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Website Content Marketing and Tourists' Visiting Decisions: Evidence from Bhakti Alam Pasuruan Agrotourism

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Abstract

The low number of tourist visits to Bhakti Alam Pasuruan Agrotourism was previously related to the suboptimal quality of the website in terms of content, information presentation, and ease of discovery, which could hinder tourists in obtaining information and making decisions. The website improvements made in March 2025 cannot yet guarantee the effectiveness of the content on tourist behavior, so this study aims to analyze the influence of website content marketing on tourists' decisions to visit Bhakti Alam Pasuruan Agrotourism. The research uses primary data through surveys and interviews with 100 tourists who have accessed the latest version of the bhaktialam.co.id website. Sampling was done using purposive sampling, while data analysis was done using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method to test the direct influence of content marketing variables on visiting decisions. The results of the study indicate that content marketing on the website has a positive and significant effect on tourists' decisions to visit. Agrotourism managers need to continue to improve the quality and consistency of content so that the website can function as an official source of information for potential tourists. content so that the website can function as an official source of information for potential tourists.

Keywords: *Website Content Marketing; Visiting Decision; Tourist Behavior; Agrotourism; SEM-PLS; Digital Marketing; Bhakti Alam Pasuruan*

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INTRODUCTION

The tourism sector in Indonesia plays a significant role as an economic driver, as evidenced by its contribution to Gross Domestic Product (GDP) of 4.01% and the employment of more than 24 million people by 2024. This growth is accompanied by an increase in the number of tourist attractions and tourist interest. Agrotourism is one of the tourism objects that is growing rapidly, with the number of tourist attractions increasing by 34.12% (BPS, 2023) and becoming the type of tourism object that attracts the most visitors out of the 250 million total visitors to tourist attractions in Indonesia (Ministry of Tourism and Creative Economy, 2023). This phenomenon is caused by agrotourism offering a combination of educational and interactive experiences, as well as playing an important role in empowering local communities and preserving culture.

The rapid development of information technology has changed the marketing patterns of tourist attractions amidst the dynamic growth of the tourism sector. The

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success of a tourist attraction in today's digital era does not only depend on the natural beauty or physical facilities provided, but also depends on the utilization of *digital platforms* . The Digital 2025 Report by We *Are Social* shows that as many as 82.7% of internet users in Indonesia aged 16-64 years use the internet to search for information, especially 49.1% search for vacation and travel destinations. Search engines *are* the main medium in these searches (91.7%), with Google as the dominant portal (95.3%).

Websites have become a central element as an important digital platform in tourism marketing because they can introduce destinations more comprehensively, officially, and reliably (Husniati *et al* ., 2024), although Google search results now display various content formats from sources other than websites, such as videos from YouTube, location information from Google Maps, and content from social media and forums. This situation is supported by data from *We Are Social* in February 2025 that 52.2% of internet users visited a travel website or application in the past month. Behind this excellent *digital marketing opportunity* , many agrotourism destinations still ignore the important role of websites, thus hampering the digital visibility of tourist attractions and reducing the effectiveness of attracting tourists, especially through *digital search channels* .

The Bhakti Alam Pasuruan Agrotourism, located in Ngembal, Tutur District, Pasuruan Regency, East Java, is one example. This agrotourism site offers unique and engaging activities, including tourism and educational opportunities on cultivating horticultural crops such as tropical fruits, vegetables, and flowers, as well as cattle farming and the creation of processed products. While various physical aspects, such as tourist facilities, rides or attractions, ticket prices, and services, have been optimized, the agrotourism site has yet to fully attract visitors . The digital marketing platforms used are quite diverse, including social media (such as Instagram, WhatsApp Business, TikTok) and the official website at bhaktialam.co.id, but the focus remains predominantly on social media. This situation means that the website, as the company's official source of information, is not fully optimized.

This suboptimal marketing strategy can be seen in the stagnant website content. The last article was uploaded in December 2024 after stopping since 2022, even though regular *updates* are a requirement of Google's algorithm. The content presented is also incomplete and out *-of-date* , with minimal interactive visual content (only around 10%), and the use of keywords that mostly have low SERP (*Search Engine Result Page*) rankings. The Bhakti Alam Agrotourism website structure is also unresponsive to smartphones/mobile devices. The booking or reservation feature is also broken and not updated, which hinders conversions (Mckinsey, 2023). This suboptimal digital marketing strategy results in problems with low website visits and physical visits to the Bhakti Alam Agrotourism in Pasuruan.

Content marketing strategies need to be improved to expand the website's reach and attract more tourists. *Content marketing,* in the context of agrotourism, serves as an effective communication tool in building and maintaining tourist interest if the content presented contains quality information such as unique experiences, user reviews, and destination guides that can educate and inspire tourists (Diachuk, 2019). Presenting engaging and relevant content can increase brand awareness, increase engagement, and drive and increase website visits, which then influence online purchasing decisions *(* Putri *et al* ., 2022).

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Based on the identified issues, the management of the Bhakti Alam Pasuruan Agrotourism then updated the website starting in March 2025, specifically addressing aspects of content, navigation structure, visual appearance, and search engine optimization. The updates were made to improve the quality of information presented to tourists and strengthen the website's function as a digital marketing medium. The novelty of this study lies in examining the influence of official website-based content marketing in the educational agrotourism sector on tourists' direct visit decisions. Unlike previous studies that focused on social media or online purchasing intentions, this study emphasizes the role of complete content information, including facilities, attractions, prices, and activities or experiences offered, in helping tourists evaluate a destination before making a decision to visit. Therefore, the study aims to analyze the effectiveness of content marketing on the website after the updates, specifically in influencing tourists' decisions to visit the Bhakti Alam Pasuruan Agrotourism.

METHODOLOGY

The research took place at Agrowisata Bhakti Alam Pasuruan, which has the complete address at Jl. Raya Ngembal, Kemang, Ngembal, Tutur District, Pasuruan, East Java 67165. The research period was approximately 2 months from June 9, 2025, to August 3, 2025. The population is a collection of subjects or objects with certain criteria that are the focus of the research to be analyzed (Sugiyono, 2013). The population in this study was all tourists who visited Agrowisata Bhakti Alam Pasuruan after viewing the content of the website bhaktialam.co.id which had undergone improvements.

The sampling method used in this study is a non-probability sampling method using a purposive sampling technique using the following conditions: 1) Minimum age 18 years, 2) Have accessed the bhaktialam.co.id website at least once before a physical visit and have physically visited the Bhakti Alam Pasuruan Agrotourism. The minimum sample size is determined by 10 times the indicators on the construct with the largest number of indicators (rule of thumbs). The content marketing construct and the decision to visit have the largest number of indicators in this study, namely 5. Based on these rules, the minimum sample that can be used is 50 samples, but the number of samples that will be used in this study is 100 samples to avoid a low response rate quantity and increase the level of accuracy.

This research is quantitative and uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) data analysis method, tested with WarpPLS 8.0 software to evaluate complex relationships between latent variables. The testing process includes two stages: evaluation of the measurement model (outer model) and the structural model (inner model). The first step before testing the outer and inner models is to construct a research path diagram, as shown in the figure below.

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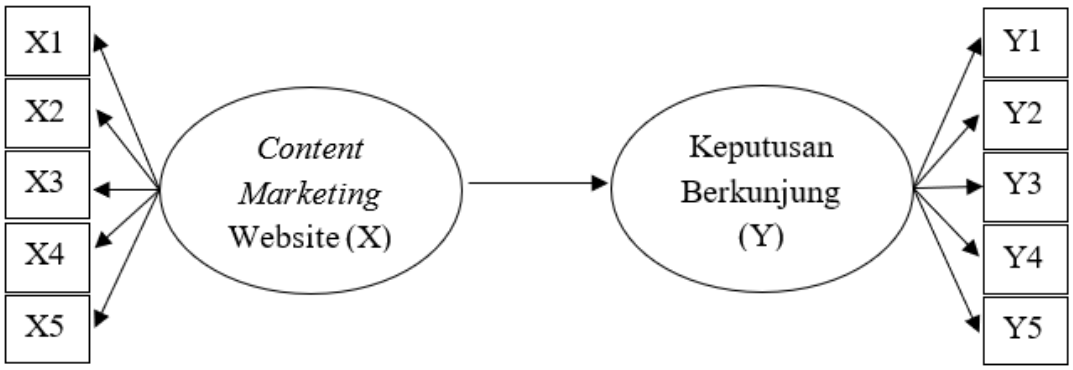

Figure 1. Research Path Diagram

Outer Model

outer model testing is conducted to ensure that the indicators truly represent the latent constructs in a valid and consistent manner. Another function of this test is to ensure that the indicators reflect or shape the latent constructs according to the concepts being measured, in both reflective and formative models. Testing is conducted in two stages: validity and reliability.

Validity Test

The purpose of conducting a validity test is to show the extent to which the measurement results can be trusted to represent the construct being measured. The approach taken in the validity test consists of convergent and discriminant validity. Convergent validity is measured through high factor loading values, usually above 0.70, and *an Average Variance Extracted* (AVE) of at least 0.50, to see the extent to which indicators in one construct work consistently to reflect or form the same latent construct. Discriminant validity aims to ensure that each construct only measures a specific concept without being mixed with other concepts as measured by *a cross-loading value* above 0.50 and an AVE root greater than the correlation of latent variables.

Reliability Test

Reliability testing assesses the consistency and stability of a measuring instrument in measuring a specific construct. The goal is to demonstrate the extent to which indicators produce consistent results. Reliability testing is achieved through *Cronbach's Alpha* and *Composite Reliability* (CR) values above 0.70.

Inner Model

The structural model evaluation test (*inner model*) describes the relationship between exogenous latent constructs (independent variables) and endogenous latent constructs (dependent variables). The aim is to evaluate how exogenous constructs influence endogenous constructs, test hypotheses between constructs, and assess the strength and predictive quality of these relationships. The test involves four stages: R^2, Q^2, model fit, and hypothesis testing.

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***Square* Test**

The R^2 evaluation measures how well exogenous variables can predict endogenous variables. The higher the R^2 value, the better the model's predictive ability. According to Hair *et al* . (2019), low, medium, and high R^2 values are indicated by values of 0.19, 0.33, and 0.67, respectively.

***Square* Test**

The Q^2 test measures a model's predictive ability by examining the extent to which the structural model can explain the observed data. The more positive the Q^2 value, the better the model's predictive validity, and vice versa (Henseler *et al* ., 2016). A high Q-square value for a dependent variable indicates that the model can accurately predict that variable based on its independent variables.

Model Fit Test

Model fit analysis evaluates whether the hypothesized relationships between variables in *the inner* model align with the data. This test ensures that the model adequately represents the analyzed phenomenon (Fadila and Herlina, 2023) . Based on research by Wardani *et al* . (2020), several requirements for model fit testing are presented in the following table.

Table 1. Model Fit Requirements

No.	Fit Model	Fit Criteria
1	*Average Path Coefficients* (APC)	P<0.005
2	*Average* RS *squared* (ARS)	P<0.005
3	*Average Adjusted* R- *Squared* (AARS)	P<0.005
4	*Average Block Variance Inflation* (AVIF)	*Acceptable if* ≤ 5, *ideally* ≤ 3.3
5	*Average Full Collinearity VIF (AFVIF)*	*Acceptable if* ≤ 5, *ideally* ≤ 3.3
6	*Tenenhaus Goodness of Fit* (GOF)	*Small* ≥ 0.1, *medium* ≥ 0.25 , *large* ≥ 0.36
7	*Symson's Paradox ratio* (SPR)	*Acceptable if* ≥ 0.7, *ideally* = 1
8	RS *Quared Contribution Ratio* (RSCR)	*Acceptable if* ≥ 0.9, *ideally* = 1
9	*Statistical Suppression Ratio* (SSR)	*Acceptable if* ≥ 0.7
10	*Nonlinear Bivariate Causality Direction Ratio* (NLBCDR)	*Acceptable if* ≥ 0.7, *ideally* = 1

Source: Wardani *et al*., 2020.

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Model Fit Test

Hypothesis testing reveals a significant relationship between latent variables through the measurement of *the t-statistic* or *p-value* . These values are obtained through a *bootstrapping procedure* . According to Budiharto (2021), an acceptable *p-value is less than 0.05, with a t-statistic* of at least 1.96.

RESULTS AND DISCUSSION

Research result

This study uses the SEM-PLS technique to analyze how content marketing directly influences tourists' choice to visit the Bhakti Alam Pasuruan Agrotourism. This technique is suitable for testing interconnected and effective latent constructs for data with medium sample sizes and data that is not completely normally distributed (Subhaktiyasa, 2024). The causal relationship between visit choice and content marketing is analyzed in more detail using SEM-PLS, which provides a clear picture of the extent to which content influences tourists' decisions and intentions.

Table 2. Validity Test Results

	X	Y
X1.1	**0.691**	0, 454
X1.2	**0.599**	0, 282
X2.1	**0.773**	0, 500
X2.2	**0.649**	0, 428
X3.1	**0.758**	0, 467
X3.2	**0.847**	0, 572
X4.1	**0.728**	0, 561
X5.1	**0.703**	0, 495
X5.2	**0.786**	0, 459
Y1.1	0.539	**0.800**
Y1.2	0.562	**0.854**
Y2.1	0.506	**0.829**
Y2.2	0, 568	**0.856**
Y3.1	0, 528	**0.776**
Y3.2	0.485	**0.725**
Y4.1	0, 476	**0.772**
Y5.2	0, 480	**0.714**

Source: Processed data (2025)

Based on the test results in table 2, the outer loading value of variable X (*content marketing*) ranges from 0.599 to 0.847 and variable Y (visiting decision) between 0.714 to 0.856, which indicates that all question items have good validity and are acceptable. The *outer loading value* can be accepted if it shows a number above 0.70 (Hair *et al.* , 2017). The output value in the table shows that there are several values that are less

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than 0.70, but are still acceptable because they are above 0.50. In accordance with the statement from Ghozali and Latan (2015), the *outer loading value* between 0.50 to 0.60 is considered sufficient to meet convergent validity in exploratory social research.

cross-loading values shown in Table 2 also show that each indicator has the highest *cross-loading value* on its original construct compared to other constructs in the model. An indicator is considered to have discriminant validity if its *loading value* is at least 0.1 greater than the other indicators (Hair *et al* ., 2021). This means the research model has good conceptual clarity between its constructs.

Table 3. Reliability Test Output

	Cronbach's Alpha	*Composite Reliability*	*Average Variance Extracted (AVE)*
X	0.889	0.910	0.532
Y	0.915	0.931	0.628
Z	0.768	0.853	0.593

Source: Processed data, 2025

Based on the test output in Table 3, it shows that construct X obtained a *Cronbach's alpha value* of 0.889 and construct Y of 0.915. These figures indicate that the value is met and the level of internal consistency is good because it is above 0.70. In accordance with the research of Sekaran and Bougie (2016), a value of 0.70 is considered reliable, above 0.80 is very reliable, the closer the number is to 1, the better the reliability. The *composite reliability value* for construct X is 0.910 and construct Y is 0.931, which means it has also met the standard because it is above 0.70. The AVE value for construct X is 0.532 and construct Y is 0.628, which has been considered to meet because it is above 0.50 meaning the latent variable can explain more than half of the indicator variance (Purwanto, 2021).

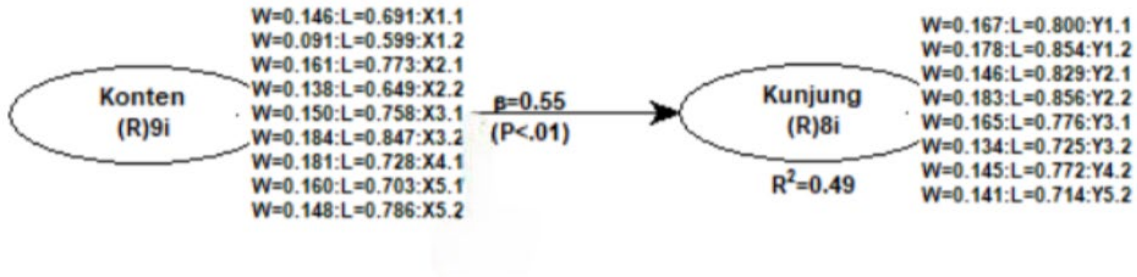

Figure 2. *Inner Model* Results

Figure 2 shows the results of the inner model, which includes the R- *square value, path coefficients* , and *p-value* . The resulting R- *square value or coefficient of determination is 0.493. This output indicates the visiting decision variable (Y), which means the content marketing variable* is able to explain approximately 49.3% of the variation in tourists'

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visiting decisions at the Bhakti Alam Pasuruan Agrotourism. This figure is included in the category of quite strong and acceptable according to Kock and Hadaya (2018) because human behavior can be influenced by other factors outside the model.

Table 4. Q- *Square* Values

	Q- ***Square***
Y	0.490

Source: Processed data, 2025.

Based on the test results in Table 4, the predictive relevance (Q^2) test value obtained was 0.490. This value indicates that this research model has adequate predictive relevance (Q^2) and is able to explain variation in the construct strongly. In line with the criteria stated by Yamin and Kurniawan (2020), a Q^2 value of 0.02 is low, 0.15 is medium, and 0.35 is in the high category.

Table 5. Model Fit Test Output

No.	**Index**	**Criteria**	**Mark**	**Information**
1.	*Average path coefficient* (APC)	P<0.05	P<0.001	**Fulfilled**
2.	*Average R-squared* (ARS)	P<0.05	P<0.001	**Fulfilled**
3.	*Average adjusted R-squared* (AARS)	P<0.05	P<0.001	**Fulfilled**
4.	*Average block VIF* (AVIF)	Acceptable if ≤ 5, ideally ≤ 3.3	4,998	**Accepted**
5.	*Average full collinearity VIF* (AFVIF)	Acceptable if ≤ 5, ideally ≤ 3.3	1,791	**Accepted**
6.	Tenenhaus GoF (GoF)	Small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36	0.556	***Large***
7.	Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7, ideally = 1	1,000	**Fulfilled**
8.	R-squared contribution ratio (RSCR)	Acceptable if ≥ 0.9, ideally = 1	1,000	**Fulfilled**
9.	Statistical suppression ratio (SSR)	Acceptable if ≥ 0.7	1,000	**Fulfilled**

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10.	Nonlinear causality direction (NLBCDR)	bivariate ratio	Acceptable if ≥ 0.7, ideally = 1	0.700	**Fulfilled**

Source: Processed data, 2025

Based on the test results in the table above, it was found that almost all model feasibility indicator values showed results that met the ideal criteria. The APC (P<0.001), ARS (P<0.001), and AARS (P<0.001) values showed strong results at the 5% confidence level (p value ≤ 0.05), meaning that the latent construct has a high ability to explain the phenomenon being studied. The AVIF value (4.998) almost reached the upper limit but remained below 5.0. The AFVIF value (1.532) was less than 3.3, far below the maximum limit of 5.0, indicating there were no multicollinearity problems among the variables, either within the section (between constructs) or across the model.

The GoF value in this study exceeded 0.36, thus classified as large. This indicates that the model exhibits excellent fit between the latent variables and their indicator variables, as well as between the constructed structural relationships. Additional test results show that the Simpson's Paradox Ratio (SPR) and the R^2 Contribution Ratio (RSCR) both exceed 0.70. This indicates the absence of Simpson's paradox or reversal of the relationship, and the degree of contribution of each variable to the model's R^2 remains consistently positive. The Statistical Suppression Ratio (SSR) value exceeds 0.70, indicating that no variable in the model suppresses the relationship between other variables. Verification results show that although the NLBCDR (Nonlinear Bivariate Causal Direction Ratio) value is at the threshold of 0.70, it remains within the acceptable range.

Table 6. Hypothesis Test Results

	Path Coefficients	**P Values**	**T Ratio**
X -> Y	0.549	<0.001	3,863

Source: Processed data, 2025

Based on the results of the hypothesis test in table 6. and figure 2., the influence of content marketing channels (X) on the decision to visit (Y) is indicated by a path coefficient of 0.549, a t-value of 3.863, and a p-value less than 0.001. Based on these results, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is supported. Therefore, it is concluded that the influence of content marketing on the decision to visit the website is statistically significant. These results indicate a significant positive influence between content marketing on the website and the decision to visit Agrowisata Bakti Alam Pasuruan.

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Research Discussion

Content marketing plays a crucial role in increasing visitor numbers by presenting information about attractions, facilities, and tourism experiences in an engaging and relevant manner on websites. This is in line with research by Fawwaz *et al.* (2024) that tourists tend to choose destinations that provide comprehensive information about facilities, environmental conditions, ease of access, and safety aspects before visiting. The attractions and facilities content page on the bhaktialam.co.id website displays the main elements of agrotourism development through structured visuals and information. The website presents a clear overview of attractions, facilities, infrastructure, accessibility, and hospitality, ranging from recreational facilities and accommodation information to easy access to prices and locations. This informative and user-friendly content presentation strengthens tourists' positive perceptions and supports their decision to visit.

Consistent website content updates are a crucial factor in attracting potential tourists and strengthening their decision to visit. Websites that regularly publish articles reflect active management, up-to-date information, and a higher level of credibility among potential tourists. From March to July 2025, the bhaktialam.co.id website demonstrated fairly consistent content marketing activity, with new content published monthly on a variety of topics, ranging from information on attractions and travel experiences to agricultural education and family activity guides. A more intense update pattern from May to June indicates content adjustments to school holidays and increased interest in travel.

The effectiveness of content marketing is reflected in respondents' responses, where educational tourism content, information on the latest attractions, and visuals of natural beauty are the main reasons for tourists' interest in visiting. According to the findings of Yulianti *et al.* (2024), visual content attracts consumers' attention and increases purchasing decisions. Furthermore, content featuring interactive activities such as agricultural education, game rides, and garden exploration can arouse a desire to try them directly. These findings indicate that relevant, consistently updated content marketing that emphasizes experiential value and attractive visuals plays a significant role in encouraging tourists' decisions to visit the Bhakti Alam Pasuruan Agrotourism. These results align with research by Fahimah and Yuliani (2023) which states that content marketing can increase tourist interest, ultimately strengthening the decision to visit .

CONCLUSION

The results of the study indicate that *content marketing* on the bhaktialam.co.id website , which has been improved and updated, has a significant and positive influence on tourists' decision to visit the Bhakti Alam Pasuruan Agrotourism. Compelling content presentation, comprehensive information, and explanations of activities and experiences at the tourist attraction play a role in tourists' decision to

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visit. Website content that meets these criteria, has educational value, and provides consistent and continuously updated facilities is a key factor in increasing tourists' decision to visit the Bhakti Alam Pasuruan Agrotourism.

Management is advised to regularly update content and improve the quality and consistency of website content, while addressing tourists' information needs. Regular content updates, the addition of more interactive visuals, and the presentation of more detailed and up-to-date information are necessary to maintain and enhance positive tourist perceptions.

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