

Analysis of the Influence of Instagram Review, Destination Image and Tourist Attraction on the Interest of Highers Go to Mount Gede Pangrango National Park

Dudi Permana

Departement of Management, Universitas Mercu Buana, Jakarta, Indonesia

Abstract

This study aims to analyze the influence of Instagram Review, Destination Image and Tourist Attraction Analysis on Interest of Climbers in Gunung Gede Pangrango National Park. The research design used by the author in this study uses causal research. To measure the variables, this study used a Likert scale. In this study, the research population is all people who have not, or have visited the Gunung Gede Pangrango National Park Tourism Object. Based on the number of the population that is not known with certainty, the sampling technique used is the Hair technique (2010) where the indicators are multiplied by 5 to 10. To collect data from various sources, this study uses a questionnaire data collection technique. The results showed that (1) Instagram Review had a positive and significant effect on the Visit Intention variable, (2) Destination Image had a positive and significant effect on the Visit Intention variable, and (3) Tourist Attraction has a positive and significant effect on the Visit Intention variable.

Article Info

Keywords:

Destination Images,
Instagram Reviews,
Tourist Attractions
Visiting Interests

Corresponding Author:

Dudi Permana
(adriansyahb@ahssigma.com)

Submit: 02-01-2023

Revised: 10-01-2023

Accepted: 12-01-2023

Publish: 21-01-2023



This work is licensed under a
Creative Commons Attribution-
ShareAlike 4.0 International
License.

1. INTRODUCTION

According to data from the Central Statistics Agency (BPS), foreign tourist visits in 2009 were recorded at 6.32 million people. This figure continues to increase to 8.8 million people at the end of 2013. At 2018, the number of foreign tourists visiting Indonesia reached 15.81 million people or grew about 2.5 times compared to 2009. This year the government is targeting foreign tourist visits to reach 18 million people. (Databoks, 2018). Currently, there is a tendency for the increasing interest and preference of the global, regional, and national people to be able to consume goods and services that are natural in nature. This phenomenon develops in line with the increasing awareness and appreciation of the community towards nature and the environment as an element of life support. This trend at the same time gives an indication that the development of tourism objects now must emphasize more on the utilization and utilization of the potential of living and non-biological natural resources (Setiawan, 2015). Indonesia is a country that has enormous natural wealth, both from sea and land. One of Indonesia's natural wealth known to the world is attractive natural tourist attractions so that many foreign tourists come to the country for a vacation and enjoy the beauty of nature. In Indonesia, there are many natural attractions, one of which is the Gunung Gede Pangrango National Park (TNGGP), which is a national park located in West Java Province. Established in 1980, this national park is one of the oldest in Indonesia. The Gunung Gede Pangrango National Park was primarily established to protect and conserve the beautiful mountainous ecosystems and flora in West Java (gedalamrango, 2015).

The natural beauty of this national park is an attraction for tourists climbers to climb mountains, hear or see the word mountain climbing, some of us will imagine or identify these

activities with groups of nature lovers who are famous for mountain climbing activities. Not a few of us then imagine a nationalist figure who likes to climb mountains, namely the famous activist Soe Hok Gie (late) even making one of his poetry works in the Mandalawangi Valley of Mount Pangrango. Not a few tourists or climbers who just come to tread the traces and treat curiosity to visit Mount Gede Pangrango National Park and Mount Gede has the best spot to enjoy edelweiss, namely at Surya Kencana Square. On this spot, climbers will easily find edelweiss. Usually this area is also often used as a camping site by climbers. (Detiktravel, 2015). The tourist attraction of Gunung Gede Pangrango National Park is one of the considerations for tourists to visit. According to Law No. 10 of 2009 concerning Tourism (kemenpar. go. id, 2014), tourist attraction is everything that has uniqueness, beauty, and value in the form of diversity of natural wealth that is the target or destination of visitors to the Gunung Gede Pangrango National Park.

Destination image addresses the psychological needs of tourists and provides satisfaction from a mental and social perspective. Destination image Gunung Gede Pangrango National Park is considered as one of the most effective marketing tools because the elements contained in it can influence tourist motivation and become a factor attracting tourists to visit (Khairani, 2011). In recent years, nature-based recreational activities are starting to be in demand again By young people. One of the activities that resurfaced and we often find is mountain climbing, although there are several other special interest activities. The trend of mountain climbing has begun to develop in recent years, but on the contrary, there has been a decrease in the number of visitors to the Gunung Gede Pangrango National Park (Widiyatno, 2016). The following is a graph of the number of visitors climbing Mount Gede Pangrango National Park 2014-2018:

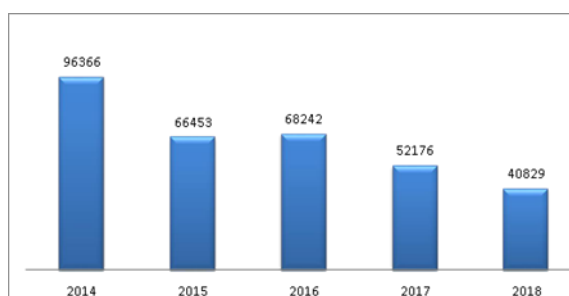


Figure 1. Visitors Climbing Mount Gede Pangrango National Park 2014-2018

The graph of the number of visitors climbing at the Mount Gede Pangrango National Park shows a decline. This significant decrease occurred because of the closing climbing activities for three months each year of the TNGGP Center due to information from the BMKG that rainfall in January to March was very extreme which resulted in accident-prone for climbers, as well as for operations to clean up waste from the forest, and this closure is also intended to restore ecosystems as was usually done by the TNGGP Center before because nature also needs rest. Meanwhile, the increase in the number of visitors in 2016, namely the increase in the desire to travel, could arise because of the profile of tourists and tourism awareness that encourage prospective tourists to search for information through social media so that tourists' thoughts arise as the initial image of the destination (geampakango, 2012).

Given the many regulations and conditions for closing the national park, as tourists who will visit TNGGP it is necessary to seek information. Tourists can search for information relevant to their needs through friends and family, travel guide books, TV, travel channels, the Internet, social media, and others (Abd Aziz Norzalita, 2015). Because it is included in a national park whose management has been effective since 2002, a regulation on climbing has been established that requires climbers to report and ask for a permit from the national park manager before climbing. The national park also limits the number of climbers who want to visit TNGGP with a quota of 600 people per day. In addition to limiting the number of climbers, TNGGP requires climbers to register from a month before climbing or a maximum of two days before climbing. The increasing use of the internet creates a certain trend, starting from smartphone technology that makes it easier for users to access the internet anywhere and anytime. The way Indonesians shopped, which began to spread to online shopping, to the communication style of political elites who increasingly penetrated the digital area.

This use of the Internet does not only occur in the way of shopping for products on e-commerce sites, but also occurs in the world of service or services, namely the policy to make reservations or book online in advance. On the official website, we can find visitor information by checking online quotas, information instructions before climbing are also available, online booking routes, payment lines and other requirements and regulations in climbing (Trisusanto Acen, 2015). In addition to making online bookings, according to Trisusanto Acen (2015), lessons and planning are important, lessons relate to mountain terrain to be climbed, travel time, natural conditions and so on, meanwhile, planning is related to financial circumstances, and climbing friends.

To get information about the lesson and planning, prospective tourists can get information through TV, Radio, Web, Brochures, internet, social media. Even the social media that is currently popular is Instagram. According to Prakoso (2014) Instagram is a social media based on sharing photos and videos. Upload photos or videos complete with captions and hashtags. Captions are information about photos or videos that have been uploaded, while hashtags are categories of themes or topics, where the more users upload, the more hashtags.

Hashtags are also used to make it easier for users to find a post. Pradiatiningtyas (2016) stated that the emergence of interesting tourist photos uploaded by Instagram users seems to be able to influence other users and cause a response from other Instagram users. In addition to bringing up the traveling phenomenon, tourist areas in Gunung Gede Pangrango National Park have been increasingly exposed since the presence of the official National Park account. Mount Gede Pangrango, the following is a profile picture of the Instagram account @tn_gedalamrango:



Figure 2. Mount Gede Pangrango Instagram
Sumber: (Profil Instagram, 2019)

The Instagram account @tn_geampakrango is one of the accounts that has 17.3 thousand followers with 377 photo and video posts. The @tn_gedalamrango account uploads at least 1 photo or more per day for Instagram feeds uploaded from other accounts. The photos that will be re-uploaded by this account are photos that have been selected or the best photos that show the beauty of a destination or a place and indirectly the Instagram account @tn_gedalamrango helps promote tourism in the Gunung Gede Pangrango National Park (Adinda, 2019). However, with the development of the world of technology, potential tourists can access such information and reviews from the internet or better known as reviews, which can be interpreted as positive or negative statements made by potential, actual, or former customers about products or companies that are made and available to many people.

People and institutions via the internet. With this internet technology, prospective tourists can obtain information so that it can be used as a reference in making decisions to visit. However, it seems that some of these regulations do not seem to heed the situational factors of visitors, because some tours are planned and some are unplanned. This becomes crucial when in advance you have made an online reservation and paid for a specified number of tickets but there are unexpected situations that arise. Making travel and climbing plans cannot be carried out, while a number of these payments cannot be returned or the reservation time is postponed for any reason (Trisusanto Acen, 2015).

Judging from several previous studies conducted by Adinda and Pangestuti (2019) they said

that the social media variable Instagram partially proven to have a significant effect on the interest of tourists visiting Instagram account followers. The results of this study are also supported by

Sholikha and Sunarti (2019), who say that the Instagram social media variable has a significant effect on the visiting interest variable. Furthermore, research by Wicaksono (2017), regarding the influence of Instagram social media on followers' visiting interest, broadly speaking, the results of this study indicate that Instagram social media has an influence on followers' visiting interest. Subsequent research on tourist attraction conducted by Sondakh and Tumbel (2016), they said that the variable of tourist attraction was partially proven to have a significant effect on tourist interest in visiting a tourist attraction. Strengthening Ratnawati's previous research (2018), which found that it was partially proven that tourist attraction had a significant effect on tourist interest in visiting.

Then Ratnawati (2018), also conducted research on destination image and got the results that there was a positive and significant influence between destination image on visiting interest. Research on accessibility conducted by Marpaung and Sahla (2017), they say that accessibility has a positive and significant effect on tourist interest in visiting. According to Sondakh and Tumbel (2016), the results of the analysis show that simultaneously and partially the research security variables have a significant effect on the interest of visiting tourists. Subsequent research on the attractiveness of facilities has a positive and significant effect on visiting interest (Fitriani and Wilardjo, 2017). And the last is city branding research according to Ramadhan, Suharyono, Kumadji (2015), the results show that there are significant influences between city branding and interest in visiting. The table above is the result of a pre-survey given to 30 respondents and all of them returned to provide answers to determine which factors most influence tourist interest in visiting the Gunung Gede Pangrango National Park so that they will build a construct that will be proposed as a hypothesis.

Literature Review

Visit intention

Schiffman and Kanuk (2013) state that interest is a driving force that causes a person to pay attention to other people or other objects. Interest is wrong a source of motivation for someone to do activities that they like. Meanwhile, according to Setiadi (2013) suggests that interest or interest is one of the stages in the adoption process where consumers are interested in seeking that information. Interest shows the motive power that causes a person to pay attention to certain people, things, or activities. This is a psychic statement that cannot be observed directly, while what can be observed is the dynamics in behavior (Setiadi, 2013). So it can be concluded that visit intention is a psychological action that arises because of the motives and the attention of a person or a group of people with their existence or activities in an area.

1. Instagram Review

Instagram Review is a form of electronic word of mouth (e-WOM). E-WOM is a negative or positive statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the internet. Several recent studies have highlighted the importance of online reviews in their influence on the development of visit intention, which has led to the development of substantial research efforts in the field of e-WOM (Baber, 2015). Instagram Reviews from customers are defined as the results of evaluating photos downloaded on the Instagram application site.

Mention that Instagram Reviews are a source of information for visitors to assist them in visiting a tourist spot. In Instagram social media for online reviews, there are several that are often read, namely information about the object being sought, the product presented both in the form of reviews, photos, places and facilities as well as recommendations and tips or suggestions downloaded on the page (Zainal, 2017). So it can be concluded that Instagram Reviews affect visit intention, the decision to visit is no longer only based on advertisements, but rather on someone's opinion in the form of an online review.

2. Destination image

The destination image is one of the attitudes of the tourism literature flow discussing destinations as an attitude. The attitude of tourists taking pictures of a destination as a sum of beliefs, ideas, and impressions that someone has a tourist destination (Michel & Chapuis, 2015). Ketaren and Hati (2016) Destination image is the embodiment of a person's overall knowledge,

feelings and perceptions of each destination and in research, destination image affects the interest of tourists' attitudes. Whang, Yong & Ko (2016) state a combination of several types of products, attractions, and attributes that support a destination with the aim of adding value to give a deep impression. Someone will have a different perspective on a destination, because so much information is received. It is concluded that the notion of the destination image is the overall perception of cognitive evaluation, which refers to the belief or knowledge of a tourist destination and affective refers to the accompanying feelings based on knowledge received from various sources on the value of a product, its attractiveness and attributes so as to give the impression interesting. According to Anastasia (2014) Tourist Attraction, which is also called a tourist attraction, is the potential that drives the presence of tourists to a tourist destination, consisting of the exploitation of natural Tourist Attractions, Cultural Tourist Attractions, the exploitation of special interest Tourist Attractions. Suwarti (2014), states that Tourist Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. From the above understanding, it can be concluded that Tourist Attraction is anything that has uniqueness, beauty, and high value in the form of diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits.

3. Conceptual Framework

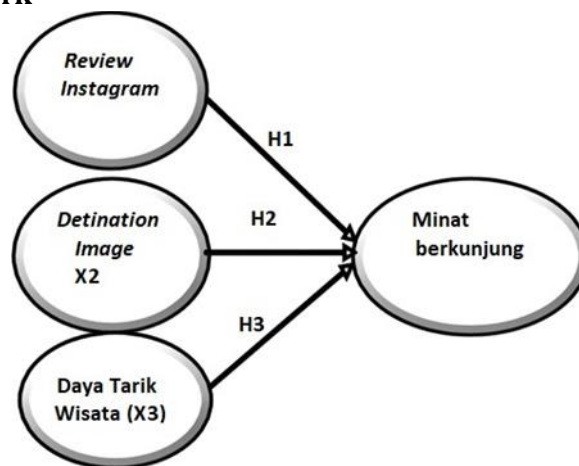


Figure 3. Conceptual Framework

Hypothesis

H1: There is a positive and significant effect between Instagram Review and visit intention.

H2: There is a positive and significant effect between destination image and visit intention.

H3: There is a positive and significant effect between Tourist Attraction and visit intention.

2. METHOD

Time and Place of Research

In this study, the research time in question is the period of time required to complete this research. In this research process begins with identifying problems, collecting data and literature that strengthen the variables. This process takes time from March 2020 to June 2020 and the research site is carried out in the Gunung Gede Pangrango National Park.

Variable Measurement Scale

In quantitative research, it is necessary to have a measurement scale to measure variables. According to Sugiyono (2013), states that the measurement scale is an agreement that is used as a reference to determine the length of the short interval in the measuring instrument, so that the measuring instrument when used in measurement will produce quantitative data. To measure the variables, this study uses the Ikert scale. The Likert scale is used to measure attitudes, opinions, and perceptions, of a person or group of people about social phenomena (Sugiyono, 2013).

Population and Sample

The population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2013). In this study, the research population is all people who have not, or have visited the Gunung Gede Pangrango National Park Tourism Object. Sugiyono (2013) said that the sample is part of the number and characteristics possessed by the population. The sampling technique used in this research is incidental sampling. Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally / incidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met fits the data source (Sugiyono 2013). Based on the unknown population with certainty, the sampling technique used is the Hair technique (2010) where the indicator is multiplied by 5 up to 10. The number of samples used in this study is:

$$\begin{aligned}\text{Number of Samples} &= \text{Indicator} \times 5 \\ &= 26 \times 5 \\ &= 130 \text{ respondent}\end{aligned}$$

3. RESULTS AND DISCUSSION

Convergent Validity Test

The modified image after the indicator that does not meet the requirements for the loading factor value is deleted, in the image it can be seen that the load factor value of the indicators of each variable is not below 0.7, thus the analysis can be continued with the Discriminant Validity test.

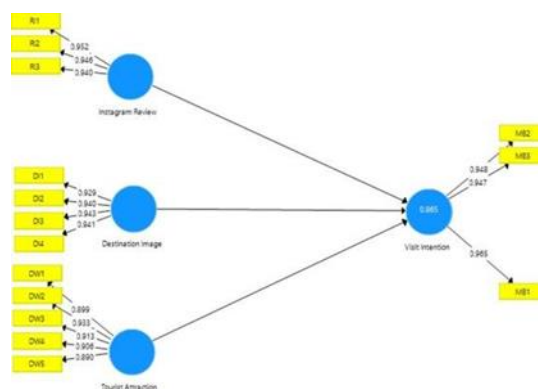


Figure 4. Path Diagram Output Results (Modification)

Source: PLS 3.0 Output, Processed Data (2019)

In the picture above, the magnitude of the load factor of the re-estimation results shows that all indicators have good validity because they have a loading factor of more than 0.7.

Average Variance Extracted (AVE)

Another measurement that is also used to test reliability is AVE. The AVE value aims to measure the level of variance of a construct component compiled from its indicators by adjusting for the error rate. The minimum recommended AVE value is 0.5 (Ghozali, 2014). The AVE output obtained can be seen in the following table:

Table 1. Average Variance Extracted (AVE) Test

Variable	AVE	Information
Visit Intention	0,909	Valid
Instagram review	0,895	Valid
Destination Image Tourism Attractino	0,825	Valid

Source: Data Processed (2019)

Based on the table and figure, it is known that all research variables are valid. This is because the AVE value is above the provision of 0.50 (Ghozali, 2014). This value describes adequate convergent validity and means that one latent variable is able to explain the indicators in it.

Reliability Test

Reliability shows the accuracy, consistency, and accuracy of a measuring instrument in making measurements (Ghozali, 2014). If a study is reliable, then the research data has been tested for reliability and consistency of research results. Reliability test in PLS can use 2 methods, namely Cronbach's alpha and Composite reliability. The following are the results of the research reliability test.

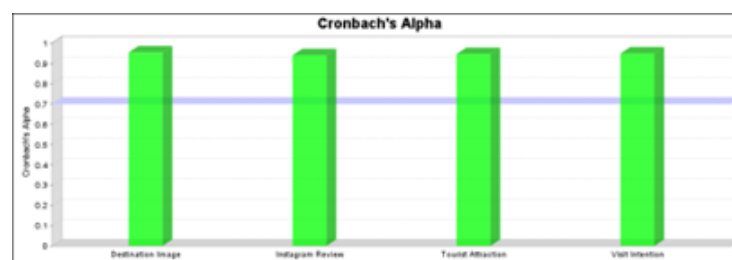


Figure 5. Cronbach's Alpha
Source: Data Processed (2019)

Based on the figures and tables, it can be seen that all constructs in the study are declared reliable because the Cronbach's Alpha value for all constructs is above 0.70.

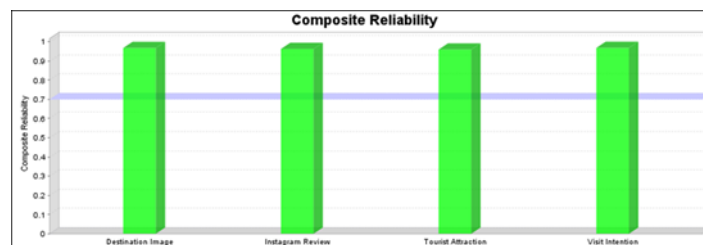


Figure 6. Composite Reliability
Source: Data Processed (2019)

Based on the figures and tables, it can be seen that all constructs in the study are declared reliable because the Composite Reliability value for all constructs is above 0.70.

Structural Model Testing / Hypothesis Testing (Inner Model)

R-Square Value

After the estimated model meets the criteria for the Outer Model, the next step is to test the Structural Model (Inner Model). Here is the R-Square (R²) value in the research construct:

Table 2. R-Square

	R Square	R Square Adjusted
Visit Intention	0,65	0,861

Source: Data Processed (2019)

Based on the table and figure, it can be seen that the R-Square adjusted value for the Visit Intention construct is 0.861. This means that the model has a good level of goodness-fit model. This also means that the variability of Visit Intention can be explained by the three variables in the model, namely Instagram Review, Destination Image and Tourist Attraction of 86.1%. The

reason for using the R-Square adjusted is because the value does not always increase when additional variables are added (Ghozali, 2014).

Path Coefficients

Path Coefficients are used to see how the hypothesized relationships are between constructs. According to Hair, et al, (2014), the path coefficient values that are in the range of values of -1 to +1, where the path coefficient value approaching +1 represents a strong positive relationship and the path coefficient value of -1 indicates a strong negative relationship.

Table 3. Path Coefficients

	Visit Intention
Instagram Review	0.283
Destination Image	0.555
Tourist Attraction	0.211

Source: Data Processed (2019)

The table above shows the test results of path coefficients ranging from 0.211 to 0.555. It can be concluded that all values have a positive relationship because they have a value close to +1.

Predictive Relevance (Q²)

Predictive relevance (Q²) is used to measure how well the observed value is generated. According to Hair, et al, (2014), if the value of Q² is greater than zero for certain endogenous latent variables, the PLS pathway model has predictive relevance for that construct.

Table 4. Predictive Relevance

	Q ² (=1-SSE/SSO)
Visit Intention	
Instagram Review	0.433
Destination Image	0.564
Tourist Attraction	0.570

Source: Data Processed (2019)

The table above shows that the predictive relevance value is 0.433 for the Instagram Review variable, 0.564 for the Destination Image variable and 0.570 for the Tourist Attraction variable, these three values are greater than zero, so it can be concluded that the model has a relevant predictive value.

Bootstrapping Results

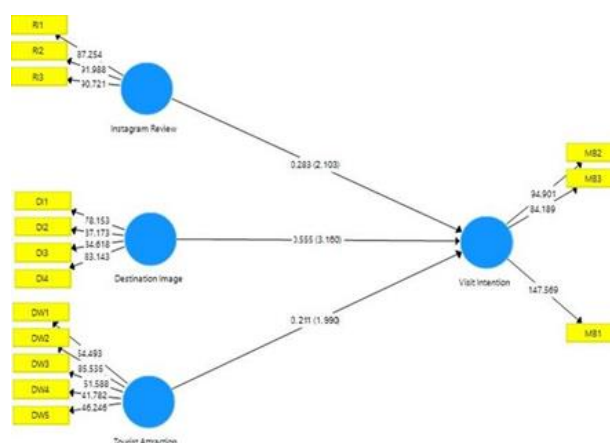


Figure 7. Bootstrapping Results

Source: Data Processed (2019)

Based on the figure, it is known that all influences between variables show a positive direction. This shows that Instagram Reviews, Destination Images and Tourist Attractions have a

positive impact or are able to increase Visit Intention.

Hypothesis Testing

Table 5. Hypothesis Testing

Path	Original Sample(O)	T-Statistic (O/STDEV)	P-Values	Information
DW → MB	0.211	1.990	0.044	Sig
DI → MB	0.555	3.160	0.000	Sig
RI → MB	0.283	2.103	0.036	Sig

Source: Data Processed (2019)

Based on the table, it can be seen that 3 (three) research hypotheses can be answered as follows:

a) Instagram Review of Visit Intention

Based on the table, it can be seen that the value of the original sample estimate of the Instagram Review variable on the Visit Intention variable is positive, namely 0.283. Then, it can be seen that the t statistic is 2.103 1.96 (Ghozali, 2014) so that it can be said to have a significant effect. Thus, Hypothesis H1 in this study is accepted. In conclusion, Instagram Review has a positive and significant effect on Visit Intention. This shows that the most frequent Instagram reviews are carried out, the more Visit Intention will be made to the Gunung Gede Pangrango National Park.

b) Destination Image against Visit Intention

Based on the table, it can be seen that the value of the original sample estimate of the Destination Image variable to the Visit Intention variable is positive, namely 0.555. Then, it can be seen that the t statistic is 3.160 1.96 (Ghozali, 2014) so that it can be said to have a significant effect. Thus, Hypothesis H2 in this study is stated received. In conclusion, Destination Image has a positive and significant effect on Visit Intention. This shows that if the Destination Image is getting better, it will increase the Visit Intention to the Gunung Gede Pangrango National Park. It will increase the Visit Intention to the Gunung Gede Pangrango National Park.

c) Tourist Attraction against Visit Intention

Based on the table, it can be seen that the value of the original sample estimate of the Tourist Attraction variable on the Visit Intention variable is positive, which is 0.211. Then, it can be seen that the t statistic is 1.990. 1.96 (Ghozali, 2014) so it can be said to have a significant effect. Thus, Hypothesis H3 in this study is declared Accepted. In conclusion, Tourist Attraction has a positive and significant effect on Visit Intention. This shows that the better the Tourist Attraction, the more Visit Intention to Gunung Gede Pangrango National Park will be.

Discussion

1. Influence of Instagram Reviews on Visit Intention

Based on the results of the study, it is known that Instagram Review has a positive and significant effect on the Visit Intention variable. This is because the t statistic value is 2.103 1.96 (Ghozali, 2014) so it can be said to have a significant effect. The results of research conducted by Amalia (2019) stated that the Instagram Review variable had a positive and significant effect on the Visit Intention variable. Meanwhile, Rachmaulida and Iqbal (2017) states that Instagram Reviews have a positive and significant influence on Visit Intention, so that more and more people are involved in interactions through Instagram Reviews. Then it will grow the intention Someone to make a visit in his research, to visitors who use Instagram. Nifita (2017), in her research states that the influence of Instagram Reviews has a significant effect on tourist's Visit Intention.

2. Effect of Destination Image on Visit Intention

Based on the results of the study, it is known that the Destination Image has a positive and significant effect on the Visit Intention variable. This is because the t statistic value is 3.160 1.96 (Ghozali, 2014) so it can be said to have a significant effect Suwarduki et al (2016) in his research stated that the image of the destination in relation to the research carried out refers to the theory

of brand image, where the brand can provide an overview of a product where the brand is inseparable from the product, namely tourist destinations. Satyarini (2017) in his research shows that the influence of destination image of tourist interest to visit has a positive and significant effect on the destination image variable on tourist interest to visit. The results of research conducted by Hayati (2016) prove that destination image has a significant and positive effect on Visit Intention. Samuel and Lianto (2014) explain that the high and low image of a destination has an impact on Visit Intention.

3. The Effect of Tourist Attraction on Visit Intention

Based on the results of the study, it is known that Tourist Attraction has a positive and significant effect on the Visit Intention variable. This is because the t statistic value is 1.990 1.96 (Ghozali, 2014) so that it can be said to have a significant effect. Wiradipoetra and Brahmanto (2016) in their research, stated that the quality of Tourist Attraction has been proven to be positive and significant in influencing the interest of tourists to visit. Managers should improve the quality of tourist attraction attractions, because the results of research prove that the declining quality of Tourist Attractions is the cause of decreased tourist interest in visiting. According to Suwarti (2014) Tourist Attraction affects the world of tourism, especially the destinations offered to the wider community. Increased tourist visits can be achieved if a tourist destination realizes the important role of the influence of Tourist Attraction in this case Originality, variety, Scarcity, and wholeness. So that there is an increase in tourist visits to these tourist destinations. Suwarti (2014) also states that the growing world of tourism requires the manager of the tourist destination concerned to mobilize all their capabilities and resources to develop the influence of Tourist Attraction on the interest of tourist visits.

4. CONCLUSION

Based on the results of the study, the following are the conclusions obtained in this study.

1. Instagram Review has a positive and significant effect on Visit Intention. So that the more often someone is involved in interactions through Instagram Reviews, the more one's intention will be to make a tourist visit to the Gunung Gede Pangrango National Park.
2. Based on the results of the study, it is known that the Destination Image has a positive and significant effect on the Visit Intention variable. This shows that the high and low image of the destination has an impact on Visit Intention.
3. Based on the results of the study, it is known that Tourist Attraction has a positive and significant effect on the Visit Intention variable. The quality of Tourist Attraction has been proven to be positive and significant in influencing the interest of tourists to visit Gunung Gede Pangrango National Park.

Based on the results of the study, the following are suggestions put forward in this study.

1. Based on the results of descriptive analysis, it is known that the lowest respondent's answer to the Instagram Review variable is in the statement "I like Gunung Gede Pangrango National Park because of influencer posts" resulting in the lowest value of the Instagram Review variable.
2. Based on the results of descriptive analysis, it is known that the lowest respondent's answer to the Destination Image variable "The city around the Gunung Gede Pangrango National Park area is very pleasant" produces the lowest value on the destination image variable. Therefore, it is recommended that the manager of the Gunung Gede Pangrango National Park together with the local government hold various entertainment and cultural events to increase interest in the city around the Gunung Gede Pangrango National Park Area.
3. It is recommended in further research to use other variables to be tested against Visit Intention such as Manager Readiness, Security and Electronic Word of Mouth (E-Wom). It is intended to produce a more comprehensive research.

REFERENCES

- Adinda, S., and Edriana P. (2019). "The Influence of Instagram @exploremalang Social Media on Followers Visiting a Destination (Survey on @exploremalang Followers)". *Journal of Business Administration*, 72(1): 176-183.

- Anastasia. (2014). *Tourism Development Policy Based on Democratic Governance*. Surabaya: Radja Library.
- Assauri, S. (2015). *Marketing Management*. Jakarta: PT Raja Grafindo Persada.
- Baber, A. (2015). "Online Word of Mouth Antecedents, Attitudes and Intention to Purchase Electronic Products in Pakistan". *Telematics and Informatics*, 33(2): 388-400.
- Becken, S., Jin, X., Zhang, C., & Gao, J. (2016). "Urban air pollution in China: destination image and risk perceptions". *Journal of Sustainable Tourism*, 10(2): 1-18.
- Ferdinand, A. (2014). *Management Research Methods*. Semarang: Diponegoro University Publishing Agency.
- Firmansyah, A. (2018). *Consumer Behavior (Attitude and Marketing)*. Yogyakarta: Depublish
- Fitriani, R., and Setia B.W. (2017). "Tourism Awareness, Attractiveness of Facilities, Distance, Their Influence on Interest in Returning to the Tourism Object of the Great Mosque of Central Java in Semarang City". *Journal of Management Insights*, 5(3): 259-272.
- Ghozali, I. (2014). *Structural Equation Modeling, Alternative Method with Partial Least Square (PLS)*. Edition 4. Semarang : Diponegoro University Publishing Agency.
- Hawkins and Mothersbaugh. (2013). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw Hill.
- Jalilvand, M.R., Abolghasem Ebrahimi., and Neda S. (2013). "Electronic Word of Mouth on Tourists' Attitudes Toward Islamic Destinations and Travel Intention: an Empirical Study in Iran". *Procedia - Social and Behavioral Sciences*, 81(2): 484-489.
- Liga, S.M and Vanny O. (2015). *Introduction to Tourism Marketing*. Bandung: Alphabeta.
- Lopes, S.D.F. (2011). "Destination Image: Origins, Developments and Implications". *PASS. Revista de Turismo y Ptrimonio Cultural*, 9(2): 305-315.
- Pradiatiningtyas, D. (2016). "The Role of Instagram in Attracting Tourists to Visit Yogyakarta Tourism Objects". *Journal of Khasanah Ilmu*, 7(2): 1-8.
- Purba, M.L and Glory S. (2018). "The Influence of Service Quality and Culture on Attractiveness and Interest in Visiting Percut Tourism". *Journal of Business and Management Concepts*, 5(1): 107-117.
- Ramadhan, A. H., Suharyono, and Kumadji, S. (2015). "The Influence of City Branding on Visiting Interests and Its Impact on Visiting Decisions". *Journal of Business Administration*, 2(1): 1-15.
- Rossadi, L.N. (2018). "The Influence of Accessibility, Amenity and Tourist Attractions on Tourist Interests in Visiting the Balong Waterpark, Bantul, Special Region of Yogyakarta". *Journal of Tourism and Economics*, 1(2): 109-116
- Satyarini, W.M., Myrza R., and Sakchai S. (2017). "The Influence of Destination Image on Tourist Intention and Decision to Visit Tourist Destination (A Case Study of Pemuteran Village in Buleleng, Bali, Indonesia)". *Tourism Research Journal*, 1(1): 81-97.
- Schiffman and Kanuk. (2013). *Consumer behavior*. Jakarta: Publisher PT. Index. Sekaran and Roger B. (2017). *Research Methods For Business*. Jakarta: Salemba Four.
- Setiadi, N. 2013. *Consumer Behavior Concepts and Implications for Marketing Strategy and Research*. Jakarta: Kencana
- Sholikha, E.A., and Sunarti. (2019). "The Influence of Social Media on Followers Visiting Interest (Survey on Followers Instagram Account @batuflowergarden.Cobanraais)". *Journal of Business Administration*, 70(1): 11-18.
- Solis, Brian. (2010). *Engage : The Complete Guide for Brands and Businesses to Build. Cultivate. and Measure Success in the New Web*. New Jersey: John Wiley & Sons.
- Sondakh, P.M.N., and A. Tumbel. (2016). "Service, Security and Attractiveness Affect Tourist Interests Who Visit Natural Tourism Objects of Mount Mahawu, Tomohon". *Scientific Journal of Efficiency*, 16(1): 280-288.
- Sugiyono. (2013). *Educational Research Methods Quantitative, Qualitative, and R&D Approaches*. Bandung: Alphabeta
- Sunyoto, D. (2014). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta: Center for Academic Publishing Service.
- Suwantoro, G. (2004). *Dasar-dasar Pariwisata*. Yogyakarta: Penerbit Andi.
- Suwartti. (2014). "Pengaruh Daya Tarik Wisata Terhadap Minat Kunjungan
- Suwantoro, G. (2004). *Tourism Fundamentals*. Yogyakarta: Publisher Andi.
- Suwartti. (2014). "The

- Influence of Tourist Attractions on Visiting Interests Traveler". *Scientific Journal of Tourism, Gemawisata*, 11(1): 1-10.
- Tjiptono, F. (2011). *Marketing strategy*. Edition 3. Yogyakarta : ANDI.
- Utama, G.B. (2016). "Cultural Uniqueness and Natural Beauty as the Image of a Bali Destination according to Elderly Australian Tourists". *Journal of Balinese Studies*, 6(1): 149-172.
- Wahab, S. (2011). *Tourism Management*. Jakarta : PT Pradnya Paramita.
- Whang, H., Yong, S., and Ko, E. (2016). "Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists". *Journal of Business Research*, 69(2): 631–641.
- Wisatawan". *Jurnal Ilmiah Pariwisata, Gemawisata*, 11(1): 1-10.