The Influence of Online Marketing and Destination Image on the Decision-Making Process of Visiting Umbul Ponggok, Klaten Regency

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ABSTRACT

Influence of Online Marketing and Destination Image on the Process of Visiting Decisions at Umbul Ponggok of Klaten Regency, Triyanto, CB117111257. This research aims to find out the influence of online marketing and destination image on the process of visiting decisions at Umbul Ponggok of Klaten Regency. The research method that is used in this research is the quantitative method. The data collecting technique for this research is from questionnaires and literature. The population of this research is the tourists of Umbul Ponggok of Klaten Regency. The researcher uses Nonprobability sampling and infinite methods as the sampling technique of this research. There were 120 samples taken for this research. The data analysis used is multiple linear regression analysis using help from IBM Statistic version 25 software. The hypothesis test result using multiple linear regression analysis indicates that online marketing and destination image positively impact the process of visiting decisions at Umbul Ponggok of Klaten Regency. This research shows that the variable of online marketing influences 57,3% of the process of visiting decisions. Meanwhile, destination image has 49,6% influence on the process of visiting decisions at Umbul Ponggok of Klaten Regency. Online marketing and destination image simultaneously impact on the process of visiting decisions at Umbul Ponggok of Klaten Regency of 67,5%

INTRODUCTION

In the current millennial era, social media is a necessity for every individual. According to Wahyunanda Kusuma Pertiwi, as published on the tekno.kompas.com website, more than 3.5 billion people on earth have joined social media. Currently, there is a change in tourist behavior due to social media. This change in tourist behavior is not only happening among the youth but has spread to all segments of society. According to Schiffman and Kanuk (2008:6), consumer behavior describes the way each person makes decisions to utilize the resources they have (time, money, effort) aimed at purchasing goods/services related to their consumption.
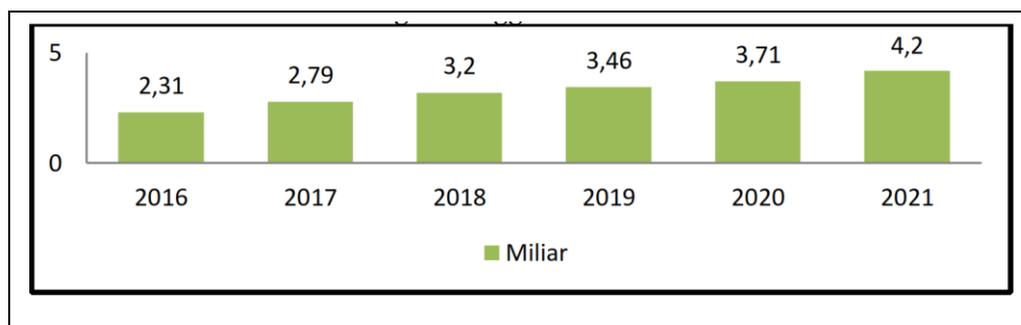

Figure 1. The Growth of Social Media Users Worldwide
Source: We Are Social 2021

Behavior intention is behavior that always refers to future behavior and is often associated with overall behavior (Fishbein and Ajzen, 1975). Tourist behavior in the future (behavior intention) is a form of desire for repeat purchases regarding destination visits. Jalilvand and Samiei (2012:12) state that the decision-making process for visiting is the same as consumer purchase decisions. The decision-making process for visiting is an evaluation process of an object based on certain considerations.

Tourists nowadays are looking for good places to be photo spots to be uploaded on social media. This change in tourist behavior benefits tourism managers; they must think about things that can attract public attention, thereby arousing curiosity and attracting people to visit the tourist locations.
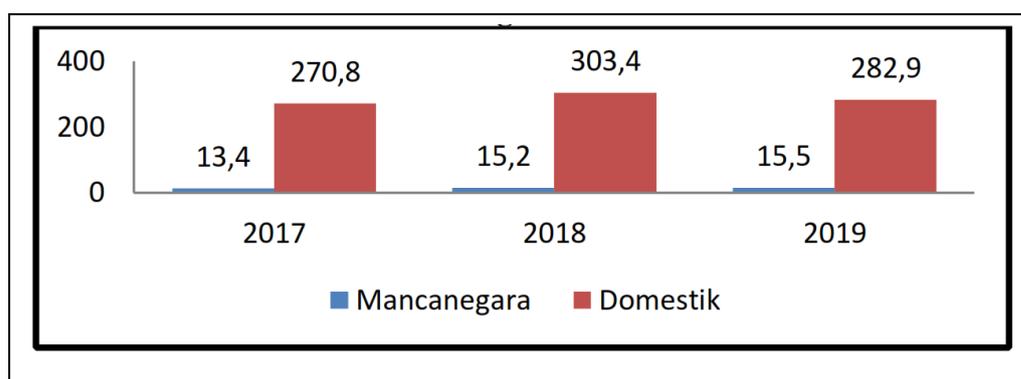
**Figure 2**. Foreign and Domestic Tourists in Indonesia
Source: BPS 2021

From the data above, there is an increase in the number of tourists, both international and domestic, in Indonesia, which is a positive thing for the tourism industry in Indonesia. This is inseparable from the change in tourist behavior due to selfies taken to show off on social media

accounts. Besides tourism managers, support from both regional and central governments is also needed to increase tourists in Indonesia, both in terms of infrastructure and capital access.

The Indonesian government is currently also making efforts to improve the tourism industry at both central and regional levels. The village fund disbursed by the central government, which started in 2015 until now in accordance with the mandate of Law Number 6 of 2014 concerning Villages, has been well utilized by village governments for infrastructure improvements and other fields, one of which is tourism by utilizing the natural resources available in the village.

One of the villages that utilizes village funds in an effort to improve the community's economy through tourism is Ponggok Village, which has natural resources in the form of abundant springs known by the local community as Umbul Ponggok. According to Nabilla Ramadhian, as published on the travel.kompas.com website, Umbul Ponggok is a freshwater spring pool that offers underwater natural beauty, allowing tourists to snorkel accompanied by various types of freshwater fish. Although the pool is filled with many fish, Umbul Ponggok does not have a fishy smell because the water continuously flows. To support tourism at Umbul Ponggok, the local community also provides accommodations for tourists wishing to stay in Ponggok Village. Besides Umbul Ponggok, the Ponggok Village government, through BUMDES, also strives to improve community welfare by cultivating various types of freshwater fish with a fresh fish production of 500 kilograms per day.
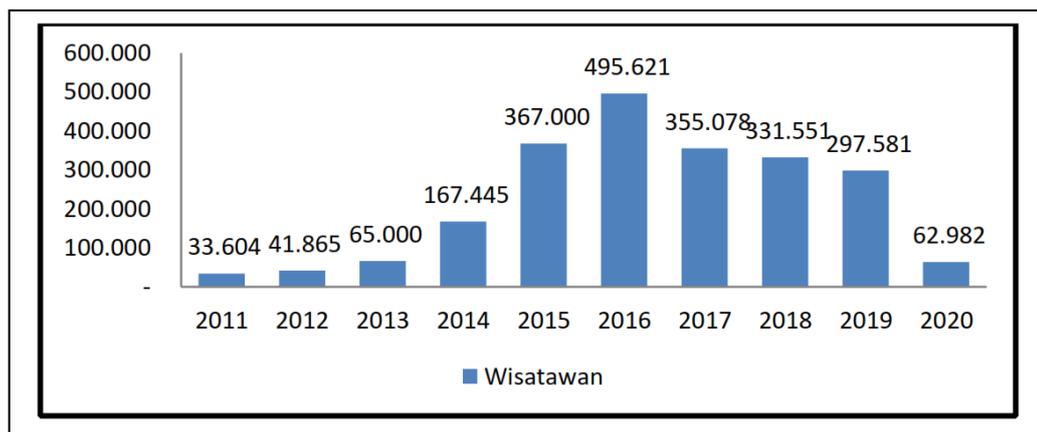
Figure 3. Growth in the Number of Tourists Visiting Ponggok Tourism Village
Source: BUMDES Ponggok

From the data above, there was a significant increase in the number of tourists from 2011 until its peak in 2016, with 495,621 tourists visiting. After that, there was a decline in the number of tourists until 2020 when the Covid-19 pandemic caused the tourist attractions to close for some time.

The relationship between online marketing and the visit decision-making process is inseparable from the information disseminated on social media. Online marketing is a marketing technique where destination managers spread messages using social media networks to increase tourists' trust and carry out the Visit Decision-Making Process. Research results from Janatin Naimah (2016) show that online marketing has a significant effect and contributes greatly to the increase in the visit decision-making process.

Marketing strategies from the tourism industry originating from internal factors are tourism products developed by managers; this strategy is very important and is expected to attract tourists to visit the products offered in the area (Sutrisno:2013). Kotler and Fox (Susanto, 2012)

define image as the sum of pictures, impressions, and beliefs held by someone towards an object.

According to Gunn and Mercer (Khaerani, 2009:17), image formation before the trip is the most important phase in the process of selecting a tourist destination. The destination image formed in the minds of tourists, consisting of displays, prejudices, hopes, emotions, and thoughts, greatly determines tourists in deciding to visit a tourist destination.

The relationship between destination image and the decision-making process of visiting is inseparable from the image continuously developed by the tourism destination managers. Tourists will continuously have their own experiences regarding the image of a destination, which results in the desire to revisit and recommend it to others. Research by Anisa Destiana et al. (2019) shows that destination image has a significant influence and makes a substantial contribution to the increase in the decision-making process of visiting.

In the decision-making process of visiting, tourists are basically influenced by three factors. First, they are influenced by marketing communications through various marketing media such as television advertisements, print media ads, social media, and public relations. Second, they are influenced by recommendations from others, whether friends or family. Third, they also have personal knowledge and certain attitudes based on their experiences. The strength of the image built by the destination managers establishes a strong relationship so that tourists desire to revisit. It can be concluded that online marketing and destination image simultaneously have a positive and significant effect on the decision-making process of visiting.

Based on the research background above, the author is interested in conducting a study entitled "The Influence of Online Marketing and Destination Image on the Decision-Making Process of Visiting Umbul Ponggok, Klaten Regency."

LITERATURE REVIEW

Visiting Decision Process

Jalilvand and Samiei (2012:12) stated that the decision-making process for visiting is the same as the consumer purchase decision. Where the visiting decision process is an evaluation process of an object based on certain considerations. According to Kotler and Keller (2009:184), there are five stages of the purchase decision that can be used as dimensions, namely:

1. **Problem Recognition**
   The purchasing process begins when the buyer realizes their problem or need. Needs can be triggered by internal or external factors which then become a drive to satisfy those needs.
2. **Information Search**
   At this stage, consumers whose needs are triggered will be encouraged to seek more information both actively and passively. Through information gathering, consumers will overcome competing brands and the uniqueness of those brands, and with more information, it will lead consumers to their final decision.
3. **Evaluation of Alternatives**
   Consumers will be faced with several alternative brand choices available. There is no single evaluation process used by consumers in all purchase situations. There are several cognitive-oriented decision evaluation processes, which consider that consumers make product assessments rationally and consciously.
4. **Purchase Decision**

At this stage, consumers will form considerations about the chosen brands to be purchased, where consumers may also form the intention to buy the product they like the most. There are two factors between the purchase intention and the purchase decision, namely intervention factors and uncompensated consumer choice factors.

5. **Post-Purchase Behavior**

    After purchasing a product, consumers will experience a certain level of satisfaction or dissatisfaction that will influence their subsequent purchasing behavior. Satisfied consumers tend to be good agents in promoting the product to others.
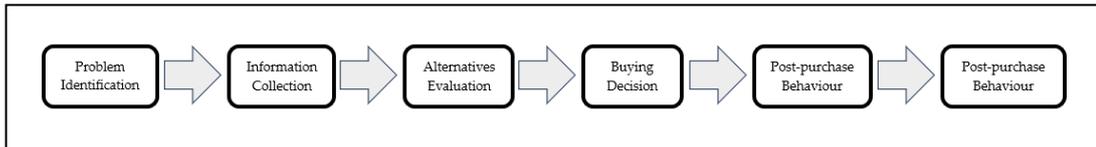
Figure 4. The Purchase Decision Process According to Kotler and Keller

Furthermore, Kotler and Keller (2012:535) explain the factors that influence consumer purchasing behavior, including:

1. Cultural Factors, which have the broadest and deepest influence on consumer purchasing decision behavior, including roles such as: culture, subculture, and social class.
2. Social Factors, consumer decision behavior is also influenced by social factors, such as: small groups, family, as well as roles and status.
3. Personal Factors, a person's purchasing decisions are also influenced by personal characteristics such as age and life cycle stage, occupation, economic situation, lifestyle, personality, and self-concept.
4. Psychological Factors, there are four main psychological factors that influence purchase choices, namely motivation, perception, learning, belief, and attitude.

Based on the explanation above, it can be concluded that the decision-making process for visiting is an activity of making decisions with various considerations, such as needs, recommendations from others, cultural factors, social factors, personal factors, and psychological factors.

Online Marketing

Halvorson and Rach (2012) states that online marketing is the platform's appeal to invite consumers to read, see, and learn about the content offered. Wuebben (2012:5) reveals that successful online marketing is content that can be felt by consumers in their minds and hearts, thus attracting them to what is offered.

Holliman and Rowley (2014:269-93) states that online marketing is an effort to spread marketing content, communication methods, information, words, images, graphics, and others that can provide an illustration of the goods and services offered to gain attention from the target market. Elkin (2017) and Bloomstein (2012) reveals that digital content marketing is the most appropriate strategy to reach online consumers because it can reach the target market widely with more efficient costs.

Singh and Sonnenburg (2012:189-197), in their research related to content in online marketing, emphasizes two-way communication with the target market through social media. Bicks (2016), in his research, mentions that digital marketing content can obtain the right online target market by providing something valuable to the target market. Nagy dan Midha (2014), in their research, found that in the current strategy of implementing digital content marketing, consumers tend to be appreciated if companies or online business units involve them in

building content, and this will certainly be an added value for consumers because they will be called consumers who earn income from contributing to content building.

According to Susan Gunelius (2011:158), in her book there are four indicators that influence the success of social media marketing, namely:

1. Content Creation, which refers to content that must be attractive and depict the entire business being promoted, in order to increase consumer trust.
2. Content Sharing, which is an effort to share content with a wider social community useful for expanding the information network about what is being promoted.
3. Social Connection, which is the social network that serves as a meeting place for people interested in the promotion offered.
4. Community Building, which is the target market that has an interest in the products or services offered, thus forming interactions among each other.

From the explanation above, it can be concluded that online marketing is an activity that utilizes social media aimed at informing and spreading information to consumers, so they become interested in that information.

Destination Image

Image according to Kotler and Keller (2009:260) is someone who believes in an idea, an impression of a particular object. Meanwhile, the image found in a tourist destination is known as the destination image. Image according to Barnest (2003:315) is an active experience and can create value for that image. Coshall (Dewi, 2013:17) states destination image when tourists have a general impression of a tourist destination.

Destination Image according to Beerli and Marti (2004:224), is classified into 9 attributes, namely:

1. Natural Conditions, is defined in the form of nature in the tourist area such as climate (temperature and humidity), beach (sand, seawater, waves), and rural nature (flora, fauna, parks, lakes, and mountains).
2. Natural Scenery, is defined in the form of: natural scenery, attractions, cleanliness, pollution, congestion, and noise.
3. Culture, History, and Art, are defined in the form of: festivals, crafts, religion, customs, and historical buildings.
4. Tourism Infrastructure, is defined in the form of: hotels, restaurants, entertainment centers, and recreation.
5. Atmosphere of the Place, is defined in the form of: comfort, coolness, warmth, destination reputation.
6. Tourism and Recreation Rentals, are defined in the form of: opportunities to engage in tourism activities such as fishing, hunting, surfing, diving, trekking, nightlife, and others.
7. Public Infrastructure, is defined in the form of: highways, airports, public transportation, hospitals, drainage, and communication facilities.
8. Social Environment is defined in terms of: quality of life, poverty, language, and friendliness of the population.
9. Political and Economic Factors are defined in terms of: political stability, security, terrorism, and prices.

Hailin Qu (2010:6-7) (Dewi, 2013:17) revealed that destination image consists of several dimensions, namely:

1. Tourism Experience (Cognitive Image), from various experiences gained when traveling such as attractions at the destination, the environment at the destination, as well as supporting infrastructure available at a destination.
2. Unique Experience (Unique Image), consisting of the natural environment at a destination, local attractions of the destination area, as well as the appeal of a destination.
3. Tourism Feeling (Affective Image), is tourists feeling pleasure, excitement, relaxation, and attraction while traveling.

Based on the above explanation, it can be concluded that destination image is an experience obtained in the form of ideas, concepts that have value towards a destination object.

METHOD

This research uses a quantitative approach. According to Wil and Jay (2015), quantitative research emphasizes testing theories through the measurement of research variables using statistical procedures. The type of research used is descriptive research, which attempts to describe the solution to existing problems based on data that presents, analyzes, and interprets the data. This research can be comparative and correlational in nature. This study uses two types of variables: the independent or dependent variable is the visiting decision process (Y) with 5 dimensions, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Meanwhile, the dependent or independent variables are online marketing (X1) with 4 dimensions, namely content creation, content distribution, social networking, and community building, and destination image (X2) with 3 dimensions, namely travel experience, unique experience, and travel feelings.

Data collection techniques are through questionnaires or surveys and literature studies. The population of this study is tourists at Umbul Ponggok, Klaten Regency. The sampling technique used in this study is non-probability sampling with an infinite approach, with a total sample of 120 respondents. Data analysis techniques include instrument testing, descriptive analysis, classical assumption testing, multiple correlation coefficient testing, determination coefficient testing, and hypothesis testing.

RESULT AND DISCUSSION

Result

Multiple Correlation Coefficient Test

Multiple correlation coefficient analysis was used to determine the strength of the relationship between online marketing variables (X1) and destination image (X2) simultaneously on the decision-making process to visit (Y) using multiple correlation analysis with the SPSS Version 25 system as follows.

Table 1. Results of Multiple Correlation Coefficient Test

Correlations		Online Marketing	Destination Image	Visiting Decision Process
Online Marketing	Pearson Correlation	1	0,590**	0,757**
	Sig. (2-tailed)		0,000	0,000

		120	120	120
Destination Image	Pearson Correlation	0,590**	1	0,704**
	Sig. (2-tailed)	0,000		0,000
	N	120	120	120
Visiting Decision Process	Pearson Correlation	0,757**	0,704**	1
	Sig. (2-tailed)	0,000	0,000	
	N	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Result, 2021

The table above shows the correlation between online marketing and the visit decision-making process, resulting in a correlation coefficient of 0.757. When compared to the correlation criteria, where an R value of 0.600-0.799 indicates a strong correlation, it can be concluded that there is a strong relationship between the online marketing variable and the visit decision-making process variable. The probability between online marketing and the visit decision-making process can be seen from the Sig. (2-tailed) value of 0.000, which is less than 0.05, indicating a significant relationship between the online marketing variable and the visit decision-making process variable. Meanwhile, the correlation coefficient between destination image and the visit decision-making process is 0.704. When compared to the correlation criteria, where an R value of 0.600-0.799 indicates a strong correlation, it can be concluded that there is a strong relationship between the destination image variable and the visit decision-making process variable. The probability between destination image and the visit decision-making process can be seen from the Sig. (2-tailed) value of 0.000, which is less than 0.05, indicating a significant relationship between the destination image variable and the visit decision-making process variable.

Determination Coefficient Test

The following are the results of the coefficient of determination (R^2) for the online marketing variable (X1), which can be seen in the table below:

Table 2. Results of Determination Test for Online Marketing Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,757a	0,573	0,569	4,08017

a. Predictors: (Constant), Online Marketing

Source: Data Processing Result, 2021

Based on the table above, we can see that: r = 0.757 and r2 = 0.573 x 100% = 57.3%

These results indicate that the independent variable, online marketing, has an influence on the dependent variable, the decision-making process for visiting, with a value of 57.3%, while the remaining (100% - r^2) is 42.7%, which is explained by other factors not examined in this study.

The following are the results of the coefficient of determination (R^2) for the destination image variable (X^2) as shown in the table below:

Table 3. Results of Determination Test for Destination Image Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0, 704[a]	0,496	0,492	4,43229
a. Predictors: (Constant), Destination Image				

Source: Data Processing Result, 2021

Based on the table above, we can see that: r = 0.704 and r2 = 0.496 x 100% = 49.6%

These results indicate that the independent variable, namely destination image, has an influence on the dependent variable, namely the decision-making process to visit, with a value of 49.6%, while the remaining (100% - r2) is 50.4% explained by other factors not examined in this study.

The following are the results of the coefficient of determination (R2) for the online marketing variable (X1) and destination image (X2), which can be seen in the table below:

Table 4. Results of Determination Test for Online Marketing and Destination Image Variables on the Visiting Decision Process

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0, 822[a]	0,675	0,670	3,57432
a. Predictors: (Constant), Destination Image, Online Marketing				

Source: Data Processing Result, 2021

Based on the table above, we can see that: r = 0.822 and r2 = 0.675 x 100% = 67.5%

These results indicate that the independent variables, namely online marketing and destination image, have an influence on the dependent variable, namely the decision-making process to visit, with a value of 67.5%, while the remaining (100% - r2) is 32.5%, which is explained by other factors not examined in this study.

Multiple Linear Regression Test

Multiple regression analysis was used to test the effect of independent variables, namely online marketing and destination image, on the decision-making process to visit, obtained from the output results using SPSS Version 25 software. The results can be seen in the following table:

Table 5. Results of Multiple Linear Regression Test

Coefficients						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,700	2,643		-0,643	0,521
	Online Marketing	0,734	0,091	0,524	8,028	0,000

Destination Image	0,732	0,121	0,396	6,063	0,000

a. Dependent Variable: Visiting Decision Process

Source: Data Processing Result, 2021

Based on this output coefficient, the hypothesis will be partially proven, along with the resulting beta effect and the formation of the regression equation. The linear regression equation in this study can be formed from the results of the Coefficient in the Standardized Coefficients column, as follows:

$Y = \alpha + \beta (X1) + \beta (X2)$

$Y = -1,700 + 0,734 X1 + 0,732 (X2)$

Description:

- Y : visiting decision process

- -1,700 : constant value

- 0,734 : online marketing variable regression coefficient

- 0,739 : regression coefficient scale of destination image variable

The results of the Multiple Linear Regression Test show that:

1. The constant value of -1.700 indicates that if there are no values for the online marketing and price variables, then the value of the Visiting Decision Process variable is -1.700.
2. The regression coefficient (β) value for X1 is 0.734, meaning that online marketing (X1) has a positive effect on the visiting decision process (Y). This indicates that with an increase of one unit in online marketing, there will be an increase of 0.734 in the visiting decision process.
3. The regression coefficient (β) value for X2 is 0.739, meaning that destination image (X2) has a positive effect on the visiting decision process (Y). This indicates that with an increase of one unit in destination image, there will be an increase of 0.739 in the visiting decision process.

Hypothesis Testing

The t-test essentially shows how far the influence of one explanatory or independent variable individually explains the variation in the dependent variable. This decision is made based on the comparison of the significance value of the calculated t-value for each regression coefficient with the predetermined significance level, which is 5% (α=0.05). If the significance of the calculated t-value is greater than 0.05, then the null hypothesis (Ho) is accepted, meaning that the variable does not affect the dependent variable. Conversely, if the significance is less than 0.05, then Ho is rejected, meaning that the independent variable affects the dependent variable (Ghozali, 2012).

T table = t (a / 2 ; n – k - 1)

        = t (0.05 / 2 ; 120 – 2 - 1)

        = 0.025 ; 117

        = 1.980 (according to the table - T benchmark at a significance of 0.025).

Table 6. Results of T-Test

10

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,700	2,643		-0,643	0,521
	Online Marketing	0,734	0,091	0,524	8,028	0,000
	Destination Image	0,732	0,121	0,396	6,063	0,000
a. Dependent Variable: Visiting Decision Process						

Source: Data Processing Result, 2021

Online marketing has a significance level of 0,000. From the t-test results on the online marketing variable, it is stated that the t-test significance is less than 0.05 ($p < 0.05$) and the calculated t-value is 8.028 > the table t-value of 1.980, with the regression coefficient having a positive value of 0.734. Based on these results, the hypothesis stating that there is a significant and positive influence of online marketing on the visiting decision process at Umbul Ponggok is accepted.

Destination image has a significance level of 0.000. From the t-test results on the visiting decision process variable, it is stated that the t-test significance is less than 0.05 ($p < 0.05$) and the calculated t-value is 8.063 > the table t-value of 1.980, with the regression coefficient having a positive value of 0.732. Based on these results, the hypothesis stating that there is a significant and positive influence of the online destination image on the visiting decision process at Umbul Ponggok is accepted.

The F-test essentially shows whether all independent variables included in the model simultaneously affect the dependent variable. Decision-making is conducted based on the comparison of the calculated F-value by examining its significance level, then comparing it with the predetermined significance level (5% or 0.05). If the significance of the calculated F is less than 0.05, then Ho is rejected, meaning the independent variables simultaneously influence the dependent variable (Ghozali, 2012:38).

F table = F (k ; n - k)

= F (2 ; 120 - 2)

= F (2 ; 118)

= 3,80

Table 7. Results of F-Test

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3106,539	2	1553,270	121,580	0, 000[b]
	Residual	1494,761	117	12,776		
	Total	4601,300	119			
a. Dependent Variable: Visiting Decision Process						
b. Predictors: (Constant), Destination Image, Online Marketing						

Source: Data Processing Result, 2021

From the table above, it can be seen that the significance value for online marketing (X1) and destination image (X2) simultaneously on the Visiting Decision Process (Y) is 0.000 < 0.05 and

F count 121.580 > F 3.80. Therefore, the hypothesis that there is a significant and positive influence between online marketing and destination image on the visit decision process at Umbul Ponggok is accepted.

Discussion

Based on the calculation results from the research method that has been presented, it can be concluded that there is an influence of online marketing and destination image on the decision-making process to visit Umbul Ponggok in Klaten Regency. This can be seen from the calculations using the SPSS program with data obtained from 120 respondents who completed the questions and statements in the questionnaire. The hypothesis test results through multiple linear regression analysis using the SPSS program show that the variables of online marketing and destination image significantly affect the decision-making process to visit Umbul Ponggok in Klaten Regency. This result is proven by the multiple linear regression equation Y = - 1,700 + 0,734 X1 + 0,732 (X2); the regression equation viewed from product quality (X1= 0,734) is positive, meaning that online marketing has a positive effect on the decision-making process to visit Umbul Ponggok in Klaten Regency. Based on the figures obtained for the product quality variable, it indicates that every one-unit increase in the online marketing variable will be followed by an increase in the decision-making process to visit Umbul Ponggok in Klaten Regency by 0,734 units.

Meanwhile, for the price variable (X2= 0,732), it is positive, meaning that the destination image positively affects the decision-making process to visit Umbul Ponggok by 0.732 units. This figure indicates that every one-unit increase in the destination image variable will be followed by an increase in the decision-making process to visit Umbul Ponggok by 0.732 units.

The Influence of Online Marketing on the Decision-Making Process of Visiting Umbul Ponggok in Klaten Regency Partially

Based on the results of the first hypothesis test, it shows that there is a positive and significant influence between online marketing and the visit decision-making process. The online marketing value is 8.028 with a Sig. value of 0.000 < 0.05. Thus, it indicates that H0 is rejected and H1 is accepted, meaning there is a significant influence between Online Marketing (X1) and the Visit Decision-Making Process (Y). This means that every increase in Online Marketing will enhance the Visit Decision-Making Process. It is also known that the coefficient of determination or R square value is 0.573 or 57.3%. This figure indicates that the Online Marketing variable (X1) influences the Visit Decision-Making Process (Y) by 57.3%, while the remaining 42.7% is influenced by other variables not studied.

The Influence of Destination Image on the Decision-Making Process to Visit Umbul Ponggok in Klaten Regency Partially

Based on the results of the first hypothesis test, it shows that there is a positive and significant influence between destination image and the visit decision-making process. The destination image value is 8.063 with a Sig. value of 0.000 < 0.05. Thus, it indicates that H0 is rejected and H2 is accepted, meaning there is a significant influence between Destination Image (X2) and the Visit Decision-Making Process (Y). This means that every increase in Destination Image (X2) will enhance the Visit Decision-Making Process. It is also known that the coefficient of determination or R square value is 0.496 or 49.6%. This figure shows that the Destination Image variable (X2) has a 49.6% effect on the Visitation Decision Process (Y), while the remaining 50.4% is influenced by other variables that were not examined.

The Simultaneous Influence of Online Marketing and Destination Image on the Decision-Making Process for Visiting Umbul Ponggok in Klaten Regency

Based on the results of the first hypothesis test, it shows that there is a positive and significant influence between online marketing and destination image on the visit decision-making process. It is known that the calculated F value for online marketing and destination image is 121.580 > F 3.80 with a significance level of 0.000 < 0.05. Thus, it indicates that H0 is rejected and H3 is accepted, meaning there is a significant effect of Online Marketing (X1) and Destination Image (X2) on the Visit Decision-Making Process (Y). This means that every increase in Online Marketing (X1) and Destination Image (X2) will increase the Visit Decision-Making Process. Furthermore, it is also known that the coefficient of determination or R square value is 0.675 or 67.5%. This figure indicates that the variables Online Marketing (X1) and Destination Image (X2) influence the Visit Decision-Making Process (Y) by 67.5%, while the remaining 32.5% is influenced by other variables not examined in this study.

CONCLUSION

Based on the results of the analysis and hypothesis testing on tourists at Umbul Ponggok, Klaten Regency, it can be concluded that the online marketing variable influences the visit decision-making process by 57.3%, while the remaining 42.7% is influenced by other variables not examined in this model or equation. Furthermore, the destination image variable affects the visit decision-making process by 49.6%, whereas the remaining 50.4% is influenced by other variables not studied in this model or equation. Lastly, the online marketing and destination image variables together (simultaneously) influence the visit decision-making process by 67.5%, while the remaining 32.5% is influenced by other variables not investigated in this model or equation.

Furthermore, Based on the discussion and conclusions presented, the recommendation from this study is the need to enhance promotion across various social media platforms, as evidenced by the lowest average score of 3.6 for the communication statement regarding tourists' engagement with Umbul Ponggok in the online marketing variable. This requires special attention, particularly for social media admin staff, who should be more humane and humorous in responding to messages received through social media, thereby fostering a closer relationship with the target market. Then, there needs to be new tourism innovations at Umbul Ponggok so that tourists can enjoy the latest innovations. It has been proven that some tourists have not yet fully enjoyed what Umbul Ponggok has to offer, considering that several attraction spots require waiting in line if tourists wish to experience those attractions. For example, holding a music concert at the end of each month, and so on. This is evidenced by the emotional dimension of tourism having the lowest average score of 3.6, although it still falls within the good category, but this requires special attention from the management of Umbul Ponggok. Finally, the information posted on several social media platforms needs to be improved. It has been proven that some tourists are still hesitant to visit Umbul Ponggok due to the many similar tourism options in the area. Therefore, other media can be utilized, such as Google Ads, Pinterest, blogs, and so forth, so that the information conveyed can reach the target market.

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