

THE INFLUENCE OF SOCIAL MEDIA VLOGS AND TOURIST LOCATIONS ON THE DECISION TO VISIT THE SIAK SRI INDRAPURA PALACE

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ABSTRACT : This study aims to examine how social media vlogs and location affect visitors' decisions to come to Siak Sri Indrapura Palace. The research population includes all visitors to the palace in 2024, totaling 1,004,500 tourists. Using Slovin's formula, a sample size of 100 respondents was determined. Primary data were collected through questionnaires distributed to these respondents. The analysis was conducted using multiple linear regression with SPSS version 24. The data testing process involved descriptive statistics, data quality checks, assumption testing, multiple regression analysis, and hypothesis testing including t-tests, F-tests, and determination coefficient tests. The findings reveal that social media vlogs significantly and positively impact visit decisions. Likewise, location also has a significant positive effect on those decisions. Together, social media vlogs and location simultaneously show a significant positive influence on visitors' choices. Combined, these variables explain 63.7% of the variance in visit decisions, while the remaining 36.3% is attributed to other factors beyond the scope of this study.

Keywords: *Social media vlogs, Location, Visit decision*

INTRODUCTION

In today's digital age, social media platforms play a crucial role in influencing consumer choices, including in the context of tourism. One form of digital promotion that is currently popular is the vlog (video blog). Vlogs allow content creators to share their travel experiences visually and personally, which can then influence the perceptions, interests, and decisions of potential travelers. Information presented in a vlog in an engaging, informative, and authentic manner is considered more convincing than conventional promotions. This makes vlogs an effective promotional medium for increasing awareness and attraction of tourist destinations.

Vlogs, or video blogs, are a form of digital content that combines video and blogging. According to Permana, vlogs allow individuals or groups to share

experiences, thoughts, or information through videos uploaded to video sharing platforms such as YouTube, Instagram, or TikTok. Typically, vlogs cover a variety of topics, from travel and lifestyle to tutorials and product reviews. YouTube, with 143 million users, is the social media platform with the lowest number of users in Indonesia by 2025. Snapchat, with under 10 million users, is the social media platform with the lowest number of users. This surge in users presents a significant opportunity for the tourism sector, such as the Siak Sri Indrapura Palace, to increase visits through social media-based content, including vlogs. The presence of vlogs utilizing social media platforms makes destination promotion more accessible and appealing to potential visitors.

Table 1. Siak Palace Visitor Data

Years	Types of Travelers		Total
	Wisnus	Wisman	
2020	62.041	201	62.242
2021	31.492	8	31.500
2022	478,676	136	478.812
2023	993,932	4,006	997.938
2024	1.001,925	2,575	1.004.500

Source: Siak Regency Tourism Office, (2024)

Table 1 above shows that tourist visits to the Siak Sri Indrapura Palace have increased from 2020 to 2024. The Siak Regency Tourism Office is currently conducting promotional activities through social media vlogs on Facebook, TikTok, Instagram, and various other platforms to provide information about the Siak Sri Indrapura Palace to prospective tourists.

Based on an interview with Ms. T. Zainatul Akmar, S.Sos., a member of the Siak Regency Tourism Office's social media promotion department (March 19, 2025), social media promotion has had a significant positive impact on increasing tourist visits. However, the local government still frequently faces challenges such as inadequate facilities, such as homestays and uncomfortable hotels, and inadequate entertainment venues in Siak Sri Indrapura City.

The local government is also lacking in providing souvenirs from the Siak Sri Indrapura Palace, such as souvenirs and local culinary specialties. Consequently, tourists often struggle to learn about the history and heritage of the Siak Sri Indrapura Palace. Regarding location, Siak Palace is easily accessible by land transportation, and road signs are provided. However, management is still lacking security personnel and public area surveillance.

LITERATURE REVIEW

Social Media Vlog

A vlog, short for video blog, is a digital content format in which creators share experiences, information, or opinions in video form. Unlike traditional text-based blogs, vlogs utilize visual and audio elements to convey messages in a more dynamic and engaging manner. Vlogs have become a popular medium on platforms like YouTube, Instagram, and TikTok, where users can communicate more directly with their audiences through visual content. Zuhri (2021) defines social media as a communication technology that allows individuals to share information and interact within social networks. Social media creates a platform for users to connect, share, and collaborate, contributing to community development and strengthening social relationships.

Location

Location is a crucial aspect in various contexts, from geography to business. In a geographic context, location refers to the physical position of a place on Earth, usually expressed in geographic coordinates such as latitude and longitude. Location can be categorized into two main types: absolute location and relative location (Cynthia, 2022).

Decision to Visit

According to Kotler and Keller (2016), purchasing decisions, including in the context of tourism, include the decision to visit, which is the end result of a series of psychological and social processes involving perception, motivation, and the influence of the surrounding environment. In the context of tourism, the decision to visit is influenced not only by internal factors such as interests and needs, but also external factors such as promotions, recommendations from others, social media, and ease of access to the location.

Framework

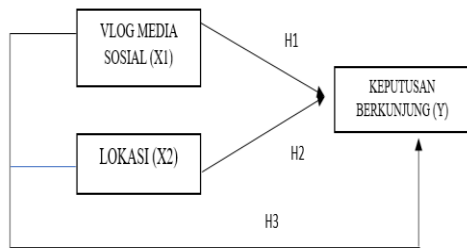


Figure 1. Research Paradigm

Source: Data processed by the author, (2025)

METHODS

The population in this study was the total number of domestic visitors to the Siak Sri Indrapura Palace during 2024, recorded at 1,001,925 people. Based on the Slovin approach, the number of respondents involved in this study was set at 100. Respondents were selected using purposive sampling, a selective approach based on specific criteria relevant to the research objectives.

This study utilized two types of data sources: primary and secondary. Primary data was collected directly from individuals who had visited the Siak Palace and were exposed to vlog content on social media. The information collected was quantitative and obtained through the distribution of online questionnaires using platforms such as Google Forms. During the data collection process, a Likert based survey instrument was used to capture respondents' perceptions and responses in a measurable manner.

Table 2. Operational Variables

No	Variables	Indicator
1	Social Media Vlog (X1)	- Frequency - Involvement - Duration - Attention - Credibility
2	Location (X2)	- Accessibility - Supporting Facilities - Safety and Comfort - Cleanliness and - Environmental Beauty
3	Decision to Visit (Y)	- Number of visits per month/year - Percentage increase or decrease in visits compared to the previous period - Average length of stay of tourists

Source: Researcher Processed Data, (2025)

The data analysis process in this study was conducted using a descriptive statistical approach, which aims to provide a comprehensive overview of the respondents' profiles as the objects of study. Furthermore, to test the relationship between the independent variables vlog exposure on social media and location and the dependent variable, visit decisions, a multiple linear regression method was used. This analysis was supported by the use of SPSS software to ensure the accuracy of the results.

RESEARCH RESULTS

Descriptive Analysis Results

Social Media Vlog Variables

Table 3. Responses Regarding Social Media Vlog Variables

Statement	Descri ption	Frequency					Total Score	Average/Criter ia
		SS	S	CS	TS	ST S		
		5	4	3	2	1		
1. I often watch travel vlogs on social media before visiting a tourist destination.	Total	17	66	16	1	0	100	3,99 Good
	%	17,0	66,0	16,0	1,0	0	100	
	Score	85	264	48	2	0	399	
2. The vlog I watched provided complete information about the Siak Sri Indra-pura Palace.	Total	23	57	19	1	0	100	4,02 Good
	%	23,0	57,0	19,0	1,0	0	1000	
	Score	115	228	57	2	0	402	
3. The vlog about Siak Palace helped me in considering a visit to the place.	Total	14	54	32	0	0	100	3,82 Good
	%	14,0	54,0	32,0	0	0	100	
	Score	70	216	96	0	0	382	
4. The quality of the images and the narrative in the vlog made me interested in visiting.	Total	19	59	22	0	0	100	3,97 Good
	%	19	59	22	0	0	100	
	Score	95	236	66	0	0	397	
5. I trust the information in vlogs more than other travel ads.	Total	31	52	16	1	0	100	4,13 Good
	%	31,0	52,0	16,0	1,0	0	100	
	Score	155	208	48	2	0	413	
Total		3,99 (Good)						

Source: Processed data, (2025)

From the explanation above, it can be seen that the social media vlog variable of Siak Sri Indrapura Palace has the highest respondent response, namely on the statement "I trust the information in the vlog more than other tourism advertisements" and the lowest is on the statement "Vlogs about Siak Palace help me in considering a visit to the place" Overall, it obtained an average of 3.99 which is considered good, this shows that the majority of respondents have a positive perception of the existence and role of tourism vlogs on social media related to Siak Sri Indrapura Palace. Thus, it can be concluded that tourism vlogs on social media have had a significant influence in attracting interest and shaping tourist preferences to visit the destination.

Location Variable

The location variable in this study consists of five statement items.

Descriptive results of respondent responses can be seen in the following table:

Table 4. Respondents' Responses Regarding Location Variables

Statement	Descri ption	Frequency					Total Scor e	Average /Criteri a
		SS	S	N	TS	STS		
		5	4	3	2	1		
1. The Siak Sri Indrapura Palace is easily accessible by public transport.	Total	21	65	14	0	0	100	4,07 Good
	%	21,0	65,0	14,0	0	0	100	
	Score	105	260	42	0	0	407	
2. The infrastructure leading to Siak Palace is adequate.	Total	21	59	20	0	0	100	4,01 Good
	%	21,0	59,0	20,0	0	0	100	
	Score	105	236	60	0	0	401	
3. Road access to Siak Palace is very convenient for visitors.	Total	11	66	22	1	0	100	3,87 Good
	%	11,0	66,0	22,0	1,0	0	1	
	Score	55	264	66	2	0	387	
4. The presence of public facilities around Siak Palace makes things convenient for tourists.	Total	12	51	37	0	0	100	3,75 Good
	%	12,0	51,0	37,0	0	0	100	
	Score	60	204	111	0	0	375	
5. I consider ease of access before deciding to visit a tourist spot.	Total	19	67	14	0	0	100	4,05 Good
	%	19,0	67,0	14,0	0	0	1	
	Score	95	268	42	0	0	405	
Total		3,95 (Good)						

Source: Processed data, (2025)

From the explanation of table 4 above, it can be seen that the location variable has the highest respondent response, namely the statement "The location of the Siak Sri Indrapura Palace is easy to reach by public transportation" and the lowest is the statement "9. The existence of public facilities around the Siak Palace makes it easier for tourists." Overall, the average obtained is 3.95 which is considered good. This shows that the location of the Siak Palace is considered easy to reach by public transportation. accessible to visitors. This good accessibility is a contributing factor to increased interest in visiting, as visitors feel they don't encounter significant obstacles in reaching the location.

Visit Decision Variable

The visit decision variable in this study consisted of five statement items. Descriptive results of respondents' responses can be seen in the following table:

Table 5. Respondents Responses Regarding Visit Decision Variables

Statement	Descripti on	Frequency					Total Score	Averag e
		SS 5	S 4	N 3	TS 2	STS 1		
1. I was interested in visiting Siak Palace after watching vlogs on social media.	Total	23	60	16	1	0	100	4,05 Good
	%	23,0	60,0	16,0	1,0	0	100	
	Score	115	240	48	2	0	405	
2. Social media vlogs increased my interest in exploring new tourist destinations.	Total	13	55	32	0	0	100	3,81 Good
	%	13,0	55,0	32,0	0	0	100	
	Score	65	220	96	0	0	381	
3. I recommend Siak Palace to friends after watching vlogs or visiting	Total	19	66	15	0	0	100	4,04 Good
	%	19,0	66,0	15,0	0	0	100	
	Score	95	264	45	0	0	404	
4. I am more interested in visiting tourist attractions that are often promoted through vlogs.	Total	24	60	16	0	0	100	4,08 Good
	%	24,0	60,0	16,0	0	0	100	
	Score	120	240	48	0	0	408	
5. I would like to visit Siak Palace again in the future.	Total	22	61	16	1	0	100	4,04 Good
	%	22,0	61,0	16,0	1,0	0	100	
	Score	110	244	48	2	0	404	
Total		4,00 (Good)						

Source: Processed data, (2025)

From the explanation above, it can be seen that the visitor decision variable has the highest respondent response, namely on the statement "I am more interested in visiting tourist attractions that are often promoted through vlogs" and the lowest response is on the statement "Social media vlogs increase my interest in exploring new tourist destinations" Overall, the visitor decision variable obtained an average of 4.00 which is classified as good, this shows that vlogs on social media and the location of the Siak Palace have a positive influence on tourists decisions to visit. Vlogs provide interesting visual information and real experiences, while easily accessible locations further strengthen interest and ease of access for visitors.

Data Quality Test Results

Table 6. Results of Validity Test of Research Variables

Butir Pernyataan	r hitung	r tabel	Keterangan
Vlog Media Sosial			
X1.1	0,371	0,195	Valid
X1.2	0,492	0,195	Valid
X1.3	0,467	0,195	Valid
X1.4	0,597	0,195	Valid
X1.5	0,445	0,195	Valid
Lokasi			
X2.1	0,330	0,195	Valid
X2.2	0,395	0,195	Valid
X2.3	0,466	0,195	Valid
X2.4	0,411	0,195	Valid
X2.5	0,306	0,195	Valid
Keputusan Kunjungan			
Y.1	0,705	0,195	Valid
Y.2	0,470	0,195	Valid
Y.3	0,382	0,195	Valid
Y.4	0,315	0,195	Valid
Y.5	0,722	0,195	Valid

Source: Processed data (2025)

Based on the results of calculating the validity of social media vlogs, locations, and visiting decisions, it can be seen that each statement item for the validity of social media vlogs, locations, and visitor decisions is valid.

Data Reliability Test Results

Table 7. Results of Reliability Test of Research Variables

Variable	Standards	Cronbach's Alpha	Information
Social media vlog (X1)	0,60	0,715	Reliable
Location (X2)	0,60	0,629	Reliable
Visit decision (Y)	0,60	0,748	Reliable

Source: Processed data (2025)

Based on table 7, it can be seen that the reliability coefficients of the social media Vlog instruments (X1), Location (X2) and Visiting decisions (Y) are reliable.

Data Normality Test Results

Table 8. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,33513157
Most Extreme Differences	Absolute	,073
	Positive	,044
	Negative	-,073
Test Statistic		,073
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Source: Processed data (2025)

The Asymp. Sig. value obtained was 0.200, higher than the significance limit of 0.05. This result indicates that the data distribution is normal. Therefore, the requirements for conducting a normality test have been met, making the data suitable for use in hypothesis testing.

Multicollinearity Test Results

Table 9. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Vlog Media Sosial (X1)	,534	1,872
	Lokasi (X2)	,534	1,872

Source: Processed data (2025)

All independent variables in this analysis had VIF values that did not exceed 10, and tolerance values higher than 0.10. This finding indicates that multicollinearity is not a significant problem in the regression model, as there is no strong linear correlation between the independent variables that could interfere with the interpretation of the results.

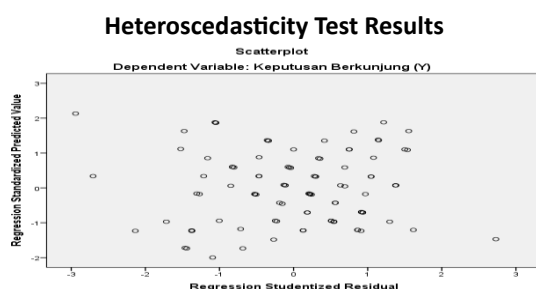


Figure 1. Heteroscedasticity Test Results

Source: Processed data (2025)

Based on the scatterplot visualization, the distribution of data points appears random and does not form a consistent pattern, such as widening or narrowing that would indicate a specific pattern. This indicates that heteroscedasticity is not present in the data used, so the regression model can be considered to meet the assumption of residual variance stability.

Autocorrelation Test Results

Table 10. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,803 ^a	,644	,637	1,349	1,970

a. Predictors: (Constant), Lokasi (X2), Vlog Media Sosial (X1)

b. Dependent Variable: Keputusan Berkunjung (Y)

Source: Processed data (2025)

The Durbin-Watson analysis results in Table 9 show a figure of 1.970, which is within the reasonable range of -2 to +2. This indicates no autocorrelation, meaning the residual disturbances do not occur sequentially and do not affect the independent variables.

Table 11. Multiple Linear Regression Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,667	1,423		1,172	,244
	Vlog Media Sosial (X1)	,474	,082	,482	5,820	,000
	Lokasi (X2)	,450	,095	,392	4,728	,000

a. Dependent Variable: Keputusan Berkunjung (Y)

Source: Processed data (2025)

$$Y = 1,667 + 0,474 X_1 + 0,450 X_2$$

The following is a description of the test results above:

1. The constant of 1.667 indicates that when variables X1 and X2 are zero, the estimated value of variable Y is 1.667. This represents the baseline value or intercept of the regression model.

2. The coefficient for X1 of 0.474 means that for every 1-unit increase in variable X1 assuming variable X2 remains constant the value of Y increases by 0.474 units. This indicates that variable X1 has a positive effect on variable Y.

3. The coefficient for X2 of 0.450 indicates that for every 1-unit increase in variable X2 assuming X1 remains constant the value of Y increases by 0.450 units. This means that variable X2 also has a positive effect on Y.

t-Test Results

Table 11 is used for the interpretation of the following t-test results:

1. The Social Media Vlog variable (X1) obtained a value of 0.000 ($p < 0.05$) and a calculated t value of $5.820 > t$ table (1.984). This shows that Social Media Vlogs have an effect on Y. This means that the higher the exposure or quality of social media vlogs, the higher a person's decision to visit.
2. The significance value for the Location variable (X2) is 0.000 ($p < 0.05$) with a calculated t value of 4.728. $> t$ table (1.984), This shows that location also has an influence on Y. In other words, the more strategic or attractive the location of a place, the more likely someone is to decide to visit.

F Test Results (Simultaneous Test)

Table 12. F Test Results (Simultaneous Test)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	319,485	2	159,742	87,803	,000 ^b
	Residual	176,475	97	1,819		
	Total	495,960	99			

a. Dependent Variable: Keputusan Berkunjung (Y)

b. Predictors: (Constant), Lokasi (X2), Vlog Media Sosial (X1)

Source: Processed data (2025)

The third hypothesis tests the simultaneous influence of social media vlogs and location on visit decisions. Based on the analysis results in the table, the

calculated F-value of 87.803 far exceeds the table F-value of 3.09. In accordance with decision-making guidelines, this supports the acceptance of the alternative hypothesis (H_a). In other words, both independent variables are proven to simultaneously contribute significantly to visit decisions, thus H_3 is confirmed.

Table 13. Results of the Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 ^a	,644	,637	1,349

a. Predictors: (Constant), Lokasi (X2), Vlog Media Sosial (X1)

b. Dependent Variable: Keputusan Berkunjung (Y)

Source: Processed data (2025)

Referring to Table 12, the Adjusted R Square value was recorded at 0.637, equivalent to 63.7%. This indicates that the social media vlog (X1) and location (X2) variables together were able to explain 63.7% of the variation that occurred in the visit decision variable (Y), while the remaining 36.3% was explained by other variables not included in this research model.

RESULTS AND DISCUSSION

The Influence of Social Media Vlogs on Visit Decisions

The results of this study demonstrate that social media vlogs can influence visit decisions at the Siak Sri Indrapura Palace. This means that the more engaging the social media vlogs about the location, the higher the visit decision.

These findings reinforce the understanding that digital content, particularly vlogs, plays a strategic role in shaping public perception and interest in a tourist destination. According to Kotler & Keller (2016), consumer decisions in selecting a product or service are heavily influenced by the information they receive, including from social media. In this context,

vlogs function not only as a source of visual information but also as a promotional tool capable of conveying travel experiences authentically and convincingly.

Social media vlogs play an effective role in encouraging tourist interest in visiting, particularly to historical and cultural destinations like the Siak Palace. This finding is consistent with research by Manado et al. (2024), which concluded that social media content has a positive and significant influence on tourists' decisions to revisit Goba Molunow.

The Influence of Location on Visit Decisions

Based on the research results, the calculated t-value (4.728) was greater than the t-table (1.984), and the sig. value (0.000) was less than (0.05). Therefore, the H_a criterion is accepted, meaning location has a positive and significant effect on visit decisions. The results of this study demonstrate that location can influence visit decisions at the Siak Sri Indrapura Palace. This means that the better the location, the higher the visit decision.

These findings indicate that location factors, including ease of access, transportation availability, and affordability, are important considerations in tourist decision-making. This opinion aligns with the views of Kotler and Armstrong (2016), who explain that ease of access and strategic location are key elements that can influence consumer behavior in decision-making, including in the context of tourism. Therefore, the results of this study reinforce that a good location can increase the attractiveness of a tourist destination, and in this case, the location of the Siak Sri Indrapura Palace is a factor that drives tourist interest.

CONCLUSION

Social media vlog content influences tourists' decisions to visit the Siak Sri Indrapura Palace.

Location influences an individual's decision to choose the Siak Sri Indrapura Palace as a tourist destination. Collectively, social media vlogs and location influence tourists' decisions to visit the Siak Sri Indrapura Palace.

Social media vlogs play a significant role in influencing visitors' decisions to visit the Siak Sri Indrapura Palace; therefore, management should consistently post content regarding the palace. To encourage tourist visits, management needs to focus on key indicators that significantly impact visitor perception and satisfaction. Future research is recommended to explore and analyze additional factors that may influence tourists' decisions such as tourism facilities, ticket prices, service quality, and other forms of digital promotion—in order to gain a more comprehensive understanding.

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