

Analysis of the Influence of Services cape and Social Media through Tourism Motivation on the Interest of Tourist Revisits (Case Study on Visitors of Lake Linow Tourism Destinations)

Rilia Mega Lengkong¹

James DD Massie²

Indrie D. Palandeng²

Abstract

This study aims to determine the effect of Servicescape and Social Media on Revisit Interests through Tourism Motivation in a case study of visitors to the Linow Lake tourist destination. The sampling method uses probability sampling with certain criteria. The data collection technique used was by distributing questionnaires in which 100 respondents met the criteria, including at least 17 years old and had visited the Linow Lake tourist destination at least 2 (two) times, including during the Covid-19 pandemic. The data collected was then analyzed using path analysis. The results of this study indicate that Servicescape and Social Media have a significant effect on Tourism Motivation. Servicescape has a significant direct or indirect effect on Revisit Interests through Tourism Motivation. Social Media has a significant negative direct effect on revisit interest, and a significant positive indirect effect on revisit interest through tourism motivation. Tourism motivation has a significant effect on revisit interest.

Keywords: *servicescape; Social media; Tourism Motivation and Interest in Revisit*

¹ Student of Management Masters Study Program, Postgraduate Faculty of Economics, Sam Ratulangi University, Manado

² Postgraduate Faculty of Economics, Sam Ratulangi University, Manado

INTRODUCTION

Background of the problem

The Indonesian tourism sector has an important role in the country's economic growth so that it can improve the welfare and quality of life of the community. North Sulawesi has become one of the tourist destinations in Indonesia which is quite popular visited by domestic and foreign tourists, especially when direct flights from several regions in China to Manado were opened in 2016. However, since the announcement of the first two positive cases of the Covid-19 virus in Indonesia in October In March 2020, the Indonesian tourism industry was hit by the closure and restriction of a number of international and domestic flights. The Indonesian government has also set various policies to help the tourism industry to survive in the midst of the pandemic. such as policies to encourage local tourists to travel within the region and enforce health protocols in every tourism industry. The tourism industries are slowly reopening with adjustments to regional policies, including the implementation of health protocols.

Research from Kusumaningrum and Wachyuni (2020) found that changes in travel behavior, such as natural tourist destinations, are more attractive to potential tourists in the future. Suprihatin (2020) in his research said that during a pandemic, tourists demand higher health insurance. There is a change in the behavior of tourists who tend to want to travel with natural nuances, so servicescape is considered to play an important role in creating interest in returning tourists, which is certainly the goal of every tourism industry. The term servicescape is used to describe the physical elements of the environment in which services are provided. According to Lovelock and Wirtz (2011) companies or organizations that provide high service quality,

In addition, research by Junawan and Laugu (2020) found that since the Covid-19 pandemic there has been an increase in the use of social media. Social media gives rise to new trends in society, including the trend of tourist objects being popularized through posting photos or videos by their users. Consumers are increasingly connected to social media where personal stories influence their behavior, including where they go and what they buy (Adams, 2012). A post represents what a tourist attraction has or even shows facts about the condition of a tourist attraction (Rukmiyati & Suastini, 2016).

Traveling is a human need, so the tourism industry must satisfy the needs of the community. The tourism experience is deemed necessary to overcome all the negative impacts of the ongoing pandemic (Kusumaningrum and Wachyuni, 2020). Every tourist has a different motivation when they want to visit a tourist destination, for that it is very important for the manager of the destination of an area or place to study the motivation of tourists to visit, because this is useful for developing the right industry improvement strategy. The interest of a tourist to return is part of the loyalty that needs to be continuously improved by the tourism industry. Marketers' efforts to increase interest in repeat visits are faced with a new challenge, namely the motivation of tourists to influence their goals for traveling.

Tomohon is one of the favorite destinations for tourists to visit. The beauty of the flowers in this city is one of the competitiveness and assets for the City of Tomohon, which not only beautifies the corners of this city, but also causes an international-class festival. This city has a variety of natural tourist destinations that are very beautiful and interesting to visit. One of the tourism destinations that has long been popular and survived the Covid-19 pandemic is Lake Linow. In addition to natural beauty, there are cafes that offer very beautiful views of the lake and become a tourist destination when you want to see the natural beauty of Lake Linow. Visitors can enjoy

food and drinks while enjoying the natural beauty on offer. The author assigns visitors to Lake Linow as a case study because it is a tourist destination with natural nuances and which has survived during the pandemic. This tourist destination has also implemented health protocols and utilized social media as a promotional tool to increase tourist visits.

Formulation of the problem

Based on the description of the background above, the formulation of the problem can be identified as follows:

1. Does Servicescape affect Tourism Motivation on visitors to Lake Linow
2. Does Social Media Affect Tourism Motivation on Linow Lake visitors?
3. Does Servicescape affect the Revisit Interest of Lake Linow visitors?
4. Does Social Media Affect Revisit Interest in Linow Lake visitors?
5. Does Tourism Motivation Affect Revisit Interest in Linow Lake visitors?
6. Does Servicescape affect the Revisit Interest of Lake Linow visitors through Tourism Motivation?
7. Does Social Media Affect Revisit Interests in Linow Lake visitors through Tourism Motivation?

THEORETICAL BASIS

Marketing

According to Kotler (2016), Marketing is a social and managerial process by which a person or group obtains what it needs and wants through the creation and exchange of products and value.

Servicescape

According to Boom et al (1981) in Situmorang (2017) the term servicescape was coined as an environment in which services are arranged for customers and where buyers and sellers interact with each other. Meanwhile, according to Ruki (2011) the servicescape elements consist of environmental conditions (ambience conditions), space, floor plans, functions and instructions, symbols and artifacts.

Social media

According to Dixon (2012) in Sholikha & Sunarti (2019) social media is the use of web technology to turn one-way communication into interactive online dialogue. The key component of social media is the creation and exchange of user generated content. To assess the content produced by social media, the International Association for the Measurement and Evaluation of Communication published a framework consisting of exposure, engagement, influence, impact and advocacy.

Travel Motivation

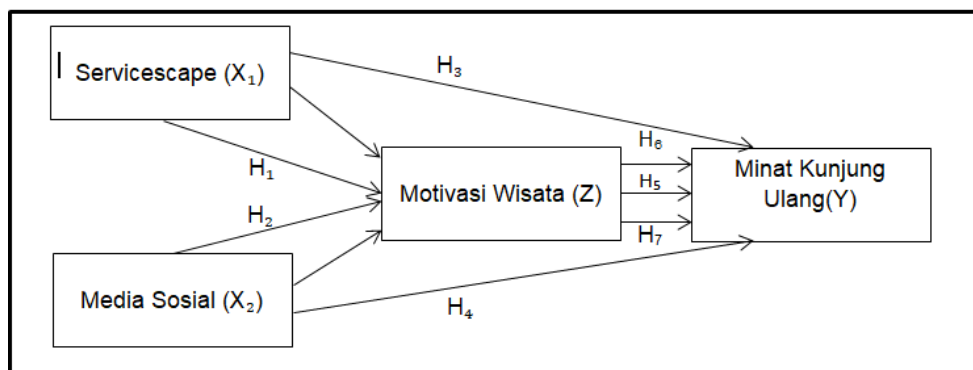
According to Astini and Sulistiyowati (2015) travel motivation or travel motivation is motivation that refers to a set of needs that cause a person to participate in tourism activities. Fulfillment of physical and psychological desires can occur if there is an encouragement from a person, so that motivation can come from within or from outside.

Interested to revisit

According to Umar (2003), interest in returning is a behavior that appears in response to objects that indicate a desire to repurchase. Intention to revisit means the desire of tourists to revisit the same destination; this is a construct that intervenes between attitude and behavior (Fishbein & Ajzen, 1975 in Huang et al, 2015).

RESEARCH HYPOTHESIS

Figure 1. Research Model



Source: Processed Data

- H It is suspected that there is an influence *Servicescape* on Tourism Motivation on visitors to Lake Linow.
- H It is suspected that there is an influence of Social Media on Tourism Motivation on visitors to Lake Linow.
- H3 It is suspected that there is an effect of *Servicescape* on Revisit Interests on visitors to Lake Linow,
- H4 It is suspected that there is an influence of social media on the interest of visiting visitors to Lake Linow,
- H It is suspected that there is an influence of Tourism Motivation on Revisit Interests in Linow Lake visitors.
- H6 It is suspected that there is an influence *Servicescape* on the interest of repeat visits to visitors to Lake Linow through the variable of Tourism Motivation,
- H7 Presumably there the effect of Social Media on Revisit Interests on Linow Lake visitors through the variable of Tourism Motivation.

RESEARCH METHODS

The type of research used is associative research which seeks to find a relationship between one variable and another. The sampling method is in the form of purposive sampling on Lake Linow tourists. The data collection method used is the use of primary and secondary data sources, namely through questionnaires and interviews, as well as books and literature related to and supporting this research.

The population and sample in this study were visitors to Lake Linow who had visited the tourist destination at least twice, including at least once during the Covid-19 pandemic. This is

considered because tourists will have a better understanding and assessment of the Linow Lake tourist attraction, when they have made a return visit. In addition, the respondent is at least 17 years old because according to Hurlock (2006) that age is an adult age and is considered legally mature. According to Hair (2006) that a good and appropriate sample size for research where the exact number of the population is not known must be at least 100 respondents. Based on the theory from the experts above, the number of samples in this study was 100 respondents. Questionnaires were distributed to 174 respondents, where 100 respondents met the specified criteria. The data obtained were analyzed using path analysis, then processed using SPSS.

RESULTS AND DISCUSSION

Research Instrument Test

Validity test

The results of the validity test carried out on all statements on the research questionnaire variables, it was found that the statement items were valid because they had a significance value below <0.05 and a Pearson Correlation value >0.312 .

Reliability Test

The results of the reliability test conducted stated that all instrument items had a Cronbach Alpha value >0.70 , which means that all items are reliable.

Classic assumption test

Normality test

The normality test used is the Probability Plot normal test. Based on the results of the normality test of X1 and X2 to Z and the normality test of X1, X2 and Z to Y, the results of the normality test show that the coordinate points between the observed values and the data follow a diagonal line, so it can be concluded that the existing data has data that is normally distributed. or have a normally distributed residual value.

Heteroscedasticity Test

Heteroscedasticity test used is a scatterplot graph. Based on the results of the X1 and X2 heteroscedasticity tests against Z and the X1, X2 and Z heteroscedasticity tests against Y, the results of the heteroscedasticity test indicate that the points are randomly distributed and do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity in the regression model.

Multicollinearity Test

The results of the multicollinearity test show that in the multicollinearity test in this study there is no correlation between the independent variables because the tolerance value is greater than 0.1 or the VIF is below the number 10. Thus, it can be said that there is no multicollinearity between the variables in this study.

Path Analysis Results

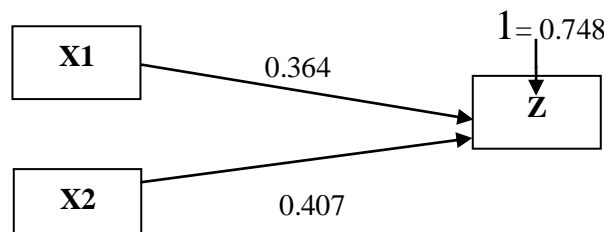
Substructure Equation 1: $Z = \gamma x_1 X_1 + \gamma x_2 X_2 + 1$ (Sub Structure 1)

Table 1. Summary Results of Sub-Structural Path Analysis 1

Effect Between Variables	Path Coefficient	tcount	table	Value of Sig.	Description
X1 against Z	0.364	4,218	1,984	0.000	Significant
X2 against Z	0.407	4,714	1,984	0.000	Significant
Simultaneous Determination (Rsquare) = 0.439 F count = 37.908, Sig = 0.000					

Source: Processed Data

Figure 2. Substructure Path Analysis Model 1



Source: Processed Data

Based on the results of the path analysis in accordance with Table 1, the equation for sub-structure 1 is obtained as follows:

$$Z = 0.364 X_1 + 0.407 + 0.748 1X_2$$

The results of the analysis show that:

1. The magnitude of the influence of the Servicescape variable (X1) on Tourist Motivation (Z) is 0.364 with a tcount = 4.218 and a significance value = 0.000 0.05. This shows that there is a positive and significant influence between servicescape and tourism motivation.
2. The magnitude of the influence of Social Media variable (X2) on Tourism Motivation (Z) is 0.407 with tcount = 4.714 and significance value = 0.000 0.05. This shows that there is a positive and significant influence between social media and tourism motivation.
3. The magnitude of the simultaneous influence of servicescape and social media variables on tourism motivation is 0.000 with Fcount = 37.908 > Ftable = 3.09 and significance value = 0.000 0.05. This shows that there is a positive and significant influence between the servicescape and social media variables on tourism motivation. The contribution of servicescape and social media variables to changes in the tourism motivation variable is Rsquare = 0.439 and the rest is explained by other factors not examined.

Substructure Equation 2 = $Y = + + + 2 \text{ py}2x1X1\text{py}2x2X2 \text{ py}2y1$

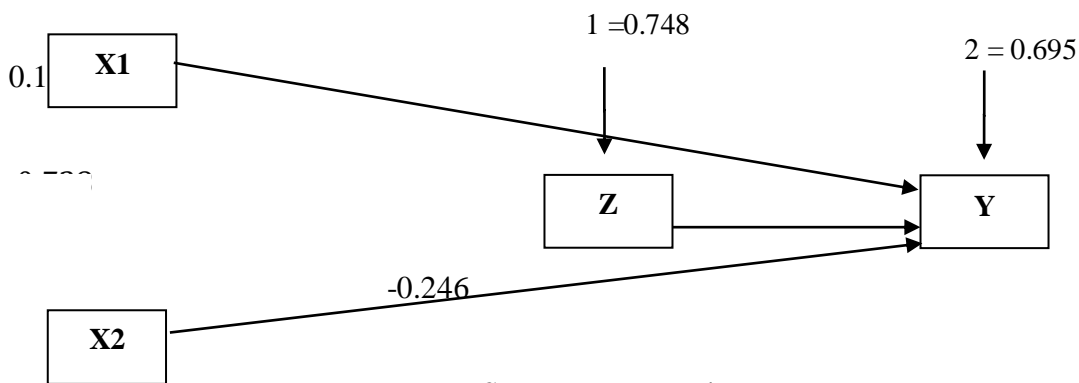
Table 2. Summary Results of Sub-Structural Path Analysis 2

Effect Between Variables	Path Coefficient	tcount	table	Value of Sig.	Description
X1 against Y	0.175	1,999	1,985	0.048	Significant
X2 against Y	-0.246	-2,753	1,985	0.007	Significant
Z against Y	0.728	7,683	1,985	0.000	Significant

Simultaneous Determination (Rsquare) = 0.516
 F count = 34,067, Sig = 0.000

Source: Processed Data

Figure 3. Substructure Path Analysis Model 2



Source: Processed Data

Based on the results of the path analysis in accordance with Table 2, the equation for sub-structure 2 is obtained as follows:

$$Y = 6.602 + -0.246 X2 + 0.695 Z + 0.175 X1 + 0.728 Z$$

The results of the analysis show that:

1. The magnitude of the influence of the Servicescape variable (X1) on revisit interest (Y) is 0.175 with tcount = 1.999 > 1.985 and the significance value = 0.048 < 0.05. This shows that there is a positive and significant influence between servicescape and interest in repeat visits.
2. The magnitude of the influence of Social Media (X2) on revisit interest (Y) is -0.246 with tcount = -2.753 > 1.985 and the significance value = 0.007 < 0.05. This shows that there is a negative and significant influence between social media and interest in repeat visits.
3. The magnitude of the influence of Tourism Motivation (Z) on Revisit Interest (Y) is 0.728 with tcount = 7,683 > 1,985 and the significance value = 0.000 < 0.05. This shows that there is a positive and significant influence between tourism motivation and interest in revisiting.
4. The magnitude of the effect simultaneously for the servicescape, social media and tourist motivation variables on the interest in revisiting is 0.000 with a Fcount = 34.067 > Ftable = 2.70 and a significance value = 0.000 < 0.05. This shows that there is a positive and significant influence between the servicescape, social media and tourist motivation variables on the interest in repeat visits. The contribution of servicescape variables, social media and tourist motivation to changes in the variable interest in revisiting is Rsquare = 0.516 and the rest is explained by other factors not examined.

Indirect Effect Test
Indirect influence between Servicescape and Social Media variables on Revisit Interest through Tourism Motivation
Table 3. Indirect Influence Test Results

Variable	Influence	Causal Influence		Total
		Direct	Indirect	
X1	X1 against Z	0.364		0.439
	X1 against Y	0.175	$0.364 \times 0.728 = 0.264$	
X2	X2 against Z	0.407		0.05
	X2 against Y	-0.246	$0.407 \times 0.728 = 0.296$	
Z	Z against Y	0.728		
Sobel Test				
X1 → Z → Y = 6.709 1.984 (Significant)				
X2 → Z → Y = 8.155 1.984 (Significant)				

Based on Table 3, it can be seen that the indirect relationship between servicescape (X1) and interest in revisiting (Y) is 0.264 with a value of tcount from the value of ttable , meaning that the indirect effect of servicescape on interest in repeat visits is significant. Meanwhile, the indirect relationship between social media (X2) and interest in repeat visits (Y) is 0.296 with a tcount value of from the ttable value, meaning that the indirect effect of social media on interest in revisiting is significant. This shows that tourist motivation (Z) can mediate the relationship between servicescape and social media for repeat visits.

DISCUSSION
1. The Influence of Servicescape on Tourist Motivation

Servicescape in Lake Linow affect the motivation of tourists. Lake Linow is located in a cool and cold area which provides a different environmental atmosphere compared to other areas in Indonesia, especially in the province of North Sulawesi. In addition, Lake Linow is also decorated and arranged in such a way as to attract the attention of tourists to visit these tourist destinations. The existence of a live band featuring music suitable for various groups of people to listen to, makes a visit to Lake Linow enjoyable. The environmental atmosphere of the Servicescape plays an important role in encouraging one's travel motivation. The better the environmental conditions of a tourist destination, the better the layout, facilities and so on, then this will provide an extraordinary experience for visitors. . Someone who is bored with his daily work needs a vacation for the purpose of relaxation, entertainment and various other reasons. The servicescape of a place can ultimately fulfill these needs, thus giving an important role to one's motivation.

2. The Influence of Social Media on Tourist Motivation

Social media content regarding the Linow Lake tourist attraction affects tourism motivation. Social media is the latest platform for sharing travel experiences, either through stories, pictures or videos. Lake Linow has a variety of beautiful and interesting photo spots to share on various social media platforms including Facebook and Instagram. In addition to postings by visitors, Lake Linow also has official social media accounts that are processed by management who regularly promote various information, such as events that will be held at these tourist

destinations. The act of channeling this information can stimulate a person to travel widely and without limits. The more interesting the information or promotion about the Linow Lake tourist destination, the more tourist motivation will be.

3. The Influence of Tourism Motivation on Revisit Interest

Lake Linow is considered by research respondents as a tourist spot that provides health benefits such as relieving stress, refreshing the mind and relaxing increase enthusiasm for the face of routine. When a tourist destination fulfills the needs of tourists, namely indicators in tourism motivation, then this can increase the interest of tourists visiting again as happened in this study. For this reason, Lake Linow must pay attention to the needs of tourists in terms of stimulating tourist motivation to increase interest in repeat visits.

4. The Influence of Servicescape on Revisit Interest

Based on the results of the respondents' answers that have been described, the average respondent assesses that all elements of the servicescape provided by Lake Linow are very good. It is proven by the servicescape owned by Lake Linow that has a significant influence on the interest of returning tourists. Servicescape plays an important role in shaping the service experience. This experience will be remembered, so it can encourage interest to visit Linow Lake again. The experience formed by the servicescape of a tourist destination ultimately influences someone to make a return visit.

5. The Influence of Social Media on Revisit Interest

Social media is a communication platform that is commonly used by various groups. On this platform there is an interaction of content results that involve users. The effects of digital campaigns can lead to various perspectives on a person and even a tourist destination. A bad perspective can certainly reduce someone's interest in visiting a particular tourist destination, depending on how social media users report it. In accordance with the research results obtained, social media has a negative effect on the interest of returning tourists. This reflects the fact that there is a negative impact of social media on Lake Linow as a tourist destination. This can be influenced by various variables that are not discussed in this study.

6. The Influence of Servicescape on Revisit Interests through Tourism Motivation Variables

In accordance with the purpose of servicescape according to Lovelock and Wirtz (2011), namely to shape consumer experience and behavior, then with a good servicescape experience, it will stimulate a tourist's motivation to travel, including interest in revisiting a tourist destination. According to the respondent's assessment, Lake Linow has a good servicescape so that it becomes an alternative for someone to enjoy vacation time. The ambient atmosphere that Lake Linow has to offer makes for a good visiting experience. When someone is motivated to travel, they will remember their visit and will encourage tourists to visit the destination again.

7. The Influence of Social Media on Revisit Interests through Tourism Motivation Variables

Social Media is currently used as a means of information and promotion by various agencies, including the tourism industry. Lake Linow uses social media to share information and promote events that will be held there. When what is offered by Lake Linow is interesting, it will cause someone to participate in tourism activities through their tourist motivation. Social Media helps

tourists to choose which tourist destinations to visit. In this study, it was found that social media interactions, both from the Lake Linow Instagram account, or posts from visitors to Lake Linow, had a positive and significant impact on revisit interest mediated by Tourism Motivation.

CONCLUSION

Based on the tests and discussions that have been carried out in this study, it can be concluded that:

1. Servicescape (X1) has a positive and significant effect on Tourism Motivation (Z) of visitors to Lake Linow.
2. Social Media (X2) has a positive and significant effect on Tourism Motivation (Z) of visitors to Lake Linow.
3. Servicescape (X1) has a positive and significant effect on Visiting Interest (Y) of visitors to Lake Linow.
4. Social Media (X2) has a negative and significant effect on Visiting Interest (Y) of Linow Lake visitors.
5. Tourism Motivation (Z) has a positive and significant effect on Visiting Interest (Y) of visitors to Lake Linow
6. Servicescape (X1) has a significant indirect effect on Revisit Interest (Y) through Tourism Motivation (Z)
7. Social Media (X2) has a significant indirect effect on Revisit Interest (Y) through Tourism Motivation (Z).

SUGGESTION

1. Lake Linow has natural beauty, a cool climate and tourist facilities which are one of the reasons for someone to revisit this tourist destination. Facilities, environmental cleanliness and everything related to the servicescape of Lake Linow must be maintained because they are important variables in influencing someone's interest to revisit this tourist destination. In addition, Lake Linow must pay attention to the novelty of their tourist destination. The elements of this mix are like new decorations and facilities. This is done to increase the tourist motivation of tourists, so that they are not bored with the places they have visited.
2. Social media can positively influence one's travel motivation, so Lake Linow through social media platforms must promote interesting activities. Social media content that is packaged in such an attractive way to stimulate tourist motivation, thereby generating interest in revisiting the place. On the other hand, social media is a variable that has a direct negative effect on the interest of repeat tourists. For this reason, Lake Linow must pay attention to reviews spread on social media by visitors and create interesting content for tourists.
3. In addition, in the midst of the Covid-19 pandemic, Lake Linow must continue to pay attention to health protocols for its visitors to avoid the wide spread of the virus and make visitors feel safe and comfortable at these tourist attractions. This should also be promoted on their social media, to give a positive stigma to Lake Linow's readiness to face Covid-19.

BIBLIOGRAPHY

1. Adams, P. (2012). *Grouped: How small group of friends are the key to influence on the social web*. California: New Riders.
2. Astini, Sulistyowati (2015). Effect of Destination Image, Travel Motivation, and Service Quality on Visitor Satisfaction (Case Study on Muslim Archipelago Tourists at Carita Beach, Pandeglang Banten), *Scientific Journal of Management and Business*, Vol. 1, No.3, p 1- 11
3. Hair, (2006). *Multivariate Data Analysis Pearson International Edition 6*. New Jersey
4. Huang, H., Lunhua Mao, L., Wang, J., & Zhang, JJ (2015). Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: the Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*, 16(4), 46–66.
5. Hurlock, EB (2006). *Developmental Psychology An Approach Throughout the Life Span*. Fifth Edition. Jakarta: Erlangga
6. Junawan, H and Nurdin Laugu (2020). The Existence of Social Media, Youtube, Instagram and Whatsapp Amid the Covid-19 Pandemic Among Indonesian Virtual Communities. *Baital Ulum: Journal of Library and Information Science*, Vol. 4 No.1
7. Kotler, Phillip and Kevin Lane Keller (2016), *Marketing Management Edition 12 Volumes 1 & 2*. Jakarta: PT. Index
8. Kusumaningrum, Dewi Ayu and Suci Sandi Wachyuni (2020), The Shifting Trends in Traveling after the Covid-19 Pandemic. *International Journal of Tourism & Hospitality Review*. Vol 7, No.2, pp 31-40.
9. Rather, RA (2021). Demystifying the effects of perceived risk and fear on customer engagement, co-creation and revisit intention during COVID-19: A protection motivation theory approach. *Journal of Destination Marketing & Management*, 20, 100564.
10. Ruki, UA (2011), *Introduction to Servicescape Theory and Its Application in Interior Design*, Humanities, Vol. 2 No. 2: 1225-1235
11. Rukmiyati, N., M., S. & Ni Made Suastini (2016), *Impact of Social Media on Tourist Behavior*, Conference on Management and Behavior Studies
12. Sholika, E., A., & Sunarti (2016), Effect of Social Media on Followers Visiting Interests (Survey on Followers Instagram Account @batuflowergarden.cobanrais), *Journal of Business Administration (JAB)*
13. Situmorang, H. S (2018). Influence Of Servicescape, Customer Satisfaction, WOM, and Social Media to Consumer Loyalty (study case bali beach). 10.2991/ebic-17.2018.62.
14. Suprihati, Wiwik (2020), Analysis of Tourist Consumer Behavior in the Era of the Covid-19 Pandemic (Case Study of Tourism in West Nusa Tenggara), *Bestari Journal Volume/Number 01*, page 56-66I.
15. Umar, H. (2003). *Marketing Research and Consumer Behavior*. Jakarta: Gramedia Pustaka Utama.
16. Wachyuni, SS, Kusumaningrum, D. A and Regina C. Kartika (2018). Shopping Center Quality Study on Tourist Visiting Motivation to Shopping Centers (Case Study: Central Park Mall) p. 172-185
17. Wirtz, J. & Christopher Lovelock (2011) *Services Marketing: People Technology Strategy*, 7th edition, Pearson Education, Inc.