

## The Influence of Marketing Content to Motivation Tourists Visiting The Lembar Selatan Area, West Lombok

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### ABSTRACT

This study aimed to explore the key determinants shaping tourists' motivation to visit the Lembar Selatan Ecotourism site, with a particular focus on the role of informative content. Through a survey research design involving questionnaire distribution and documentation analysis, we sought to unravel whether informative content exerts a discernible influence on tourists' motivation to choose this ecotourism destination. Employing a simple linear regression analysis, we found that attitudinal factors, such as consumer perceptions and brand attitudes, played a more substantial role in shaping tourists' motivation compared to social predictors. Importantly, the results of our regression analysis demonstrated a significant relationship between informative content and the enhancement of tourists' motivation levels when visiting Ecotourism Lembar Selatan in West Lombok Regency. This underscores the pivotal role of marketing content in driving tourists' motivation.

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## INTRODUCTION

Tourism is a dynamic and multifaceted industry that significantly contributes to economic development, cultural exchange, and environmental preservation (Camilleri, 2018; Hassan, 2000). The allure of tourism lies not only in the exploration of new destinations but also in the unique experiences and motivations that drive tourists to choose specific locations. Understanding the factors that influence tourists' motivations has long been a subject of interest for scholars, policymakers, and industry stakeholders alike, as it not only helps shape marketing strategies but also plays a pivotal role in sustainable tourism development (Al-Haj Mohammad & Mat Som, 2010; Khan & Khan, 2016).

The Lembar Selatan Ecotourism area, nestled in the picturesque landscape of West Lombok Regency, Indonesia, represents a fascinating case study in this regard (Arianti, 2020; Emi Salmah et al., 2021). This region, rich in natural beauty and biodiversity, has emerged as a potential hotspot for ecotourism. Ecotourism, characterized by its emphasis on environmental conservation and community involvement, stands at the intersection of nature-based tourism and sustainable development. As such, it holds the promise of not only attracting visitors but also fostering positive impacts on local ecosystems and communities.

One of the key drivers of successful ecotourism lies in the effective dissemination of information and content that appeals to potential tourists (Diamantis, 1999; Stronza et al., 2019). The role of informative content in influencing tourists' motivation to visit ecotourism destinations like Lembar Selatan has garnered attention in recent years (Pan et al., 2020; Sixto-García et al., 2021). However, despite the growing interest in this field, there remains a notable gap in the literature when it comes to understanding the specific influence of informative content on tourists' motivation within the context of ecotourism.

This study aims to address this gap by delving into the intricate relationship between informative content and tourists' motivation to visit the Lembar Selatan Ecotourism area. It seeks to unravel how informative content, encompassing various forms of marketing materials, interpretive signage, and online resources, impacts tourists' decision-making processes. Beyond merely exploring this

connection, our research endeavors to quantify the extent of this influence through a systematic analysis, utilizing simple linear regression.

While previous studies have examined factors contributing to tourist motivation, such as attitudinal and social predictors, there is a dearth of empirical research specifically investigating the role of informative content in ecotourism settings (Arianti, 2020; Emi Salmah et al., 2021; Salmah et al., 2022; Situmorang, 2023). Thus, our study's novelty lies in its focused examination of how marketing content, designed to educate and entice potential tourists, shapes their motivation to choose the Lembar Selatan Ecotourism area as their destination.

The expected contribution of this research is twofold. Firstly, it will provide valuable insights for tourism practitioners, ecotourism destination managers, and marketers on the strategic use of informative content to enhance tourists' motivation, potentially leading to increased visitation and positive economic impacts. Secondly, by shedding light on the link between informative content and ecotourism motivation, this study contributes to the broader understanding of sustainable tourism development, emphasizing the role of communication and marketing strategies in achieving conservation goals and community well-being.

In summary, this research aims to bridge an existing knowledge gap by examining the influence of informative content on tourists' motivation to visit the Lembar Selatan Ecotourism area, ultimately contributing to the advancement of ecotourism theory and practice.

## METHODOLOGY

The research design and methodology employed in this study adhere to the principles of descriptive quantitative research, as articulated by Abu-Bader & Jones (2021). Descriptive research, in essence, seeks to meticulously craft a systematic, factual, and accurate portrayal of the facts, characteristics, and phenomena under examination. In our pursuit of these objectives, we employ a rigorous approach to data preparation, analysis, and interpretation, aimed at gaining nuanced insights into the variables of interest.

To achieve these research goals, we selected a survey research design as the most suitable method for this study. Survey research, known for its ability to efficiently gather data from a diverse group of respondents, was deemed ideal for capturing the multifaceted aspects of tourists' motivations and their relationship with informative content. Data collection primarily involved two complementary methods: distributing questionnaires and harnessing documentation.

The questionnaire, a well-established and widely accepted data collection tool (Ivanov et al., 2021; Kubey et al., 1996), serves as the primary means of eliciting responses from our research participants. These questionnaires were meticulously crafted to encapsulate the essence of tourists' motivations and their engagement with informative content. Respondents were invited to provide their insights and opinions through written statements designed to reflect their actual experiences and perceptions, thus ensuring the robustness and authenticity of the data collected.

Subsequently, we employ a robust analytical method known as simple linear regression analysis. This statistical technique enables us to precisely measure the impact of the Informative Content variable on travelers' Motivation. By applying this method, we aim to elucidate the relationship between informative content and the motivational factors driving tourists to choose the Lembar Selatan Ecotourism area as their preferred destination.

This comprehensive research design and methodological framework offer a robust foundation for conducting a rigorous analysis of the factors influencing tourists' motivations and the role of informative content in shaping their decisions. It is through these carefully chosen methods that we seek to unveil novel insights and contribute significantly to the field of ecotourism research, marketing, and sustainable tourism development.

## RESULT AND DISCUSSION

Within the realm of social media management, a common trend emerges where content creation often revolves around addressing fundamental topics within a specific field, often neglecting the

incorporation of case studies or relatable content. However, a pivotal study conducted by Stylos et al. (2016) unveils a significant facet of content marketing on social media. This research suggests that marketing content disseminated through social media channels is substantially influenced by behavioral factors, particularly attitudinal elements such as consumer perceptions and brand attitudes. This underscores the paramount importance of aligning content with the preferences and sentiments of the target audience, thus shedding light on the critical role that consumer attitudes play in shaping content creation, a dimension that is occasionally underestimated within content marketing strategies.

Moreover, in the context of social media, the concept of social predictors, as elucidated by Ketelaar in 2012, revolves around the individuals or entities responsible for conveying marketing messages. An in-depth understanding of the dynamics of these social predictors is pivotal in comprehending how marketing content resonates with the audience.

Building upon this foundational understanding, our research (Pokdarwis ELS, 2023) delves into the myriad challenges faced by social media managers operating in the Lembar Selatan area of West Lombok as they endeavor to craft Informative Content. These challenges span various dimensions:

Social media managers often grapple with a sense of inadequacy in generating ideas that seamlessly align with the expectations and interests of their target audience. Furthermore, limitations inherent to the location can pose formidable hurdles in crafting content that is both compelling and contextually relevant, often impeding the transformation of creative ideas into engaging content pieces. The content creation process, perceived as time-consuming, encompasses tasks such as editing and other technical aspects, contributing to potential delays in content dissemination. Notably, social media managers frequently overlook the value of conducting surveys to gauge visitor satisfaction with the informative content they disseminate. Moreover, they sometimes wrestle with self-doubt and insecurity regarding the quality and impact of the informative content they create.

The repercussions of these challenges can be profound, with the most severe consequence being a reduction in the size of their audience. Effective promotion of a tourist destination on social media transcends mere visual sharing; it necessitates a strategic approach. This entails ensuring that content is publicly accessible by supplementing images with captivating and informative text tailored to the needs of the target tourist demographic. Additionally, a pivotal strategy involves tagging or marking content for prominent social media accounts, with the intention of encouraging these accounts to repost the content. This amplifies the reach of promotional efforts and acts as a catalyst for broader and more impactful destination marketing on social media platforms.

Based on the results of the validity test in Table 1, it shows that all rcount values are greater than r-table (0.361) at a significance level of 5 percent. It can be concluded that all statement items on the research variables are declared valid.

**Table 1.** Validity and Reliability Test Results

|   | validity                 | Results |
|---|--------------------------|---------|
|   | (X) Informative Content  |         |
| 1 | Publication Text         | Valid   |
| 2 | Message Submission       | Valid   |
| 3 | Publication Page Loading | Valid   |
|   | (Y) Motivation           |         |
| 4 | Accessibility            | Valid   |
| 5 | Tourist Attractions      | Valid   |
| 6 | Amenities                | Valid   |
| 7 | Institutional Engagement | Valid   |
|   | Reliability              |         |
| 8 | <i>Cronbach's Alpha</i>  | 0.779   |

Furthermore, reliability testing, or reliability, is the consistency of a series of measurements or a series of measuring instruments. Hair (2024) states that reliability is a tool for measuring a

questionnaire which is an indicator of a variable or construct. The reliability test of this study used the Alpha Cronbach formula. The instrument is said to be reliable if the reliability coefficient value is  $> 0.6$ . In the tests that have been carried out, the Cronbach's Alpha value obtained is 0.779, meaning that the reliability coefficient value obtained is  $0.779 > 0.6$ , it can be concluded that this research instrument is reliable (reliable).

To find out whether there is a significant effect of several independent variables on the dependent variable, a simple linear regression model is used.

**Table 2.** Simple Linear Test

|                         | Standardized Coefficients Beta | Signification |
|-------------------------|--------------------------------|---------------|
| Informative Content (x) | 0.852                          | 0.000         |

Based on the results of these calculations, a probability value of 0.000 is obtained. The significance value is less than 0.05 indicating that the Informative Content variable has a significant influence on the motivation of tourists visiting the Lembar Selatan area. Thus, it means that  $H_a$  is accepted and  $H_0$  is rejected.

With the provisions of the acceptance/rejection of the hypothesis is compared with the significance level that has been set in this study, namely 95% or 0.05. The results of simultaneous statistical tests can be seen in the Table 3.

**Table 3.** Regression Test

|                         | coefficients | Constant | t      | PV    |
|-------------------------|--------------|----------|--------|-------|
| Informative Content (x) | 0.690        | 0.870    | 15.147 | 0.000 |
| R. Square               | .725         |          |        |       |

The obtained results shed light on key findings within our research, revealing essential insights into the relationship between Informative Content and tourist motivation. The constant, registering at 0.870, indicates a consistent alignment with the variable Motivation, specifically at a value of 0.87. This foundational statistic paves the way for a deeper examination of the role of Informative Content. The regression coefficient for Informative Content (denoted as 'x') stands at 0.90, signifying that with every 1% increase in Informative Content, there is a corresponding boost of 0.690 in tourist motivation. This positive coefficient underscores the pivotal influence of Informative Content in bolstering motivation.

Our statistical analysis further underscores the significance of this relationship. The T-count value, computed at 15.147, significantly surpasses the T-table value (as detailed in the attached reference), which stands at 1.98761. This discrepancy ( $15.147 > 1.98761$ ) reinforces the strength of the association between Informative Content and Tourist Motivation. Additionally, the significance value for Informative Content and Tourist Motivation is computed at 0.000, notably below the 0.05 threshold. Consequently, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_a$ ), affirming a robust and statistically significant positive influence of Informative Content on Motivation.

In the realm of tourism marketing, contemporary strategies increasingly leverage tourism-based social media as a primary source of information for tourists. This phenomenon is driven by the inclination of tourists to share their experiences on social media platforms (Buhalis & Foerste, 2015; Carlos Castro et al., 2017). In our study, we aimed to empirically assess the impact of Informative Content on tourist motivation to visit the Lembar Selatan area in West Lombok. Scholarly insights have indicated that the utilization of social media marketing can positively shape a destination's image (Gordon, 2017; Li et al., 2021).

Our research outcomes underscore the pivotal role played by Informative Content in enhancing tourist motivation. These findings have direct implications on tourists' confidence levels, which are significantly bolstered through exposure to informative content on social media platforms. The information conveyed through such content includes crucial details such as location, destination name, potential attractions, and other key tourist information. In our study, the dependent variable pertains

to tourist motivation, a reflection of an individual's desire to escape to a state of physiological rejuvenation through travel.

Furthermore, our research aligns with the notion that tourists often perceive officially shared and accurate information, particularly that endorsed by relevant authorities or destination managers, as trustworthy (Hollebeek et al., 2014; Li et al., 2021). As tourists form their perceptions of desirable destinations, these beliefs manifest as decisions to visit these locales. This phenomenon is further validated by the research conducted by Stylos et al. (2016), which underscores the influence of a destination's image on visitation decisions. A positive image tends to linger in the minds of consumers, ultimately shaping their purchase decisions (May-Chiun et al., 2013; Qu et al., 2011).

In summary, this study investigates the profound impact of informative content on tourist motivation to visit Lembar Selatan in West Lombok. It underscores the role of digital marketing content in instilling confidence and driving tourist engagement. Academically, this research enriches our understanding of digital marketing, particularly within the realm of informative content, a modern promotional tool sought by tourists for access to 24/7 information about tourism-related offerings, including attractions, hotels, travel agencies, and events (Ameliawati & Setiyani, 2018; Buzinkay, 2010; Hollebeek et al., 2014). It is our hope that this research contributes valuable insights to marketing theories within the tourism sector.

In practical terms, this study holds potential significance for tourism management. Our findings emphasize that Informative Content disseminated through social media accounts with tourism-focused content carries credibility, and the quality of such content creates a positive image perceived by tourists concerning destination choices. This insight, when incorporated into management practices, can significantly enhance destination marketing strategies.

## CONCLUSION

In conclusion, this research provides valuable insights into the relationship between Informative Content and tourist motivation in the context of the Lembar Selatan area in West Lombok. The study has revealed compelling evidence that Informative Content, disseminated through social media platforms, exerts a positive and significant influence on tourist motivation. Our findings underscore the pivotal role of digital marketing content in shaping tourists' perceptions, bolstering their confidence, and ultimately driving their motivation to choose Lembar Selatan as a destination.

The statistical analysis conducted in this study has demonstrated the robustness of this relationship. The regression coefficient, T-test results, and significance value all converge to affirm the significance of the impact of Informative Content on tourist motivation. This empirical evidence not only adds depth to our understanding of digital marketing within the tourism sector but also offers practical implications for tourism management.

In practical terms, our findings emphasize the importance of crafting high-quality, informative content on social media platforms. Such content, when designed to provide accurate and appealing information about Lembar Selatan and its attractions, has the potential to create a positive image among prospective tourists. This positive image, as highlighted in previous research, plays a critical role in influencing tourists' decisions to visit a destination.

Additionally, the insights from this study can serve as a guide for tourism practitioners and destination managers in leveraging digital marketing strategies. By harnessing the power of Informative Content and its positive impact on motivation, destination marketers can work toward more effective promotion of Lembar Selatan and other similar ecotourism destinations.

Academically, this research contributes to the growing body of knowledge surrounding digital marketing and its significance in the tourism sector. By exploring the specific influence of Informative Content on motivation, we add depth and nuance to existing marketing theories, offering scholars and researchers a valuable foundation for further investigation in this field.

In conclusion, this study underscores the transformative potential of well-crafted Informative Content in the digital age of tourism marketing. It has highlighted the importance of harnessing the informational and motivational power of content in driving tourist interest and visitation, ultimately

contributing to the sustainable growth and development of destinations like Lembar Selatan in West Lombok.

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### Conflict of Interest

Nothing to disclose.

### Data Availability

The data is available upon reasonable request.

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