

# The Influence of Social Media Influencers, Tourist Attractions, and Social Media Marketing on Travel Decisions with Visiting Intention as an Intervening Variable

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*Social Media Influencers, Tourist Attractions, Social Media Marketing, Travel Decisions and Visiting Intentions*

## Abstract

*Solo, or better known as Surakarta, is one of the cities rich in history and culture in Indonesia. This city is not only home to various cultural heritages, but also an attractive tourist destination for domestic and international tourists. The purpose of this study is to determine the influence of social media influencers, tourist attractions, and social media marketing on tourist visit decisions, with interest in visiting as an intervening variable. The research method used is quantitative with SMARTPLS software. The results of the study concluded that there is a significant positive influence of social media influencers on visit decisions. There is no influence between tourist attractions and visit decisions. There is an influence between social media marketing and visit decisions. There is no influence between interest in visiting and visit decisions. Interest in visiting cannot mediate the relationship between social media influencers and visit decisions. Also, interest in visiting cannot mediate the relationship between tourist attractions and visit decisions, and interest in visiting cannot mediate the relationship between social media marketing and visit decisions.*

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## INTRODUCTION

The cultural diversity in Indonesia with various uniqueness in it presents great potential in the field of tourism. This cultural diversity, if managed properly, can undoubtedly strengthen the character, identity, and identity of the Indonesian nation as a large nation, as well as position Indonesia as one of the tourist destinations that has the largest diversity of cultural attractions in the world, one of which is the city of Solo. The city of Solo, or better known as Surakarta, is one of the cities that is rich in Indonesian history and culture. This city is not only home to various cultural heritage, but also an attractive tourist destination for tourists from within and outside the country. The following is a list of tourist attractions in the city of Surakarta that are often visited by visitors or tourists.

Based on data from the Central Statistics Agency of Surakarta in 2025, it shows that of several tours in Surakarta, the Swawedari puppet has a total of 746 foreign visitors and 65,090 non-foreign visitors. The attraction of the Surakarta warriors has the attraction of 77 foreign visitors and 13,494 non-foreigners, while the keris museum has 327 foreign visitors and 20,509 non-foreign visitors. Mangkunegaran Temple will be the tourist with a large number of visitors in 2025 as many as 132,060 visitors, from 7,600 macanegara and 124,460 non-foreigners. The number of tourists in 2025 has increased compared to 2024 which has fewer visitors, Mangkunegaran Temple has 132,060 visitors in 2024, from 1,999 macanegara and 40,168 non-foreigners (SoloData, 2024) The architecture of Mangkunegaran Temple features a unique combination of Javanese and Empire (French) styles, where each building has its own philosophy. Mangkunegaran Temple not only

presents the beauty and splendor of the palace building, but also provides knowledge about the history of Mangkunegaran Temple and the City of Solo, as well as showing valuable collections that are believed to have come from the Kingdoms of Mataram and Majapahi (Anjani & Pujiastuti, 2024).

Promotion is an important factor in attracting tourists to visit a tourist attraction because without promotion, people will not recognize a place where the tourist attraction is located if it is not from the area (Fathor et al., 2025) The existence of attractive promotions on social media is very important to inspire tourists to explore tourist attractions. Rapid technological advancements suggest that the role of social media in tourism marketing will become more widespread. Digital marketing, particularly through social media, plays an important role in the success of a tourism business. For example, social media users play an important role as supporters in promoting tourist destinations on various platforms such as Facebook, YouTube, Instagram, TikTok, and more. Through its wide reach and proven credibility, it manages to highlight the destination, increasing its global appeal and visibility (Liang & Furkan, 2025) Through social media platforms, it is currently possible to conduct word-of-mouth referencing electronically. What's more, achieving the visual impact of a destination on social media platforms is very possible. This makes the decision-making process more flexible and easy, and allows people to make the right decisions to visit the destinations they want to visit (Salem & Gebreel, 2020)

In its promotion, an influencer certainly uses several social media such as Instagram, TikTok, and YouTube, in this application they will create interesting content that will surely affect the people who watch their content (Amelya et al., 2024) Influencers not only help introduce destinations, but can also strengthen the appeal of existing destinations by representing the travel experience from a fresh and modern perspective. This is becoming very relevant in the midst of increasingly fierce global competition between destinations (Siregar, 2025) The use of influencers in tourism promotion has grown rapidly, especially since social media has become an integral part of people's lives (Siregar, 2025) Digital content created by influencers plays an important role in attracting public attention to certain tourist destinations. Research conducted by (Rahman et al., 2025) resulted in research that social media influencers influence travelers' decisions. Research in line was conducted by (Zahra & Isa, 2025) which stated that influencers influence tourists in making visits to tourist attractions.

The involvement of influencers in sharing their experiences in an authentic way and has appeal in building trust among their followers. This is the reason why tourism marketers are increasingly interested in working with social media influencers, given their ability to influence audiences and strengthen brand image (Simanjorang, 2024) The role of Digital Influencers in product promotion is considered more effective and efficient in attracting tourists to visit a tourist attraction (Pradini et al., 2024) Research conducted by (Ni'mah & Sutarmin, 2025) and (Meilani et al., 2025) resulted in research that attractiveness affects travelers' decisions. However, research conducted by (Rokhayah & Andriana, 2021) states that tourist attractions do not affect the decision of tourists to visit.

The virality of tourism content on social media has become the main force in shaping destination trends in the digital era. When a destination is captured in the form of interesting photos, videos, or stories and widely shared on social media, it can become popular in no time (Siregar, 2025) One of the important factors in influencing the decision to visit is social media marketing. Social media is able to disseminate tourism information and shape public perception (Ni'mah & Sutarmin, 2025) The results of the study (Septiandari et al., 2024) state that social media

marketing has an effect on visiting decisions. However, research conducted by (Ni'mah & Sutarmin, 2025) resulted in research that social media marketing has no effect on travelers' decisions.

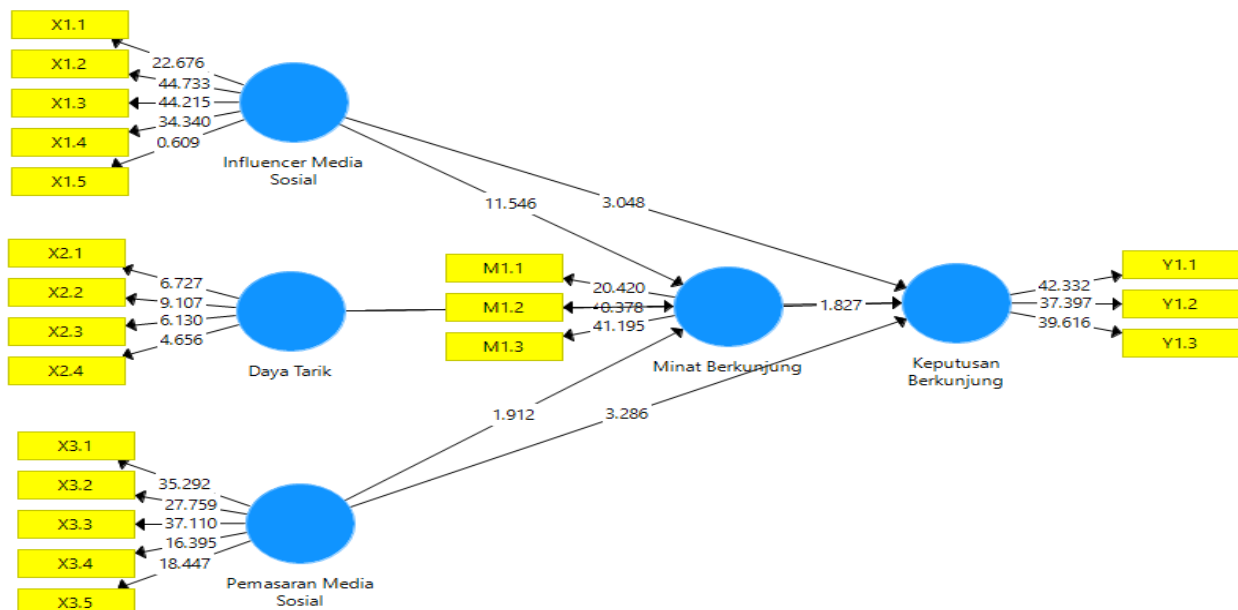
## METHODS

The research method used is a quantitative method with a survey approach. The type of data used is primary data, obtained directly from respondents through the distribution of questionnaires. The population in this study is all people who visit Mngkunegaran Temple in Surakarta. Because the population number is not known for sure, the determination of the number of samples was carried out using guidelines from Hair et al. (2019), that for analysis with *the Structural Equation Modeling* (SEM) approach, the minimum number of respondents is 150 people. The sampling technique uses purposive sampling with the criteria of respondents being at least 17 years old because they have a high tendency to consume content from influencers and respond to it with real behaviors, such as traveling or resharing information that they find interesting.

Based on the existing hypothesis, the research method used can be drawn, namely quantitative to determine the influence of social media influencers, tourist attractions, and social media marketing on the decision to visit with interest in visiting as a mediating variable. The data obtained were analyzed using a quantitative statistical approach using the *Structural Equation Modeling* (SEM) PLS (Hair et al., 2019) This technique is used to test the relationship between independent, intervening, and dependent variables simultaneously. With SEM PLS, researchers can thoroughly evaluate models built on theory and field data

## RESULTS AND DISCUSSION

### Analisis Outer Model



Gambar 1. Analisis Outer Model

There are three criteria in the use of data analysis techniques with SmartPLS to assess the outer model, namely Convergent Validity, Discriminant Validity, and Composite Reliability. The Convergent Validity of the measurement model with indicator reflection is assessed based on the correlation between the item score/component score estimated with PLS software. The validity

of the indicator is seen from the Loading Factor (LF) value based on the instructions. According to the rule of thumb, the indicator LF value  $>0.7$  is said to be valid. In this study, a Loading Factor of 0.7 was used.

Table 1. Discriminant Validity Test

	Attraction	Social Media Influencers	Visiting Decisions	Visiting Minister	Social Media Marketing
Attraction	0.729				
Social Media Influencers	-0.175	0.776			
Visiting Decisions	-0.148	0.770	0.883		
Interested in Visiting	-0.241	0.824	0.714	0.874	
Social Media Marketing	-0.033	0.622	0.691	0.582	0.806

In table 1, it can be seen that the correlation value of these variables is greater than the correlation of other variables, therefore it is concluded that all variables are valid for use. In addition to the fornell lacker test, discriminant validity can also be tested based on the Cross Loading value. An indicator is declared to meet discriminant validity if the value of the cross loading dimension in the variable is the largest compared to the other variables (Ghozali, 2016). Here are the results of the cross oading value.

Tabel 2. Convergent Validity

Variabel	Loading Factor	Conclusion
M1.1	0.835	Valid
M1.2	0.894	Valid
M1.3	0.892	Valid
X1.1	0.811	Valid
X1.2	0.875	Valid
X1.3	0.891	Valid
X1.4	0.889	Valid
X1.5	0.071	Valid
X2.1	0.736	Valid
X2.2	0.811	Valid
X2.3	0.707	Valid
X2.4	0.752	Valid
X3.1	0.851	Valid
X3.2	0.807	Valid
X3.3	0.841	Valid
X3.4	0.759	Valid
X3.5	0.771	Valid
Y1.1	0.895	Valid
Y1.2	0.863	Valid
Y1.3	0.890	Valid

*The Convergent Validity* of the measurement model can be from the correlation between the item/instrument score and the loading factor score with the loading factor value criterion of each instrument  $>0.7$ . Based on the data processing, the overall indicator is declared valid.

### Validation Test

Tabel 3. Realibility

Variabel	AVE	Composite Reliability	Remarks
Social Media Influencers	0,602	0,791	Valid
Tourist Attractions	0,531	0,705	Valid
Social Media Marketing	0,650	0,865	Valid
Interested in Visiting	0,764	0,845	Valid
Visiting Decisions	0,779	0,858	Valid

In table 3, it is known that the *value of Average Variance Extracted (AVE)* for each variable, namely social media influencers, tourist attractions, social media marketing, interest in visiting and visiting decisions  $> 0.50$ . Therefore, it can be concluded that each variable is valid and can be tested next.

### Reality Test

Table 4. Reliability Test Results

Variabel	Cronbach Alpha	Remarks
Social Media Influencers	0,791	Reliabel
Tourist Attractions	0,705	Reliabel
Social Media Marketing	0865	Reliabel
Interested in Visiting	0,845	Reliabel
Visiting Decisions	0,858	Reliabel

Referring to table 4, each variable displays a Cronbach Alpha value that exceeds the minimum standard of 0.6. Similar to this. Based on the results of these tests, it can be concluded that all instruments used as research materials show an adequate level of reliability and meet the set reliability requirements.

### Inner Model Analysis

Table 5. R Square Test Results

Variabel	R Square	R Square Adjusted
Interested in Visiting	0,698	0,669
Visiting Decisions	0,677	0,692

In table 5, the R-square value in the variable of interest in visiting is 0.698. Thus, it can be concluded that the variable strength of social media influencers, tourist attractions, and social media marketing is 69.8% (medium category). Then the R-square value on the variable of the visit decision is 0.677. This shows that social media influencers, tourist attractions, social media marketing and trust are 6.77% (medium category).

### Uji F Square

Measure how much of a practical effect an exogenous latent variable has on an endogenous latent variable. The recommended Effect Size value is 0.02 means weak, 0.15 means medium, and 0.35 means strong.

Table 6. F Square Test

	Visiting Decisions	Visiting Minister
Attraction	0.002	0.038

Social Media Influencers	0.161	1.028
Visiting Minister	0.027	
Social Media Marketing	0.198	0.033

Based on Table 6, it shows that the attraction to the decision to visit has a value of Fsquare 0.002 so it is declared weak. Social media influencers on the decision to visit have an Fsquare value of 0.161 so it is declared moderate. Social media marketing for the decision to visit has an Fsquare value of 0.198 so it is declared moderate, and the interest in visiting for the decision to visit has an Fsquare value of 0.027 is declared weak. Thus, there are two exogenous variables that are in the process of explaining the endogenous variables, while the remaining two variables have a weak influence.

### Uji Path Coeffiesient Direct Effect Test

Table 7. Path Coeffiesient Results

	T Statistics	P Values	Remarks
Social Media Influencers -> Visiting Decision	5.039	0.000	Influence
Tourist Attractions -> Decisions to Visit	0,672	0.503	No Influence
Social Media Marketing -> Visit Decisions	3,473	0.001	Influence
Interest in Visiting - > Visiting Decision	1,827	0,070	No Influence

In table 7, it shows that the value of social media influencers' relationship with visiting decisions has a P-value of  $< 0.05$ , a statistical T-value greater than the t-value of the table (1,660) and is positively correlated so that these values represent the accepted hypothesis. Thus, it can be concluded that the hypothesis that there is a significant positive influence of social media influencers on the decision to visit.

While the attractiveness to the decision to visit has a P-value of  $> 0.05$ , the statistical T-value is smaller than the t-table value (1,660) and is negatively correlated so that these values represent the rejected hypothesis. Thus, it can be concluded that the hypothesis states that there is no influence between tourist attractions on the decision to visit. Meanwhile, social marketing of the decision to visit has a P-value of  $< 0.05$ , the statistical T-value is greater than the t-table value (1,660) and is positively correlated so that these values represent the accepted hypothesis. Thus, it can be concluded that the hypothesis that there is an influence between social and marketing on the decision to visit.

Meanwhile, the interest in visiting the decision to visit has a P-value of  $> 0.05$ , the statistical T-value is smaller than the t-table value (1,660) and is negatively correlated so that these values represent a hypothesis that is rejected. Thus, it can be concluded that the hypothesis that there is no influence between the interest in visiting the decision to visit.

### Indirect Influence Test

Table 8. P-Values Test Results

	T Statistics	P Values	Remarks
Social Media Influencers -> Visit Decisions -> Interest in Visiting	1.764	<b>0.080</b>	Not Mediating
Tourist Attractions -> Decisions to Visit-> Interest in Visiting	1,411	<b>0.160</b>	Not Mediating
Social Media Marketing -> Visiting Decisions-> Interest in Visiting	1,374	<b>0,172</b>	Not Mediating

Table 8 above shows the result for the fourth hypothesis is 0.080 (positive). The Social Media Influencer variable on the decision to visit with interest in visiting with mediation has a T-

Statistics value of  $1.764 > 1.65$ . Furthermore, the Social Media Influencer Variable on the decision to visit with interest in visiting with mediation has a P Value of 0.080 or  $\geq 0.05$  which means that the Interest in Visiting has a positive effect or strengthens the influence of Social Media Influencers on the Decision to Visit, but insignificantly or in other words Interest in Visiting does not play a role in moderating the relationship between the variable of Social Media Influencer and the Decision to Visit. The results of this study show that it does not support the fourth hypothesis (H4 Rejected), namely that Interest in Visiting moderates the influence of Social Media Influencers on Visiting Decisions.

The fifth hypothesis is 0.160 (positive). The variable of Tourist Attraction on the decision to visit with interest in visiting by mediation has a T-Statistics value of  $1.411 < 1.65$ . Furthermore, the Tourist Attraction Variable on the decision to visit with interest in visiting by mediation has a P Value of 0.160 or  $\geq 0.05$  which means that Tourist Interest has a positive effect or strengthens the influence of Tourist Attraction on the Visit Decision but insignificantly or in other words Tourist Interest does not play a role in moderating the relationship between the Tourist Attraction variable on the Visit Decision. The results of this study show that it does not support the fourth hypothesis (H5 Rejected), namely that Interest in Visiting moderates the influence of Tourist Attraction on the Decision to Visit

The sixth hypothesis is 0.160 (positive). The Social Media Marketing variable on the decision to visit with interest in visiting with mediation has a T-Statistics value of  $1.374 < 1.65$ . Furthermore, the Social Media Marketing Variable on the decision to visit with interest in visiting by mediation has a P Value of 0.172 or  $\geq 0.05$  which means that the Interest in Visiting has a positive effect or strengthens the influence of Social Media Marketing on the Decision to Visit, but insignificantly or in other words Interest in Visiting does not play a role in moderating the relationship between the variable of Social Media Marketing and the Decision to Visit. The results of this study show that it does not support the fourth hypothesis (H6 Rejected), namely that Interest in Visiting moderates the influence of Social Media Marketing on Visiting Decisions.

### **The Influence of Social Media Influencers on Tourists' Visiting Decisions**

The relationship of social media influencers to the decision to visit has a P-value of  $< 0.05$ , a statistical T-value greater than the t-value of the table (1,660) and is positively correlated so that these values represent accepted hypotheses. Thus, it can be concluded that the hypothesis that there is a significant positive influence of social media influencers on the decision to visit. This research is in line with that conducted by (Rahman et al., 2025) and (Hanifah, 2019) resulting in research that social media influencers influence travelers' decisions. Influencer marketing is a choice of online marketing strategy, namely a person or figure on social media who has a large (significant) number of followers and the things they convey can affect their behavior and followers. The higher the use of influencer marketing by marketers in the tourism sector, the higher the decision of tourists to visit a tourist destination.

### **The Influence of Tourist Attraction on Tourists' Visiting Decisions**

The attractiveness of the decision to visit has a P-value of  $> 0.05$ , the statistical T-value is smaller than the t-table value (1,660) and is negatively correlated so that these values represent a rejected hypothesis. Thus, it can be concluded that the hypothesis states that there is no influence between tourist attractions on the decision to visit. This research is not in line with that conducted by (Ni'mah & Sutarmin, 2025) and (Meilani et al., 2025) resulting in research that attractiveness affects tourist decisions. The results of this study are in line with research

conducted by (Rokhayah & Andriana, 2021) which states that tourist attractions have no effect on tourism decisions to visit.

This means that attraction cannot affect tourists in visiting, if the attractions (uniqueness, and activities) at Mnagkunegaran Temple are not optimal, then tourists may choose not to visit even though in theory the attraction exists, Mangkunegaran Temple focuses on cultural revitalization and new attractions such as Pracima Tuin Park which offers Javanese culinary with a fine dining concept and mandatory reservations, The price to eat at Pracima Tuin Park is in the expensive category, so tourists who come are only in the upper middle class.

### **The Influence of Social Media Marketing on Tourists' Visit Decisions**

Social marketing of the decision to visit has a P-value of  $< 0.05$ , a statistical T-value greater than the t-value of the table (1,660) and is positively correlated so that these values represent the accepted hypothesis. Thus, it can be concluded that the hypothesis that there is an influence between social and marketing on the decision to visit. This research is in line with research conducted by (Septiandari et al., 2024) resulting in research that social media marketing affects tourists' decisions

The use of social media marketing is increasingly used by marketers because it is much easier and faster to reach potential consumers. Social media marketing is often used as a means to promote tourist attractions. To attract tourist visits, the use of social media in the right way is one of the determining factors for visiting decisions. A visit decision is a customer's decision that includes a customer's decision about what to visit, whether or not to visit, when to visit, where to visit, and how to visit (Islami et al., 2023)

### **The Influence of Interest in Visiting Tourists**

The interest of the visit to the decision to visit has a P-value of  $> 0.05$ , the statistical T-value is smaller than the t-table value (1,660) and is negatively correlated so that these values represent a rejected hypothesis. Thus, it can be concluded that the hypothesis that there is no influence between the interest in visiting the decision to visit. This research is not in line with the research conducted by the resulting research that (Ni'mah & Sutarmin, 2025) and (Islami et al., 2023) interest in visiting affects the decision of tourists mediated by interest in visiting.

This is because even though a person has a high interest, the final decision to actually go on a tour can be hindered or canceled by other stronger factors, because doing a tour at Mangkunegran Temple, let alone visiting Pracimantoro Park which is iconic at Mangkunegaran Temple, is not cheap. Interest is a *necessary* condition but not necessarily *enough* to produce a decision. Interest only creates desires, but practical factors and obstacles beyond control can dominate at the decision-making stage (Tjiptono, 2019)

### **The Influence of Social Media Influencers on the Visiting Decision of Tourists with Interest in Visiting**

Table 5 shows the result for the fourth hypothesis is 0.080 (positive). The Social Media Influencer variable on the decision to visit with interest in visiting with mediation has a T-Statistics value of  $1.764 > 1.65$ . Furthermore, the Social Media Influencer Variable on the decision to visit with interest in visiting with mediation has a P Value of 0.080 or  $\geq 0.05$  which means that the Interest in Visiting has a positive effect or strengthens the influence of Social Media Influencers on the Decision to Visit, but insignificantly or in other words Interest in Visiting does not play a role in moderating the relationship between the variable of Social Media Influencer and the Decision to Visit. The results of this study show that it does not support the

fourth hypothesis (H4 Rejected), namely that Interest in Visiting moderates the influence of Social Media Influencers on Visiting Decisions

The results in the discussion show that interest in visiting cannot mediate between Social Media Influencers and visiting decisions. This may be because *influencer* content may be highly persuasive and offer a very strong added value (e.g., limited discount packages, exclusive *booking* codes, or event/festival announcements). This makes the audience jump beyond the stage of emotional consideration (interest) and directly pushed to the stage of action (purchase decision) (Terence A. Shimp, 2019) Since *influencers* have provided all the information needed, the audience does not need to go through a long phase of information seeking and interest formation, but rather immediately feeling **ready** to make a decision.

### **The Influence of Tourist Attraction on the Decision to Visit Tourists with Interest in Visiting**

Table 5 shows the result for the fifth hypothesis is 0.160 (positive). The variable of Tourist Attraction on the decision to visit with interest in visiting by mediation has a T-Statistics value of  $1.411 < 1.65$ . Furthermore, the Tourist Attraction Variable on the decision to visit with interest in visiting by mediation has a P Value of 0.160 or  $\geq 0.05$  which means that Tourist Interest has a positive effect or strengthens the influence of Tourist Attraction on the Visit Decision but insignificantly or in other words Tourist Interest does not play a role in moderating the relationship between the Tourist Attraction variable on the Visit Decision. The results of this study show that it does not support the fourth hypothesis (H5 Rejected), namely that Interest in Visiting moderates the influence of Tourist Attraction on Visiting Decisions. The results in the discussion show that the interest in visiting cannot mediate between the Tourist Attraction and the decision to visit. The results of this study are not in line with the research conducted (Dinata et al., 2024) which states that interest in visiting can mediate between Tourist Attraction and decision to visit.

This may be because Mnagkunegaran Temple has a very unique, rare, iconic, or viral attraction destination (such as eating at Pracimantoro with royal fine dining). This uniqueness triggers the decision to visit immediately without having to go through a long process of interest formation. Tourists see destinations with extraordinary attraction and immediately make a decision to visit without going through an in-depth evaluation stage. Attraction acts as a *direct* trigger.

### **The Influence of Social Media Marketing on the Visiting Decision of Tourists with Interest in Visiting**

Table 4.5 shows the result for the sixth hypothesis is 0.160 (positive). The Social Media Marketing variable on the decision to visit with interest in visiting with mediation has a T-Statistics value of  $1.374 < 1.65$ . Furthermore, the Social Media Marketing Variable on the decision to visit with interest in visiting by mediation has a P Value of 0.172 or  $\geq 0.05$  which means that the Interest in Visiting has a positive effect or strengthens the influence of Social Media Marketing on the Decision to Visit, but insignificantly or in other words Interest in Visiting does not play a role in moderating the relationship between the variables of Social Media Marketing to the Visitation Decision. The results of this study show that it does not support the fourth hypothesis (H6 Rejected), namely Interest in Visiting moderates the influence of Social Media Marketing on Visit Decisions. The results in the discussion show that the interest in visiting cannot mediate between Social Media Marketing and the decision to visit. This research is not in

line with what was done by the resulting research that (Ni'mah & Sutarmin, 2025) and (Islami et al., 2023) social media marketing affects tourist decisions mediated by interest in visiting.

This is because modern Social Media Marketing is often designed to trigger instant purchase decisions, past a long intention formation stage (Setianingsih, 2022) Strong social media marketing, especially one that involves a limited-time offer (*flash sale*), discount code, or a very attractive travel package, can trigger instant visit decisions without going through a deep internalization process of interest.

## CONCLUSION

Based on the discussion above, it is concluded that there is a significant positive influence of social media influencers on the decision to visit. Influencer marketing is a choice of online marketing strategy, namely a person or figure on social media who has a large (significant) number of followers and the things they convey can affect their behavior and followers. There is no influence between tourist attractions on the decision to visit, this means that attraction cannot affect tourists in visiting, if the attractions (uniqueness, and activities) at Mnagkunegaran Temple are not optimal. There is an influence between social media marketing on the decision to visit, The use of social media marketing is increasingly used by marketers because it is much easier and faster to reach potential consumers. Social media marketing is often used as a means to promote tourist attractions. To attract tourist visits, the use of social media in the right way is one of the determining factors for visiting decisions. There is no influence between interest in visiting and the decision to visit, this is because even though a person has a high interest, the final decision to actually go on a tour can be hindered or canceled by other stronger factors, because of touring at Mangkunegran Temple, let alone visiting Pracimantoro Park which is iconic in Mangkunegaran Temple, not at a cheap price

Interest in visiting cannot mediate between Social Media Influencers on the decision to visit, this may be because *the influencer's* content may be very persuasive and offer very strong added value (e.g., limited discount packages, exclusive *booking* codes, or event/festival announcements). And interest in visiting cannot mediate between Tourist Attraction and the decision to visit, this may be because Mnagkunegaran Temple has a very unique, rare, iconic, or viral attraction destination (such as eating at Pracimantoro with royal fine dining). Interest in visiting cannot mediate between Social Media Marketing and visiting decisions, this is because modern Social Media Marketing is often designed to trigger purchase decisions instantly, past the long intention formation stage.

The suggestion given in this study is for the Surakarta City Government, to introduce Mnagkunegaran Temple by using social media influencers because this affects the decision to visit, so that the influencers will *take videos* inside Mangkunegaran Temple so that people are more curious and interested in the culture in Mnagkunegaran Temple, as well as the authentic buildings owned by Mangkunegaran. For Mangkunegaran, it is better to recruit admins to manage social media owned by Mangkunegran officials, through social media that they have is able to be a marketing medium for the community to introduce events that are being carried out or event agendas that will be held, this can attract the public or tourists to visit Mangkunegaran.

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