Understanding How Sensory and Digital Marketing Influence Visitors' Emotional Attachment: A Case Study of Doudo Educational Tourism Village

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Abstract

This study aims to analyze the influence of sensory marketing and digital marketing on visitors' emotional attachment at Doudo Educational Tourism Village. Sensory marketing refers to strategies that activate various senses to enhance the consumer experience. In contrast, digital marketing includes using digital platforms to promote products through Doudo Educational Tourism Village tour packages. Visitors' emotional attachment is essential to their satisfaction and loyalty to tourist destinations. The method used in this research is a quantitative approach with a survey as a data collection tool. The respondents of this study were visitors to Doudo Educational Tourism Village, who were taken using a purposive sampling technique. The collected data were analyzed using multiple linear regression techniques to test the relationship between sensory marketing, digital marketing, and emotional attachment variables. The research results show that these two variables, sensory marketing, and digital marketing, significantly influence visitors' emotional attachment. Sensory marketing strongly impacts visitors' feelings towards tourist villages, while digital marketing contributes to creating awareness and strengthening emotional attachment through social media and websites. This research indicates that combining sensory and digital marketing can enhance visitors' experience, strengthen their emotional attachment, and increase their loyalty to Doudo Educational Tourism Village.

Keywords: Sensory Marketing, Digital Marketing, Emotional Attachment, Doudo Educational Tourism Village

Introduction

The Indonesian tourism sector is currently gaining significant interest from the public.Various kinds of destinations and tourist attractions have been offered. However, to further increase visits and create memorable experiences so as to foster emotional attachment

between visitors and tourist destinations, the right marketing strategy is needed according to the destination. In most places, tourist destinations offer attractions and amusements only in the downtown area, but these days, tourism development has been collaborating with local destinations so that tourists no longer need to go to the downtown area. Moreover, local tourism has also been providing an offer that makes holiday activities more memorable. Many of them have provided educational aspects, such as educational tourism in the village, which has offered many tourist activities that provide a more personalized and memorable experience for visitors according to the potential of each village.

The Doudo Educational Tourism Village in Gresik Regency is an example of a new emerging destination. This tourism village destination offers an educational and leisure tourism experience for visitors. To optimize this potency, implementing the right marketing strategy is very important, especially amid tight competition among tourist destinations. In fostering impressive emotional attachments, marketing is one of the main factors influencing visitors to visit the tourism village. This is also one of the points to increase visitor loyalty and may be recommended to others.

Keller (2003) points out that brands that successfully build emotional attachments with visitors tend to be more successful in building loyalty and gaining word of mouth. Henrik & S. Adam (2016) also suggest that pleasurable sensory experiences can create longer memories and strengthen emotional connections with visitors. One marketing strategy that can be an approach to emotion is sensory marketing, which uses the five senses to create experiences that touch on emotional and psychological aspects. (Schmitt, 1999)

Today, promotion using digital media is an effective and easier way to reach the intended target market, which is mostly already a digital media user. With the increasing use of the internet, digital marketing allows Doudo Educational Tourism Village to reach a wider range of potential visitors and interact with them (Hudson & Thal, 2013). Through digital marketing, Doudo Educational Tourism Village can also create emotional attachments with potential visitors even if they have never visited in person. Visual content and promotion of attractive educational tour packages on social media can arouse curiosity and interest in visiting, which then encourages visitors to experience the village directly.

Emotional attachment is a relationship between an individual and a place or brand that involves positive feelings and experiences (Morrison, 2018). When visitors are emotionally attached to a location, they are more likely to return and recommend it to others. Morrison also revealed that an effective marketing strategy should be able to create experiences supporting these attachments' formation. In this educational tourism research, emotional attachment is a very important variable because it can increase visitor satisfaction, encourage loyalty, and increase their chances of recommending the place to others. Therefore, tourism village management needs to understand how sensory marketing and digital marketing can complement each other to create memorable experiences and increase emotional attachment to visitors to Doudo Educational Tourism Village.

This study aims to determine the influence of sensory marketing and digital marketing on visitors' emotional attachment in Doudo Educational Tourism Village. By understanding how these two types of marketing affect the emotional connection between visitors and tourist

destinations, it is hoped that tourist village managers can design more effective strategies in increasing visits and the competitiveness of these destinations in the tourism industry.

Literatur Review

Previous Research

The first research used as a reference is the research conducted by Rahmadhanimara et al. (2022). This research shows that sensory marketing in this study is an indicator of smell or scent that can affect consumer perception.

The second research is conducted by Rahayu et al. (2024), which shows that sensory marketing can create a memorable customer experience. The third research from (Zaki et al. (2024) shows that digital marketing strategies implemented in tourist villages can foster tourist awareness.

The next research used is research from Dina Yunita & Nainggolan (2024), which discusses the application of digital marketing strategies to increase visits to Prima Wisata Edukasi in Selemak Village, Deli Serdang and emphasizes the importance of digital marketing, which the manager has not implemented.

Sensory Marketing

According to Krishna (2012), Sensory marketing is a strategic approach that stimulates consumers' senses to shape their perceptions, influence their judgments, and guide their behaviors. By appealing to sight, sound, touch, taste, and smell, this marketing technique aims to create a more immersive and impactful experience that leaves a lasting impression on consumers. Overall, this definition explains that sensory marketing focuses on the use of stimuli that involve various senses to create a more interesting and memorable experience for consumers, which in turn can increase their satisfaction and loyalty to the brand or product. Meanwhile, according to Petit et al. (2015)

Sensory marketing is about creating multi-sensory experiences that resonate with consumers. It involves the deliberate use of sensory elements to enhance brand perception and influence consumer behavior, thereby making the shopping experience more interesting and memorable. Sensory marketing is a fast-growing discipline within the field of marketing that empowers brands to tap into consumer behavior by focusing on the subtle, often subconscious factors that influence decision-making.

This approach allows businesses to engage with consumers on a deeper level strategically, shaping their preferences and choices through sensory-driven experiences. This definition explains that Sensory marketing is a strategy that uses sensory stimuli (such as sight, sound, smell, taste, and touch) to influence consumer behavior. It focuses on subconscious decision-making, engaging consumers on a deeper level by creating memorable experiences. This approach helps brands shape consumer preferences and drive choices without the consumer being fully aware of the influence.

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Digital Marketing

Chaffey & Ellis-Chadwick (2012)define digital marketing is something that can be used to achieve marketing goals by applying technology and digital media. Meanwhile, Kumari (2023) explains that digital marketing allows businesses to interact and connect with their target audience in a way that is more efficient and impactful than traditional marketing approaches. By taking advantage of digital platforms, Tourism Village can reach a wider audience and engage with consumers in real time. This method allows for better data-driven decisions and more personalized experiences, ensuring that marketing efforts resonate with the right people at the right time. In this case, digital media connected to the internet can build relationships between visitors to the tourism village. According to Kotler et al. (2016) "*Digital marketing is the use of digital channels to promote or market products and services to consumers and businesses. It encompasses a wide range of activities, including search engine optimization (SEO), content marketing, social media marketing, email marketing, and online advertising. The goal is to connect with customers in a relevant and engaging way, leveraging the power of technology to enhance the customer experience.*" All in all, this definition explains that digital marketing involves various methods and techniques used to reach and interact with customers through digital platforms, with a focus on creating a positive and relevant experience for them. Meanwhile, according to Yazer Nasdini in Aryani (2021), Digital marketing has several indicators, including accessibility, interaction, Entertainment, Credibility, Irritation, and Informativeness.

Emotional Attachment

According to Thompson et al., the concept of emotional attachment is defined as an emotional attachment between consumers characterized by deep feelings that individuals have towards certain objects, which are created through positive experiences and touch their emotional side regarding affection, connection, and passion for certain brands they consume (Sukoco & Hartawan, 2011). Meanwhile, as Lu et al. (2022) explained, emotional destination attachment refers to the emotional connection that visitors develop with a specific tourist location. This connection arises from visitors' positive, memorable experiences with the place. The emotional bond formed through these experiences leads to the visitors feeling a sense of loyalty and attachment to the destination. Such visitors are more likely to revisit and recommend the location to others, further fostering word-of-mouth promotion.

Hypothesis

Hypotheses or basic assumptions are temporary conjectures about a problem that still need to be proven correct through research.

1. The results of the study indicate that sensory marketing has a positive effect on the emotional attachment of visitors to the Doudo Educational Tourism Village (H_1)
2. The results of the study indicate that digital marketing has a positive influence on the emotional attachment of visitors to the Doudo Educational Tourism Village (H_2)
3. The results of the study indicate that sensory marketing and digital marketing have a significant influence on the emotional attachment of visitors in the Doudo educational tourism village (H_3)

Research Methods

Type of Research

This research uses quantitative methods because it aims to measure the influence or relationship between two variables, which are sensory marketing and digital marketing, on other variables which are visitors' emotional attachment, which is a causal relationship between these variables, then analyzed using statistical techniques to test the hypothesis in accordance with the opinion of Sekaran & Bougie (2016).

Definisi Variabel Operasional

Sensory Marketing (X_1)

Sensory marketing refers to the use of all five of a visitor's senses to create an immersive experience and enhance emotional attachment. The following are indicators of sensory marketing:

1. Sight
2. Smell
3. Taste
4. Touch
5. Sound

Digital Marketing (X_2)

Digital marketing includes marketing activities that are carried out through digital channels to promote the Doudo educational tourism village. Digital marketing aims to attract visitors' attention, increase brand awareness, and provide a forum for visitor interaction. Digital marketing indicators used:

1. Accessibility
2. Interactivity
3. Entertainment
4. Credibility
5. Irritation
6. Informativeness

Emotional Attachment (Y)

Visitor emotional attachment refers to visitors' feelings and psychological bonds with educational tourism villages. Indicators of visitor emotional attachment:

1. Connection
2. Affection
3. Passion

Research Location

The research location is in Gresik Regency, precisely in Doudo Educational Tourism Village, Panceng District.

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Population

According to Arikunto (2010), the Population is the whole object or subject that is the target in research. Meanwhile, according to Sukmadinata (2005), a study's Population is the entire subject of concern, which can be individuals, groups, or objects with certain characteristics. In this study, the Population used is visitors to tourists who have visited the Doudo Educational Tourism Village.

Sample

According to Notoatmodjo (2010), Samples are part of the Population chosen to be the object of research; samples are taken randomly or based on certain criteria in accordance with the research objectives. Meanwhile, according to Creswell (2014), a sample is a group of individuals or objects taken from a population for research purposes, which allows researchers to carry out analyses without having to study the entire Population. In this study, the sample used was visitors to the Doudo Educational Tourism Village who had participated in educational activities at the Doudo Educational Tourism Village. This study uses Purposive sampling technique.

Data Source

Primary Data

According to Creswell (2014), primary data can be obtained through direct interaction between researchers and research subjects. Meanwhile, according to Williams & Babbie (1976), primary data is data collected directly by researchers through observations, interviews, or surveys designed to answer specific research questions. In this study, primary data sources were obtained by distributing questionnaires to visitors of the Edukasi Tourism Village who were involved in the research. The questionnaire consists of questions regarding Sensory Marketing, Digital Marketing, and emotional attachment to the tourist village.

Secondary Data

Secondary data used in this study are in the form of books, journals, or visitor data from the management of educational tourism villages that are relevant in this study. Sugiyono (2017) explains that secondary data is data obtained from existing sources, such as documents, records, reports, or publications that other parties have collected. Researchers use this data to obtain information relevant to the research topic without having to collect data from direct sources.

Data Collection Technique

The data collection methods used by researchers are:

1. Questionnaire
   According to Arikunto (2013), a questionnaire is a data collection technique that involves distributing a list of questions to respondents to obtain information relevant to the research topic. Meanwhile, according to Fink (2013), a questionnaire is a series of questions designed to collect information from respondents, which can be used for data analysis in research.

2. Literature

Data collection is done by searching for literature from books, journals or visitor data from the manager of the educational tourism village.

Measurement Scale

This study uses a data collection method using an instrument in the form of a distributed questionnaire and uses an interval scale measurement used in the Likert scale. According to Wardhana (2024) The interval scale is a significant type of measurement in statistics, with unique and different characteristics. The questions asked in the interval scale also use a five-point Likert scale, where a number represents each emotion.

Data Analysis Technique

Instrument Test

According to Arikunto (2013), research instruments are tools used to collect data to make research activities more systematic. This instrument helps researchers collect data systematically and in a structured way to make the results more accurate and easier to process. In addition, the instrument test aims to ensure that the instrument can measure the intended variables accurately, validly, and reliably.

Validity Test

The validity test is a process to determine whether the measuring instrument used in the study measures what should be measured. Validity is a measure of the extent to which an instrument or measuring instrument can measure phenomena according to the purpose of measurement Arikunto (2013). In this study using the Pearson Product Moment correlation technique where the formula is as follows:

$$r = \frac{\left(n(\Sigma XY) - (\Sigma X)(\Sigma Y)\right)}{\sqrt{(n\Sigma X^2 - (\Sigma X)^2)(n\Sigma Y^2 - (\Sigma Y)^2)}}$$

Where:

r: correlation coefficient between item and total score

n: number of respondents

X: item score

Y: total score

If the results obtained:

rxy> r table, then the instrument is considered valid

rxy < r table, then the instrument is considered invalid

Reliability Test

A reliability test is a process used to assess the extent to which a measurement instrument shows consistency and stability. According to Arikunto (2013), reliability refers to the level of consistency and stability of an instrument in producing the same results when used

repeatedly to measure the same object. One method used to test reliability is Cronbach's Alpha, namely, if the results obtained above α 0.6, then the instrument can be said to be reliable, but if the results obtained α < 0.6, then the instrument does not have good reliability or is not reliable.

Classical Assumption Test

The classic assumption test is a series of tests carried out to ensure that the regression model used in data analysis meets the basic assumptions required. These assumptions are important to ensure that the regression model parameter estimates are valid and the analysis results are reliable. According to Ghozali (2016), several classical assumptions must be tested in the regression analysis used in this study, namely the normality Test, Heteroscedasticity Test, and Multicollinearity Test.

Normality Test

A normality test is a statistical method used to assess whether data distribution in a group or variable is normally distributed. According to Ghozali (2016), the normality test aims to ensure that the data used in the analysis meets the normal distribution assumptions so that the analysis results can be relied upon. If the data is not normally distributed, the analysis results may be invalid or inaccurate. After conducting a normality test, researchers can assess whether the data is normally distributed by comparing the p-value of the statistical test with the set significance level (for example, 0.05). If the p-value is greater than 0.05, the null hypothesis (that the data is normally distributed) is not rejected; conversely, if the p-value is less than 0.05, the null hypothesis is rejected (Ghozali, 2016).

Heteroscedasticity Test

According to Ghozali (2016), the heteroscedasticity test aims to test whether there is inequality of variance in the regression model from the residuals of one observation to another. This inequality can cause the variance of the estimation results to be large, thus making hypothesis tests (such as the t test and F test) inaccurate. In addition, heteroscedasticity can also make the standard error larger, so the confidence interval becomes wide Ghozali (2016).This study uses the Heteroscedasticity measurement method using Scatterplot graph analysis between the predicted value of the dependent variable *(ZPRED)* and the residual error *(SRESID).*

Multicollinearity Test

The multicollinearity test aims to ensure that the independent variables in the regression model are not highly correlated with each other. According to Ghozali (2016) , multicollinearity occurs when there is a strong linear relationship between independent variables, which can interfere with the estimation of regression coefficients and make interpretation of the results difficult. In this study, the method used to detect multicollinearity is the variance inflation factor (VIF) method, which measures how much the variance of the estimated coefficient increases due to correlation with other variables. A VIF value of more than 10 indicates serious multicollinearity, although some sources mention a threshold of 5 as an initial indicator (Firdausi, 2024)

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique used to analyze the relationship between one dependent variable and two or more independent variables. According to Sunyoto (2012), multiple linear regression aims to predict the value of the dependent variable based on the value of the independent variable and to measure the effect of each independent variable on the dependent variable.

The multiple linear regression model can be expressed in the form of a mathematical equation as follows:

$$Y = a + \beta 1 X1 + \beta 2 X2 + e$$

Where:

Y = the dependent variable is the visitor emotional attachment

X_1 = Sensory Marketing variables

X_2 = Digital Marketing Variables

a = constant

$\beta 1, \beta 2$ = regression coefficient for each independent variable X_1, X_2

e = error

Hypothesis Test

Hypothesis testing aims to test statements or conjectures regarding population parameters based on sample data. This study uses statistical tests in the form of T-tests, F-tests, and R^2-Tests (Coefficient of Determination Test).

T-Test (Partial Test)

The t-test is a statistical technique used to compare the means of two or more groups and to test hypotheses about these differences. According to Sudijono (2015), the T-test is conducted to test the research hypothesis regarding the effect of each independent variable partially on the dependent variable. This test can also be used to determine whether there is a significant difference between the sample mean and the known Population mean Ghozali (2016). This test is carried out with a significance level of 5% or 0.05. The decision regarding acceptance or rejection of the hypothesis is made by means of:

a. If the significance value is greater than 0.05, the null hypothesis (H_0) is accepted, which means that the independent variable has no significant effect on the dependent variable.
b. Conversely, if the significance value is less than 0.05, then (H_0) is rejected and the independent variable is considered to significantly influence the dependent variable.

F-Test (Simultaneous)

The F test is used to test the hypothesis that all regression coefficients of the independent variables are equal to zero (no effect) simultaneously. According to Ghozali (2016), the F test aims to determine whether the independent variables jointly affect the dependent variable. If the significance probability value (p-value) is smaller than 0.05, the null hypothesis (H_0) is rejected, meaning that the independent variable significantly affects the dependent variable. In this study, the F test is used to test the effect of two independent variables, namely sensory marketing and digital marketing on the dependent variable, namely visitor emotional attachment.

R^2-Test (Coefficient of Determination Test)

The coefficient of determination (R^2) illustrates how much variation in the dependent variable can be explained by the independent variables in the regression model. According to Ghozali (2016), the R^2 value can vary between 0 and 1, where a value of 0 indicates that the model is unable to explain the variation at all, while a value of 1 indicates that the model can explain all variations in the dependent variable. The higher the R^2 value, the better the model's ability to explain variations in the dependent variable.

Results

Instrument Test

This study uses a questionnaire distributed to visitors to the educational tour of Doudo Village using 'Kuesio'.

Validity Test Results

Variable	Questionnaire Item	R-Count	R-Table	Sig.	Description
Sensory Marketing	X1.Q1	0,682	0.1966	r-count>r-table	Valid
	X1.Q2	0,737	0,1966	r-count>r-table	Valid
	X1.Q3	0,666	0,1966	r-count>r-table	Valid
	X1.Q4	0,625	0,1966	r-count>r-table	Valid
	X1.Q5	0,731	0,1966	r-count>r-table	Valid
	X1.Q6	0,645	0,1966	r-count>r-table	Valid
	X1.Q7	0,789	0,1966	r-count>r-table	Valid

	X1.Q8	0,792	0,1966	r-count>r-table	Valid
	X1.Q9	0,660	0,1966	r-count>r-table	Valid
	X1.Q10	0,596	0,1966	r-count>r-table	Valid
Digital Marketing	X2.Q1	0,711	0,1966	r-count>r-table	Valid
	X2.Q2	0,736	0,1966	r-count>r-table	Valid
	X2.Q3	0,699	0,1966	r-count>r-table	Valid
	X2.Q4	0,717	0,1966	r-count>r-table	Valid
	X2.Q5	0,700	0,1966	r-count>r-table	Valid
	X2.Q6	0,741	0,1966	r-count>r-table	Valid
	X2.Q7	0,769	0,1966	r-count>r-table	Valid
	X2.Q8	0,774	0,1966	r-count>r-table	Valid
	X2.Q9	0,746	0,1966	r-count>r-table	Valid
	X2.Q10	0,823	0,1966	r-count>r-table	Valid
	X2.Q11	0.833	0,1966	r-count>r-table	Valid
	X2.Q12	0,830	0,1966	r-count>r-table	Valid
Emotional Attachment	Y1.Q1	0,817	0,1966	r-count>r-table	Valid
	Y1.Q2	0,761	0,1966	r-count>r-table	Valid
	Y1.Q3	0,873	0,1966	r-count>r-table	Valid
	Y1.Q4	0,848	0,1966	r-count>r-table	Valid
	Y1.Q5	0,850	0,1966	r-count>r-table	Valid
	Y1.Q6	0,798	0,1966	r-count>r-table	Valid

Based on the table, it can be seen that the r-count value has a result greater than the r-table of 0.1966 obtained from:

df = N-2

= 100-2

= 98

Based on the results of the validity test using Pearson correlation analysis, the correlation value is obtained, which shows that the r-count>r-table has a significance value of 0.05. So, it can be concluded that the instrument used has good validity and is declared valid for measuring research variables.

Reliability Test Results

Variable	*Cronbach Alpha*	Decision
Sensory Marketing	0,881	Reliable
Digital Marketing	0,914	Reliable
Emotional Attachment	0,906	Reliable

Based on the reliability test results using Cronbach's Alpha method, the reliability coefficient value of 0.881 for variable X_1, 0.914 for variable X_2, and 0.906 for variable Y has reached the minimum required criteria, more than 0.60. This shows that the instrument used has good internal consistency and can be declared reliable for use in research.

Classical Assumption Test Results

Normality Test
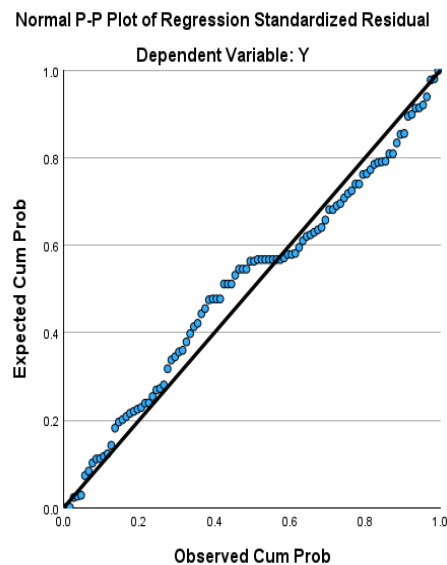
According to the results of the normality test using the P-P Plot graph, it can be concluded that the data spreads close to the diagonal line on the graph. This indicates that the data is normally distributed and can be used for parametric statistical analysis.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.11415641
Most Extreme Differences	Absolute		.095
	Positive		.069
	Negative		-.095
Test Statistic			.095
Asymp. Sig. (2-tailed)[c]			.027
Monte Carlo Sig. (2-tailed)[d]	Sig.		.026
	99% Confidence Interval	Lower Bound	.022
		Upper Bound	.030

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the normality test results using the Kolmogorov-Smirnov method, the significance value obtained is 0.27. If the significance value is greater than 0.05, it can be concluded that the data is normally distributed.

Heteroskedasticity Test Result
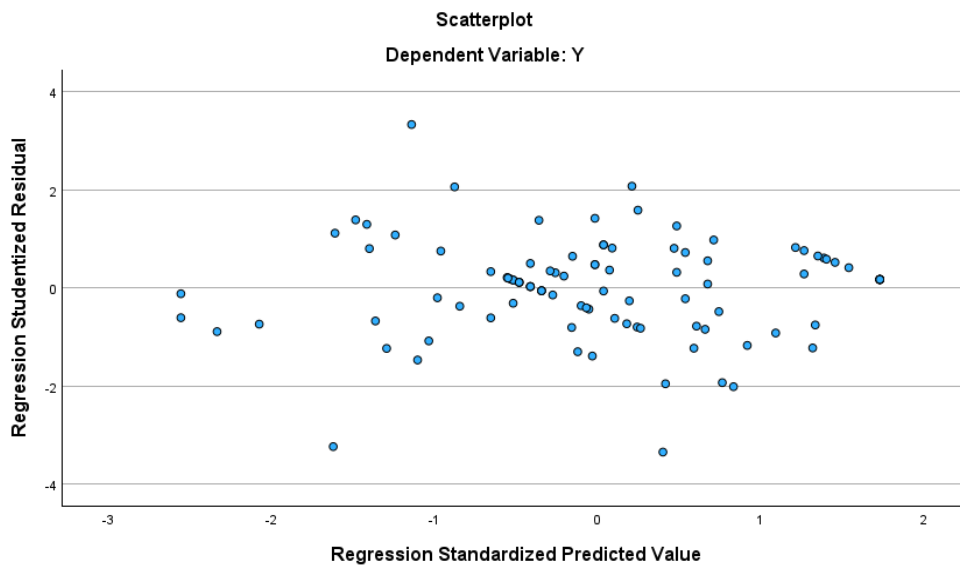
The results of the heteroscedasticity test using the scatterplot method show that the distribution of data is random and does not form a certain pattern. Therefore, it can be concluded that there are no symptoms of heteroscedasticity.

Multicollinearity Test Result

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.145	2.041		.561	.576		
	X1	.183	.072	.245	2.535	.013	.429	2.331
	X2	.323	.054	.582	6.028	<.001	.429	2.331

a. Dependent Variable: Y

The multicollinearity test results show that there is no indication of multicollinearity between the Sensory Marketing (X_1) and Digital Marketing (X_2) variables. This is indicated by a Tolerance value greater than 0.10 and a VIF value smaller than 10 for each independent variable. As a result, the regression model used fulfilled one of the classical regression assumptions, so the regression analysis results can be considered valid and can be used to make decisions based on research data.

T-Test

The t-test is used to partially determine the effect of each independent variable on the regression model's dependent variable. This test is conducted to test the significance of the relationship between Sensory Marketing (X_1) and Digital Marketing (X_2) on Emotional Attachment (Y).

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.145	2.041		.561	.576
	X1	.183	.072	.245	2.535	.013
	X2	.323	.054	.582	6.028	<.001

a. Dependent Variable: Y

Based on this table, it can be concluded that the t-test results as follows:

1. The effect of Sensory Marketing (X_1) on Emotional Attachment (Y):

   The t-count value: 2,535

   Significance: 0,013 ($< 0,05$)

   As the calculated t-count value of 2.535 is greater than the t-table of 0.1966 and the significance value of 0.013 is smaller than 0.05, the null hypothesis (H_0) is rejected. That is, Sensory Marketing has a partially significant effect on Emotional Attachment. This shows that the sensory-based marketing strategies implemented, such as visual, auditory, and tactile experiences, are able to build consumers' emotional attachment to the brand.

2. The effect of Digital Marketing (X_2) on Emotional Attachment (Y):

The t-count value: 6,028

Significance: <0,001 (< 0,05)

As the calculated t-count value of 6.028 is greater than the t-table of 0.1966 and the significance value of <0.001 is smaller than 0.05, the null hypothesis (H_0) is rejected. This means that Digital Marketing has a partially significant effect on Emotional Attachment. This research shows that digital interaction, content personalization, and technology-based marketing strategies significantly build visitors' emotional attachment.

Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	2.041		0.561	0.576
	Sensory Marketing	0.183	0.072	0.245	2.535	0.013
	Digital Marketing	0.323	0.054	0.582	6.028	0.000

$$Y = a + \beta 1 X1 + \beta 2 X2 + e = 1{,}145 + 0{,}183 + 0{,}323 + e$$

From the results of the equation, it can be concluded that:

A   : The constant value is 1.145. If the value of sensory marketing and digital marketing is fixed, then the emotional attachment of tourists will be 1.145.

X_1 : The regression coefficient for sensory marketing (X1) is 0.183, which means that every additional 1 point of sensory marketing will increase emotional attachment by 0.183, assuming that digital marketing remains constant.

X_2 : The regression coefficient for Digital Marketing (X_2) is 0.323, which means that every additional 1 point of Digital Marketing will increase emotional attachment by 0.323, assuming sensory marketing remains constant.

Hypothesis Testing

F Test Results

The F test tests the independent variables' simultaneous or joint effect on the dependent variable in the regression model. This study tests the simultaneous effect of Sensory Marketing (X_1) and Digital Marketing (X_2) on Emotional Attachment (Y).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	700.414	2	350.207	76.769	<.001^b
	Residual	442.496	97	4.562		
	Total	1142.910	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

As a result of the F test, it can be concluded that overall, it is significant. With the value of Sig. F = <0.001, which is smaller than 0.05; therefore, the null hypothesis (H$_0$) can be rejected, and the independent variables used, which are Sensory Marketing (X$_1$) and Digital Marketing (X$_2$), together have a significant influence on the dependent variable, which is emotional attachment (Y).

R^2 Test Result

The coefficient of determination (R²) is used to measure how well the regression model can explain the variation in the dependent variable based on the independent variables used in the model. The R² value ranges from 0 to 1, where the higher the R² value, the greater the proportion of variation in the dependent variable that the independent variable can explain.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783^a	.613	.605	2.136

a. Predictors: (Constant), X2, X1

Based on the data analysis, the following results can be obtained:

The value of R² = 0.613 indicates that about 61.3% of the coefficient of determination in Emotional Attachment can be influenced by two independent variables: Sensory Marketing and Digital Marketing. This means that the two variables contribute considerably to the formation of visitors' emotional attachment. This value is good enough to show that the regression model built can be trusted to explain the relationship between variables.

The 1 - R² = 0.387 indicates a 38.7% coefficient of determination in Emotional Attachment that Sensory Marketing and Digital Marketing cannot influence. Other factors, such as product quality, price, and a more personalized customer experience or external factors not included in this study, may influence Emotional Attachment.

Discussion

Simultaneous and Significant Influences of Sensory Marketing and Digital Marketing on Emotional Attachment

Based on the results of simultaneous hypothesis testing, it is found that the F-count value of 76.769 is much greater than the F-table value of 3.09. The significance level of less than 0.001, which is smaller than 0.05, confirms that the null hypothesis (H$_0$) is rejected, and the alternative hypothesis (H$_1$) is accepted. This proves that the variables Sensory Marketing

(X_1) and Digital Marketing (X_2) simultaneously have a significant influence on consumers' Emotional Attachment (Y). Thus, it can be concluded that combining the two variables is an important factor in creating a strong emotional connection between brands and consumers, that is Doudo Educational Tourism Village and the Visitors.

The coefficient of determination (R^2) of 0.13 or 61.3% shows that Sensory Marketing and Digital Marketing together are able to explain the variability of emotional attachment by 61.3%. This shows that these two variables considerably contribute to building visitors' emotional attachment. The remaining 38.7% is influenced by other variables outside the scope of this study, such as product quality, customer service, or social influence. This research reinforces the view that marketing approaches that integrate emotional elements through sensory stimulation and digital interaction significantly impact visitors' emotional attachment.

The practical implication is that educational tourism villages can synchronize sensory marketing and digital marketing strategies. Sensory marketing helps create memorable experiences, while digital marketing strengthens and maintains those relationships through ongoing interaction.

The Influence of Sensory Marketing on Emotional Attachment

The partial t-test results show that the Sensory Marketing variable (X_1) has a t-count value of 2.535, which is greater than the t-table value of 0.1966, with a significance level of 0.013 which is <0.05) Thus, the null hypothesis (H_0) is rejected. The alternative hypothesis (H_1) is accepted. This indicates that sensory marketing has a partially significant effect on consumer emotional attachment.

Sensory marketing uses the five senses (sight, hearing, smell, taste, and touch) to create a deep emotional experience. In this research, sensory marketing has been proven to impact the creation of an emotional connection with visitors greatly.

Visual elements, such as the view of the lake area, the playground area, and the environmental area of the village, create a positive first impression. Auditory elements, such as the music played, the sounds during activities, and the friendly voice of the tour guide help create a certain emotional atmosphere, while the distinctive aroma of local products specialized in doudo educational tourism village increases the attractiveness of visitors to taste them. This whole experience provides the building blocks for consumers to feel more emotionally attached to the doudo educational tourism village.

Previous studies, such as the one conducted by Hultén (2015), also confirmed that sensory marketing is crucial in building a holistic customer experience and triggering deeper emotional engagement. This research confirms that sensory marketing significantly impacts consumers' context in the modern era.

The partial t-test results show that the Digital Marketing variable (X_2) has a t-count value of 6.028, greater than the t-table value of 0.1966, with a significance level of 0.000, less than 0.05. As a result, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. These results indicate that digital marketing has a partially significant effect on consumer emotional attachment.

The Influence of Digital Marketing on Emotional Attachment

Digital marketing consists of various strategies, including social media, digital advertising, content personalization, and direct interaction through digital technology. Social media is one of the main tools in digital marketing that create two-way interactions that emotionally engage consumers. Marketing that is creative, informative, and relevant to consumer preferences can strengthen the relationship between visitors and the doudo educational tourism village. This study is also supported by previous research, such as that conducted by Kotler et al. (2016), which shows that digital marketing increases consumer engagement through more intensive interactions, especially in today's digital era.

Digital marketing significantly influences emotional attachment, with a t-statistic value of 6.028, greater than the t-table value of 0.1966, and a significance of 0.000. This indicates that any increase in the application of sensory marketing will significantly increase emotional attachment.

Conclusion

Based on the results of research and data analysis of the influence of Sensory Marketing and Digital Marketing on visitors' Emotional Attachment, it can be concluded as follows:

1. Based on the results of the t-test (partial) for Sensory Marketing (X_1):

The Sensory Marketing variable (X_1) partially significantly influences the Emotional Attachment variable (Y). The t-test results show that the t-count value is 2.535, greater than the t-table value of 0.1966, with a significance level of 0.013, smaller than 0.05. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This finding shows that stimulating the five senses applied through the Sensory Marketing strategy is important in creating visitors' emotional attachment to the educational tourism village.

2. Based on the results of the t-test (partial) for Digital Marketing (X_2):

The Digital Marketing variable (X_2) also significantly affects the Emotional Attachment variable (Y) partially. The t-test results show a t-count value of 6.028, which is greater than the t-table value of 0.1966, with a significance level of 0.000 which is smaller than 0.05. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This proves that digital interaction, content personalization, and technology-based marketing strategies significantly connect visitors to educational tourism villages emotionally.

3. Based on the F Test Results (Simultaneous):

Simultaneously, Sensory Marketing (X_1) and Digital Marketing (X_2) variables have a significant influence on Emotional Attachment (Y). The F-test results show an F-count value 76.769, much greater than the F-table value, with a significance level of 0.000 <0.05. This shows that the two variables together significantly contribute to consumer emotional attachment. The coefficient of determination (R^2) value of 0.613 or 61.3% indicates that

Sensory Marketing and Digital Marketing can simultaneously explain 61.3% of the variable emotional attachment of visitors to the educational tourism village. The remaining 35% is influenced by other factors not included in this study.

Recommendations

Based on the research results and conclusions obtained, there are several strategic recommendations to increase the effectiveness of Sensory Marketing and Digital Marketing in building consumer emotional attachment:

1. The Doudo educational tourism village needs to create unique sensory elements, such as the distinctive aroma of food, attractive visual design, memorable music or tones, and tactile elements in activities carried out during environmental education.

2. Digital marketing optimization using analytics technology for personalization and social media as an interaction platform should continue to be optimized.

3. Doudo's educational tourism village can integrate sensory marketing elements into digital platforms, such as using promotional videos with engaging visual and auditory effects or creating experiences through *Augmented Reality (AR)* that allow visitors to experience the visit and participate in educational activities virtually.

4. Consistent and creative marketing strategies can help strengthen emotional connections with visitors while at the same time increasing brand loyalty.

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