

Effectiveness of Content Marketing in Sustainable Tourism Destinations in Digital Marketing

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Abstract

The selection of tourist attractions has many general and specific reasons in determining it. The attractions offered are one of the solutions for determining the selection of tourist attractions. Karo is one of the regencies in Indonesia that has many natural tourist attractions. The primary issue with natural tourist attractions is the lack of a clear signal and an unkept environment. Some tourists visit tourist attractions based on ratings and reviews given by previous tourists, descriptions and high/low values influence their decision to come. Marketing content is a form of campaign to attract tourists to tourist attractions, but is everything displayed in the content in accordance with the reality at the tourist attraction? Do tourists get satisfaction after visiting the tourist attraction? This study aims to determine the extent of the influence of content's ability to create tourist satisfaction, assisted by smart tourism and a technology-based environment, as well as technological readiness, on tourists visiting tourist attractions in Karo Regency, based on their exposure to digital marketing content. This study uses crosstabulation data descriptions and analysis models Structural Equation Model (SEM). The results of the study showed that there was an influence Perceived Smart Tourism and Perceived Smart Environment has a positive and significant effect on Online Satisfaction Tourism through Affective Content. The profile of tourist respondents who visited this study was dominated by the age of 21-30 years who were students/university students, motorcyclists, social media users who traveled with friends with incomes <Rp. 500,000 who provided 10% of their income for traveling. They were those who stayed at tourist attractions for 1-2 days in nature tourism and stated that the cleanliness and public facilities of tourist attractions were still very minimal.

Keywords: Digital Marketing, Marketing Content, Smart Tourism, Smart Environment, Technology Readiness and Online Satisfaction of Tourists

1. INTRODUCTION

Nowadays, travel is the right of every society to fulfill the need for appreciation or self-actualization. Travel today has shifted its needs to become social needs and even become basic needs of society and must be fulfilled. Some people choose school holidays or the end of the year to fulfill their travel as tourists, because the time for family members, couples or friends to travel is difficult to adjust. Tourism is an activity to have fun, expand knowledge, and so on, done by traveling to a certain place, then tourists are the people who do it.

In carrying out their tourism activities, tourists at the initial stage will determine the purpose of the trip and this will correlate with the determination of the partner, family or friends who will be invited to travel first, then the determination of the tourist attraction to be visited and how to get there. The selection of tourist attractions has many general and specific reasons in its determination. The attractions offered are one of the solutions for choosing the tourist attraction. In the next stage, tourists begin to think about how much they will spend on the tourist attraction they are going to, this is closely related to how long they spend on the tour.

The government in 2025 has increased the Value Added Tax (VAT) by 12% which has a major impact on the growth of product prices that increase in each supply chain to consumers [1]. The 12% rate does not mean only an increase of 1% from 11% (the previous year's rate), but consumers must pay a rate of 9% of the previous goods tax rate (11%). This happens in one goods cycle. What if the cycle is in several supply chains, the products offered will experience a significant price increase. For tourism managers, food and beverage products, accommodation supporters, lodging and products that have a high supply chain will increase so high. This will be the basis for determining expensive tourism rates and is not profitable for tourists, especially since the benefits of taxes (12% rate) cannot be felt directly by tourists and tourism managers. The tourism industry plays an important role in improving the welfare and happiness of the community.

Karo is a highland district with a dominant mountainous landscape that stretches 2,206 square kilometers with the majority of the Karo tribe, Karo district has a famous destination city, namely Brastagi City. This city is very famous because it is the center of the market and transactions between villages which are flanked by various natural tourist attractions, especially Mount Sinabung and Mount Sibayak and the caldera which adds Karo to being the prima donna of North Sumatra. In Karo district alone, there are 33 tourist destinations that are often visited by the public and will continue to grow, because they are discovered and created by tourist attraction managers. This is expected to be sustainable income for Karo and improve the tourism climate in the area.

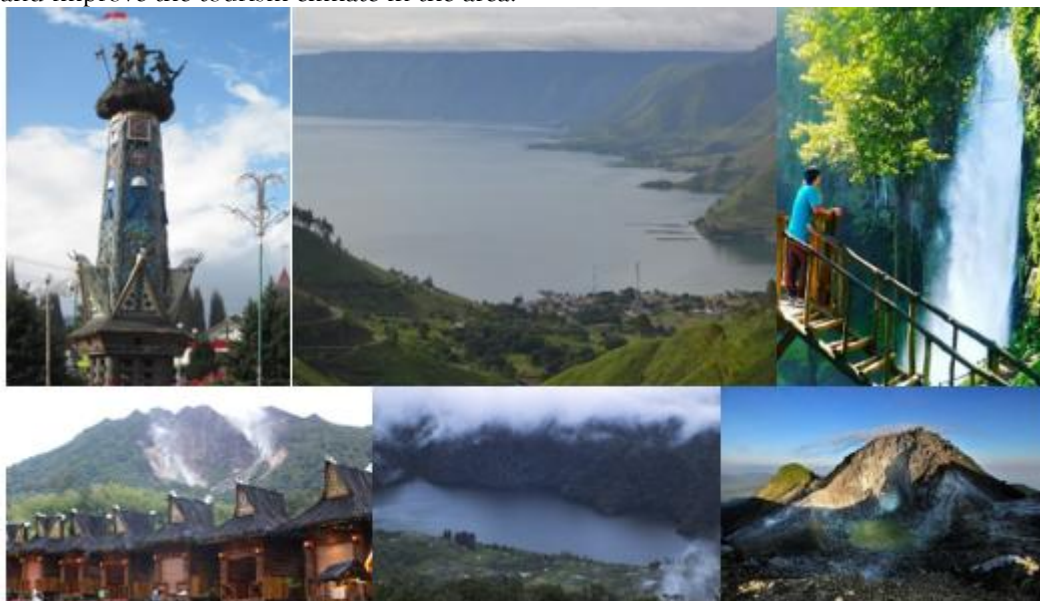


Figure 1 Tourist Destinations in Karo Regency

Source: Disbudparekrav Provsu [2]

When environmental issues are made one of the topics in tourism, then "sustainability" is the main thing that is considered. The environment of tourist attractions is not only to be enjoyed in the present, but also as a legacy in the future. The main problem of the tourist attraction environment is cleanliness, from maintenance to hygiene levels. Starting from the existence of waste management to the availability of public toilets in tourist areas. The environment must be managed well, if Sumatra wants to maintain its tourism heritage to the next generation. The form of intelligent environmental management will be felt directly by tourists as a form of education that must be passed down and form new norms in environmental management.

The emergence of the Internet of Things (IoT) has triggered a paradigm shift in the way we view and interact with the surrounding environment [3]. The readiness of tourist attraction technology in North Sumatra is also a problem that has not been solved [4]. Technology has basically become a basic human right in the joints of human life. How much availability of free internet/wifi/digital payment networks, all three are correlated and have an impact on creating the desire to travel. Nowadays, tourists also travel and publish their evidence, not just walking, but documenting their tourism activities and sharing them in public spaces on social media, not only validating themselves but also sharing their journeys so that they can be enjoyed and arouse the interest of potential tourists or other tourists to visit or repeat visits to the tourist area. The undulating contour of the area and flanked by mountains and uncertain landscapes are tourism potential, but not with the use of technological readiness.

Digital content is any form of information delivered through digital media. Digital content can be in the form of text, images, video, audio, infographics, and various other digital formats. Digital ratings and reviews are also a form of determining the choice of tourist attractions, if digital content is unable to provide a guarantee of the facts of the field of digital objects, then some tourists choose to see and determine their choices based on ratings and reviews. Smart tourism technology allows participants in smart tourism to find detailed information. Thus being able to obtain, utilize, and share tourism-related information while traveling is very important for smart tourism [5].

Digital marketing is a modern marketing concept by utilizing online digital facilities and the internet for activities to promote a brand and services and sell products using digital media and the internet as well as social media and website activities, to reach consumers [6], digital marketing plays a major role in

communicating and creating sustainable tourism, creating an image and building the positioning of future tourist attractions in every tourist who visits, or who wants to visit. Digital marketing will be the key to success or the driving object of conventional marketing in increasing traffic visits and converting them into consumer/tourist purchases. The absence of a stable signal has a negative impact on tourists, especially researchers in collecting data, researchers are trying to find effective data collection solutions for tourist areas that experience signal difficulties, so that research is not constrained by data collection problems.

The problem of tourist attractions in Karo Regency is that many still experience difficulties in receiving signals; Digital content presented on social media has been quite a lot, but has received negative responses to visits and digital content that is not in accordance with reality; Tourist dissatisfaction is conveyed in writing in the digital application of Karo Regency tourist attractions; and Many supporting facilities for tourist attractions are inadequate in providing satisfaction for tourists. The objectives of this study: To determine and analyze the ability of the Perceived Smart Tourism (PST) variable to have a direct and indirect effect on Online Satisfaction Tourism (SATO) and Rating and Review (RR) in the research object; To determine and analyze the ability of the Perceived Smart Environment (PSE) variable to have a direct and indirect effect on Online Satisfaction Tourism (SATO) and Rating and Review (RR) in the research object; and To determine and analyze the ability of the Affective Content (AC) variable to increase the indirect effect on the Online Satisfaction Tourism (SATO) and Rating and Review (RR) variables in the research object.

2. LITERATURE REVIEW

2.1. Digital Marketing

As with conventional marketing, the digital world also has marketing in electronic form. Such marketing is known as e-marketing. E-marketing has the same function as conventional marketing, namely as a sales tool, consumer service, communication media, cost savings and as product/company brand development. The difference lies in the digital technology used by e-marketing or commonly called digital marketing [7].

2.2. Tourist

Culture can be defined as a way of life, a human value and the characteristic of the society and tourism is an activity that is undertaken to explore the above system. Cultural Tourism is a sector that focuses on those geographical areas of a country which reflect the art, architecture, religion and elements of that country [8]. Culture can be interpreted as a way of life, human values, and characteristics of a society, while tourism is an activity carried out to explore this system. Cultural Tourism is a sector that focuses on a country's geographical area that reflects the art, architecture, religion, and elements of a country's appeal. Tourism has an important responsibility to restore ecosystems, prevent climate change, and reduce the pressure of disturbed air quality, as well as noise pollution in tourist destinations.

2.3. Traveler Online Satisfaction

Customer satisfaction in the tourism industry is very important for three main reasons: 1) Satisfying customers will result in positive word-of-mouth recommendations about a product to friends and relatives, which will ultimately bring in new customers; 2) Satisfying tourists can create repeat customers because they have experienced the product themselves on their first visit, thus minimizing the need for additional marketing efforts; 3) Handling complaints, including those categorized as "expensive," can be time-consuming and costly in terms of compensation, and can damage the organization's reputation [9].

2.4. Digital Technology

The global movement towards smart cities continues to grow – the concept is expected to address a number of issues related to urbanization. Over the past decade, the concept of 'smart tourism destinations' has gained popularity as a way to incorporate smart city principles into the tourism industry [10]. Smart tourism destinations (STDs), driven by technological advances, aim to improve the tourist experience and the quality of life of residents. However, existing research has focused primarily on the tourist perspective and has neglected the attitudes of residents [11].

2.5. Ratings and Reviews

It is very important for tourists to get information about their adventure destinations. Many websites provide the information needed. Rating scores can be entered manually by filling in the rating page available at each tourist location [12]. Information about tourist destinations is flowing rapidly on the web, especially the internet and social media, which are currently used to collect information about tourist products and buy them. Every information discussed by tourists is given a rating, posted by tourists can be conveyed into a single score that is useful for selecting and comparing tourist destinations [13]. Each destination has a ranking based on surveys conducted by tourists with various accumulation methods to show its ranking [14].

2.6. Content Marketing

Content marketing is a form of marketing that creates, publishes and distributes images, sounds, writings or a combination of these in the form of videos to audiences on digital platforms. The distribution is very fast and can reach very widely to the general public. The relationship between content and marketing goals is very close. Content in marketing functions as a tool to achieve various strategic marketing goals [15].

2.7. Smart Tourism Travel

During the development of smart city technology and “5G+” technology, various smart tourism technologies are being intensively developed and improved. However, before traveling, what factors can influence tourists' intentions to use and travel [16]. The rapid advancement of smart tourism technology brings new opportunities for tourism development. More and more tourist destinations are relying on smart technology to attract more tourists to visit and enrich their tourism experience [17].

2.8. Smart Tourism Environment

Smart environment is a necessity in many modern cities when information technology becomes the choice of communication and interaction. Smart Environment is one of the pillars/dimensions in building a smart city. In a smart city, smart environment is used as an effort so that local governments are able to manage environmental quality in a quality manner [18]. Smart environment uses information and communication technology (ICT) to optimize resource management, increase energy efficiency, and improve the quality of life in urban environments. Solutions to design a more sustainable environment are increasingly urgent in facing the impacts of climate change and rapid urbanization. In this context, success factors in smart environments and forest cities are important to accelerate the transformation towards a more sustainable environment [19].

2.9. Conceptual Framework

A conceptual framework is a collection of theories symbolized by variables that are arranged and have a relationship with each other to solve problems in research. A conceptual framework is made so that research is clearly directed towards the purpose of solving the main problem and answering the hypothesis that has been put forward by the researcher as the initial answer to the research.

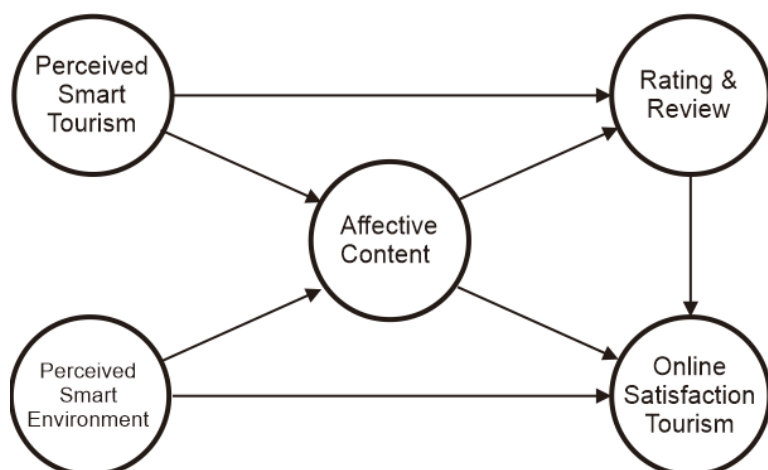


Figure 2 Conceptual Framework
Source: (Researcher, 2025)

3. METHOD

3.1. Type, Time and Place of Research

Quantitative research is a research method with a more complex level of variation, because it examines more samples, but quantitative research is more systematic in conducting research from beginning to end [20]. The location of this research was conducted at the Karo Regency tourist attraction with 6 tourist attractions, namely Lake Toba, Lake Lau Kavar, Berastagi City, Sikulikap Waterfall, Sidebu Debu Hot Springs and Mount Sibayak. The time of this research is planned from March - October 2025.

3.2. Population and Sample

The population is the real data of the object of research or observation and the amount is large, small, or infinite [21]. The population in this study were tourists visiting tourist attractions in Karo Regency aged 15 to 55 years. This age is the productive age of the community which is in accordance with the objectives of this study.

This research sample uses the formula:

$n = \text{Research indicator} \times \alpha$

α = amount of data/sample to be taken

Criterion α : 1. If the number of indicators is <10 then $\alpha > 10$ data (with a minimum of $n = 30$)

2. If the number of indicators is > 10 then $\alpha < 10$ data (with a minimum of $n = 30$)

In this study, 29 indicators were used with calculations with $\alpha = 10$. So the number of samples used in this study is $n = 23 \times 8 = 184$ samples or 184 tourists who are visiting tourist attractions in Karo Regency. $\alpha = 8$ is used because this study uses structured interviews and is quite time-consuming in interacting with tourists. The sampling technique used is purposive sampling with the following criteria: Tourists aged 15-55 years; Have a personal smartphone; Know digital marketing; Know the potential and information of tourist attractions

3.3. Operational Definition

Operational Definition is a form of presentation of variables and indicators in research that is packaged in such a way that readers are able to clearly see the items that will be tested on research respondents.

Table 1 Operational Definition of Research

No	Variables	Code Indicator	Indicator Name	Scale
1	Smart tourism journey felt.	PST1	Tourist destination area (DTW) web/social media	1-6
		PST2	The Uniqueness of DTW	1-6
		PST3	DTW online recommendations	1-6
		PST4	DTW facility support	1-6
		PST5	DTW community acceptance of tourists	1-6
2	Smart environment felt	PSE1	Environmental campaign in DTW	1-6
		PSE2	Innovative buildings and landscapes	1-6
		PSE3	Tourist information board	1-6
		PSE4	Tourism waste management	1-6
3	Affective digital content	AC1	Positive review	1-6
		AC2	Content expectations	1-6
		AC3	Content on the environment	1-6
		AC4	Content facts	1-6
4	Rating from digital reviews	RR1	Highest rating	1-6
		RR2	Give ratings and reviews	1-6
		RR3	Visiting options	1-6
		RR4	Impression	1-6
5	Digital tourist satisfaction	SATO1	Attraction information board	1-6
		SATO2	Social media information	1-6
		SATO3	Understanding information	1-6
		SATO4	Attitude of recommendation	1-6
		SATO5	I will give good rating and review.	1-6
		SATO6	Fair price of the product	1-6

Source: Researcher (2025)

3.4. Data Analysis Techniques

Data analysis techniques in quantitative research use statistics. In this study, data analysis will use the analysis model Structural Equation Model (SEM) by using software smartPLS version 3.0. Before testing the model, the data will be tested for feasibility using the data feasibility test, the test is carried out so that the data gets optimal results in the SEM test. In the final stage, the data will be tested for its hypothesis using smartPLS to obtain the direct and indirect effects of each research variable and to test whether the model can be used properly [22].

4. RESULTS

4.1. Karo Regency and the Distribution of Its Tourist Attractions

Geographically, Karo Regency is located between 2.500–3.190 North Latitude and 97.550–98.380 East Longitude with an area of 2,127.25 km² or 2.97 percent of the area of North Sumatra Province. Karo Regency is located in the Bukit Barisan range and most of its area is a plateau. Two active volcanoes are located in this area so it is prone to volcanic earthquakes. The Karo Regency area is at an altitude of 200 – 1,500 M above sea level. The north is bordered by Langkat Regency and Deli Serdang Regency, the south by Dairi Regency and Samosir Regency, the east by Deli Serdang Regency and Simalungun Regency and the west by Nangroe Aceh Darussalam Province. The Distribution of Tourist Objects shows the distribution of tourist objects chosen (favored) by respondents in this study:

Table 2 Distribution of Tourist Attractions in Karo Regency Top 10

No	Total Options	Name of Tourist Attraction
1	203	Lake Toba
2	144	Sikulikap waterfall
3	134	Mount Sibayak
4	119	Danau Lau Kawar
5	81	Holbung Hill (Samosir)
6	60	The city of Berastagi
7	52	Samosir Island (Samosir)
8	32	Siberian Bear Hill (Samosir)
9	28	Pariban Hot Springs
10	26	Lawang Hill (Langkat)

Source: Researcher (2025)

The table above shows that the distribution of tourist attractions favored by tourists who travel to Karo Regency, can be seen with the highest voters being Lake Toba which is located in Karo Regency with a value of 203. This data was collected from demographic questions, where each respondent was asked to provide at least three answers to their favorite destinations. This means that the value of 203 comes from approximately 67 respondents (203 divided by 3) out of 184 total respondents who chose Lake Toba. This shows that Lake Toba is a favorite destination and is the prima donna of Sumatra Province, where one of the tourist attractions of Lake Toba, namely the Toba Caldera, has become a member of the UNESCO Global Geopark on July 7, 2020 in Paris [23].

4.2. Respondent Characteristics

Respondent characteristics are a form of classification of the characteristics/segments of respondents who are the data of this study. Respondent classification is useful for seeing the distribution and profile of potential respondents who are the main targets of this study, so that it can provide an optimal strategy in the discussion section. Testing of respondent characteristics using the Test Crosstabulation.

4.2.1. Crosstabulation Testing of Respondents' Age and Travel Companions

Table 3 Crosstabulation of Respondents' Age and Travel Companions

		Travel Companions			Total
		Family	Opentrip	Friend	
Age of Respondent	17 - 20	8	0	7	15

(Year)	21 - 30	29	1	64	94
	31 - 40	27	1	11	39
	41 - 50	21	1	2	24
	> 50	12	0	0	12
Total		97	3	84	184

Source: Researcher (2025)

The table above shows that the distribution of respondents in this study is dominated by 21-30 years old who travel with their friends, as many as 64 respondents. This shows that tourists are at a fairly mature age in traveling with friends. Friends are chosen as a place to share stories and exchange ideas on vacation, so the choice of traveling is done by staying overnight and it is very possible to use a motorbike, because Karo Regency can still be reached in a short duration from Medan City (2.5 hours).

4.2.2. Crosstabulation Testing of Travel Companions and Respondents' Travel Frequency in One Year

Table 4 Travel Companions and Travel Frequency

		Frequency of Travel in One Year				Total
		1 - 2 x	3 - 4 x	5 - 6 x	> 6 x	
Travel Companions	Family	50	35	8	4	97
	Opentrip	2	1	0	0	3
	Friend	42	23	9	10	84
Total		94	59	17	14	184

Source: Researcher (2025)

The table above shows that the distribution of respondents in this study is dominated by those who travel with their families who travel once or twice a year, totaling 50 respondents. This means that traveling with family has become an annual/semester tradition that is a means of friendship to get closer to each other between families, so that this tourism activity can spur the growth of villas, bungalows or hotels with adequate family rooms with a capacity of small families <5 people and large families of 5-10 people.

4.2.3. Crosstabulation Test of Respondents' Income and Percentage of Tourism Expenditure from Income

Table 5 Respondents' Income and Percentage of Tourism Expenditure from Income

		Percentage of Tourism Expenditure from Revenue										Total
		5%	10%	15%	20%	25%	30%	40%	50%	60%	80%	
Travel Expenditure (In Million Rupiah)	< 0,5	7	16	1	7	0	0	2	4	0	0	37
	0,5 - 1	1	10	1	6	1	6	2	1	0	1	29
	1 - 2	2	9	0	15	1	5	1	1	0	0	34
	2 - 1	1	14	2	8	3	9	2	3	1	0	43
	4 - 6	0	7	2	10	0	6	3	0	0	0	28
	6 - 10	0	2	0	2	0	4	0	0	0	0	8
	> 10	0	3	2	0	0	0	0	0	0	0	5
Total		11	61	8	48	5	30	10	9	1	1	184

Source: Researcher (2025)

In the table above, it can be seen that the distribution of respondents in this study is dominated by income of Rp. 500,000/month which provides 10% of their income for tourism activities as many as 16 respondents. Then as many as 15 respondents who provide 20% of their income for tourism from Rp. 1,000,000-2,000,000/month. This shows that the focus of most tourists provides a fairly large portion for tourism funds, meaning that tourism activities have become mandatory activities and must be done to fulfill the inner satisfaction of tourists. This tourism cost is very appropriate for Karo which has many natural tourist attractions that have affordable costs to enjoy them, although the cleanliness of the tourist attractions is still far from what is expected.

4.2.4. Inner Model

Inner model, in the context of Structural Equation Modeling (SEM) especially Partial Least Squares (PLS), is a structural model that describes the relationship between latent variables (variables that cannot be measured directly) in a study. It is the part of the SEM model that shows how the latent variables relate to and influence each other, inner model. This research can be seen in the image below:

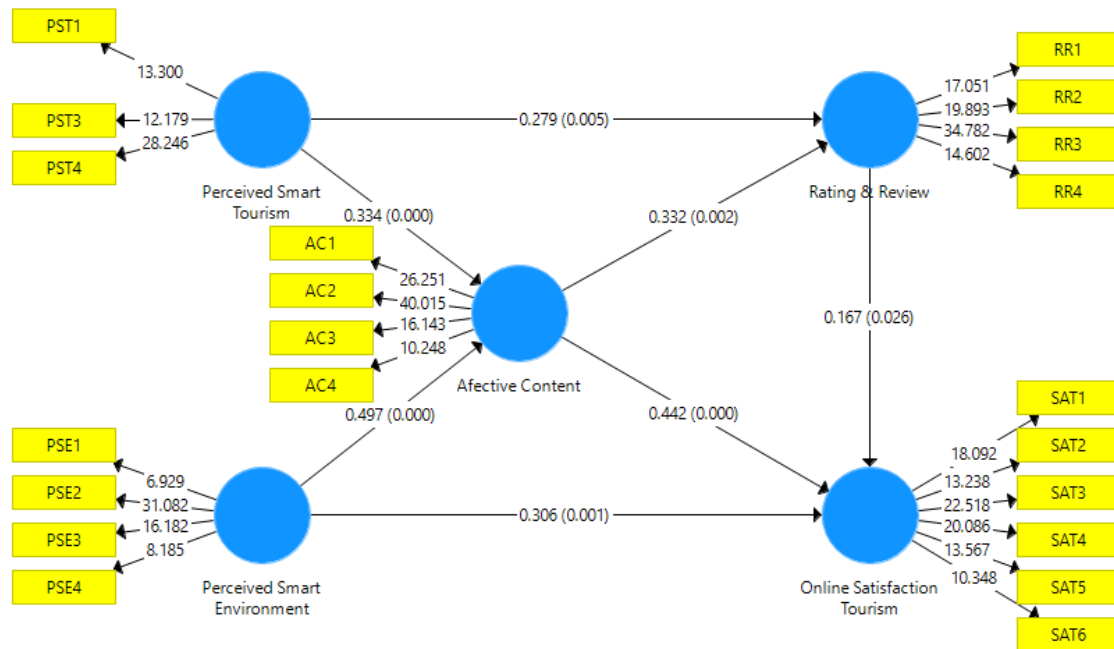


Figure 3 Inner Model Sustainable Content Marketing Effectiveness

Source: Author (2025)

4.3. Hypothesis Testing

Hypothesis testing is a statistical procedure for testing the truth of a statement (hypothesis) about a population parameter, using sample data. The goal is to determine whether there is sufficient evidence to reject or accept the hypothesis. Hypothesis testing is divided into two parts, namely direct and indirect effects.

4.3.1. Direct Effect Testing

Direct influence testing is carried out between two variables that influence and are influenced. It is said to have an influence if the T Statistic value is > T Table (1.653) and significant if the P Values are < 0.05.

Table 6 Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Affective Content → Online Satisfaction Tourism	0,442	0,445	0,075	5,911	0,000
Affective Content → Rating & Review	0,332	0,326	0,109	3,062	0,002
Perceived Smart Environment → Affective Content	0,497	0,496	0,076	6,538	0,000
Perceived Smart Environment → Online Satisfaction Tourism	0,306	0,302	0,089	3,429	0,001
Perceived Smart Tourism → Affective Content	0,334	0,336	0,077	4,318	0,000
Perceived Smart Tourism → Rating & Review	0,279	0,293	0,098	2,838	0,005
Rating & Review → Online Satisfaction Tourism	0,167	0,171	0,075	2,226	0,026

Source: Author (2025)

In the direct influence test above, the decision-making is as follows:

1. Affective Content have an impact on Online Satisfaction Tourism (5.911) and significant (0.000) and its influence is 0.442.
2. Affective Content have an impact on Rating & Review (3.062) and significant (0.002) and its influence is 0.332.
3. Perceived Smart Environment have an impact on Affective Content (6.538) and significant (0.000) and its influence is 0.497. The influence of this variable is the largest direct influence in this study.
4. Perceived Smart Environment have an impact on Online Satisfaction Tourism (3.429) and significant (0.001) and its influence is 0.306.
5. Perceived Smart Tourism have an impact on Affective Content (4.318) and significant (0.000) and its influence is 0.334.
6. Perceived Smart Tourism have an impact on Rating & Review (0.279) and significant (0.005) and its influence is 0.279.
7. Rating & Review have an impact on Online Satisfaction Tourism (2.226) and significant (0.026) and its influence is 0.167. The influence of this variable is the smallest direct influence in this study.

4.3.2. Indirect Effect Testing

Direct influence testing is carried out between more than two variables that influence and are influenced. It is said to influence if the T Statistic value > T Table (1.653) and significant if the P Values > < 0.05.

Table 7 Indirect Effect Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Smart Environment -> Affective Content -> Online Satisfaction Tourism	0,220	0,222	0,053	4,137	0,000
Perceived Smart Tourism -> Affective Content -> Online Satisfaction Tourism	0,147	0,150	0,045	3,249	0,001
Perceived Smart Environment -> Affective Content -> Rating & Review -> Online Satisfaction Tourism	0,028	0,028	0,017	1,667	0,096
Affective Content -> Rating & Review -> Online Satisfaction Tourism	0,055	0,057	0,033	1,678	0,094
Perceived Smart Tourism -> Affective Content -> Rating & Review -> Online Satisfaction Tourism	0,018	0,019	0,012	1,511	0,131
Perceived Smart Tourism -> Rating & Review -> Online Satisfaction Tourism	0,046	0,051	0,030	1,563	0,119
Perceived Smart Environment -> Affective Content -> Rating & Review	0,165	0,163	0,062	2,663	0,008
Perceived Smart Tourism -> Affective Content -> Rating & Review	0,111	0,108	0,042	2,612	0,009

Source: Author (2025)

In the indirect influence test above, the decision making is as follows:

1. Perceived Smart Environment -> Affective Content -> Online Satisfaction Tourism stated to be influential (4.137) and significant (0.000), and its influence is 0.220. The influence between these variables is the largest.

2. Perceived Smart Tourism -> Affective Content -> Online Satisfaction Tourism stated to be influential (3.249) and significant (0.001), and its influence was 0.147.
3. Perceived Smart Environment -> Affective Content -> Rating & Review -> Online Satisfaction Tourism stated to be influential (1.667) and significant (0.096), and its influence is 0.028. The influence between these variables is the smallest.
4. Affective Content -> Rating & Review -> Online Satisfaction Tourism stated to be influential (1.678) and significant (0.094), and its influence was 0.055.
5. Perceived Smart Tourism -> Affective Content -> Rating & Review -> Online Satisfaction Tourism stated to have no effect (1.511) and not significant (0.131), and its effect was 0.018.
6. Perceived Smart Tourism -> Rating & Review -> Online Satisfaction Tourism stated to have no effect (1.563) and not significant (0.119), and its effect was 0.046.
7. Perceived Smart Environment -> Affective Content -> Rating & Review stated to be influential (2.663) and significant (0.008), and its influence was 0.165.
8. Perceived Smart Tourism -> Affective Content -> Rating & Review stated to be influential (2.612) and significant (0.009), and its influence was 0.111.

5. DISCUSSION

5.1 Influence Perceived Smart Environment on Affective Content Satisfaction Tourism at Tourist Attractions in Karo Regency

In this study it was found Perceived Smart Environment an impact on Affective Content (6.538) and significant (0.000) and its influence is 0.497. The influence of this variable is the largest direct influence in this study. This shows that environmental issues are the main topic in today's tourism industry where many tourist attractions are changed or converted into capitalist money makers in the market, for example nickel mining activities that are currently taking place at the Raja Ampat tourist site. The mining industry has not stopped colonizing nature. This time, nickel has become a sharp knife that cuts through the beauty of Raja Ampat. Because of nickel mining, Raja Ampat is threatened with losing its appeal. There are small islands that have been excavated, there are forests that have been cleared. Soon the water source will be polluted. Underwater life will be damaged. Local people will lose their source of life. Is all this the price that must be paid for nickel mining? [24]. Environmental campaigns and waste management in tourist attractions in Karo Regency are one of the key factors in creating informative content in showing attitudes and concerns for the Karo Regency tourist environment. Sustainability issues are also initiated in environmental content to foster good hopes for the future of tourist attractions.

5.2 Influence Perceived Smart Tourism to Affective Content at Tourist Attractions in Karo Regency

In this study it was found Perceived Smart Tourism have an impact on Affective Content (4.318) and significant (0.000) and its influence is 0.334. This shows the use of internet media through the web or social media of each tourist attraction or the Karo Regency government in communicating the uniqueness and facilities and public acceptance at tourist attractions triggers acceptance of positive content in creating expectations for field facts at tourist attractions in Karo Regency. Many contents are made that are not in accordance with the facts which ultimately end in negative reviews. Nowadays, social media activists in this case tourists have been able to sort out content that is real or just hyperbole in promoting tourist attractions.

5.3 Influence Perceived Smart Tourism to Rating & Review at Tourist Attractions in Karo Regency

In this study it was found Perceived Smart Tourism have an impact on Rating & Review (0.279) and significant (0.005) and its influence is 0.279. This shows the ability of recommendations created by Karo Regency tourist attractions in creating or determining references for tourists visiting their area. Support for facilities and the attitude of managers are all reviewed in real terms in the comments column, in this study reviews can be found on every social media and google my business (GMB) Karo Regency tourist attractions. Each review is written based on the experiences of tourists who visit, without feeling bound or intervened by any party, ratings are also given as a form of personal assessment of their tourism activities.

5.4 Influence Rating & Review on Online Satisfaction Tourism at Tourist Attractions in Karo Regency

In this study it was found Rating & Review have an impact on Online Satisfaction Tourism (2.226) and significant (0.026) and its influence is 0.167. The influence of this variable is the smallest direct influence

in this study. This shows that ratings and reviews play an important role in sorting and creating online satisfaction for tourists visiting tourist attractions in Karo Regency. Some tourists stated that they were satisfied just by looking at reviews about tourist attractions, even though they had not visited them, because of the assessments given and reviews written by previous tourists. Some tourists understand information online better (regulations, ethics, prices, etc.), because the form of information becomes public and gets more attention about the facts of the openness of tourist attractions in Karo Regency to tourists.

5.4 Influence Perceived Smart Environment to Online Satisfaction Tourism through Affective Content at Tourist Attractions in Karo Regency

In this study it was found Perceived Smart Environment \rightarrow Affective Content \rightarrow Online Satisfaction Tourism stated to be influential (4.137) and significant (0.000), and its influence is 0.220. The influence between these variables is the largest. This large influence clearly shows how environmental issues bring tourists who visit tourist attractions in Karo Regency to get satisfaction online from the content provided by each tourist attraction in promoting their holiday spots. Environmental issues are used as hooks and main topics in attracting tourists' attention in the first 1-3 seconds of the environmental issue barometer watch time to stay or pass through the content. Affective content is able to generate interaction and emotional closeness of viewers/tourists who see the content. For tourists in Karo Regency, these contents are the basis for decision-making and satisfaction in visiting later, not infrequently sometimes just by seeing the content they get satisfaction online. Watch time content or average watch time becomes the basis for liking, interest, choice and even satisfaction in watching content, content that is watched repeatedly until finished will increase average watch time while the content that is watched is not finished, it will decrease average watch time the content. This is where it is important to place hook environment-based perceived smart environment in creating tourist satisfaction.

5.5 Influence Perceived Smart Tourism on Online Satisfaction Tourism through Affective Content Tourist Attractions in Karo Regency

In this study it was found Perceived Smart Tourism \rightarrow Affective Content \rightarrow Online Satisfaction Tourism stated to be influential (3.249) and significant (0.001), and its influence was 0.147. Perceived smart tourism also affects although not as much Perceived Smart Environment, meaning that both variables indirectly influence through the mediation of affective content. Affective content refers to elements in a content that evoke emotions, feelings, or attitudes in the recipient. This content is intentionally designed to trigger an emotional reaction in the audience, be it pleasure, sadness, fear, or others. Tourists visiting tourist attractions Karo Regency receives these feelings from the content presented, thus binding emotions and generating interaction to visit it, not infrequently everything displayed in the content alone provides a much better understanding than having to look at tourist attractions conventionally, this is also contributed by good ratings and reviews. This assessment gives tourists to review the reviews given and even increase the rating so that the average rating on GMB increases and drowns out negative comments in the reviews of tourist attractions in Karo Regency.

6. CONCLUSION

All research variables have a good direct influence, but the variables Perceived Smart Environment to Affective Content (6.538) is the largest direct influence in this study. Most of the research variables have a good indirect effect, but the direct variables Perceived Smart Environment \rightarrow Affective Content \rightarrow Online Satisfaction Tourism has the greatest influence. Potential tourists visiting tourist attractions in Karo Regency are dominated by the age of 21-30 years, who are students/university students, motorcyclists, social media users who travel with friends with income <Rp. 500,000 who provide 10% of their income for travel costs. They are those who stay at tourist attractions for 1-2 days in nature tourism and state that the cleanliness and public facilities of tourist attractions are still very minimal.

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