

To cite this article: Florensia Herienda\*, Robiatul Adawiyah, Haryo Wicaksono, Pricilia Johani Sakti and Ervina Taviprawati (2025). The Influence of Digital Marketing on Visiting Decisions and Visitor Satisfaction as a Mediating Variable at Taman Mini Indonesia Indah, Jakarta, Indonesia. International Journal of Education, Business and Economics Research (IJEBER) 5 (3): 261-271

## THE INFLUENCE OF DIGITAL MARKETING ON VISITING DECISIONS AND VISITOR SATISFACTION AS A MEDIATING VARIABLE AT TAMAN MINI INDONESIA INDAH, JAKARTA, INDONESIA

Florensia Herienda<sup>1\*</sup>, Robiatul Adawiyah<sup>2</sup>, Haryo Wicaksono<sup>3</sup>, Pricilia Johani Sakti<sup>4</sup> and Ervina Taviprawati<sup>5</sup>

<sup>1,2,3,4,5</sup>Trisakti Institute of Tourism, Jl. IKPN Bintaro No.1, Jakarta 12330, Indonesia

<https://doi.org/10.59822/IJEBER.2025.5311>

### ABSTRACT

Digital marketing has become essential in the tourism industry, including attracting visitors to tourist destinations such as Taman Mini Indonesia Indah. This study aims to analyze the effect of digital marketing on the decision to visit Taman Mini Indonesia Indah, with visitor satisfaction as a mediating variable. The method used in this study is a quantitative approach with path analysis, which allows researchers to test the direct and indirect relationships between the variables studied. The research sample was 150 respondents selected through a questionnaire that measured digital marketing, visiting decisions, and visitor satisfaction using a 5-point Likert scale. The results of the validity and reliability tests showed that all question items in the questionnaire were valid and reliable. The path analysis shows that digital marketing significantly affects visitor satisfaction (t-statistic = 8.142, p-value = 0.000) and visiting decisions (t-statistic = 8.477, p-value = 0.000). In addition, visitor satisfaction acts as a significant mediating variable between digital marketing and visiting decisions (t-statistic = 4.866, p-value = 0.000). These findings suggest that digital marketing influences the decision to see directly and through visitor satisfaction as an intermediary. Based on the study's results, it is recommended that Taman Mini Indonesia Indah strengthen its digital marketing strategy to increase visitor satisfaction and motivate visitors to return. Further research can explore other factors influencing the decision to visit with a broader sample.

**KEYWORDS:** - Digital marketing, visiting decisions, visitor satisfaction.

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Published Online: May 2025

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## 1.0 INTRODUCTION

Digital marketing is one of the key elements in modern marketing strategies, which utilizes technology and the internet to reach consumers more effectively and efficiently; amidst the rapid advancement of information and communication technology, digital marketing has had a significant impact on various sectors, including the tourism industry (Dasić et al., 2023). In tourism, digital marketing allows destinations to introduce their potential to a broader audience, increase interaction with potential visitors, and build visitor loyalty (Mallick, 2023). Taman Mini Indonesia Indah, one of the leading cultural tourism destinations in Jakarta, Indonesia, also utilizes digital marketing to introduce the richness of Indonesian culture, expand market reach, and attract more visitors. This study aims to analyze the influence of digital marketing on visiting decisions and visitor satisfaction, with visitor satisfaction as a mediating variable at Taman Mini Indonesia Indah.

The first step tourists take in choosing a destination they want to see is the decision to visit. Various factors can influence this decision, one of which is effective digital marketing; in this case, digital marketing functions to provide relevant and interesting information, such as available facilities, tourist attractions, ticket prices, and the unique culture of the tourist destination (Darmayanti & Salsabil, 2024). Therefore, effective digital marketing can increase tourists' desire to visit Taman Mini Indonesia Indah. Various digital channels such as social media, websites, and mobile applications can convey messages and information to potential visitors more personally and engagingly. Digital marketing also allows Taman Mini Indonesia Indah to interact directly with visitors and potential visitors, providing a more immersive experience and increasing brand awareness.

However, the decision to visit depends not only on the information conveyed through digital marketing. Another factor that is also very important is visitor satisfaction, which is the leading indicator in assessing the success of a tourist destination in providing a satisfying experience (Salim et al., 2023). Visitor satisfaction includes aspects of comfort and quality of service provided, as well as the extent to which visitors' expectations of the destination are met (Arifin, 2024). Visitor satisfaction can function as a mediating variable that connects digital marketing with the decision to visit (Ramadhani, 2023). Suppose digital marketing can create realistic expectations and provide an experience that matches visitors' expectations. In that case, visitors will feel satisfied and more likely to return to Taman Mini Indonesia Indah. Therefore, Taman Mini Indonesia Indah needs to pay attention to the quality of the experience provided to maintain visitor satisfaction.

High visitor satisfaction can contribute to the creation of visitor loyalty, which is one of the critical aspects in measuring the long-term success of a tourist destination (Yen et al., 2024). Taman Mini Indonesia Indah, positive experiences obtained by visitors, both from the information conveyed through digital marketing and the quality and service of the facilities available, can increase satisfaction, ultimately encouraging visitors to return or recommend Taman Mini Indonesia Indah to others. Good digital marketing can also strengthen the emotional connection between Taman Mini Indonesia Indah and visitors, create a more personal experience, and provide added value for visitors. Therefore, measuring the extent to which digital marketing can influence visiting decisions and visitor satisfaction and how satisfaction mediates the relationship between the two factors is essential.

This research will contribute significantly to the understanding of the influence of digital marketing on visitor decisions and satisfaction, especially in cultural tourism destinations in Indonesia. The results of this study are expected to provide deeper insight into effective digital marketing strategies for increasing tourist visits and offer recommendations to Taman Mini Indonesia Indah management to continue improving the quality of service and visitor experience. By utilizing the findings of this study, Taman Mini Indonesia Indah can optimize its digital marketing to attract more visitors and ensure they get a satisfying experience, which in turn can support the growth of the Indonesian tourism industry as a whole.

## 2.0 LITERATURE REVIEW

Digital marketing is not only limited to paid advertising or product promotion but also includes using various digital platforms to build relationships with visitors and create personal experiences (Khanom, 2023). Along with the increasing dependence on technology, digital marketing has become an essential strategy in attracting tourists to visit specific destinations. According to Musliha & Adinugraha (2022), digital marketing in the tourism industry includes various channels such as social media, websites, email marketing, and mobile applications. Tourist destinations can convey relevant and in-depth information about the products and services offered through these digital platforms. Various studies have also shown that digital marketing significantly impacts visiting decisions, which are the main factors in tourist behaviour. For example, research by Amalia & Hanika (2021) states that effective digital marketing can influence tourists' perceptions of destinations and increase their desire to visit a tourist spot.

Armutcu et al. (2023) stated that digital marketing is vital in influencing tourists' perceptions and encouraging them to visit. In addition, digital marketing also allows destination managers to manage tourists' expectations, which is essential in creating visitor satisfaction. Practical digital marketing aims to attract tourists' attention and provide information that matches their expectations. If visitors' expectations of a destination match the experience they get, this will increase their satisfaction, which can ultimately influence subsequent visit decisions (Musliha & Adinugraha, 2022).

According to Ratih & Noer (2024), visitor satisfaction can be defined as a positive evaluation of the experience they get while visiting a tourist destination. This satisfaction can be influenced by various factors, such as the quality of service, the facilities provided, and the suitability between the expectations and experiences visitors obtain. Additionally, research by Zaato et al. (2023) emphasized that visitor satisfaction also acts as a mediating variable that connects various factors, including digital marketing, with the decision to visit. Proper digital marketing can build realistic expectations and provide a satisfying experience, ultimately increasing visitor satisfaction and encouraging them to return.

Research by Li et al. (2021) shows that visitors who are satisfied with their experience at a tourist destination tend to be more loyal and more likely to revisit. In addition, they are more likely to recommend the destination to others, which can organically expand the tourist destination's marketing reach. Therefore, tourist destination managers need to utilize digital marketing effectively to create a satisfying experience for visitors and strengthen long-term relationships with

their visitors. Social media, interactive websites, and mobile applications can be effective strategies to create a more personalized experience and build visitor loyalty.

### 3.0 RESEARCH METHOD

The research method used in this study is quantitative research with a path analysis approach because this study involves mediating variables. Path analysis allows researchers to test direct and indirect relationships between variables in a more complex model, where in this study, visitor satisfaction is a mediating variable between digital marketing and visiting decisions. Using path analysis, researchers can identify the extent to which digital marketing influences visiting decisions directly and through visitor satisfaction as an intermediary. This method was chosen because it can provide a deeper picture of the direct impact of digital marketing on visiting decisions and how visitor satisfaction can mediate the relationship between the two variables. This study aims to test whether digital marketing received by visitors to Taman Mini Indonesia Indah can increase their decision to visit and the extent of visitor satisfaction who participate in the process.

This study refers to the theory of Hair et al. (2017), which suggests that the number of samples is determined based on the number of question item indicators used in the questionnaire by multiplying the number of indicators by 5 to 10. Given that this questionnaire contains 15 question items for each variable studied, the number of samples analyzed was 150 (15 items x 10 = 150 respondents). This sample is considered representative enough to describe the larger population of visitors to Taman Mini Indonesia Indah. The data collection process was carried out by distributing questionnaires to visitors to Taman Mini Indonesia Indah who had visited the place and were willing to fill out the questionnaire after visiting them. The questionnaire consists of three main parts: measuring digital marketing, making decisions about visits, and measuring visitor satisfaction. All questions in the questionnaire use a 5-point Likert scale that describes the level of respondent agreement. The data collected will be analyzed using several statistical tests, such as validity tests, reliability tests, coefficient of determination tests, direct influence tests, and indirect influence tests, to test the hypotheses proposed in this study.

### 4.0 RESULT AND DISCUSSION

**Table 1.** Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	85	56.7%
Female	65	43.3%
Age		
18 - 24 years old	50	33.3%
25 - 34 years old	40	26.7
35 - 44 years old	30	20.0%
> 45 years old	30	20.0%
Education		
Elementary school/Middle school	10	6.7%
High school	50	33.3%
Diploma	30	20.0%

Characteristics	Frequency	Percentage
Bachelor's Degree	40	26.7%
Master's Degree	20	13.3%
Frequency of Visits		
First times	60	40.0%
1-2 times	40	26.7%
> 2 times	50	33.3%
Source of information		
Social media	80	53.3%
Website Taman Mini Indonesia Indah	40	26.7%
Friends/Family	30	20.0%

The table above describes the characteristics of the respondents who participated in this study. A total of 150 respondents were involved in this study, with the distribution of gender showing that the majority of respondents were male (56.7%), while the other 43.3% were female. In terms of age, the majority of respondents were in the age range of 18 to 24 years (33.3%), followed by the age group of 25 to 34 years (26.7%) and the age group of 35 to 44 years and 45 years and above, each amounting to 20%. In terms of education level, the majority of respondents had a final education in high school/vocational school (33.3%), followed by diploma graduates (20%), and bachelor's degree (26.7%). A small number of respondents had education up to postgraduate level (13.3%), and only 6.7% of respondents had education up to elementary/junior high school level. Based on the frequency of visits, 40% of respondents were first-time visitors to Taman Mini Indonesia Indah. In comparison, 26.7% visited Taman Mini Indonesia Indah 1-2 times, and another 33.3% had visited Taman Mini Indonesia Indah more than twice, indicating that most respondents were regular or regular visitors. Finally, regarding the sources of information that influence visitors' decisions to come to Taman Mini Indonesia Indah, most respondents rely on social media as a source of information (53.3%), followed by the official website of Taman Mini Indonesia Indah (26.7%) and recommendations from friends or family (20%).

Table 2. Validity Test

No.	Questioner Item	r-count	r-table
1	Taman Mini Indonesia Indah digital marketing is easy to find on social media	0.721	0.164
2	Taman Mini Indonesia Indah digital advertisement influenced my decision to visit	0.790	0.164
3	Taman Mini Indonesia Indah digital advertisement influenced my decision to visit	0.745	0.164
4	The Taman Mini Indonesia Indah application makes it easier for me to get more information	0.686	0.164
5	Taman Mini Indonesia Indah's digital promotion caught my attention	0.805	0.164
6	Digital promotions influenced my decision to visit Taman Mini	0.852	0.164

No.	Questioner Item	r-count	r-table
	Indonesia Indah.		
7	I tend to visit Taman Mini Indonesia Indah after seeing an advertisement or online promotion	0.821	0.164
8	I searched for information about Taman Mini Indonesia Indah through social media before visiting	0.786	0.164
9	I decided to visit Taman Mini Indonesia Indah after seeing online reviews	0.833	0.164
10	I learned a lot about Taman Mini Indonesia Indah through digital platforms	0.804	0.164
11	I am satisfied with my experience while at Taman Mini Indonesia Indah	0.885	0.164
12	The services provided at Taman Mini Indonesia Indah are very satisfying	0.918	0.164
13	The facilities at Taman Mini Indonesia Indah are in line with my expectations	0.860	0.164
14	My experience at Taman Mini Indonesia Indah was comparable to the information I had previously obtained	0.841	0.164
15	I will recommend Taman Mini Indonesia Indah to others after visiting this place	0.906	0.164

Based on Table 2, it can be seen that the r-count value for all question items is greater than the r-table value of 0.164. This shows that each question item sent in the questionnaire has a significant correlation with the measured variable, so all items are valid, meaning that all questions in this questionnaire effectively measure the intended concept, be it regarding digital marketing, visiting decisions, or visitor satisfaction.

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	Alpha Value
Digital Marketing	0.863	0.600
Visiting decisions	0.871	0.600
Visitor satisfaction	0.892	0.600

Table 3 shows the reliability test results using Cronbach's alpha for each variable in this study. The Cronbach's alpha value for all variables, namely digital marketing (0.863), visiting decisions (0.871), and visitor satisfaction (0.892), is greater than the recommended minimum threshold of 0.60. This shows that all variables in this study have a very good level of reliability and can be relied on.

**Table 4. Coefficient of determination**

Variable	R-Square
Visitor satisfaction	0.770
Visiting decisions	0.662



Table 4 above has an R-squared value of 0.770 for visitor satisfaction, indicating that 77% of the variability in visitor satisfaction can be explained by digital marketing in this study. Meanwhile, the R-Square value of 0.662 for the decision to visit indicates that 66.2% of the variability in the decision to visit Taman Mini Indonesia Indah can be explained by the variables of satisfaction and decision to visit. These R-squared values indicate that the research model is strong enough to explain the variability of each dependent variable.

**Table 5.** Direct Effect

Variable		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistic (O/STDEV V)	P- Values
Digital Marketing	→ Visitor satisfaction	0.635	0,624	0.078	8.142	0.000
Digital Marketing	→ Visitor satisfaction	0.721	0.732	0.085	8.477	0.000
Visitor satisfaction	Visitor satisfaction	0.451	0.443	0.092	4.896	0.000

Table 5 shows the results of the analysis of the direct influence between the variables in this study. The influence of digital marketing on visitor satisfaction has a t-statistic of 8.142 and a very significant p-value (0.000), indicating a strong and vital influence between digital marketing and visitor satisfaction. Likewise, for the influence of digital marketing on the decision to visit, it has a t-statistic of 8.477 and a p-value of 0.000, also indicating a very significant and positive influence. Finally, the influence of visitor satisfaction on the decision to visit has a t-statistic of 4.896 and a p-value of 0.000, which also indicates a significant and positive relationship. Thus, these three direct relationships have a strong and considerable influence on the research model.

**Table 6.** Indirect Effect

Variable		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistic (O/STDEV)	P- Values
Digital Marketing	→ Visitor satisfaction → Visitor satisfaction	0.287	0.278	0.059	4.866	0.000

Table 6 shows the results of the analysis of the indirect influence between digital marketing and visiting decisions through visitor satisfaction, having a t-statistic of 4.866 and a p-value of 0.000, indicating that this indirect influence is very significant. This means that visitor satisfaction participates as a mediating variable that strengthens the relationship between digital marketing and visiting decisions. This indirect influence states that digital marketing not only directly influences visiting decisions but also increases visitor satisfaction, ultimately influencing their decision to visit Taman Mini Indonesia Indah.

Digital marketing significantly influences visitor satisfaction at Taman Mini Indonesia Indah because digital marketing can reach a wider audience through various online platforms, such as

social media, websites, and applications. By providing fast, accurate, and easily accessible information, digital marketing enhances the visitor experience before they decide to visit. Engaging and relevant digital promotions also influence visitors' perceptions of the tourist attraction. When the information provided is by expectations and is easily accessible, visitors feel satisfied because they can plan their visits better, know the facilities available, and feel more confident in their choices. In addition, the presence of Taman Mini Indonesia Indah on various digital platforms such as Instagram, Facebook and a well-managed website can improve the positive image of Taman Mini Indonesia Indah in the eyes of visitors. Research by Harahap et al. (2023) revealed that effective digital marketing can increase customer satisfaction in tourism, mainly by providing transparent and attractive information. In addition, research by Nafi & Deb (2022) also showed that digital marketing is vital in increasing visitor satisfaction by strengthening the relationship between online information and the decision to visit a tourist destination.

Digital marketing significantly influences the decision to visit Taman Mini Indonesia Indah because of its ability to reach visitors more effectively and efficiently. Through digital platforms such as social media, websites, and applications, Taman Mini Indonesia Indah can convey relevant, engaging, and persuasive information to a broader audience. Digital advertisements, promotions, and content published online strongly appeal to potential visitors, which can influence their decision to visit the location. In addition, reviews and testimonials from previous visitors spread across various digital platforms such as Instagram or Google Review, which also strengthen a person's decision to visit because potential visitors tend to look for information and reviews before making a decision. Proper digital marketing makes it easier for potential visitors to find information and creates interest that ultimately encourages them to visit Taman Mini Indonesia Indah. Research by Musliha & Adinugraha (2022) shows that digital marketing is essential in influencing tourists' decisions to visit tourism destinations, primarily through attractive online promotions. In addition, Hendrajana et al. (2024) also found that advertisements and information conveyed through digital platforms can increase interest and decisions to visit tourist attractions, especially in cultural tourism, such as Taman Mini Indonesia Indah.

Visitor satisfaction significantly influences the decision to visit Taman Mini Indonesia Indah because a positive experience felt during a previous visit can increase the likelihood of visitors returning or recommending Taman Mini Indonesia Indah to others. Visitors who are satisfied with various aspects, such as the services, facilities, and experiences they get, tend to have a positive perception of the destination, which in turn influences their decision to visit again in the future. Visitor satisfaction creates a strong emotional connection between visitors and the tourist destination, making visitors feel that the visit provides added value comparable to their expectations. In addition, high satisfaction can encourage visitors to view more information about Taman Mini Indonesia Indah through digital platforms and share their experiences, which can influence other potential visitors. Research by Ratih & Noer (2024) revealed that visitor satisfaction significantly influences the decision to revisit a tourist destination, where positive experiences lead to higher levels of loyalty. Other research by Kanwel et al. (2019) also shows that visitor satisfaction plays a vital role in revisiting a tourist attraction because a satisfying experience strengthens their intention to revisit the exact location.



Digital marketing significantly influences the decision to visit Taman Mini Indonesia Indah through visitor satisfaction because digital marketing not only influences the initial interest in visiting but also plays a vital role in forming a satisfying experience that ultimately influences the decision to return. Through digital platforms, such as social media, websites, and applications, Taman Mini Indonesia Indah can convey complete and interesting information about existing facilities, events, and promotions, which attract potential visitors' attention. When visitors are satisfied with the information they obtain digitally before visiting, their expectations for future visits increase. An experience that matches expectations will increase visitor satisfaction, encouraging them to revisit Taman Mini Indonesia Indah I. Visitor satisfaction created through initial interactions with digital marketing can strengthen their decision to visit, either for the first time or repeatedly. Research by Yusuf & Rukmana (2023) shows that effective digital marketing can increase customer satisfaction, which leads to the decision to revisit. In addition, research by Kitsios et al. (2021) also emphasized that visitor satisfaction influenced by digital marketing directly impacts the decision to visit a tourist destination because accurate and interesting information can reduce visibility and strengthen visitors' intentions to come.

## 5.0 OTHER RECOMMENDATIONS

Based on this study's results, digital marketing significantly influences visitor satisfaction and the decision to visit Taman Mini Indonesia Indah. Effective digital marketing can increase visitor satisfaction by providing accurate, easily accessible, and relevant information through various digital platforms such as social media, websites, and applications. Visitor satisfaction, in turn, also influences their decision to revisit or recommend Taman Mini Indonesia Indah. In addition, digital marketing has also been shown to play an important role in increasing visiting decisions through direct influence and visitor satisfaction as a mediating variable. Thus, digital marketing can effectively attract more visitors and increase their loyalty to this tourist destination.

Based on the results of this study, it is recommended that the management of Taman Mini Indonesia Indah continue to improve its digital marketing strategy by utilizing more diverse digital platforms and continuously updating relevant and engaging content for visitors. In addition, it is essential to ensure that information delivered through social media and websites is always accurate and easily accessible to visitors. Improving visitor experience through better services and facilities that meet expectations also needs to be a primary focus to maintain visitor satisfaction and encourage higher visiting decisions. For further research, exploring other factors that can influence visiting decisions, such as social and cultural factors, and expanding the research sample to obtain a more representative picture is recommended.

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