



YAYASAN TRISAKTI

# SEKOLAH TINGGI PARIWISATA TRISAKTI

Jl. IKPN - Bintaro Tanah Kusir, Jakarta 12330

Telp. (021) 7377738-41; Fax. (021) 73887763, 73692286; Email: info@stptrisakti.ac.id; Website: http://stptrisakti.ac.id

## SURAT TUGAS

No. : 211b/IPT/ST/X/2022

1	Dasar Penugasan	:	Penelitian Dosen
2	Nama Yang menugaskan/Jabatan	:	Fetty Asmanati, SE., MM / Ketua
3	Nama yang ditugaskan/Jabatan	:	<b>1. Reno Catelya Dira Oktavia</b> <b>2. Devita Gantina</b> <b>3. Pusparani</b> <b>4. Filma Festivalia</b> <b>5. Andhalia Liza Marie</b>
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Tanggal :

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Warek II

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# Interest in Visiting Leading Tourist Destinations in Jakarta

**Reno Catelya Dira Oktavia**

Trisakti School of Tourism

**Devita Gantina**

Trisakti School of Tourism

**Pusparani Pusparani**

Trisakti School of Tourism

**Filma Festivalia**

Trisakti School of Tourism



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## **Interest in Visiting Leading Tourist Destinations in Jakarta**

**Reno Catelya Dira Oktavia\*, Devita Gantina, Pusparani, Filma Festivalia,  
Andhalia Liza Marie**

*Trisakti School of Tourism*

\**reno.catelya@stptrisakti.ac.id*

### **Abstract**

This study aims to determine the effect of tourist attraction, social media promotion, and accessibility on visiting intentions through tourist satisfaction. This type of research is descriptive quantitative with multiple regression analysis methods. This population is all visitors who come to leading destinations in Jakarta. The sample in this study was 150 respondents. The sampling technique used accidental sampling, which met directly with the researcher. The results showed that: (1) Partially tourist attraction, social media promotion, and accessibility have a significant effect on tourist satisfaction (2) Partially tourist attraction, social media promotion, accessibility, and tourist satisfaction have a significant effect on interest in visiting; (3) Partially, tourist attraction, social media promotion, and accessibility have a significant effect on visiting intentions through tourist satisfaction. Suggestions that can be taken into consideration are as follows: (1) Managers of leading tourist destinations continue to improve the best quality of service for tourists; (2) The Regional Government of the City of Jakarta continues to improve public transportation facilities that are well integrated.

**Keywords:** Tourist Attraction, Social Media Promotion, Accessibility, Tourist Satisfaction, Visiting Interests

## A. Introduction

Tourist destinations are the main attraction of why someone visits a place; therefore, the authenticity of tourist objects must be maintained because tourists prefer new tourist objects. Therefore, its authenticity or sustainability must be maintained to prevent damage. If its sustainability is maintained, the attractiveness generated by the tourist object will remain high, so the interest of tourists who want to visit the object will also decrease.

Traffic congestion is a problem for the people of Jakarta, where it is congested throughout the day from 6 am to 9 pm on weekdays. The main cause of traffic congestion is uncontrolled vehicle population, while road growth is limited and unable to accommodate vehicles. The number of motorized vehicles in Jakarta is far greater than the available roads and road length, causing Jakarta's streets to exceed capacity. As a result, severe traffic congestion occurs on almost all roads. Other causes of traffic congestion are public transportation that is not suitable for the needs of a large city, a shortage of pedestrian overpasses or underpasses, many intersections that do not have flyover or underpass buildings, high urbanization and population growth in Jakarta, as well as a lack of mass transportation such as buses and trains, insufficient road support facilities such as sidewalks, and very low traffic discipline awareness, all of which cause traffic congestion in Jakarta to be uncontrollable. Despite the traffic problems in Jakarta, is there still an interest among tourists to discover tourist destinations in Jakarta (Ratnaningtyas et al, 2021).

Research conducted by Nurbaeti et al. (2017) shows that tourist attractions in tourist destinations can be in the form of natural beauty and superficial artificial attractions made by tourist destination managers, which are unique and become the choice of tourists so that they can provide satisfaction with what they want. Tourists which has an impact on interest in visiting. The research conducted by Ratnaningtyas et al. (2022) shows that satisfaction itself can be seen from the happy feelings of tourists visiting tourist destinations several times because the comparison between expectations and the results of enjoying entertainment at tourist destinations is manifested by the abundance of natural beauty and the number of artificial.

Jakarta offers many attractions in every attractive tourist destinations for domestic or foreign tourists visiting Jakarta. Many tourists who come to Jakarta want to enjoy shopping tours because Jakarta is filled with the archipelago's central buildings. However, can shopping tourism in Jakarta be solved by leading tourist destinations in Jakarta, including Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, Ragunan, National Monument, National Museum, Satria Mandala Museum, Jakarta History Museum, and Sunda Kelapa Harbor. The attractiveness of leading tourist destinations in Jakarta is diverse, from marine recreational and entertainment tourism, historical and cultural tourism, and safari

## Interest in Visiting Leading Tourist Destinations in Jakarta

tourism. The tourist attraction of leading tourist destinations in Jakarta is the primary motivation for visitor satisfaction to enjoy tourist entertainment, which is ultimately interested in visiting Jakarta.

The various tourist objects offered undoubtedly attract several tourists to Jakarta. The number of tourists is the number of people who carry out activities or visit tours to Jakarta, both domestic and foreign. Tourist visits can directly bring in and increase the amount of regional income. Therefore there are many tourism development programs to attract more tourists, such as recently with the "Enjoy Jakarta" program. Because the more tourists who come, the more money they receive and the more income they earn. The following is the number of tourist visits to leading tourist destinations in Jakarta 2020-2022:

Table 1. Number of Tourist Visits to Leading Tourist Destinations in Jakarta

<b>Tourist Destination</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Taman Impian Jaya Ancol	2.351.961	3.248.408	13.012.020
Taman Mini Indonesia Indah	1.123.542	889.993	1.057.316
Ragunan	633.963	784.639	6.551.846
Monumen Nasional	443.034	0	5.007.359
Museum Nasional	67.088	28.700	523.141
Museum Satria Mandala	3.183	2.465	0
Museum Sejarah Jakarta	153.223	51.952	542.554
Pelabuhan Sunda Kelapa	16.348	32.950	12.256
<b>Jumlah</b>	<b>4.792.342</b>	<b>5.039.107</b>	<b>26.706.492</b>

Source: Badan Pusat Statistik (2023)

Research conducted by Susanto & Astutik (2020) shows that social media influences the intention to return. The better the promotion of wider promotional reach, the quality of the messages conveyed, and the development of tourism, which is carried out continuously, makes tourists interested in revisiting the place in line with research conducted by Dewi (2022) showing that the role of social media is influential in the tourism industry in Indonesia, which is evidenced by data on the number of tourist visits in Indonesia proliferating because, with the existence of tourism potential in an area that needs it on social media, many people of Indonesia and the world will see about the beauty of nature and other artificial attractions.

Promotion of leading tourist destinations in Jakarta using social media at this time is essential to introduce to people throughout Indonesia that in Jakarta,



there are 8 (eight) excellent tourist destinations to visit, which will undoubtedly have an impact on tourists' decisions to visit these tourist attractions. Where tourists use social media to get information related to the tourist objects they will visit. Social media is a tool that allows Jakarta to introduce its prime tourist destinations to the public by sharing text, images, and videos and forming social bonds virtually. Through social media, one can always be connected with everyone who joins the same social media to share information and communicate. In the current era, the millennial generation uses social media to give each other reviews or reviews about their experiences experienced and exchange information online. For example, reviews or reviews about travel experiences, one of which is traveling in Jakarta.

Research conducted by Amrullah et al. (2022) shows that accessibility is an essential factor for tourists who come to Jakarta to travel; even though many roads to tourist destinations can be traversed by public and private vehicles, the city of Jakarta is the most congested in The world must improve itself to improve transportation facilities. Furthermore, research conducted by Ratnaningtyas et al. (2021) in the city of Jakarta shows that there is a need for support from various related parties, such as public transportation, because public transportation (KRL, Busway, online motorbike taxis) will be able to increase the number of tourists coming to the city of Jakarta. To avoid traffic jams in the City of Jakarta, the DKI Jakarta Government must issue a policy on controlling private vehicle ownership by implementing a vehicle quota system; namely, the growth of the vehicle population must be regulated according to the capacity of the road network.

Jakarta has a very strategic geographical position; apart from that, access to the city of Jakarta is effortless both by land, sea, and air, making many people flock to the city of Jakarta. Jakarta's good accessibility will determine whether or not tourist destinations are easy to reach. In addition, the road network is also one that influences the smooth running of public services, which is very important. However, the availability of accessibility in Jakarta is not known with certainty to affect the level of tourist visits because there is a central problem that has been experienced by the city of Jakarta, namely congestion. With traffic jams in Jakarta all day, will tourists want to visit the city of Jakarta?

It can be seen in table 1 that the number of visitors to leading tourist destinations in Jakarta after the Covid-19 pandemic has increased the number of visits from year to year. Therefore, the management of DKI Jakarta has good potential. Based on the problems described with various supporting data, researchers will conduct research titled "Factors of Interest in Visiting Leading Tourist Destinations in Jakarta." This research analyzes the effect of tourist attraction, social media promotion, and accessibility on tourist satisfaction and their impact on visiting intentions.

## **B. Literature Review**

### **Visiting Interests**

Interest in visiting is a feeling of wanting to visit an exciting place, consumer action in choosing or deciding to visit a tourist attraction based on experience in traveling (Nastabiq & Soesanto, 2021). Interest in visiting is an encouragement from within the visitor as a result of external stimulation to decide to visit; a person's travel activities aimed at recreation and entertainment and preparations for these activities drive force someone to make a tourist visit with a specific purpose (Nafi & Ahmed, 2018).

Several factors shape consumer buying interest, namely (Surapati & Mahsyar, 2020): (1) The attitude of other people has alternatives to reduce something that someone likes, but this will depend on the intensity of other people's negative attitudes towards alternatives that consumers like and the motivation of consumers in fulfilling people's wishes. Other; (2) Situational factors that cannot be anticipated, these conditions can change consumer understanding which depends on consumer thinking, whether consumers have the confidence to decide to buy or not.

Interest indicators can be known through the following indicators (Woworuntu & Hasan, 2021): (1) transactional interest, namely the tendency of a person to buy a product; (2) Referential interest, namely a person's tendency to refer products to others; (3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for a product; (4) Explorative interest, namely interest that describes a person's behavior always to seek information about the product of interest to support the positive characteristics of the product.

### **Tourist Attraction**

A tourist attraction is everything that can encourage tourists to visit a tourist destination to enjoy the uniqueness that is in it (Novarlia, 2022). A tourist attraction is divided into two: tourist attraction and tourist attraction (Erislan, 2016). A tourist attraction is a tourist attraction that is static and real and without the need for prior preparation to enjoy it (Warbung et al., 2021). While tourist attractions are tourist attractions that can be seen through performances and require preparation and even require sacrifice to enjoy them (Arismayanti et al., 2020). A tourist attraction must have 4 (four) components that must be owned by a tourist attraction, namely (Novarlia, 2022): (1) Attractions such as nature that attract fascinating regional culture and performing arts; (2) Accessibility such as local transportation and terminals; (3) Facilities such as the availability of lodging, restaurants, and travel agents; (4) Ancillary services, namely tourism organizations needed for tourism services such as conventional destination marketing management organizations and visitor bureaus.

Four groups of tourist attractions attract tourists to come to tourist destinations, namely (Nurbaeti et al., 2021): (1) Nature tourism, this is sea views, beaches, lakes, waterfalls, botanical gardens, agro-tourism, Mount Merapi, also includes this group is flora and fauna; (2) Building attractiveness is buildings with interesting architects, such as traditional houses and those that include ancient and modern buildings; (3) Cultural Attractions, are historical relics, folk stories, traditional art, museums, religious ceremonies, art festivals and the like; (4) Social attractiveness, namely the way of life of a community, variety of languages, wedding ceremonies, cutting teeth, circumcisions or bathing and other social activities.

### **Social Media Promotion**

Using promotional strategies through social media will increase marketing performance because by delivering through social media, the message conveyed will spread widely in a short time, indirectly influencing the minds of consumers to see the products delivered/sold (Nurgiyantoro, 2021). Therefore, proper and appropriate use of promotion strategies through social media is at the heart of marketing a product; with this, merchants can capture consumers' attention and make products more memorable and widely spread from one person to another (Hollebeek, 2019).

The dimensions of social media promotion are (Nurgiyantoro, 2021): (1) Personal relevance influences changes in decision-making, namely initiative, trust, and relationships; (2) Interactivity is a connecting characteristic in the interaction between producers and consumers, influencing consumers' perceptions of information; (3) Messages or messages are critical in making an internet advertisement in the form of information messages about products that can attract consumers' attention; (4) Brand familiarity refers to the extent to which consumers have a direct or indirect affinity with the brand related to the various experiences that consumers have with the brand.

### **Tourism Accessibility**

Tourism accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the tourist's origin area to tourism destinations and movements within the tourism destination area the motivation of tourist visits (Napitupulu et al., 2021). If an object is not supported by adequate accessibility, it is tough for an object that has attractions to become a tourism industry; tourism activities depend a lot on transportation and communication because of the distance and time factors that significantly affect a person's desire to travel (Kovacic & Milosevic, 2016). What makes an area more visited are accessed facilities such as road infrastructure, objects close to the airport, and there is transportation to get to tourist destinations (Arismayanti et



al., 2020). Therefore, the level of ease of access to the tourist area will affect the development of a tourist area. Accessibility requirements consist of access to information where facilities must be easy to find and easy to reach, must have access to road conditions that can be traversed and reach tourist objects, and must have an end to a journey (Kovacic & Milosevic, 2016).

### Research Framework

Based on the literature review above, the conceptual framework in this study is as follows:

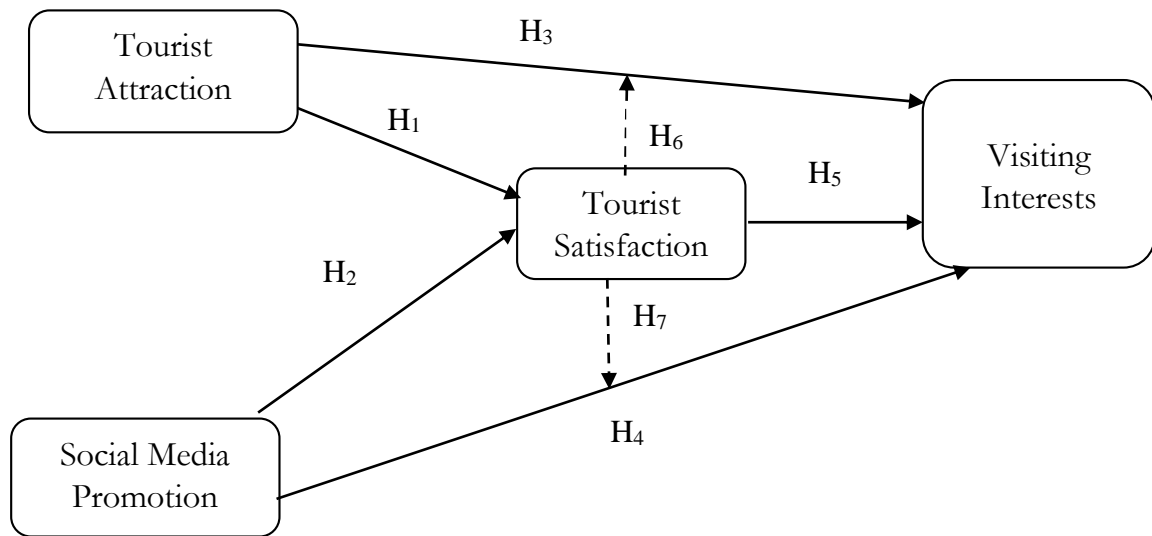


Figure 1. Research Framework  
Source: Researcher (2021)

- H<sub>1</sub> : Tourist attraction has a significant effect on tourist satisfaction
- H<sub>2</sub> : Social media promotion has a significant effect on tourist satisfaction
- H<sub>3</sub> : Tourist attraction has a significant effect on visiting intentions
- H<sub>4</sub> : Social media promotion has a significant effect on visiting intentions
- H<sub>5</sub> : Tourist satisfaction has a significant effect on visiting intentions
- H<sub>6</sub> : Tourist attraction has a significant effect on visiting interests through tourist satisfaction
- H<sub>7</sub> : Social media promotion has a significant effect on visiting interests through tourist satisfaction

### C. Research Methods

This type of research is descriptive quantitative with multiple regression analysis methods. This population is all visitors who come to leading destinations in Jakarta. The sample in this study was 150 respondents because, according to

Sugiyono (2017), a feasible sample in the study is 30 respondents to 500 respondents. The sampling technique used accidental sampling, which met directly with the researcher. Data collection techniques by distributing questionnaires with the google form with a Likert scale of 1 to 5.

#### D. Result

Table 1. Characteristics of Respondents

Characteristics of Respondents	Frequency	Percent
<b>Gender</b>		
Male	86	57%
Female	64	43%
<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Age</b>		
< 20 year	77	52%
20 year – 40 year	44	29%
> 40 year	29	19%
<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Employment</b>		
Students	81	54
Employee	29	19
Entrepreneur	24	16
and others	16	11
<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Tourist Origin</b>		
Jabodetabek	71	47%
Luar Jabodetabek	79	53%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Processed data (2022)

The table above shows that the respondents who visited the leading tourist destinations in Jakarta the most were male respondents, 86 people (57%). Meanwhile, based on age, the respondents who visited the leading tourist destinations in Jakarta the most were respondents aged under 20 years, as many as 77 people (52%), because according to the character of the respondents based on their employment status, those who visited the leading tourist destinations in Jakarta the most were respondents who are students. Then based on tourist origin, those who visited the leading tourist destinations in Jakarta were respondents from outside Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) as many as 79 people (53%).

Table 2. Validity Test

<b>Variable</b>	<b><i>Average Variance Extracted</i></b>
Tourist Attraction	0.724
Social Media Promotion	0.731
Accessibility	0.757
Tourist Satisfaction	0.777
Visiting Interests	0.786

Source: Processed data (2022)

The table above shows that all independent variables and the dependent variable are valid, because all variables have an average extracted variant value > 0.50.

Table 3. Reliability Test

<b>Variable</b>	<b><i>Cronbach's Alpha</i></b>	<b><i>Composite Reliability</i></b>
Tourist Attraction	0.796	0.818
Social Media Promotion	0.787	0.830
Accessibility	0.707	0.757
Tourist Satisfaction	0.729	0.766
Visiting Interests	0.717	0.715

Source: Processed data (2022)

The table above shows that all independent variables and dependent variables are reliable because the composite reliability value is > 0.7 and Croncbach's alpha > 0.7.

Table 4. R-Square

<b>Variable</b>	<b><i>R-Square</i></b>
Tourist Satisfaction	0.590
Visiting Interests	0.834

Source: Processed data (2022)

Based on the table above, it shows that 59% of the tourist satisfaction variable is influenced by the variables of tourist attraction, social media promotion, and accessibility. While the remaining 41% is influenced by other factors outside of this study. Then 83.4% of the variable visiting interests is influenced by the variables tourist attraction, social media promotion, accessibility, and tourist satisfaction.



Tabel 5. The Direct Effect of Independent Variables with Intervening Variables

Variable		T-Statistic	P-Values
Tourist Attraction	→ Tourist Satisfaction	6.756	0.000
Social Media Promotion	→ Tourist Satisfaction	3.467	0.007
Accessibility	→ Tourist Satisfaction	4.872	0.001

Source: Processed data (2022)

Based on the table above, the p-values of all independent variables (tourist attraction, social media promotion, and accessibility) on the intervening variable (tourist satisfaction) are below 0.05, so it can be concluded that partially all three independent variables have a significant effect on the variable intervene.

Table 6. The Direct Effect of The Independent Variable on The Dependent Variable

Variable		T-Statistic	P-Values
Tourist Attraction	→ Visiting Interests	4.797	0.003
Social Media Promotion	→ Visiting Interests	3.881	0.014
Accessibility	→ Visiting Interests	5.817	0.000
Tourist Satisfaction	→ Visiting Interests	4.566	0.002

Source: Processed data (2022)

Based on the table above, the p-values of the three independent variables (tourist attraction, social media promotion, and accessibility) and one intervening variable (tourist satisfaction) on the independent variables (visiting interests) are below 0.05, so it can be concluded partially the three independent variables and one intervening variable have a significant effect on the independent variables.

Tabel 7. Indirect Effect

Variable			T-Statistic	P-Values
Tourist Attraction	→ Tourist Satisfaction	→ Visiting Interests	5.532	0.000
Social Media Promotion	→ Tourist Satisfaction	→ Visiting Interests	3.231	0.022
Accessibility	→ Tourist Satisfaction	→ Visiting Interests	4.082	0.010

Source: Processed data (2022)

Based on the table above, the p-values of the three independent variables (tourist attraction, social media promotion, and accessibility) on the variable of

interest in visiting through the variable tourist satisfaction are below 0.05, so that it can be partially written that the independent variables have a significant effect on the interest variable to visit through the tourist satisfaction variable.

## **E. Discussion**

### **The Effect of Tourist Attraction on Tourist Satisfaction**

In this study, tourist attraction significantly affects tourist satisfaction because many attractions are in leading tourist destinations in Jakarta, so tourist satisfaction is fulfilled. Attractions in leading tourist destinations in Jakarta consist of: (1) Taman Impian Jaya Ancol including Atlantis Water Adventure, Dunia Fantasi, Seaworld, Ocean Arena, and Beaches; (2) Taman Mini Indonesia Indah includes the traditional houses of 34 provinces in Indonesia, the Museum of Transportation, the Museum of Stamps, the Puppet Museum, the Information Museum, the Flora and Fauna Park, the Indonesian Children's Palace, the Golden Keong IMAX Theatre, the 4D'Motion Theatre, Cable Car, Titihan Samirono Monorail, Indonesian Chinese Cultural Park, Among Putro Skyworld Park, Snowy Waterpark, and Golden Conch Legend Park; (3) Ragunan includes Elephant Riding, Camel Riding, Carts, Goose Boat Park, Animal Performances, Bendi Horses, Horse Riding; (4) The National Museum includes traditional dance activities, batik activities, theater performances, Kids Corner and learning gamelan; (5) National monuments include tourist trains, seeing spotted deer, the Indonesian National History Museum, going up to the top of the National Monument and the night market; (6) The Satria Mandala Museum includes alustista collection, mortar and cannon collection, military combat vehicle collection; (7) The Jakarta History Museum includes renting old bicycles, taking pictures with local artists, tours of old buildings, education on the history of Jakarta, activities in the Betawi village and watching string puppets; (8) Sunda Kelapa Harbor includes going around by boat, viewing wooden ships, loading and unloading activities and watching the sunset.

This research is supported by research conducted by Aprilia et al. (2017), Fitroh et al. (2017), and Nurbaeti et al. (2021), which show that well-maintained and well-managed tourist attractions will make these attractions attractive so that tourists want to visit the attractions. Moreover, satisfying for recreational purposes and enjoying the ride.

### **The Effect of Social Media Promotion on Tourist Satisfaction**

In this study, social media promotion significantly affects tourist satisfaction because eight leading tours in Jakarta have social media applications such as Instagram, Facebook, Tiktok, Twitter, and Youtube. Videos and photos about visitors enjoying tourist attractions in eight leading tours in Jakarta. This research aligns with Raditya et al. (2020) and Ratnaningtyas et al. (2022), which

shows that social media can disseminate information quickly and has an extraordinary reach compared to other media. So tourists are satisfied to get this information on social media and want to come to these tourist destinations. The development of social media indirectly makes the flow of information so quickly accepted by the wider community. Promotion through social media can attract tourists to use product brands.

### **The Effect of Accessibility on Tourist Satisfaction**

Accessibility in this study significantly affects tourist satisfaction because even though Jakarta has a high level of congestion, people in the Jabodetabek area and outside Jabodetabek can use public transportation, including KRL, MRT, Busway, Jacklingo, and online motorcycle taxis. Furthermore, tourists visiting leading tourist destinations in Jakarta usually choose when to travel during work holidays, namely Saturdays and Sundays, because the condition of Jakarta's toll roads does not experience severe traffic jams, so tourists can avoid traffic jams and can use public transportation that the Regional Government has provided. Jakarta city. This increases tourist satisfaction due to accessibility from paved and concrete roads in the City of Jakarta, complete and adequate directions, and public transportation.

Previous research conducted by Abdulhaji & Yusuf (2016) and Marpaung & Sahla (2017) aligns with this research because tourists will feel satisfied. After all, the existence of attractive tourist objects requires adequate facilities and infrastructure to support tourists' comfort in traveling. The easier this accessibility is achieved, the higher the interest of tourists visiting these attractions.

### **The Effect of Tourist Attraction on Visiting Interests**

In this study, tourist attraction significantly affects visiting intentions because managers of leading tourist destinations in Jakarta have made various innovative artificial attractions so that tourists feel at home, such as many rides for games and things like that. Therefore, encourage tourists to return to the destination. , because many artificial attractions owned by leading tourist destinations in Jakarta have a uniqueness that is not necessarily owned by tourist destinations outside the city area of Jakarta.

This research aligns with Salim et al. (2022) and Firdaus et al. (2022), showing that attraction is contained in beautiful tourist objects such as attractiveness value, uniqueness, and ease of reaching locations for visitors as a measuring tool. Interest in visiting again. The more attractive the attractiveness of a tourist attraction, the higher the interest of visitors to visit again.

### **The Effect of Social Media Promotion on Visiting Interests**



Promoting social media in this study has a significant effect on interest in visiting because all leading tourist destinations in Jakarta have Instagram, Facebook, Tiktok, Twitter, and Youtube, which impact curious tourists wanting to visit these tourist destinations. Furthermore, these five applications are practical business promotion tools because anyone can access them to widen the promotion network. Previous research, namely Susanto & Astutik (2020) and Dewi (2022) supports this research, which shows that social media is good. Facebook, YouTube, and Instagram influence tourists' intention to revisit, which is an indispensable part of marketing for tourist destinations and is one of the best ways to reach tourists.

### **Effect of Accessibility on Visiting Interests**

In this study, accessibility significantly affects visiting intentions because accessibility available in Jakarta, such as paved and concrete roads, guideposts, and complete and adequate transportation facilities, is essential in traveling to leading tourist destinations in Jakarta. So the leading tourist destinations in Jakarta are well-available, influencing tourists to visit these leading tourist destinations. Previous research conducted by Aulet & Duda (2020) and Sumarabawa et al. (2015) strengthens this research which shows that good accessibility in a tourist destination will have an impact on the ease of affordability of tourist sites, namely the road network which is one of the most important objects for the smooth running of transportation services. Critical general.

### **The Effect of Tourist Satisfaction on Interest in Visiting**

Tourist satisfaction has a significant effect on visiting intentions in this study because tourist satisfaction who comes to leading tourist destinations in Jakarta can generate interest in visiting again; with tourists feeling satisfied in enjoying tourist destinations, there will be an interest in visiting again, because visitor satisfaction is higher, the more high interest in visiting again. This is reinforced by research conducted by Nurbaeti et al. (2022) and Nurbaeti et al. (2023), showing that the main factors determining interest in returning to a destination are satisfaction during the visit, specific motivations in choosing tourist destinations, and tourists' love for Tourism can be measured by the number of repeat visits made by these tourists.

### **The Effect of Tourist Attraction on Interest in Visiting Through Tourist Satisfaction**

In this study, tourist attractions significantly affect visiting intentions through tourist satisfaction because there are many entertainment/recreational attractions, history and culture, diversity of animals, and others that make tourists satisfied that can be seen and enjoyed, which are worth selling for tourism. This

affects the increasing interest in visiting tourists. The research aligns with research conducted by Nurbaeti et al. (2022) and Nurbaeti et al. (2023), which shows that the many natural and artificial attractions owned by a tourist destination will have an impact on tourist satisfaction which has an impact on tourist return visits.

### **The Effect of Social Media Promotion on Visiting Interests Through Tourist Satisfaction**

Promotion of social media has a significant effect on visiting intentions through tourist satisfaction because the promotion of leading tourist destinations in Jakarta makes it easier for tourist destination managers to present themselves or communicate by sharing text, images, and videos and forming virtual social groups with potential visitors who will influence dominant satisfaction of the interest in visiting these tourist destinations. This research is in line with research conducted by Ratnaningtyas et al. (2022) and Houston (2022), which shows that the development of digital technology, as it is today, has many people rely on social media for business, looking for information on various things including traveling through social media that affects user satisfaction in visiting tourist attractions.

### **The Effect of Accessibility on Interest in Visiting Through Tourist Satisfaction**

Accessibility in this study significantly affects visiting intentions through tourist satisfaction because good accessibility and availability in the city of Jakarta will increase tourist satisfaction to visit eight leading tourist destinations in Jakarta. This research aligns with research conducted by Nurbaeti et al. (2022) and Nurbaeti et al. (2023), which shows that good accessibility reduces transportation costs for tourists simultaneously, resulting in a more pleasant travel experience when traveling.

### **E. Conclusion**

Based on the discussion previously described, it can be concluded that: (1) Partially tourist attraction, social media promotion, and accessibility have a significant effect on tourist satisfaction (2) Partially tourist attraction, social media promotion, accessibility, and tourist satisfaction have a significant effect on interest in visiting; (3) Partially, tourist attraction, social media promotion, and accessibility have a significant effect on visiting intentions through tourist satisfaction. Suggestions that can be taken into consideration are as follows: (1) Managers of leading tourist destinations continue to improve the best quality of service for tourists; (2) The Regional Government of the City of Jakarta continues to improve public transportation facilities that are well integrated.

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