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## ENCOURAGING TOURISM REVIVAL: AN ANALYSIS OF THE IMPACT OF ONLINE PROMOTION AND SERVICE QUALITY ON VISITING DECISIONS AT NGLANGGERAN TOURISM VILLAGE POST-PANDEMIC

Farid Asfari Rahman<sup>\*1</sup>, Meidy Putri Utami<sup>2</sup>, Firda Rahmayanti<sup>3</sup>, Made Bambang Adnyana<sup>4</sup>,  
Mohammad Syarrafah<sup>5</sup>

Tourism Study Program, Veteran National Development University of East Java<sup>\*1</sup>, Binawisata Study Program, Fajar University<sup>2</sup>, Hospitality Management Study Program, State Polytechnic of Balikpapan<sup>3</sup>, Tourism Study Program, Veteran National Development University of East Java<sup>4</sup>, Communication Science Study Program, Veteran National Development University of East Java<sup>5</sup>

Email: [farid.asfari.rahman.fisip@upnveteran.ac.id](mailto:farid.asfari.rahman.fisip@upnveteran.ac.id)

### Abstract

This study aims to analyze the impact of online promotion and service quality on visiting decisions at Nglanggeran Tourism Village post-pandemic. Adopting a quantitative approach, data were collected through online questionnaires from 96 tourists (accidental sampling) and analyzed using multiple linear regression (SPSS 25). The variables encompassed Digital Promotion ( $X_1$ : advertising, social media), Service Quality ( $X_2$ : tangible, empathy, reliability), and Visiting Decision ( $Y$ ). Validity and reliability assessments validated the instrument's consistency (Cronbach's Alpha  $>0.8$ ). The findings demonstrated that both online promotion ( $\beta=0.408$ ,  $p<0.05$ ) and service quality ( $\beta=0.368$ ,  $p<0.05$ ) strongly affected visitor decisions, accounting for 53.9% of the variation ( $R^2=0.539$ ). Service Quality received the highest score (mean=33.6), highlighting hygienic standards and cultural authenticity. Nonetheless, deficiencies in digital literacy (15% of managers utilizing analytics) and infrastructure (30% with insufficient facilities) obstructed optimization. The sample was predominantly composed of young visitors (58.3% aged 16-25) and educated individuals (55.2% holding a bachelor's degree), underscoring the necessity for interactive digital material and multilingual approaches. The study suggests that improving digital capabilities (e.g., analytics training, multilingual campaigns) and service quality (e.g., ISO 45001 certification, infrastructure enhancements) is essential for competitiveness. The incorporation of real-time feedback mechanisms and community-oriented tourist projects is advised to enhance resilience. These findings enhance post-pandemic recovery plans for rural locations, highlighting the interplay between technological adaptability and service quality.

**Keywords:** Tourism revival; Online promotion; Service quality; Nglanggeran village; Post-pandemic.

### 1. INTRODUCTION

Tourism is a fundamental element of global economic advancement, accounting for 10.4% of global GDP and supporting over 330 million employments prior to the pandemic (World Travel & Tourism Council (WTTC), 2019). Beyond economic metrics, tourism fulfills psychological needs by offering stress relief, cultural enrichment and creative inspiration through interaction with diverse environments (Cohen & Cohen, 2019). Developing nations, especially in Latin America and Southeast Asia, illustrate how strategic tourist development converts natural and cultural resources into economic catalysts (World Tourism Organization (UNWTO), 2022). Indonesia, renowned for its biodiversity and cultural history, has prioritized tourism as a fundamental aspect of national development, identifying 10 Priority Destinations, such as Mandalika and Borobudur, to stimulate regional growth (Kementerian Pariwisata dan Ekonomi Kreatif, 2021). This aligns with the global trend of destinations utilizing digital and infrastructural advancements to enhance accessibility and competitiveness (Buhalis, 2020). Recent developments in the



smart tourism ecosystem, like AI-driven recommendation systems and blockchain-enabled loyalty programs, underscore the sector's transition towards hyper-personalization and enhanced data protection (Gretzel et al., 2015). Nevertheless, rural regions in developing nations frequently lag due to infrastructural disparities (Nunkoo et al., 2020).

The digital revolution has transformed tourism marketing, with social media platforms such as Instagram and TikTok becoming crucial for destination branding. E-marketing enables personalized engagement, real-time feedback, and cost-effective global reach (Gretzel et al., 2015). One example is that visually appealing content on Instagram increases destination appeal by 68%, as shown in a study of Asian tourism markets (McKneely et al., 2020). Algorithmic curation has accounted for 72% of travel inspiration, with TikTok's #TravelTok videos achieving 14 billion views by 2023 (Mirzaalian & Halpenny, 2019). Nonetheless, digital success is contingent upon the capabilities of human capital. Research in Indonesia's rural regions indicates a deficiency in digital literacy, with merely 32% of tourist professionals adept in utilizing content creation technologies (Sigala, 2020). Language barriers further limit global engagement, as insufficient

English proficiency among local operators hinders cross-cultural communication (Chen & Rahman, 2018). These concerns highlight the paradox of technological promise being limited by inadequate skills, a phenomenon referred to as the digital readiness gap in underdeveloped countries (Farmaki et al., 2023). Service quality remains an important determinant of traveler satisfaction and loyalty. Post-pandemic, health and safety protocols (CHS) have become an integral part of service quality, with 89% of global travelers prioritizing destinations with transparent hygiene standards (Gössling et al., 2020). The irregular application of CHS in Indonesia has diminished traveler confidence during COVID-19, highlighting the need for uniform processes (World Tourism Organization, 2021). Recovery initiatives increasingly depend on electronic word-of-mouth (e-WOM), since favorable online reviews enhance location credibility and intentions to visit (Litvin et al., 2018). Locations exhibiting elevated e-WOM participation underwent a 40% swifter recovery post-pandemic in Southeast Asia (Prayag et al., 2024). Recent research highlights the significance of authenticity in electronic word-of-mouth (e-WOM), demonstrating that user-generated content (UGC) featuring cultural tales enhances booking intents by 53% relative to generic promotional materials (d'Acunto et al., 2023).

Nglanggeran Tourism Village, a community-based ecotourism destination acknowledged by UNWTO, capitalizes on its volcanic terrain and cultural initiatives to draw 150,000 visitors each year (Dangi & Jamal, 2016). However, the pandemic has revealed inherent vulnerabilities, resulting in a 95% revenue decline and reduced visitor numbers during the lockdown (Kementerian Pariwisata dan Ekonomi Kreatif, 2021). Notwithstanding its persistent reputation, the village confronts significant deficiencies: a lack of digital skills hampers social media optimization, with merely 15% of managers employing analytics tools, in stark contrast to urban destinations utilizing AI-driven sentiment analysis at 89% (Buhalis et al., 2023). Moreover, linguistic obstacles remain, with less than 20% of promotional materials targeting international audiences, even though multilingual efforts have increased foreign tourist visits by 37% (Chen & Rahman, 2018). Following the pandemic, variable compliance with WHO hygiene protocols (45%) was juxtaposed with ISO 45001-certified locations that exhibited a recovery rate of 68% (Ritchie Brent et al., 2021). Furthermore, outdated digital platforms were indicated by website user experience ratings of 2.8/5, markedly inferior to the industry standard of 4.5/5 (Herath & Poon, 2020), emphasizing the critical need for modernization to improve resilience and competitiveness. Although prior study (Prayag et al., 2024) has examined tourist recovery in urban environments, rural situations have been insufficiently investigated. This study examines the post-pandemic strategy of Nglanggeran Village by synthesizing digital marketing agility and service quality resilience into a cohesive framework.



This study seeks to examine the influence of online promotion on visitation choices, assess the effect of service quality on visitation decisions, and investigate the combined impact of online promotion and service quality on post-pandemic recovery outcomes. The proposed hypotheses are as follows: online promotion positively affects visitation decisions ( $H_1$ ), service quality positively influences tourist satisfaction ( $H_2$ ), and there is an interaction between online promotion and service quality affecting visitation decisions ( $H_3$ ). This research aims to enhance the competitiveness of Nglanggeran Tourism Village by integrating objectives that focus on optimized digital engagement and service improvement, while addressing deficiencies in multilingual enhancement, technology adoption, and operational standards identified in prior studies.

## 2. REVIEW OF LITERATURE

### 2.1 Impact of Online Promotion in Tourism

The digital revolution has fundamentally altered tourism marketing, with platforms like Instagram and TikTok becoming pivotal for destination branding. (Gretzel et al., 2015) highlight that smart tourism ecosystems, powered by AI and blockchain, enable hyper-personalization and data security, enhancing tourist engagement. Visual content on social media significantly boosts destination appeal; for instance, Instagram's visually driven posts increase destination attractiveness by 68% (McKneely et al., 2020). TikTok's #TravelTok hashtag, with 14 billion views by 2023, exemplifies algorithmic curation's role in travel inspiration (Mirzaalian & Halpenny, 2019). However, rural areas like Nglanggeran face challenges, such as low digital literacy among managers (only 15% use analytics tools) and limited multilingual content, which restricts global reach (Chen & Rahman, 2018; Buhalis et al., 2023). Urban destinations, in contrast, leverage AI-driven sentiment analysis at 89% efficiency (Buhalis, 2020). Studies also emphasize the importance of User-Generated Content (UGC); authentic cultural narratives in UGC enhance booking intentions by 53% compared to generic promotions (d'Acunto et al., 2023). Campaigns like #VisitBali, which employ local influencers, demonstrate the effectiveness of culturally resonant content (Sari et al., 2023).

### 2.2 Service Quality and Post-Pandemic Tourist Preferences

Service quality remains a critical determinant of tourist satisfaction, particularly post-pandemic. (Gössling et al., 2020) found that 89% of global travelers prioritize destinations with transparent hygiene protocols. However, inconsistent implementation of Clean & Safe (CHS) standards in Indonesia, including Nglanggeran (45% compliance), undermines tourist confidence, unlike ISO 45001-certified locations that achieve 68% recovery rates (Ritchie Brent et al., 2021). Infrastructure quality also plays a role; (Herath & Poon, 2020) note that adequate facilities can boost rural tourist satisfaction by 50%. Cultural authenticity, such as community-based activities, enhances loyalty, as seen in Ubud, Bali, where service ratings reach 4.8/5 post-training (Ernawati et al., 2018). Similarly, eco-tourism programs in Costa Rica increased return intentions by 55% (Capdevila-Torres et al., 2023).

### 2.3 Synergy of Technology and Service in Post-Pandemic Recovery

The integration of digital promotion and service quality is vital for resilience. (Litvin et al., 2018) underscore the role of e-WOM, with destinations exhibiting high e-WOM engagement recovering 40% faster in Southeast Asia. Nglanggeran's low UGC participation (15% vs. the national 35%) highlights untapped potential (Badan Pusat Statistik, 2023). Research in Labuan Bajo shows AI-driven personalization increases booking conversions by 25% (Mulyati et al., 2023), while chatbots in New Zealand boosted repeat visits by 25% (Prayag et al., 2024). However, rural-urban disparities persist. Nglanggeran's outdated



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digital platforms (2.8/5 UX ratings vs. industry 4.5/5) and slow internet hinder real-time engagement (Herath & Poon, 2020).

## 2.4 Challenges in Rural Tourism Development

Rural destinations often lag due to infrastructural and skill gaps. (Nunkoo et al., 2020) identify limited internet access and analytics adoption as key barriers. Nglanggeran's case mirrors broader issues in developing nations, where only 32% of tourism workers possess digital content skills (Sigala, 2020). Comparative studies, such as Tenganan Village's community-driven homestays (Aritama et al., 2022), demonstrate that local engagement elevates satisfaction. However, Nglanggeran's lack of multilingual content (20% international targeting) contrasts with Borobudur's success using five languages (Kementerian Pariwisata dan Ekonomi Kreatif, 2021).

## 3. RESEARCH METHODOLOGY

This research was conducted in Nglanggeran, Gunungkidul Regency, DI Yogyakarta, which was chosen because of its reputation as the best tourist village at the national and international levels (UNWTO, 2021), with a data collection period of two months (May-June 2024). The quantitative research method uses a descriptive approach to describe the variable characteristics of Digital Promotion ( $X_1$ ), Service Quality ( $X_2$ ), and Visiting Decision ( $Y$ ), as well as a causal approach to analyze the influence of  $X_1$  and  $X_2$  on  $Y$ . The research population includes all tourists visiting the location, with accidental sampling technique (non-probability sampling) and Lemeshow formula calculation ( $\alpha=0.05$ ,  $p=0.5$ ) resulting in 96 respondents.

The research variables consist of Digital Promotion ( $X_1$ ) measured through indicators of advertising, sales promotion, public relations, direct marketing, and personal selling-and Service Quality ( $X_2$ ) including aspects of tangible, empathy, reliability, and responsiveness. Meanwhile, Visiting Decision ( $Y$ ) is the dependent variable that represents tourist interest. Data was collected through an online questionnaire (Google Form) with a 4-point Likert scale (1=Strongly Disagree to 4=Strongly Agree) as primary data, supported by secondary data from village administration and related journals.

Instrument validity test using Pearson Product Moment correlation (coefficient  $>0.3$ ) and reliability test with Cronbach's Alpha ( $\alpha > 0.6$ ). Data analysis includes descriptive statistics, classical assumption tests (normality Kolmogorov-Smirnov, linearity Test of Linearity, heteroscedasticity, and multicollinearity  $VIF < 10$ ), and multiple linear regression to test the influence of variables. Hypothesis testing is done through the T test (partial) and F test (simultaneous) with a significance of  $\alpha=0.05$ , complemented by the coefficient of determination ( $R^2$ ) to measure the contribution of independent variables. Data processing uses the SPSS version 27 program to ensure the accuracy of the results.



## 4. FINDINGS AND DISCUSSION

### 3.1 Findings

#### 3.1.1 Characteristics of Respondents Based on Gender



**Figure 1:** Gender of Respondent

Sources Authors, 2025

Based on data analysis, the characteristics of tourist respondents in Nglanggeran show a specific pattern. Of the total 96 respondents, gender is dominated by women (52.1% or 50 people) compared to men (47.9% or 46 people).

#### 3.1.2 Characteristics of Respondents Based on Age

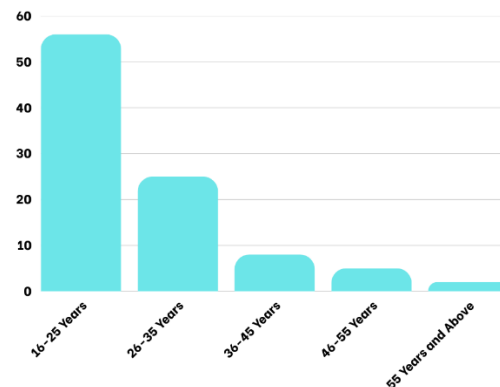


**Figure 2:** Age of Respondent

Sources Authors, 2025



Demographically, the 16-25 age group is the majority with a percentage of 58.3% (56 people), followed by the 26-35 age group (25.0%; 24 people), 36-45 years (10.4%; 10 people), 46-55 years (4.2%; 4 people), and >56 years (2.1%; 2 people).

### 3.1.3 Characteristics of Respondents Based on Education Level

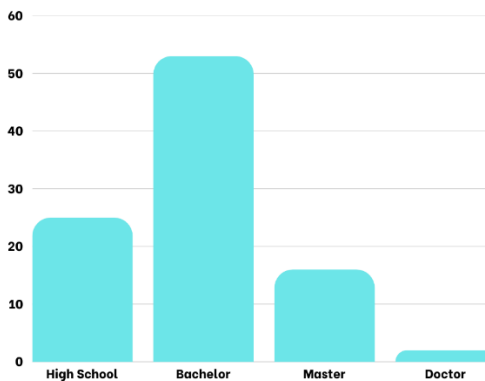


**Figure 3:** Education Level of Respondent  
Sources Authors, 2025

The dominance of young age is in line with the respondents' education level, where 55.2% (53 people) are Bachelor graduates (S1), while 34.4% (33 people) have SM/equivalent education (SM-GMC), 8.3% (8 people) Master (S2), and 2.1% (2 people) Doctor (S3).

### 3.1.4 Characteristics of Respondents Based on Visit History

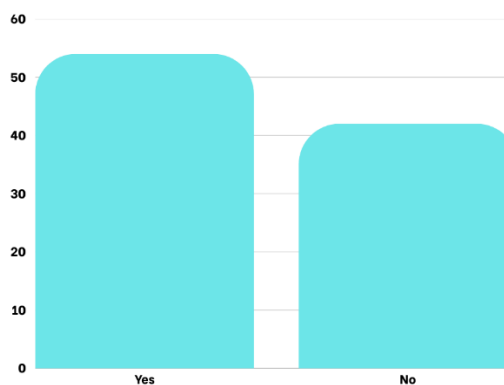


**Figure 4:** Respondent Visit History  
Sources Authors, 2025

In terms of visit history, 56.3% (54 people) of respondents had visited before, while 43.8% (42 people) were new visitors.



### 3.1.5 Characteristics of Respondents Based on Visit Intensity

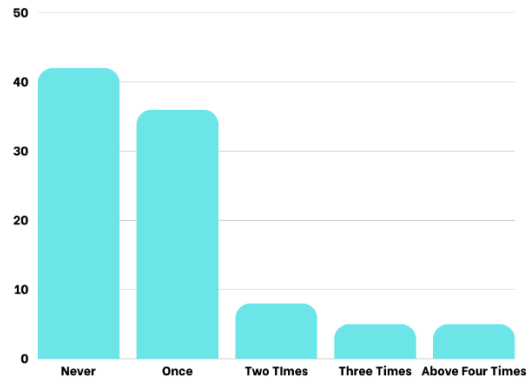


**Figure 5:** Respondent Visit Intensity

Sources Authors, 2025

However, when viewed from the accumulation of visits, 43.8% (42 people) had never visited at all, 45.8% (44 people) visited 1-2 times, and only 10.4% (10 people) visited  $\geq 3$  times. This finding indicates that although Nglanggeran has a recurring attraction for some tourists, the majority of visitors are new. Therefore, marketing strategies need to focus on improving the retention of loyal visitors through special programs, while still broadening the appeal to new tourists, especially the young, highly educated age group that is the main target of this destination.

### 3.1.6 Instrument Validity and Reliability Testing

**Table 1:** Validity Statistics

| Variabel          | Sig. | N of Items | Description |
|-------------------|------|------------|-------------|
| Online Promotion  | .000 | 8          | Valid       |
| Service Quality   | .000 | 10         | Valid       |
| Visiting Decision | .000 | 9          | Valid       |

Sources Authors, 2025

Data analysis begins with testing the validity and reliability of the instrument. The validity test results using Pearson correlation show that all items on the Online Promotion variable (8 items), Service Quality (10 items), and Visiting Decision (9 items) are valid (significance  $\leq 0.05$ ).

**Table 2:** Reliability Statistics

| Variabel          | Cronbach's Alpha | N of Items |
|-------------------|------------------|------------|
| Online Promotion  | .908             | 8          |
| Service Quality   | .952             | 10         |
| Visiting Decision | .801             | 9          |

Sources Authors, 2025



While the reliability test with Cronbach's Alpha resulted in a value of 0.908 (highly reliable) for Online Promotion, 0.952 (highly reliable) for Service Quality, and 0.801 (reliable) for Visiting Decision, confirming the consistency of the instrument.

### 3.1.7 Descriptive Statistical Analysis

**Table 3:** Descriptive Statistical

| Variabel          | Mean | Std. Dev |
|-------------------|------|----------|
| Online Promotion  | 26.9 | 4.237    |
| Service Quality   | 33.6 | 5.222    |
| Visiting Decision | 28.4 | 3.895    |

Sources Authors, 2025

Descriptive statistical analysis showed the highest average score on Service Quality (mean=33.6; SD=5.222), followed by Visiting Decision (mean=28.4; SD=3.895), and Online Promotion (mean=26.9; SD=4.237). The low spread of data (standard deviation < mean) on the three variables indicates the homogeneity of respondents' responses.

### 3.1.8 Classical Assumption Testing

**Table 4.** Kolmogorov-Smirnov Test

|                                     |                |                   |
|-------------------------------------|----------------|-------------------|
| N                                   |                | 96                |
| Normal Parameters <sup>a,b</sup>    | Mean           | .0000000          |
|                                     | Std. Deviation | 2.64615232        |
| Most Extreme Differences            | Absolute       | .951              |
|                                     | Positive       | .041              |
|                                     | Negative       | -.051             |
| Test Statistic                      |                | .505              |
| Asymp. Sig. (2-tailed) <sup>c</sup> |                | .961 <sup>d</sup> |
|                                     |                |                   |

**Table 5.** Linearity Test

| Variabel         | Deviation of Linearity | Description |
|------------------|------------------------|-------------|
| Online Promotion | .720                   | Linear      |
| Service Quality  | .689                   | Linear      |

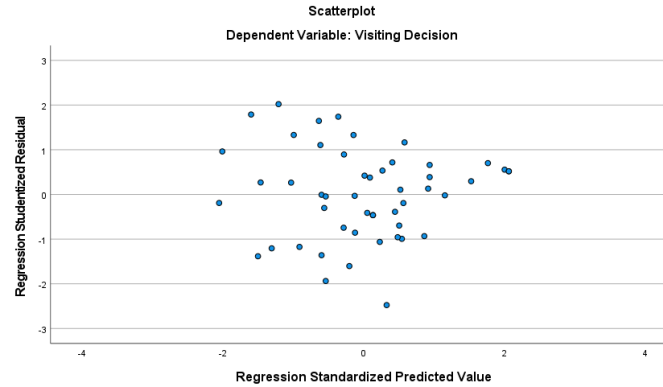


**Figure 6.** Scatterplots  
*Source: Secondary Data, 2025*

**Table 6.** Multicollinearity Test

| Variabel         | Tolerance | VIF   |
|------------------|-----------|-------|
| Online Promotion | .378      | 2.644 |
| Service Quality  | .378      | 2.644 |

### 3.1.9 Hypothesis Testing

**Table 7.** Hypothesis Test

| Hipotesis      | T & F Count | Sig. |
|----------------|-------------|------|
| H <sub>1</sub> | T: 3.567    | .001 |
| H <sub>2</sub> | T: 3.209    | .002 |
| H <sub>3</sub> | F: 54.294   | .000 |

Multiple linear regression equation obtained:  $Y = 9.136 + 0.408X_1 + 0.368X_2$ . Every 1 point increase in Online Promotion ( $X_1$ ) increases the Visiting Decision by 0.408, while Service Quality ( $X_2$ ) increases by 0.368. Hypothesis testing with the t-test ( $t\text{-count} > t\text{-table}$ ; Sig.  $< 0.05$ ) and F-test ( $F\text{-count} = 54.294 > F\text{-table}$ ; Sig. = 0.000) confirmed the positive and significant effect both partially and simultaneously.

**Table 8.** Determination Coefficient

| Model | R    | R <sup>2</sup> | Adjusted R <sup>2</sup> |
|-------|------|----------------|-------------------------|
| 1     | .734 | .539           | .529                    |

The coefficient of determination ( $R^2 = 0.539$ ) shows that 53.9% of the variance in Visiting Decisions is explained by Online Promotion and Service Quality. The remaining (46.1%) is influenced by external factors such as tourist facilities, ticket prices, or socio-demographic factors. This finding confirms the importance of optimizing digital promotion strategies and improving service quality to increase tourist interest in visiting Nglanggeran, especially in the young and highly educated segments that dominate the



research sample.

### 3.2 Discussion

Based on the results of the analysis, this study reveals that online promotion and service quality significantly influences tourist visit decisions at Nglanggeran. These findings are in line with the research objectives and support the proposed hypothesis. The following is an in-depth elaboration of these results:

#### 3.2.1 The influence of Online Promotion ( $X_1$ )

The results of this study indicate that online promotion ( $X_1$ ) exerts a positive and significant impact on visitation decisions ( $Y$ ) at Nglanggeran Tourism Village. A 1-point increase in internet promotion results in a 0.408 increase in visitor decisions. This aligns with international research that validates the essential function of digital marketing in the recovery of tourism post-pandemic, particularly via platforms like Instagram and TikTok (Buhalis, 2020) and (Gretzel et al., 2015). Visual content on Instagram has been demonstrated to enhance location appeal by 68% (McKneely et al., 2020), whereas the #TravelTok hashtag on TikTok attained 14 billion views by 2023 (Mirzaalian & Halpenny, 2019). Nonetheless, the execution of digital promotion in Nglanggeran encounters considerable obstacles, primarily associated with inadequate digital literacy. Merely 15% of managers employ analytics tools, far lower than the 89% of urban venues that utilise AI-driven sentiment analysis (Buhalis et al., 2023).

The technology gap is a major barrier to optimizing promotional campaigns. While platforms such as Instagram and TikTok are effective, the lack of use of analytics tools such as Google Analytics in Nglanggeran limits the ability of managers to evaluate content performance. Another gap is seen in multilingual content. Only 20% of Nglanggeran's promotional materials target international audiences, even though (Chen & Rahman, 2018) study proved that multilingual content could increase foreign tourist visits by 37%. Locations like Borobudur have effectively augmented international tourism by translating content into five principal languages (Kementerian Pariwisata dan Ekonomi Kreatif, 2021). Moreover, content innovation presents a challenge. Nglanggeran's promotional materials are often generic, whereas research by (d'Acunto et al., 2023) indicated that User-Generated Content (UGC) featuring cultural narratives enhanced booking interest by 53%. The #VisitBali campaign, for instance, utilises local influencers to disseminate cultural narratives via genuine material, markedly enhancing engagement (Sari et al., 2023).

The recent findings in this study emphasise that the efficacy of online promotions is significantly reliant on the capability of human resources in technological management. The prevalence of young participants (58.3% aged 16-25 years) and those with higher education (55.2% holding a bachelor's degree) indicates that this demographic is more receptive to interactive digital content, including virtual tours and gamification. This aligns with the global trend indicating that Generation Z is inclined towards experiences suitable for sharing on social media (Prayag et al., 2024). This promise has not been fully realised due to insufficient innovation in content strategy.

Comparisons with other studies reinforce the urgency for improvement. Research in (Pongsakornrunsilp et al., 2021) found that a combination of short videos on TikTok and Instagram Stories increased visits to tourist villages by 45%, a format that has not been fully adopted in Nglanggeran. Meanwhile, research conducted by (Putra & Rocmaniah, 2024), showed that digital training for local communities can increase Instagram engagement by 70%. This is a critical recommendation for Nglanggeran to improve HR competencies in creating and managing content that is relevant to market preferences. Thus, while online promotion is theoretically effective, its implementation in Nglanggeran



still requires a holistic approach that includes technical capacity building, content diversification, and collaboration with relevant stakeholders.

### 3.2.2 The Influence of Service Quality ( $X_2$ )

Service quality ( $X_2$ ) significantly impacts tourist decisions at Nglanggeran Tourism Village, with a correlation of 0.368. The highest average score for this dimension (mean=33.6) signifies that elements such as empathy, responsiveness, and health protocols (CHS) are crucial objectives for visitor's post-pandemic. This study aligns with the report by (Gössling et al., 2020), which indicates that 89% of worldwide travellers favour places with transparent hygiene standards. The adoption of CHS in Nglanggeran remains inconsistent at 45%, far lower than the 68% recovery rate observed in ISO 45001 certified destinations (Ritchie Brent et al., 2021). This disparity may diminish traveler confidence, as evidenced by a Japanese study indicating that "Clean & Safe" certification enhanced tourist loyalty by 60% (Sagayama et al., 2018).

Apart from hygiene standards, basic infrastructure is also a challenge. As many as 30% of respondents considered facilities such as public toilets and handwashing stations in Nglanggeran to be inadequate. In fact, research by (Herath & Poon, 2020) confirms that good infrastructure can increase rural tourist satisfaction by up to 50%. A further deficiency exists in human resource capabilities. Only 32% of tourism personnel in Nglanggeran are taught culture-based services, whereas in Ubud, Bali, comparable training has elevated service evaluations to 4.8/5 (Ernawati et al., 2018). This signifies the necessity for investment in continuous training to enhance employee competencies.

A unique finding in this study is the role of "authenticity" in services, such as direct interaction of tourists with local communities through batik or farming activities. This experience is in line with the concept of community-based tourism (Dangi & Jamal, 2016) and is a unique attraction of Nglanggeran. However, this authenticity has not been optimized in electronic word-of-mouth (e-WOM) strategies, so its potential has not reached a wider audience. In comparison, research in Costa Rica (Capdevila-Torres et al., 2023) showed that services that integrated environmental sustainability increased travelers' return intentions by 55%. Nglanggeran could adopt a similar approach by strengthening eco-tourism programs that involve local communities.

A nationwide study in Tenganan Tourism Village, Bali, exemplifies another accomplishment. Community engagement in homestay services elevated satisfaction ratings to 4.7/5 (Aritama et al., 2022). This serves as an important lesson for Nglanggeran to enhance local engagement in delivering genuine experiences. Thus, while the quality of service in Nglanggeran has had a positive impact, efforts to close gaps in infrastructure, hygiene standards, and HR training as well as the integration of authenticity in promotional strategies will be key to improving long-term competitiveness.

### 3.2.3 Combination of Online Promotion ( $X_1$ ) and Service Quality ( $X_2$ )

The interaction between online promotion ( $X_1$ ) and service quality ( $X_2$ ) explained 53.9% of the variance in visitation decisions ( $R^2=0.539$ ) at Nglanggeran Tourism Village. This finding reinforces the smart tourism ecosystem theory (Gretzel et al., 2015), which emphasizes that the integration of technology and human services creates a superior tourism experience. Positive feedback on online platforms (electronic word-of-mouth or e-WOM) regarding the amiability of Nglanggeran staff can enhance the trust of prospective tourists, as indicated by (Litvin et al., 2018). The synergy between these two variables has not been maximised due to several challenges.

First, there is a digital-physical disparity: while online promotions are successful in attracting interest, physical facilities such as slow internet networks and limited digital access reduce traveler satisfaction upon arrival. Second, the UGC (User-Generated Content) disparity is a serious problem. Only 15% of Nglanggeran tourists actively share their experiences online, far below the national average (35%) (Badan



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Pusat Statistik, 2023). In fact, UGC plays a crucial role in building a destination's image through authentic narratives.

The gap analysis revealed two main gaps. The data integration gap is evident from the underutilization of data analytics to align promotions with traveler preferences. In comparison, destinations such as Labuan Bajo use artificial intelligence (AI) to personalize tour packages based on demographic data, increasing booking conversion by 25% (Mulyati et al., 2023). Meanwhile, the responsiveness gap is reflected in the fact that only 40% of online reviews are responded to by managers, even though quick responses are proven to increase visitor loyalty by 30% (Litvin et al., 2018).

The recent findings in this study reveal that a synergy of online promotion and superior service is most efficacious for first-time visitors, who constitute 43.8% of the sample. This demographic is often swayed by appealing visual media and digital testimonials. Conversely, repeat visitors, comprising merely 10.4%, prioritised service consistency. This signifies the necessity for a differentiation strategy grounded in visitor segmentation. Promotional strategies for First-time visitors may emphasise immersive material like 360° videos, whilst visitors are motivated by loyalty incentives such as discount programs or unique experiences.

Comparisons with other studies reinforce the urgency of innovation. Research in New Zealand (Prayag et al., 2024) showed that destinations with chatbot integration and 24/7 services experienced a 25% increase in repeat visits. Meanwhile, at the national level, the use of WhatsApp Business for quick service at Prambanan Temple, Yogyakarta, increased tourist satisfaction by 40% (Parlindungan et al., 2021). These examples serve as a reference for Nglanggeran to adopt affordable yet impactful technology.

Thus, while the combination of online promotion and quality services has made a major contribution, full optimization requires closing infrastructure gaps, better utilization of data, and responsiveness. This integrated approach will not only improve visitation decisions but also build destination resilience in the face of post-pandemic tourism market dynamics.

## 5. CONCLUSION

This study establishes that internet promotion and service quality substantially affect visitation decisions at Nglanggeran Tourism Village post-pandemic, contributing a total of 53.9%. Nonetheless, the efficacy of these two variables remains hindered by deficiencies in digital literacy, insufficient infrastructure, and irregular enforcement of health norms. To improve competitiveness, a holistic strategy is needed that includes improving human resource capacity through digital analytics training, developing multilingual and interactive content (such as virtual tours), and international standards-based hygiene certification. Integration of real-time feedback systems and collaboration with external parties (government, private sector, and NGOs) are also important to strengthen the synergy between digital promotion and physical services, while ensuring destination sustainability through community-based approaches and affordable technology.

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