

DIGITAL MARKETING: THE IMPLEMENTATION OF DIGITAL ADVERTISING PREFERENCE AND DIGITAL CONSUMER NEEDS

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ABSTRACT

The implementation of digital media for marketing is increasing, given its impact on corporate brands and consumer interest. Digital advertising is used by the tourism industry with the goal of branding and visiting interest by the tourism. Based on the phenomenon of the problem, this study aims to examine the implementation of digital marketing in tourism in supporting consumer brand awareness and tourism visiting intention. Digital marketing in tourism is studied from two sides, namely digital consumer needs and digital advertising preferences. The study was conducted through a survey of 205 consumers in the city of Bandung (Indonesia) who had received advertising information through digital marketing. Data from consumers as tourism candidates were obtained through quantitative questionnaires and processed through SmartPLS to test research models and research hypotheses. The results of model testing found that digital advertising preference has a relationship with increasing consumer brand awareness. Besides that, consumer brand awareness can be a good mediation between digital consumer needs, digital advertising preferences and tourism visiting intentions. Directly, tourism visiting intentions can be supported by digital consumer needs and digital advertising preferences. Finally, a model was found related to the implementation of digital advertising preferences and digital consumer needs in supporting consumer brand awareness and tourism visiting intention. The findings in this study are important information for marketers in the tourism industry, where the implementation of digital marketing through advertising and understanding consumer needs provides opportunities for tourism intention.

Keywords: *Digital Consumer Needs, Digital Advertising Preference, Consumer Brand Awareness, Tourism Visiting Intention.*

1. INTRODUCTION

Management Information System (MIS) in the company is a good and effective supporter [1]. The reason is that the company's performance improvement is fully supported by the implementation of technology in MIS [2]. Companies are competing in implementing technology to increase competitive advantage, one of which is related to digital marketing [3]. Many benefits can be found with the implementation of digital marketing, one of which is corporate image and asking consumers to choose products or services [4]. Currently, the use of digital marketing

continues to increase with the ultimate goal of increasing product value and corporate image [5]. The implementation of digital marketing provides two-sided assessments from consumers, such as digital advertising preferences and digital consumer needs. Digital advertising preference arises because of advertising that uses digital media that is received directly by consumers. Digital advertising enters all digital media, both mobile apps, e-mail, web sites and social media [6]. Consumers directly give preference to digital advertising.

Digital advertising is basically used by companies today because of its better reach and

effectiveness [7]. Consumers can be more easily reached from all regions and all online platforms, and consumers can easily access online to receive advertising information. In the end, the level of consumer preference emerges for the advertising delivered. On the one hand, consumers also have wants that need to be met for their basic needs, so it is not uncommon for consumers to look through digital platforms to fulfill their needs [8]. This is in line with the purpose of digital marketing as a medium for providing information needed by consumers for the products or services needed. Basically, consumer needs can be identified easily through a theory known as Maslow's needs analysis [3]. Consumer needs have similarities when viewed from the level, as well as the need for digital media that has a level of need. In the end, digital media through digital marketing has become the media that consumers need in finding information to meet the need for digital [4], [9], [10].

Digital needs, known as digital consumer needs, have a good relationship with the value considered by consumers for products and companies [11], [12]. It is immediately known that it is important to examine digital consumer needs in order to explain the level of consumer brand awareness [13], [14]. On the one hand, it is also known that consumer preferences for digital media provide the best assumptions to increase consumer awareness [15]. Likewise, the digital advertising preference received by consumers has a good impact on the company's image [4], [10], [16]. Examining the phenomenon of digital media, it is interesting to examine consumer brand awareness in relation to digital consumer needs and digital advertising preferences. Especially in the service industry such as tourism, where advertising information through digital media has a huge impact on consumer behavior [17]. This means that the need for information through digital marketing in industrial tourism has its own charm, because the needs of consumers to determine tourist destinations are more determined from the pattern of retrieval of information through digital media.

It is clear that digital marketing is an important part of the tourism industry, with advertising carried out by destination managers through digital media [18], [19]. Besides, there is a habit of consumers seeking information on tourist destinations through digital media. The relationship between digital advertising preferences and digital consumer needs ultimately provides an opportunity to increase consumer interest in visiting as tourists in tourist destinations [4], [16], [20]. However, it cannot be

forgotten that the consumer's choice to become a tourist in a tourist destination is determined to be large because of the good image of the destination through consumer brand awareness [13]. Recognizing the phenomenon of the problems described previously related to digital marketing and consumer behavior, this study focuses on examining the relationship of consumer brand awareness to tourism visiting intention through support from digital consumer needs and digital advertising preferences. This research has an appeal, which examines the impact of the implementation of digital marketing on the service industry, namely tourist destinations based on the behavior of digital needs and digital preferences. The final goal of this study is to find the right model for the tourism industry related to digital consumer needs and digital advertising support for consumer brand awareness and tourism visiting intention.

2. LITERATURE REVIEW

The study focused on discussing several variables including digital consumer needs, digital advertising preferences, consumer brand awareness and tourism visiting intention. Through a literature review, the theory underlying and measuring variables as well as a review of previous research is discussed, so as to be able to form a research hypothesis design.

2.1 Digital Consumer Needs

Consumer needs continue to develop along with the times and offers from companies for products and services [21]. So it is deemed necessary to continue to understand consumer needs, in order to be able to create products or services in accordance with consumer desires [22], [23]. With regard to digital, it means that consumer needs for information from digital platforms. This need is the basis for the company to continue to study and try to meet consumer needs. Because consumers have turned to digital media, it means that companies need to adjust themselves to align with digital consumer needs.

A lot of information is obtained by consumers through digital platforms, this can be summarized in several consumer needs in line with Maslows' theory [3]. First, it is explained that consumer needs are related to psychological needs, namely basic needs related to psychology [24].

Consumers have fundamental needs that are external in nature such as eating and drinking. These needs of course need to be assisted with digitalization, for example ordering food or finding minimal information that is in line with their needs digitally [4], [25]. At least in the early stages, namely psychology, basic needs related to food or drink information are met. Digitalization is certainly present to support these needs. Furthermore, the second need is known as safety, namely the consumer's need for a sense of security and comfort [26]. This need is needed as a second stage after the psychological needs are met. Safety in this case is the digital platform as a medium used by consumers in finding information. Furthermore, the third is known as the need for love or better known as a sense of being recognized by the surrounding environment so that harmony occurs [27]. This stage also appears when transacting through the digital platform, namely the feeling of feeling happy with the digital platform that he assesses.

The next stage is esteem needs, namely the need to be appreciated by family, friends or the environment [28]. Not all of these needs are needed, but on a digital platform, consumers need privacy so that they feel valued for all transactions that are carried out. The last is self-actualization which is related to the final achievement of consumer needs [29]. Consumers always want to be seen as useful human beings and with the existence of technology and digital media, of course, some consumers consider the media as a source of self-actualization. The conclusion of the presentation explains several measurements of digital consumer needs including focusing on physiological needs, safety needs, love needs, esteem needs to self-actualization needs. [30].

2.2 Digital Advertising Preference

Digital marketing through digital advertising has a good impact on companies in finding and expanding market share [31]. The main media in digital advertising is an online platform which is in fact a consumer need today, so that consumer judgments about digital advertising emerge [9]. In general, digital advertising is accepted through several platforms such as computers, notebooks, smartphones or tabs, all of which have become part of the consumer activity tool. [32]. The platforms used by consumers are in fact more on web sites and social media [6].

The content in digital advertising is very varied and tailored to the market focus [33]. The company continues to strive to provide the best content so that digital advertising has a better impact on the company's image. In the end, activities in digital advertising raise an assessment from consumers, known as preferences [16]. Good preferences from consumers certainly provide opportunities for consumer interest in the products or services offered [9]. There are many benefits of implementing digital advertising, including the effectiveness of reaching the market. So it is necessary to pay attention to the wants and needs of the market related to the expected advertising [34]. Basically, advertising is related to information about products or services that are delivered through media, both online and offline [32]. The message in advertising is persuasive with the aim of providing value to the product and company image [6]. Examining digital advertising and consumer behavior, it seems important to examine consumer preferences with the aim of explaining the value of consumer brand awareness.

Consumer preference is actually considered as a behavior from consumers that is raised by liking or disliking the product or service being judged [35], [36]. If it is continued with advertising preference, it means that it is related to advertising that is judged by consumers on the value of products or services [32]. So it can be concluded that digital advertising preference is an assessment from consumers of the advertising media delivered by the company digitally. Implementation of digital advertising preference on consumer behavior, especially on brand awareness and consumer interest [37]. Several previous research studies have added the advantages of digital advertising that can increase the value of the company's products and brands [6], [38], this is known as consumer brand awareness. In fact, digital advertising preference in general can be assessed from several measurements including search engine advertising, interactive advertising, opt-in advertising, social media networks, and mobile advertising [16], [34], [39].

2.3 Consumer Brand Awareness

In consumer behavior, it is known as brand awareness or what is known as consumer concern for the brand of one company [40]. Brands are usually known and judged by consumers with several choices of circumstances, can be related to logos, colors, taglines or products that are considered unique by consumers [41]. The importance of companies paying attention to brands that can be recognized by consumers, because every

consumer choice is often associated with a familiar brand [42]. Currently, consumers have been attacked by the emergence of many brands, so that consumers are diverted to focus on choosing products from many brands [43]. Examining this situation, a strategy is needed to maintain the company's brand position through brand awareness. Brand awareness is related to the process, because it is obtained by the company in a short time [44], [45]. So that creating brand awareness is not easy, it requires consistency from marketer education to consumers. The company considers that the implementation of corporate competition requires a good brand, because the brand is the main evaluation of consumers when making a purchase [46]. It is clear from the company's evaluation in assessing performance, one of which is the achievement of brand awareness from consumers [41].

There are many strategies in building consumer brand awareness, which can be done through digital advertising [37]. Persuasive messages received by consumers provide opportunities for the creation of brand awareness [32]. So that it can be explained the importance of using digital marketing through digital advertising in supporting the achievement of brand awareness. On the other hand, it is known that brand awareness is important when talking about consumer interest or consumer choice of products [47]. In general, it is said that consumer brand awareness can be assessed from several things including being aware of the brand, identify of brand, remember of brand, know of brand, and easy to search of brand [48].

2.4 Tourism Visiting Intention

Tourism visiting intention is part of consumer behavior which actually talks about consumer interest [49]. This interest is associated with visiting tourist destinations, so it is said to be tourism intention. In general, it is known that the theory of consumer intention is the interest of consumers to choose the product or service being assessed [50]. So that tourism intention is related to interest in its services. There is no difference from interest in products and services, so both have the same assessment which is known as measurement of consumer interest or tourism intention measurements [49], [51].

There are many factors that can increase tourism visiting intention, including information through digital related to digital advertising preferences and consumer brand awareness [14], [52], [53]. Especially in the current digital era

where technology is a daily need for consumers, digital information is the main recommendation before making choices in tourist destinations [54]. It was more clearly emphasized in previous studies that digital advertising is able to change tourism visiting intentions, because the value of digital advertising is valued more by tourism. Furthermore, it is also known that brands from tourist destinations that are judged by consumers have a good impact on tourism intention [16], [23], [55]. There are several measurements commonly used by companies related to tourism visiting intentions, including intent to visit, expect to visit, glad to visit, want to visit and plan to visit [49], [56], [57].

Based on previous studies, it is known that consumer brand awareness can be well supported by digital consumer needs [42], [58] and digital advertising preferences [4], [52], [59]. On the other hand, it is said that consumer brand awareness has a good relationship in increasing tourism visiting intention [21], [60]. And it is directly said that digital consumer needs and digital advertising preferences have a positive relationship with tourism visiting intention [4], [61]–[63]. Reviewing from previous research studies, it becomes an assumption in the current study with the following research hypothesis design.

Hypothesis 1. Digital consumer needs have positive impact to consumer brand awareness.

Hypothesis 2. Digital advertising preference have positive impact to consumer brand awareness.

Hypothesis 3. Consumer brand awareness have positive impact to tourism visiting intention.

Hypothesis 4. Digital consumer needs have positive impact to tourism visiting intention.

Hypothesis 5. Digital advertising preference have positive impact to tourism visiting intention.

3. METHODS

This study focuses on four variables, namely digital consumer needs, digital advertising preference, consumer brand awareness, and tourism visiting intention. These variables are assessed by several measurements, for digital consumer needs assessed from physiological need, safety need, love need, esteem need to self-actualization need [30]. Meanwhile, digital advertising preference is assessed from search engine advertising, interactive advertising, opt-in advertising, social media networks, and mobile advertising [16], [34], [39].

Brand awareness is assessed from being aware of brand, identify of brand, remember of brand, know of brand, and easy to search of brand [48]. The measurement of visiting intention is assessed from intent to visit, expect to visit, glad to visit, want to visit and plan to visit [49], [56], [57]. The final goal is to find a model that explains the strategy to achieve tourism visiting intention through digital marketing support. To analyze the model of tourism visiting intention, data was collected through quantitative questionnaires with predetermined answers, namely "1" for strongly disagree criteria and "5" for strongly agree criteria.

Data from consumers were taken randomly through online surveys, and consumers who filled out the questionnaires found 205 data. Previously, it was stated that consumers who filled out questionnaires were consumers who had received information through digital advertising, so the answers given were based on their experiences related to tourist destinations. The consumers are selected only in the city of Bandung (Indonesia). Data from consumers is then processed through SmartPLS to test the research model by testing the validity through Inner and Outer Tests and testing research hypotheses. Based on the literature review, five research hypotheses were found, all of which were tested through p-value evaluation.

4. RESULT AND DISCUSSIONS

Based on the results of the distribution of the questionnaire where it is known that there are 205 data. Furthermore, the data is processed in one process through SmartPLS with two tests, namely

through the PLS Algorithm to explain correlation values and Bootstrapping to explain research hypotheses through p-values. In this study, the profile of the respondents is not explained, considering that the focus of the study does not examine the background of consumers as tourism candidates.

The explanation of the research results is presented first through Figure 1, where the relationship between variables is known. All positive values between variables with the assumption that the research model is in line with the research objectives are able to support the creation of tourism visiting intention. Furthermore, tests are presented to explain and evaluate the research model through the Inner and Outer Tests whose results are shown in Table 1, Table 2 and Table 3. First, the Outer Test is examined from Table 1, where all research instrument values are able to explain latent variables with values above 0, 6, except for one indicator item in digital advertising preference.

However, this does not interfere with the overall Outer Test results. This value is in line with the results in Table 3, where all items meet the requirements for the outer loadings value. Second, the Inner Test can be evaluated through Table 2, where the evaluation of the known values of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted. All values are said to be accepted and meet the requirements of the Inner Test. By examining the results of the Inner and Outer Tests, the research model attached in Figure 1 can be accepted and analyzed further.

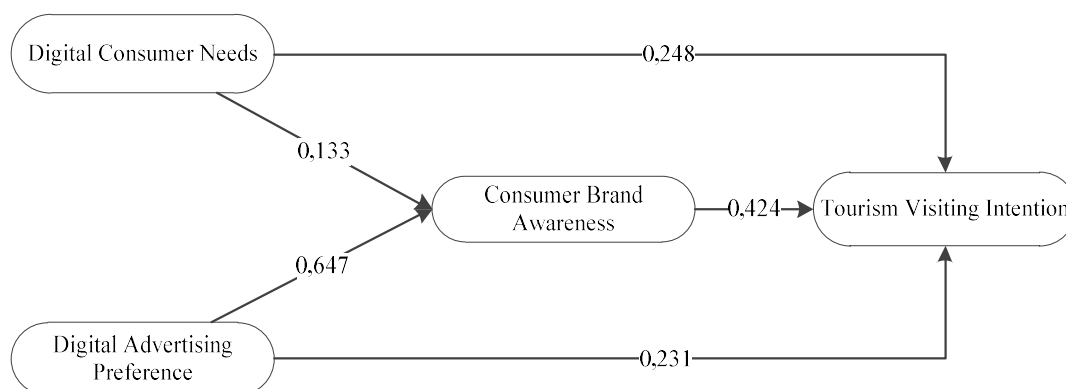


Figure 1: Research Model

Table 1: Values of Outer Loading

Items	Digital Consumer Needs	Digital Advertising Preference	Consumer Brand Awareness	Tourism Visiting Intention
X11	0,812			
X12	0,750			
X13	0,820			
X14	0,849			
X15	0,824			
X21		0,685		
X22		0,697		
X23		0,098		
X24		0,765		
X25		0,671		
Y1			0,693	
Y2			0,834	
Y3			0,847	
Y4			0,801	
Y5			0,725	
Z1				0,829
Z2				0,835
Z3				0,798
Z4				0,888
Z6				0,832

Table 2: Reliability and Validity Results

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Digital Consumer Needs	0,871	0,906	0,659
Digital Advertising Preference	0,580	0,739	0,400
Consumer Brand Awareness	0,839	0,887	0,612
Tourism Visiting Intention	0,893	0,921	0,701

Table 3: Outer Loading Results

Items	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X11<- Digital Consumer Needs	0,037	21,650	0,000
X12<- Digital Consumer Needs	0,044	17,216	0,000
X13<- Digital Consumer Needs	0,031	26,261	0,000
X14<- Digital Consumer Needs	0,020	42,526	0,000
X15<- Digital Consumer Needs	0,030	27,291	0,000
X21<- Digital Advertising Preference	0,052	13,171	0,000
X22<- Digital Advertising Preference	0,052	13,339	0,000
X23<- Digital Advertising Preference	0,102	0,963	0,336
X24<- Digital Advertising Preference	0,070	10,953	0,000
X25<- Digital Advertising Preference	0,041	16,396	0,000
Y1<- Consumer Brand Awareness	0,051	13,642	0,000
Y2<- Consumer Brand Awareness	0,024	35,052	0,000
Y3<- Consumer Brand Awareness	0,029	29,686	0,000
Y4<- Consumer Brand Awareness	0,033	23,951	0,000
Y5<- Consumer Brand Awareness	0,048	15,232	0,000
Z1 <- Tourism Visiting Intention	0,028	30,065	0,000
Z2 <- Tourism Visiting Intention	0,031	26,609	0,000
Z3 <- Tourism Visiting Intention	0,029	27,214	0,000
Z4 <- Tourism Visiting Intention	0,018	49,108	0,000
Z6 <- Tourism Visiting Intention	0,031	26,714	0,000

Table 4: Hypothesis Results

Hypothesis	T Statistics (O/STDEV)	P Values
Digital Consumer Needs -> Consumer Brand Awareness	2,246	0,025
Digital Advertising Preference -> Consumer Brand Awareness	4,394	0,000
Consumer Brand Awareness -> Tourism Visiting Intention	11,427	0,000
Digital Consumer Needs -> Tourism Visiting Intention	3,063	0,002
Digital Advertising Preference -> Tourism Visiting Intention	5,444	0,000

4.1 The Support of Digital Advertising Preference

The results of the study note that there is a relationship between variables. In terms of brand awareness, it is known that digital advertising preference is able to change positive things from consumer assessments. These results are based on the exposure in Figure 1, where there is a correlation value between digital advertising preference on consumer brand awareness of 0.647. This means that the higher the value of digital advertising carried out by the company, the better in achieving consumer brand awareness. This is different from the support from digital consumer needs which does not have a significant impact on consumer brand awareness. So it can be concluded that consumer brand awareness can only be changed if it is related to digital advertising, while consumer needs for digital platforms do not have an important role.

The results of this study are in line with previous research which explains that consumer views on digital platforms are very good, especially on targeted advertising through several media such as websites, email and social media [4], [42], [61]. In the end, these activities were well received by consumers and were able to stimulate the creation of brand awareness from consumers. Especially in the tourism industry that sells services, advertising on digital platforms is the main focus that consumers look for before visiting [4]. Consumers as tourism candidates need a lot of advice and input on tourist destinations through various advertisements. On the other hand, consumers also assess all input directly from social media which provides directly related recommendations to the tourism industry. The study in this research section is confirmed through the test results on the research hypotheses that have been summarized in Table 4. Based on the results of the hypothesis test, it is known that the relationship between digital advertising preference and consumer brand awareness is very close with a p-value below 0.005. This is different from the relationship between digital consumer needs, where the p-value is above 0.005 or not significant.

Recommendations from the research results are submitted to companies engaged in the tourism industry in particular or the service industry. Based on the findings of this study, it is said that there are benefits from implementing digital marketing through digital advertising to support the creation of brand awareness that is assessed by consumers. So that recommendations for the industry can use digital marketing implementation to support the achievement of the company's brand. There are many ways to implement digital marketing, in this study only two sides of consumer behavior are examined, so that it becomes input for further research examining from other sides such as e-service quality, which seems based on previous studies plays an important role in brand and consumer interest.

4.2 The Impact of Consumer Brand Awareness to Visiting Intention

The results of this study are based on the research model in Figure 1, where in Figure 1 it is known that there is good support from consumer brand awareness on tourism visiting intention. It is clear in Figure 1 that the value of consumer brand awareness is quite good with a correlation value of 0.424. From these results, it is explained that consumer brand awareness if achieved properly will support consumer interest in becoming tourism in certain destinations. Brands remain the main concern for consumers because based on previous support, brands can occur when consumers have received information through digital advertising.

The findings from this research section are in line with previous studies where it was specifically explained in the tourism industry that tourism intention is the main goal in tourism studies to be explored more deeply, there are many ways and it is best if it is supported by brands from tourist destinations [51], [64]. In fact, brands are not easy to create because they require time and consistency from destinations in conveying tourism information through digital advertising [57]. At this stage, the results are in line with the results of the research hypothesis testing which have been summarized in

Table 4. The results confirmed that there is a significant relationship between consumer brand awareness and tourism visiting intention. It seems clear that the current research complements the previous research, the difference is another support of consumer behavior on digital platforms. The research findings certainly provide recommendations for companies that use brand awareness as a marketing strategy. Where the model assumptions in this study provide important input on increasing tourism visiting intention.

4.3 The Antecedent of Tourism Visiting Intention

The final discussion of the research is presented in the antecedent section of tourism visiting intention. Based on the results in Figure 1, it is known that there are three variables that have a relationship with tourism visiting intention. First, in terms of digital marketing, which is represented through two behaviors, namely digital consumer needs and digital advertising preferences, it is clear that both have a relationship with tourism visiting intention. It is directly known that digital consumer needs have a positive relationship with tourism visiting intention of 0.248. Based on this value, it can be explained that there is support from digital consumer needs on consumer interest in the end, especially in the tourism industry.

Consumers in this case tourism are always looking for information digitally, in order to meet their needs for information related to tourism destinations. A lot of information and input from digital platforms is received by consumers, because digital media is presented through several tools such as computers, smartphones or notebooks. Where all these platforms have become familiar items used by consumers in their activities. Based on the activities that occur from consumers, it is finally known the reason that digital consumer needs do have a good relationship with consumer interests. Because consumer interest begins with information searches carried out by consumers on digital platforms. The second finding is known from the results in Figure 1 that tourism visiting intention can also be changed by the presence of digital advertising preferences. The correlation value found is 0.231 which is actually in line with the first finding that digital advertising provides opportunities to increase consumer interest in this case tourism visiting intention..

On the one hand, digital consumer needs have a relationship with tourism visiting intentions in line

with previous research studies. Where interest depends from the beginning of consumers in seeking information [49]. Furthermore, on the other hand, it is also known that the relationship of digital advertising preference has a good impact on tourism visiting intention. These results are also in line with previous research studies, where the importance of digital advertising as the beginning of brand creation and consumer interest [4], [65]. In this finding, it is clear that the implementation of digital marketing through digital consumer needs and digital advertising preferences has good support for increasing tourism visiting intentions. The results in this study have been confirmed by hypothesis testing which has been summarized in Table 4, where the fourth hypothesis and fifth hypothesis can be accepted. It is further suggested that companies are deemed necessary, especially in the tourism industry in implementing digital marketing, because of their impact on consumer behavior. Because the tourism industry is included in services that are inherently related to other services related to technology in digital marketing.

Furthermore, the last one from Figure 1 shows that consumer brand awareness has an important role in tourism visiting intention. This has been explained in a previous study that explains the existence of a good relationship and important support from consumer brand awareness [66]. Based on the analysis of the results of this study, it is clear that there are antecedent factors of tourism visiting intention which consist of digital consumer needs, digital advertising preferences and consumer brand awareness. The final findings of this study explain the existence of a research model related to tourism visiting intention which is influenced by consumer brand awareness and support from digital consumer needs and digital advertising preferences. Suggestions that can be submitted to companies in implementing digital marketing are the use of mediation from brand awareness, because support from brand awareness has its own attraction for tourism visiting intentions. However, it should be noted that not all digital behaviors are discussed in the study, so that it becomes a recommendation for further research in order to sharpen the results of current research.

5. CONCLUSIONS

The research objective is in line with the results of the study which explains the support of digital consumer needs and digital advertising preference on tourism visiting intention with mediation support from consumer brand awareness. The

discussion focused on consumers with the service industry, namely the hospitality area. So that the consumer behavior studied focuses on consumer behavior as tourism who accepts and evaluates digital marketing results. Based on the results of the study found a relationship between all consumer behavior with the ultimate goal of tourism visiting intention. On the consumer brand awareness side, it can actually be controlled only from one side, namely digital advertising preference, because good advertising with content that is in line with consumer desires provides opportunities for consumer brand awareness to be achieved. In contrast to digital consumer needs, because it does not have a significant impact. But on the other hand, it was found that digital consumer needs and digital advertising preferences directly have a good impact in shaping tourism visiting needs. Another interesting finding from this study is the support from consumer brand awareness, because it is able to form tourism visiting intentions. The conclusion that can be determined is the support from digital marketing through advertising and consumer need as well as the creation of brand awareness that can increase tourism visiting intention. The discussion in this study focuses on two digital marketing behaviors, namely digital consumer needs and digital advertising preferences. Where the results need support from brand awareness mediation to support tourism visiting intention. This means that this research has limitations on the scope of digital marketing, so it is recommended for further research to examine other digital behaviors. As well as the reach of respondents, which needs to be expanded not to focus on one city. It is hoped that further research can strengthen the current study model.

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