

# Beyond Likes: Social Media's Impact on Tourists' Festival Revisiting Intentions

Heryanti Utami<sup>1</sup>, Julius Purnawan<sup>2</sup>, Choirida<sup>3</sup>, Ja'far Amiruddin<sup>4</sup>, Dewiana Novitasari<sup>5\*</sup>

<sup>1,2,3,4,5</sup>The Philippine Women's University, Philippines

<sup>1,4</sup>Universitas Negeri Jakarta, Indonesia

<sup>5</sup>Universitas Insan Pembangunan Indonesia, Indonesia

\*Corresponding author email: [novitasoeprapto76@gmail.com](mailto:novitasoeprapto76@gmail.com)

**Abstract:** *This study explores the interplay of social media, website quality, festival satisfaction, and festival revisiting intention in the context of tourism in Indonesia. Data were gathered from samples of 253 tourists at Festival Kebudayaan Yogyakarta (FKY) in Yogyakarta, Indonesia and analyzed using partial least square structural equation modelling (PLS-SEM) with the aid of SmartPLS (4.0). The research investigates the relationships between these variables to provide valuable insights for destination marketers and event organizers. The findings reveal that social media and website quality positively influence festival satisfaction, which in turn impacts tourists' intentions to revisit the festival. These results underscore the significance of leveraging social media and ensuring high website quality to enhance festival experiences and encourage repeat visitation. The implications of these findings extend to the broader tourism industry, offering valuable guidance for promoting sustainable and engaging cultural events in Indonesia and potentially in other similar contexts.*

**Keywords:** *Festival Kebudayaan Yogyakarta, festival satisfaction, social media, website quality.*

## I. INTRODUCTION

In the current era of globalisation and digitalization, tourism business development has significant importance for developing countries such as Indonesia. Here are some reasons why tourism business development is important in this context: Firstly, Income Generation and Job Creation: The tourism business has great potential to increase income and create jobs. By building attractive and quality tourism destinations, developing countries like Indonesia can attract more tourists, both domestic and international. This will drive the growth of the tourism sector, create new jobs, and increase the income of the community at large (Marianna, 2018). Second, Economic Diversification: The development of tourism businesses helps developing countries such as Indonesia in their economic diversification efforts. In many cases, developing countries tend to rely on certain economic sectors, such as agriculture or industry. By developing tourism businesses, countries can create new sources of income that are not dependent on these sectors. This helps reduce the risk of economic imbalances and increases overall economic resilience. Third, Promotion of Culture and Heritage: Tourism businesses play an important role in promoting a country's culture and heritage. Through tourism, developing countries like Indonesia can introduce the richness of local culture, arts, traditions, and heritage to tourists from all over the world (<https://jogjaprovo.go.id/>, accessed 11/02/2024). It helps to maintain and preserve cultural wealth as well as increase cross-cultural appreciation and understanding. Head of the DIY Culture Office (Kundha Kabudayan), Dian Lakshmi Pratiwi, said FKY 2023 is the first step in rebranding FKY as a cultural festival, as well as a prototype for organizing further cultural festivals. Considering that FKY is not just targeting momentary goals but a long-term step to accelerate cultural work in Yogyakarta (<https://jogjaprovo.go.id/>, accessed 11/02/2024). Fourth, Infrastructure and Regional Development: In order to build a successful tourism business, developing countries need to develop infrastructure and improve accessibility to tourist destinations. This includes the construction of roads, airports, harbors, accommodation, and other supporting facilities. These development efforts will not only support tourism growth but also provide direct benefits to local communities by improving connectivity and regional development.

Fifth, Market Reach Expansion: In the age of digitalization, tourism businesses can use technology to expand their market reach. Online marketing, booking platforms, and social media give developing countries like Indonesia the opportunity to promote their tourism destinations globally and reach a wider audience (Raharjana & Putra, 2020). This opens up new opportunities to attract international tourists and increase revenue from the tourism sector. Overall, tourism business development has a significant impact on developing countries like Indonesia in this era of globalization and digitalization. Through tourism business development, the country can increase revenue, create jobs, diversify the economy, promote culture and heritage, develop infrastructure, and expand market reach. All of these contribute to sustainable economic growth and broader development in developing countries. There is no denying that social media plays a very important role in the development of tourism businesses in the era of globalization and digitalization. Here are some of the ways in which social media contributes to the development of tourism businesses in developing countries such as Indonesia: (1) Promotion and Marketing: Social media provides an effective platform to promote tourism destinations and tourism-related events such as cultural festivals. Through posts, images, videos, and other quality content, tourism destinations can be promoted to a wider audience globally. Travelers can see the tourism potential, attractions, and experiences offered through social media platforms, which can encourage their interest in visiting and spending time in the destination. (2) Interaction with Travelers: Social media allows direct interaction between tourism businesses and tourists. Through comments, direct messages, or live chats, tourism businesses can answer questions, provide information, and make recommendations to potential tourists. These interactions help build closer relationships between tourism businesses and tourists, increasing trust and providing a more personalized experience. (3) Traveler Reviews and Recommendations: Social media provides a platform for tourists to share their experiences about the tourist destinations they have visited. Reviews, photos, and videos posted by tourists can provide valuable recommendations and information to others who are looking for tourism destinations. Positive reviews can help build a positive image of tourism destinations and attractions, while negative reviews can provide valuable feedback for businesses to improve their service quality. (4) Information Search and Journey Planning: Social media provides easy access to information about tourism destinations, accommodation, attractions, and activities in developing countries such as Indonesia. Travelers can search for information on places of interest, travel routes, and travel tips, as well as access reviews and recommendations from other tourists. This helps tourists plan their trips better and provides more accurate guidance once they are at the destination. (5) Content Creation and Virality: Social media allows tourism businesses to create engaging and unique content to promote their destinations. Visual content such as photos and videos can be easily shared and go viral, creating excitement and interest among the audience. Engaging and viral content can help gain wider exposure and raise awareness about tourism destinations in developing countries such as Indonesia. Thus, social media plays an important role in the development of tourism businesses in developing countries such as Indonesia. Through promotion, interaction with tourists, reviews and recommendations, information search, content creation, and virality, social media provides opportunities for tourism businesses to reach a wider audience, build relationships with tourists, increase visibility, and influence travel decisions.

The recent development of tourism business and development in Indonesia has at least covered several important aspects, among which is the increase in tourist visits. Indonesia continues to experience an increase in both domestic and international tourist visits. Based on data from the Central Statistics Agency (BPS), the number of foreign tourist visits to Indonesia continues to increase from year to year. This increase is supported by the government's efforts to promote Indonesia's natural beauty, culture, and cultural wealth as an attractive tourism destination. In relation to the diversification of tourism products, the Indonesian government has made efforts to diversify tourism products to attract various types of tourists. In addition to the well-known natural tourism sites such as Bali, Lombok, Raja Ampat, and Yogyakarta, efforts have been made to develop cultural tourism, agro-tourism, historical tourism, and halal tourism. This provides opportunities for tourism businesses to grow and offer different experiences to tourists. In terms of improving accessibility, the Indonesian government continues to improve accessibility to various tourism destinations. Infrastructure development, such as toll roads, new airports, and harbors, facilitates access to tourist destinations across the country. In addition, improved flight connectivity, both domestic and international, has also helped increase the number of tourist visits. In addition, the government has not been left behind to capitalize on the rapid development of digital technology. Therefore, the tourism business in Indonesia has also grown through the utilization of digital technology. Tourism companies use social media, online booking platforms, and websites to promote and sell their tourism products. This makes it easier for tourists to plan their trips and expands the reach of tourism businesses. Additionally, the government is also increasingly focusing on empowering local communities in the tourism business. Training and skills enhancement programs are provided to local communities to prepare them to become competent and competitive tourism business players. The empowerment of local communities through involvement in the management of tourism destinations is also carried out to ensure that the benefits of tourism are more equitable and sustainable. In addition to the expected financial benefits, the Indonesian

government makes maximum efforts to continue to build and maintain awareness of environmental protection and sustainability as important factors in tourism business and development in Indonesia. Efforts are made to reduce the negative impact of tourism on the environment and local culture. Eco-friendly programs and sustainable tourism certification were introduced to ensure responsible and sustainable tourism. Overall, tourism business and development in Indonesia experienced positive developments. Increasing the number of tourist visits, diversifying tourism products, improving accessibility, utilizing digital technology, empowering local communities, and ensuring sustainability are the main focuses of driving the growth of the tourism sector in Indonesia.

In relation to tourism development in Yogyakarta, recent developments in tourism business and development in Yogyakarta have had a positive impact on the growth of the tourism sector in the city. Some of the factors that have been linked to the Yogyakarta Cultural Festival (FKY) in these developments are the increase in tourist visits. Yogyakarta continues to be one of the top tourism destinations in Indonesia. The Yogyakarta Cultural Festival (FKY) is one of the events that really attracts tourists to visit the city (Yoga, 2021). With this festival, the number of tourist visits to Yogyakarta increases significantly every year. Tourists are attracted to the distinctive cultural experiences, such as traditional dance, puppet shows, fine arts, and traditional Javanese music featured in the festival. The Yogyakarta Cultural Festival (FKY) has a positive impact on the local economy. With this festival, the tourism business in Yogyakarta has grown rapidly. The hospitality, restaurant, transport, and local craft industries will experience increased demand during the festival period. This creates new business opportunities and increases the income of the people of Yogyakarta. FKY is an effective platform to promote Yogyakarta as an attractive cultural tourism destination. The festival showcases Yogyakarta's rich culture and traditional arts to local and foreign tourists (Pramitasari, 2021).

Through various performances and events, FKY helps increase the awareness and popularity of Yogyakarta as a unique and exciting tourist destination. FKY also plays an important role in the preservation and promotion of local culture in Yogyakarta. The festival serves as a platform to introduce and promote traditional Javanese arts and culture to the younger generation and tourists. Thus, FKY also supports efforts to preserve this priceless cultural heritage. Each year's preparation and implementation of FKY always involves the active participation of local communities, such as artists, musicians, dancers, and craftsmen. The festival provides an opportunity for them to develop their skills and gain wider recognition. This can help improve the welfare of local communities and support the development of creative industries in Yogyakarta. Overall, the Yogyakarta Cultural Festival (FKY) plays a significant role in business development and tourism development in Yogyakarta. Through this festival, Yogyakarta is able to attract more tourists, improve the local economy, promote tourism destinations, preserve local culture, and develop community skills (Widyawati, 2019).

In today's digital era, the factors of social media marketing and website quality are very influential on the comfort of tourists. Social media and tourism websites allow tourists to easily access information about destinations, accommodation, dining, attractions, and other experiences. Travelers can view photos, videos, reviews, and recommendations from other users before they travel. This helps them to make better decisions and choose destinations or services that suit their preferences. Social media allows tourists to connect with fellow tourists, be it before, during, or after their trip. They can share experiences, give advice, and exchange useful information. This creates a sense of community and allows tourists to feel more comfortable and gain greater insight into the destinations they visit. Likewise, social media and tourism websites provide opportunities for tourism destinations to build a strong image and brand. By utilizing these platforms, destinations can promote their natural beauty, culture, attractions, and unique experiences. By having an attractive and engaging presence on social media and an informative and interesting website, destinations can attract tourists and create a positive perception of them.

Therefore, several studies have mentioned that social media marketing and tourism website quality have an effect on increasing festival satisfaction. A quality tourism website provides convenience for tourists to make reservations and transactions online (Marianna, 2018). Travelers can book airline tickets, hotels, tours, or other activities easily and quickly. This saves time and effort for travelers and provides convenience in planning their trip. Social media and tourism websites allow tourists to provide feedback on their experiences. This provides an opportunity for tourism destinations and service providers to listen to and respond to tourists' needs and expectations. With a good response mechanism in place, destinations can improve their service quality, address issues, and improve the traveler experience. In conclusion, social media marketing and website quality play an important role in influencing traveler convenience. They provide access to information, facilitate interaction, aid image building, facilitate transactions, and provide opportunities for feedback. By maximizing the use of social media and having a quality website, tourism destinations can enhance tourists' experiences and build better relationships with them.

Therefore, several studies have mentioned that social media marketing and tourism website quality have an effect on increasing satisfaction with promoted festival activities, as found by Urumqi (2017), Damanik et al. (2020), Nghiêm-Phú et al. (2020), and Ngernyung & Wu (2020). With the increasing reliance on social media and online

platforms for travel inspiration and decision-making, the role of social media and website quality in shaping the festival experience for tourists is crucial. In the context of the Yogyakarta Cultural Festival, the findings of this study shed light on the potential impact of social media and website quality on festival satisfaction and tourists' intentions to revisit the event. To better understand the dynamics at play, this research examines the specific aspects of social media content and website features that contribute most significantly to festival satisfaction. Additionally, exploring how these factors affect different segments of tourists, such as domestic versus international tourists, may provide insights for targeted marketing strategies. In conclusion, the implications of this research are not only limited to the Yogyakarta Cultural Festival but can also provide valuable guidance for destination marketers and event organizers in Indonesia and can be used in other similar contexts. By knowing the influence of social media and website quality on festival satisfaction and revisit intentions, stakeholders can adjust their strategies to encourage engaging and sustainable cultural events, thereby enriching the overall tourism experience in Indonesia (Ngernyung & Wu, 2020). The findings of this study suggest that social media and website quality play an important role in increasing festival satisfaction and influencing tourists' intentions to revisit cultural events such as the Yogyakarta Cultural Festival (Yürük et al., 2017). Festival satisfaction strongly positively influences tourists' intention to revisit the festival event (Arasli et al., 2021).

In the context of FKY, it is important to consider the potential drawbacks and negative impacts of the increasing influence of social media and website quality on tourists' festival experiences. While social media and high-quality websites can increase the visibility and reach of cultural events, they also have the potential to create unrealistic expectations and contribute to over-tourism (MacKay et al., 2017). In summary, high-quality social media and websites can significantly influence tourists' festival experiences (Királ'ová & Pavlíčeka, 2015). Similar conclusions were mentioned in the study of Arasli et al. (2021). Through social media platforms, tourists can experience increased visibility and reach of cultural events (Nghiem-Phú et al., 2020). Due to the importance of this phenomenon, it is necessary to conduct research that refers to how the use of social media and website quality can affect the experience of tourists in making repeat visits (Rand, 2023). Likewise, festival satisfaction has a positive effect on revisiting intention (Arasli et al., 2021). Not many studies have explored this issue, especially in the context of the Yogyakarta Cultural Festival (FKY). As the impact of social media and website quality on tourists' festival experiences becomes increasingly clear, there is a need for further research to study how these factors specifically influence tourists' intentions to revisit cultural events. This is particularly important in the context of the Yogyakarta Cultural Festival, where the potential effects of social media and website quality on tourists' revisit behavior to festivals have not been explored extensively. Therefore, the position of this research is important to confirm the empirical gap. To this end, the authors constructed a research model as shown in Figure 1 and developed the following research hypotheses:

Hypothesis 1 (H1): Social media marketing has a positive effect on festival satisfaction.

Hypothesis 2 (H2): Website quality has a positive effect on festival satisfaction.

Hypothesis 3 (H3): Festival satisfaction has a positive effect on festival revisiting intention.

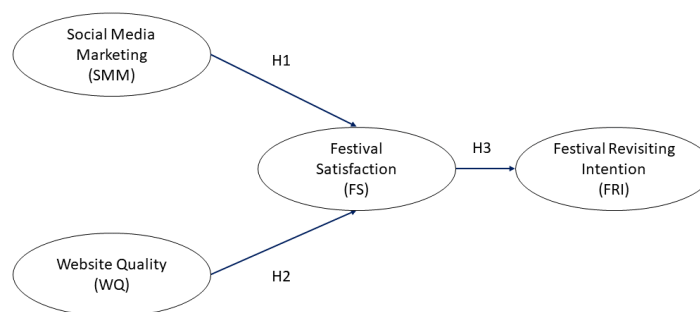


Figure 1. Research Model

## II. RESEARCH METHOD

According to Creswell & Creswell (2017), if the purpose of the study is to determine the influence relationship between the variables under study, then a quantitative approach is best. According to Creswell & Creswell (2017), if the purpose of this study is to determine the relationship of influence between the variables under study, then a quantitative approach is best. Quantitative research methods are suitable for testing theories and hypotheses through the use of a set of

statistical tools (PH and Chang, 2009). Therefore, this study used the survey method to test the formulated hypotheses. Therefore, a questionnaire was adopted as an instrument to collect the required data. The sample size must be ensured to have an adequate minimum size; determining the sample size is 5–10x the number of indicators in the study (Hair Jr. et al., 2017). The number of indicators in this study is 21 items. So the minimum number of samples required is 210 respondents. Using simple random sampling, questionnaires were given to respondents. A total of 253 questionnaires were returned and were valid, meaning that the sample size obtained was very adequate. The nature of this study involves dependent effects between latent constructs and manifest variables; therefore, the reflective measurement model is suitable for this study (Hair et al., 2021). All adopted items were rated on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The researcher followed the established and validated measurements of each construct that could be obtained in the existing literature.

Therefore, the researcher measured the variable representation (construct) of social media marketing with six items (SMM1-SMM6) recommended by Icoz et al. (2018), while the researcher measured festival revisiting intention through four items (FRI1-FRI4), website quality was measured using three items (WQ1-WQ3), and festival satisfaction with eight items (FS1-FS8). These three variable instruments were adopted from Arasli et al. (2021). (2021). The most popular statistical techniques under Structural Equation Model SEM are the covariance-based approach (CB-SEM) and the variance-based partial least squares technique (PLS-SEM) (Sarstedt et al., 2014). However, PLS-SEM has recently received wide attention in many disciplines, such as marketing, strategic management, management information systems, and other branches of science (Hair et al., 2012). The ability of PLS-SEM to handle problematic modeling issues common in social science environments, such as unusual data characteristics (e.g., non-normal data) and highly complex models, is an important reason behind the increased use of this approach. Given the advantages of this approach, this study used PLS-SEM to test the overall hypothesis. SmartPLS 4.0 software was used to evaluate the outer model and inner model, respectively. Testing the outer model is done to ensure the reliability and validity of the measurements, while the introduced hypotheses are examined through the inner model. According to Sekaran and Bougie (2003), the theoretical framework is the foundation on which the entire research project is based. From the theoretical framework, hypotheses can be formulated that can be tested to determine whether the formulated theory is valid or not. Then it can be measured with appropriate statistical analysis.

### **III. RESULT AND DISCUSSION**

#### **Result**

A total of 253 foreign tourists participated, consisting of men (39%) and women (61%). Respondents have different age groups, ranging from under the age of 29 years (47.6%), 30-49 years (44.5%), and over 50 years (7.9%). The measurement model testing stage includes testing convergent validity and discriminant validity. Meanwhile, to test construct reliability, Cronbach's alpha and composite reliability values were used. The results of PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity, and reliability tests. The convergent validity test is carried out by looking at the loading factor value of each indicator on its construct. In most references, factor weights of 0.7 or more are considered to have strong enough validation to explain latent constructs (Chin W., 1998; Flury et al., 1988; Imam Ghozali, 2017). In this study, the minimum limit of the accepted loading factor is 0.7, provided that the AVE value of each construct is  $> 0.5$  (Ghozali, 2017). After going through SmartPLS 4.0 processing, all indicators have a loading factor value above 0.7 (except FS5 = 0.644), but because the AVE value is above 0.5, the FS5 item is not discarded. So it can be concluded that the research model is valid.

The fit or valid model of this study can be seen in Figure 2. So thus, the convergent validity of this research model has met the requirements (Purwanto et al., 2021b, 2021a; Purwanto et al., 2020a, 2020b; Purwanto et al., 2020). The loadings, Cronbach's alpha, composite reliability, and AVE values for each construct can be seen in Table 1. The constructs show good psychometric properties, as indicated by the high loadings and reliability scores. The table supports the reliability and validity of the measurement model used in this study. The consistency of Cronbach's alpha and composite reliability across constructs indicates that the survey instrument is stable. The AVE values are above the threshold, indicating that a large amount of variance in the items is explained by their respective constructs, which is a positive sign for the convergent validity of the model.

Discriminant validity is conducted to ensure that each concept of each latent variable is distinct from other latent variables. The model has good discriminant validity if the squared value of the average variance extracted (AVE) for each exogenous construct (values on the diagonal) exceeds the correlation between that construct and other constructs (values below the diagonal) (Imam Ghozali, 2017). The results of the discriminant validity testing are obtained by using the squared value of AVE, as seen through the Fornell-Larcker criterion value shown in Table 2.



The results of the discriminant validity test in Table 2 indicate that all constructs have square root AVE values higher than the correlation with other latent constructs (according to the Fornell-Larcker criteria), thus it can be concluded that the model meets discriminant validity (Fornell & Larcker, 1981).

Furthermore, collinearity evaluation is conducted to determine the presence of collinearity issues in the model. To identify collinearity, the collinearity statistic VIF (variance inflation factor) for each construct is required. If VIF is greater than 5, then the model has collinearity (Hair et al., 2014). As shown in Table 3, all VIF scores are less than 5, indicating that the collinearity results from the structural model reveal VIF values below 2. This indicates that this research model does not have any multicollinearity problems. An important conclusion from Table 3 is that the low VIF values for variables indicate that there are no significant multicollinearity issues in the data set. The similarity of the VIF values for S.MM. and WQ may imply that these variables have the same level of correlation with other variables in the model or that they share similar predictive information. Since the VIF values are well below the common threshold of 5 or 10, it is unlikely that multicollinearity will affect the regression model estimates.

The reliability of constructs can be assessed by the values of Cronbach's alpha and composite reliability for each construct. The recommended values for composite reliability and Cronbach's alpha are above 0.7 (Ghozali, 2017). The results of the reliability test in Table 1 indicate that all constructs have composite reliability and Cronbach's alpha values greater than 0.7 (> 0.7). An important explanation from Table 1 is: The table supports the reliability and validity of the measurement model used in this research. The consistency of Cronbach's alpha and composite reliability across constructs indicates that the survey instrument is stable. The AVE values above the threshold indicate that a substantial amount of variance in the items is explained by their respective constructs, which is a positive sign for the convergent validity of the model. In conclusion, all constructs have met the required reliability.

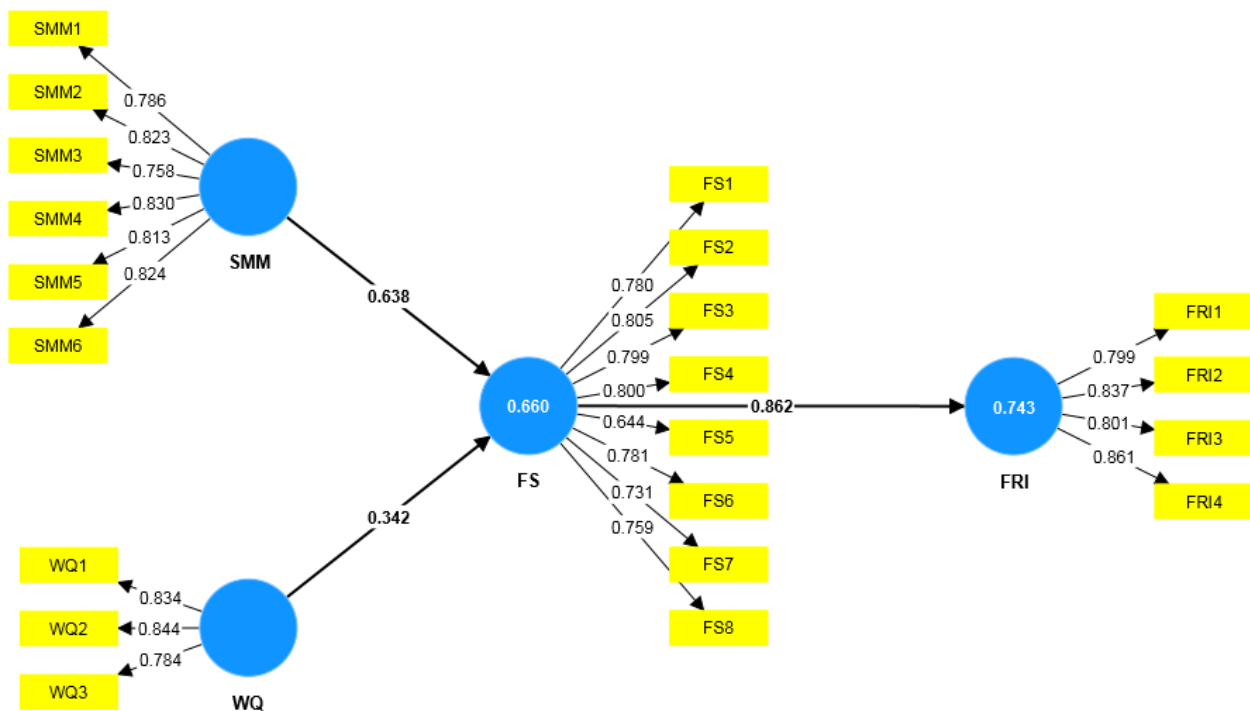


Figure 2. Valid Research Model

Table 1. Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho-C)	AVE
Festival Revisiting Intention (FRI)	FRI1	0.799	0.843	0.843	0.895	0.680
	FRI2	0.837				
	FRI3	0.801				
	FRI4	0.861				

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho-C)	AVE
Festival Satisfaction (FS)	FS1	0.780	0.897	0.903	0.918	0.584
	FS2	0.805				
	FS3	0.799				
	FS4	0.800				
	FS5	0.644				
	FS6	0.781				
	FS7	0.731				
	FS8	0.759				
Social Media Marketing (SMM)	SMM1	0.786	0.892	0.894	0.918	0.650
	SMM2	0.823				
	SMM3	0.758				
	SMM4	0.830				
	SMM5	0.813				
	SMM6	0.824				
Website Quality (WQ)	WQ1	0.834	0.758	0.762	0.861	0.675
	WQ2	0.844				
	WQ3	0.784				

**Table 2.** Discriminant Validity

Variables	FRI	FS	SMM	WQ
FRI	0.875			
FS	0.862	0.764		
SMM	0.681	0.744	0.806	
WQ	0.480	0.540	0.311	0.821

**Table 3.** Collinearity (VIF)

Variables	FRI	FS	SMM	WQ
FRI				
FS	1.000			
SMM		1.107		
WQ		1.107		

**Table 4.** Nilai *R Square*

Variables	R Square	R Square Adjusted
FRI	0.743	0.742
FS	0.660	0.657

**Table 5.** Hypotheses Testing

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Decision
H1 SMM -> FS	0.638	0.636	0.036	17.903	0.000	Supported
H2 WQ -> FS	0.342	0.343	0.041	8.316	0.000	Supported

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Decision
H3 FS -> FRI	0.862	0.862	0.016	52.687	0.000	Supported

Hypothesis testing in PLS is also known as the inner model test. This test includes assessing the significance of direct and indirect effects and measuring the magnitude of the influence of exogenous variables on endogenous variables. To determine the influence of the social media marketing (SMM) and website quality (WQ) variables on festival satisfaction (FS), as well as the influence of festival satisfaction (FS) on festival revisiting intention (FRI), a test of direct effects is needed. The test of direct effects is conducted using t-statistics in the partial least squares (PLS) analysis model with the assistance of SmartPLS 4.0 software. By using the bootstrapping technique, the values of R square and significance tests are obtained, as shown in Tables 4 and 5. The results indicate that all hypotheses (H1, H2, and H3) are supported.

### Discussion

Based on Table 4, the adjusted R-Square value for FS is 0.657, which means that the festival satisfaction (FS) variable can be explained by social media marketing (SMM) and website quality (WQ) variables by 65.7%, while the remaining 34.3% is explained by other variables not discussed in this study. Similarly, the adjusted R-Square value for FRI is 0.742, indicating that the festival revisiting intention (FRI) variable can be explained by the festival satisfaction (FS) variable by 74.2%, and the remaining 25.8% is explained by other variables not discussed in this study. The R-Square value for FRI is 0.743, indicating that about 74.3% of the variance in the dependent variable can be explained by the independent variable FRI in the model. The adjusted R-Square for FRI is 0.742, which is a slight modification of the R-Square, taking into account the number of predictors in the model. This indicates that the explanatory power of the model remains strong even after adjustment. For FS, the R-Square is 0.660, indicating that 66% of the variance is explained by the independent variable FS. The adjusted R-Square for FS is 0.657, which is very close to the R-Square value, indicating that the model is also stable for this variable after adjusting the number of predictors. The high values of R-Square and adjusted R-Square for both variables indicate that the regression model fits the data well. The slight difference between the R-Square and adjusted R-Square values for both variables indicates that the model is not overly complex and is a good fit for the data. Table 5 displays the t-statistics and p-values that indicate the influence of the mentioned research variables. The table is labeled "Table 5. Hypothesis Testing" and includes statistical data such as the original sample mean, sample mean, standard deviation, T statistics, p-values, and decisions about the hypotheses. Table 5 lists three hypotheses labeled as H1, H2, and H3. For each hypothesis, the following components are provided: Original Sample (O): The mean value of the original sample data. Sample Mean (M): The mean value of the sample data used in the test. Standard Deviation (STDEV): a measure of the amount of variation or dispersion in the sample. T Statistics (|O/STDEV|): The computed T statistics for the hypothesis test. P values: the probability of obtaining test results at least as extreme as the observed results, assuming the null hypothesis is true.

The conclusion of the hypothesis test shown in Table 5 indicates whether the hypotheses are supported or not. The important results and conclusions from Table 5 are that all three hypotheses (H1, H2, and H3) have p-values of 0.000, which indicates that the results are statistically significant and the null hypotheses can be rejected. The decision column shows "supported" for all hypotheses, meaning that the evidence supports the alternative hypotheses. The T statistics are sufficiently high for all hypotheses, especially for H3 (52.687), indicating a strong effect size and further supporting the rejection of the null hypothesis. The similarity between the original sample mean and the sample mean for each hypothesis indicates that the sampling method is consistent and reliable. The magnitude of the influence of independent variables on the dependent variables is described as follows: The magnitude of the influence of the SMM variable on FS is 0.638, which means that each unit increase in the SMM variable will have a positive effect on the FS variable of 0.638 units, or 63.8%. The magnitude of the influence of the WQ variable on FS is 0.343, which means that each unit increase in the WQ variable will have a positive effect on the FS variable of 0.343 units, or 34.3%. The magnitude of the influence of the FS variable on FRI is 0.862, which means that each unit increase in the FS variable will have a positive effect on the FRI variable of 0.862 units, or 86.2%.

The findings of this research provide valuable insights into the relationships between key factors in the context of festival destination marketing, particularly the Yogyakarta Cultural Festival (FKY). The main findings related to the studied relationships are as follows: First, the relationship between social media marketing and festival satisfaction: The research finds that the use of social media in the marketing of festival destinations has a positive and



significant relationship with tourists' satisfaction levels with the festival. This indicates that marketing activities through social media can contribute positively to tourists' perceptions and experiences of the festival, ultimately enhancing their satisfaction levels. Second, the relationship between website quality and festival satisfaction: The research findings also indicate that the quality of the festival destination website has a positive and significant relationship with tourists' satisfaction levels. Thank you for the detailed explanation. The research findings provide valuable insights into the relationship between key factors in the context of festival destination marketing, specifically the Yogyakarta Cultural Festival (FKY). In this study, several main findings are relevant: (1) The relationship between social media marketing (SMM) and festival satisfaction (FS): The research shows that the use of social media in destination festival marketing has a positive and significant relationship with tourists' satisfaction levels. Therefore, marketing activities through social media platforms can positively contribute to tourists' perceptions and experiences of the festival, ultimately increasing their satisfaction levels. (2) The relationship between website quality (WQ) and festival satisfaction (FS): The research findings indicate that the quality of the festival destination website has a positive and significant relationship with tourists' satisfaction levels. In other words, website quality can influence tourists' perceptions and positively contribute to their satisfaction levels with the festival. (3) The relationship between festival satisfaction (FS) and festival revisiting intention (FRI): The research finds that tourists' satisfaction levels with the festival have a positive relationship with their intention to revisit the festival in the future. This suggests that visitor satisfaction can play a crucial role in influencing their intention to attend future festivals.

These findings have important implications for the development of destination marketing strategies for the Yogyakarta Cultural Festival (FKY). By considering factors such as social media marketing, website quality, and visitor satisfaction, marketers can develop more effective strategies to enhance visitor satisfaction and promote revisiting intentions for future festivals.

#### IV. CONCLUSION

Based on the previously explained findings, the conclusions of this research can be summarized as follows regarding the examined relationships: First, the relationship between social media marketing and festival satisfaction: The use of social media in destination festival marketing has a significant positive impact on tourists' satisfaction levels with the festival. Therefore, destination festival marketers can utilize social media as an effective tool to enhance tourists' perceptions and experiences of the festival, ultimately increasing their satisfaction levels. Second, the relationship between website quality and festival satisfaction: the quality of the festival destination website also has a significant positive influence on tourists' satisfaction levels with the festival. Thus, efforts to improve website quality can contribute to positive visitor experiences and, ultimately, enhance their satisfaction levels with the festival. Third, the relationship between festival satisfaction and festival revisiting intention: Tourists' satisfaction levels with the Yogyakarta Cultural Festival (FKY) are positively related to their intention to revisit the festival in the future. This indicates that visitor satisfaction plays a crucial role in influencing their intention to attend future festivals. Therefore, the research conclusions emphasize the importance of social media marketing and website quality in influencing tourists' satisfaction with the festival, which, in turn, can influence tourists' intentions to revisit the festival in the future.

#### Theoretical Implications

This study has significant theoretical implications related to the relationship between social media marketing, website quality, festival satisfaction, and the intention to revisit the festival. The following are some of the theoretical implications that can be concluded from this research: *First*, Customer Satisfaction Theory: This study corroborates the theory of customer satisfaction in the context of festivals. The results show that customer satisfaction with festivals is influenced by factors such as social media marketing, website quality, and e-WOM. This confirms the importance of understanding and fulfilling the expectations and needs of festival tourists to increase their satisfaction. *Second*, Word of Mouth (WOM) Theory: The implications of this study also support WOM theory in the context of festivals. The findings show that e-WOM has a positive and significant relationship with festival satisfaction. This suggests that positive recommendations and reviews spread through social media platforms can influence tourists' perceptions and experiences of festivals. *Third*, Theories of Revisiting Intention: This research contributes to the understanding of tourists' intentions to revisit festivals. The results show that festival satisfaction acts as a partial mediator in the relationship between factors such as social media marketing, website quality, and e-WOM and tourists' intention to return to the festival. This suggests that the positive experience gained from the festival can influence tourists' intentions to return in the future. *Fourth*, Social Media Marketing Theory: The implications of this study are also relevant to social media marketing theory. The findings show that the use of social media as a marketing tool can

increase tourists' satisfaction with the festival, which in turn can influence their intention to revisit the festival. This confirms the importance of effective marketing strategies through social media platforms to promote festivals and maintain visitor interest. Thus, this research provides an in-depth understanding of how social media marketing, website quality, festival satisfaction, and intention to revisit festivals are interrelated and impact visitor experience and festival sustainability.

### **Practical Implications**

The practical implications of this study related to the relationship between social media marketing, website quality, festival satisfaction, and intention to revisit the festival can provide the following guidance for practitioners and destination managers: *First*, Social Media Marketing Strategies: Practitioners can use the findings of this study to design effective marketing strategies through social media. By understanding that social media marketing has a positive relationship with festival satisfaction and visitor intention to return, practitioners can focus on developing engaging content and actively engaging with tourists through social media platforms. *Second*, website quality improvement: website quality is also shown to have an effect on festival visitor satisfaction. Practitioners can pay attention to aspects of website quality such as loading speed, user experience, and relevant information to improve the visitor experience. By having a responsive and informative website, tourists are likely to feel more satisfied and interested in returning to the festival. *Third*, Visitor Satisfaction Management: It is important for practitioners to continuously monitor and evaluate the level of visitor satisfaction with the festival. By understanding that visitor satisfaction plays a role in mediating the relationship between factors such as social media marketing, website quality, and e-WOM and tourists' intention to return, practitioners can focus on efforts to improve the visitor experience during the festival. *Fourth*, Loyalty Program Development: The implications of this study also highlight the importance of developing loyalty programs to encourage tourists to revisit festivals. By understanding that festival satisfaction acts as a mediator in the relationship between marketing factors and tourists' intention to return, practitioners can design programs that provide incentives and added value for loyal tourists. By applying the findings and implications of this study, practitioners and destination managers can improve the effectiveness of marketing strategies, increase visitor satisfaction, and encourage tourists' intention to return to the festival on a sustainable basis.

### **Managerial and Policy Implications**

The managerial and policy implications of this study related to the relationship between social media marketing, website quality, festival satisfaction, and intention to revisit the Festival Kebudayaan Yogyakarta (FKY) can provide the following guidance for destination managers and policy makers: *First*, Development of Integrated Marketing Strategies: Destination managers can use the findings of this study to develop integrated marketing strategies that utilize social media marketing and website quality effectively. By understanding that social media marketing and website quality influence visitor satisfaction and intention to return, destination managers can design a comprehensive and coordinated marketing campaign to increase visitor participation and promote the festival more widely. *Second*, Improving the Visitor Experience: The implications of this study highlight the importance of focusing on improving the visitor experience during the festival. Destination managers can pay attention to aspects such as facilities, services, and event programs to ensure tourists feel satisfied and engaged. By improving visitor satisfaction, destination managers can encourage tourists' intentions to return to the festival in the future. *Third*, Optimising the Use of Social Media: Destination managers can leverage the findings of this study to optimize the use of social media as a marketing and communication tool. By understanding that social media marketing has a positive impact on visitor satisfaction and intention to return, destination managers can actively engage with tourists, disseminate relevant information, and build strong relationships through social media platforms. *Fourth*, Sustainable Policy Development: Policymakers can use the results of this study to develop policies that support the sustainability of festivals and tourism in specific destinations. By understanding that visitor satisfaction and intention to return are influenced by factors such as social media marketing and website quality, policymakers can design regulations and incentives that encourage destination managers to sustainably improve service quality and visitor experience. By applying the managerial and policy implications resulting from this study, destination managers and policymakers can improve marketing effectiveness, increase visitor satisfaction, and promote festival and tourism sustainability in their destinations.

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