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Strengthening Tourist Revisit Intention Through Social Media Marketing and Quality Tourism Facilities at TMII

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Abstract - This study examines how social media marketing and tourism facilities affect tourists' visits and revisits to Taman Mini Indonesia Indah. The research strategy was quantitative, and the tool used was survey. Data were acquired by distributing surveys to 200 TMII visitors. The gathered data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the use of SmartPLS. The analysis examined variable correlations using validity, reliability, and hypothesis testing. The results show that social media marketing and tourism facilities have a good and significant effect on tourists' visiting decisions. Also, social media marketing has a good and considerable effect on revisit intention. However, tourism facilities had no substantial direct effect on revisit intention. Meanwhile, Visiting decision is an important factor influencing tourist's inclination to revisit TMII. The findings imply that efficient social media marketing tactics and excellent visitor experiences are vital in driving repeat visitation and in enhancing tourist loyalty. This study is confined to TMII visitors and may not accurately reflect travelers in other destinations. Future studies should use wider samples and other variables relevant to tourist behaviour. Tourism managers need to improve guest experiences and enhance digital marketing methods to boost revisit intention. The study contributes to the development of sustainable tourism through the increased visitor interaction and attractiveness of destination. This study shows how social media marketing, tourism amenities, visiting decisions, and revisit intention affect Indonesian tourism locations.

1. INTRODUCTION

Tourism is a key industrial sector contributing to Indonesia's economic growth. The tourism industry is expected to play a central role in the regional economy. Along with social progress and technological advancements, the tourism sector has undergone a significant transformation, particularly in marketing practices and

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service delivery to tourists. Taman Mini Indonesia Indah (TMII) is one such destination that plays a crucial role in national tourism development. TMII serves not only as a cultural and educational tourism landmark but also as a preferred destination for domestic and international tourists.

As a leading tourist destination in Jakarta, TMII faces the challenge of maintaining and increasing visitor numbers amidst increasingly fierce competition. In addition to competing destinations, TMII must adapt to changing tourist destination selection behavior. Today's tourists expect friendly, timely, and professional service. They expect accurate and up-to-date information on operating hours, ticket prices, and tourist activities, as well as well-managed basic services such as ticket sales, supervision, and cleanliness (Nisak et al., 2024). Modern tourists increasingly rely on social media information when deciding whether to visit. Advances in information technology have impacted various aspects of life, including the tourism industry. The most prominent change is the adoption of social media as an effective marketing tool (social media marketing). Social media platforms enable tourism operators to reach a wider audience, increase engagement, and strengthen the destination's image. Conversely, inadequate social media management can hinder the effective dissemination of information about TMII to the public.

Social media is a digital platform or channel for online social interaction. Users can communicate, exchange messages, share content, and build social networks. In Indonesia, using social media to promote tourist destinations has become a key strategy, given the high levels of internet and social media use. In this context, social media marketing strategies are highly relevant for TMII managers who aim to attract new visitors and retain existing ones. Research by Wijayanti et al. (2024) shows that social media marketing has a positive impact on visitors' decision-making and return intentions.

Tourist facilities are the physical services and amenities provided by site managers to support tourism activities at a location (Murdani & Martha, 2023). The availability and quality of these facilities, as well as promotional programs, play a critical role in shaping visitor satisfaction. Adequate facilities, such as cleanliness, comfort, security, and accessibility, are key factors influencing the tourist experience (Kotler et al., 2016). These facilities support tourist activities during visits and participation in on-site programs. These facilities influence consumer decisions, especially when price differences between service providers are not significant. According to Cholis et al. (2023), the more comprehensive and high-quality the facilities available, the more likely consumers are to choose a service provider based on perceived value and comfort. TMII facilities require improvements and updates to meet increasingly high visitor expectations. This challenge is exacerbated by changing tourist behavior, with visitors becoming increasingly selective in choosing destinations that are safe, comfortable, and offer experiences (Gretzel, 2021). As tourist mobility increases, factors such as the completeness of facilities and promotional strategies become key considerations in decision-making. Facilities contribute to visitor comfort during activities, and high-quality facilities can increase positive perceptions and overall customer satisfaction (Rahmadi, 2021).

The visit decision is the stage at which consumers decide to purchase or exchange money for the right to use goods or services (Hapsara & Ahmadi, 2022). To improve decision-making, managers must consider a destination's attractiveness and its surrounding facilities. Revisit intention refers to a tourist's desire or tendency to return to a destination in the future, influenced by

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positive impressions obtained during a previous visit (Abdon Elake et al., 2024). According to Khoni'ah & Sidanti (2022), the intention to revisit reflects a customer's willingness to make repeat purchases in the future as a direct response to an initial purchase within a certain period. Meanwhile, according to Abdurrohman and Wibawanto (2021), revisit intention is a tourist behavior that responds positively to service quality, thereby motivating repeat visits. Revisit intention within a certain time period indicates loyalty to a destination (X. Chen et al., 2020).

2. LITERATURE REVIEW

2.1 Social Media Marketing

Social media-based marketing is a digital marketing method that uses online networking channels to introduce and market a product (Satria Nugraha & Adialita, 2021). Taan et al. (2023) define social media marketing as a strategy that involves promoting on social networking sites to increase awareness, recall, and response to a brand, product, business, individual, or other entity. Social media allows users to communicate, share information, and interact. It is an integral element of contemporary life and offers great potential for organizations and brands to achieve their goals. A clear understanding of the benefits of social media enables companies to make informed decisions and use social media platforms as effective marketing tools (Hasniaty et al., 2022). Marketing using social media is a sales method that leverages electronic tools to attract buyers, improve the company's image, and drive sales of goods or services.

Social media provides opportunities for interaction using text, images, audio, and video. Social media marketing involves promoting products or services on online social media platforms by uploading relevant content, such as images and videos (Kotler & Keller, 2016). With advances in information technology, social media has become a primary means for companies to communicate directly with users. With its interactive features, companies can deliver promotional messages more quickly, effectively, and precisely. Using engaging, creative, and consistent content not only helps build relationships with customers but also expands market reach. In this way, social media marketing can significantly contribute to increasing and achieving sales targets.

Social media marketing is a way to promote a business that is accessible to everyone, enabling a broader reach. Therefore, it can be concluded that social media marketing is an activity that uses social media platforms to increase business visibility online and to advertise products and services. Social media sites help build positive relationships between people and businesses. Through social media, people can exchange ideas, information, and even communicate with one another. Augustine and Sulaiman (2024) found that social media marketing and recreational facilities influence visitors' intention to return. This finding is supported by Kristia and Irmawati (2024), who also showed that social media marketing positively influences visitation intentions, particularly through creative and interactive content.

Gunelius (S. Gunelius, 2011) identified four indicators of social media marketing: content creation, content sharing, connection building, and community development (trust). These indicators aim to attract user attention, expand reach, and strengthen personal relationships with users. Furthermore, context, communication, collaboration, and connection are important metrics for evaluating the success of social media marketing, ultimately contributing to increased awareness, trust, and sales (Kristia & Irmawati, 2024). Based on this description, the following

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hypothesis is proposed:
H1: There is an influence of social media marketing on visiting decisions
H2: If social media marketing is good, it can increase interest in returning visitors.

2.2 Tourist Facilities

Tourist facilities include amenities provided and enjoyed by visitors, specifically for guests and other visitors. Tourist facilities are crucial components that influence the visitor experience at a destination. These facilities assist visitors in carrying out desired activities, thereby ensuring a satisfying recreational experience (Abdon Elake et al., 2024). Tourist facilities also play a crucial role in determining tourist visit decisions. Factors such as cleanliness, comfort, completeness of supporting facilities, and ease of access are key determinants of a positive experience (Mella & Hulu, 2023).

Good facilities can attract visitors and are essential for tourism development because they shape expectations and perceptions, helping align visitors' expectations with actual conditions. Therefore, visitors often prefer destinations with appropriate facilities (Wulandari, 2022). Sekartjakrarini (2015) stated that tourism facilities are a key factor in developing tourism products because they provide convenience, comfort, health, cleanliness, security, and safety for tourists. Yulita and Safrizal (2023) stated that facilities encompass all amenities provided by operators to meet tourists' emotional and functional needs and to create comfort in using services. Nurmala et al. (2020) proposed that facility evaluation should include cleanliness, aesthetic quality, completeness, and security. Thus, it can be concluded that tourism facilities are places that provide services to visitors and help them feel comfortable when visiting a tourist destination. Research conducted by Dewi and Purnomo (2022) showed that facility variables positively influence tourists' intention to revisit a tourist destination. From this description, the following hypothesis can be proposed:
H3: There is an influence of tourist facilities on the decision to visit
H4: If tourism facilities are good, it can increase the likelihood of a repeat visit.

2.3 Decision to Visit

The decision to visit is a form of consumer belief and attitude that is influenced by the process and includes an action. The decision to visit a destination arises when someone decides to go on vacation, beginning with gathering information about the destination. This activity aims to identify the needs required during the trip. Visitors can obtain the information they need quickly and accurately, thereby helping them make decisions that align with their needs (Sepdwiyana Donargo et al., 2022).

According to Kotler & Keller (2016), the purchase decision indicator describes the purchasing decision-making process as a series of steps consumers follow when purchasing goods or services. This process includes the stages consumers go through during the purchasing process, such as problem identification, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process is comparable to the purchase decision-making process.

1. Problem identification: Purchasing begins when the customer recognizes a problem and a need that must be met.
2. Information search: People influenced by desires may try to find additional relevant information through exploring the expansion of their desired needs.
3. Evaluation of alternatives: The process of analyzing various options and is determined to meet the buyer's needs.
4. Decision to visit: The decision to visit this

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4. situation is included in the situation and is truly related to the transaction.
5. Post-Visit Behavior: The salesperson's role extends beyond the customer's purchase and visit; it continues, and this responsibility doesn't end after the transaction. After the customer completes the transaction, the traveler will experience satisfaction or dissatisfaction with the product they chose.

Research conducted by Maulana et al. (2025) found that tourists' tourism experience and satisfaction significantly influence their decision to return. The decision to visit and the experience gained play a significant role as intervening variables linking tourism quality to return intention. Based on this description, the following hypothesis can be proposed:

H5: The decision to visit influences tourists' return.

2.4 Interest in Returning

Revisit intention is the future intention to return to a tourist destination, formed from perceptions of the destination's quality, satisfaction, and reputation (C. Chen & Tsai, 2007). Revisit intention is achieved through customer satisfaction, which can lead someone to return, build loyalty to a product or service, or remain loyal to a frequently visited location. This drive arises because customers have had the same service before and want to share their positive experiences with others. (Rizkiana et al., 2025) . According to Cheng and Lu (2013), the intention to revisit has several stages that can serve as a reference for observing the process of repeat purchase intention in individuals. Indicators of these stages include:

1. Revisiting Intention - The desire of visitors to return to a tourist destination after having had a previous experience at that location.
2. Recommendation Intention - Visitors' desire to recommend a tourist destination they've visited to those closest to them, such as friends,
3. relatives, or family. This intention arises because the destination is perceived as meeting their travel needs.
4. Promotion Intention - The desire of visitors to promote a tourist destination to a wider audience after visiting and doing activities there.

_Revisit intention is influenced by many factors. According to Sappewali et al. (2022), tourist attractions are the main factor driving visits, comprising aspects that attract and satisfy tourists to a destination. Tourists' knowledge of a place, including its geography, demographics, facilities, climate, history, culture, attractions, and safety, plays a crucial role in shaping positive perceptions of a destination, thereby increasing the likelihood of repeat visits. A strong destination, whether through its natural beauty, comprehensive facilities, or quality of service, can shape positive perceptions that motivate tourists to return (Hernawati, 2025).

2.5 Conceptual Framework

The conceptual framework aims to determine the influence of variables on one another. The independent variables in this study are Social Media Marketing (X1) and Tourism Facilities (X2). The dependent variables are Visiting Decision (Y1) and Returning Intention (Y2). Based on the relationship between the variables, the conceptual framework can be formulated as follows:

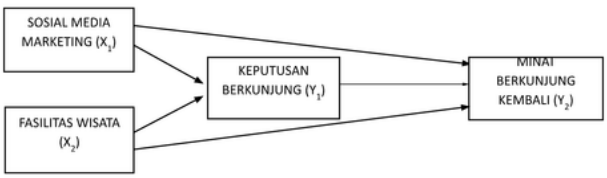

Figure 1. Conceptual Framework

3. METHODOLOGY

3.1 Research Design

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This study applies quantitative technique with cross-sectional survey design to examine the interaction among Social Media Marketing, Tourist Facilities, Visiting Decision and Revisit Intention at Taman Mini Indonesia Indah (TMII), Jakarta. Primary data were collected by a questionnaire on a 1–5 Likert scale.

3.2 Population and Sample

The demographic of this study was tourists who visited Taman Mini Indonesia Indah (TMII) Jakarta. Because there was no sampling frame of all TMII visitors, purposive sampling was used in this study. The technique was considered appropriate because the study needed respondents who matched the eligibility requirements and had sufficient experience or exposure to TMII to evaluate the research constructs.

The criteria of respondents were: (1) minimum 17 years old; (2) have visited Taman Mini Indonesia Indah (TMII); (3) have sufficient knowledge or experience of TMII to evaluate its tourism facilities and visiting experience; and (4) voluntarily filled the questionnaire. Respondents were asked about their frequency of visit and sources of information on TMII to make sure their answers met the objectives of the study.

Two hundred valid questionnaires were returned and used for analysis. The researchers employed purposive sampling to acquire respondents that were deemed to be relevant to the research environment and competent to offer informed judgements on Social Media Marketing, Tourist Facilities, Visiting Decision and Revisit Intention.

3.3 Data Collection Procedure

Data collection was done by distributing questionnaires directly at TMII and also through an online survey. The questionnaire was composed of assessments of Social Media Marketing, Tourist Facilities, Visiting Decision, and Revisit Intention plus respondent's attributes. Data collection occurred in January to February 2026.

3.4 Measurement Instrument

The research instrument was adapted from the indicators of prior investigations. Social Media Marketing is adopted from Gunelius (2011); Tourist Facilities from Sekartjakrarini (Sekartjakrarini, 2015); Visiting Decision from Kotler and Keller (2016); and Revisit Intention from Cheng & Lu (2013). All indicators were measured via a 1-5 Likert scale.

3.5 Measurement Model Specification

All constructs were stated as reflective constructs, where the indicators are assumed to be manifestations of their underlying latent variables and are expected to alter in response to changes in the constructs. Social Media Marketing was measured by content creation, content sharing, connection building, and trust. Tourist Facilities were measured by convenience, comfort, health, cleanliness, security and safety. Visiting Decision was measured by problem recognition, information search, evaluation of alternatives, visiting decision and post-visit behaviour. Revisit Intention was measured by revisiting, recommendation and promotion intentions.

The reflecting measurement model was evaluated by the indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability, internal consistency and convergent validity were examined by outer loadings, composite reliability (CR) and Average Variance Extracted (AVE), respectively. Discriminant validity was examined using the Fornell & Larcker criterion. All the assessments

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were consistent with the stated PLS-SEM standards.

3.6 Data Analysis

The data were analysed by Partial Least Squares Structural Equation Modelling (PLS-SEM) since this study intends to investigate the explanatory and predictive links between Social Media Marketing, Tourist Facilities, Visiting Decision, and Revisit Intention. PLS-SEM is excellent for prediction-oriented research and models with many latent constructs.

The analysis was performed in two steps. First, the measuring model was tested to evaluate the reliability and validity of the constructs based on the outer loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity. Second, the structural model was evaluated in terms of the coefficient of determination (R2), the variance inflation factor (VIF), the effect size (f2), the predictive relevance (Q2), and the path coefficients.

The significance of the hypothesised correlations was tested by bootstrapping. The link was significant when p-value was less than 0.05 and t-statistics was greater than 1.96. Interpretation considered both statistical significance and size of the correlations. PLS-SEM was deemed adequate with 200 respondents as it does not impose tight assumptions of multivariate normality and enables the evaluation of the proposed model's explanatory and predictive capacities.

4. FINDINGS AND DISCUSSION

4.1 Respondent Description

Respondent descriptions explain the characteristics of individuals who participated in this study as questionnaire respondents. Based on the study results, which involved 200 respondents through questionnaire distribution, the following characteristics were identified.

Based on the data in the Table 1, the respondents in this study were mostly female, namely 107 people (53.5%). Furthermore, based on age, the majority were 21-30 years old, containing 151 people (75.5%). Next, based on residence, the majority of respondents lived in Jabodetabek, namely 174 people (87%). Based on occupation, most respondents worked as employees, namely 81 people (40%). Furthermore, the majority of respondents had visited TMII 2-3 times, namely 91 people (45.5%). Respondents knew TMII more through social media, namely 106 people (53%). The main reason respondents visited TMII was that it was a suitable place for family tourism, namely 131 people (65.5%).

Table 1. Respondent description

Demographics	Frequency	N	%
Gender	Man	93	46.5
	Woman	107	53.5
Age	< 20 Years	25	12.5
	21 - 30 Years	151	75.5
	31 - 40 Years	21	10.5
	> 41 Years	3	1.5
Residence	Greater Jakarta	174	87
	Outside Jabodetabek	26	13
Work	Employee	81	40.5
	Indonesian National Armed	38	19
	Forces/Indonesian National Police	21	10.5

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Table 1. Continued

Demographics	Frequency	N	%
	Self-employed Students	60	30
How many times have you visited TMII?	First time 2 – 3 4 – 5 > 5	40 91 35 34	20 45.5 17.5 17
How did you hear about TMII?	Brochure Advertisement Social media Friends/Relatives	1 5 106 88	0.5 2.5 53 44
What's interesting about TMII?	Dancing Fountain Complete Public Facilities Affordable Ticket Prices (Discount) A Perfect Place for Family Vacations	1 25 43 131	0.5 12.5 21.5 65.5
	Total	200	100

Source: Primary Data

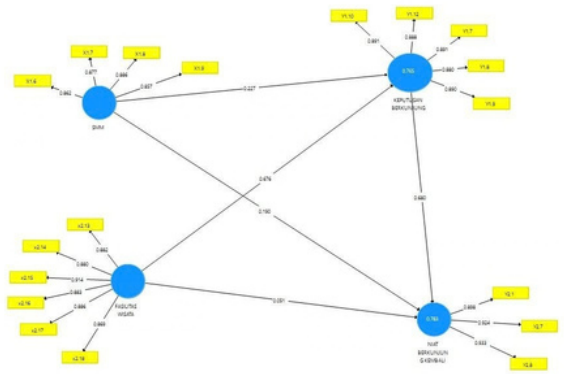

Figure 2. The Results of Full Model Analysis (Processed Data, 2025)

Table 2 indicates that all external loading values exceed 0.7. This shows that every indication for every variable is trustworthy, that the indicators are important for measuring the variables, and that the measurement model as a whole is strong. Consequently, the measurement model in this study satisfies the criteria for convergent validity and is prepared to advance to the structural equation modeling phase.

Table 2. Measurement model

Variable	Indicator	Item	Loading Factor	Composite Reliability	AVE
SMM	1. Content Creation 2. Content Sharing 3. Connection Building 4. Trust (S. Gunelius, 2011)	X1.6 X1.7 X1.8 X1.9	0.862 0.877 0.886 0.857	0.926	0.758
Tourist Facilities	1. Convenience 2. Comfort 3. Health 4. Cleanliness 5. Security 6. Safety (Sekartjakrarini, 2015)	X1.13 X1.14 X1.15 X1.16 X1.17 X1.18	0.882 0.880 0.914 0.883 0.886 0.869	0.956	0.785
Decision to Visit	1. Problem Introduction 2. Information Search 3. Alternative Evaluation 4. Decision to Visit 5. Post-Visit Behavior (Kotler & Keller, 2016)	Y1.1 0 Y1.12 Y1.7 Y1. 8 Y1.9	0.891 0.888 0.891 0.880 0.890	0. 949	0.789

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Table 2: Continued

Variable	Indicator	Item	Loading Factor	Composite Reliability	AVE
Interest in Returning	1. Revisiting Intention 2. Recommendation Intention 3. Promotion Intention (Cheng & Lu, 2013)	Y2.1 Y2.7 Y2.8	0.898 0.924 0.933	0.942	0.843

Source: Primary Data

4.2 Discriminant Validity

Table 3 shows that each indicator item has the highest loading on the latent construct it measures. The data obtained showed that social media marketing (0.871), tourism facilities (0.886), decision to visit (0.888), and intention to revisit (0.918) were significant.

Table 3. Discriminant validity of the Fornell-Larcker criteria

Variables	Tourist Facilities	Decision to Visit	Interest in Returning	Social Media Marketing
Tourist Facilities	1.0.886			
Decision to Visit	1.0.866	0.888		
Interest in Returning	1.0.799	0.875	0.918	
Social Media Marketing	1.0.839	0.794	0.772	0.871

Source: Primary Data

4.3 R-Square Test

The R-Squared test evaluates the degree to which independent factors affect the dependent variable. According to Table 4, the R2 values for the decision to visit and the intention to revisit are 0.765 and 0.783, respectively. This suggests that social media marketing and tourist facilities have a 76.5% influence on the decision to visit. The intention to revisit is influenced by the decision to visit, as indicated by 78.3% of respondents.

Table 4. R-Square

	R Square	R Square Adjusted
Decision to Visit	1.0.765	0.762
Interest in Returning	1.0.783	0.779
Decision to Visit	1.0.765	0.762

Source: Primary Data

4.4 Multicollinearity Test

A multicollinearity test is a test used to determine whether there is a relationship among the independent variables in a regression model. This examination aims to ensure that these variables can stand alone in the regression model without influencing each other. A commonly used cutoff value for multicollinearity is a tolerance ≤10

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(Ghozali, 2021). If the VIF is >10 or the tolerance is <0.1, multicollinearity is present. If the VIF is <10 or the tolerance is >0.1, multicollinearity is not present.

The results of the inner model multicollinearity test in Table 5 indicate that all inner VIF values are <10, which means there is no multicollinearity between constructs, with values ranging from 3.384 to 5.325. Therefore, these data indicate that there is no multicollinearity among the latent variables in the structural model in this study, so the study can proceed.

Table 5. Co-ordination

	Tourist Facilities	Decision to Visit	Interest in Returning	SMM
Tourist Facilities		3,384	5,325	
Decision to Visit			4,252	
Intention to Visit Again				

Source: Primary Data

4.5 Effect Size (f^2)

As shown in Table 6 above, is used to assess the strength of the relationship between the independent and dependent variables. Based on the standard assessment criteria, an F-squared value above 0.02 indicates small influence, above 0.15 indicates medium influence, and above 0.35 indicates large influence. A value less than 0.02 is interpreted as having no effect (Hair et al., 2021). Referring to Table 4, the decision to visit variable is influenced by the independent variables, with an R-squared of 0.765. In the decision to visit variable, the SMM variable has a small influence (0.064), while the tourism facilities variable has a large influence (0.574). In the intention-to-revisit variable, the SMM shows a small influence (0.046), while the tourism facilities variable shows no influence (0.002), and the decision to visit shows a large influence (0.501).

Table 6. F-Square

	Tourist Facilities	Decision to Visit	Interest in Returning	SMM
Tourist Facilities		0.574	0.002	
Decision to Visit			0.501	
Intention to Visit Again				
SMM		0.064	0.046	

Source: Primary Data

This study employed testing with SRMR, an acronym for Standardized Root Mean Square Residual. Hair et al. (2021) assert that an SRMR score under 0.08 signifies a satisfactory model fit. Hu and Bentler (1999) asserted that an SRMR score under 0.08 signifies a satisfactory model fit. Hu and Bentler (1999) asserted that an SRMR value of 0.08 signifies a favorable model fit. Moreover, Schermelleh-Engel et al. (2003) assert that an SRMR score below 0.10 is deemed

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acceptable (indicating an adequate fit). According to Table 7, the SRMR value of 0.044 indicates that the model is acceptable.

Table 7. SRMR

	Saturated Model	Estimated Model
SRMR	1.0.044	0.044
NFI	1.0.884	0.884

Source: Primary Data

In Table 8, the Q2 value measures the accuracy of a model's predictions. A model is considered to have good predictive ability if the Q2 value is above 0. However, if the Q2 value is negative, it indicates that the model cannot predict well (Musyaffi et al., 2022). Table 8 shows that the variables for decision to visit (0.595) and intention to revisit (0.650) have values higher than 0.000. This indicates that the model has good predictions.

Table 8. Q2

	SSO	SSE	Q^2 (=1-SSE/SSO)
Tourist Facilities	1200,000	1200,000	
Decision to Visit	1,000,000	405,007	0.595
Intention to Visit Again	600,000	210,256	0.650
SMM	800,000	800,000	

Source: Primary Data

4.6 Hypothesis Testing

The purpose of hypothesis testing is to determine whether a hypothesis or assumption is statistically true or false, and to decide whether to accept or reject it.

Table 9. Path coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
Tourist Facilities ➔ Decision to Visit	0.676	9,439	0.000	Accepted
Tourist Facilities ➔ Interest in Returning	0.051	0.609	0.543	Not Accepted
Visiting Decision ➔ Returning Intention	0.680	8,310	0.000	Accepted
Social Media Marketing ➔ Visiting Decision	0.227	2,961	0.003	Accepted
Social Media Marketing ➔ Interest in Returning	0.190	2,582	0.010	Accepted

Source: Primary Data

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5. DISCUSSION

5.1 Effect of Social Media Marketing on Decision to Visit

The results showed that Social Media Marketing has a favourable and substantial effect on Visiting Decision (β = 0.227, t = 2.961, p = 0.003). This finding shows that social media has a vital role in influencing travellers to decide to visit TMII. This is explained by the function of social media as a source of information in the tourism decision-making process. Tourists need knowledge on attractions, activities, facilities, costs, accessibility, and expected experiences before they visit a destination. Visual, interactive, and easily available ways to provide this information are made possible by social media. This allows guests to get information about the destination and to evaluate TMII before making a decision to visit.

This interpretation is corroborated by the profile of respondents. Social media was the most common source of knowledge regarding TMII, with 106 respondents (53%) reporting that they obtained their information from social media. This result shows that social media is not only a vehicle of promotion but also an important channel of information in the destination selection process. Thus, from a managerial standpoint, TMII should give priority to the informational and interactive content of social media. Add to the promotional content practical information on attractions, activities, facilities, prices, operating information, and visitor experiences. Such content could lessen information confusion and help tourists' decision-making. This finding is consistent with the findings of Iqbal et al. (2025) and of Wijayanti et al. (2024) who discovered that social media marketing had a substantial effect on tourists' visiting decisions. The results further support the concept that social media is not only a promotional medium but also a significant source of information in aiding tourists in evaluating and selecting tourism sites.

5.2 Impact of Social Media Marketing on Revisit Intention

Social Media Marketing has a favourable and substantial impact on Revisit Intention (β= 0.190, t= 2.582, p= 0.010). It implies that the role of social media does not end once the tourist has made the first visit. Repeated exposure to destination-related content could sustain the tourists' awareness of TMII and increase the interest to revisit. This is consistent with prior tourism studies which found that social media marketing could affect tourists' future behavioural intentions. Social media allows locations the opportunity to inform tourists about new attractions, events, deals and experiences, following their first visit. This type of communication can serve as a reminder of the destination, providing tourists with fresh reasons to contemplate a repeat visit. This shows that TMII's social media approach should be aimed at not only future visitors, but also former visitors (Denita et al., 2025; Wilopo & Nuralam, 2025). Information for prior guests may include new attractions, seasonal activities, events, family programs, and updates or upgrades to destination amenities. Thus, social media might be an effective tool not only for the acquisition of visitors but also for the retention of visitors.

5.3 The Impact of Tourist Facilities on the Decision to Visit

Tourist Facilities are the most influential factor in the visiting decision in the suggested model (β = 0.676, t = 9.439, p < 0.001). This research indicates that physical amenities and supporting facilities of TMII are very essential factors influencing tourists' decisions to visit. The path coefficient is significantly higher than Social Media Marketing, which indicates that despite the importance of digital communication, tourists' destination choices

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and overall evaluation.

This outcome is particularly significant to TMII because the location attracts people for relaxation, culture, and family-oriented activities. Therefore, visitors need to have facilities that enable them to perform numerous types of activities and provide convenience throughout their stay. Therefore, the upgrading of amenities can boost the trust of travellers to pick TMII as their tourism destination. From the administrative standpoint, TMII should continue to maintain the quality and accessibility of supporting facilities. Facility management should not only increase the quantity of facilities, but also ensure cleanliness, comfort, safety, accessibility, and usability.

5.4 Effect of Tourism Facilities on Revisit Intention

Contrary to the strong effect of the Tourist Facilities on Visiting Decision, the Tourist Facilities do not have a significant direct effect on Revisit Intention ($\beta = 0.051$, $t = 0.609$, $p = 0.543$). The result suggests that the availability or quality of the amenities is not sufficient to create the tourists' intention to return to TMII. This conclusion is different from the result of Dewi and Purnomo (2022), who found that the association between tourism facilities and revisit intention was favourable. The difference can be linked to various characteristics of the locations and responders. Facilities may be quite essential when tourists initially assess whether a site is acceptable for a visit. The choice to return may involve additional psychological and experiential elements.

The finding is crucial because it distinguishes between the role of amenities in initial destination choice and that in future behavioural intention (Tarigan & Mary, 2024). The necessary environment for a pleasant visit can be created by facilities, but tourists may need other reasons to return, such as new experiences, destination image, satisfaction, perceived value, emotional attachment, or fresh attractions. Therefore, TMII administrators should not rely solely on facility enhancements to boost repeat visitation. Facility quality must be complemented by experience-oriented programming, engaging destination communication, and constant expansion of attractions and activities.

5.5 The influence of Visiting Decision on Revisit Intention

Visiting Decision had a favourable and significant effect on Revisit Intention ($\beta = 0.680$, $t = 8.310$, $p < 0.001$). This is the strongest structural relationship involving Revisit Intention in the present model. The finding implies that the visiting decision of the visitors is significantly related to their further desire to revisit TMII. The finding implies a relationship between location choice and future behavioural intention. A positive decision by tourists to visit a destination might provide a significant basis for considering the destination again in the future. The first decision is in the assessment of the destination by the tourists and their readiness to spend resources for the visit.

This conclusion also explains why Visiting Decision has a significant direct effect on Revisit Intention (Asmoro & Tuti, 2023). Facilities may be the initial factor that contributes to the formulation of a favourable visiting choice, while the latter intention to revisit may be based on a more general appraisal of the location. Thus, the finding points to the necessity of conceptualising the tourism choice process as a sequence rather than as fragmented links. TMII needs to be a compelling first choice destination, and the actual visit will need to offer enough value and reason for subsequent trips.

5. CONCLUSION

Research indicates that social media marketing

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significantly influences an individual's decision to visit TMII, as well as their likelihood of returning, in the context of tourism facilities. Tourists are more likely to patronize a business with an effective social media marketing strategy. Tourist amenities exert a favorable and substantial influence on visitation rates. This indicates that tourists' choices are affected by comprehensive, enjoyable amenities and high-quality services. Social media marketing enhances intents to revisit. This indicates that social media marketing and appealing content can incentivize tourists to revisit. The influence of visitor amenities on return is inconsequential. The deficiency in security and sanitation at TMII's tourism facilities may dissuade individuals from revisiting, so diminishing the site's visual appeal, which is essential for attracting visitors. The decision to visit favorably influences the inclination to return. Favorable visitor experiences will promote return visits.

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