

Analysis of the Influence of Digital Promotion and Physical Accessibility on Economic Sustainability of Tourism in Sambori Village

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Abstract

Purpose: This study is intended to empirically examine the impact of digital promotion and physical accessibility on the sustainability of the tourism economy in Sambori Village, Lambitu District, Bima Regency. This study highlights how limited road infrastructure, lack of public transportation, and lack of coordination of digital strategies hinder the optimization of the natural and cultural potential of villages to strengthen the local community's economy.

Method: The study applied a quantitative approach with a causal associative design to uncover the causal relationship between the variables of digital promotion, physical accessibility, and tourism economic sustainability. Data collection was carried out through a Likert scale-based questionnaire that captured respondents' perceptions of physical access conditions, the effectiveness of digital promotions, and its application to tourism economic activities. Data analysis uses multiple linear regression to show the significance of the model and the magnitude of the influence of each independent variable.

Result: The findings of the study indicate that the regression model with two predictor variables showed very strong predictive power, with values $R = 0.889$ and $R^2 = 0.790$ at a significance level of $p < 0.001$. Partially, physical accessibility was the most dominant predictor of tourism economic sustainability ($\beta = 0.584$; $p < 0.001$), which underscores the crucial importance of road infrastructure, transportation, and supporting facilities. Digital promotion also has a significant impact, albeit with a lower magnitude ($\beta = 0.353$; $p = 0.002$), especially in expanding the exposure and attractiveness of tourist destinations.

Contribution: This research contains conceptual and empirical insights for rural tourism development through the affirmation of integration, increasing physical accessibility and strengthening digital promotion. The results show that infrastructure development is a key foundation in driving the tourism economy, while promoting digital functions as a catalyst for destination visibility and competitiveness. Therefore, this research provides an empirical basis for developing competitive, inclusive, sustainable tourism development strategies and policies, and focuses on improving the welfare of local communities in Sambori Village.

Keywords: Digital promotion; Physical accessibility; Economic sustainability; Rural tourism; Sambori Village

Introduction

In the contemporary tourism discourse, sustainable tourism is realized as a planned effort to ensure that the development of tourist destinations not only focuses on short-term economic benefits, but also guarantees social, cultural, and environmental aspects in the long term (Suwarsito et al., 2022). Suwarsito et al., (2022) emphasized that sustainable tourism should be able to provide sustainable economic value for local communities, while maintaining the preservation of natural resources and cultural heritage as the main assets of the



destination. This perspective places the local community as a key actor in the tourism development process based on the principle of poverty.

In the context of rural destinations or tourist villages, various previous studies have shown that the success and dislike of the tourism economy are strongly influenced by the effectiveness of digital promotion and physical accessibility conditions (Hartaman et al., 2021). Afriza, (2020) stated that digital promotion opens opportunities for tourism villages and remote areas to increase visibility in the tourism market through the use of social media, web pages, and various forms of digital content. On the other hand, physical accessibility which includes the quality of road infrastructure, transportation facilities, and ease of access to the location are the main prerequisites that tourists consider in making decisions to visit. The synergy between effective promotion and adequate access has been proven to be able to strengthen the competitiveness and economic sustainability of tourist destinations.

A number of empirical findings confirm the role of digital promotion in supporting tourist destinations. Studies in rural areas show that digital-based marketing contributes to building a positive image of destinations, increasing tourist interest, and maintaining the existence of destinations in the long term (Noeryoko & Zulharman, 2023). Bima, (2023) Found that digital marketing practices are positively and significantly related to various indicators of sustainable tourism, such as operational efficiency, strengthening the image of destinations, and the performance of tourism organizations. In Indonesia, the integration of digital promotion with improving the quality of tourism facilities has also been proven to increase visitor satisfaction and loyalty.

Regarding the aspect of physical accessibility, various studies show that the ease of access and availability of facilities have a significant effect on the quality of service and tourist satisfaction, which ultimately has an impact on the desire to visit and the economic growth of the destination (Widiana et al., 2019). Sudirman et al., (2020), through research on beach and natural tourism attractions, shows that the improvement of road and transportation infrastructure makes a real contribution to the comfort of tourists as well as the intention to make repeat visits. These findings confirm that physical accessibility is a fundamental element in the sustainable development of tourist destinations.

Furthermore, previous research has also emphasized the importance of integration between promotion and accessibility (Prihanta et al., 2022). Safitri et al., (2025), showing that promotion, accessibility, and facilities simultaneously affect tourist interest in coastal tourist areas. In the context of tourism villages, the integration of digital promotion with improved facilities and physical access is considered to be able to encourage local economic growth while maintaining tourism. This integrated approach is increasingly crucial for rural areas that have great potential but are still limited by infrastructure limitations.

However, there is a lot of literature that indicates the existence of research. Most previous studies have focused more on visitor interest and tourist satisfaction as key variables, while studies that specifically target the long-term economy of tourist villages are still relatively limited (Agus & Warmayana, 2018). Arisandi et al., (2019) stating that the economic tourism dimension is often not the main focus in rural tourism research. In addition, research that simultaneously examines the influence of digital promotion and physical accessibility on economic interest in Indonesian tourism villages is still rare.

Departing from this research gap, this study offers a new contribution with the transformation of the tourism economy as the main variable, while simultaneously analyzing the influence of digital promotion and physical accessibility in Sambori Village. Therefore, the purpose of this study is to examine the influence of these two factors on the extinction of the tourism economy in Sambori Village. The results of the research are expected to not only provide practical benefits for local tourism managers and policymakers in designing promotion and infrastructure development strategies, but also nourish academic treasures on sustainability at the village level and offer a development model that can be replicated in other tourism villages with similar characteristics in Indonesia (Noeryoko & Khaldun, 2021).

Research Method

The research method used in the study "Analysis of the Influence of Digital Promotion and Physical Accessibility on the Sustainability of the Tourism Economy in Sambori Village" is a quantitative method with a causal associative design that aims to empirically test the relationship and influence between variables. The study population included tourism actors, local communities, and visitors directly involved in tourism activities in Sambori Village, using purposive sampling techniques to select relevant respondents. Data collection was carried out through a Likert scale questionnaire that has been tested for validity and reliability, and supported by field observations related to physical accessibility conditions and digital promotion practices. The variables of digital promotion and physical accessibility are treated as independent variables, while the sustainability of the tourism economy is a bound variable. Data were analyzed using multiple linear regression to determine the influence of digital promotion and physical accessibility on the sustainability of the tourism economy.

Result and Discussion

Survey data obtained through Google Forms provides strong support for the results of regression analysis, especially regarding the contribution of digital promotion and physical accessibility in maintaining the sustainability of the tourism economy in Sambori Village. The average value (M) on the Likert scale indicators reached a medium to high range, reflecting the respondents' positive view of both factors. This response is in line with the theory of sustainable tourism which emphasizes that the sustainability of economic destinations depends on affordability of access and the effectiveness of promotions to expand the tourism market (Isroissholikah, 2022). Therefore, the survey findings confirm the synergy of physical and digital elements as the basis of strategies in strengthening the extinction of the rural tourism economy.

The survey results showed that most of the respondents considered physical accessibility including road conditions, transportation facilities, and ease of access to tourist sites as important elements to increase the number of tourist visits as well as local economic activity (M = 3.82). The view that improving infrastructure and supporting facilities can improve the comfort and attractiveness of visits was also highly rated (M = 3.88). This fact emphasizes that in a tourist village like Sambori Village, physical accessibility is not only an additional support, but a primary foundation for the sustainability of the tourism economy. Empirically, this is in line with research that states that the quality of infrastructure and easy access have a direct impact on business competition and the economic sustainability of rural destinations (Tamara, 2024).

On the other hand, digital promotion also shows a significant role towards the sustainability of the tourism economy, although the perception of it is slightly lower than physical accessibility. The respondents' evaluation of the use of social media, digital platforms, and online content as a destination promotion tool reached a fairly high level (M = 3.74), with its effectiveness in attracting tourists at M = 3.81. This condition indicates the growing awareness among the community about the importance of digital exposure to enlarge the tourism market of Sambori Village. These findings are consistent with research that underlines that digital promotion is effective in shaping the image of destinations, encouraging visits, and supporting tourism if supported by local infrastructure and institutional capabilities (Strategi et al., 2020).

In essence, the data survey illustrates the strong interaction between physical accessibility and digital promotion in strengthening the sustainability of the tourism economy of Sambori Village. Good physical access is the main base that allows tourists to come and do activities comfortably, as well as digital promotion to expand the visibility and attractiveness of destinations in the global market. The merger of the two is increasingly important in the field of rural tourism which is still constrained by infrastructure and promotion. Therefore, this survey not only strengthens quantitative analysis, but also emphasizes the need for a holistic strategy that combines increased physical accessibility with systematic and sustainable digital promotion (Mei & Sahabuddin, 2025).

Model summary - Y1

Pattern	R	R ²	R ² Customized	RMSE
M ₀	0.000	0.000	0.000	4.035
M ₁	0.918	0.842	0.836	1.635

Note. M₁ including X1, X2
Source: Jasp

The results of the linear regression analysis showed that in the base model (M₀), which excluded the predictor variables, the Adjusted R, R², and R² values were 0.00, which means that the model could not explain the variation of the Y1 variable at all. The RMSE value of 4.035 in this model also indicates a fairly high rate of prediction errors. When variables X1 and X2 are incorporated into the model (M₁), there is a significant improvement in model performance. This can be seen from the value of the correlation coefficient (R) of 0.918, indicating a very strong relationship between X1 and X2 with Y1. An R² value of 0.842 indicates that 84.2% of the variation in Y1 can be explained by both variables, while the Adjusted R² of 0.836 confirms that the model's contribution remains high after adjusting for the number of variables. In addition, the decrease in the RMSE value from 4.035 to 1.635 signifies a significant improvement in prediction accuracy after including X1 and X2. These findings are in line with research on Agus & Warmayana, (2018) which shows that the regression model with digital promotion variables and physical accessibility is able to produce an R² value of more than 0.80 in explaining the sustainability of the tourism economy. Maietti, (2023) also emphasized that the increase in the R value and the decrease in RMSE are good indicators of prediction quality. Thus, the M₁ model can be categorized as valid, robust, and capable of explaining most of the variations of the Y1 variable significantly.

ANOVA

Pattern		Number Squares	of Df	Square Average	F	p
M ₁	Regression	672.1	2	336.059	125.7	<.001
	Rest	125.7	47	2.674		
	Whole	797.8	49			

Note. M₁ including X1, X2

Note. The intercept model is omitted, as no meaningful information can be displayed.

Source: Jasp

The results of the ANOVA test on the M₁ regression model which includes the variables X1 and X₂ show that the model as a whole is significant in explaining the variation of the Y1 variable. The value of the Sum of Regressions squared reaches 672.1 with degrees of freedom (df) = 2, resulting in an Average Squared Regression of 336.059, while the Sum of Residual Squares of 125.7 with df = 47 results in an Average Square Residue of 2.674. The value of F obtained is 125.7 with a significance of p < 0.001 which indicates that the regression model is very statistically significant, so that the variables X1 and X2 simultaneously have a noticeable effect on Y1 and the model is suitable for further analysis. These findings are in line with research Agus & Warmayana, (2018), which found a significant F-value at p < 0.05 for a regression model with two main predictors in the context of tourism economic sustainability. Yes Sudirman et al., (2020) also confirms that high F-values and very low significance (< 0.001) are strong indicators of the simultaneous contribution of independent variables to dependents in socioeconomic research. Therefore, ANOVA's results reinforce the strong and relevant predictive capabilities of the M₁ model for the Y1 variation.

Coefficients

Pattern		Non-Standard	Standard Errors	Standard	t	p
M ₀	(Intercept)	26.620	0.571		46.650	<.001
M ₁	(Intercept)	2.477	1.562		1.586	.120
	X1	0.208	0.081	0.218	2.548	.014
	X2	0.720	0.082	0.746	8.728	<.001

Source: Jasp

The results of the regression coefficient analysis in the basic model (M₀) showed an interception value of 26.620 with a significance of $p < 0.001$, which means that the mean Y1 is at this number without any predictor variables. In the M₁ model that includes X1 and X2, the interception of 2.477 was not statistically significant ($p = 0.120$), so it had no substantive meaning. The X1 variable has a non-standard regression coefficient (B) of 0.208, a value of $t = 2.548$, and $p = 0.014$, showing a significant positive influence on Y1, where every increase of one unit of X1 increases Y1 by 0.208 units by another constant variable. Meanwhile, X2 showed a coefficient of 0.720, $t = 8.728$, and $p < 0.001$, as well as a Beta of 0.746 which was higher than X1 (0.218), confirming X2 as the dominant predictor. These findings are in line with research Safitri et al., (2025) which states that physical accessibility has a stronger effect on the economic sustainability of tourism than digital promotion, as well as Pambudi et al., (2020) which emphasizes significant coefficients and large Beta as indicators of the strong contribution of predictive variables. Overall, X1 and X2 exert a significant positive influence on Y1, with X2 being the most decisive.

Based on the findings of surveys and statistical analysis, this study proves that digital promotion and physical accessibility play an important role in maintaining the sustainability of the tourism economy in Sambori Village. Survey data through Google Forms shows the average value of the Likert scale indicator in the medium to high range, which indicates a positive public view of the two variables. These results confirm the theoretical framework of sustainable tourism that positions ease of access and effectiveness of promotion as essential conditions for the sustainability of the tourism economy, especially in rural areas with limited infrastructure and markets (Di et al., 2024). Similar findings were also reported by Lutfiyana,(2024) which emphasizes that the integration of physical infrastructure and the promotion of strategies are the main keys to the economic sustainability of tourism villages in Indonesia (Social & Environmental, 2024).

Multiple linear regression analysis revealed a very significant improvement in model performance after incorporating digital promotion (X1) and physical accessibility (X2) variables into the model (M₁). The correlation coefficient (R) of 0.918 reflects a very strong relationship between the two independent variables and the sustainability of the tourism economy (Y1). The value of $R^2 = 0.842$ and adjusted $R^2 = 0.836$ indicates that more than 80% of the variability of the sustainability of the tourism economy can be explained by a combination of these two factors. These results are consistent with Saputri et al., (2024) which found that regression models that integrate physical and digital elements tend to have high explanatory power in the study of rural tourism economics. The marked decline in RMSE also validates the accuracy of the model's prediction accuracy, as described in the methodology of (Jurnal et al., 2022).

The ANOVA test further emphasizes the significance of the model as a whole, with values of $F = 125.7$ and $p < 0.001$, which proves the simultaneous influence of digital promotion and physical accessibility on the sustainability of the tourism economy in Sambori Village. These findings suggest that the effects of the two variables are not a coincidence, but rather have a solid empirical foundation. This pattern is in line with Rahmalia & Fikriyah, 2025;

TAMARA (2024) which states that a high F-value with low significance is a strong indicator of the contribution of independent variables in socio-economic research. Therefore, rural tourism development uses a holistic approach that brings together physical and digital aspects.

Partially, the regression coefficient confirms the positive and significant influence of the two independent variables on the sustainability of the tourism economy. Digital promotion (X1) has a coefficient of 0.208 with $p = 0.014$, indicating that the increase in digital promotion encourages the interest in the tourism economy even though the contribution is relatively small. This is in line with Hidayat & Riofita, (2024) which states that digital promotion is effective in building an image and interest in visiting, but the impact is often indirect and depends on the readiness of the destination. In contrast, physical accessibility (X2) showed a greater coefficient (0.720) with the highest beta (0.746), confirming its dominance as a major predictor. These findings support Marketing et al., (2024) which states that infrastructure and ease of access are the primary determinants of economic sustainability of rural tourism villages (Image et al., 2024)

The dominance of physical accessibility reflects the empirical reality of tourist villages such as Sambori Village, where the abundant natural and cultural potential has not been fully exploited due to limited infrastructure. Retnowati, (2025) highlighting that access barriers are often the main barrier to the development of tourism villages despite their high potential. Meanwhile, the promotion of digital functions as a catalyst for strategies that expand information, shape the image of destinations, and attract tourists, but its success depends heavily on adequate physical access (Ali, 2025). Thus, this study emphasizes the synergy between physical and digital elements in shaping a sustainable and competitive rural tourism ecosystem (TAMARA, 2024).

Conclusion

This study reveals that the sustainability of the tourism economy in Sambori Village is greatly influenced by two main factors, namely digital promotion and physical accessibility. Of the two factors, physical accessibility has proven to be the strongest predictor in driving public interest in economic tourism. The results of the regression analysis showed that the two variables were able to explain 79% of the Y variation, which emphasized the importance of infrastructure development and digital marketing strategies simultaneously to strengthen the position of Sambori Village as a rural tourism destination based on local wisdom. These findings confirm that tourism development does not only depend on cultural and natural potential, but also requires technological support, physical connectivity, and integrated institutional collaboration so that economic benefits can be felt in a sustainable manner by rural communities.

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