

## **SOCIAL MEDIA AND FACILITIES AS PREDICTORS OF TOURIST VISIT DECISIONS: AN EMPIRICAL STUDY AT OBOSS RESTO AND RESORT**

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**Abstract:** *This study aims to determine Social Media and Facilities as Predictors of Tourist Decisions: An Empirical Study at Oboss Resto and Resort. The research employs a quantitative approach with an accidental sampling technique, involving 96 respondents who visited the Oboss Resto and Resort destination. Data were collected using questionnaires and analyzed through multiple linear regression, processed with SPSS version 29. The results show that social media has a t-value of 1.230 < t-table 1.985 and a significance value of 0.222 > 0.05, while facilities have a t-value of 3.290 > t-table 1.985 and a significance value of 0.001 < 0.05. Simultaneously, both variables produce an F-value of 18.551 > 3.09 with a significance value of 0.001 < 0.05. Partially, social media has no significant influence on visiting decisions. Facilities, on the other hand, have a positive and significant influence on visiting decisions. Simultaneously, Social Media and Facilities have a positive and significant effect on tourists' visiting decisions. Although the partial test shows that Social Media does not significantly influence visiting decisions, the simultaneous test reveals that, when combined with the Facilities variable, Social Media contributes to strengthening the regression model.*

**Keywords:** *Destination; Social Media; Facilities; Visiting Decision*

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**Abstrak:** Penelitian ini bertujuan untuk mengetahui Media Sosial dan Fasilitas Sebagai Prediktor Keputusan Wisatawan: Studi Empiris Pada Oboss Resto and Resort. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *accidental sampling* dan jumlah responden sebanyak 96 orang yang berkunjung di wisata Oboss Resto and Resort. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan SPSS versi 29. Hasil penelitian menunjukkan bahwa media sosial memiliki nilai t hitung 1,230 < t tabel 1,985 dan nilai signifikan 0,222 > 0,05, sementara fasilitas memiliki nilai t hitung 3,290 > t tabel 1,985 dan nilai signifikan 0,001 < 0,05, dan secara simultan memiliki nilai F hitung sebesar 18,551 > 3.09 dan nilai signifikan 0,001 < 0,05. secara parsial media sosial tidak berpengaruh terhadap keputusan berkunjung. Fasilitas berpengaruh positif dan signifikan terhadap keputusan berkunjung. Media sosial dan fasilitas secara simultan berpengaruh positif dan signifikan terhadap keputusan berkunjung. Meskipun pada pengujian parsial variabel media sosial tidak menunjukkan pengaruh terhadap keputusan berkunjung, namun pada pengujian simultan bersama dengan fasilitas, media sosial terbukti berpengaruh dalam memperkuat model regresi

**Kata Kunci:** *Destinasi; Media Sosial; Fasilitas; Keputusan Berkunjung*

### **INTRODUCTION**

Tourism is a sector that has a significant impact on the current economy. Tourism not only drives economic growth but also shapes and influences the cultural dynamics of local communities. According to Sukirman (2017) in (Samuel, Rahadian, and Utami 2022) tourism has undergone extensive expansion and diversification in various forms, so that the tourism sector has not only developed into a creative service industry, but has also become the fastest growing economic sector among other economic sectors in the world.

This development has also influenced how tourists make decisions about visiting a destination. The increasing accessibility of information and rising expectations of tourists regarding the quality of

services and experiences offered mean that decisions to visit are no longer based solely on the appeal of the scenery offered, but also on the completeness of facilities, cultural uniqueness, safety, and comfort. Therefore, regions that can capitalize on this opportunity by developing tourist destinations in a planned and sustainable manner have great potential to attract more tourist visits.

The decision to visit refers to the type of decision made by an individual or group of people to determine whether or not they plan to visit a particular tourist destination. This decision is the result of a deliberation process influenced by various factors, including the information obtained, perceptions of the destination, and experiences (Ningrum et al. 2023) . Gorontalo Province is an area rich in culture and natural beauty. Gorontalo has attractive tourist attractions such as nature tourism, lake tourism, religious tourism, and marine tourism. Natural wealth, traditional arts, and culture are one of the important sectors in tourism in Gorontalo Province. Oboss Resto and Resort is one of the marine tourism destinations that offers beautiful beaches and has natural potential that attracts visitors. This potential is one of the factors that must be maintained to attract visitors.

The following is the data on the number of visitors to the Oboss Resto and Resort tourist attraction in 2024:

Table 1 Number of Visitors to Oboss Resto and Resort in 2024

Month	Number of Visitors
Jan	186
Feb	145
Mar	125
Apr	268
May	254
Jun	236
Jul	101
Aug	348
Sep	215
Oct	256
Nov	387
Dec	658
<b>Total</b>	<b>3,179</b>

*Source: Oboss Resto & Resort Tourism (2025)*

Based on data on the number of tourists visiting Oboss Resto & Resort during 2024, a total of 3,179 visitors were recorded over the course of the year. Significant fluctuations were observed each month. The peak of visits occurred in December, with a total of 658 visitors, which was much higher than in other months. Meanwhile, July recorded the lowest number of visitors, with only 101 people. Similarly, February and March had low numbers of visits, with 145 and 125 people, respectively.

This phenomenon shows that visitor numbers tend to be greatly influenced by seasonal factors and holiday activities, which are important factors in tourists' decisions to visit. Therefore, it is important for the management of Oboss Resto and Resort to develop sustainable promotional programs and strategies, so that they do not rely solely on increased visits during certain seasons. Understanding this pattern of visits is very important as a basis for long-term evaluation of Oboss Resto and Resort tourism. However, in addition to seasonal factors, there are other obstacles that affect the low number of visits in certain months. One of them is access to the location, which is considered quite challenging, as visitors must pass several climbs, as stated in several reviews on social media. Such obstacles can influence the decision to visit, regardless of the quality of service provided or the promotions offered by the tourist attraction.

In facing such obstacles, the role of social media is very important, not only as a promotional medium but also as a strategy for perception management or consumer education. According to Nasrullah (2015) in (Effendy, Sari, and Hermawan 2021) , social media acts as a digital medium that enables social interaction and forms networks between individuals online. Based on research by Djafar et al. (2024) , the success of social media as a marketing tool is highly dependent on the

relevance of advertising content to consumer preferences. If the advertising content is irrelevant or uninteresting to consumers, it is unlikely that they will be interested in the services offered.

In addition to promotion on social media, another factor that can influence tourists' interest in visiting is the facilities offered at a tourist attraction. Facilities are a key supporting factor that influences the quality of tourists' experiences at a destination. According to Taan, Abdussamad, & Palangka(2020) , the completeness of facilities is one of the strategies companies use to retain tourists. Every tourist attraction provides complete facilities to ensure that visiting tourists are increasingly satisfied. According to Tjiptono(2014) , facilities aim to provide convenience and comfort for consumers in using a product or service, thereby increasing their satisfaction and loyalty. Oboss Resto and Resort is a new tourist attraction located in Biluhu Timur Village, Batudaa Pantai District, Gorontalo Regency. This tourist location offers beautiful beaches and a natural atmosphere that is still pristine and untouched. In addition to the beauty of the beach, tourists are treated to various facilities such as 12 villas, a swimming pool, a prayer room, toilets, and a restaurant. To enjoy the facilities without staying overnight, the price is IDR 50,000, which includes access to the swimming pool, free entertainment, and a private beach. The cost of accommodation varies from IDR 1,000,000 to IDR 2,500,000 with various other facilities.

The availability of complete and varied facilities has a positive long-term impact on the sustainability of tourist destinations. The facilities provided by Oboss Resto and Resort are considered to be very good and complete. However, optimal facility management must go hand in hand with digital promotion and improved accessibility in order to strengthen the competitiveness of this tourist attraction amid the growing competition in the tourism industry in Gorontalo. The quality of a tourist attraction cannot only be assessed based on the condition of the attraction itself, but also based on the facilities, services, marketing, and accessibility that support the tourism sector, which has a significant contribution and strategy in supporting national economic development in the era of globalization. Research conducted by Sri, Asti, & Sukriadi (2025) shows that digital marketing and facilities have a positive and significant effect on the decision to visit. Meanwhile, research by Ulfa Simamora, Yusrizal, & Syafina (2023) shows that social media and tourism facilities variables have a significant effect on visit decisions. However, this study differs from previous studies because there have not been many studies that specifically or comprehensively examine the combination of social media and facilities variables in the context of tourist destinations. Another difference is that this study focuses on the same model but with a different object.

## RESEARCH METHOD

This study uses a quantitative approach. Data collection techniques in this study were conducted through observation, questionnaires, and documentation. In this study, the sampling technique used was accidental sampling. The sample used in this study consisted of 96 people. The criteria for respondents in this study were (1) visitors to the tourist attraction, (2) visitors aged 18 years and above, (3) respondents who actively use social media platforms, and (3) respondents who were willing to voluntarily and completely fill out the research questionnaire. The research instrument was a questionnaire with a Likert scale. Data analysis used validity and reliability tests, multiple linear regression, t-tests, F-tests, and determination coefficients with the help of SPSS.

## RESEARCH RESULTS

### Respondent Characteristics

Table 2 Respondents Based on Domicile

Residence	Frequency (n)	Percent
Gorontalo City	30	31.2
Gorontalo Regency	36	37.5
North Gorontalo Regency	9	9.37
Bone Bolango Regency	11	11.4
Boalemo Regency	5	5.20
Pohuwato Regency	5	5.20
<b>Total</b>	<b>96</b>	<b>100</b>

Source: Data processed using SPSS 29

Based on residence, the majority of respondents who visited the Oboss Resto and Resort tourist destination came from Gorontalo Regency (36 respondents) and Gorontalo City (30 respondents). Meanwhile, a number of respondents came from Bone Bolango Regency (11 respondents), North Gorontalo Regency (9 respondents), and Boalemo Regency and Pohuwato Regency (5 respondents each). This indicates that visitors come from areas located not far from the tourist site.

Table 3 Respondents Based on Age

Respondent Age	Frequency (n)	Percent (%)
18-28 years	82	85.4%
29-39 years	7	7.29%
40-59 years	7	7.29%
<b>Total</b>	<b>96</b>	<b>100%</b>

Source: Primary Data Processed, (2025)

Based on age, respondents by age group show that the majority of visitors are from the 18-28 age group, totaling 82 respondents. Meanwhile, there were 7 respondents in the 29-39 age group and 7 respondents in the 40-59 age group. This shows that the majority of visitors are young people. Tourists in this segment show great interest in understanding their destination in greater depth, making the exploration of new places their main option when traveling.

Table 4 Respondents Based on Gender

Gender	Frequency (n)	Percent (%)
Male	27	28.1%
Female	69	71.8%
Total	96	100%

Source: Processed Primary Data, (2025)

Based on gender, the majority of respondents were female, totaling 69 respondents or 69%, while male respondents totaled 27 respondents or 27%. This shows that Oboss Resto and Resort is more popular among women, due to their higher interest in tourism activities that support visual appeal and their preference for recreational and aesthetic tourist destinations such as those offered by Oboss Resto and Resort. This condition is also in line with current trends, where social media plays a major role in shaping preferences, especially among women who are more active in seeking information related to new tourist attractions.

Table 5 Reasons for Visiting

Reasons for Visiting	Frequency (n)	Percent (%)
Social Media Content	40	41.6
Complete and Comfortable Facilities	19	19.7
Recommendations from Friends/Family	20	20.8
Strategic Location and Easy Accessibility	9	9.37
Suitable Atmosphere for Relaxation	8	8.33
<b>Total</b>	<b>96</b>	<b>100</b>

Source: Primary Data Processed, (2025)

It can be seen that there are various reasons that encourage visitors to come to Oboss Resto and Resort. The main reason most frequently chosen is social media content with 40 respondents, followed by recommendations from friends or family with 20 respondents, and 19 respondents stated that complete and comfortable facilities were the reason for their visit. Meanwhile, 9 respondents cited the strategic location and easy access, while 8 respondents chose the relaxing atmosphere. This indicates that the social media content displayed can influence travel preferences, where content showcasing complete facilities attracts tourists to visit the destination.

Table 6 Respondents' Information Sources

Respondents' Information Sources	Frequency (n)	Percent
SocialMedia	65	67
Friends or family	26	27.9
Print ads or brochures	2	2.0
Website or Travel Blog	2	2.0
<b>Total</b>	<b>96</b>	<b>100</b>

Source: Processed Primary Data, (2025)

Based on the respondents' sources of information, most respondents obtained information through social media, namely 65 respondents. Furthermore, 26 respondents obtained information from friends or family. Meanwhile, print advertisements or brochures and websites or travel blogs were each chosen by 2 respondents. It can be seen that the highest source of information for respondents was social media, which shows that social media is quick and easy to access, has attractive visual content, and the influence of other users makes information spread more quickly and be trusted.

#### Analysis of Research Results

#### Validity Test

Table 7 Validity Test Results

Sub-Variable (X1)	Statement	Calculated R	R table	Description
Promotion Range	1	0.774	0.202	Valid
	2	0.562	0.202	Valid
Quality of Updates on Social Media	1	0.682	0.202	Valid
	2	0.682	0.202	Valid
Message Quality	1	0.757	0.202	Valid
	2	0.665	0.202	Valid
Sub Variable (X2)	Statement	Calculated R	R table	Description
Completeness, cleanliness, and neatness	1	0.685	0.202	Valid
	2	0.723	0.202	Valid
Facility condition is functioning well	1	0.773	0.202	Valid
	2	0.710	0.202	Valid
Ease of Using Facilities	1	0.667	0.202	Valid
	2	0.631	0.202	Valid
Equipment completeness	1	0.737	0.202	Valid
	2	0.604	0.202	Valid
Sub Variable (Y)	Statement	Calculated R	R table	Description
Needs assessment	1	0.718	0.202	Valid
	2	0.649	0.202	Valid
Information Search	1	0.594	0.202	Valid
	2	0.436	0.202	Valid
Alternative Evaluation	1	0.636	0.202	Valid
	2	0.724	0.202	Valid
Post-visit behavior	1	0.631	0.202	Valid
	2	0.668	0.202	Valid

Source: Data processed using SPSS 29

Based on the validity test results, the calculated r is greater than the table r, so overall this variable meets the criteria for a research instrument that is valid and suitable for use in measuring the indicators of the variable being studied.

### Reliability Test

The reliability test is a test of confidence in the questionnaire data used to measure the consistency of various questionnaire indicators for each variable that has been declared valid. An instrument can be declared reliable if its alpha is  $> 0.70$ , then it can be concluded to be reliable.

Table 8 Reliability Test Results

Variable	Cronbach's Alpha	Level Significant	Description
Social Media	0.770	0.70	Reliable
Facilities	0.836	0.70	Reliable
Decision to Visit	0.783	0.7	Reliable

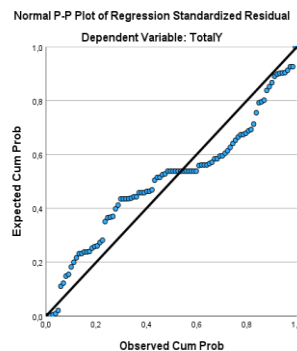
Source: Data processed using SPSS 29

Based on the data analysis in the table, it can be concluded that all variables have a Cronbach's alpha value  $> 0.70$ . Therefore, each indicator variable used in this study is considered reliable.

### Classical Assumption Test

#### Data Normality Test

The normality test was conducted to determine whether the data in the study was normally distributed or not. The normality test can be performed using parametric statistical tests by looking at the *Normal Probability Plot* graph.



Gambar 1 Data Normality Test  
 Source: Data processed using SPSS 29

The Normal P-Plot of Regression Standardized Residuals shows that the distribution of points (observed cumulative probability) tends to follow and approach the diagonal line (expected cumulative probability). This indicates that the residual data in the regression model has a relatively normal distribution.

#### Multicollinearity Test

This test is performed to see whether there is high or low correlation between independent variables. To pass the multicollinearity test, the tolerance value must be  $> 0.10$ .

Table 9 Multicollinearity Test

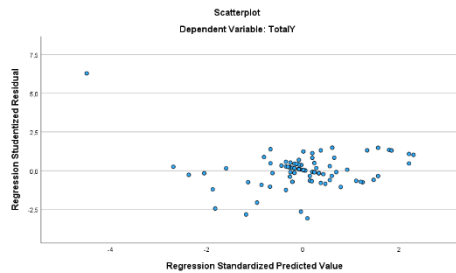
Variable	Tolerance	VIF	Description
X1	0.488	2.047	No Multicollinearity
X2	0.488	2.047	No Multicollinearity

Source: Data processed using SPSS 29

Based on the table, it can be seen that the tolerance values for variables X1 and X2 are 0.488 > 0.10. Then, the variance factor (VIP) value is 2.047, which means that all variables have a VIP value < 10. It can be concluded that there is no multicollinearity between variables in this study.

#### Heteroscedasticity Test

This test can be seen in the *scatterplot* graph. If the points are scattered randomly, spread above or below 0 (zero) on the Y-axis, then there is no heteroscedasticity.



Gambar 2 Heteroscedasticity Test  
 Source: Data processed using SPSS 29

Based on the figure, it can be seen that all points are scattered above and below the Y-axis and do not form a specific pattern or clear pattern, so it can be concluded that the data is normally distributed with a heteroscedasticity test. The accumulation of points on the scatterplot occurs because most of the data values and model prediction errors are in almost the same range, so the points appear to cluster in a certain area but still show a random distribution pattern.

#### Multiple Regression Analysis Test

Multiple linear regression is an equation that describes the relationship between two or more independent variables and one dependent variable (Ghozali 2018) . The following are the results of the multiple linear regression test for this study.

Table 10 Results of Multiple Linear Regression Test

Variable	Coefficient (B)	Std. Error	Beta Coefficient	t	Sig
Constant	11.645	3.337	-	3,492	<0.001
Social Media (X1)	0.196	0.159	0.154	1.230	0.222
Facilities (X2)	0.479	0.479	0.413	3.290	0.001

Source: Data processed using SPSS 29

Based on the results of the multiple linear regression test, the regression coefficient for social media (x1) was 0.196 with a significance value of 0.222 > 0.05. Meanwhile, the regression coefficient for facilities (X2) was 0.479 with a significance value of 0.001 < 0.05

#### Statistical Hypothesis Test

##### t-Test (Partial)

The t-test or partial test is used to assess whether there is a partial effect between the independent variables and the dependent variable. In this study, the significance level ( $\alpha$ ) = 5% or 0.05, so *the degree of freedom* (df) is obtained as  $df = n-2-1$  ( $96-2-1$ ) = 93, resulting in a t-table value of 1.985.

Table 11 Results of the t-test

Variable	Coefficient (B)	Std. Error	Beta Coefficient	t	Sig
Constant	11.645	3.337	-	3,492	<0.001
Social Media (X1)	0.196	0.159	0.154	1.230	0.222

Facilities (X2)	0.479	0.479	0.413	3.290	0.001
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*Source: Data processed using SPSS 29*

Based on the t-test results, the social media variable (X1) has a t-value of 1.230, which is smaller than the t-table value of 1.985 with a significance value of  $0.222 > 0.05$ . This indicates that social media does not influence the decision to visit. Meanwhile, the facilities variable (X2) has a t-value of 3.290, which is greater than the t-table value of 1.985, and a significance value of  $0.001 < 0.05$ . This indicates that the facilities variable has a significant effect on the decision to visit.

#### F Test (Simultaneous)

In this study, the significance level is 5% and  $f \text{ table} = f(k : n-k-1) = (2 : 96-2-1) = 93$ , so the F table value is 3.09.

Table 12 F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	418.833	2	209,416	18,551	<0.001
Residual	1049.824	93	11,288		
Total	1,468,656	95			

*Source: Data processed using SPSS 29*

Based on the simultaneous F test, the variables of social media (X1) and facilities (X2) together have a positive and significant effect on the decision to visit (Y). This is indicated by a significance value of  $0.001 < 0.05$  and a calculated F value of 18.551 and a table F value of 3.09, where the calculated F is much greater than the table F.

#### Determination Coefficient Test ( $R^2$ )

Table 13 Determination Coefficient Test ( $R^2$ )

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.534	.285	.270	3.35983

*Source: Data processed using SPSS 29*

Based on the table analysis, the R Square ( $R^2$ ) value obtained was 0.285 or 28.5%. This means that the independent variables in this study, namely social media (X1) and facilities (X2), were able to explain 28.5% of the variation in the dependent variable of visit decisions (Y). Meanwhile, the remaining 71.5% is influenced by other factors outside the model.

## DISCUSSION

The results show that social media does not have a significant effect on tourists' decision to visit Oboss Resto and Resort. Although social media plays a role as a means of promoting destinations, its existence is not yet effective enough in encouraging tourists to make a decision to visit. This is because the content displayed is not yet attractive or informative enough for tourists; they prioritize real experiences at the location and the quality of facilities in determining their decision to visit. The low number of posts also limits the reach of the promotion, so that information about the destination has not been widely disseminated to potential visitors. As a result, only a small number of tourists are exposed to promotional content, especially those in the 18-28 age group, which dominates the visitors. This condition shows that promotional exposure is still narrow and has not reached other age segments. As stated by Kotler, P., & Keller(2016) , promotions with a wide reach can increase the visibility of destinations and increase the chances of attracting audiences to consider visiting. The results of this study are in line with the findings of Arum Sari and Najmudin(2021) , which state that social media does not influence the interest in revisiting, as well as the research Rahmadayanti& Murtadlo(2020) , which also found that the effectiveness of social media does not significantly influence the decision to visit.

In contrast to the facilities variable, the research results show that facilities have a positive and significant influence on tourists' visit decisions at Oboss Resto and Resort. Complete and well-maintained facilities are important factors that provide comfort and enhance tourist satisfaction

during their stay at the location. Clean, functional facilities that meet tourist needs create a pleasant visiting experience and encourage tourists to return. This indicates that good facility management plays an important role in maintaining the attractiveness of a destination and tourist confidence in it. Tourists are now increasingly selective and tend to choose places that provide adequate facilities, such as accommodation, relaxation areas, photo spots, and responsive service. The better the quality of the facilities offered, the greater the likelihood of tourists deciding to visit. This finding is in line with the research Poli, Lopian, & Loindong (2023), and Lestari, Yuliviona, & Liantifa (2023), which shows that facilities have a positive and significant influence on the decision to visit.

Simultaneously, the variables of social media and facilities were proven to have a positive and significant effect on tourists' decision to visit. Both act as complementary factors: social media provides information stimuli and increases awareness of the destination, while facilities provide real experiences that reinforce tourists' positive perceptions. These results indicate that the more effective the social media promotion and the better the facilities provided, the higher the likelihood of tourists deciding to visit. Although social media does not have a significant partial effect, when tested together with facilities, its role remains important in strengthening the visit decision model. These findings are supported by research Bogdadi et al. (2024) which states that social media posts and facilities together have a positive effect on visit decisions. In line with tourism marketing theory Buhalis (2000), the success of a destination is not only determined by its main attractions, but also by the manager's ability to combine promotional strategies with the quality of the facilities offered. Thus, the managers of Oboss Resto and Resort cannot rely solely on social media. Promotional effectiveness will be more optimal when combined with the development of quality facilities and sustainable maintenance. This integrated approach will strengthen the destination's competitiveness while increasing tourist visitation decisions on an ongoing basis.

## **CONCLUSION AND RECOMMENDATIONS**

Based on the research results, it can be concluded that social media, when tested separately, does not contribute to tourists' decisions in choosing Oboss Resto and Resort as a destination. This is in contrast to facilities, which have a positive and significant impact on visiting decisions. When both variables are analyzed together, social media and facilities are proven to significantly influence tourist decisions and lead to increased interest in visiting. To increase and maintain visitor interest, Oboss Resto and Resort managers need to maximize the use of social media as a promotional tool by consistently displaying visually appealing content. In addition, the quality of facilities must be maintained as an important factor in creating tourist comfort, through the maintenance of cleanliness and tidiness of the tourist area. Researchers are encouraged to develop further research by adding other relevant variables, expanding the number and scope of samples, applying more diverse research methods, and making comparisons with similar tourist destinations, so that the results obtained are more comprehensive, in-depth, and representative.

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