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**THE ROLE OF DIGITAL TOURISM DESTINATION IN ACHIEVING DIGITAL TOURISM DESTINATION PERFORMANCE THROUGH DIGITAL'S ROLE AS INTERVENING VARIABLES**

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**ABSTRACT**

*The purpose of this study is to determine and analyze the role of digital tourism destinations in realizing the performance of digital tourism destinations through the role of digital as an intervening variable. This research approach is quantitative with the type of explanatory research. Sources of primary data were obtained using the survey method. This research was conducted in the Thousand Islands Regency, Jakarta before the Covid-19 period. Researchers have surveyed as many as 140 people to tourism actors, but from 140 people who meet the requirements 100 samples. To test the hypothesis using path analysis.*

*The research findings show that: (1) digital tourism destination variables (destination image, accessibility, infrastructure, and travel agency) affect the digital role; (2) digital tourism destination variables (destination image, accessibility, infrastructure, and travel agency) do not directly affect digital tourism destination performance; (3) Digital tourism destination variables (destination image, accessibility, infrastructure, and travel agency) through digital roles affect digital tourism destination performance.*

*The results of the analysis show that; (1) The success of digital technology that plays a role in providing tourism information contributes to providing a platform on digital technology as a form of providing information for potential tourists, this is effective because the millennial generation relies on various popular platforms that are commonly used in finding tourism information, and have met the criteria basic needs of life before tourism activities are carried out. The ability to share and exchange information between tourism providers and prospective tourists freely has an impact on increasing the number of tourists who; (2) The role of digital is used as a promotion in attracting tourists to visit using; formation of a positive destination image opinion, the availability of good accessibility including modes of transportation; infrastructure, tourist attraction areas that have added value, good travel agency services, so that the final impact can contribute to increasing the number of tourists. The ability to share and exchange information between tourism providers and potential tourists freely has an impact on digital tourism destination performance.*

***Keywords:*** *Digital tourism destination, Digital tourism destination Performance, and Digital Role. .*

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**INTRODUCTION**

According to the Kabupaten Kepulauan Seribu Dalam Angka (BPS, 2019) Astronomically, the Kepulauan Seribu regency has a population of 24,154 consisting of a male population of 12,031 and a female population of 12,123 and is located between 55°10°00° to 57°10°00 ° South latitude and 106°19°30° to 106°44°50° east longitude. The Kepulauan Seribu Regency is a lowland area with an average height of +1 meters above sea level. The area of ​​the Kepulauan Seribu, based on the Governor's Decree No. 171 of 2007, is 888.41 km2. The Kepulauan Seribu region has no less than 110 islands and has 2 (two) districts and 8 (eight) Sub-Districts; namely the District of Kepulauan Seribu Utara with a land area of ​​568.59 hectares consisting of three Sub-District namely; Pulau Harapan, Pulau Kelapa, Pulau Panggang and the Kepulauan Seribu Selatan district with a land area of ​​319.82 has 3 (three) Sub-District namely; Pulau Pari, Pulau Tidung , and Pulau Untung Jawa.

The Kepulauan Seribu, which is located in the Java Sea and Jakarta Bay, is an area with different characteristics and natural potential from other DKI Jakarta areas because this area is a group of coral reef islands formed and formed by coral biota and associated biota (algae). , mollusks, foraminifera, and others) with the help of natural dynamics processes. By these characteristics and the development policy of DKI Jakarta, the development of the Kepulauan Seribu is directed primarily to; a) Increasing tourism activities; b) Improving the quality of life; c) fishing communities through increasing marine aquaculture; c) Utilization of fishery resources; with the conservation of coral reef and mangrove ecosystems.

With the promotion of the status into the Kepulauan Seribu Regency as regulated in Law Number 34 of 1999 dated August 31, 1999, concerning the Provincial Government of the Special Capital Region of the Republic of Indonesia, efforts to boost economic growth in the Kepulauan Seribu in all aspects are directed at efforts; tourism, environmental conservation, natural resource conservation, economy, socio-culture, and people's welfare.

The Thousand Islands Regency offers interesting and recommended tourist places to visit. This tourist area is one of the areas that has a lot of potential for marine tourism (Sub-Department of Tourism and Creative Economy, 2019). The Head of the Tourism and Creative Economy Sub-Department stated that there are at least 15 tourist destinations in the Thousand Islands Regency. Along with this potential, tourist visits from 2014-2018 experienced a very good increase. In 2018 domestic tourists who visited reached 352,081 consisting of 337,019 domestic tourists and 15,062 foreign tourists.

The tourism industry produces products and services aimed specifically at meeting the needs of tourists (Zaenuri, 2012). Tourism products and services are not only tourism potential, but also other elements become an integral part of tourism products. Tourism products that consist of various service elements make it difficult to determine clear quality standards (Suryadana and Octavia, 2015). In making quality standards of a tourism product or service that has been adjusted to the standards of tourist expectations, namely to create tourist satisfaction (tourist satisfaction) Payangan (2014).

Kozak and Rimmington in Huh (2002) explain that tourist satisfaction affects tourists in choosing destinations, consuming products and services, and making return visits. According to Laws in Naidoo et al., (2010) that the perception of tourists in consuming products and services during tourists visiting several destinations will be influenced by differences in facilities, tourist attractions, and services in each destination. This is also supported by the opinion of Damanik and Weber (2006) that is offering a tourism product three components need to be considered, namely attractions, accessibility, and amenities. The three components of tourism products are available in a destination to be able to satisfy the needs and desires of tourists (Yoeti, 2008). This is under Maslow's (1994) needs theory that; There are five levels of basic human needs.

In tourism activities, the relaxation needs in this theory are representations of physiological needs, stimulation needs for security needs, friendship needs for love needs, esteem needs for esteem, and self-actualization needs, and all of that happens sequentially. Pearce's view shows that there is a process to the needs needed by a person to get to the top of the ladder of self-satisfaction. In traveling, initially, a person will need activities that are entertainment which then at the final stage a person will need a need for recognition. The urge to carry out tourism activities for a person or group to find objects of interest, which are different from their daily life and work environment, cannot be separated from the digital role in bridging information on which areas are worth visiting. As the media ecology theory of Marshall McLuhan and Fiore (1968) that; The success of digital technology that plays a role in providing tourist attraction information contributes to providing a platform on digital technology as a form of providing information for potential tourists, this is effective because the millennial generation relies on various popular platforms that are commonly used in finding tourism information, and have met the criteria for basic needs. life before tourism activities are carried out.

Tourists before deciding on their tourism activities, look for information through blogs, Facebook, Twitter, WhatsApp, and portals that are available either through advertising services or through cellphones. In addition to the information related to tourism, tourist visits are also of course inseparable from the existence of interesting tourist attractions. As stated by Pitana and Gayatri (2005) that tourist attraction is the main factor to make tourists visit a destination. Tourist attractions supported by facilities can also increase the interest and loyalty of tourists Zaenuri (2012).

It is not only a tourist attraction, but there are several other factors including; Destination image, good accessibility, adequate infrastructure, tourist objects that have unique values, and the role of travel agencies with good service (Jubery Marwan, 2020). To support this, in providing facilities it is also necessary to provide services that can provide convenience and comfort to tourists. The forms of service facilities within a destination include accommodation, transportation at the destination, restaurants, sports and activity facilities, other facilities, and retail outlets (Yoeti, 2008).

The formation of opinions through the image of a destination (destination image) is also a consideration for tourists in visiting a place, the image itself is defined as a set of beliefs, thoughts, and impressions that a person has about an object, a person's attitudes and actions towards an object are strongly conditioned by the image of the object ( Kotler, 2009; 174). Destination image is a picture of the overall impression made in the minds of tourists. This is quite important because every tourist also has his thoughts about a tourist place he has visited so the manager must also present tourist attractions that can attract tourists' desire to return there.

As with Heath and Wall Yoeti, (2008) describes the factors that determine success in the development of a tourist destination in addition to tourist attraction and convenience factors as well as accessibility. According to James J. Spillane, (1997:38) that: "Accessibility is the ability to achieve a certain goal, it can be easier or more difficult to reach it. In the research that has been done, it can be linked that accessibility is expressed as the level of affordability of tourists to reach between tourist attraction areas. Likewise, the role of tourism infrastructure, the slope of the road, and the location of tourist objects. So based on the opinion above, accessibility is the level of affordability to a location. In the research that has been done, it can be linked that accessibility is expressed as the level of affordability of tourists to reach between tourist attraction areas.

Likewise the role of infrastructure in tourism. According to Noor Hidayah Pujianti (2017), tourist facilities and infrastructure affect tourist satisfaction. "The facilities and infrastructure in question are; Tourism facilities are divided into three, namely: 1) Basic tourism facilities such as travel agents and tour package operators, tourist transportation, hotels, restaurants, and bars. 2) Tourism complimentary facilities such as sports and recreation. 3) Tourism supporting facilities such as souvenir shop, cinema building, massage parlor, and steam bath. Meanwhile, tourism infrastructure is divided into two, namely: 1) public infrastructures such as power plants, clean water supply, road network, seaports, and communication facilities; 2) Infrastructure for community needs, such as hospitals, pharmacies, banks, post offices, and gas stations. These infrastructures are indispensable in supporting tourism development.

Another factor is tourism objects, the consideration of tourists to come to tourist areas is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits. This is as mandated by Undang-Undang Nomor. 10 Tahun 2009 pasal 1 ayat 5 concerning Tourism. Information about tourism objects should be packaged in an event or advertising service by the role of the travel agency. Dennis L. Foster (2000; 215) states that a travel agency is a travel company that sells a travel plan and sells other tourism products related to the trip directly to the public in addition to promoting its tourism objects. The company makes and designs various kinds of tourism products from various existing tourism services, into an attractive tour package for tourists. The tourism products contained in these packages are generally in the form of accommodation and transportation services. A company can be called a travel agency if the company's main activities are focused on planning and organizing tour trips or tour packages on its initiative and responsibility to take advantage of the travel arrangements.

**LITERATURE REVIEW**

**Tourism**

World Tourism Organization (WTO), defines tourism as "activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes". Otherwise, based on Indonesian’s Government Law Number 10 of 2009 on tourism, chapter 1 and article 1 said that Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, central government, and local governments. Meanwhile, tourism is defined as a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period.

By the main task, According to the Indonesia tourism law, the role of the government is 1) as a motivator, government action is needed to motivate the development of the tourism act. The main targets are investors, community, and businessmen on tourism; 2) as a facilitator, the role of the Department of Culture and Creative Economy of Kepulauan Seribu Regency is to provide physical and non-physical facilities; 3) as a dynamist such as; government role to provide and hold synergy between the government, community, and private business

According to Damanik (2006:19), tourism actors are : a) Tourist, as a consumer on tourism act and got a lot of motive and background . which caused in the demand of goods and services on the tourism world; b) Tourism Industry; as for various forms of business in the form of services or goods supporting tourism activities, namely: (1) direct actors, such as entertainment attractions, hotels, restaurants, travel agencies; (2) Indirect actors, for example, are souvenirs, books or tourist guide sheets; c) Supporting Tourism Services, are businesses that offer tourism products and services in a non-special manner and depend on tourists as users of these services and products. Examples are sales of fuel, photography services, beauty services, and sports; d) Role of Government/regional.

**Digital Tourism Destination**

The concept of digital tourism is defined as tourism activities that are supported by digital technology before, during, and after tourism activities are carried out in a certain tourist area to meet needs. . Referring to the United Nations Conference on Trade and Development (UNCTAD, 2004) that; Digital technology in tourism is access to digital information technology that can be used in various forms of media from mobile phones, internet channels, GPS (Global Positioning System), digital cameras, digital radios, and digital media players. The use of digital information technology facilitates communication in tourism, especially information about how an area provides an overview of tourist interest in coming.

In the concept of digital tourism destinations, the emphasis is on the overall role, carrying capacity, and resources in tourism activities, whether exploitative, naturalistic, scholastic, or autocratic. Where the roles, carrying capacity, and resources complement each other. These needs are met when the resources of the tourist area can influence electronic media (digital roles) during radical views and mindsets of the community in a tourist area that will be visited. Therefore, the concept of a digital tourism destination is defined as the entire tourism activity starting from the formation of the image of the destination, the availability of tourist accessibility, the provision of attractive tourist facilities and infrastructure, as well as the assistance of the role of the travel agency, in realizing the digital role so that it has an impact on the digital tourism destination performance itself.

**Destination Image**

According to Jorgensen (2004: 15), that; Destination Image is defined not only as an attribute of the destination but also the overall impression displayed by the destination. Destination image consists of functional characteristics concerning tangible aspects of the destination and psychological characteristics concerning intangible aspects. The Destination Image variable consists of several dimensions/indicators which are defined as positive places that can result in increased visits and have a major impact on tourists. The image of the destination is given the impression of “place impression” or “area perception”.

According to Coban (2012) in his research, he explained that the image of the destination consists of the results of a rational assessment or cognitive image and an emotional assessment or affective image of the destination itself. Cognitive image according to Coban (2012) explains the beliefs and information that a person has about a destination. The dimensions of the cognitive image are six, namely tourist attractions (touristy traditions), basic facilities (basic facilities), cultural attractions (cultural attractions), accessibility and tourism substructures (touristy substructures and access), natural environment (natural environment), and economic factors ( variety and economical factors). Meanwhile, the effective image according to Artuğer et al. (2013) is a picture of a person's emotions or feelings, namely tourists, about a destination. Artuğer et al. (2013) divide the dimensions of the affective image into three, namely a lively city, an exciting city, and a pleasant city. While Positive Image is a picture of a person's impression of someone or impressed to visit a tourist attraction before and after the activity is carried out, the impression is appreciated for; Impression of natural beauty (impression of beauty), uniqueness of nature (impression of uniqueness), natural beauty (impression of natural), sense of belonging (impression of belonging), friendliness of the population (impression of hospitality), longing for variety (impression of longing) (Jubery Marwan, 2020).

**Accessibility**

Accessibility variable is defined as the affordability of a tourism object with other tourism objects in a tourist area. This variable consists of several dimensions/indicators defined. According to Spillane, James J. (2000:38) that: “Accessibility is the ability to achieve a certain goal, it can be reached more easily or more difficult to reach it. Accessibility can be measured by several parameters such as the slope of the road and the location of tourist objects. Based on the opinion above, accessibility is the level of affordability of a location. Accessibility includes; alternative roads, road conditions, travel time, distance traveled, means of transportation, travel costs, communication access.

**Infrastructure**

According to Noor Hidayah Pujianti (2017) that what is meant by Facilities and Infrastructure are; Tourism facilities are divided into three, namely: 1) Basic tourism facilities such as travel agents and tour package operators, tourist transportation, hotels, restaurants, and bars. 2) Tourism complimentary facilities such as sports and recreation. 3) Tourism supporting facilities such as souvenir shop, cinema building, massage parlor, and steam bath. Meanwhile, tourism infrastructure is divided into two, namely: 1) public infrastructures such as power plants, clean water supply, road network, seaports, and communication facilities; 2) Infrastructure for community needs, such as hospitals, pharmacies, banks, post offices, and gas stations. These infrastructures are indispensable in supporting tourism development.

**Travel Agency**

According to Dennis L. Foster (2000; 241), in his book entitled First Class an Introduction to Travel & Tourism, the Travel Bureau variable consists of several dimensions/indicators defined as a travel company that sells travel plans and sells other tourism products. related to the trip directly to the community.

This understanding implies that the business activities that are prioritized by travel agents besides selling tourism products and promoting tourism package packages are also planning tours that are combined with other tourism business service offerings, and packaged in a tour package that is sold. directly to tourists or channeled through travel agents and if the tour packages have been sold, the Travel Bureau is obliged to carry out the tour to tourists, following the agreed tour itinerary. And there is also the role of a travel agency, only a mediator of an agency or individual tourism activity.

**Digital Role**

According to Mareta Puspa Nagari and Edriana Pangestusi (2019) that current tourist destinations must-have digital capabilities. Digital capabilities are cross-functional capabilities in customer processes, practices, and connections made possible by digital media and infrastructure. Digital Role which consists of several dimensions/indicators defined according to the United Nations Conference on Trade and Development (UNCTAD, 2004) as access to digital information technology that can use various forms of media from mobile phones, internet channels, GPS (Global Positioning System), digital cameras, digital radios, and digital media players. The use of digital information technology facilitates communication in tourism.

There are four dimensions of using digital technology in tourism (Pranita, 2018), namely: 1) Provision of information about tourist destinations. The provision of this information consists of the interpretation of ODTW (Tourism Attractions Object), the provision of itineraries, and the provision of maps for the movement of tourists, accommodation, and tourist facilities; 2) Ability to share information; The ability to share this information must come from two sources, namely from tourism providers as suppliers and also from tourists as consumers; 3) Context-awareness, namely awareness of digital tourism culture for the community, so that attractions or facilities are available, clarity of information and instructions on tourist sites with digital technology; 4) marking ability, is the ability to mark, namely the ability to document tourism activities for tourists for sustainable tourism activities.

**Digital Tourism Destination Performance**

Performance of Digital Tourism Destination which consists of several dimensions/indicators defined according to Mahsun (2013:32) that Organizational Performance is divided by; (1) Input (input) is everything that is needed so that the implementation of activities can run to produce outputs. This indicator measures the number of resources such as budget (funds), human resources, equipment, materials, and other inputs used to carry out activities or programs. By reviewing the distribution of resources, it can be analyzed whether the allocation of owned resources is by the established strategic plan; (2) Process (process) is a measure of activity, both in terms of speed, accuracy, and level of accuracy of the implementation of these activities. Process, namely all system activities carried out through the process of converting inputs into outputs (outputs) in the form of products and/or services; (3) Output is something that is expected to be directly achieved from an activity which can be either physical or non-physical. By comparing the outputs, it can be analyzed whether the activities carried out are by the plan. Output indicators are used as the basis for assessing the progress of an activity if the benchmark is linked to well-defined and measurable activity targets. Therefore, this indicator must be by the scope and nature of the agency's activities; (4) Outcome is the impact of an activity program on the community. The outcome is higher in value than output because output only measures results without measuring their impact on society, while outcome measures the quality of output and the resulting impact. Although the product has been successfully achieved, it is not necessarily the outcome of the activity that has been achieved. Outcome describes the level of achievement of higher results that may concern the interests of many parties. With outcome indicators, agencies can find out whether the results that have been obtained in the form of outputs can indeed be used properly and provide great benefits to the community; (5) Benefit is something related to the ultimate goal of implementing activities. This performance indicator describes the benefits derived from the outcome or outcome indicator. These benefits will only appear after some time, especially in the medium and long term. Benefit indicators show what is expected to be achieved if the outputs can be completed and function optimally (on time, location, funds, etc.); (6). Impact (impact) is the influence that is caused either positive or negative.

**METHODOLOGY**

This research approach is quantitative which is included in the explanatory research. Primary data sources with sampling technique using purposive sampling technique with the following considerations: a) The reach of tourist attractions from one object to another requires special means of transportation; b) The distance from the island to the inhabited island requires special transportation; c) Not all tourist objects are populated; d) Many tourism actors are not familiar with filling out questionnaires, they still have to be assisted by informants; e) The involvement of the surrounding community in tourism is still not maximized.

The data collection method used a questionnaire distributed to respondents, namely tourism actors. Using a Likert scale as an alternative answer to the respondents. To test the data has been steady, reliable, and normal before analyzing the data, all instruments in the study were tested using validity, reliability and normality tests. Data analysis using path analysis (Path Analysis).

**RESULT AND DISCUSSION**

The results of the validity test used the correlation between the score of the questions and the total score of the construct or variable. Significance test by comparing the calculated r-value with r table for the degree of freedom (df) = n-4, the magnitude of alpha = 0.05. In this case, n is the number of samples (n) = 100. The magnitude of the r table is 0.199. The results of data analysis of the magnitude of all items in the statement for all indicators/variables involved in the equation of this research model can be said to be valid because all items in the variables show r count > 0.199 (r table).

Furthermore, to determine the extent to which the measurement results remain consistent (steady) from the time of testing to other testing times. A constructor variable is said to be reliable if it has given a Cronbach Alpha value > 0.70 (Nunnaly, J Bernstein, IH, 1994). In this study, all variables can be said to be reliable, because each variable's Cronbach Alpha value is above 0.70 (Cronbach Alpha > 0.70).

**Table 1. Reliability Test Statistics Results**

|  |
| --- |
| Reliability Statistics |
| Variabel | Cronbach's Alpha | N of Items |
| Destination Image | 0.877 | 15 |
| Accessibility | 0.913 | 21 |
| Infrastructure | 0.906 | 21 |
| Travel Agency | 0.891 | 17 |
| Digital Role | 0.872 | 13 |
| Performance of Digital Tourism Destination | 0.913 | 22 |

 Source: Processed Primary Data, 2022.

Furthermore, the results of the data normality test of all the variables involved in the equation of the research model can be said to be normally distributed. Due to the statistical value of Asymp. Sig. (2-tailed) all variables above the significant level (α) 0.05 (asymp.sig > 0.05), so the results can be said that all variables are normally distributed.

**Table 2. Data Normality Test Results**

|  |
| --- |
| One-Sample Kolmogorov-Smirnov Test |
|  | Destination Image (X1) | Accessibility (X2) | Infrastructure (X3) | Travel Agency (X4) | Digital Role(Y) | Performance of Digital Tourism Destination (Z) |
| N | 100 | 100 | 100 | 100 | 100 | 100 |
| Normal Parametersa,b | Mean | 64.5600 | 88.5500 | 89.0400 | 72.3700 | 54.5900 | 93.3600 |
| Std. Deviation | 5.93793 | 8.98188 | 8.58225 | 7.03764 | 5.91710 | 9.02356 |
| Most Extreme Differences | Absolute | .129 | .124 | .181 | .113 | .097 | .105 |
| Positive | .129 | .124 | .181 | .113 | .097 | .105 |
| Negative | -.091 | -.100 | -.083 | -.070 | -.088 | -.071 |
| Test Statistic | .129 | .124 | .181 | .113 | .097 | .105 |
| Asymp. Sig. (2-tailed) | .107c | .121c | .087c | .063c | .221c | .079c |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |

Source: Processed Primary Data, 2022.

The following is a summary of the statistical test results for each model of the path analysis equation of the independent variable coefficient on the dependent variable in each model equation.

Figure 1. Statistical results of the path diagram of the research model equation

Digital Role

Digital Tourism Destination

1.185

Destination Image

0.150

0.008

Accessibility

0.552

Performance of Digital Tourism Destinations

 0.013

 0.092

Infrastructure

 2.547 0.772

Travel Agency

To find out whether a variable has an effect or not, we can compare the results of the t-count with t-table with df = n-k-1 or 100 - 5 - 1 = 94 (k is the number of independent variables). It is known that with a significance value of 0.05 degrees in the 2-sided test, the results of t table = 1.984/-1.984. In the following, the statistical results of the t-test in multiple regression analysis can be seen from the following table by interpreting each model equation.

**Table 3. Statistical Results (t-test) Equation Model One**

|  |
| --- |
| Coefficientsa |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .207 | .365 |  | .568 | .571 |
| Destination Image (X1) | 1.181 | .055 | 1.185 | 21.301 | .000 |
| Accessibility (X2) | .099 | .030 | .150 | 3.242 | .002 |
| Infrastructure (X3) | .380 | .021 | .552 | 18.378 | .000 |
| Travel Agency (X4) | 2.141 | .082 | 2.547 | 25.999 | .000 |
| a. Dependent Variable: Digital Role |

 Source: Processed Primary Data, 2022.

Y1 = 0.207 + (-1.181) X1+ 0,099 X2 + (-0.380) X3+ 2.141X4 + e

**Table 4. Statistical Results (t-test) of the Second Model Equation**

|  |
| --- |
| Coefficientsa |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 2 | (Constant) | 3.713 | 1.398 |  | 2.656 | .009 |
| Destination Image (X1) | -.013 | .512 | -.008 | -.025 | .980 |
| Accessibility (X2) | -.013 | .123 | -.013 | -.104 | .917 |
| Infrastructure (X3) | .097 | .170 | .092 | .571 | .570 |
| Travel Agency (X4) | .989 | .902 | .772 | 1.097 | .275 |
| a. Dependent Variable: Digital Tourism Destination Performance |

 Source: Processed Primary Data, 2022.

Z = 3.713 + (-0.013) X1 + (-0.013) X2  +0.097 X3 + 0.989 X4 + e

From the statistical results (t test) in all model equations and the statistical results of path analysis in this study, it can be seen that the direct and indirect effects in a model equation in this study are as follows:

1. The Destination Image Variable has an effect on the Digital Role variable

The results of statistical analysis show that; The destination image variable has a significant effect on the digital role variable. Due to the value of t count > t table (-21,301 > -1,984) with a significance value of 0.000 < 0.05. This is reminiscent of the millennial generation as users of digital technology in almost all of their activities and has made digital technology a lifestyle (Pew Research Center, 2010: 57). With a millennial lifestyle like this, digital roles can be used as an effort to find information in meeting basic needs such as the theory developed by Maslow (1943) that; These basic needs begin with their biological and physical needs. Where tourism needs are part of physical needs. Tourism needs are obtained from information on users of technological/electronic goods in searching for tourist objects. This is also by the theory of Marshall McLuhan and Fiore (1968:11) that how electronic media is influencing people's views and mindsets radically, where this makes people very dependent on technology that uses media, even people have their views of order. The social status of a society is based solely on its ability to deal with technology.

The results of this study are in line with the research of Sun, et al. (2013) who concluded that tourists who develop positive perceptions get better satisfaction with their experiences. Another support is the results of Coban's (2012) research which proves that there is a positive influence of the destination image variable on the tourist satisfaction variable.

1. Accessibility variables have a significant effect on the digital role

The results of statistical analysis show that; The accessibility variable has a significant effect on the digital role variable. This is because the value of t arithmetic > t table (3,242 > 1,984) with a significance value of 0.002 < 0.05. This finding is in line with the finding of Karana Yankumara (2013) that; Good accessibility is characterized by good road infrastructure and ease of access to tourist attractions. Ease of getting to a tourist attraction, one of which is marked by the number of signposts to the location of the tourist attraction. This accessibility is also related to the distance of the tourist attraction to the center of government, where the small interaction value also indicates that the long distance from the center of government is not an obstacle to attracting many tourists to come to the tourist attraction, as well as services at tourist sites both services from officers tourism and infrastructure there so that it will directly affect the digital role. Information related to good accessibility in a tourist area is caused by information from the use of information technology goods (digital technology) displayed in selecting places to be recommended for travel. This is by the theory of Marshall McLuhan and Fiore (1968:11) that how electronic media is influencing people's views and mindsets radically, where this makes people very dependent on technology that uses media, even people have their views on social order. a society based solely on its ability to deal with the technology.

1. Infrastructure Variables have an effect on the Digital Role

This result is known after the statistical t value is greater than t table (18,378 > 1,984) with a significance value less than 0.05 (0.000 < 0.05). This finding is in line with the finding of Karana Yankumara (2013) that; in addition to good accessibility, infrastructure also has a very important role. With good road infrastructure and ease of access to tourist attractions. Information on the existence of good infrastructure in a tourist area causes a good image opinion of potential tourists. So that potential tourists can recommend in selecting places that will be recommended for traveling.

1. The Travel Agency Variable has a significant effect on the Digital Role

This result after knowing the results of the calculated t value is greater than the t table value (25.999 > 1.984) with a significantly less than 0.05 degrees (0.000 < 0.05). This finding is in line with Titis Ariani, et all (2017) that the most effective promotion is promotion through the internet. Besides being easy to make, anyone can access it easily. Promotion through the internet can be easily reached to various regions along with the development of existing technology, especially promotion through websites and social media. All forms of promotion through various media can be said to be effective in informing and introducing the potential of a tourism object. By the theory of Marshall McLuhan and Fiore (1968:11) that; The role of electronic media is influencing people's views and mindsets radically, where it makes people very dependent on technology that uses media, even people have their views on the social order of a society which is only based on its ability to deal with the technology. This is in line with Suwantoro (2004:56) that promotion will also be a medium to inform tourism products in tourist destinations (DTW). The main task and function of a travel agency (travel) are in addition to planning tour packages, it also promotes tourism objects with all their attributes using digital service advertisements such as; television, websites, newspapers, pamphlets or true, mobile applications as the medium.

1. Digital tourism destination variables have no significant effect on digital tourism destination performance

These results can be seen from the value of each digital tourism destination variable (destination image, accessibility, infrastructure, travel agency) in statistics which has a t-count value smaller than t-table (t-count < 1.984).

Based on the results of the analysis of the F test, it is known that the significance value is below 0.05 (0.000 < 0.05) and the calculated F value > F table (10.821.331 > 2.466) or with a significance of 0.000 <0.05. Thus, simultaneously, the destination image, accessibility, infrastructure, and travel agency variables affect the digital role. Furthermore, to find out the results of the path analysis test the indirect influence of destination image variables, accessibility, infrastructure, travel agencies on digital tourist destination performance variables through digital role variables, can be seen in the following table:

**Table 5. Summary of Path Analysis Results in Equation Model**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | X Variable Influence | To Variable (Z) | Through Variable (Y) | Influence Value | Path Analysis Value | Conclusion |
| 01 | Destination Image (X1) | Digital Tourism Destination Performance | Digital Role | 0,008 | 1,172 | Positive role |
| 02 | Accessibility (X2) | Digital Tourism DestinationPerformance | Digital Role | 0,013 | 0,148 | Positive role |
| 03 | Infrastructure (X3) | Digital Tourism DestinationPerformance | Digital Role | 0,092 | 0,5459 | Positive role |
| 04 | Travel Agency (X4) | Digital Tourism DestinationPerformance | Digital Role | 0,772 | 2,519 | Positive role |

 Source : Processed Primary Data, 2022

This finding is in line with the findings of Mareta Puspa Nagari and Edriana Pangestusi, (2019); Sufi Abdulhaji and Ibn Sina H. Yusuf, (2016); Muhammad Firdausa, Hijri Juliansyah, (2019); that; The provision of information about tourist attraction objects is the success of digital technology which plays a role in providing information on tourist attraction objects for potential tourists. The logic of thinking is that the provision of information about tourist attraction objects is the contribution of the digital role in providing a platform for digital technology as a form of providing special tourism information that gives a positive impression and provides its charm. The ability to share and exchange information between tourism providers and the public as tourists and potential tourists can be done freely. Of course, this happens because social media is a platform that is freely accessible to the wider community, especially tourism providers, namely local communities and related parties who contribute to developing tourist villages.

**CONCLUSION**

Based on the results of the analysis that have been discussed previously, the conclusions of this study are; The digital tourism destination variables (destination image, accessibility, infrastructure, and travel agency) have a significant effect on the role of digital directly. Furthermore, all digital tourism destination variables do not have a significant effect on digital tourism destination performance directly, but after being mediated by digital role variables, all-digital tourism destination variables have a significant positive role on digital tourism destination performance.

The role of digital tourism destinations in realizing digital tourism destination performance requires a digital role as a liaison. This happens because the success of digital technology which plays a role in providing information to potential tourists for tourist destinations can contribute to providing a platform on digital technology as a form of providing information for potential tourists, this is effective because the millennial generation relies on various popular platforms that are commonly used in searching for information. tourist destination information. This is done by prospective tourists as a form of fulfilling the criteria for their basic needs.

To attract tourists to visit, it is done by; formation of a positive destination image opinion, the availability of good accessibility including modes of transportation; adequate infrastructure facilities in tourist areas that have added value, good travel agency services, so that the final impact can contribute to increasing the number of tourists.

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