

# The Role of Digital Marketing and Service Quality on Visiting Decisions for Tourism Development in VUCA Era

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## ABSTRACT

Digital marketing is one of the factors that play an important role in the smooth running of the tourism business in an era of uncertainty that is often called the VUCA Era. The presence of digital marketing supported by good service quality will increase the decision to visit the tourists for tourism development. Therefore, tourism business managers need to pay close attention to the influence and role of digital marketing and service quality in order to increase the number of visitors in order to compete with competitors and survive in this era of uncertainty (VUCA era).

**Keywords:** Digital Marketing, Service Quality, Visiting Decisionas, Touriam Development, VUCA Era.

## 1. INTRODUCTION

Literature research is a type of research that is used in collecting information and data in depth through various literature. Digital marketing in the VUCA era is currently the easiest access to find out information about tourism destinations that someone wants. This can affect the decision of tourists to visit the place they want. According to an article titled "The Influence of visiting decisions on tourist satisfaction at the Bandung Geological Museum" written by Yuliana Pinaringsih Krisutami (2017), a person's decision to choose a tourist attraction is basically one form of decision making (Kristiutami, 2017). Own tourism according to A.J Burkat and S. Medicine (1988) is the movement of people temporarily and over a short period of time to destinations outside the place where they used to live and work, and their activities while at the destination outside the place where they could live and work, and their activities while at the destination (Medklik & Burkart, 1988).

Tourism object is currently growing rapidly with marketing and service systems are increasingly adequate, with IT tourism managers continue to bring innovation in promoting the attraction. In addition to the way of promotion there is something quite important in the quality of the waiter, the quality of the waiter is related to how we serve and entertain tourists to stay comfortable and at home traveling in the place. With good service, polite and friendly make can affect the return visit by employees because they feel cared.

## 2. RESEARCH METHODS

The writing of this article is a literature study or literature research with Systematic Literature Review (SLR) method. Literature study research is a research whose preparation is the same as other research, but the sources and methods of data collection by taking data in the library, reading, recording, and processing research materials (Ir. Melfianora, 2019). Literature research is a type of research that is used in collecting information and data in depth through various literature, books, notes, magazines, other references, as well as relevant previous research results, to get answers and theoretical foundations about the problems to be studied (Yaniawati, 2020).

Based on these various explanations, the author will use literature studies or literature studies with the method of Systematic Literature Review (SLR), so that research can be carried out systematically and organized. Here are some steps that should be done in conducting research authors:

| Stages Of Research | Description Of Stages   |
|--------------------|---|
| First Stage        | The author formulates the question. The following are some questions that the author has formulated:<br><br>1. What is the role and influence of digital marketing on visiting decisions? |

| Stages Of Research | Description Of Stages   |
|--------------------|---|
|                    | 2. What is the role and influence of service quality on the decision to visit?<br>3. What is the role and digital marketing and service quality to the visit decision for tourism development in the VUCA era?  |
| Second Stage       | The author will look for literature studies that are in accordance with the research topic. Literature study search is done using google scholar, sinta, and chrome. The keywords used are "digital marketing", "service quality", "visiting decision", "Tourism Development", "VUCA era".  |
| Third Stage        | The authors looked for literature studies related to research inclusion criteria and avoided articles included in research inclusion criteria. The following are some literature studies related to research inclusion criteria: 1) Digital marketing related articles. 2) Articles related to quality of service. 3) Articles related to visiting. 4) Articles related to tourism development. And 5) Articles related articles VUCA era |
| Fourth Stage       | In the literature search, the author will select the available literature to match the criteria for inclusion and research inclusion, thus obtaining 15 articles.   |
| Fifth Stage        | Researchers collect various articles that have met the criteria for intense review and analysis to find conclusions   |

### 3. RESULTS AND DISCUSSIONS

The following is a Systematic Literature Review (SLR) of the results of various literature studies related to research topics collected in the table:

**Table 1.** Systematic Literature Review (SLR) of has various research literature studies related to research topics

| NO. | Researchers and Years of Research | Article Title   | Research Results  |
|-----|-----------------------------------|---|---|
| 1.  | (Segara et al., 2023)             | The Influence Of Brand Image And Digital Marketing On The Decisions To Visit Tourists To Improve The Community's Economy In Sayum Sabah | Based on (test F), it is known that the variables of branding and digital marketing simultaneously have a positive and significant effect on the decision of tourist visits to improve the economy of the community in Sayum Sabah. The results explained that the variable brand image showed weakness in terms of interest. Therefore, the strategy that must be done to make the brand as a pillar of digital marketing, among others, by improving the structure of branding and tourism promotion, improving the internet network, developing various platforms the contribution of this study is that branding and digital marketing. |
| 2.  | (Ayu, 2021)                       | Pengaruh Pemasaran Digital Dan Citra Destinasi Terhadap Keputusan Berkunjung Pada Wisata Bahari Di Kepulauan Seribu                     | Based on digital marketing variables, the decision to visit marine tourism in the Thousand Islands is made through posts on all social media that are widely used by consumers. The efforts of tourism managers to maximize tourist visits involving the placement of island advertising in certain locations are strategic because one of the visions of the Thousand Islands is as an international destination, according to this review tourist attractions that can attract tourists if able to attract a positive image in the minds of tourists.   |

| NO. | Researchers and Years of Research    | Article Title   | Research Results  |
|-----|--------------------------------------|---|---|
| 3.  | (Napu et al., 2024)                  | Dampak Pemasaran Digital Kepada Keputusan Berkunjung Wisatawan Di Kawasan Cisema  | Based on the data from the study, it can be concluded from digital marketing metrics that increasing advertising efforts through social media will provide significant results. This can be achieved through the promotion of social networks that have a significant positive impact on the number of visitors to Cisema. The results of this study are consistent with the research of Rudiana et al. (2019), who found that the use of digital information technology to create a desire to visit a particular location benefited participants.  |
| 4.  | (Massie et al., 2022)                | Pengaruh Digital Marketing Dan Electronic Word Of Mouth (E-Wom) Terhadap Keputusan Berkunjung Pada Rumah Alam Manado Adventure Park         | Based on the results of research using quantitative research methods with linear regression analysis through the SPSS program, it can be concluded that the two variables, namely digital marketing and electronic word of mouth (E-WOM) partially and simultaneously or together can give a positive and significant influence on the decision to visit in Manado Adventure Park.  |
| 5.  | (Mahardika & Gilang Gusti Aji, 2018) | Implementasi Komunikasi Pemasaran Digital Dalam Promosi Pariwisata (Studi Kasus Pada Kota Wisata Batu)                                      | The key of this research is obtained from information that is quite relevant to matters related to this research. this study uses the type of triangulation which is obtained from several sources and comparative actions between the data generated during the interview and data obtained from observation through social media accounts in batu city, then document data in the form of files or from internet searches.  |
| 6.  | (Sumerta et al., 2022)               | Pengembangan Pariwisata Pantai Merta Sari Sanur Melalui Pemasaran Digital Dengan Konsep Tri Hita Karana Untuk Mendukung Eco Tourism Di Bali | From the results obtained from the service, explained that tourism marketing using digital can provide awerness for the community, especially for foreign or domestic tourists about the facilities and the existence of Tourism owned by Mertasari Beach. Awareness of these tourists can develop the level of interest for tourists to visit Merta Sari Beach. The increase in visits from tourists is certainly inseparable from tourism which must continue to provide a clean, comfortable and beautiful environment in accordance with the concept of weakening in Tri Hita Karana.   |
| 7.  | (Sianipar & Liyushiana, 2019)        | Pemasaran Pariwisata Digital Oleh Pemerintah Kota Sabang  | Marketing through digital media is one of the many marketing activities that have been carried out, for example conducting promotional activities through advertisements, conducting cooperation activities with conventional print media, for example pamphlets and brochures and cooperating with agencies. From research results obtained from the website <a href="https://disbudpar.acehprov.go.id/tag/sabang/">https://disbudpar.acehprov.go.id/tag/sabang/</a> there are 19 News or articles that have been published about tourism in Sabang city in 2019, this shows that publications are starting to be arranged at the tourist level to promote Sabang tourism, which is considered necessary for Sabang City culture and Tourism Office. |

| NO. | Researchers and Years of Research | Article Title  | Research Results   |
|-----|-----------------------------------|--|--|
| 8.  | (Kurnianti, 2018)                 | Strategi Komunikasi Pemasaran Digital Sebagai Penggerak Desa Wisata Kabupaten Wonosobo Provinsi Jawa Tengah  | DISBUDPAR of Wonosobo Regency has prepared a marketingmix and digital communication marketing response stage style, in addition, this is in collaboration with a tourism travel agency in Wonosobo Regency to market the tourism village by posting videos or photos on social media. In addition to building events related to the culture in the tourist village, in the formation of POKDARWIS involving marketing and promotion in social media by establishing good relations with print media, media partners, online and electronic is an obligation to be able to introduce objects in the tourist village |
| 9.  | (Pardimin et al., 2023)           | Improving Digital Marketing Literacy Capability Of Breeders Of Rumah Maggot, Barepan Bangkit Yogyakarta In Facing The VUCA Era                               | This mentoring process activity has resulted in the success of the program objectives include sharing and discussion of business management to overcome business management problems reached 90%, while discussion and practice of network marketing effectiveness, optimization of promotional/advertising media to overcome Marketing media problems reached 90%. this mentoring program needs to be continued and developed after the mentoring program is completed and can be transmitted to other groups of farmers.   |
| 10. | (Lisa & Arrizqi, 2022)            | Digital Solution Sebagai Strategi Dalam Menghadapi Permasalahan Pemasaran Produk Umkm Di Era Vuca Pada Kelompok Pkk Desa Sidorejo                            | Digital solutions as a strategy marketing provide great opportunities for MSMEs to develop better in the future. The community is expected to be able to adapt and take the right decisions in overcoming the problems that arise as an effect of this era, so that it can improve people's lives for the better and can support national economic growth  |
| 11. | (Ghifari & Siregar, 2023)         | The Effect Of Service Quality And Promotion On Visiting Decisions At Betawi Cultural Villages  | In this article, it can be concluded that the results showed that the decision to visit the Betawi cultural village visitors are strongly influenced by the quality of Service and promotion provided. The interest of potential visitors to the location and overall offered can munxul due to the presence of promotional strategies and good management, such as the friendliness of the workers, the appearance of the workers are neat, and the facilities provided.  |
| 12. | (Lapalanti et al., 2023)          | Pengaruh Service Quality Dan Digital Marketing Terhadap Keputusan Berkunjung Pada Obyek Wisata Pantai Botutonuo Kecamatan Kabila Bone Kabupaten Bone Bolango | In this article, it can be concluded that the results of the study showed that the decision to visit Botutonuo Beach is influenced positively and significantly by service quality. Then, the decision to visit Botutonuo Beach is positively and significantly influenced by digital marketing. The decision to visit Botutonuo Beach is influenced simultaneously by service quality and digital marketing.  |
| 13. | (Hadi Saputra & Suryoko, 2018)    | Analisis Faktor-Faktor Yang Memengaruhi Keputusan Berkunjung Di Ekowisata Mangrove Pasarbanggi Kabupaten Rembang   | In this article, it can be concluded that the results of research on 100 respondents showed the decision to visit the mangrove ecotourism Pasarbanggi Rembang Regency influenced by various factors, such as service quality, location, rates, attractiveness, and decision to visit.  |

| NO. | Researchers and Years of Research | Article Title  | Research Results   |
|-----|-----------------------------------|--|--|
| 14. | (Dayrobi & Raharjo, 2020)         | Pengaruh Citra, Daya Tarik, Kualitas Pelayanan Obyek Wisata Terhadap Keputusan Berkunjung Dan Kepuasan Wisatawan Eling Bening Kabupaten Semarang | In this article, it can be concluded that the decision of visiting tourists is positively influenced by the quality of service with a value of 0.292. by the promotion with a value of 0.593. by the quality of Service and promotion with a coefficient of determination of 0.604 which means that together the quality of Service and promotion has a positive and strong influence on the decision to visit, which is 60.4% and the rest is influenced by various other factors outside the study, which is equal to 3.96%. |
| 15. | (Bachtiar et al., 2022)           | Strategi Pengembangan Pariwisata Era Vuca Dengan Pendekatan Vrio   | In this article, it can be concluded that based on the VRIO test conducted on 32 resources, 12 resources were identified as sources of sustainable competitive advantage in Kuningan Regency with resources passing the VRIO test as many as 2 tourism clusters, namely ecotourism and cultural tourism clusters.  |

Based on the Systematic literature Review (SLR) above, it can be seen that the findings obtained show that digital marketing and service quality play a positive role in the decision to visit for tourism development in VUCA era. The first question related to the role of digital marketing to the decision to visit can be answered through previous research. Based on digital marketing variables, the decision to visit marine tourism in the Thousand Islands is made through posts on all social media that are widely used by consumers (Ayu, 2021). Branding and digital marketing variables simultaneously have a positive and significant effect on the decision of tourist visits to improve the economy of the community in Sayum Sabah (Segara et al., 2023). Based on the data from the study, it can be concluded from the digital marketing metrics that increasing advertising efforts through social media will provide significant results through the promotion of social networks that have a significant positive impact on the number of visitors to Cisema, because social networks have long been known as an effective tool for the promotion of destinations, which are also known as social media networks (Napu et al., 2024). How to promote by utilizing technological developments and following the development of tourist interest will facilitate the process of introducing tourist destination (Massie et al., 2022). Of these four journals describes how important digital marketing in the decision to visit or visit a tour, many techniques are done by the creative team of doing traditional and modern marketing such as using ads placed in places of transportation so that the travel brand has a good image and is well known by the general audience. But it needs to be underlined that tourism managers must know their segmentation and target market to maximize promoting on digital networks because it is very influential on tourist interest in visiting tourist attractions.

The second question related to the role and influence of service quality on the decision to visit. The decision to visit the visitors of the Betawi cultural village is greatly influenced by the quality of services and promotions provided (Ghifari & Siregar, 2023). The decision to visit Botutonuo Beach is influenced positively and significantly by service quality (Lapalanti et al., 2023). The results of the study on 100 respondents showed that the decision to visit the mangrove ecotourism Pasarbanggi Rembang Regency was influenced by various factors, such as service quality, location, rates, attractiveness, and visiting decisions (Riyadi & Nurmahdi, 2022). The decision of visiting tourists is positively influenced by the quality of Service (Dayrobi & Raharjo, 2020). The decision to visit is influenced by the quality of service with a value of 0.292 (Ramadhan, 2016). Based on various previous studies, it can be seen that the quality of Service has an influence on the decision to visit. Therefore, the tour manager is expected to maintain and improve the quality of tourist services to provide the best experience to visitors, so that the decision to visit tourists has increased.

The third question related to the role and digital marketing and service quality to the visit decision for tourism development in the VUCA era. Batu city also has internet technology that how to use applications and social media is quite different from cities in East Java (Mahardika & Gilang Gusti Aji, 2018). From the results obtained from the service, explained that tourism marketing using digital can provide awareness for the community, especially for foreign or domestic tourists about the facilities and the existence of Tourism owned by Mertasari Beach (Sumerta et al., 2022). For Disparda Kota Sabang, marketing through digital media is one of the many marketing activities that have been carried out, for example conducting promotional activities through advertisements, conducting cooperation activities with conventional print media, for example pamphlets and brochures and cooperating with agencies (Sianipar & Liyushiana, 2019). From some of these journals explain that social media has a great influence on the development of tourism, digital marketing is currently the easiest, increasing the visibility and awareness of Tourism

and can expand market share. Through digital marketing tourism can build a good reputation and strong branding in the eyes of tourists, tourism actors can improve information about tourism and make it easier to book or access tourism tickets, of course, social media is more cost-effective but with huge benefits and impacts.

Based on the Vrio test conducted on 32 resources, it was identified that there were 12 resources as a source of sustainable competitive advantage in Kuningan Regency with resources passing the VRIO test as many as 2 tourism clusters, namely ecotourism and cultural tourism clusters (Bachtiar et al., 2022). This mentoring process activity has resulted in the success of the program objectives include sharing and discussion of business management to overcome business management problems reached 90%, while discussion and practice of network marketing effectiveness, optimization of promotional/advertising media to overcome Marketing media problems reached 90% (Pardimin et al., 2023). As a marketing strategy, Digital solutions provide a great opportunity for MSMEs to develop better in the future (Pardimin et al., 2023). From these 3 journals, MSME actors can still adapt and still survive in the uncertainty of Ecology, in various ways such as the implementation of programs and socialization especially for MSME actors. Digital marketing is very influential in facilitating MSME operations after COVID 19, which is one of the manifestations of the VUCA era, what needs to be learned is digital marketing such as the use of Instagram, tiktok, Youtube and Google business. In addition to this, MSME actors can collaborate with influencers with this can expand the target market that we want so that our brand can be known by many people. Next, by conducting socialization to every MSME to provide an understanding of what challenges faced by MSMEs in the VUCA era, it is hoped that it can contribute to the community on how MSME actors can survive in the VUCA Era. As a marketing strategy, Digital solutions provide great opportunities for MSMEs to develop better in the future, with digital solutions providing great opportunities for MSMEs to reach a wider target market with this business actors are better prepared to face changes in consumer trends in the VUCA era, just apply digital marketing in accordance with consumer trends that business actors want.

#### 4. CONCLUSION

The use of Digital Marketing is very important for the economy of tourist attractions in Indonesia, not only digital Marketing, Service Quality is also noticed by the creative team of the tourist attractions, with improvements in terms of Digital Marketing and service Quality to support the brand of tourist attractions because this will help the economy of the people around tourism this method is very effective in overcoming challenges in the VUCA era environment. This study shows the positive role of visiting decisions for tourism development, but there are still many applications of Digital Marketing and Service Quality that still need to be improved to build a more tourism image known by local and foreign tourists.

#### AUTHORS' CONTRIBUTIONS

All authors play a role in finding literature reviews, analysis of literature reviews, and conclusions of research results, so that this article can be prepared properly and on time.

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