



Original Article

Comparative Analysis of Local and Non-Local Tourists: Assessing the Influence of Destination Image and Social Media Promotion on Visit Intention

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Abstract:

This study investigates the influence of destination image and social media promotion on tourists' visit intention to Soedirman Street, Bandung. Using a quantitative approach, data were collected through an online survey administered to 200 respondents, comprising 100 local residents from Bandung and 100 visitors from outside the city. Employing comparative analysis, this research examines how these variables affect visit intention differently between local and non-local tourists. The results reveal that destination image significantly impacts visit intention across both groups, with a stronger effect observed among local residents. Social media promotion significantly influences non-local tourists' visit intention but shows no significant effect on locals. These findings suggest that tailored marketing strategies are necessary: social media campaigns should primarily target non-local visitors, while efforts to enhance destination image and community engagement are essential to encourage local visitation. The study contributes valuable insights into urban tourism behaviour and supports sustainable tourism development in culturally diverse settings.

Keywords: Destination image, Social media promotion, Visit Intention, Digital communication.

Introduction

Among Indonesia's emerging urban tourism destinations, the city of Bandung stands out, particularly with the prominence of Soedirman Street (Jalan Soedirman) as a vibrant urban corridor that combines culinary diversity, cultural heritage, and local identity. This place is well-known as a culinary tourism spot, for both of local tourism and outer Bandung tourist. Soedirman Street has appealing image as one of the tourism destination. [Wang et al. \(2023\)](#) state that each area or tourism site may have its own image, which is constructed over time through beliefs and cultures.



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Functioning as more than a gastronomic area, Soedirman Street represents a convergence of traditional and contemporary elements, attracting a heterogeneous mix of tourists from Bandung and outer city. The street's appeal lies not only in its rich culinary offerings, ranging from Sundanese and Chinese heritage foods to modern fusion cuisine, but also in its embodiment of cultural coexistence. It is among the few locations in Indonesia where halal and non-halal cuisines are harmoniously served side by side, fostering a unique environment of pluralism and interreligious tolerance. As such, Soedirman Street serves as a microcosm of multicultural interaction in urban Indonesia, making it a particularly compelling site for academic inquiry. Those factors enhance tourists' intention to build various compelling information sources. These facts will enhance the fact that tourist gather several information and interesting factors to build their intention to visit any sites or area ([Yulita, Subandi, & Kantawijaya, 2023](#)).



Figure 1. Sudirman Street, Bandung, Indonesia

Source: Tripadvisor, 2024

Current digitally-driven-world pushes tourists' behaviour to be influenced by the image of a destination as constructed through various media. The essence of one's culture and value is also considered the city representative ([Mervia & Kho, 2024](#)). Destination image, a multidimensional construct encompassing tourists' perceptions, emotions, and attitudes toward a location, has emerged as a critical determinant of travel intention and decision-making ([Wang, et al., 2021](#)). In parallel, the advent of user-generated content on social media platforms such as Instagram and TikTok has reshaped the tourism landscape ([Surianto, et al., 2025](#)). [Andjarwati, Tiarawati, Indarwati, \(2023\)](#) also state that visual culture now plays a central role in how destinations are perceived, marketed, and experienced. Indonesia, with more than 170 million active social media users, is at the forefront of this transformation, where social media content both reflects and informs destination appeal.

Despite the growing interplay between social media behaviour and travel decision-making, limited empirical studies have examined how these factors influence visitation to urban micro-destinations like Soedirman Street. Existing literature has primarily focused on mainstream tourism areas, leaving urban cultural corridors underexplored ([Kanwel, et al., 2019](#)). Given Soedirman Street's socio-cultural relevance and its rising popularity among tourists, this research seeks to fill this gap by investigating two main variables: the perceived destination image and the culture of uploading content on social media as an implemented behaviour of social media promotion ([Surianto, et al., 2024](#)).

This research adopts a quantitative research design, incorporating a comparative framework to better understand behavioural patterns among different visitor segments. A total of 200 respondents is surveyed, equally divided between Bandung residents and tourists from outside the city. This approach aims to reveal whether the propensity to create and share digital content differs between local and non-local visitors ([Panjaitan, Zulkarnain, & Kholil, 2024](#)). Initial assumptions suggest that non-local tourists may demonstrate greater enthusiasm for content creation, as their visits often represent special or novel experiences compared to locals, for whom the area may constitute a routine environment ([Yulita, Widaningsih, Suriyanto, & Dewantara, 2024](#)).

The research will apply statistical analyses to measure the extent to which destination image and digital engagement behaviour influence the decision to visit Soedirman Street. The findings are expected to provide empirical insights into the evolving dynamics of digital tourist behaviour, with implications for local government, destination marketers, and business owners. Specifically, the results can inform segmentation-based promotional strategies, enhance destination branding, and support inclusive, sustainable tourism policies.

In conclusion, Soedirman Street exemplifies how urban spaces can serve as both tourism assets and sociocultural symbols. By examining the role of destination image and social media practices in shaping visitation behaviour, this study contributes to the growing body of literature on urban tourism, digital influence, and cultural pluralism. The outcomes will not only enrich academic discourse but also offer practical guidance for managing and promoting tourism in complex, multicultural urban settings.

Research Method

This research employed a quantitative research approach using a comparative method to examine the influence of destination image and social media behaviour on tourists' decision to visit Soedirman Street, Bandung. The research was designed to assess whether there are significant differences between local visitors (Bandung residents) and non-local visitors (those from outside Bandung) in terms of how these two variables shape their travel decisions. Soedirman Street was chosen as the research object and site, due to its distinct position as a culturally diverse and socially vibrant culinary tourism destination in urban West Java.

Data collection was carried out through the distribution of 200 structured questionnaires administered directly to respondents on-site. The sample was evenly divided between two groups: 100 respondents who are residents of Bandung and 100 respondents who reside outside the city, ensuring a balanced representation of local and non-local perspectives. The questionnaire consisted of closed-ended questions measured on a Likert scale, designed to capture perceptions of destination image, frequency and type of social media usage related to tourism, and the factors influencing the decision to visit Soedirman Street.

To ensure that each statement is measured by previous literature, researchers gather several indicators from researches conducted by related findings to research variables. [Suhud, et al., \(2024\)](#) measures destination image in seven indicators. [Silaban, et al., \(2022\)](#) measures social media promotion in seven indicators. [Suhud, et al., \(2024\)](#) measures destination image in six indicators. The indicators are adjusted to be a questionnaire containing 21 indicators.

For data analysis, the study performs a series of statistical tests. Descriptive statistics were used to profile the respondents, while inferential techniques such as independent sample t-tests, simultaneous F-test, and coefficient determination analysis were employed to compare local and non-local visitors and to determine the relative influence of destination image and social media behaviour on visitation decisions. The comparative design enabled the researchers to identify whether differences in digital engagement and perception significantly impact travel behaviour, thus offering insights relevant to both tourism theory and destination management practice.

Result & Discussion

Respondents' Distribution

Table 1. The Respondents' Domicile Distribution According to Sex.

	Bandung	Bekasi	Depok	Jakarta	Tangerang	Other City	Total
Sex	52	12	4	23	2	4	97
Male	48	9	4	34	6	2	103
Female	100	21	8	57	8	6	200

Table 1 illustrates the distribution of respondents according to their domicile and sex. Respondents are separated by their domicile to answer the research hypothesis about the comparison between local tourists' perception and tourists' perception from outer Bandung. Out of the entire number of respondents, there are 97 females and 103 males out of a total 200 respondents. The respondents are also balanced-divided into local tourist and outer Bandung tourist. Apart from the numbers shown, the data show that only 6 out of 200 respondents are tourists from the not mentioned city. It means that the majority of the outer Bandung tourism come from the JADETABEK area, that is known as Jakarta greater area.

Validity & Reliability Testing

All of the research indicators passed the validity and reliability test. Eight indicators of destination image with factor loadings ranging from 0,428 to 0,766. This construct has Cronbach's alpha score of 0,786. Further, seven indicators from social media promotion with factor loadings ranging from 0,680 to 0,834. The construct of this variable has Cronbach's alpha score of 0,784. Meanwhile, six indicators of visit intention with factor loadings ranging from 0,498 to 0,801, has Cronbach's alpha score of 0,777. This table 2 portrays the test result:

Table 2. Validity & Reliability Test Result

		Factor loadings	Cronbach's Alpha
Destination image			0,786
DI_5	XYZ is an exciting tourism object.	0,766	
DI_1	XYZ is a pretty tourism object.	0,704	
DI_6	XYZ is an interesting tourism object.	0,676	
DI_8	XYZ is a serene tourism object.	0,673	

DI_3	XYZ is a pleasant tourism object.	0,671
DI_4	People in XYZ are friendly.	0,640
DI_7	XYZ is a relaxing tourism object.	0,539
DI_2	XYZ is an easy accessible tourism object.	0,428
Social media promotion		0,784
SMP_6	I will share review about tourist attractions in XYZ.	0,834
SMP_3	I will share video content on social media about XYZ.	0,808
SMP_4	I will share reviews about accommodation near XYZ.	0,797
SMP_2	I will share a photo content on social media about XYZ	0,729
SMP_1	I will share comments on social media about XYZ.	0,710
SMP_5	I will share review about restaurants near XYZ.	0,684
SMP_7	I am influenced by my social media audience to share content about XYZ.	0,680
Visit Intention		0,777
VI_5	I can tell everyone about how to travel to XYZ with confidence.	0,801
VI_4	I am gathering information about XYZ.	0,776
VI_3	I prefer visiting XYZ than other destinations.	0,744
VI_6	I hope to visit XYZ in the future.	0,685
VI_2	I have extensive knowledge of visiting XYZ.	0,678
VI_1	I have interest in visiting XYZ	0,498

Hyphotesis Testing

Table 3. T (Partial) – Test Result for Tourists from Outer Bandung.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.080	2.974		3.726	.000
	X1_Destination_Image	.199	.082	.237	2.434	.017
	X2_Social_Media_Promotion	.198	.088	.218	2.241	.027

a. Dependent Variable: Y_Visit_Intention

Based on the analysis in the table above, the calculated t value for the Destination Image is 2.434 > t table of 1.984 with a significance of 0.017. Based on the number portrayed, it could be concluded that destination image has a significant positive effect on visit intention of tourist from outer Bandung. In addition, the calculated t value for the Social Media Promotion is 2.241 > t table of 1.984 with a significance of 0.027. It also could be concluded, that Social Media Promotion has a significant positive effect on visit intention.

Table 4. F (Simultaneous) – Test Result for Tourists from Outer Bandung.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.095	2	59.048	7.123	.001 ^b
	Residual	804.145	97	8.290		
	Total	922.240	99			

a. Dependent Variable: Y_Visit_Intention

b. Predictors: (Constant), X2_Social_Media_Promotion, X1_Destination_Image

The result of the simultaneous F-test, as shown in the Table 4, indicate that the regression model is statistically significant. This implies that the independent variables have a significant influence to tourist's visit intention, simultaneously. The sum of squares for regression compared to the residual also demonstrates that a meaningful portion of the variance in the dependent variable can be explained by the number.

These findings affirm that Destination Image and Social Media Promotion are jointly relevant predictors of tourists' behavior such as visit intention. Although the effect is statistically significant, the relatively moderate F-value suggests that additional factors beyond the current model may also contribute to visit intention.

Table 5. Linear Regression Analysis Result for Tourists from Outer Bandung.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.358 ^a	.128	.110	2.879

a. Predictors: (Constant), X2_Social_Media_Promotion, X1_Destination_Image

The table 5 indicates a moderate correlation portrayed by $R=0,358$ between destination image, social media promotion, and visit intention. However, with an R^2 value of 0,128, the result explains only 12,8% of the variance in visit intention. Variables chosen and selected by the researchers are minor variable that several times have role as supporting variables. It is recommended to other researchers to combine major variable with minor variables chosen by current research. However, they are still giving 12,8% influence to the visit intention.

As a comparative study, researchers also conducting T test, F test, and linear regression to the questionnaire from local tourist. The number data is exactly the same. 100 data was collected from local tourist.

Table 6. T (Partial) – Test Result for Tourists from Bandung.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.598	1.922		.832	.408
	X1	.585	.085	.628	6.846	.000
	X2	.069	.061	.104	1.129	.262

a. Dependent Variable: Y

The t-test analysis of responses from Bandung-based tourists reveals that destination image plays a significant and influential role in shaping their intention to visit Soedirman Street. With a t-value of 6.846 and a significance level of 0.000, the data clearly indicate that local visitors are strongly influenced by how they perceive the destination. Their decision to visit is likely tied to personal familiarity, cultural

connection, and firsthand experiences with the area of elements that naturally reinforce a positive image.

On the other hand, social media promotion does not appear to have a meaningful impact on visit intention among this group. The t-value of 1.129 and a significance level of 0.262 suggest that promotional content shared online does not significantly sway the decisions of local tourists. This could be because residents of Bandung already know what Soedirman Street has to offer, making social media less relevant as a source of information or inspiration for them.

Table 7. F (Simultaneous) – Test Result for Tourists from Bandung.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	613.421	2	306.711	45.517	.000 ^b
	Residual	653.619	97	6.738		
	Total	1267.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The analysis of local tourists' responses reveals that the regression model is highly significant. With an impressive F-value of 45.517 and a significance level of 0.000, it's clear that destination image and social media promotion together have a strong and meaningful impact on visit intention among Bandung residents. Looking closer at the sum of squares, the regression is for 613.421, which is nearly as large as the residual sum of squares of 653.619. This means the model explains a substantial portion of the variation in locals' visit intentions, much more than what was observed among tourists from outside Bandung. In other words, these two factors combined do a better job of predicting whether local tourists plan to visit Soedirman Street.

Comparing these findings with the first F-test results from tourists outside Bandung highlights some interesting differences. Both groups show that destination image and social media promotion significantly influence visit intentions when considered together. However, the strength of this influence is notably different. For non-local tourists, the model is significant but the F-value is more moderate, indicating that while these factors matter, they don't explain as much of the decision-making process. This is also reflected in a smaller portion of explained variance. On the other hand, the model for local tourists is far stronger. The much higher F-value and larger regression sum of squares tell us that destination image and social media promotion play a more decisive role in shaping locals' visit intentions. This could be because local residents have a closer relationship with Soedirman Street, they're more familiar with its culture and atmosphere, which makes these factors more influential in their decision to visit.

Table 8. Linear Regression Analysis Result for Tourists from Outer Bandung.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.484	.474	2.596

a. Predictors: (Constant), X2, X1

The results presented in Table 8 reveal a strong correlation between the independent variables, destination image and social media promotion, and visit

intention among local tourists. The correlation coefficient is 0.696, indicating a substantial positive relationship. Moreover, the R^2 value of 0.484 suggests that approximately 48.4% of the variance in visit intention can be explained by these two variables combined. This represents a significant increase in explanatory power compared to the previous model based on non-local tourists. This higher R^2 value indicates that destination image and social media promotion play a much more influential role in shaping the decision of Bandung residents to visit Soedirman Street. It suggests that local tourists' perceptions and engagement with social media content are critical factors driving their visit intention, reflecting a deeper connection or stronger influence of these variables within the local context.

When comparing the two groups, a notable difference emerges in the strength of the relationship between destination image, social media promotion, and visit intention. For tourists from outside Bandung, the correlation is moderate ($R = 0.358$) with an R^2 of 0.128, indicating that these variables explain just 12.8% of the variance in visit intention. This suggests that while destination image and social media promotion are relevant, they may act more as supporting factors for non-local tourists who might rely on additional information sources or motivations when deciding to visit.

In contrast, for local tourists, the correlation is much stronger ($R = 0.696$), with the model explaining nearly half of the variance in visit intention (48.4%). This substantial difference highlights that the selected variables, destination image and social media promotion, are far more influential for Bandung residents. The local tourists' frequent exposure, familiarity, and social media interactions related to Soedirman Street likely reinforce these factors' impact on their visit decisions.

Overall, these findings suggest that tourism marketing strategies should consider this difference in influence. While enhancing destination image and social media promotion is essential for all tourists, these efforts might yield greater returns among local residents who respond more strongly to these factors. Meanwhile, strategies targeting non-local tourists may need to incorporate additional variables or channels to effectively motivate visit intention.

Conclusion

The comparative analysis between local and non-local tourists reveals important differences in how destination image and social media promotion shape their visit intentions. Destination image consistently has a significant and positive effect on both groups, but its influence is notably stronger among local tourists. Conversely, social media promotion plays a significant role in motivating non-local tourists, while its impact on local residents appears limited, likely because locals already have established familiarity with Soedirman Street.

The F-test results further highlight these differences. Although the models are statistically significant for both groups, the combined effect of destination image and social media promotion is much more pronounced for local tourists. This is supported by the linear regression results, where nearly half of the variation in visit intention among local visitors is explained by these variables, compared to only a modest portion explained among non-local tourists. Taken together, these findings underscore the need for targeted marketing strategies. Efforts to enhance social media promotion should prioritize attracting non-local visitors, while strategies aimed at local tourists should focus on strengthening the destination's image and fostering deeper community engagement to encourage sustained interest and visitation.

Suggestion

Based on the findings, it is recommended that tourism stakeholders develop differentiated marketing strategies to effectively reach both local and non-local tourists. For non-local visitors, increasing engaging and visually appealing social media content can enhance destination awareness and encourage visits. For local residents, efforts should focus on strengthening the positive image of Soedirman Street through community events, cultural promotions, and experiential marketing, as their visit intention is more influenced by familiarity and destination image. This dual approach can help optimize tourism development and visitor satisfaction in the area.

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