

## RESEARCH ARTICLE



# Village Marketing Digitalization Model: Based on Behavior and Community Readiness.

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## Abstract

Digitalization is a big question about how to accept and adapt to it. People's behavior and culture are also affected by the development of the internet, especially in tourist areas, which has the potential to use it to meet their needs, shop online, sell to visitors and get important information that can increase the scale of their small business. But of course, this does not happen in Pamah Similir Hamlet–Telagah Village where the community still has limited access to digitalization. Telagah Village is ready to face digitalization, but with several improvements in factors that affect the digitalization of village marketing, namely irritation, credibility, interactivity, accessibility, and transformative, this research was carried out on the application of digitalization. The purpose of this study is to analyze how much the influence factor of Village Marketing Digitalization and how the community is ready to deal with it. The results of this study show that all factors influencing Village Marketing Digitalization have a positive and significant effect on the variables of Village Marketing Digitalization. The influencing factors are Irritation, Credibility, Accessibility, Transformative, and Interactivity Variables. From the model test, the largest direct influence is the transformative variable on the credibility variable with a Tstatistic of 22.259 and a P value of 0.000, while the largest indirect influence is the accesibility variable on the credibility variable through the transformative variable with a Tstatistic of 18.755 and a P value of 0.000. The conclusion of this study shows that the Telagah Village community is ready to accept the digitalization of their village marketing, although there are several priority obstacles in terms of signal reception and the amount of signal obtained, road infrastructure and network stability in the village.

**Keyword:** Digitalization, Tourism Marketing, Culture and Community Readiness.

## Introduction

Communication is the link of interaction and economic strengthening in today's society. All information is spread and consumed in just one hand. According to (Milyane et al., 2022) Communication is a form of interaction between humans to exchange information. The unique differences between humans are very heterogeneous, making communication patterns also so diverse. In this case, communication has a good effect if its use aims at good things, simply such as providing relevant information (Riswandi, 2018).

**Table 1.** Number of Indonesia Telephone Subscribers by Type of Network Operation

Types of Network Maintenance	Number of Indonesia Telephone Customers by Type of Network Operation		
	2019	2020	2021
Number of Customers	350.791.300	364.927.882	374.892.084
Telecommunication by Cable	9.513.751	9.307.494	9.019.476
Wireless Telecommunications	341.277.549	355.620.388	365.872.608

Source: (Central Statistics Agency of Indonesia, 2021b)

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Growth smartphone increasing from year to year shows a large and scattered number of users. In fact, Indonesia has many areas where signal distribution coverage is not optimal. Especially if the area is a rural area, but has tourism potential that is quite serious to pay attention to.

**Table 2.** The Number of Villages/Villages That Do Not Have BTS Towers by Province and Rural Cellular Phone Signal Reception

Province	Number of Villages					
	There is a strong signal		There is a weak signal		No Signal	
Aceh	20	20	20	20	20	20
	19	20	21	19	20	21
North Sumatra	34	36	35	11	86	10
	80	57	05	12	6	30
West Sumatra	17	18	17	15	13	16
	49	28	93	25	20	47
Riau	20	19	16	11	90	87
	1	2	7	3		
Jambi	38	35	31	31	22	23
	4	0	8	3	7	1
South Sumatra	45	43	42	31	27	27
	0	8	9	8	5	5
Bengkulu	89	95	94	85	76	73
	7	6	0	5	8	6
Lampung	65	67	65	35	32	33
	4	5	6	0	3	6
Bangka Belitung District	78	82	80	53	42	40
	9	6	8	0	4	3
Riau Province	20	20	15	22	21	19
	1	1	1	1	1	-
	40	34	41	66	67	63
	2	-	-	-	-	-

Source: (Central Statistics Agency of Indonesia, 2021a)

In the table above, it can be seen that there is an increase and decrease in strong signals (1,749-1,828-1,793) throughout 2019-2021, then there is a decrease in weak signals (1,525-1,320-1,347) and no signals (166-193-148). The table above

shows that there are still many areas that have no signal at all. Telagah Hamlet – Pamah Similir Village is a village that has the potential to be appointed as a tourist village located in Langkat Regency, North Sumatra Province. The absence of a sinking signal is an obstacle to this potential to be known more widely domestically.



**Fig 1. Landscape of Telagah Hamlet Tourist Attraction. Source: (Researcher, 2024)**

Internet of Things (IoT) has evolved into a useful and practical tool for promoting tourism management practices (Novvera et al., 2022). The internet is a breakthrough tool that every company uses to gain a competitive advantage, in this case the internet offers many opportunities for businesses to increase sales and reduce costs (Rauf et al., 2021). The development of the digital world which is taking place very quickly and rapidly around the world requires advertising promotion activities that occur not directly, but have a great impact on society, both marketing and sales (Ayesha et al., 2022).

Everyone who uses electronic equipment connected to the internet has a contribution to e-marketing, whether that person is in a village, city or country far away from the ends of the earth (Elida & Raharjo, 2019). For the people of Telagah Village, the presence of the internet is considered a form of transformation that is able to lift the potential of the village in tourism, with suboptimal access and the distance between residents' houses that are far apart, making digitalization play an important role in bringing credibility to the village community.

People's behavior and culture are also affected by the development of the internet, especially in tourist areas (Quynh et al., 2021). People have the potential to use it to meet their needs, shop online, sell to visitors and get important information that can increase the scale of their small business. Every community business always prioritizes the interests of customers, treating consumers as the main party (Ayesha et al., 2022). But of course, this does not happen in Pamah Similir Hamlet–Telagah Village where the community still has limited access to digitalization. Are they ready to face digitalization?

Based on five factors that affect the digitalization of village marketing, namely irritation, credibility, interactivity, accessibility and transparency (Fikri et al., 2023) and the description above, the main problem in this study be; Village communities are affected by digitalization and have not been able to carry out IoT practices in supporting their activities; The high interest of the village community in e-commerce both as sellers and buyers, but has not been supported by a good digital climate; Public trust in technology is still relatively low; Public access to digitalization is not good, especially the difficulty of

signals and village infrastructure that is not integrated; The potential of village tourism is very good, but it has not been optimized by the village community. Based on the description of the above problems, this study aims to analyze how much the influencing factors of Village Marketing Digitalization; and to analyze the community's readiness for Village Marketing Digitalization.

## Literature Review

### Digital Marketing

Like conventional marketing, in the digital world there is also marketing in electronic form. Such marketing is known as e-marketing. E-marketing has the same function as conventional marketing, namely functioning as a sales tool, service to consumers, communication media, cost savings and as product / company brand development. The difference lies in the digital technology used by e-marketing or commonly called digital marketing (Elida & Raharjo, 2019).

Digital marketing is a modern marketing concept by utilizing online digital facilities and the internet for activities to promote a brand and service and sell products using digital media and the internet as well as social media and website activities, to reach consumers (Rauf et al., 2021).

### Digital Village

Rural areas are synonymous with remote areas or can be said to be areas where access to information is still limited. Therefore, the main capital in improving and empowering rural areas into villages based on digital technology is the availability of internet networks. The design or model of digital villages in Indonesia will certainly differ from one village to another. This is because other villages have different natural resource potential, human resources.

There are five factors that affect the digitalization of village marketing, namely irritation, credibility, interactivity, accessibility and transparency (Fikri et al., 2023). The irritation factor has 9 indicators/measurements, namely; Product Knowledge, Village Geography, Village Transportation, Village Infrastructure, Product Needs, Shopping Desire, Marketing Promotion, Trust and Legal. The credibility factor has 8 indicators/measurements, namely; Consumer Readiness, Village Community, Marketing Communication, Information Distribution, Education Level, References, Use of Payment Instruments and Product Prices. Interactivity factor 5 has indicators/measurements, namely; IT Infrastructure Stability, Consumer Knowledge, Consumer Skills, Consumer Adaptation and Community System Stability. Accessibility factor 4 has indicators/measurements, namely; Signal, Signal reception, Internet Charges, and Waiting Times. Transformative factor 3 has indicators/measurements, namely; IT Readiness, IT Culture and IT Communication.

### Irritation

Irritation is a factor that disrupts community stability in the implementation of digital marketing, but if it can be seriously improved and improved, it will increase the pace of implementation of village marketing digitalization. Consumer product knowledge on the s-commerce platform allows consumers to be more selective in making choices (Herzallah et al., 2022). Scattered products make minor differences between one and the other. In supporting equitable social commerce efforts, the local government must provide support for the geographical location of the destination area (Viet & Thanh, 2023). Geographical location determines the delivery system to the front of every consumer's home, because not all places can be reached by the reach of s-commerce/e-commerce delivery, so transportation support is related, especially when transportation is environmentally responsible (Mach & Ponting, 2021). Choosing the right mode of transportation based on geographical location has a high future value. Low-carbon transportation has the potential to protect the community and the environment and support the local tourism industry as well

as logistics mobility that connects villages and the distribution of consumer products.

The existence of infrastructure is a major investment in the tourism sector in rural areas to ensure the creation of tourist mobility (Topcu et al., 2023). With the rapid movement in tourist destination areas, the need for economic products and the needs of the community will most likely increase various dimensions of welfare. (Sumanapala & Wolf, 2023). The desire of the community in activities to meet their needs with online shopping will certainly increase regional income. The desire-based online shopping interest relies on images, with digital marketing capabilities that make up for the lack of physical inspections, product ratings and reviews (Tahir, 2021). This is not a big obstacle for people to discourage their desires, especially since the emotional factor plays an important role in moderating the choice to continue looking at page after page.

Word-of-mouth promotion in online shopping illustrations is a review that can be widely spread and get attention in making choices (Paruthi et al., 2023). Advertising on social media increases the success of this promotion, but it is also able to have a negative impact on the product (Fatima & Ali, 2023). The ability of sellers to capture consumer attention is carried out in a way that seems hyperbole and increases the economic value of the product. Ethical behavior of sellers can affect customer satisfaction, trust, and loyalty (Mansouri et al., 2022). Official product accounts on social media play an important role in improving the relationship between brands and customers (Ballester et al., 2021). Content that is posted and relevant to consumers' lives provides an experiential sensation that keeps consumers adrift in social media activities. However, not all content is presented with accountable data, unauthorized content retrieval and content fraud also occur frequently and make it appear viral and invite high public activity (a combination of objective and subjective factors – content that cannot be trusted without official data) (Cerdá-Mansilla et al., 2021). Village communities in the irritation factor are able to become objects and subjects in the potential of their area.

### ***Credibility***

Credibility is factors that increase the trust of village people in digital marketing. Outstanding information and communication technology readiness demonstrates excellent environmental, social, and governance performance (Dempere & Modugu, 2022). Where the community has been able to accept technological changes from the outside and try to learn from them. Tourist destinations create communities for the community and the government and involve them in preserving the environment (Yuliana et al., 2023). The clean rural environment and far from the hustle and bustle of the city is an extraordinary attraction that brings in masses and visitors. The community formed by the community is an important driver of visitor engagement and on digital platforms engage them more deeply and is a strategic imperative to create positive love and recommendations (Paruthi et al., 2023). Developing a community forum can make users feel more socially engaged and understand the benefits of social interaction (Kusumawardani et al., 2023).

Social media platforms help local businesses connect to access information, increase loyalty and meet their needs (Kristiyono et al., 2023). Two-way communication carried out by the community as consumers by using social media as marketing communication for their needs or business (Rathi & Jain, 2024). Various forms of information are spread and digested in people's minds, so that consideration and impact on the truth of information disseminated on the internet provides positioning in marketing (Gomez-Pino et al., 2023).

In the conditions of fierce market competition, environmental changes, digitalization and remote areas, play an increasingly important role in the dissemination of information (Abbasova, 2023). By utilizing rural areas that are far from the city, information about authenticity and local wisdom will attract visitors. This situation must be prepared in such a way by equipping the community with a good level of education,

especially in interacting with visitors. The level of education will be able to make the village community more selective in accepting the flow of change from visitors. Education will be able to provide individual preferences for wearable devices in support of community activities (Saheb et al., 2022). The selection of gadgets, in supporting people's efforts to face tourists or personal needs, is all done independently to implement innovative advertising strategies (Iyer & Mallika, 2023). The means of payment used by the public will be contaminated with technology, apart from their need to shop online as well as in tourism transactions, becoming an attractive choice for visitors (Mach & Ponting, 2021). In the end, it all comes back to the price of the product, for the village community, the price of products in E-Commerce is considered very cheap when compared to when the product is in their area, but the charging of product prices is tied to other costs (Nikolajenko-Skarbalė & Viederytė-Žilienė, 2023). In the tourism industry, local people often raise prices as high as possible in destination areas (trap prices), so that visitors feel deceived. However, it all applies to viral tourist attractions and the behavior of sellers from the local community who are trying to make profits in the short term.

### ***Interactivity***

Interactivity is a factor that synchronizes the communication of elements of the village community in achieving marketing digitalization. Rural communities have polemics in technological infrastructure, because builders are concentrated in cities. Even in many rural lodgings are particularly affected by the stability of IT infrastructure in today's challenging economic conditions (Boiko et al., 2023). Public knowledge of the social changes caused by tourism will provide insight for local governments that seek to strengthen the positive impact and neutralize the negative impact of tourism development (Lei et al., 2023). Consumer knowledge of the products that visitors bring to rural areas becomes a new item that will be discussed, in the end with a gadget in their hands they enter the online store to get it. Sufficient skills and have qualified competencies are the basis for the community to understand the activities of the Transactions in online stores (Nasution et al., 2023). To make the tourism business more optimal, the village community adapts and for the sake of getting welfare (Sumanapala & Wolf, 2023), meaning that tourism touches the deepest joints of the village community. A stable community system towards the capabilities of the digital industry is the foundation for village development (Zhao et al., 2023). However, the main contradictions of society and the goals of digitalization development continue to change in line with government policies (Novera et al., 2022), with intelligent communication systems and all the basic needs of the community met from digitalization it is no problem to start information management in the countryside. The tourism system determines the interaction between sectors, institutional structures, and business entities for the production, sale, and organization of consumption of complex tourism products as well as the welfare of the community (Okhrimenko et al., 2023).

### ***Accessibility***

Accessibility is a factor that makes it easier for village people to get access to or utilize digital marketing. Accessibility is an important part of designing the IoT system of the village community. Quality signals help reduce the uncertainty experienced by travelers (Belver-Delgado et al., 2020). The state of signal uncertainty is also received by village communities who do not get their acceptance, because of inadequate infrastructure and gadgets. Uncertainty for tourists is much more difficult than for village people who are used to it, where access to information in tourist destinations is not optimal. The cost of using the internet, which is fairly expensive in rural areas, and its accessibility makes people and visitors consider the benefits received compared to the cost of the service (Saoula et al., 2023). Fast browsing really meets this need,

especially collecting data, viewing pages and moving from one application to another is a long waiting time (Crotts et al., 2022). The speed of access is able to fully support the digitization process (Muñoz-Leiva et al., 2021). Rural tourist areas really need this to get the impression of being borderless and still have the same ability in internet access.

**Transformative**

Transformative is factors of direct and indirect change to the village community regarding the implementation of marketing digitalization. Outstanding readiness of information and communication technology demonstrates excellent environmental, social, cultural and governance performance (Dempere & Modugu, 2022). Local community's tech culture encourages better understanding (Li et al., 2023). Economically, it must also ensure long-term feasibility as a transformative tourist destination. Tourist destinations and various organizations are also making progress in line with the increasing public attention to sustainability and the direct and indirect impact of their behavior on the environment. Digital culture is directly correlated with the use of communication tools. Digital communication has become an important tool to ensure the survival of people's businesses and give them a competitive advantage (Olasanmi et al., 2023).

Marketing Digitalization Process or Digital Marketing Process is a form/flow model/flow that is arranged sequentially and forms the process of implementing marketing digitalization in an area in this study is a rural area that is difficult to signal. The conceptual framework used in this study was compiled by the researcher as follows:

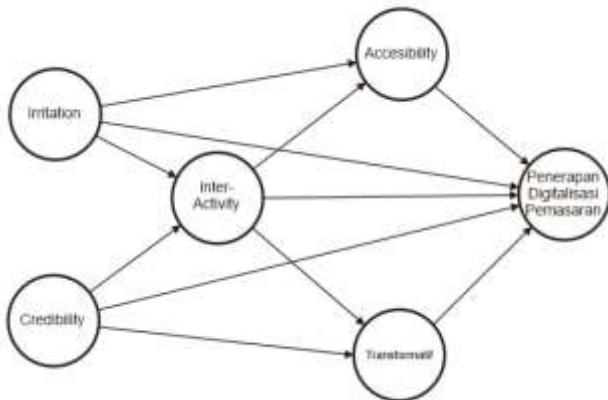


Fig 2. Research Concept Framework. Source: Researcher (2024)

**Method**

**Types of Research and Venues**

The type of quantitative research is a research method with a more complicated level of variation, because it examines a larger sample, but quantitative research is more systematic in conducting research from beginning to end (Sahir, 2022). The place of research entitled Village Marketing Digitalization Model; Based on Community Behavior and Readiness carried out in Telagah village which is located at 79W9+CFC, Simpang lau kulap, Telagah, Salapian District, Lalat Regency, North Sumatra 20771. Telagah Village is 78 Km from Medan State University with a travel time of approximately 6 hours round-trip.

**Population, Sample and Sample Technique**

The population is the real data of the object of research or observation that the amount is large, small, or infinite (Fikri, Andika, et al., 2020). The population in this study is the people of Pamah Similir Hamlet, Telagah Village who are 15 to 55 years old. This age is the productive age of the community in accordance with the objectives of this research.

The sample of this study uses the formula (Fikri, Pane, et al., 2020):

$$n = \text{Research indicator} \times \alpha$$

$$\alpha = \text{amount of data/sample to be taken}$$

Criterion  $\alpha$ :

If the number of indicators is  $<10$  then  $\alpha > 10$  data (with a minimum of  $n = 30$ ).

If the number of indicators is  $> 10$  then  $\alpha < 10$  data (with a minimum of  $n = 30$ ).

In this study, 29 indicators were used with calculations with  $\alpha = 3$ . So the number of samples used in this study is  $n = 29 \times 3 = 87$  samples or 87 people from Pamah Similir Hamlet, Telagah Village.  $\alpha = 3$  is used because this study uses structured interviews and is quite time-consuming in interacting with the community. The sampling technique used is purposive sampling with the following criteria: Age 15-55 years; Have a personal smartphone; Knowing digital marketing, the phenomenon of online shopping and existing market places; Knowing the tourism potential of Telagah Village; Knowing the situation around Telagah Village. The data collection method of this research is using questionnaires, interviews and field observations.

**Research Data Analysis Techniques**

In the initial stage, the data analysis technique used was the crosstabulation test which is a descriptive test of cross-data to see the reading of data in rows and columns. The use of crosstabulation test was used in the reading and demographic analysis of respondents in this study. Then before entering the data analysis model, this research will be tested for feasibility. Then the research variables were read using frequency analysis in the form of averages to see the position of the average respondents' answers to the research questionnaire statements. Crosstabulation and frequency testing using SPSS software version 16.

According to (Sugiyono, 2019) mentioned that the data analysis technique in quantitative research uses statistics. In this study, data analysis will use an analysis model Structural Equation Model (SEM) by using Software smartPLS version 3.0. Before testing the model, the data will be tested for feasibility using a data feasibility test, testing is carried out so that the data gets optimal results in SEM testing. In the final stage, the data will be tested hypothesis using smartPLS to get the direct and indirect influence of each research variable and test whether the model can be used properly.

**Results and Discussion**

**Characteristics of Respondents**

Respondent characteristics are a form of data distribution used in the study to see the demographic variation of each sample in the study, so that later the data will be able to support the results of the research. In this study, the characteristics of the respondents used a test Crosstabulation and frequency test. Testing Crosstabulation can be seen in the table below:

Table 3. Age of respondents \*Gender of respondents Crosstabulation

		Gender of respondents		Total
		Man	Woman	
Age of respondents	< 20 Years	0	3	3
	21 - 30 Years	14	12	26
	31 - 40 Years	25	10	35
	41 - 50 Years	3	6	9
	51 - 60 Years	4	6	10
	> 60 Years	0	4	4
<b>Total</b>		46	41	87

Source: Researcher (2024)

In the table above, it can be seen that the majority of respondents in this study are men aged 31-40 years as many as 25 people or 28.7% of all respondents. Then the majority of respondents in this study were 31-40 years old, as many as 35 people, 40% and the ratio of the number of male and female respondents was almost balanced. This shows that in the village of Telagah, the majority who have the opportunity, desire and accept researchers in filling out the questionnaire is of productive age. Productive age is the level of human life/year of life where life is done more doing work and at this age humans tend not to be silent and continue to move. This productive age

is also a driving force for digitalization in the village and has carried out internet transaction activities.

In this analysis research, the Partial Least Square (PLS) approach is using smartPLS 3.0 software. Partial Least Square (PLS) is a structural equation (SEM) model based on variance components. PLS does not require any specific distribution assumptions to estimate parameters, so parametric techniques to evaluate significant are not necessary. The evaluation model in PLS is carried out through the assessment of the outer model and the inner model. The following is an image of the outer model in this study using PLS Algorithm.

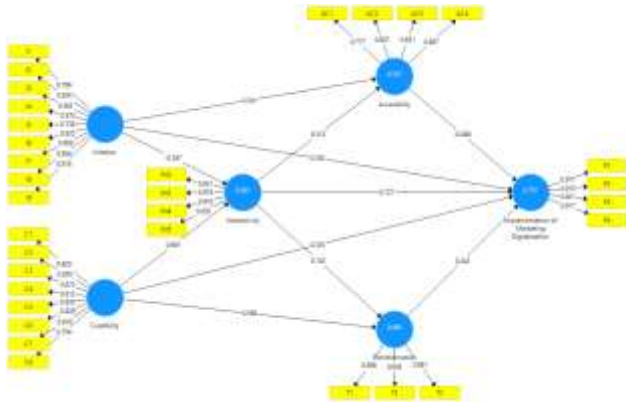


Fig 1. Outer Model. Source: Researcher (2024)

There are two criteria in the use of data analysis techniques with smartPLS to assess the outer model, namely Discriminant Validity and Composite Reliability. The results of the study were obtained from the measurement of the outer model using Composite Reliability as follows:

	ronbach's Alpha	o_A	Composite Reliability	Average Variance Extracted (AVE)
Accessibility	0,815	319	0,860	0,608
Credibility	0,931	334	0,943	0,676
Implementation of Marketing Digitalization	0,937	338	0,955	0,842
Interactivity	0,847	361	0,901	0,699
Irritation	0,915	339	0,928	0,592
Transformation	0,797	370	0,877	0,707

Source: Researcher (2024)

In the table above, the Composite Reality value has passed 0.7, which means that this study has a decent outer model and can be continued to further analysis/bootstrapping.

The assessment of the structural model using smartPLS begins by looking at the R Square value for each latent variable. The latent variable in R Square shows the ability of the variable to explain the research and maintain the model being tested. The R Square value of this study is seen in the table below:

	R Square	R Square Adjusted
Accessibility	0,307	0,304
Implementation of Marketing Digitalization	0,797	0,794
Interactivity	0,583	0,581
Transformation	0,466	0,464

Source: Researcher (2024)

The R Square interpretation in the table above is:

Based on R Square, the accesibility variable is 0.307. This means that the latent variables of interactivity, irritation, credibility, transformative, interactivity, and the application of marketing digitalization are able to explain or predict 30.7% of the accessibility variables, the remaining 69.3% are explained by other variables that are not explained in this study.

Based on R Square, the variable for the implementation of marketing digitalization is 0.797. This means that the latent variables of interactivity, irritation, credibility, transformative, interactivity and accesibility are able to explain or predict 79.7%

of the variables of the implementation of marketing digitalization, the remaining 20.3% are explained by other variables that are not explained in this study.

Based on R Square, the interactivity variable is 0.583. This means that the latent variables of interactivity, irritation, credibility, transformative, accessibility and the application of marketing digitalization are able to explain or predict 61.7% of the interactivity variables, the remaining 69.3% are explained by other variables that are not explained in this study.

Based on R Square, the transformative variable is 0.466. This means that the latent variables of interactivity, irritation, credibility, interactivity, accesibility and the application of marketing digitalization are able to explain or predict 46.6% of transformative variables, the remaining 53.4% are explained by other variables that are not explained in this study.

The hypothesis test proposed in this study is an inner model by looking at the total effect which shows the coefficient of the parameters and the statistical t-value for 87 respondents is 1.66. In the smartPLS test, statistical testing of each hypothetical relationship is carried out using simulation. In this case the method is bootstrapping which is seen in the image below:

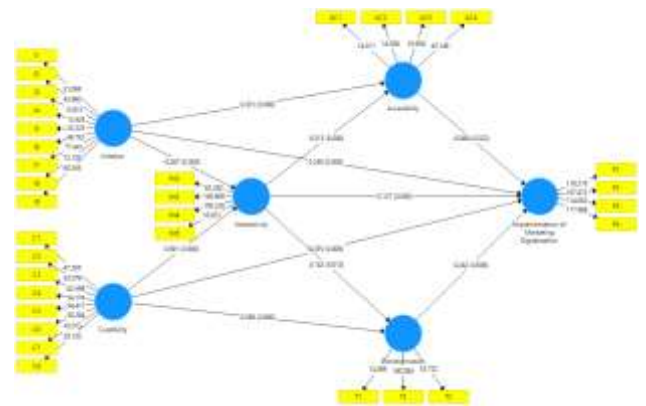


Fig 3. Inner Model. Source: Researcher (2024)

Direct Impact Testing

The direct influence test table shows how the influence and magnitude of the influence exerted between the direct research variables by looking at the table below:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Accesibility -> Credibility	0,497	0,498	0,026	18,755	0,000
Accessibility -> Interactivity	0,490	0,490	0,037	13,172	0,000
Accessibility -> Irritation	0,440	0,445	0,026	16,678	0,000
Accessibility -> Implementation of Marketing Digitalization	0,475	0,476	0,033	14,482	0,000
Accessibility -> Transformation	0,742	0,745	0,016	46,251	0,000
Credibility -> Implementation of Marketing Digitalization	0,343	0,342	0,072	4,748	0,000
Interactivity -> Implementation of Marketing Digitalization	0,134	0,135	0,033	4,080	0,000
Irritation -> Implementation of Marketing Digitalization	0,354	0,355	0,052	6,813	0,000
Transformation -> Credibility	0,670	0,668	0,030	22,259	0,000

Transformative -> Irritation	0,707	0,699	0,051	13,797	0,000
Transformative -> Application of Marketing Digitalization	0,704	0,701	0,035	20,311	0,000

Source: Researcher (2024)

Based on the table above with a statistical T value of > 1.66 and a P Value with a < value of 0.05, all research variables have a positive and significant direct influence. The largest direct influence was the influence of the accessibility variable on the transformative variable in Telagah Village - Pamah Similir Hamlet with a Tstatistic value = 46.251 and significant at 0.000. This shows the accessibility of an area/area of Telagah Village - Pamah Similir Hamlet is able to transform the behavior and cultural changes of the community so that the community adapts to change. Good access provides a quick way to access information, so that there will be an equal distribution between life in the village and in the city in terms of the amount of information that is spread. This information will be the basis for changing people's behavior and readiness to receive and implement the information. The browsing speed can meet the needs of information, especially collecting data, accessing web pages and is expected not to take long (Crofts et al., 2022). The speed of access is able to fully support the digitization process (Muñoz-Leiva et al., 2021). The tourist area of Telagah Village - Pamah Similir Hamlet really needs this to get an impression without borders and still have the same ability in internet access. Transformative is factors of direct and indirect change to the village community regarding the implementation of marketing digitalization. Outstanding readiness of information and communication technology demonstrates excellent environmental, social, cultural and governance performance (Dempere & Modugu, 2022). Local community's tech culture encourages better understanding (Li et al., 2023). Economically, this can also ensure long-term feasibility as a transformative tourist destination in Telagah Village - Pamah Similir Hamlet.

**Indirect Influence Testing**

The indirect influence testing table shows how the influence and magnitude of the influence given between the research variables indirectly through the mediation variables by looking at the table below:

**Table 7. Testing the Indirect Influence Hypothesis Based on Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Devlation (STDEV)	T Statistic ( O/STDEV )	P Values
Accessibility -> Transformative -> Credibility	0,497	0,498	0,026	18,755	0,000
Accessibility -> Transformative -> Irritation	0,525	0,522	0,044	12,050	0,000
Transformative -> Credibility -> Implementation of Marketing Digitalization	0,229	0,228	0,048	4,756	0,000
Accessibility -Transformative -> Credibility -> Implementation of Marketing Digitalization	0,170	0,170	0,036	4,766	0,000
Accessibility -> Interactivity -> Implementation of Marketing Digitalization	0,066	0,067	0,019	3,484	0,000
Accessibility -> Irritation -> Implementation of Marketing Digitalization	-0,030	-0,027	0,016	1,813	0,035
Transformative -> Irritation -> Application of Marketing Digitalization	0,250	0,248	0,042	5,977	0,000
Accessibility -> Transformative -> Irritation -> Application of Marketing Digitalization	0,186	0,185	0,032	5,713	0,000
Accessibility -> Transformative -> Application of Marketing Digitalization	0,167	0,167	0,024	6,937	0,000

Source: Researcher (2024)

Based on the table above with a statistical T value of > 1.66 and a P Value with a < value of 0.05, all research variables have

a positive and significant indirect influence. The largest indirect influence is the influence of the accessibility variable on the transformative variable through the credibility variable in Telagah Village - Pamah Similir Hamlet with a Tstatistic value = 18.755 and significant at 0.000. The influence exerted by access to transformative has been explained in the direct influence section. In the indirect influence, this influence is strengthened by the intervening of the credibility variable which indirectly affects the transformation of society to adapt and behave digitally through the credibility variable.

Credibility is factors that increase the trust of village people in digital marketing. Outstanding information and communication technology readiness demonstrates excellent environmental, social, and governance performance (Dempere & Modugu, 2022). Where the community has been able to accept technological changes from the outside and try to learn from them. Developing community forums can make users feel more socially engaged and understand the benefits of social interaction (Kusumawardani et al., 2023). This happened in the community of Telagah Village - Pamah Similir Hamlet who began to use smartphone in daily life even with limited signals in their area. Information about the authenticity and local wisdom of Telagah Village - Pamah Hamlet will attract visitors. This situation must be prepared in such a way by equipping the community with a good level of education, especially in interacting with visitors. The level of education will be able to make the village community more selective in accepting the flow of change from visitors.

In this study, based on the results of hypotheses and findings of interviews with researchers in the field, researchers can conclude that the factors that affect the decision to visit rural or natural tourist attractions are:

**Village Uniqueness and Attractiveness:** Major attractions such as beautiful natural scenery, cultural uniqueness, local traditions, and typical village activities are the main factors that attract tourists.

**Authentic Experiences:** Travelers are often looking for experiences that are authentic and different from their daily lives. Interaction with locals, participation in traditional activities, and local culinary experiences are examples of authentic experiences sought.

**Recommendations and Reviews:** Recommendations from friends, family, or positive reviews from previous visitors on platforms like TripAdvisor, Google Reviews, and social media can greatly influence a traveler's decision.

**Accessibility and Transportation:** Ease of access to tourist villages, including the availability of public transportation, road conditions, and clear directional signs, plays an important role in travelers' decisions.

**Accommodation and Facilities:** The availability and quality of accommodation, public facilities such as toilets, dining places, and health facilities affect the comfort of tourists and the decision to visit.

Then because the village community is always adapting and wants changes to the village to become a digital village, electronic trade transactions are inevitable and must occur. The researcher's findings also refer to the factors that affect the effectiveness of E-Commerce in rural areas, namely:

**Internet Connectivity:** Stable and fast internet access is a major factor. In many rural areas, internet infrastructure is still limited, which can be a major obstacle to the implementation of e-commerce.

**Digital Literacy:** The ability of villagers to use digital technology and the internet affects the success of e-commerce. Training and education regarding the use of e-commerce platforms can be very helpful.

**Logistics and Shipping:** The availability of efficient and affordable delivery services is essential. Good road infrastructure and postal services will increase the reliability and speed of product delivery.

**Availability of Local Products:** Unique and quality local products can attract consumers from outside the village. E-

commerce can be an effective means to market these local products.

**Payments and Transaction Security:** An accessible and secure payment system is essential. Payment methods that fit local customs, such as bank transfers or e-wallets, can increase e-commerce adoption.

**Government Support:** Government policies and programs that support the development of e-commerce in rural areas, including training and subsidies, can increase the effectiveness of e-commerce.

**Awareness and Promotion:** Promotional and awareness campaigns regarding the benefits of e-commerce need to be carried out to attract interest and participation from villagers. This can be through social media, local events, and collaborations with community leaders.

**Consumer Trust:** Trust in e-commerce platforms and transaction security is crucial. Positive reviews, customer testimonials, and good customer service can increase consumer trust.

**Collaboration with MSMEs:** Collaboration with local Micro, Small, and Medium Enterprises (MSMEs) can increase the variety of products offered and strengthen the local economy through e-commerce.

**Local Innovation and Adaptation:** E-commerce that is tailored to local conditions and needs, for example with adjustments in terms of language, culture, and consumer preferences, will be more effective.

## Conclusions and Suggeststions

The conclusions summarized by the researcher in the Research on the Digitalization Model of Village Tourism Marketing; Based on Behavior and Community Readiness are:

All factors affecting Village Marketing Digitalization have a positive and significant effect on the variables of Village Marketing Digitalization. These influencing factors are Irritation, Credibility, Accessibility, Transformative, and Interactivity Variables

The people of Telagah Village are ready to accept the digitalization of their village marketing, although there are several priority obstacles in terms of signal reception and the amount of signal obtained, road infrastructure and network stability in the village

Suggestions are a form of real contribution of researchers given to the research object, in the form of strategies, implementations, or products that can be applied by the research object who is a research partner. The researcher's suggestion comes from the value of outer loading which is the least correlated in each influence variable. Suggestions given by the researcher in the Research on the Digitalization Model of Village Tourism Marketing; Based on Behavior and Community Readiness are:

It is recommended to the community and the Telagah Village apparatus to improve community skills to be able to compete and transact digitally. This can be done by holding trainings focused on the economic driving force/MSMEs in Telagah Village so that MSMEs can move up. This skill improvement is certainly inseparable from the cooperation of the community, MSMEs< universities and village officials (I3 = 0.563).

It is recommended to the community and the Village of Telagah apparatus to understand the product price and the cost inherent in the ability of the village community to buy products purchased on social media or E-Commerce by reading the product description in detail first and cross-opinion about the validity of the product with fellow community members (C8 = 0.764).

It is recommended to the community and the Telagah Village apparatus to prepare the community for the digital climate that will soon enter the village, as well as invite the community to start using technology devices and learn about digital transactions and their benefits widely (T1 = 0.696).

It is recommended to internet providers to reduce the cost of internet access in areas with difficult signals, as well as work

together to build infrastructure, because Telagah Village has the potential as a tourist village. The high cost of using data packages can be reduced if the infrastructure to the village will be able to meet the signal, in some places in Telagah Village the internet usage is calculated in units of the hour and the use must be close to the transmitter (AC4 = 0.620).

It is recommended to the community and the Telagah Village apparatus to stabilize the community system implemented to filter the digitalization that occurs in the village. This screening can be in the form of education for village officials or universities requested by village officials or village community service activities aimed at all levels of society in Telagah Village (IN5 = 0.639).

It is recommended that researchers then conduct research in different locations with an enlarged number of samples and see the consistency of the model-forming values.

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