# THE INFLUENCE OF GREEN TOURISM, SOCIAL PROOF AND DESTINATION IMAGE ON THE DECISION TO VISIT JOLOTUNDO GLAMPING AND EDU PARK NGANJUK

**Tiara Sepialita*[1], Ayun Maduwinarti[2], Diana Juni Mulyati[3]**
Faculty of Social and Political Sciences, 17 Agustus 1945 University Surabaya[1,2,3]
*Correspondence Email**: tiarasepialita86@gmail.com

***Abstract.*** *This study investigates the influence of Green Tourism, Social Proof, and Destination Image on tourists' visiting decisions at Jolotundo Glamping & Edu Park, Nganjuk, a destination renowned for its ecotourism concept. Using a quantitative approach and accidental sampling, a survey was conducted involving 100 visitors to ensure representative data and to minimize the risk of invalid responses. Questionnaires were distributed both online and offline during May 2025, and the results were analyzed using multiple linear regression in SPSS 27, including t-tests, F-tests, and the coefficient of determination ($R^2$). The findings reveal that, both individually and collectively, Green Tourism, Social Proof, and Destination Image significantly affect visiting decisions, with Destination Image emerging as the most influential factor. These results highlight the importance for destination managers to enhance marketing strategies, strengthen social proof, and develop a strong, sustainable image rooted in green tourism principles. The study recommends that management prioritizes digital promotion and brand building to attract more visitors. Moreover, these findings serve as a valuable reference for future research in the field of tourism marketing.*
***Keywords:*** *Ecotourism, Green Tourism, Social Proof, Destination Image, Visiting Decision*

## INTRODUCTION

Tourism has emerged as one of the largest and most dynamic sectors of the global economy, with a strong post-pandemic recovery trend. Information published by United Nations World Tourism Organization The United Nations World Tourism Organization (UNWTO) projects that international tourists will reach 1.4 billion by 2024, or 99% of pre-pandemic levels. This figure represents an 11% increase compared to the previous year, driven by strong travel demand and the recovery of destinations across various regions, including Asia and the Pacific, which recorded 316 million international visitors, a 33% increase from the previous year (UNWTO, 2025).

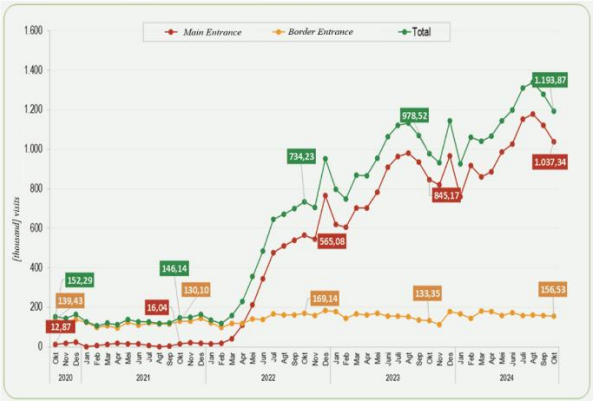


**Figure 1. Total Foreign Visitors (Wisman) to Indonesia**
*Source: Badan Pusat Statistik, (2024)*

At the national level, Indonesia's tourism sector also showed significant growth. Throughout 2024, total foreign tourist visits to Indonesia averaged 1.19 million per month, approaching the 2023 figure of 11.7 million (Badan Pusat Statistik, 2024). Furthermore, from January to October 2024, domestic tourists recorded 839.4 million trips, driven by infrastructure strengthening, local destination promotion, and improvements in tourism services (Kemenparekraf/Baparekraf RI, 2024).

In East Java, Nganjuk Regency ranks 17th with 412,704 domestic tourist trips in 2024, an increase from 408,762 trips the previous year (Badan Pusat Statistik Provinsi Jawa Timur, 2024).

The escalation of tourist movements at both national and regional levels in the post-pandemic era signifies a paradigm shift in tourism consumption behavior. Contemporary travelers increasingly seek destinations that offer not only aesthetic appeal but also health security and environmental sustainability. In the Indonesian context, this shift has bolstered the "Green Tourism" trend. Domestic tourists now exhibit a higher appreciation for destinations that implement ecotourism principles as a means of "urban escape". a phenomenon closely aligned with heightened environmental consciousness following the global health crisis (Mahyudin et al., 2024).

Alongside this shift in interest, the mechanisms through which tourists validate destination quality have also evolved. Information uncertainty in the post-pandemic landscape has rendered Social Proof a dominant factor in the decision-making process. Indonesian tourists, encompassing both domestic and international visitors, demonstrate a strong inclination to rely on user-generated reviews and visual content on digital platforms such as TikTok and Instagram prior to their visit (Widodo, 2021). This social validation subsequently constructs a dynamic Destination Image, wherein a location's persona is no longer shaped solely by top-down institutional promotion, but rather through collective digital narratives. The synergy between environmental commitment (Green Tourism) and robust social validation (Social Proof) serves as the primary determinant in forging a positive destination image that effectively drives sustainable visit decisions.

As the number of tourists increases, tourism trends that offer unique and different experiences are also gaining popularity. One of the growing tourism trends, particularly in Indonesia, is glamping (*glamorous camping*). This activity comes from*camping*which has been a global trend since the 20th century (Utami, 2020). This trend has grown with the concept of glamping, a form of camping that offers greater comfort and luxury than traditional camping (Cambridge Dictionary, 2024). Glamping is popular because it offers outdoor activities that combine luxury with natural beauty, while respecting and preserving the environment. Furthermore, the accommodations offered are unique, both in terms of characteristics and architectural design. In line with this trend, various tourist destinations are now emerging that are adopting the glamping concept to provide a unique accommodation experience for tourists.

**Figure 2. Jolotundo Glamping & Edu Park Nganjuk**
*Source: Azhura (2024)*

One destination embracing the glamping concept is Jolotundo Glamping & Edu Park, located in Nganjuk Regency, East Java Province, opening in 2023 in collaboration with Perhutani. Situated on the slopes of Mount Wilis, this destination offers various types of accommodations, including:*Pinus Camping*, *River Camping*, *Camper Van*, *Korean Glamping*, until *Deluxe Camp*. The facilities available also include*mini zoo*, horse riding, field*outbound*, ATVs, cafes, and much more. In addition to offering nature-based tourism experiences, this destination also supports the local economy by

empowering local vendors. The uniqueness and comprehensive facilities of this destination have successfully attracted tourists.

**Table 1. Number of Visitors to Jolotundo Glamping & Edu Park, Nganjuk Regency**

| Period | Number of Visitors |
|---|---|
| Ordinary Day | Unknown |
| Weekend | 1.000 – 2.000 |
| Christmas and New Year Holidays | > 3.000 |

*Source: Kuswanto (2024)*

Based on direct field interviews conducted by Kuswanto (2024), during the Christmas holiday period of 2024 and New Year's Eve of 2025, the number of visitors to Jolotundo Glamping & Edu Park surged to over 3,000 tourists. This figure represents a nearly 40% increase compared to the typical weekend visitor numbers, which typically range from 1,000 to 2,000. This increase in visitor numbers is inseparable from the attractiveness of the natural tourism concept promoted by Jolotundo Glamping & Edu Park, namely the ecotourism concept. According to Damanik & Weber, (2006) quoted from Bakhtiar (2022) in the Quebec Declaration, ecotourism is a type of tourism that applies the principles of sustainability, thus distinguishing it from other types of tourism. Font et al. (2001) indirectly illustrates that the term*ecotourism*, *green tourism*, And *soft tourism*often used simultaneously.

Green tourismis a type of tourism that stands out in providing educational experiences and building a sustainable appreciation for efforts to preserve the natural environment, culture, social aspects, and resources of the destination, while simultaneously encouraging improvements in the standard of living for future improvements (Mahyudin et al., 2024). On the other hand, in today's digital era, the increase in the number of visitors is not only determined by environmental aspects, but also by information spread through various online platforms, such as reviews, rating, and testimonials given by previous visitors, or what is known as the termsocial proof. A P&G Professionals study (Widodo, 2021) stated that 70% of tourists read reviews.online before deciding to book a hotel.

Social proof According to Cialdini (2009) this phenomenon occurs when someone imitates the behavior of another person as a response to uncertainty. Social proof the positive reviews generated through various digital platforms are also evident at the Jolotundo Glamping & Edu Park destination. Reviews, both positive and negative, are Google Review, Instagram, and TikTok are some of the factors that play a role in attracting tourists to Jolotundo Glamping & Edu Park. The various reviews and experiences shared by previous travelers not only influence their decision to visit but also play a role in shaping the destination's image in the eyes of potential visitors. This image, in turn, influences tourists' decisions to visit a destination. Pike (2015) states that destination image is a description of the attributes and benefits offered by a destination, which influence tourists' decisions.

One form of destination image formation occurs through reviews or review tourists on various platform digital This phenomenon is evident in Jolotundo Glamping & Edu Park, which has received over 2,000 reviews since its official opening to the public at the end of 2023. Google Review with ratingaverage of 4.2. Although rating While the hotel's overall rating is still considered good, it has received quite a few negative reviews, particularly from guests who have stayed overnight. However, these negative reviews haven't necessarily dampened tourist interest. Jolotundo Glamping & Edu Park remains busy, even on weekdays. Furthermore, many tourists have been recorded as returning, as reflected in several reviews. Google Review on the Google Maps application.

This phenomenon raises questions regarding what aspects actually influence tourists in making the decision to continue visiting, even though there are negative reviews. platform digital. Until now, studies that specifically analyze the influence ofgreen tourism, social proof, And destination image The partial and collective influence of tourism on visiting decisions, particularly at destinations

promoting ecotourism concepts such as Jolotundo Glamping & Edu Park, is still very limited. There fore, this study was conducted to examine the influence green tourism, social proof, And destination image regarding the decision of tourists to visit Jolotundo Glamping & Edu Park, Nganjuk Regency.

## LITERATUR REVIEW

### Green Tourism

To According Furqan et al. (2010) green tourism, which is a crucial element in sustainable tourism, defined as the activity of traveling to locations where biodiversity and cultural richness are the main attractions. Meanwhile, according to Hasan (2021) quoted from Alvianna (2024) green tourism is one of the ideas ecotourism is applied in the implementation of sustainable tourism, to ensure the availability of environmental, economic, social and cultural resources that are sufficient for future needs. Within its development over the past three years, the implementation of green tourism has become increasingly relevant, following the shift in post-pandemic tourist behavior that prioritizes sustainability and health. Mahyudin et al. (2024) elucidate that green tourism currently serves as a differentiation strategy capable of attracting travelers with high ecological awareness (*eco-conscious travel*). In the digital era, the uniqueness of a destination's environmental management transcends mere physical appeal; it transforms into content that is digitally validated by online audiences, thereby strengthening the destination's bargaining position in the modern tourism market.

In this study, the indicators green tourism adapted from Hasan (2014), which includes aspects of vision green tourism, differentiation green tourism, development green tourism, and work management green tourism However, this study specifically uses the differentiation aspect. Green tourism, namely the uniqueness of a tourist destination based on its locality, culture, and environment. This differentiation aspect was chosen because destination uniqueness is considered a crucial value in green tourism development. Differentiation indicators *green tourism* In this study, we adopted the product differentiation indicators according to Kotler. has been adapted to the context of green tourism by Mahyudin et al. (2024). These indicators include:

1. Green features: Refers to the unique characteristics and distinctive attributes that distinguish green tourism destinations from non-green tourism destinations.
2. Green performance: Relating to the tourism services and activities provided to visiting tourists.
3. Green style and design: Concerning the appearance and feeling of tourists towards the tourist destination.

### Social Proof

According to Cialdini (2009), social proof occurs when someone imitates the behavior of another person as a response to uncertainty. Meanwhile, Sanak-Kosmowska (2021) stated the importance of social proofin shopping online, where the behavior or opinions of others become the main guide. Roy (2021) adds that social proof also serves as an indicator of appropriate behavior in legal or regulatory compliance, with individuals more likely to follow the majority as a form of social recognition. Current developments in information technology have significantly broadened the scope of social proof through digital platforms. Panjaitan dan Sarkum (2024) contend that the role of social media influencers and User-Generated Content (UGC) on social media platforms exerts a dominant influence on tourist destination selection. Travelers tend to seek validation through online reviews and ratings to mitigate perceived risks and uncertainty prior to their visit, establishing digital social proof as a primary reference that is perceived as more credible than conventional promotional efforts (Mia et al., 2025).

In this study, the variables social proof adopting the indicators developed by Najmi (2022), which have been adapted to the context of tourist destinations, which include:

1. Awareness: Tourists are aware of the existence of review related to tourist attractions and actively use these reviews as a source of information in the destination selection process.

2. Frequency: Tourists often make review destination as the main reference and assessing the existence of reviews as one of the elements that is considered crucial in evaluating destination choices.
3. Comparison: Tourists explore and consider a variety of reviews from other tourists about the destination, both positive and negative.
4. Effect: The opinions of other visitors are seen as an important factor that can influence decisions in choosing a destination.

**Destination Image**

Echtner et al. (1991) explain that destination image includes attribute and holistic components, as well as functional and psychological components, which together shape tourists' perceptions of a place. Baker et al. (2000) state that destination image is a combination of an individual's beliefs, feelings, and attitudes towards a destination that influences the level of satisfaction and behavioral intentions they have. In the digital era, the formation of destination image is profoundly influenced by narratives constructed by fellow travelers within cyberspace. Zaldi dan Rahmidani (2023) found that a positive image. Particularly those emphasizing natural aesthetics and authentic experiences. Significantly bolsters tourists' instant visit decisions. This image is no longer static; instead, it is dynamically constructed through social interactions on digital platforms, where collective perceptions of audience reviews and destination visualizations shape the ultimate image ingrained in the minds of prospective visitors (Elesa et al., 2023).

In this study, the destination image indicators refers to Baloglu et al. (1999), who divide destination image into two main dimensions, namely the cognitive dimension and the affective dimension. This study uses several indicators to assess destination image, including:

1. Natural Beauty: Natural attractions such as beaches, mountains, forests, or other beautiful views.
2. Local Culture: Interesting things like festivals, traditions, or historical sites at the destination.
3. Tourist Facilities: Facilities that support tourist travel, such as accommodation, cafes, restaurants, information centers, public toilets, parking areas, recreation areas.
4. Security: The sense of security that tourists feel while at the destination.
5. Accessibility: Ease of reaching a destination, both in terms of transportation and infrastructure.
6. Tourist Feelings: Tourists' feelings towards the destination, such as feeling comfortable, happy, or satisfied.

**Decision to Visit**

Visiting decisions are analyzed using a behavioral purchasing decision approach, so that visiting decisions can be equated with decisions to purchase a product or service. According to Keller (2009), purchasing decisions include five procedures, one of which is identifying needs, digging for information, evaluating various other options, determining purchasing decisions, and behavior after making a purchase. Schiffman et al. (2007) added that purchasing decisions include choosing from several alternatives, which means that someone will determine the most optimal alternative from a number of existing choices. This opinion is in line with Charles W. Lamb et al. (2008), who explained that purchasing decisions apply to both products and services, because consumers consider various factors before making a decision.

The visit decision indicators in this study were adapted from Novitasari et al. (2019), which were originally used to measure purchasing decisions and have been adapted to the context of visit decisions at tourist destinations, namely:

1. Purpose of visit
2. Information processing
3. Stability of results
4. Provide recommendations

5. Revisit

**Basic Research Framework**

Sugiyono (2024:95) states that a framework of thought is a systematic description of the variables being studied, which is arranged based on relevant theories to explain the relationship between these variables.

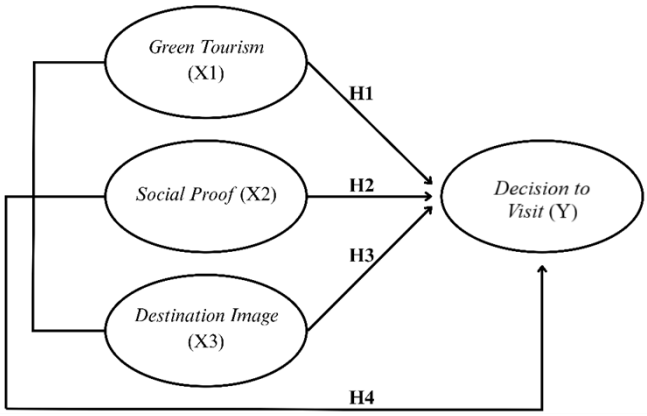


**Figure 3. Thinking Policy Framework**
*Source: Researcher Data, (2025)*

**Hypothesis**

The hypotheses in this study are formulated based on the theoretical review and basic framework of thought explained in the previous section. The purpose of the hypotheses is to test the suspected influence between the variables studied.

H1: Green Tourism has a significant influence on the decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency.

H2: Social Proof has a significant influence on the decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency.

H3: Destination Image has a significant influence on the decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency.

H4: Green Tourism, Social Proof And Destination Image has a significant influence on the decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency.

## RESEARCH METHODS

**Types of research**

This study applies quantitative methods with the aim of testing the influence green tourism, social proof, And destination image on tourists' decisions to visit Jolotundo Glamping & Edu Park.

**Research Location**

This research was conducted at Jolotundo Glamping & Edu Park, an ecotourism concept tourist destination located in Plakat Hamlet, Bajulan Village, Loceret District, Nganjuk Regency, East Java Province.

**Population and Sample**

The population of this study comprises all tourists who have previously visited Jolotundo Glamping & Edu Park in Nganjuk Regency. Given that the exact population size cannot be precisely determined (*infinite population*), the sample size was determined using the Cochran formula (Sugiyono, 2024:142). The use of this formula is deemed appropriate as it is capable of generating a representative sample size for large populations that are not statistically defined.

$$n = \frac{z^2 pq}{e^2}$$
$$n = \frac{(1{,}96)^2 (0{,}5)(0{,}5)}{(0{,}10)^2}$$
$$n = \frac{3{,}8416 \,.\, 0{,}25}{0{,}01}$$
$$n = \frac{0{,}9604}{0{,}01} = 96{,}04$$

Explanation:
n: Number of samples required
z: 5% confidence level is equivalent to 1,95
p: Probability of being correct is 50% or 0,5
q: The probability of being wrong is 50% or 0,5
e: Sampling error limit of 10% (0,10)

Based on the calculation, a minimum sample size of 96.04 was obtained. However, the researcher established a total sample of 100 respondents. This addition is intended to enhance statistical power and to anticipate potential invalid data or incomplete questionnaires, ensuring that the analyzed data continues to meet the minimum threshold for representation.

**Sampling Technique and Justification**

The sampling technique employed in this study is accidental sampling, which involves selecting respondents encountered by chance at the research location or through digital platforms who are willing to complete the questionnaire (Sugiyono, 2024:142). The researcher acknowledges that the accidental sampling method has limitations regarding comprehensive population representation, as not every member of the population has an equal opportunity to be selected (non-probability sampling). This potentially introduces bias if the characteristics of the incidentally encountered respondents do not reflect the diversity of the entire tourist population.

While stratified sampling might yield higher precision, it is difficult to implement in this study due to the absence of a sampling frame or a periodically integrated visitor database at Jolotundo Glamping & Edu Park. Consequently, this method is considered the most realistic and efficient approach, given the unpredictable fluctuations in visitor numbers. To mitigate this potential bias, the researcher implemented strict inclusion criteria: (1) respondents must have visited the destination at least once within the last year to ensure that their memory of the site remains fresh and relevant, and (2) respondents must be at least 17 years old to ensure independence and logical reasoning in providing their responses. Through these criteria, the collected sample maintains a quality of information that is academically accountable.

Regarding the level of representativeness, a sample size of 100 respondents is deemed to have met the scientific threshold for social research in tourism destinations with an infinite population. Utilizing a 10% margin of error, this figure is capable of providing an objective overview of tourist perception trends. Population diversity in this study is accommodated through broad yet controlled inclusion criteria; thus, despite being collected through accidental sampling, the resulting sample encompasses various tourist backgrounds factually mobile at the research site. This ensures that daily fluctuations in visitor numbers do not distort the results of the inter-variable influence analysis.

**Data source**

This study utilized primary and secondary data as reference. Primary data was collected through a questionnaire distributed to tourists who had visited Jolotundo Glamping & Edu Park in Nganjuk Regency. Secondary data was obtained from a literature review, including scientific publications, books, articles, and related official documents, to support the research theory and analysis.

**Research Instruments**

Research tools are tools used to assess phenomena occurring in both the physical and social environments being observed (Sugiyono, 2024:166). The measuring instrument in this study was an electronic questionnaire designed according to the indicators of each variable. Validity and reliability testing were then conducted to ensure each question was relevant and consistent.

**Instrument Test**

**Validity Test**

A valid instrument indicates that the measuring tool used to collect data is truly valid. In other words, the instrument is capable of measuring the aspects it is intended to measure (Sugiyono, 2024:193). The validity criteria in this study are that a statement in the questionnaire is considered valid if the calculated r value is greater than the table r value. If the calculated r value is lower than the table r value, it is considered invalid.

**Reliability Test**

An instrument can be considered reliable if it produces consistent data every time it is used to assess similar subjects (Sugiyono, 2024:193). In this study, the reliability criteria were determined based on the Cronbach's Alpha value. A measuring instrument is considered stable if it produces a Cronbach's Alpha value exceeding 0,6. If the value is below 0,6, the instrument is categorized as not meeting the reliability requirements.

**Data Collection Techniques**

The data collection process was carried out using an electronic questionnaire which was distributed online and offline with the help of a platform. Google Form to tourists who have visited Jolotundo Glamping & Edu Park, Nganjuk Regency.

**Data Analysis Techniques**

Data processing in this study was tested through classical assumption testing and multiple linear regression analysis, as well as testing of the proposed hypotheses.

**Classical Assumption Test**

Data analysis in this study is conducted through classical assumption testing to ensure that the regression model fulfills the Best Linear Unbiased Estimator (BLUE) criteria. The specifics of the tests and the potential impacts of assumption violations are detailed as follows:

**Normality Test**

The purpose of conducting normality testing is to ensure whether the values *error* in a normally distributed regression structure. (Ghozali, 2021:196). The ideal regression equation is one with a normally distributed residual distribution. This assumption is critical as it pertains to the validity of significance testing; if the residuals are not normally distributed, the results of the t-test and F-test become unreliable, as the resulting p-values (probability values) may become biased. In this study, normality analysis utilizes the Kolmogorov-Smirnov approach through the SPSS series application, with the distribution criteria considered normal when the significance value is greater than 0,05, while less than 0,05 indicates abnormality.

**Linearity Test**

Linearity testing is conducted to determine whether the applied model is appropriate or not (Ghozali, 2021:203). A violation of the linearity assumption risks producing inaccurate estimations, as the model fails to capture the actual relationship patterns in the field; consequently, the predictive

results for the 'visit decision' variable may become misleading. In this study, the linearity test was conducted using the feature Test for Linearity in SPSS version 27, with reference to the significance value Deviation from Linearity at an alpha level of 0,05. If the resulting significance value exceeds 0,05, then the relationship between the independent and dependent variables meets the linearity requirements.

**Heteroscedasticity Test**

Heteroscedasticity testing is conducted to assess whether there are differences in residual variance between a number of observations in a regression model (Ghozali, 2021:178). Regression analysis is considered effective if it meets the assumption of homoscedasticity, which means there is no indication of heteroscedasticity. In the presence of heteroskedasticity, the standard errors of the regression coefficients become biased, leading to inaccurate hypothesis testing results; this may cause variables that are actually non-influential to appear statistically significant, thereby resulting in a Type I error. This study uses graphical techniques to identify heteroscedasticity with the help of the SPSS version 27 program. According to Ghozali (2021:178), in a scatter plot, if a certain pattern is seen, such as a regular arrangement of dots, this indicates the presence of heteroscedasticity. Conversely, a random distribution of dots without any particular pattern around the zero line on the Y-axis indicates that the model is in accordance with the assumption of homoscedasticity.

**Multicollinearity Test**

According to Ghozali (2021:157), the multicollinearity test aims to analyze the possibility of correlation between independent variables in a regression model. A regression model is considered optimal if there is no correlation between the independent variables. In this study, the multicollinearity test was conducted using the parameter Tolerance and VIF from the results of SPSS version 27. The presence of high multicollinearity renders regression coefficients highly unstable and results in large standard errors; consequently, it becomes challenging to isolate the unique effect of each independent variable (Green Tourism, Social Proof, and Destination Image) on the visit decision. As for the criteria, there is no multicollinearity if the VIF is below 10 and Tolerance above 0,1. Conversely, multicollinearity can be detected when the VIF shows a number above 10 or Tolerance recorded below 0,1.

**Multiple Linear Regression Analysis**

Multiple linear regression is used to identify the influence and estimate the value of the dependent variable (Y) based on variations in two or more independent variables (Sugiyono, 2024:307)

**Hypothesis Testing**

**t-test**

Through the t-test, each independent variable can be measured for its influence on the dependent variable individually (Ghozali, 2021:148). Determination of test results is based on the significance value, namely Sig. < 0,05 or the calculated t-value exceeds the t-table, indicating a significant effect. Meanwhile, a sig. value above 0,05 or the calculated t-value below the t-table indicates no significant effect.

**F-test**

The F-test using the ANOVA table aims to test the hypothesis, namely to determine whether all independent variables have an impact on the dependent variable (Ghozali, 2021:247). The F-test results are determined using the ratio between the calculated F and the table F as a reference. When the calculated F exceeds the table F or the significance value (p) is less than 0,05, the regression model is considered significant, meaning that all independent variables together significantly

influence the dependent variable. Conversely, the model is considered insignificant if the calculated F is below the table F or the significance value (p) is above 0,05, indicating no simultaneous influence of the independent variables on the dependent variable.

**R Determination Coefficient Tes$^2$**

The coefficient of determination is used to assess the extent to which a regression model can explain variations in the dependent variable (Ghozali, 2021:245). In this study, the coefficient of determination was measured using the R-squared ($R^2$) value generated from the regression analysis.

## RESEARCH RESULTS

### Respondent Characteristics and Representativeness

Prior to hypothesis testing, the researcher provided a detailed breakdown of the profile of the 100 respondents acquired through the accidental sampling technique. Based on primary data, the majority of respondents were female (63%), with the age range dominated by the 21–25 age group (57%). In terms of occupational background, the largest groups consisted of students (37%) and private sector employees (32%). Regarding visit frequency, 46% of respondents were first-time visitors, while 40% had visited twice.

This demographic profile provides essential context regarding sample representativeness. Although totaling 100 individuals, these respondent characteristics align closely with the primary target market of Jolotundo Glamping & Edu Park, namely the younger generation (Gen Z and Millennials) who possess high mobility and a strong preference for aesthetic nature-based tourism. Consequently, these data are deemed capable of representing the perceptions of the dominant visitor group at the research site.

### Instrument Test

The instrument was tested on 30 respondents in order to evaluate the validity and reliability of the questionnaire used in this research.

### Validity Test

The reference sample size and significance level of 5% ($\alpha = 0.05$) yielded an r value of 0.361. The following are the results of the validity test for each variable in this study:

**Table 2. Output Validity Test**

| Variables | No. Item | R count | R table | In. |
|---|---|---|---|---|
| Green Tourism (X1) | 1 | 0,706 | 0.361 | Validated |
| | 2 | 0,541 | 0.361 | Validated |
| | 3 | 0,607 | 0.361 | Validated |
| | 4 | 0,689 | 0.361 | Validated |
| | 5 | 0,716 | 0.361 | Validated |
| | 6 | 0,612 | 0.361 | Validated |
| Social Proof (X2) | 1 | 0,740 | 0.361 | Validated |
| | 2 | 0,669 | 0.361 | Validated |
| | 3 | 0,858 | 0.361 | Validated |
| | 4 | 0,714 | 0.361 | Validated |
| | 5 | 0,696 | 0.361 | Validated |
| | 6 | 0,559 | 0.361 | Validated |
| Destination Image (X3) | 1 | 0,452 | 0.361 | Validated |
| | 2 | 0,468 | 0.361 | Validated |
| | 3 | 0,601 | 0.361 | Validated |
| | 4 | 0,647 | 0.361 | Validated |

| | | | | |
|---|---|---|---|---|
| | 5 | 0,562 | 0.361 | Validated |
| | 6 | 0,649 | 0.361 | Validated |
| | 7 | 0,821 | 0.361 | Validated |
| Visiting Decision (Y) | 1 | 0,702 | 0.361 | Validated |
| | 2 | 0,695 | 0.361 | Validated |
| | 3 | 0,756 | 0.361 | Validated |
| | 4 | 0,853 | 0.361 | Validated |
| | 5 | 0,766 | 0.361 | Validated |
| | 6 | 0,787 | 0.361 | Validated |

*Source: SPSS Ver. 27 output (processed by researchers, 2025)*

The results of the validity test show that all items in the variable green tourism, social proof, destination image, and the decision to visit has a calculated r-value > r-table, so that all statements are declared valid.

**Reliability Test**

Below is presented the reliability test output obtained in this study:

**Table 3. Reliability Test Results**

| Variables | Croncbach's Alpha | Criteria | In. |
|---|---|---|---|
| *Green Tourism* (X1) | 0,715 | 0,60 | Reliable |
| *Social Proof* (X2) | 0,785 | 0,60 | Reliable |
| *Destination Image* (X3) | 0,683 | 0,60 | Reliable |
| *Visiting Decision* (Y) | 0,852 | 0,60 | Reliable |

*Source: SPSS Ver. 27 output (processed by researchers, 2025)*

Based on the Cronbach's Alpha value in the table, all variables achieved a score higher than 0,60, so this research instrument can be classified as reliable.

**Data analysis**

**Classical Assumption Test - Normality Test**

Output The normality analysis in this research can be seen below:

**Table 4. Output Normality Test - One-Sample Kolmogorov-Smirnov Test**

| | | | **Unstandardized Residual** |
|---|---|---|---|
| **N** | | | 100 |
| Normal Parameters[a,b] | Mean | | ,0000000 |
| | Std. Deviation | | 1,57123138 |
| Most Extreme Differences | Absolute | | ,081 |
| | Positive | | ,076 |
| | Negative | | -,081 |
| Test Statistic | | | ,081 |
| Asymp. Sig. (2-tailed)[c] | | | ,103 |
| Monte Carlo Sig. (2-tailed)[d] | Sig. | | ,106 |
| | 99% Confidence Interval | Lower Bound | ,098 |
| | | Upper Bound | ,114 |
| a. Test distribution is Normal.<br>b. Calculated from data. | c. Lilliefors Significance Correction.<br>d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744. | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

Output The Kolmogorov-Smirnov test above shows an Asymp. Sig. (2-tailed) value of 0,103, which exceeds 0,05. This finding indicates that the residuals are normally distributed, thus meeting the normality assumption and allowing the regression analysis to proceed.

**Linearity Test**

Presented below output linearity test obtained in this study:

a. Green Tourism (X1)

**Table 5. Linearity Test Results for Variable X1**

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Y* X1 | Between Groups | (Combined) | 394,101 | 10 | 39,410 | 11,074 | ,000 |
| | | Linearity | 331,060 | 1 | 331,060 | 93,024 | ,000 |
| | | Deviation from Linearity | 63,042 | 9 | 7,005 | 1,968 | ,052 |
| | Within Groups | | 316,739 | 89 | 3,559 | | |
| | Total | | 710,840 | 99 | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

The findings of the linearity test between Green Tourism and Visiting Decision shows significant value Deviation from Linearity The value of 0,052 is greater than 0,05, so the relationship between the two variables is stated to be linear and the linearity assumption is met.

b. Social Proof (X2)

**Table 6. Linearity Test Results for Variable X2**

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Y*X2 | Between Groups | (Combined) | 305,841 | 9 | 33,982 | 7,552 | ,000 |
| | | Linearity | 237,489 | 1 | 237,489 | 52,776 | ,000 |
| | | Deviation from Linearity | 68,352 | 8 | 8,544 | 1,899 | ,070 |
| | Within Groups | | 404,999 | 90 | 4,500 | | |
| | Total | | 710,840 | 99 | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

The results of the linearity test between Social Proof and Visiting Decision shows significant value Deviation from Linearity of 0,070 > 0,05, so that the relationship between the two variables is stated to be linear and the linearity assumption is met.

c. Destination Image (X3)

**Table 7. Linearity Test Results for Variable X3**

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Y * X3 | Between Groups | (Combined) | 417,556 | 11 | 37,960 | 11,390 | ,000 |
| | | Linearity | 384,061 | 1 | 384,061 | 115,238 | ,000 |
| | | Deviation from Linearity | 33,495 | 10 | 3,350 | 1,005 | ,446 |
| | Within Groups | | 293,284 | 88 | 3,333 | | |
| | Total | | 710,840 | 99 | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

The results of the linearity test between Destination Image and Visiting Decision shows significant value Deviation from Linearity of 0,446 > 0,05, so the relationship between the two variables is stated to be linear and the linearity assumption is met.

**Heteroscedasticity Test**

Presented below output heteroscedasticity test obtained in this study:

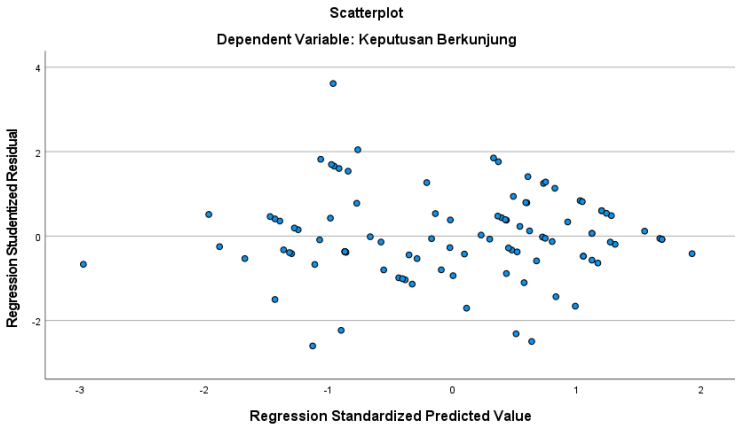


**Figure 4. Heteroscedasticity Test Results**

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

Based on the scatter plot examination of the heteroscedasticity test, the residual points appear randomly distributed on both sides of the zero line, with no tendency to form any particular pattern. There fore, this regression model meets the homoscedasticity assumption and is free from symptoms of heteroscedasticity.

**Multicollinearity Test**

Below are the results of the multicollinearity test in this study:

**Table 8. Output Multicollinearity Test**

| Coefficientsa | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
| Model | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1(Constant) | -,434 | 2,067 | | -,210 | ,834 | | |
| X1 | ,339 | ,091 | ,307 | 3,715 | ,000 | ,526 | 1,902 |
| X2 | ,188 | ,089 | ,163 | 2,120 | ,037 | ,609 | 1,643 |
| X3 | ,442 | ,069 | ,480 | 6,418 | ,000 | ,640 | 1,562 |
| a. Dependent Variable: Decision to Visit | | | | | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

Based on the multicollinearity test, all variables show Tolerance above 0,10 and VIF whose value does not reach 10. This indicates that the regression model is not identified as experiencing multicollinearity, so that all independent variables are suitable for use simultaneously in the analysis.

**Multiple Linear Regression Analysis**

Below are the results of the multiple linear regression analysis test in this study:

**Table 9. Output Multiple Linear Regression Analysis**

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | B | Std. Error | Beta | t | Sig. |
| 1(Constant) | -,434 | 2,067 | | -,210 | ,834 |
| X1 | ,339 | ,091 | ,307 | 3,715 | ,000 |

| | | | | | |
|---|---|---|---|---|---|
| X2 | ,188 | ,089 | ,163 | 2,120 | ,037 |
| X3 | ,442 | ,069 | ,480 | 6,418 | ,000 |
| a. Dependent Variable: Decision to Visit | | | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

Interpretation of the regression results shows:

a. The constant (a) is -0,434. This means that if all independent variables are zero, the Visiting Decision (Y) will decrease by -0,434.
b. Green Tourism (X1): Every 1 unit increase in the variable Green Tourism, with other variables held constant, will increase the Decision to Visit by 0,339.
c. Social Proof (X2): Every 1 unit increase in the variable Social Proof, with other variables remaining constant, will increase Visit Decision by 0,188.
d. Destination Image (X3): Every 1 unit increase in the variable Destination Image, with other variables held constant, will increase the Decision to Visit by 0,442.

**Hypothesis Testing**

**t-test**

Presented below output t-test obtained in this study:

**Table 10. Output t-test**

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | B | Std. Error | Beta | t | Sig. |
| 1(Constant) | -,434 | 2,067 | | -,210 | ,834 |
| X1 | ,339 | ,091 | ,307 | 3,715 | ,000 |
| X2 | ,188 | ,089 | ,163 | 2,120 | ,037 |
| X3 | ,442 | ,069 | ,480 | 6,418 | ,000 |
| a. Dependent Variable: Decision to Visit | | | | | |

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

In this research, the significance level applied was 5% (0,05), a total sample of 100, and three independent variables. Thus, the degrees of freedom obtained were 96 (df = 100 – 3 – 1), and the t-table value used was 1,661.

T-test results:

a. Green Tourism(X1)

The calculated t-value reached 3,715, exceeding the t-table of 1,661, and the resulting significance was 0,00, which is below 0,05. Therefore, Ho is not accepted and Ha is accepted. Green Tourism has a significant influence on the decision to visit Jolotundo Glamping & Edu Park.

b. Social Proof (X2)

The calculated t value obtained was 2,120, which is greater than the t table value of 1,661, while the significance value was 0,037, which is below 0,05. Therefore, Ho was rejected and Ha was accepted, so that Social Proof proved to have a significant influence on the decision to visit Jolotundo Glamping & Edu Park.

c. Destination Image(X3)

The calculated t value is 6,418, which is much larger than the t table value of 1,661, and its significance is 0,000, which is below 0,05. Therefore, Ho is rejected and Ha is accepted, it is concluded that Destination Image has a significant influence on the decision to visit Jolotundo Glamping & Edu Park.

**F-test**

Presented below *output* F test obtained in this study:

**Table 11. F test results**

| ANOVA[a] | | | | | |
|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 466,432 | 3 | 155,477 | 61,069 | ,000[b] |
| | Residual | 244,408 | 96 | 2,546 | | |
| | Total | 710,840 | 99 | | | |

a. Dependent Variable: Decision to Visit
b. Predictors: (Constant), Destination Image, Social Proof, Green Tourism

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

This study sets the significance level (α) at 5% (0,05). The F table value is obtained by considering the number of independent variables (df1 = 3) and the residual degrees of freedom (df2 = 100 – 3 – 1 = 96), so that at a significance level of 0,05, the F table is 2,70. The results of the F test show that the calculated F of 61,069 is greater than the F table of 2,70, with a significance value of 0,000 which is below 0,05. Therefore, Ho is rejected and Ha is accepted. This means that simultaneously,Green Tourism, Social Proof, And Destination Image has a significant influence on the decision to visit Jolotundo Glamping & Edu Park.

**Coefficient of Determination Test ($R^2$)**

The following is output from testing the coefficient of determination ($R^2$):

**Table 12. Output Coefficient of Determination Test ($R^2$)**

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,810[a] | ,656 | ,645 | 1,596 |

a. Predictors: (Constant), Destination Image, Social Proof, Green Tourism
b. Dependent Variable: Decision to Visit

*Source: SPSS Ver.27 output (processed by researchers, 2025)*

The coefficient of determination $R^2$ in this study is measured through the R square value. The R square value of 0.656 indicates that the variable Green Tourism, Social Proof, dan Destination Image explains 65,6% of the variation in the decision to visit. The remaining 34,4% is determined by a number of factors outside the model used.

**DISCUSSION**

**Influence Green Tourism regarding the Visiting Decision.**

The findings of this study show that Green Tourism significantly influence tourists' decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency. The better the implementation Green Tourism At this destination, the number of tourists visiting is also increasing. This finding is in line with research by Yusrin et al. (2022) which proves that the implementation of green hotels have a significant impact on tourists' accommodation decisions. More specifically, indicator analysis reveals that 'Green Performance' attained the highest mean score, particularly regarding the experience of closeness to nature. This indicates that the primary motivation for tourists is active engagement in ecotourism activities. Conversely, the 'Green Features' indikator representing the unique characteristics of the pine forest and river. recorded the lowest score. Critically, this suggests that management needs to strengthen the physical identity and visual branding to emphasize the uniqueness of Jolotundo's ecosystem relative to competing destinations in the surrounding area.

Future strategies should prioritize enriching educational attractions that preserve environmental integrity without compromising the existing pine forest structure.

Critically, the discrepancy between the high score for Green Performance (4.44) and the lower score for Green Features (4.03) signifies a shift in tourist orientation. Contemporary travelers no longer merely seek physical natural attributes, such as the simple presence of a forest; instead, they seek interactive experiences that foster a sense of involvement in environmental conservation. The lower score for 'Green Features' signals that management should not rely solely on inherent natural assets (*given*). Instead, these assets must be integrated into more dynamic attractions, ensuring that sustainability acts as the primary driver for visitation rather than merely a supplementary value.

**Influence Social Proof regarding the Visiting Decision.**

The findings of this study show that Social Proof significantly influence tourists' decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency. The stronger social proof formed, the higher the number of tourists visiting. This finding is in line with the results of research conducted by Arie Chandra Panjaitan et al. (2024) which shows social proof has a significant influence on purchasing decisions on digital platforms, including in the context of tourism. An intriguing finding within this variable is the pronounced influence of social media post frequency compared to tourist awareness of Google Maps reviews. This reflects a behavioral shift where repetitive visual content on platforms such as TikTok and Instagram more rapidly triggers visit decisions. However, management must remain mindful of varied perceptions and negative digital feedback. Although negative reviews may not drastically halt visitations (as observed in field phenomena), unmanaged negative perceptions can gradually distort the destination's image. Consequently, digital reputation management strategies become crucial; management must respond to negative reviews transparently to maintain trust and mitigate the doubts of prospective visitors.

A deeper reflection on these findings reveals that Social Proof for the respondents, who are predominantly students (37%), operates through a visual validation mechanism. The highest score in the 'Frequency' indicator (4.44) indicates that their decisions are driven more by a sense of familiarity stemming from frequent exposure to social media content, rather than by in-depth text-based reviews on Google Maps (4.24). In practical terms, this implies that tourists place greater trust in 'what they see' (others' visual experiences) than in 'what they read' (technical reviews). Management should leverage this insight by ensuring that every corner of the destination possesses high aesthetic value to trigger continuous organic promotion across digital platforms.

**Influence Destination Image regarding the Visiting Decision.**

The findings of this study show that Destination Image significantly influences tourists' decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency. A more positive perception of the destination by tourists leads to increased visits. This finding aligns with a study by Zaldi et al. (2023b) which also found that destination image significantly influences the decision to visit. In-depth analysis indicates that 'Natural Beauty' of the mountainous landscape serves as the strongest pillar in shaping Jolotundo's image. Conversely, the 'Accessibility' aspect emerges as the weakest point, potentially hindering repeat visit decisions. From a practical standpoint, unless perceptions regarding difficult road access are promptly addressed through clearer route information or improvements in supporting infrastructure, the positive image derived from natural beauty will be overshadowed by the inconvenience of travel. In the future, long-term tourist retention is highly dependent on the balance between visual appeal (natural aesthetics) and functionality (ease of access and facilities).

The dominance of this variable (b = 0.442) is driven by respondent characteristics, which are predominantly represented by the younger generation aged 21–25 (57%). For this demographic, visual imagery and natural aesthetic aspects (attaining the highest score of 4.48) constitute a primary need for fulfilling digital lifestyles and serving as a means of psychological restoration (*healing*). This elucidates why destination image serves as the primary determinant; tourists tend to overlook

accessibility constraints (the lowest score of 3.98) in pursuit of visual experiences that align with their social media expectations.

**Influence Green Tourism, Social Proof And Destination Image regarding the Visiting Decision.**

The findings of this study show that the three factors, namely Green Tourism, Social Proof And Destination Image has a significant influence on tourists' decisions in choosing to visit Jolotundo Glamping & Edu Park, Nganjuk Regency, with Destination Image becoming the most dominant variable. The dominance of Destination Image proves that tourists' holistic perceptions outweigh other technical factors. A critical reflection on this finding suggests that for Jolotundo's predominantly young visitors, visual imagery and the emotionally (affectively) perceived 'promise' of comfort provide a stronger impetus than a rational understanding of sustainability principles (Green Tourism). This elucidates why visitation intent remains high despite negative reviews regarding lodging facilities, as long as the image of mountainous natural beauty remains robust within the digital sphere.

A thorough explanation of why Destination Image (0.442) exerts a greater influence than Green Tourism (0.339) lies in the differing motivational levels. Destination Image operates at an emotional level, triggering instant visit reactions through visual appeal, whereas Green Tourism operates at a normative level where tourists perceive eco-friendly aspects as a supplementary value rather than a primary trigger. This provides the insight that tourists' expectations for an 'aesthetic experience' currently far exceed their awareness of 'sustainability practices' themselves. However, a critical gap exists in the indicator 'Recommending to others,' which received the lowest score. This phenomenon indicates that current positive perceptions of the destination image are largely driven by pre-visit visual expectations, while the on-site experience has not yet fully fostered loyalty. The impact on long-term tourist retention will be at risk if management does not promptly enhance tangible service quality. Without functional improvements, the positive image built through social media will remain transitory and fail to foster sustainable visitation.

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

This study is intended to examine the influence Green Tourism, Social Proof, And Destination Image on tourists' decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency. The findings of this study indicate that these three variables, both separately and simultaneously, significantly influence the decision to visit. Destination Imageis the most dominant variable influencing tourist decisions. These results confirm that environmentally based destination management strategies, optimizing digital reputation with social proof, and strengthening the destination image is very important to encourage tourist interest in visiting.

### Recommendation

Based on the findings of the study of the influence of Green Tourism, Social Proof, And Destination Image Regarding the decision to visit Jolotundo Glamping & Edu Park, Nganjuk Regency, here are some recommendations that can be considered by managers, science developers, and future researchers:

1. Recommendations for managers

a. Implementation Enhancement Green Tourism

Management is expected to strengthen the promotion of the uniqueness of the pine forests and rivers through engaging visual content and narratives in digital media. They will also develop nature-based tourism activities and add environmentally friendly facilities, such as providing separate organic and inorganic waste bins and educational information at every corner of the destination.water refill station to reduce single-use plastic waste. These efforts need to be

optimized to differentiate Jolotundo Glamping & Edu Park as an ecotourism destination from other non-ecotourism destinations.

More specifically, management is encouraged to pursue sustainable tourism certifications, such as CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) or Green Destination categories, to bolster brand legitimacy among eco-conscious travelers. Furthermore, management could cultivate collaborative partnerships with local farmers to supply organic food ingredients for glamping packages; this initiative would not only strengthen the local economic ecosystem but also elevate the standing of the destination's 'Green Features.

b. Optimization Social Proof

Management is expected to be more active in promoting reviews and testimonials, both online and offline. This can be achieved by providing banner or QR code which directs visitors to the page review Google Maps. In addition, managers can also hold event or testimonial competitions, which are activities that award prizes or prizes to visitors who share their best experiences through reviews. This strategy aims to encourage active visitor participation in providing positive testimonials, thereby increasing the number and quality of reviews received by a destination.

Digital platforms must be leveraged through responsive reputation management in which social media administrators actively address all reviews, including both positive and negative feedback, to demonstrate transparency. Management can also collaborate with tourism micro-influencers to produce 'A Day in Jolotundo' content that emphasizes visual social proof, given that the frequency of exposure to digital posts has proven to be highly effective in influencing prospective visitors.

c. Strengthening Destination Image

Information regarding access and routes to the destination should be conveyed clearly through platform digital Installing signposts at strategic points and creating content that details the journey to tourist locations can also strengthen the positive image of accessibility. Regarding road conditions that still need improvement, managers are advised to coordinate with local governments to improve accessibility, while continuing to provide information and assistance to visitors to ensure a comfortable and smooth journey.

To address the low perception regarding the accessibility aspect, management could provide shuttle services from strategic gathering points in the Nganjuk Regency center or at the nearest train stations. Furthermore, the development of 'Safe Route Guide' visual content in the form of short videos on Instagram or TikTok can provide reassurance for first-time visitors, ensuring that the destination's image remains positive despite encountering road infrastructure constraints.

2. Recommendations for the Development of Science and Further Researchers.

Future studies may expand the scope of the research by including additional variables such as green marketing, tourist attractions, tourist motivation, social media marketing, infrastructure, or user-generated content. Furthermore, it is recommended to conduct research on different tourist attractions, or use qualitative methods or a mixed-methods approach, so that the resulting findings can provide deeper insights and increase the relevance and generalizability of the research findings.

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