2 + 0.081X3 + e$$

Based on the table above, the above equation can be explained, namely as follows:
1. Constant (a) = 4.396
   The constant has a value of 4.396, this shows that if X1,
2. Servicescape variable (X1) = 0.120
   Variable
3. Social Media Marketing Variable (X2) = 0.184
   Variable
4. Destination Image variable (X3) = 0.81
   Variable

4.1 Partial Test Results (t Test)

Table 2 Partial Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,396	1,186		3,707	,000
Servicescape(X1)	,120	,036	,277	3,284	,001
Social Media Marketing(X2)	,184	,052	,339	3,513	,001
Destination Image(X3)	,081	,034	,183	2,385	.018

The ttable value can be seen from the value df =nk-1 with a degree of freedom of 5% (0.05). The number of research samples (n) = 185, the number of independent and dependent variables (k) = 3. So the ttable value obtained with df = 185-3-1 = 181 with α = 0.05 is 1.973. Based on the table above, the influence of the independent variable on the dependent variable is explained, namely:
1. Servicescape has a tcount value of 3.284 > ttable 1.973 and a significant value of 0.000 < 0.05. So it can be concluded that the Servicescape variable has a positive and significant effect on Revisit Intention.
2. Social Media Marketing has a tcount value of 3.513 > ttable 1.973 and a significant value

of 0.000 < 0.05. So it can be concluded that the Social Media Marketing variable has a positive and significant effect on Revisit Intention.

3. Destination Image has a tcount value of 2,385 > ttable 1.973 and a significant value of 0.000 < 0.05. So it can be concluded that the Destination Image variable has a positive and significant effect on Revisit Intention.

4.3 Simultaneous Test Results (F Test)

Table 3 Simultaneous Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	592,820	3	197,607	68,340	,000b
	Residual	523,364	181	2,892		
	Total	1116.184	184			

The calculated F value is obtained from the F table with the formula df1 and df2 values. The value of df1 = k – 1 and the value of df2 = n – k. The number of research samples (n) = 185, the number of independent and dependent variables (k) = 4. So the values obtained are df1 = 4 – 1 = 3 and df2 = 185 – 3 = 182. Based on table F, it is known that the value of df1 = 3 and the value of df2 = 182, then the Ftable value = 2.6031

The results of the F test show that the Fcount value is 68.340 with a significance level of 0.000 because the Fcount value is 68.340 > Ftable 2.6031 and the significant value in this research is 0.000 <0.05, so it can be concluded that Servicescape, Social Media Marketing, and Destination Image influence Revisit Intention. .

5. DISCUSSION

5.1 The Influence of Servicescape on Revisit Intention

Based on the partial test results in this research, Servicescape has a tcount value of 3.284 > ttable 1.973 and a significant value of 0.000 < 0.05. So it can be concluded that the Servicescape variable has a positive and significant influence on the decision regarding interest in revisiting (Revisit Intention). An increase in Servicescape will be followed by a positive response which causes Revisit Intention to increase, meaning that Servicescape significantly influences Revisit Intention. Positive results indicate that the better the quality of the Servicescape carried out, the greater the interest in repeat visits. Even though there are a large number of facilities provided, the quality of service provided by all Langsa City Forest Park employees is managed well. Environmental conditions in the form of music sounds, surrounding aromas, good colors around the destination, spatial and functional layout such as unique architecture, complete facilities and also complete furniture in Langsa City Forest Park, then signs, symbols and artifacts such as making it easier for tourists to show directions to Forest Park Langsa City, the completeness of the equipment and the beauty of the decorations in Langsa City Forest Park all have positive values given by tourists to Langsa City Forest Park so that tourists will also be interested in revisiting it and recommending it as a tourist spot that will always be visited.

This research is in line with research conducted by Luthfiy, et al (2023) which found that the service environment has a positive correlation with revisit intention. This research proves that tourist loyalty can be influenced by the service environment or servicescape. On the other hand, if the servicescape worsens or is not good, then tourist loyalty will also decrease. Evelyna's (2022) findings found that the servicescape had no effect on increasing interest in returning to the Rahayu River Tubing tourist attraction in Kebumen Regency. That is, the physical environment can shape. Based on the t-test, the servicescape variable has no effect on visiting interest. This is because respondents think that the servicescape at the Rahayu River Tubing tourist attraction in Kebumen Regency is considered inadequate. One aspect that is rated as very bad is road access, where the access road for approximately 8 km has not been asphalted and is in very damaged condition, especially in the rainy season. Apart from that, the availability of direction signs was also considered inadequate and caused some respondents who were visiting for the first time to have a

The Influence Of Servicescape, Social Media Marketing, And Destination Image On Revisit Intention At Langsa City Forest Park Tourism Objects

Siti Zulaikha, Sugih Arto, Syafrizal Helmi Situmorang

little difficulty finding the Rahayu River Tubing tourist location. Therefore, servicescape is not the main reason that creates interest in returning. Statements on the servicescape variable tend to get an affirmative response from respondents. The statement that received dominant agreement in this variable was "The community environment around the Rahayu River Tubing tourist attraction is very good", this shows that the community environment around the Rahayu River Tubing tourist attraction is quite friendly and open to tourists or tourists who come. The factor that tourist attractions are considered comfortable to visit is also one of the attractions of the Rahayu River Tubing tourist attraction for tourists.

5.2 The Influence of Social Media Marketing on Revisit Intention

Based on the partial test results in this research, Social Media Marketing has a tcount value of 3.513 > ttable 1.973 and a significant value of 0.000 < 0.05. So it can be concluded that the Social Media Marketing variable has a positive and significant influence on decisions regarding interest in revisiting (Revisit Intention). When Social Media Marketing increases, it will be followed by a positive response which causes Revisit Intention to increase. This means that Social Media Marketing significantly influences Revisit Intention. Positive results indicate that the better Social Media marketing is carried out, the more visitors will be interested in returning to visit. Even though Langsa City Forest Park's social media account is managed by one of its employees and there is no special digital marketing team, the uploaded content is still interesting so that Langsa City Forest Park has good online communities where posts on Langsa City Forest Park's Instagram provide information about all facilities. and availability and also inform Langsa City Forest Park itself. Langsa City Forest Park is also able to provide good content, namely as a medium for exchanging information that is presented with content that is well received. Apart from that, Langsa City Forest Park can also utilize Instagram features to build communication and interaction with its users, resulting in positive consumer engagement.

This research is in line with research conducted by Evelyna (2022) which found that based on the t-test the Social Media Marketing variable had a positive and significant effect on interest in returning visits. This shows that this variable has a big influence on increasing interest in returning to visit. The majority of respondents atang heard information related to Tangkahan and then found out more about Rahayu River Tubing on the internet. Some visitors who come for the first time are likely to be interested because several well-known public figures such as Nicholas Saputra often upload natural photos of the Rahayu River Tubing on his Instagram, thus generating interest in visiting. After the respondents experienced their experiences in Tangkahan, the majority of respondents had a strong desire to share their information and knowledge about Rahayu River Tubing through their social media. The suitability of the information they obtain through social media with actual conditions makes visitors want to come back another time. Statements on the social media marketing variable tend to get an affirmative response from respondents. The statement that received dominant agreement in this variable was "I am willing to provide criticism and suggestions for developing the Rahayu River Tubing tourist attraction destination." This shows that the respondent has a strong desire to collaborate with the Rahayu River Tubing tourist attraction in the form of providing criticism and suggestions, especially on social media.

5.3 The Influence of Destination Image on Revisit Intention

Based on the partial test results in this research, Destination Image has a tcount value of 2,385 > ttable 1.973 and a significant value of 0.000 < 0.05. So it can be concluded that the Destination Image variable has a positive and significant effect on the decision regarding interest in visiting again (Revisit Intention). A good Destination Image will increase Revisit Intention, meaning that the Destination Image significantly influences Revisit Intention. Positive results indicate that the better the Destination Image you have. The good quality of the Langsa City Forest Park tourist experience creates a level of emotional satisfaction while in Langsa City Forest Park, natural objects with the lush trees around the location can provide a calm atmosphere for visitors, apart from the artificial objects in Langsa City Forest Park which are called "Tasik Biru" is the most popular icon. Entertainment and cultural traditions are often held in this environment, making

Langsa City Forest Park unique and able to build a good image in the minds of tourists, with easy access and the availability of culinary places and other interesting facilities that can be enjoyed along with the comfort felt by tourists. then creating a positive Destination Image so that tourists will also be interested in revisiting it and recommending it as a tourist spot that they will always visit.

The results of the analysis regarding the influence of destination image on interest in revisiting through tourist satisfaction in several tourist destinations in Pasangkayu Regency, where in this research it was found that tourist satisfaction can partially mediate the influence of destination image on intention to revisit. This can be indicated that the better the destination image that each tourist destination in the Pasangkayu Regency has, the more satisfaction it will feel for tourists, so this can influence the increase in tourists' interest in returning to visit several tourist destinations in the Pasangkayu Regency. This research was conducted by Trimurti, et al (2018), the results of which were that tourist satisfaction can mediate the influence of destination image on intention to revisit, so it can be said that this research is in line with research conducted by Trimurti, et al (2018).

6. CONCLUSION

Based on the results of the research and discussion carried out on all that was obtained, the author can conclude:
1. Servicescape has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction.
2. Social Media Marketing has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction.
3. Destination Image has a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction.
4. Servicescape, Social Media Marketing, Destination Image have a positive and significant effect on Revisit Intention at the Langsa City Forest Park Tourist Attraction.

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The Influence Of Servicescape, Social Media Marketing, And Destination Image On Revisit Intention At Langsa City Forest Park Tourism Objects

Siti Zulaikha, Sugih Arto, Syafrizal Helmi Situmorang

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