

The Role of Social Media Marketing and Service Quality in Improving Decisions and Satisfaction of Tourism at Nirwana Beach, Baubau

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Abstract. *This study aims to describe and analyze the role of social media marketing and service quality in influencing visiting decisions and tourist satisfaction as a mediating variable of Nirwana Baubau Beach. The population in this study are tourists who visited Nirwana Baubau beach, with a sampling technique using the Lameshow theory so that a sample of 96 respondents was obtained. The data collection method is carried out through the distribution of online questionnaires. Data analysis used the Partial Least Square (PLS) approach with the help of SmartPLS software version 4.0. The results of the study show that Social Media Marketing has a positive and significant effect on tourist satisfaction and decisions to visit Nirwana Baubau Beach. This means that the better the social media marketing strategy that is implemented, the higher the satisfaction of tourists who visit. In addition, the quality of service has a positive and significant effect on tourist satisfaction and the decision to visit Nirwana Baubau Beach. Meanwhile, tourist satisfaction has a positive and significant effect on the decision to visit Nirwana Baubau beach. Tourist satisfaction is proven to mediate the influence of Social Media Marketing on the decision to visit Nirwana Baubau Beach while the results of the mediation of tourist satisfaction are proven, the effect of service quality on the decision to visit Nirwana Baubau Beach. The meaning of the two mediations shows that effective social media marketing first forms tourist satisfaction which in turn encourages the decision to visit and the quality of good service contributes to tourist satisfaction so that this satisfaction then becomes the main driver of the decision to visit.*

Keywords: *Social Media Marketing; Service Quality; Tourist Satisfaction; Visit Decisions.*

1. Introduction

Indonesia is known as a country with numerous islands and diverse beauty. Its natural resources and geography offer tourism potential across a number of leading industries that can boost a country's economy. Improving the quality and sustainability of tourism requires innovation, including changes to the nature, methods, and forms of travel activities to attract local and even international tourists (MC Raharja et al., 2020). According to the National Medium-Term Development Plan, the tourism sector is predicted to grow by 2024, targeting 7.38 billion to 13.08 billion. This will contribute to job creation and increased community prosperity (mediakeuangan.kemenkeu.go.id, 2023).

According to Riani (2021), tourism is a term used to describe a type of travel undertaken by an individual or group of individuals to a specific location considered a tourist attraction, for pleasure, development, or to discover the attractions of a place in a short time. Tourism is a recreational or relaxation activity with the aim of improving the balance of human life through satisfaction (Wisnawa et al., 2021). Tourism has its own appeal, so people in Indonesia have begun to take advantage of its natural beauty and compete to improve the regional tourism sector by starting to introduce their tourism through the internet, one of which is social media. Social media is an online platform that allows people to connect with each other, interact, and share content.

Social media marketing plays an important role in conveying all the information needed by tourists, including environmental facilities, so that visitors become more generous in making return visits or providing recommendations for these tourist destinations to their relatives and friends (Puriati, 2021).

Social media is an online platform that allows people to connect with each other, interact, and share content.

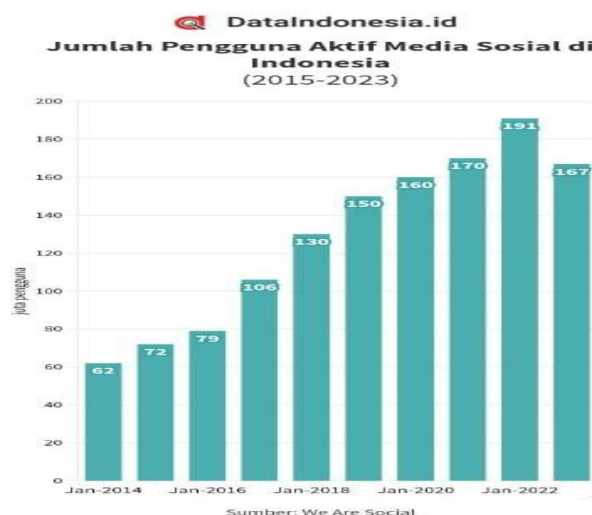


Figure Number of Active Social Media Users in Indonesia

Source: DataIndonesia.id (2023)

The data above shows that as of January 2023, there were 167 million active social media users in Indonesia. The number of internet users in Indonesia reached 212.9 million, or 60.4% of the population. At the beginning of the year, the number of internet users continued to increase by 3.85% compared to the same period the previous year. To access the internet, 98.3% of the population uses mobile phones. The average internet user in Indonesia spends 7 hours and 42 minutes per day. To reach more customers, marketers use social media marketing.

Baubau is located in Southeast Sulawesi province and is a city on Buton Island. With its beautiful and enchanting panorama, this place is certainly a target for both local and international tourists. Tourists choose beautiful places as the best vacation spots and escape the stress of daily routines. Here, visitors can experience the enchanting beauty of Indonesia, one of which is Baubau City. In addition to several historical sites, Baubau City also boasts impressive marine tourism destinations. One of these is Nirwana Beach. This beach is one of the best in Southeast Sulawesi, offering stunning natural scenery, fun activities, and adequate facilities. The name "Nirwana," meaning heaven, suggests its beauty. Every visitor will be treated to the charm of exotic stretches of white sand, crystal clear blue seawater, and stunning sunsets. The beauty of Nirwana Beach is a unique attraction for both local and international tourists. However, tourist attractions alone are not enough to develop sustainable tourism. Tourist satisfaction with facilities, services, cleanliness, security and accessibility are also important factors that require comprehensive analysis and evaluation.

2. Research Methods

The type of research used was a survey study employing quantitative methods. Quantitative research methods are known as approaches based on the principle of positivism. This method is used to study a representative population or sample. The data collection process is carried out using pre-designed research instruments. The obtained data is then analyzed using statistical techniques. The primary purpose of using this method is to test previously proposed hypotheses. Therefore, quantitative research allows researchers to obtain objective and measurable data, which can then be used to draw valid and reliable conclusions (Sugiyono, 2020).

3. Results and Discussion

3.1. Validity Test

The criteria in convergent validity testing can be declared valid if the t-statistics value is > 1.96 and the p-value is < 0.05 . The results of the research regarding the outer loadings value for each indicator in each research variable are listed in Table.

Table Convergent Validity Test Results

Variables	Indicator	<i>T Statistics</i>	P Values	Information
<i>Social</i>	SMM1	16,214	0.002	Valid
<i>Media Marketing</i>	SMM2	25,892	0.011	Valid
	SMM3	21,141	0,000	Valid
	SMM4	20,277	0,000	Valid
	SMM5	20,927	0,000	Valid
<i>Service</i>	SQ1	17,480	0,000	Valid
<i>Quality</i>	SQ2	20,594	0,000	Valid
	SQ3	17,953	0,000	Valid
	SQ4	13,217	0,000	Valid
	SQ5	15,465	0,000	Valid
<i>Tourist</i>	TS1	27,065	0,000	Valid
<i>Satisfaction</i>	TS2	11,685	0,000	Valid
	TS3	14,113	0,000	Valid

	TS4	25,225	0,000	Valid
<i>Visiting</i>	VD1	22,889	0,000	Valid
<i>Decision</i>	VD2	15,146	0,000	Valid
	VD3	22,585	0,000	Valid
	VD4	31,089	0,000	Valid

Source: Processed data, 2026.

Referring to table shows The outer loading values of all indicators used in the study showed that they met the requirements and were declared valid in the convergent validity test, namely that all t statistics were > 1.96 or the p value of each indicator in the variables studied was < 0.05 . Therefore, it can be concluded that the data can be analyzed further because it has met the criteria.

3.2. Reliability Test

The Cronbach's alpha testing criteria can be said to be reliable research variables if they have a Cronbach's alpha value > 0.7 . The results of the research regarding reliability testing in each variable are as follows:

Table Reliability Test Results

Variables	Cronbach's Alpha	Cut Value	Information
<i>Social Media</i>	0.830	0.7	Reliable
<i>Marketing</i>			
<i>Service Quality</i>	0.829	0.7	Reliable
<i>Tourist Satisfaction</i>	0.776	0.7	Reliable
<i>Visiting Decision</i>	0.804	0.7	Reliable

Source: Processed data, 2026.

Table above shows that the Cronbach's Alpha values for the variables Social Media Marketing, Service Quality, Tourist Satisfaction, and Visiting Decision are all greater than 0.7. Therefore, it can be concluded that the variables used in this study have met the requirements to be declared reliable.

3.3. Respondent Characteristics

Table Respondent Gender

Criteria	Amount	Presentation
Woman	61	63.5%
Man	35	36.5%
Amount	96	100%

Source: Processed Primary Data, 2026

Referring to Table regarding the results of collecting respondents' ages, it can be seen that the majority of respondents in this study were female, with 61 respondents (63.5%), while 35 respondents (36.5%) were male. This indicates that the respondents were predominantly female.

Table Respondents' Age

Age (Years)	Frequency	Presentation
< 17 Years	1	1%
18-27 Years	16	16.7%
28-37 Years	37	38.5%
38-47 Years	30	31.3%

48-57 Year	12	12.5%
Total	96	100%

Source: Processed Primary Data, 2026

Referring to Table regarding the age distribution of respondents, it can be seen that the majority are in the 28-37 years age range, namely 37 people or 38.5% of the total respondents. This shows that the majority of respondents are dominated by the age of 28-37 years. Next, respondents with an age range of 38-47 years numbered 30 people or 31.3%, followed by respondents aged 18-27 years numbered 16 people or 16.7%. Next followed by respondents with ages 48-57 years numbered 12 people or 12.5%. On the other hand, respondents with an age of <7 years as many as 1 person or 1% are the group with the smallest number.

Table Respondents' Domicile

Respondent's Domicile	Frequency	Presentation
Baubau City	66	68.8%
Other	30	31.2%
Total	96	100%

Source: Processed Primary Data, 2026

Referring to Table regarding respondents' domicile, it can be seen that the majority of respondents came from Baubau City, namely 66 people or 68.8%, while respondents who came from outside Baubau City numbered 30 people or 31.2%. This indicates that the majority of visitors who responded to this study were local residents who live around the tourist location, thus reflecting the level of involvement and interest of the local community in the tourist attraction. Meanwhile, the proportion of respondents from outside the area, which reached almost a third of the total respondents, also indicates that this tourist destination has a broad appeal to attract visits from outside Baubau City. Thus, it can be concluded that the tourist attraction studied is not only of interest to local residents, but also has the potential to be an attractive destination for tourists from outside the area.

Table Frequency of Visits

Number of Visits	Frequency	Presentation
> 2 times	83	86.5%
2 times	5	5.2%
1 time	8	8.3%
Total	96	100%

Source: Processed Primary Data, 2026

Referring to Table regarding visit frequency, it can be seen that the majority of respondents have visited the tourist attraction more than twice, namely 83 people (86.5%). Meanwhile, respondents who visited once numbered 8 people (8.3%) and those who visited twice were 5 people (5.2%). This indicates that the repeat visit rate at the tourist attraction is very high, indicating visitor satisfaction and interest in returning. The low percentage of visitors who only came once or twice also reinforces that this tourist destination has a consistent appeal and is able to provide a positive experience for visitors. Thus, it can be concluded that the tourist attraction studied has quite high visitor loyalty and has the potential to continue to grow through repeat visits.

Table Tourism Information Sources

Age (Years)	Frequency	Presentation
Friends/Family	68	70.8%
Social media	14	14.6%
Other	11	11.5%
Official Website	2	2.1%
Print/Electronic Media	1	1.0%

Total	96	100%
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Source: Processed Primary Data, 2026

Based on Table regarding tourism information sources, it can be seen that the majority of respondents obtained information about tourist attractions from friends or family, namely 68 people (70.8%). Meanwhile, information sources through social media were obtained by 14 respondents (14.6%), followed by other sources with 11 respondents (11.5%). Information came from official websites only by 2 respondents (2.1%) and print/electronic media by 1 respondent (1.0%). This indicates that the dissemination of information about tourist attractions is still dominated by word of mouth communication, which indicates positive experiences from previous visitors that lead to recommendations to others. On the other hand, the use of digital media such as official websites and print/electronic media is still relatively low, so it needs to be improved as a promotional strategy to reach a wider audience. Thus, it can be concluded that the main promotional strength of this tourist attraction lies in personal recommendations, but there is still a great opportunity to optimize other information channels.

3.4. PLS SEM Analysis

a. Outer Model Testing

The outer model test aims to ensure the validity and reliability of each construct's indicators through evaluation of convergent validity (factor loading, AVE), reliability (Cronbach's Alpha, Composite Reliability), and discriminant validity (Fornell-Larcker, HTMT, cross-loading). This stage ensures that the indicators are able to measure the intended concept while demonstrating internal consistency and differences between constructs. Thus, the quality of the research data is guaranteed, resulting in reliable SEM-PLS analysis results.

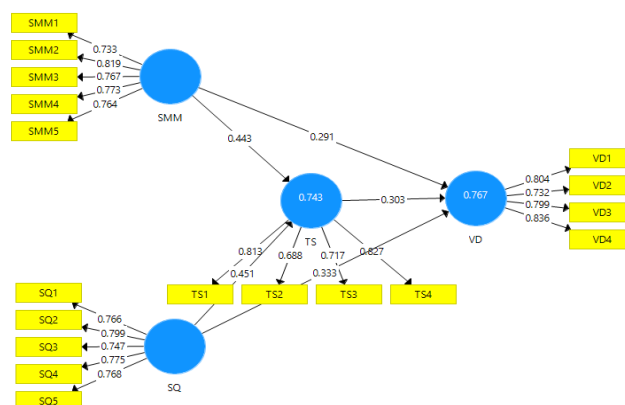


Figure Outer Model

Visually, in the SEM-PLS estimation results graph, all construct indicators have outer loading values above 0.7, thus meeting the criteria for good indicator reliability, meaning each indicator is able to reflect its latent variable consistently and validly for use in further analysis. The following are the overall results of the outer model test, which include the results of the convergent validity test, discriminant validity, and construct reliability.

b. Convergent Validity

Table Convergent Validity Test

Variables	Indicator	Outer Loadings	Cut Off Value	AVE	Cut Off Value
Social	SMM1	0.733	0.6	0.596	0.5
	SMM2	0.819	0.6		
Media Marketing	SMM3	0.767	0.6		
	SMM4	0.773	0.6		
	SMM5	0.764	0.6		
Service	SQ1	0.766	0.6	0.594	0.5
Quality	SQ2	0.799	0.6		
	SQ3	0.747	0.6		
	SQ4	0.775	0.6		
	SQ5	0.768	0.6		
Tourist	TS1	0.813	0.6		

Satisfaction	TS2	0.688	0.6	0.583	0.5
	TS3	0.717	0.6		
	TS4	0.827	0.6		
Visiting	VD1	0.804	0.6		
Decision	VD2	0.732	0.6	0.630	0.5
	VD3	0.779	0.6		
	VD4	0.836	0.6		

Source: Processed Data (2026)

c. Discriminant Validity

Discriminant validity is used to ensure that each construct in the research model truly measures something different and does not overlap with other constructs. There are three main ways to test it: first, the Fornell-Larcker Criterion, which compares the square root of the AVE of each construct with the correlation between other constructs, where the square root of the AVE must be greater than the correlation value between constructs to indicate good discriminant validity. Second, the Heterotrait-Monotrait Ratio (HTMT), which measures the ratio between cross-correlations of different constructs and correlations between indicators within the same construct, with an HTMT value of less than 0.85 indicating that the constructs can be clearly distinguished. Third, Cross-Loading, which checks whether each indicator has the highest factor loading on the relevant construct compared to other constructs; if an indicator has a higher loading on another construct, discriminant validity is considered problematic. These three methods are used to ensure that the constructs in the model can be well distinguished, guaranteeing more valid and reliable analysis results. The criteria in discriminant validity testing can be said if the Fornell-Lacker criterion value has a value of more than 0.7 then it has good discriminant validity. shows the results of the discriminant validity test using the AVE value in each research variable.

Table Results of the Fornell-Lacker Discriminant Validity Test

	Social Media Marketing	Service Quality	Tourist Satisfaction	Visiting Decision
SMM	0.772			
SQ	0.859	0.771		
TS	0.830	0.831	0.764	
VD	0.828	0.834	0.821	0.794

Source: Processed Primary Data, 2026

Table The results of the Fornell Lacker discriminant validity test show that all variables used in this study show a dominant discriminant validity value greater than 0.70. In Table Fornell Lacker Criterion it can be explained that the highest value is with the Visiting Decision variable (0.794), the Social Media Marketing variable (0.772), the Service Quality variable (0.771), and the Tourist Satisfaction variable (0.764). Based on Table it can be seen that each question indicator has a factor loading value that is tested from its latent construct, meaning that each question indicator can be predicted well by each latent construct or can be interpreted that the discriminant validity is valid, so it can be concluded that the results of table that all constructs have met the discriminant validity criteria Therefore, it can be concluded that the variables in this study have valid discriminant validity values.

Table HTML

	Social Media Marketing	Service Quality	Tourist Satisfaction	Visiting Decision
SMM			0.443	0.425
SQ			0.451	0.469
TS				0.303
VD				

The results of the discriminant validity test according to HTMT in Table show that all constructs in the research model have HTMT values below 0.9. The HTMT value between Social Media Marketing and Tourist Satisfaction is 0.443, then Social Media Marketing and Visiting Decision is 0.425, all of which are still below the threshold of 0.9. Furthermore, the HTMT value between Service Quality and Tourist Satisfaction is 0.451, and between Service Quality and Visiting Decision is 0.469, which are also below 0.9. The HTMT between Tourist Satisfaction and Visiting Decision is 0.303, which is also below the threshold of 0.9, so it is concluded that the discriminant validity of most constructs is met. In addition, the HTMT results that are consistently below the limit of 0.90 indicate that each construct has a clear separation boundary from each other. This means that although the variables in this study are theoretically interrelated, empirically, the indicators are still able to differentiate the concepts being measured. This confirms that the research model has good discriminant qualities, allowing for more accurate interpretation of the structural relationships between variables and freedom from potential measurement bias.

d. Construct Reliability

Table Construct Reliability

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Social Media Marketing</i>	0.830	0.880
<i>Service Quality</i>	0.829	0.880
Tourist Satisfaction	0.761	0.848
Visiting Decision	0.804	0.872

Source: processed data (2026)

Based on Table Construct Reliability, all research variables show a good level of reliability. The Social Media Marketing variable has a Cronbach's Alpha value of 0.830 and a Composite Reliability of 0.89, which means the measurement instrument is consistent and reliable. Service Quality shows very high reliability with a Cronbach's Alpha of 0.829 and a Composite Reliability of 0.880, so it can be said to have very strong internal consistency. Tourist satisfaction is also classified as reliable with a Cronbach's Alpha value of 0.761 and a Composite Reliability of 0.841, which means the measurement is consistent and reliable. Furthermore, Visiting Decision is also classified as reliable with a Cronbach's Alpha value of 0.804 and a Composite Reliability of 0.872, which means the measurement is consistent and

reliable. Overall, all variables meet the reliability criteria and are therefore suitable for use in further analysis.

4. Conclusion

Based on the results of the analysis and discussion that have been carried out on research data regarding the influence of Social Media Marketing and Service Quality on Visiting Decisions with Tourist Satisfaction as a mediating variable at the Nirwana Beach tourist attraction in Baubau City, the following conclusions can be drawn:

1. *Social Media Marketing* has a positive and significant effect on tourist satisfaction at Nirwana Beach, Baubau. This is evidenced by a path coefficient of 0.443, a t-statistic of $3.991 > 1.96$, and a p-value of $0.000 < 0.05$. This means that the better the social media marketing strategy implemented, the higher the satisfaction of tourists visiting Nirwana Beach, Baubau.
2. *Social Media Marketing* has a positive and significant effect on the visiting decision at Nirwana Beach in Baubau. This is evidenced by a path coefficient of 0.291, a t-statistic of $2.042 > 1.96$, and a p-value of $0.042 < 0.05$. This means that engaging and informative social media content and marketing activities significantly encourage potential tourists to visit Nirwana Beach in Baubau.
3. *Service Quality* has a positive and significant effect on tourist satisfaction at Nirwana Beach, Baubau. This is evidenced by the path coefficient value of 0.451, t-statistic of $3.992 > 1.96$, and p-value of $0.000 < 0.05$. Service quality is the variable with the greatest influence on tourist satisfaction, which means that the tangible, reliability, responsiveness, assurance, and empathy aspects offered at Nirwana Beach are the main determinants of tourist satisfaction.
4. *Service Quality* has a positive and significant effect on the visiting decision at Nirwana Beach in Baubau. This is evidenced by a path coefficient of 0.333, a t-statistic of $2.859 > 1.96$, and a p-value of $0.004 < 0.05$. This means that the quality of service perceived by tourists directly influences their decision to visit Nirwana Beach in Baubau.
5. *Tourist Satisfaction* has a positive and significant effect on the Visiting Decision at Nirwana Beach Baubau. This is evidenced by the path coefficient value of 0.303, t-statistic of $2.924 > 1.96$, and p-value of $0.004 < 0.05$. Satisfied tourists are proven to significantly encourage the decision to revisit, as reflected in the high rate of repeat visits of respondents at 86.5%.
6. *Tourist Satisfaction* proven to mediate the influence of Social Media Marketing on Visiting Decisions at Nirwana Beach Baubau. This is evidenced by the original sample value of

0.134, a t-statistic of $2.697 > 1.96$, and a p-value of $0.007 < 0.05$. This means that an effective social media marketing strategy first shapes tourist satisfaction, which in turn drives visiting decisions.

7. *Tourist Satisfaction* proven to mediate the influence of Service Quality on Visiting Decisions at Nirwana Beach Baubau. This is evidenced by the original sample value of 0.137, t-statistic of $2.106 > 1.96$, and p-value of $0.036 < 0.05$. This means that good service quality contributes to tourist satisfaction, and this satisfaction subsequently becomes the main driver of visiting decisions.

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