

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the analysis of the discussion that has been carried out in the previous chapter, it can be concluded that :

1. Social media marketing activity have a positive effect toward revisit intention.
2. Perceived value does not have a positive effect toward revisit intention.
3. Social media marketing activity have a positive effect toward destination brand awareness.
4. Perceived value does not have a positive effect toward destination brand awareness.
5. Destination brand awareness have a positive effect toward revisit intention.
6. Destination brand awareness mediating the effect of social media marketing activity on the revisit intention.

B. IMPLICATION

1. Managerial Implication

Implications for the Consistency of Previous Research Results:

This research significantly contributes by providing answers to discrepancies in previous studies regarding the impact of social media marketing activities on revisit intention. Some prior studies have shown

uncertainty about whether social media marketing activities influence revisit intention. In this context, the findings of this study clarify that social media marketing activities have a positive impact on the intention to revisit the Baturaden tourist destination. Thus, the research results establish continuity and provide a valuable contribution to harmonizing the understanding of the role of social media in influencing revisit intention.

The findings of this study also suggest several practical implications for destination managers to enhance their marketing strategies.

To enhance “social media marketing activities” for the Baturaden tourist destination, the administrators can implement the following strategies:

1. Encourage user interaction with invitations to "visit Baturaden together," as evident from the numerous friend tags following video views.
2. User Responsiveness: Respond promptly and positively to user comments and feedback.
3. Utilize Social Media Features: Leverage social media features such as Instagram Stories and Live for dynamic content.
4. User Education: Provide educational information about Baturaden to enhance user understanding.

To enhance “Destination brand awareness” for the Baturaden tourist destination, the administrators can implement the following strategies:

1. Focus on Promoting Local Cultural Wealth:

Highlighting local cultural richness and traditions in destination promotion builds a unique identity. This can capture attention and create allure for visitors seeking authentic experiences.

2. Build Strategic Partnerships with Local Companies and Influencers:

Collaborating with relevant stakeholders and influencers helps expand promotional reach. The influence and support from local partners or influential figures can have a significant positive impact on brand awareness.

3. Monitor and Respond to Online Activities to Maintain a Positive Image:

Monitoring online activities and responding promptly to reviews and comments helps maintain a positive destination image. Positive interactions with online users can enhance trust and create a favorable impression among potential visitors.

To enhance "revisit intention" in Baturaden, tourism destination managers can:

1. Facility and Service Improvement: Improve the quality of facilities and services to create a better visitor experience.

2. Discount and Loyalty Programs: Implement special discount programs or loyalty cards for repeat visitors.

3. Recurring Promotional Content: Focus on promotions that highlight new experiences or special events for returning visitors. With these steps, it is

hoped to encourage visitors' intention to revisit Baturaden.

2. Theoretical Implication

Through the conduct of this research, it is hoped to contribute to a broader understanding for relevant parties. The obtained research results aim to add more literature, references, and knowledge related to the influence of social media marketing activity and perceived value on revisit intention.

However, based on the results of this study, there are research results whose hypothesis is rejected. Based on the results of this study, there is no direct influence between perceived value on revisit intention and destination brand awareness. So it is expected that researchers who will take relevant topics can conduct more in-depth research on the presence and absence of the influence of perceived value on revisit intention and destination brand awareness.

C. Research Limitation

- 1 The main limitation of this study use of online questionnaires through Google Forms. The first reason is the potential for bias, as respondents may provide answers without the presence of the researcher to provide clarification, increasing the risk of incorrect or incomplete interpretation of the questions.
- 2 Due to geographical restrictions, the study is limited to a certain region that is, tourist destination located in Baturaden. This could limit the applicability of study findings to travel destinations in other areas with distinct dynamics or characteristics.

- 3 Small sample size can have an impact on how representative the study's findings are. Greater generalizations may result from using a bigger sample size, however in this particular study, financial or logistical limitations prevent this from happening. It is anticipated that readers will acknowledge these limitations and carefully evaluate the implications of applying the research findings to a wider context.
- 4 The limitation of this study is that the model can only explain about 70.8% of the factors influencing the “revisit intention”, while approximately 29.2% of the variance remains unexplained. Similarly, for “destination brand awareness”, the model can only explain about 39.5%, while 60.5% of the variance is influenced by other factors not included in this study. Therefore, further research is needed to explore additional factors that may affect both variables.

