

The Influence of Instagram Social Media Marketing as a Promotional Means to Increase Intentions to Visit Tourist Destinations

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ABSTRACT:

Technological advances, mainly social media, can drive the increase in GDP. The ease, convenience, and practicality of consumers using social media create almost limitless opportunities for social media marketing in the travel sector. Tourism destination managers have widely used Instagram to promote their destinations by creating appropriate images. However, it is essential to understand the types of destination images that influence tourists. This research aims to understand the relationship between destination image and intention in social media marketing. This research also aims to determine which cognitive or affective destination description is more significant. This research involved 373 respondents who actively use Instagram and know tourism destinations' official social media accounts. The data was analyzed using PLS-SEM. This research finds that social media marketing significantly affects the intention to visit, affective, and cognitive destination images. Destination image also mediates the relationship between social media marketing and visitors' propensity to leave. The analysis findings also show that affective destination image is more effective than cognitive destination image in influencing visitor intentions. These results highlight the importance of considering emotional components when promoting tourist locations.

Keywords:

Social Media Marketing, Cognitive Destination Image, Affective Destination Image, Intention to Visit

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1. INTRODUCTION

Several studies have explained the relationship between disasters and tourism, such as disaster management, tourism disaster planning in general, tourism's response to tsunamis and floods, and tourism's response to earthquakes (Chan et al., 2020; E. Cohen, 2007; Faulkner, 2001; Ritchie, 2008). The coronavirus (COVID-19) is a non-natural disaster that recently rocked the world. This tragedy caused policy changes, which had implications for slowing economic growth (Stock et al., 2020). Tourism and other industries that rely on social gatherings suffer, which lowers Indonesia's GDP (Horas Veyady Purba & Fathiah, 2021; Olivia et al., 2020). The COVID-19 epidemic has caused Indonesia's GDP to drop sharply by 7.09%. Only 4.05% of Indonesia's GDP comes from the tourist industry (Kementrian Pariwisata dan Ekonomi Kreatif, 2022).

Indonesia's GDP has increased and is expected to improve beyond 2020, when the decrease peaked. The tourism sector's contribution to GDP experienced the same thing. Encouraging tourists to visit more frequently is necessary to attain the goal of boosting GDP in the tourism sector. In addition, technological advancements significantly impact how tourists make decisions (Stylos, 2019). The technological advancement that gives travelers the most power to create value and experiences among all others is social media (Buhalis, 2020; Zhang, 2020). Consumers' ease, simplicity, and convenience in social media access have opened almost unlimited opportunities for social media marketing in the tourism industry (Feldkamp, 2021; Öz, 2015).

Social media marketing for tourist attractions has garnered significant attention in recent years. Tourist destination managers have increasingly harnessed the power of platforms like Instagram to promote their destinations by crafting visually captivating content. However, delving deeper into our understanding of the specific types of destination images that wield significant influence over tourists' perceptions and decisions is essential. Social media, according to Chang et al. (2015), is pivotal in influencing travel interest and perceived functional quality. The results of this study are supported by subsequent studies showing how social media can influence visitors' intentions to visit (Gaffar et al., 2022; Koo et al., 2016; Leung et al., 2019). Other research studies (A. J. Kim & Ko, 2012; S. E. Kim et al., 2017) have looked at how social media influences how visitors perceive a location Kim et al., (2019) found that the desire of visitors to travel is strongly influenced by the affective image of the tourist destination. This research investigates the role of destination image as a mediating element in the relationship between social media marketing and tourist intentions to visit. Moreover, we seek to discern whether affective and cognitive destination images exert varying levels of influence on these intentions, shedding light on the nuanced dynamics of this multifaceted process.

2. LITERATURE REVIEW

2.1 Instagram

Instagram is an application that allows users to quickly create and upload various content in photos and videos without special technical skills (Xiang & Gretzel, 2010). In other words, Instagram is designed for mobile devices with simple options and straightforward navigation, making it easy to understand. Instagram has developed into an influential advertising,

publicity, and promotion tool (Volo & Irimiás, 2021). By combining the physical and digital worlds, Instagram promotes more active interactions for personal and business purposes (Appel et al., 2020). This type of photo editing has gained popularity and altered how travelers behave and perceive various tourist places (Volo & Irimiás, 2021). According to Napoleon Cat (2023), there were 106, 721,600 Instagram users in Indonesia in January.

2.2 Social Media Marketing

One of the marketing strategies is promotion. Promotion is done by educating customers about the products being distributed to increase sales and market share (Rowley, 1998). Promotion is another element of the marketing mix. Promotional strategies include advertising, personal selling, direct marketing, events, mobile marketing, public relations, publicity, and social media marketing (Borden, 1964). Social media has become a dependable promotional medium throughout time thanks to technology advancements and the increasing usage of smartphones (Appel et al., 2020) The availability of social media enables individuals to run promotions, engage in unrestricted communication, and reach a larger audience of customers (Appel et al., 2020; Richter & Koch, 2007).

Social media marketing (SMM) employs social media technology, channels, and software to create, communicate, deliver, and trade offers that are beneficial to the firm (Tuten & Solomon, 2018). The elements of social media marketing have been discussed in several studies. A. J. Kim & Ko (2012) employed the social media marketing traits of engagement, entertainment, customization of electronic word-of-mouth (E-WOM), and trends in their research of luxury companies. For his research on insurance services, Sano (2015) splits SMM into personalization, trends, risk perception, and interaction. Abu-Rumman & Alhadid (2014) categorized it into five categories: interaction, credibility, content sharing, accessibility, and online community. Based on the research, this study employs the aspects of entertainment, interaction, credibility, and electronic word-of-mouth.

2.3 Destination Image

A person's destination image comprises several guiding concepts, ideas, and perceptions (Balasubramaniam et al., 1999). In this instance, according to Fletcher et al. (2017), the perception of a tourist site is frequently influenced by the data and material that travelers, vendors, and marketers produce. Additionally, advertising the location and its brand requires creating and projecting the destination image (Khan et al., 2016). The dimensions of the final image can be divided into cognitive and affective categories. According to San Martín & Rodríguez del Bosque (2008), each aspect can effectively explain how tourists perceive various tourism areas. In conclusion, the destination image is a collection of ideas about the allure of tourists that are influenced by their perceptions and emotions.

2.3.1 Social Media Marketing and Cognitive Destination Image

Individual beliefs, perceptions, and attitudes about tourist locations are a part of the cognitive component (Qu et al., 2011; San Martín & Rodríguez del Bosque, 2008). According to San Martín & Rodríguez del Bosque (2008), this dimension encompasses atmosphere, scenery, and cultural allure. According to earlier research (Filieri & McLeay, 2014; Kahn et al., 2002), there is a favorable correlation between information obtained through social media and individual views towards travel locations. Additionally, Baloglu & McCleary (2001) discovered empirical proof that the proper amount of information influences the construction

of cognitive images in a beneficial way. This result supports S. E. Kim et al. (2017) assertion that the information's completeness can help create a cognitive picture. Research from the past has also demonstrated that user perceptions and cognitive destination images are influenced by social influences, such as recommendations from friends and family, as well as by promotional information offered by tourist locations (Urn & Crompton, 1990). The review's authors provide the following hypotheses as conclusions:

H₁: Social media marketing has a positive effect on cognitive destination image.

2.3.2 Social Media Marketing and Affective Destination Image

Customers' emotions and feelings towards tourist places are called their "affective destination image" (Baloglu & McCleary, 2001; San Martín & Rodríguez del Bosque, 2008). Visual information shared through social media of tourist destinations can form an effective image of the destination related to future experiences (S. E. Kim et al., 2017). In addition, the shared visual information must be attractive to encourage users to process the information and feel the atmosphere there (Chen et al., 2014; S. E. Kim et al., 2017). Based on this description, the hypothesis is formed:

H₂: Social media marketing has a positive effect on affective destination image.

2.4 Social Media Marketing and Intention to Visit

Until recently, social media usage and its impact on travelers' interest in visiting have been extensively studied. According to several studies (Anuar et al., 2021; Gaffar et al., 2022; Sultan et al., 2021), the influence of social media on tourists' interest in visiting changes. Social media, an interactive and universal technical instrument, offers new ways to find, share, and enjoy travel-related information (Fatanti & Suyadnya, 2015; Özdemir & Çelebi, 2015). Additionally, according to tourism studies, social media has improved the effectiveness of marketing and decision-making processes for travel (Gretzel, 2006). As a result, this study suggests the following third hypothesis:

H₃: Social media marketing has a positive influence on visiting intentions.

2.5 Destination Image and Intention to Visit

A destination's image can raise awareness among travelers, directly impacting their decision regarding where to go (Cheng & Lu, 2013). This viewpoint aligns with the earlier study, which claims that destination image has two functions. The first factor influencing the decision to choose a destination is its reputation. Second, a destination's image influences how people behave after making a decision, including their participation, opinion, and interest in advocating travel locations (Lee et al., 2005). In addition, numerous studies (Afshardoost & Eshaghi, 2020; Chaulagain et al., 2019; Gaffar et al., 2022) have demonstrated that destination image positively influences tourists' visiting intentions. According to earlier studies (Afshardoost & Eshaghi, 2020; de la Hoz-Correa & Muñoz-Leiva, 2019; Regan et al., 2012), the cognitive and affective components of destination image have favorable effects on tourists' desire to travel there. This study mobilizes these two hypotheses:

H₄: Cognitive destination image has a positive effect on the intention to visit.

H₅: Affective destination image has a positive effect on the intention to visit.

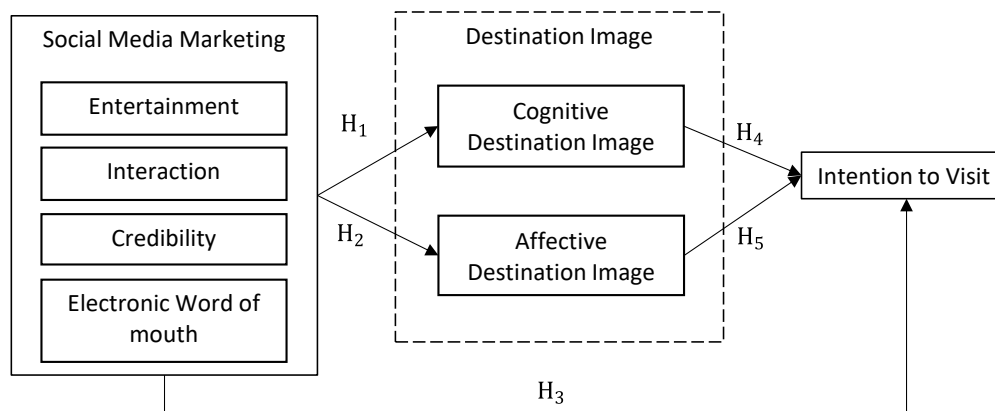


Figure 1. Research conceptual framework

3. METHODS

Numerous studies have looked at how social media marketing affects how tourists perceive a destination and their intentions to come (Currie et al., 2008; Fatanti & Suyadnya, 2015; Özdemir & Çelebi, 2015; Stepaniuk, 2015; Xiang & Gretzel, 2010). Additionally, it was discovered that a tourism destination's reputation affects travelers' desire to visit (Afshardoost & Eshaghi, 2020; Chaulagain et al., 2019; Gaffar et al., 2022). This study develops variables from previous research. Social media marketing is the second-order variable. The variables credibility, entertainment, electronic mouth, and interaction are the formative variables of the social media marketing variable.

This study used a cross-sectional research design. According to Suhartanto (2014), cross-sectional research design only addresses one research issue at a time. Samples were taken from active users of Instagram social media who know the account of a tourist destination. Questionnaires were distributed online to 407 respondents, but only 373 data were valid and complete. This research analyzed respondents' answers on 5 Likert scale data and used variance-based partial least squares (PLS-SEM) to test the measurement and structural models.

The findings' validity and dependability will be examined using the outer model, a measurement model. The purpose of the validity test is to evaluate the data's accuracy. The validity test evaluates the instrument's congruence with the study and the veracity of the provided results (Suhartanto, 2014). The outer loading value and the AVE (Average Variance Extracted) value are the measuring tools for validity testing. The minimum outer loading number advised is 0.5; anything below requires reconsideration (Hair, 2014). According to Hair et al. (2019), an acceptable AVE value must be greater than 0.50. By assessing the reliability values of Cronbach's alpha and composite, the reliability test was conducted to ascertain the precision and accuracy of the instrument in the construct (Ghozali & Latan, 2015; Sugiyono, 2011). The reliability of an item is often higher the higher the reliability value. According to Jöreskog (1971), reliability ratings between 0.60 and 0.70 are regarded as good,

0.70 and 0.90 as satisfactory, and reliability values over 0.95 indicate that the item is redundant. Additionally, it is more accurate to rely on the outcomes of composite reliability assessments than Cronbach's alpha (Hair et al., 2019).

The next step in evaluating the PLS-SEM results is assessing the structure of the model. In the structural model, the assessment criteria that need to be considered are the coefficient of determination (R²), predictive relevance (Q²), effect size (f²), and path analysis. R² values are grouped into three, namely weak (0.25), moderate (0.50), and strong (0.75) (Elizabeth et al., 1979; Henseler, 2017). Q² value is higher than 0; 0.25; and 0.50 describes the predictive relevance of small, medium, and large (Hair et al., 2019). Then, the f² value is higher than 0.02; 0.15; and 0.35, respectively, indicating that the magnitude of the influence is small, medium, and large (J. Cohen, 1988). Finally, path analysis is measured by the T value and P value. The T value measures the causal relationship between variables, acceptable if it exceeds 1.96. Meanwhile, a P value below 0.05 indicates that the hypothesis is acceptable (Garson, 2016).

4. RESULTS AND DISCUSSION

4.1 Respondent Profile Analysis

Respondents' demographic data were identified into several categories, namely gender, age, occupation, and income per month. Respondent criteria from this study are active users of Instagram social media and know a tourist destination's official social media account.

Table 1. The Respondent Profile Analysis Result

Characteristics	Frequency	Percentage
Gender		
Female	316	85%
Male	57	15%
Age		
Less than 20 years	18	5%
20-30 years	351	94%
31-40 years	3	1%
41-50 years	1	0%
Last education		
Senior High School	317	85%
University	56	15%
Occupation		
Students	312	84%
Private sector employees	43	12%
Government employees	4	1%
Entrepreneurs	5	1%
Others	9	2%

15% of men and 85% of women who participated in the survey responded. In this study, women were easier to access due to environmental factors in selecting the sample, most of which were women. In addition, Instagram users are dominated by women, with a proportion

of 53.1% (Napoleon Cat, 2023). The age range of 20 to 30 years comprised 94% of the total respondents' age. Age groups under 20 and 31 to 40 are represented by 5% and 1% of the population, respectively. According to education level, 85% had high school diplomas and 15% had university diplomas. The majority of their work groups (84%) are students, with 43 private employees (12%), four government employees, five entrepreneurs, and the other two choosing other people.

4.2 Measurement Model

The analysis of the measurement model is the first stage in processing the quantitative data from the survey distribution results. It's common to refer to this stage as a reliability and validity test. Validity is evaluated using the average variance extracted (AVE) and outer loading values. On the other hand, reliability is assessed using Cronbach's alpha and composite reliability values.

Table 2. Measurement Model Analysis Result

Construct	Outer Loading	CA	CR	AVE
Social Media Marketing				
Entertainment		0.758	0.866	0.580
Fun	0.776			
Interesting	0.795			
Useful	0.737			
Up to date	0.736			
Interaction		0.701	0.814	0.523
Actively uploaded	0.736			
Discussion	0.720			
Interact with followers	0.699			
Sharing information	0.737			
Credibility		0.736	0.835	0.558
Clarity of facilities	0.747			
Trusted information	0.778			
Trusted consumer reviews	0.758			
Trusted answer	0.704			
Electronic Word of mouth		0.729	0.828	0.547
Share with friends and family	0.778			
Recommend to friend	0.794			
Share to private social media	0.639			
Positive opinion	0.737			
Cognitive Destination Image		0.636	0.805	0.579
Know the attractiveness	0.803			
Know the facilities	0.750			
Reputation	0.729			
Affective Destination Image		0.794	0.866	0.618
Memorable experiences	0.784			

Construct	Outer Loading	CA	CR	AVE
Exciting experience	0.806			
Comfortable place	0.798			
Safe	0.756			
Intention to Visit		0.753	0.859	0.670
Intend to visit	0.833			
Plan to visit	0.834			
Enjoy when visiting	0.788			

Table 2 provides a summary of the measurement model research, which includes average variance extracted (AVE), composite reliability (CR), and outer loading values. With values over 0.6 and 0.5, respectively, the outer loading and Average Variance Extracted (AVE) values are above the limiting value (Hair, 2014; Hair et al., 2019). The Composite Reliability (CR) and Cronbach's alpha values, which show that each item is excellent and satisfactory, range from 0.8 to 0.9 and 0.6 to 0.8 (Hair et al., 2019). These findings support the validity and dependability of the study's indicators and variables.

Table 3. Fornell-Larcker Criterion Result

	ADI	CDI	CRED	ENTER	EWOM	INTER	IV
ADI	0.786						
CDI	0.550	0.761					
CRED	0.604	0.562	0.747				
ENTER	0.574	0.517	0.526	0.761			
EWOM	0.557	0.491	0.589	0.593	0.740		
INTER	0.500	0.402	0.548	0.584	0.501	0.723	
IV	0.671	0.529	0.609	0.570	0.535	0.483	0.818

*ADI: Affective Destination Image, CDI: Cognitive Destination Image, CRED: Credibility, ENTER: Entertainment, EWOM: Electronic of Mouth, INTER: Interaction, IV: Intention to Visit

This study used the Fornell Larcker Criterion to conduct additional measurements and verify the validity and reliability. According to Fornell and Larcker, the squared inter-construct correlation of a given construct and all other references should be compared to the AVE value of each construct. According to Fornell & Larcker (1981), a construct's AVE square root value must be higher than its correlation value with other constructs. The rules based on the table above determine each item's value under consideration. Overall, the outcomes of this measurement model have demonstrated complete validity and reliability, and the data may be further examined using a structural model.

4.3 Structural Model Analysis

After analyzing the measurement model, the next step is to make second-order social media marketing variables. The variables of credibility, entertainment, electronic of mouth, and interaction are the formative variables of the social media marketing variables. Indicators in this model include the value of determination (R²), predictive relevance (Q²), effect size (f²), and path analysis serve as indicators in this model (Hair et al., 2019).

Table 4. The Structural Model Analysis Result

Construct	R2	Q2
Social Media Marketing		
Cognitive Destination Image	0,394	0,219
Affective Destination Image	0,479	0,289
Intention to Visit	0,550	0,355

The value of R2 as a tool to assess the degree to which the independent variable modifies the dependent variable is displayed in the table above (Jogiyanto, 2011). According to the R2 value, social media marketing has a 39.4% and a 47.9% impact on cognitive and affective destination images, respectively. The desire to visit variable is influenced by social media marketing, cognitive destination image, and affective destination image by 55%, as indicated by the intention to visit R2 value of 0.550. The rest, however, is influenced by additional factors not included in this study. Additionally, each variable's predictive relevance value (Q2) is greater than 0. Affective destination image (0.289) and intention to visit (0.355) show modest predictive power, whereas cognitive destination image (0.219) has low predictive power. This research model is, therefore, relevant and ideal.

Table 5. Effect Size Analysis Result

Path	F2	Interpretation
SMM -> CDI	0.626	Large
SMM -> ADI	0.691	Large
SMM -> IV	0.379	Large
CDI -> IV	0.097	Low
ADI -> IV	0.356	Large

*SMM: Social Media Marketing, CDI: Cognitive Destination Image, ADI: Affective Destination Image, IV: Intention to Visit

With values of each path being 0.626, 0.691, and 0.379, Table IV. 6 demonstrates how social media marketing significantly affects cognitive destination image, affective destination image, and intention to visit. With an F2 value of 0.097, cognitive destination image has little impact on travelers' intentions to travel. Additionally, the affective destination image, with a value of 0.356, significantly impacts the intention to attend.

4.4 Path Analysis

Path analysis is used to investigate the causal relationship between variables to ascertain how causal factors impact effect variables both directly and indirectly (Hamid & Anwar, 2019). The causal association between the variables is accepted as legitimate if the T value is more significant than 1.96. In the interim, the hypothesis may be accepted if the P value is less than 0.05 (Garson, 2016).

Table 6. Path Analysis Result

Construct Path	β	T-Value	P-Value	Hypothesis Result
H ₁ : SMM -> CDI	0.626	11.670	0.000	Accepted
H ₂ : SMM -> ADI	0.691	16.515	0.000	Accepted
H ₃ : SMM -> IV	0.379	5.956	0.000	Accepted
H ₄ : CDI -> IV	0.097	1.992	0.047	Accepted
H ₅ : ADI -> IV	0.356	6.182	0.000	Accepted

*SMM: Social Media Marketing, CDI: Cognitive Destination Image, ADI: Affective Destination Image, IV: Intention to Visit

The table above shows that all hypotheses can be well accepted. Based on the results of path analysis, social media marketing has a positive and significant effect on cognitive destination image (β : 0.626; T: 11.670) and affective destination image (β : 0.691; T: 16.515). Therefore, H₁ and H₂ are acceptable. The study's findings also indicate that social media marketing (β : 0.379; T: 5.956), cognitive destination image (β : 0.097; T: 1.992), and affective destination image (β : 0.356; T: 6.182) all significantly influence travelers' intentions to visit. Therefore, H₃, H₄, dan H₅ are accepted

Table 7. Indirect effect result

Construct Path	β	T-Value	P-Value	Hypothesis Result
SMM -> CDI	-	-	-	-
SMM -> ADI	-	-	-	-
SMM -> IV	0.307	6.067	0.000	Accepted
CDI -> IV	-	-	-	-
ADI -> IV	-	-	-	-

*SMM: Social Media Marketing, CDI: Cognitive Destination Image, ADI: Affective Destination Image, IV: Intention to Visit

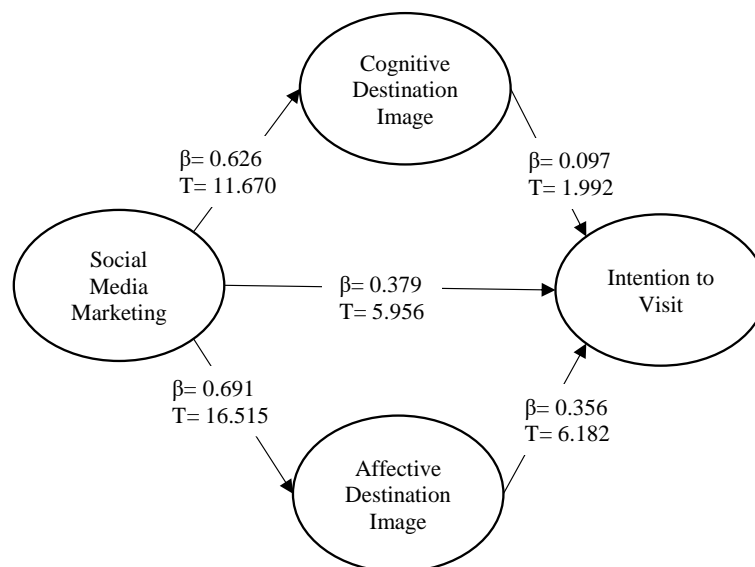
Table 7 illustrates how social media marketing indirectly impacts visiting intentions when compared to other variables that were investigated. The indirect effect value for the value is 0.307, and the T value is 6.067. These findings show that the path constructed has a large and advantageous indirect effect. Based on this, social media marketing and the intention to visit have been complimentary or partially mediating in this study.

Table 8. Total Effect Result

Construct Path	β	T-Value	P-Value	Hypothesis Result
SMM -> CDI	0.626	11.670	0.000	Accepted
SMM -> ADI	0.691	16.515	0.000	Accepted
SMM -> IV	0.686	14.258	0.000	Accepted
CDI -> IV	0.097	1.992	0.047	Accepted
ADI -> IV	0.356	6.182	0.000	Accepted

*SMM: Social Media Marketing, CDI: Cognitive Destination Image, ADI: Affective Destination Image, IV: Intention to Visit

According to Table 8, social media marketing on affective destination image has the most significant influence and significance, with a β value of 0.691 and a T value of 16.515. With a β value of 0.097 and a T value of 1.992, the path with the lowest value is the cognitive destination picture on intention to visit. Figure 2 summarises the findings of the path analysis conducted for this investigation.

**Figure 2.** Research conceptual framework

5. DISCUSSION

This study seeks to investigate the impact of destination image on the relationship between social media marketing and intention to visit. In addition, this research aims to determine which role is more substantial between cognitive destination image and affective destination image in influencing interest to visit.

This study supports the first hypothesis, which states that social media marketing significantly and positively affects cognitive destination image. This study measures social media marketing through formative indicators such as credibility, entertainment, word of mouth, and interaction. This finding aligns with research conducted by Seo & Park (2018) which states that factors such as trends, customization, perceived risk, interaction, and

entertainment play an important role in brand image formation. Other research also has a positive relationship between information provided through social media and individual attitudes toward tourist destinations (Filiari & McLeay, 2014; Kahn et al., 2002). A study conducted by Baloglu & McCleary (2001) also found empirical evidence that an adequate amount of information positively impacts the formation of cognitive images. This finding aligns with research conducted by S. E. Kim et al., (2017) which stated that the completeness of information could form more cognitive images than affective images. Overall, these findings indicate that tourists use social media as a source of information about tourist destinations. Content uploaded on the tourist destination Instagram platform generally focuses on providing helpful information for visitors.

According to the second premise of this study, social media marketing has a favorable impact on the emotive image of the location. The findings of a statistical test indicate that social media marketing has a favorable and significant impact on the affective image of the destination. This study supports the findings of S. E. Kim et al., (2017), who discovered a positive relationship between the quality of information presented on social media and the affective image of the destination. They also stated that information that provides added value can form more affective images than cognitive images. Through social media, visual information shared about tourist destinations can affect the destination's affective image related to future experiences. It is important to note that the visual information shared must be attractive to encourage users to process the information and feel the atmosphere of the destination, as mentioned by (Chen et al., 2014). This finding makes sense because a person's attraction to tourist destinations is more closely related to the emotions and feelings they generate. Therefore, tourist destination businesses need to use social media marketing to form a positive affective image and attract tourists.

This study validates that social media marketing positively impacts visiting intentions. This study found that social media marketing contributed significantly to interest in visiting. This finding is consistent with previous studies showing that social media use affects tourists' interest in visiting (Anuar et al., 2021; Sultan et al., 2021). In addition, there is an indirect relationship between social media. This indicates that the constructed path has a significant and positive indirect effect. In this study, there has been complementary or partial mediation between social media marketing and tourists' interest in visiting. This finding aligns with research Gaffar et al., 2022 which shows that social media marketing influences visiting intentions through the image of tourist destinations. Even though the indirect effect has a smaller value than the direct effect, it still makes a significant contribution.

Based on the results of the statistical test of the fourth hypothesis, it was found that the relationship between cognitive destination image and interest in. Although this relationship is acceptable, the cognitive destination image is not very significant in influencing tourists to visit. Several studies have found a positive and significant correlation between cognitive image and visiting intentions (Afshardoost & Eshaghi, 2020; S. Kim et al., 2019). However, research conducted by Wu & Liang (2021) did not find a significant and positive relationship between cognitive image and visiting intention. This finding indicates that information and knowledge about a destination may have a lower influence on tourist interest.

This study produces findings supporting the fifth hypothesis: affective destination image positively impacts visiting intentions. This study found that affective destination image

contributed significantly to visiting intentions. This finding aligns with S. Kim et al., (2019) which shows a positive and significant relationship between affective destination image and tourist interest in visiting. This opinion is reinforced by several previous studies which found that affective destination image has a positive and significant influence on visiting intentions (Afshardoost & Eshaghi, 2020; de la Hoz-Correa & Muñoz-Leiva, 2019; Wu & Liang, 2021). Thus, things that are feelings influence respondents to visit.

6. CONCLUSION

Overall, this study indicates the importance of social media marketing in shaping destination perceptions and visiting intentions. This study shows that social media marketing significantly and positively influences tourists' cognitive and affective perceptions. Additionally, the visitor's choice to visit a tourist location is controlled by the place's image. This research also discovered that social media marketing and traveler intents have a significant and advantageous impact, directly and indirectly, via destination image. While this happens, the purpose of visiting and the picture of cognitive objectives may need to be considered since they are unimportant. The affective destination image variable's average value is the most significant, showing that an emotional impression or picture greatly encourages travel to a particular region.

7. LIMITATION AND FUTURE RESEARCH

Several restrictions on this study must be considered. Most respondents involved in this study were women aged 20-30, so the number of age groups participating needed to be evenly distributed. In addition, this study only involved four variables so that other relevant variables could be added for further research development. Finally, because this study only examines Instagram usage, additional research is required to examine other social media platforms including Twitter, TikTok, Facebook, and YouTube, which could provide different results. Finally, qualitative research can be used for future research to gain exciting findings and new insights.

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