

UNDERGRADUATE THESIS
ANALYSIS OF E-MARKETING IMPLEMENTATION
ON TOURIST VISITING DECISIONS
AT AAN TOURISM VILLAGE



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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program in
Politeknik Negeri Bali.**



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Ni Luh Putu Dyah Indrayani

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

ABSTRACT

Indrayani, Ni Luh Putu Dyah. (2025). Analysis of E-marketing Implementation on Tourist Visiting Decisions at Aan Tourism Village. Thesis: Tourism Business Management, Department of Tourism, Bali State Polytechnic.

This thesis has been approved and checked by supervisor I Dr. Drs. I Ketut Utama, MA and Supervisor II Dr. Ni Nyoman Sri Astuti, SST.Par. M.Par.

Keywords: E-marketing, tourist decision, social media, website, Aan Tourism Village

This study aims to analyze the implementation of e-marketing and its impact on tourists' decisions to visit Aan Tourism Village. The main focus of the research is to determine how e-marketing is applied through social media and websites, and to what extent these strategies contribute to tourists' decision making in choosing a tourist destination. The research employs a quantitative approach, utilizing a sample of 100 respondents, comprising tourists who have visited Aan Tourism Village and are active social media users. The sampling technique applied is purposive sampling. Data were collected through questionnaires and interviews with the village management to support the findings. The data analysis techniques used are descriptive quantitative analysis and simple linear regression. The results of the study indicate that the implementation of e-marketing has a positive and significant effect on tourists' visiting decisions. A regression coefficient value of 0.834 suggests that every one-unit increase in e-marketing implementation leads to a 0.834-unit increase in tourists' visiting decisions. A significance value of < 0.001 indicates a very strong and significant relationship between the two variables. These findings suggest that digital strategies such as the use of informative and interactive social media and websites can shape positive tourist perceptions and encourage interest in visiting Aan Tourism Village.

ABSTRAK

Indrayani, Ni Luh Putu Dyah. (2025). *Analysis of E-marketing Implementation on Tourist Visiting Decisions at Aan Tourism Village*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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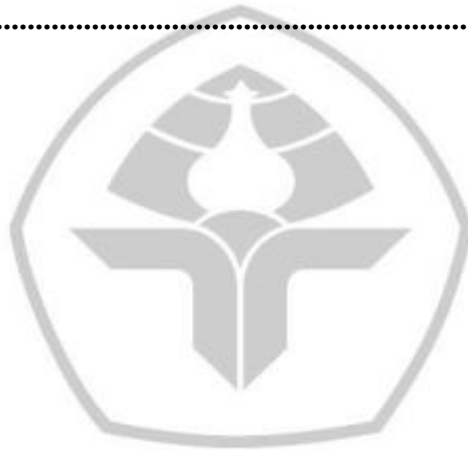
Kata kunci: E-marketing, keputusan wisatawan, media sosial, website, Desa Wisata Aan

Penelitian ini bertujuan untuk menganalisis implementasi e-marketing serta pengaruhnya terhadap keputusan wisatawan dalam berkunjung ke Desa Wisata Aan. Fokus penelitian ini adalah untuk mengetahui bagaimana penerapan e-marketing dilakukan melalui media sosial dan website, serta sejauh mana strategi tersebut berkontribusi terhadap keputusan wisatawan dalam memilih destinasi wisata. Pendekatan yang digunakan adalah kuantitatif, dengan jumlah sampel sebanyak 100 responden yang merupakan wisatawan yang telah mengunjungi Desa Wisata Aan dan merupakan pengguna aktif media sosial. Teknik pengambilan sampel menggunakan metode purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dan wawancara dengan pengelola desa untuk mendukung temuan secara kualitatif. Teknik analisis data yang digunakan adalah analisis deskriptif kuantitatif dan regresi linier sederhana. Hasil penelitian menunjukkan bahwa implementasi e-marketing berpengaruh positif dan signifikan terhadap keputusan wisatawan dalam berkunjung. Nilai koefisien regresi sebesar 0,834 menunjukkan bahwa setiap peningkatan satu satuan dalam implementasi e-marketing akan meningkatkan keputusan kunjungan wisatawan sebesar 0,834. Nilai signifikansi $< 0,001$ mengindikasikan bahwa hubungan antara kedua variabel sangat kuat dan signifikan. Temuan ini memperlihatkan bahwa strategi digital yang dijalankan, seperti penggunaan media sosial dan website yang informatif serta interaktif, mampu membentuk persepsi positif wisatawan dan mendorong minat kunjungan ke Desa Wisata Aan.

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
APPROVAL SHEET	iii
VALIDITY SHEET	iv
LETTER OF FREE PLAGIARISM STATEMENT	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vi
ABSTRAK	viii
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
CHAPTER I. INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions	3
1.3 Research Objectives	3
1.4 Research Significance	4
1.5 Limitations and Scope of Research.....	4
CHAPTER II. LITERATURE REVIEW	6
2.1 Theoretical Basis	6
2.1.1 E-marketing	6
2.1.2 Tourist Visiting Decision	9
2.1.3 Tourism Village.....	12
2.2 Empirical Review.....	13
2.3 Hypothesis.....	19
CHAPTER III. RESEARCH METHOD	21
3.1 Research Location and Period.....	21
3.2 Research Objects	21
3.3 Variables Identification.....	21
3.4 Operational Definition of Variables.....	22
3.5 Type and Data Sources.....	24
3.6 Population and Sample Determination.....	25
3.7 Data Collection.....	27
3.8 Data Analysis	29

CHAPTER IV. RESEARCH FINDINGS AND DISCUSSION.....	38
4.1 General Description of Research Object	38
4.2 Discussion of Research Result	48
4.2.1 The Presentation of Data Processing Result	48
4.2.2 The Implementation of E-Marketing in Aan Tourism Village.	60
4.2.3 How e-marketing impact the decision of tourists to visit Aan Tourism Village	73
CHAPTER V. CONCLUSION AND SUGGESTION	78
5.1 Conclusion	78
5.2 Suggestion	79
REFERENCES.....	80
APPENDICES	84



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 3. 1 Operational Definition of Variables.....	22
Table 3. 2 Likert Scale	28
Table 3. 3 Guideline for interpreting the correlation coefficient	33
Table 4.1 Respondent characteristics based on gender.....	49
Table 4.2 Respondent characteristics based on age	50
Table 4.3 Respondent characteristics based on visit history.....	51
Table 4.4 Validity Test Result	51
Table 4.5 Reliability Test Result.....	53
Table 4.6 Correlation Coefficient Test Result	53
Table 4.7 Normality Test Result	55
Table 4.8 Linearity Test Result.....	56
Table 4.9 Heteroscedasticity Test Result	57
Table 4.10 Multicollinearity Test Result	57
Table 4.11 Simple Linear Regression Analysis Result.....	58
Table 4.13 Partial Hypothesis Test (t-test) Result	60
Table 4.12 Coefficient Determination Test Result	61
Table 4.14 Tabulated results of the accessibility indicator.	62
Table 4.15 Tabulated results of the interactivity indicator.	64
Table 4.16 Tabulated results of the entertainment indicator.....	65
Table 4.17 Tabulated results of the content indicator.	66
Table 4.18 Tabulated results of the credibility indicator.	69
Table 4.19 Tabulated results of the informativeness indicator.	72
Table 4.20 Tabulation of answers from the Visiting Decisions variable.....	75

LIST OF FIGURES

Figure 1.1 Average Number of Tourists Visiting Aan Tourism Village	3
Figure 4. 1 Structure Organization at Aan Tourism Village	40
Figure 4. 2 Aan Secret Waterfall.....	44
Figure 4. 3 I Made Sukanta Wahyu's Museum	46
Figure 4. 4 Water Tubing Aan Tourism Village	47
Figure 4. 5 Homepage of Aan tourism village website.....	63
Figure 4. 6 Posts on Instagram of Aan Tourism Village	68
Figure 4. 7 Online review from tourists Source: TripAdvisor, 2024.....	70



LIST OF APPENDICES

Appendix 1. Research Application Letter	84
Appendix 2. Research Permit Letter	85
Appendix 3. Research Questioner	86
Appendix 4. Interview Guidelines	90
Appendix 5. The results of tabulating data on e-marketing variables.....	91
Appendix 6. The results of tabulating data on visiting decisions variables	93
Appendix 7. Validity test of variable X	96
Appendix 8. Validity test of variable Y	97
Appendix 9. Reliability test of variable X	97
Appendix 10. Reliability test of variable Y	98
Appendix 11. Correlation Coefficient Test Result.....	98
Appendix 12. Normality Test Result	99
Appendix 13. Linearity Test Result	99
Appendix 14. Heteroscedasticity test result	99
Appendix 15. Multicollinearity Test Result.....	100
Appendix 16. Simple Linear Regression Analysis Result	100
Appendix 17. Coefficient Determination Test Result.....	100
Appendix 18. Partial Hypothesis Test (t-test) Result.....	100
Appendix 19. Interview Result	101
Appendix 20. Interview Documentation	106
Appendix 21. Documentation of questionnaire distribution	107

CHAPTER I

INTRODUCTION

1.1 Research Background

In recent years, digital technology has developed rapidly and brought positive changes to the world's business sector. Especially in the field of internet or online media marketing, marketing is referred to as internet marketing. Internet marketing then becomes part of another marketing model, namely electronic marketing (e-marketing). E-marketing is the process of marketing products and services to customers using web media, and also promotion, advertising, transactions, and payments can be made through web pages. By implementing e-marketing, the marketing process can be effective, and efficient, able to reach a wider target market and save costs (Chen 2017).

The digital era made changes to the behavior of tourists in searching and choosing their travel destinations. Most potential travelers, depend on online information to plan their trips. Millennial and Gen Z travelers typically use social media as a source of travel inspiration and booking recommendations (Banda 2024). Social media has developed into a powerful tool for promotion, and travelers said they relied on social media when choosing a travel destination. E-marketing has also been implemented in the tourism sector to promote its products. In Indonesia, especially in Bali. Tourism Village is one of the tourist attractions in Bali is a combination of attractions, accommodations, and supporting facilities that are presented in a structure of community life that blends with the procedures and traditions in society (Wahyuningsih & Pradana,2021). Based on the data taken

from the Ministry of Tourism and Creative Economy, Bali currently has 168 tourist villages with details of 117 pioneer villages, 33 developing villages, 16 developed villages, and 2 independent villages (www.jadesta.kemenparekraf.go.id, 2024). One of the tourist villages in the pioneer category is Aan Tourism Village, Klungkung Regency.

Aan Tourism Village, located in Klungkung Regency, is a tourism village that offers a variety of tourist attractions within an area of $\pm$ 398 Ha. The village harmoniously blends natural and man-made tourism, creating a comprehensive experience for visitors and certified tour guides. Some of the main attractions offered by Aan Tourism Village are Aan Secret Waterfall, Petapan Park, Sukanta Wahyu Museum, Bukit Batu Kembar and Pesiraman Pemplukatan Place (jadesta.kemenparekraf.go.id, 2024).

E-marketing in Aan Tourism Village has been implemented using the social media platform Instagram and the village website to promote its products. This is evidenced by the number of followers of the @dewiaaan.bali Instagram account, which has reached 5,000, the engaging content design, and the presentation of relevant information related to tourist attractions, which makes it easier for tourists to obtain the necessary details. This can indeed attract tourists who travel because it provides interesting content that tourists need. However, even though e-marketing promotion has been implemented, the problem has been found in the area is the decrease in the number of visits to Aan Tourism Village in the last year as seen in Figure 1.1 below:

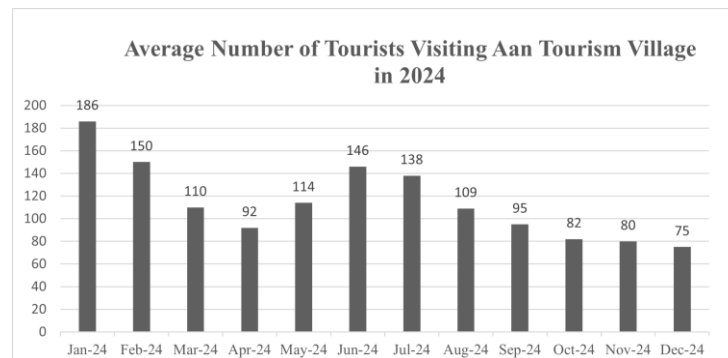


Figure 1.1 Average Number of Tourists Visiting Aan Tourism Village
Source: Pokdarwis Aan Tourism Village, 2025

In this case, GAP found a decrease in the number of tourists' visits even though e-marketing had been implemented. Based on the background of the problems that were found, it is necessary to research the impact of the implementation of e-marketing. This research focuses on the implementation of e-marketing on tourist visiting decisions at Aan Tourism Village, with the title "Analysis of E-Marketing Implementation on Tourist Visiting Decision at Aan Tourism Village."

1.2 Research Questions

Based on the description of the problem that has been described in the background, there is a research question as follows:

1. How is the implementation of e-marketing in Aan Tourism Village?
2. How does e-marketing impact the decision of tourists to visit Aan Tourism Village?

1.3 Research Objectives

Based on the description of the research question previously, the research objectives of this research are as follows:

1. To identify the implementation of e-marketing in Aan Tourism Village
2. To analyze the impact of e-marketing implementation on tourist visiting decisions to Aan Tourism Village

1.4 Research Significance

The research significance that can be taken from this research is as follows:

1. Theoretical Benefits

This research may provide new insights related to how e-marketing affects tourist decisions and can later become additional information for further researchers who want to analyze e-marketing in tourism, especially in tourist villages.

2. Practical Benefits

This research is hoped to be a reference for the management of Aan Tourism Village in optimizing the use of e-marketing as a benchmark for tourists to travel so that it can be more effective in attracting tourists to visit by e-marketing.

1.5 Limitations and Scope of Research

The description of the limitations and scope of this research is used as follows:

1. In this research e-marketing is variable X (Independent) and tourist visiting decision is variable Y (Dependent).
2. The indicators used in this research are as follows:
 - a. E-Marketing: Accessibility, interactivity, entertainment, content, credibility, informativeness.
 - b. Tourist Visiting Decision: Destination area, traveling mode, time and cost, sources of service.

3. This research only focuses on the implementation of Instagram and Website e-marketing in Aan Tourism Village.
4. The focus of this research is the implementation of e-marketing in Aan Tourism Village. The sample used for this research target is tourists who will travel, have visited the Aan Tourism Village, and people who have seen the promotion on the Instagram and website of Aan Tourism Village.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Based on the results of the descriptive analysis of all indicators used to assess the implementation of e-marketing at Aan Tourism Village, it can be concluded that the overall perception of tourists is very positive. All indicators Accessibility, Interactivity, Entertainment, Content, Credibility, and Informativeness received average scores above 4.0 and percentages ranging from 80% to 87%, which fall into the “Strongly Agree” category. Among the six indicators, Informativeness obtained the highest average score of 4.4, indicating that the detailed information provided through Instagram and the website plays a crucial role in helping tourists plan their visits. Content and Credibility followed closely with high scores, showing that the quality and trustworthiness of the digital materials are well perceived. Meanwhile, interactivity scored slightly lower, with an average of 4.0 (80%) on the responsiveness of social media and website admins within 24 hours.
2. The implementation of e-marketing has a significant and very strong influence on tourists' decisions to visit Aan Tourism Village. This is proven by the results of a simple linear regression test, which shows a correlation coefficient value of 0.823, which is classified as strong, and a significance value of 0.000 (<0.05), meaning that (H_a) is accepted. E-marketing indicators such as accessibility, interactivity, content, credibility, and informativeness obtained high average scores above 4.0, indicating that the digital content presented through social

media and websites can attract attention and meet tourists' information needs. The respondents' responses to the visit decision indicators also showed high scores, reflecting that e-marketing has successfully formed positive perceptions that encourage tourists' actual decisions to visit. These findings are consistent with previous research stating that e-marketing and its indicators have a significant influence on visit decisions.

5.2 Suggestion

Based on all the results of the discussion and research that have been described, suggestions can be given:

1. It is suggested that Aan Tourism Village enhances the responsiveness of social media and website admins to ensure faster and more consistent interaction with tourists. Additionally, maintaining and continuously updating high-quality, informative content will further strengthen the effectiveness of e-marketing efforts.
2. To further strengthen the impact of e-marketing on tourists' visiting decisions, it is important for Aan Tourism Village to continuously improve and innovate its digital marketing strategies. This includes maintaining high-quality, accessible, and interactive content, enhancing credibility through authentic testimonials, and ensuring timely communication with potential visitors. Regular evaluation and adaptation to current digital trends will help sustain tourist interest and increase visitation rates.

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