The Influence of Digital Marketing and Content on Vacation Decisions at Lowita Beach Tourism Malabo Village Kae'E Regency Pinrang

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Abstract

This study aims to know digital marketing and influential content to decision holiday in tour Beach Lowita Malabo in Village Kae'E Regency Pinrang and to find out alternative strategies that can be applied in the development of the coast Lowita Malabo. Study This is done with quantitative methods, describing and describing the phenomenon of the increase in the number of visitors with the specific purpose to know digital marketing and content influence the decision to vacation at Lowita Malabo Beach Kae'E Village, using the SPSS 22 program. SPSS 22 is a way of knowing variables That influence public holidays in Beach Lowita Malabo so that facilitating the right formulation in developing Lowita Malabo Beach in the village Kae'E Suppa District Regency pinrang. Research results This Partially Digital Marketing variable has No influential significance and Content Marketing partially effect significant to the Vacation Decision Variable, Simultaneously F count (F-Statistic) of 5.645 is greater than the F table which is 2.8 3 with a probability value of 0.00 9 which means below a significant value of 0.05. Based on these data Digital Marketing Variables (X1) and Content Marketing (X2) simultaneously (together) have an influence on Vacation Decisions at Malabo Beach in Kae'e Regency Pinrang.

Keywords: *Digital; marketing; Content; Decision; Holiday*

Introduction

Tourism is a matter Which interested every individual Because can remove saturation, develop creativity and capable support productivity something individual. (Rakasiwi, A.: 2021) In the current era of globalization, progress in the field of tourism is very rapid. Tourism has been recognized as the largest industry of this century, seen from various development indicators world, in years future role of tourists will the more increase. Because of That, much needs to be done to develop tourism potential, especially in Indonesia. (Wahyuningsih, S., Nuhung, M., & Rasulong, I.: 2019)

It is suspected that the management of natural tourism in several tourist objects has not been carried out properly optimal. This is mainly due to the not-yet-optimal efforts to accommodate the factors psychological, Good internal, And external. (Purnomo H.: 2011) Matter This Also because sector tourist This is important considering that the tourism sector has contributed to the development of an area in particular area Which owns potency tour Which very big as well as brings foreign exchange Which Enough big for area Which visited traveler Also for country. Administration Tourism is a very important tool in regional development in autonomous areas Now, for can create fieldwork, increase And equalize

income public and introduce art culture area and regional handicrafts to be marketed to tourists, both tourists archipelago and abroad. Pinrang is the Wrong One Regency Which is in Sulawesi South naturally becoming the Wrong One area Which is most Lots interested para traveler local to abroad.

Pinrang Regency has a geographical location consisting of mountainous areas and the coast so it has a variety of tribes, cultures, and other tourist objects so that interesting place to visit both nationally and internationally. One of the tourist attractions interesting to visit is lowita malabo beach which has a panoramic view of the beach very beautiful with white sand and beautiful scenery. malabo lowita beach located in Kae'E Village, Suppa District, Tassiwalie Village, about 60 km from Pinrang City can be reached by vehicle with a time of 60 minutes and through the road that asphalt. Potency Which owned object tour beach lowita malabo Still needs to be developed Again to become the main tourist destination that is most in demand in the city of Pinrang. Therefore, a strategy for developing tourism objects is needed that is carefully prepared and accompanied by handling Which Good by party manager object tour beach lowi ta Malabo itself and society. In addition, the role of the community is also very necessary so that the development object tour beach tour Lowita Malabo can be realized with ok.

Based on the phenomena that occur, so raises several problems namely a pak whether digital marketing influences the decision holiday public in Beach Lowita Malabo Village Kae'E in the District Pinrang?, whether content marketing influences the decision holiday public in Beach Lowita Malabo Village Kae'E in the District Pinang.

Influence Strategy Digital marketing Village Tour (Deswita) In Java East Study This done by Irra Chrisyanti Goddess, study How strategy marketing has been carried out by Deswita in East Java, namely Deswita Pujon Kidul and Deswita gubugklakah, And How comparison results from strategy digital marketing Which has he did. The results of a literature study with a descriptive approach, it was found that the digital marketing strategy at Deswita Pujon Kidul is better than Deswita The new hut pioneer. (Goddess, I. C.: 2022)

The Effect of Service Quality and Content Marketing on Interest in Visits Tourists in Gorontalo Province. This research was conducted by Sudarsono and Rudianto. The approach study is quantitative and descriptive through the collection of data with a questionnaire (questionnaire), interview, And documentation. Furthermore, analysis data in This research was conducted using multiple regression on the SPSS version 21 computer application. Results study This state quality service And content marketing influential positive to interest visit travelers in Province Gorontalo. This signifies that the quality of service and content marketing that has been provided by the government is an interesting interest visit for travelers. (Sudarsono, S., & Rudianto, R.: 2022)

The Effect of Digital Marketing on Increasing Tourist Visits at the Lake Toba. This research was conducted by Dewi Yanti who aims to find out what things Digital Marketing is used to increase tourist visits to Lake Toba and how Digital Marketing influences the increase in tourist visits in Lake Toba. Study This use method of research quantitative with analysis of data deductive in nature which is carried out on 60 tourists who travel to Lake Toba. Results Study This shows that there is several media digital marketing Which utilized by traveler To get information about Lake Toba, among them is Facebook, Twitter, and Instagram. (Yanti, D.: 2020)

Several studies earlier refer than discussing research about digital marketing and quality service, meanwhile, study This more focus discussion on content and digital marketing.

Research Method

Study This uses the method quantitative, of research quantitative is studies systematic scientific to parts and phenomena as well as the causality of the relationships. Research objectives quantitative is develop and use mathematical models, theories, and/ or related hypotheses with something phenomenon. Data measurement techniques in this study were carried out using a Likert scale range. The Likert scale used in this study is an ordinal scale that contains five levels of preference for answers. The Likert scale is

said to be ordinal because statements strongly agree to have a level or preference that is "higher" than agree, and agree is "higher than Doubtful" (Ghozali, 2009). The five levels of preference answers given to the questionnaire are as follows:

1 = Strongly Disagree
2 = Disagree
3 = Undecided or Neutral
4 = Agree
5 = Strongly Agree

This study used multiple linear regression data analysis techniques, using SPSS 22. The steps taken to analyze the data in this study are as follows:

a. Validity test

A validity test is often used to measure the accuracy of an item in the questionnaire, whether the items in the questionnaire are correct in measuring what you want to measure (Ghozali, 2011:45). To determine the validity test, a correlation coefficient can be used with a significant value of less than 5% (*level of significance)* indicating that the statements are valid as forming indicators.

b. Reliability test ability

reliability test is used to determine whether the instrument, in this case the questionnaire, can be used more than once, at least it can be the same respondent. The reliability test for more than two alternative answers uses *Cronbach's Alpha test,* the value of which will be compared with the minimum acceptable reliability coefficient value. If the *Cronbach's Alpha value* is > 0.6, then the research instrument is reliable. If the *Cronbach's Alpha value* is <0.6, then the research instrument is not reliable (Ghozali, 2011: 133).

c. Multiple Linear Analysis

Multiple linear regression analysis is a statistical procedure in analyzing the influence of the independent variables (Digital Marketing, Content Marketing, digital marketing) on the dependent variable (Vacation Decision) with the following formulation:

The regression equation in this study is:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Description:

Y	= Vacation Decision
X_1	= Digital Marketing
X_2	= Content Marketing
a	= constant
b_1	= coefficient regression Digital Marketing variable
b_2	= coefficient regression Content Marketing variable
e	= bully g (error)

1. Hypothesis testing
a. t-test (Partial Test)

The t-test is used to determine whether the effect of each independent variable on the dependent variable is significant or not. The test was carried out by comparing the Tcount value of each

independent variable with the Ttable value at the 5% degree of error in the sense (α = 0.05). If the Tcount value ≥ of the Ttable value, it means that the independent variable has a significant influence on the dependent variable.

t test can also be seen at the level of significance:
− If the significant level is <0.05, then H0 is rejected and H1 is accepted
− If the significant level is > 0.05, then H0 is accepted and H1 is rejected

b. Coefficient of Determination (R 2)

The value of the Coefficient of Determination (R2) is between 0 and 1. A small R2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to 1 means variable - the independent variable provides almost all the information needed to predict the variation of the dependent variable. In general, the coefficient of determination for cross data (cros section) is relatively low because there is a large variation between each observation, whereas for time series data it usually has a high coefficient of determination (Ghozali, 2016: 106)

Of the description of the object of research will be presented to support quantitative analysis and provide an overview. By describing the characteristics of the respondents who became the sample in this study, it will be known to what extent the characteristics of the respondents in this study. Therefore, the description of the characteristics of the respondents in this study can be grouped into several groups, namely: gender, age, last education, and occupation. The discussion in this study aims to determine the Variables of Vacation Decisions at Malabo Beach Kae'e Beach, Pinrang Regency. Where in conducting this research it was determined that 45 people on vacation were used as respondents. Where from the 45 questionnaires distributed to respondents, all questionnaires have been returned and all of them can be processed further. Therefore, a description of the respondent's identity will be presented which can be described as follows:

1. Characteristics of Respondents based on Gender

Characteristics of Respondents can be grouped into 2 groups, namely: Male and Female. More details can be presented in the following table:

Table 1
Respondents based on the type of sex

No	Gender	amount	Percentage
1	Man	25	55.5%
2	Woman	20	44.5%
	Total	45	100%

source: Malabo Beach Holiday Data at Kae'e

From the table above, the characteristics of respondents based on gender, then from the 45 respondents who became the sample in this study. Based on gender, namely, women were 20 people or 44.5% and dominated by men 25 people or 55.5%.

2. Characteristics of Respondents based on age

Respondents based on age describe or provide an overview of the age of the respondents who are the sample in this study. Because of that, the description of the characteristics of respondents based on age can be presented as follows:

Table 2
Respondents based on age

No	Age	Amount	Percentage
1	> 18	15	33.3%
2	18-30	15	33.3%
3	30-50	10	22.3%
4	>50	5	11.1%
	Total	45	100%

Source: Malabo Beach Holiday Data in Kae'e

From the table above, the characteristics of the respondents based on age, then from the 40 respondents who became the sample in this study. Based on age, namely 18 years, 1.5 people or 33.3%, respondents aged 18-30 years were 15 people or 33.3 %, respondents aged 30-50 years were 10 people or 2.3 %, respondents aged over 50 years as many as 5 people or 11.1 %.

3. Characteristics of Respondents Based on Last Education

Respondents based on their last education described or provided an overview of the last education of the respondents who were the sample in this study. Because of that, the description of the characteristics of respondents based on their last education can be presented as follows:

Table 3
Respondents Based on Latest Education

No	Last education	Amount	Percentage
1	SMA/SMK	1 5	33.3%
2	D3	5	11.1%
3	S1	17	37.8%
4	S2	8	17.8%
	Total	45	100%

Source: Malabo Beach Holiday Data in Kae'e

from table above, characteristics Respondents based on Last education, then of the 45 respondents who became sample in the study. Based on the last education, namely SMA/SMK as many as 15 people or 33.3 %, then D3 level as many as 5 people or 11.1 %, S1 or Strata one as many as 17 people or 37.8 %, and Masters or Masters as many as 8 people or 17.8 %.

4. Characteristics of Respondents Based on Occupation

Respondents by occupation describe or provide an overview of the work of the respondents who are the sample in this study. Because of that, in the description of the characteristics of respondents based on work, it can be presented as follows:

Table 4
Respondents by Occupation

No	Work	Amount	Percentage
1	civil servant	13	29 %
2	Self-employed	5	11.1 %
3	IRT (Housewife)	7	15.5%
4	Student	20	44.4%
	Total	45	100%

Source: Malabo Beach Holiday Data in Kae'e

From table above, characteristics Respondents based on Jobs, then of the 45 respondents who became sample in a study this. Based on that, there were 13 civil servants or 29 %, then entrepreneurs as many as 5 people or 11.1 %, IRT or housewives as many as 7 people or 15.5 %, and students as many as 20 people or 44.4 %.

A. Hypothesis testing

1. Validity test

The validity test aims to find out whether there are questions on the questionnaire that should be discarded or replaced because they are considered irrelevant. The validity used in this study is the moment product correlation test or better known as the Pearson correlation. This study uses all samples with several (n) = 4 5, so the magnitude of df = 4 5 – 2 = 43. Where α = 5% then obtained r table (0.05, 43) of 0.294. Following are the results of validation data processing using SPSS 2 2 on the Digital Marketing variables below;

Table 5
Digital Marketing Variable Validity Analysis (X_1)

Number grain	Total Item Correlation (r_{count})	r_{table}	Information
X1.1	0.598 _	0.294	Valid
X1.2	0.393 _	0.294	Valid
X1.3	0.678 _	0.294	Valid
X1.4	0.405 _	0.294	Valid
X1.5	0.441 _	0.294	Valid

Source: Validation Analysis

Based on Table 7 above, shows that all statements in the Digital Marketing variable (X_1) are valid. It can be seen that the *Pearson correlation* (r_{count}) for each statement item is greater than the r table value with a significance level for all statement items at a level less than 0.05.

Furthermore, the validity analysis on the Content Marketing variable (X_2) can be seen in Table 8 below:

Table 6
Analysis of the Validity of Content Marketing Variables (X_2)

Number grain	Total Item Correlation (r_{count})	r_{table}	Information
X2.1	0.239 _	0.294	Valid
X2.2	0.342 _	0.294	Valid
X2.3	.635 _	0.294	Valid
X2.4	0.319 _	0.294	Valid
X2. 5	0.393	0.294	Valid

Source: Validation Analysis

Based on Table 8 above, shows that all statements in the Content Marketing variable (X2) are valid. It can be seen that the Pearson correlation (r count) for each statement item is greater than the r table value with a significance level for all statement items at a level less than 0.05.

Furthermore, the validity analysis on the Vacation Decision variable (Y) can be seen in Table 10 below:

Table 7
Vacation Decision Variable Validity Analysis (Y)

Number grain	Total Item Correlation (r $_{count}$)	r $_{table}$	Information
Y1	.480 _	0.294	Valid
Y2	0.291 _	0.294	Valid
Y3	.422 _	0.294	Valid
Y4	0.215 _	0.294	Valid
Y5	0.506 _	0.294	Valid

Source: Validation Analysis

Based on Table 10 above, shows that all statements in the Vacation Decision variable (Y) are valid. It can be seen that the Pearson correlation (r count) for each statement item is greater than the r table value with a significance level for all statement items at a level less than 0.05.

2. Reliability Test

The reliability test is useful for determining whether the instrument, in this case, the questionnaire, can be used more than once, at least it must be the same respondent. The reliability measure used in this study is the Cronbach alpha coefficient > 0.60 indicating that the construct or variable is reliable.

Table 8
Results of Research Variable Reliability Analysis

Variable	Cronbach Alpha	Reliability Category
Digital Marketing (X$_1$)	0.647 > 0.60	Reliability
Content Marketing (X$_2$)	0.685 > 0.60	Reliability
Vacation Decision (Y)	0.769 > 0.60	Reliability

Source: Reliability Analysis

Based on Table 11 above it can be seen in the Digital Marketing variable (X 1) the Cronbach alpha value is 0.647 and included in the reliability category, the Content Marketing variable (X2) the Cronbach alpha value is 0.685 included in the reliability category, and the variable Vacation Decision (Y) Cronbach alpha value of 0.769 included in the reliability category.

3. Multiple Linear Analysis

Multiple linear regression analysis is basically to estimate and or predict population means or dependent variable values based on known independent variable values. This analysis is used to determine the relationship between the independent/ independent variables and the dependent/ dependent variable. The results of multiple linear regression analysis can be seen in Table 12 below:

Table 9
Multiple Linear Regression Analysis

Coefficients ª					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	std. Error	Betas	t	Sig.
1 (Constant)	2,732	.774		3,531	002
Digital Marketing	.028	.113	039	.244	.809
Content Marketing	.408	.122	.540	3,339	002
a. Dependent Variable: VACATION DECISION					

Source: Hypothesis Test Analysis

From the results of the multiple linear regression analysis above, it can be seen that the multiple linear regression equation regarding the effect of Digital Marketing (X 1) and Content Marketing (X2) on Vacation Decisions (Y), can be written in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$
$$= 2.732 + 0.028 X_1 + 0.408 X_2$$

From the equation above it can be explained that:

a) The value of a (*constant)* = 2.732 means that if the assessment is Digital Marketing and Content Marketing does not change, the decision to take a vacation is 2,732.
b) The Digital Marketing variable (X_1) has a positive regression coefficient value of (0.028). A positive coefficient value indicates that Digital Marketing has a positive effect on Vacation Decisions. This means that if Digital Marketing is increased by one unit, it will affect the increase in Vacation Decisions by (0.028 .
c) Content Marketing variable (X_2) has a positive regression coefficient value of (0.408). A positive coefficient value indicates that Digital Marketing has a positive effect on Vacation Decisions. This means that if Digital Marketing is increased by one unit, it will affect the increase in Vacation Decisions by (0.408).

4. Partial Test (t-test)

A partial test (t-test) shows how far the influence of one independent variable individually in explaining the variation of the independent variable. The results of the t-test can be seen in Table 13 below:

Table 10
Partial Hypothesis Test

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	2,732	.774		3,531	002
Digital Marketing	.028	.113	039	.244	.809
Content Marketing	.408	.122	.540	3,339	002
a. Dependent Variable: VACATION DECISION					

Source: Hypothesis Test Analysis

$$t_{table} = t (\alpha/2 ; n - k-1) = t (0.05/2; 4\ 5\ -3-1) = (0.025; 41) = 2.019$$

test (t-test) above, it can be seen in Table 13 that the coefficient value for the Digital Marketing variable (X_1) is 0.028 with a t $_{count}$ of 0.244 < from t $_{table}$ 2, 019 and the significance level is greater than 0,05 (sig = 0, 809 > 0.05). So it can be said that the Digital Marketing variable (X_1) is not significant effect on Vacation Decisions.

For the coefficient value for the Content Marketing variable (X_2) of 0.408 with a t $_{count}$ of 3.339 > from t $_{table}$ 2.0 19 and a significance level of less than 0.05 (sig = 0.00 2 < 0.05). So it can be said that the Content Marketing variable (X_2) has a significant effect on Vacation Decisions.

It can be partially concluded that the Digital Marketing variable (X_1) No has influence positive and significant on Vacation Decisions and Content Marketing (X_2) has a positive and significant influence on vacation decisions (Y).

5. Simultaneous Test (Test F)

The simultaneous test (Test F) shows whether all the independent variables or independent variables, namely Digital Marketing, Content Marketing, and *Digital Marketing* included in the model have a joint effect on the dependent/bound variable, namely Vacation Decisions.

Table 11
Simultaneous Test (F)
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.199	2	.100	5,645	.009 [b]
	residual	.476	42	.018		
	Total	.675	44			

a. Dependent Variable: VACATION DECISION
b. Predictors: (Constant), CONTENT MARKETING, DIGITAL MARKETING
Source: Hypothesis Test Analysis

$$F_{table} = F (k ; n - k) = F (3 ; 4 5 - 4) (3 ; 41) = 2.8 3$$

From table 14 above it can be seen that the $_{calculated\ F}$ *(F-Statistic)* is 5,645 which is greater than the F_{table}, which is 2.8 3 with a probability value of 0.00 9 which means it is below a significant value of 0.05. Based on these data, the Digital Marketing (X_1) and Content Marketing (X_2) variables simultaneously (together) influence Vacation Decisions.

6. Coefficient of Determination (R^2)

The coefficient of determination (R^2) in principle measures how far a model's ability to explain the variation of the dependent variable. R^2 has a weakness, and to reduce this weakness, an adjusted coefficient of determination is used, namely, Adjusted R Square (R^2_{adj}).

Table 12
Determination Test Results
Summary models

Model	R	R Square	Adjusted R Square	std. An error of the Estimate
1	.543 [a]	.295	.243	.13277

a. Predictors: (Constant), CONTENT MARKETING, DIGITAL MARKETING

Table 15 above is where this study uses an adjusted coefficient of determination or commonly called *R Square* (R^2). The results of the analysis above show that the value of *R Square* (R^2) is 0.295, which means that the independent variables, namely Digital Marketing, Content Marketing, and *digital marketing*, can explain the dependent variable, namely Vacation Decisions, of 0.295 or 29.5 % while the remaining 70.5 % is influenced by other variables not examined in this study such as place, brand image, promotion, and so on.

Discussion

1. Partially the Digital Marketing Variable (X_1) has no positive and significant effect on Vacation Decisions (Y) with a t count $_=$ 0.244 and a significant level of 0.809 by comparing the calculated statistics with table statistics based on the results of the t-test, it is known that the coefficient value for the Digital Marketing variable (X_1) of 0.208 with t $_{count}$ of 0.244 < from t $_{table}$ 2.019 and a significance level of less than 0.05 (sig = 0.809 < 0.05). So it can be said that there is no partially significant effect between Digital Marketing variables (X_1) on Vacation Decisions (Y) at Malabo Beach Kae'e Beach, Pinrang Regency. The results obtained are following the reality in the field

where the respondents were encountered The field stated that Malabo Beach Digital Marketing is still very difficult to find for local people due to a lack of understanding of digital promotion through Instagram and Tiktok, so it requires promotions that are easily obtained by the holiday community.

The results of this study are research conducted by Indah Suryaning Budi, Ade Octavia, and Novita Sari (2019) with the title "The Influence of Product Innovation, Content Marketing, and Digital Marketing on Decisions to Vacation for Honda Beat Motorcycles in Jambi City". Which states that the Digital Marketing variable has no positive or significant effect on Vacation Decisions.

2. Partially the Content Marketing Variable (X_2) has a positive and significant effect on Vacation Decisions (Y) with t count $_=$ 3.339 and a significant level of 0.05 by comparing the calculated statistics with table statistics based on the t-test results, it is known that the coefficient value for the Content variable Marketing (X_2) is 0.408 with t $_{count}$ of 3.339 > from t $_{table}$ 2.019 and a significance level of less than 0.05 (sig = 0.002 <0.05). So it can be said that there is a significant influence partially between Content Marketing variables (X_2) on Vacation Decisions (Y) at Malabo Beach Kae'e Beach, Pinrang Regency. The results obtained are by the reality in the field. Malabo Beach Beach Content Marketing is interesting on Instagram and Tiktok accounts which give an interesting impression to people who want to take a vacation, the content offered is very interesting according to the wishes of the community, especially Generation Z, and can be an inspiration for them.

The results of this study are research conducted by Marissa Grace Haque (2020) with the title "The Influence of Digital Marketing and Content Marketing on Vacation Decisions at PT. Berlian Multitama in Jakarta" which states that the Content Marketing variable has a positive and significant effect on vacation decisions.

3. Simultaneously The results of the study show that there is a simultaneous influence of Digital Marketing and Content Marketing on Vacation Decisions at Malabo Beach Kae'e Beach, Pinrang Regency. This is evidenced by the statistical results that the F $_{count}$ *(F-statistic)* is 5.645 greater than the F $_{table}$, namely 2.8 3 with a probability value of 0.00 9 which means it is below a significant value of 0.05. Then H1 $_{is}$ accepted and H0 $_{is}$ rejected.

The results of this study are research conducted by Rahmawati Sjamsu Alam, Rahmad Solling, and Sapar (2022) with the title "The Influence of Digital Marketing Communication, Content Marketing, and Digital Marketing on Vacation Decisions in MSMEs. Which states that the influence of digital marketing communications, content marketing, and digital marketing has a positive and significant effect on vacation decisions.

Conclusion

Based on the results of this study and discussion, conclusions can be drawn based on the hypotheses that have been set in this study:

1. Partially, Digital Marketing variables have no significant effect on Content Marketing effect significant to the Vacation Decision Variable with statistical values including the Digital Marketing Variable (X_1) it is known that the coefficient value for the Digital Marketing variable (X_1) is 0.208 with a t $_{count}$ of 0.244 < from t $_{table}$ 2.019 and a significance level greater than 0.05 (sig = 0.809 > 0.05). Variable Content Marketing (X_2) shows that the coefficient value for the Content Marketing variable (X_2) is 0.408 with a t count of $_{3.339}$ > from t $_{table\ 2.019\ and}$ a significance level of less than 0.05 (sig = 0.002 < 0, 05).

2. Simultaneously F $_{count}$ *(F-Statistics)* of 5.645 is greater than the F $_{table}$ which is 2.8 3 with a probability value of 0.00 9 which means below a significant value of 0.05. Based on these data Digital Marketing Variables (X_1) and Content Marketing (X_2) simultaneously (together) influence the decision to take a vacation at Malabo Beach in Kae'e, Pinrang Regency.

Acknowledgment

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