

## Study on the Impact of Information, Interface, and Interactivity of Digital Marketing Channels on the Intention to Visit Thanh Hoa Tourist Destinations: The Mediating Role of Tourist Satisfaction on Digital Marketing Application

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### ABSTRACT

The study examines the impact of information, interface, and interactivity of digital marketing channels on tourist satisfaction with the current status of digital marketing applications in Thanh Hoa. In addition, the impact of tourist satisfaction on the intention to visit Thanh Hoa's tourist destination is also tested in the research model. This study uses a convenient random data collection method for 305 people across the country who have searched for tourist information about Thanh Hoa on digital marketing channels; data collected from the survey were cleaned and analyzed using Smart PLS4 software. The results of this study have demonstrated that information, interactivity, and interface of digital marketing channels not only directly affect satisfaction but also indirectly affect the intention to visit through satisfaction. The study provides some theoretical and practical implications that the study can achieve.

**Keywords:** digital marketing, satisfaction, intention to visit, tourist destination

### INTRODUCTION

Digital marketing is a method of conducting marketing activities through computer systems, including online marketing on the Internet (Zhang et al., 2022). To attract and help tourists make decisions about choosing a tourist destination, many localities (including authorities and tourism businesses) in not only developed countries, but also developing countries, have applied digital marketing in tourism promotion activities.

In Vietnam, having the intention and making a decision to choose a tourist destination is always of interest to many people because when life is improved, people travel more often. In the current context, with the development of digital technology, tourists have access to a lot of information related to tourism, helping them make more accurate choices. Still, sometimes it can interfere with the information they are focusing on searching for. From there, it shows that studying the intention to choose a tourist destination based on a digital platform has practical significance. In particular, for the tourism industry, it is not only necessary to attract local tourists but also to attract tourists from many regions of the country especially international tourists. Therefore, digital marketing has quickly replaced traditional marketing, becoming a pillar in attracting potential tourists and the most effective marketing tool in the current digital age. In addition, for the development of the tourism industry, digital marketing is important in promoting valuable tourism content, reaching many tourist audiences, and enhancing the image of tourist destinations.

In the world, studies on other digital media tools are still quite limited and do not represent the entire research field (Rodrigues et al., 2023). In Vietnam, there has not been much analysis on the impact of digital marketing on tourists' satisfaction and intention to choose a tourist destination. Therefore, this study will focus on analyzing the impact of digital marketing

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factors at functional agencies and tourism businesses in Thanh Hoa province on satisfaction and intention to choose a tourist destination.

## THEORETICAL BASIS AND RESEARCH MODEL

### Concept of Digital Marketing

Digital marketing is a marketing activity that uses electronic media to promote products and services (Mathew & Soliman, 2021). The digital nature of Internet technology provides comprehensive and detailed insights into consumer characteristics and behaviors in the electronic environment (Sumantri & Rahmat, 2023). This information has changed the way business decisions are made so that the impact of each marketing initiative can be studied in real-time and tailored to each customer.

### Concept of Visit Intention

Intention can be defined as a person's mental state that describes a plan to perform some action within a certain period (Sumantri & Rahmat, 2023). Visit intention is a tourism marketing concept that is an individual's tendency to be interested in an object or satisfied with an object (purchase intention and use intention), in other words, interest in visiting means the readiness of tourists to visit a tourist object that is considered by tourism destination managers as a tourist destination (Amalia & Hanika, 2021).

### Hypothesis Development

#### *The Relationship Between Information and Tourist Satisfaction*

Information quality refers to the quantity, accuracy, and completeness of information about products and services provided in digital marketing. There are several similar terms used to measure information quality, including pervasiveness, understandability, accuracy, usefulness, completeness, and relevance. Information quality is believed to be an important factor influencing customer behavior. The higher the perceived information quality, the higher the level of user satisfaction.

The development of information, communication, and internet technologies has dramatically revolutionized the way tourists plan, purchase, and consume tourism products and services (Blasco-Lopez et al., 2019). In such situations, information quality, as it can meet consumer expectations, is considered an important determinant of purchase decision-making in the digital domain (Abbasi et al., 2021). Based on this finding, a hypothesis is proposed:

*H1: Perceived information quality of digital marketing channels has a positive influence on tourist satisfaction.*

#### *The Impact of Interface on Customer Satisfaction with Digital Marketing Applications*

Websites often provide the first impression of an organization. For many organizations, websites are important to secure sales or purchase of services within. This is a very attractive idea to change the choice of travel or destination of tourists. When a person opens a website, the first impression can be created in a few seconds and the user will stay or move to the next page based on many factors (Perera et al., 2021). According to Holtham & Hazelwood (2019), consumers stay on a company's website longer if they feel immersed and mentally uninterrupted in the content. The interface of digital marketing tools is often reflected in the aesthetics and ease of use of digital marketing channels.

Perceived digital marketing aesthetics refers to the user's cognitive impression of an online platform. The colors, fonts, images, graphics used, the layout design of the platform, product illustrations, and the complexity of the display affect the beauty of the platform. Visual appeal is one of the metrics for evaluating online service quality and satisfaction. The design

of online platforms affects consumers' emotional responses, attitudes, and purchase intentions in e-commerce (Gul & Tekeli, 2019).

Ease of use is defined as the ease of understanding. Different terms are also used to reflect ease of use; for example, user-friendliness, navigability, website organization, and usability (White, 2012).

Based on the above observations, the research team proposes the following hypothesis:

*H2: The interface of digital marketing channels has a positive effect on satisfaction.*

### ***The Impact of Interactivity on Satisfaction with Digital Marketing Applications***

When tourists have access to high-quality and accurate information about a destination or tourism product, they are more likely to trust that information and engage in digital marketing interactions. Furthermore, user accessibility is also an important factor in digital marketing interactions. Tourists need to be able to access digital marketing materials easily and quickly. If digital marketing materials are difficult to find, load slowly, or are not optimized for mobile devices, tourists are less likely to interact with them (White, 2012). Therefore, the above digital marketing interactions have a great impact on the satisfaction of participants accessing information on digital channels. Based on the above situation, the author proposes the hypothesis:

*H3: Interactivity of digital marketing channels has a positive impact on satisfaction.*

### ***The Impact of Satisfaction on Tourist Visit Intention***

Customer satisfaction refers to an individual's emotional state and is an important marketing concept. Customer satisfaction is the result of service quality and is an important driver of repeat purchase intention. With the advent of the internet, there have been many studies on customer satisfaction in the e-commerce environment. Satisfied customers will have a positive impact on the online platform and promote behavioral intentions. Therefore, it is important to determine how to satisfy customer satisfaction through the Internet suggested that the information, service, and system quality of a system affect user satisfaction, which in turn affects behavioral intentions (Holtham & Hazelwood, 2019). User satisfaction refers to an individual's response to the use of information or computer technology. In this paper, customer satisfaction is defined as an individual's attitude towards the quality of digital marketing, whether the user is satisfied or not, which motivates them to perform a behavioral intention such as contacting the company or purchasing the product. A hypothesis is proposed:

*H4: Customer satisfaction with digital marketing has a positive influence on the intention to visit a tourist destination.*

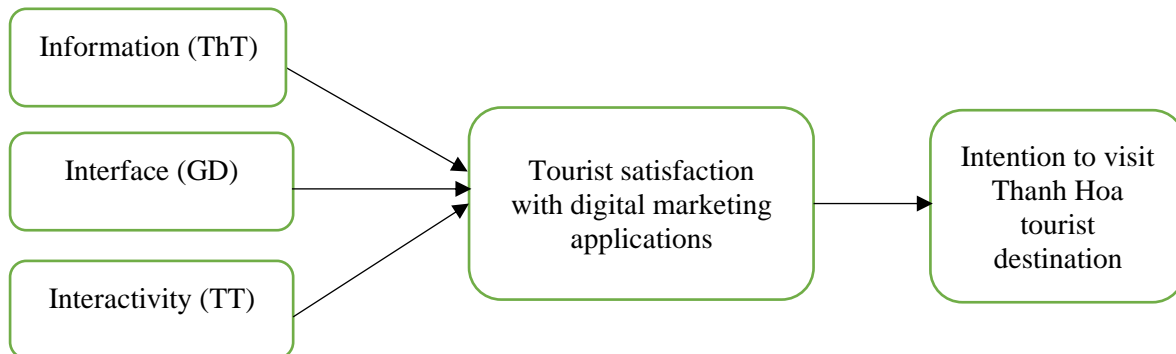
### ***The Mediating Role of Satisfaction in the Relationship Between Tourists' Perceptions of Digital Marketing Channels and Intentions to Visit a Tourist Destination***

Developments in information and communication technologies have played a significant role in changing tourists' behavioral intentions and the way tourist destinations are advertised online (Chamboko-Mpotaringa & Tichaawa, 2021). Interactions on online platforms significantly influence tourists' satisfaction and motivation toward a destination (Lyu & Hwang, 2015). In particular, the credibility of online information sources about a destination significantly influences tourists' satisfaction and behavioral intentions regarding the destination (Allameh et al., 2015). Therefore, tourists' satisfaction with their online destination experiences and the credibility of information play an important role in their behavioral intentions (Chamboko-Mpotaringa & Tichaawa, 2021). It is known that websites such as eWOM, where digital marketing interactions take place, can play an important role in shaping individuals' preferences for purchasing products and services. Armutcu et al. (2023) experiences on digital marketing channels can bring satisfaction to users and promote purchase intentions. The above discussion shows that tourists' perceived satisfaction can influence their behavioral intentions either negatively or positively.

Based on this information, the following hypotheses are proposed:

*H5a,b,c: Satisfaction mediates between customers' perceptions of the digital marketing channels and customers' visit intentions.*

**Proposed Research Model**



**Figure 1: Research model**

**RESEARCH METHODS**

Regarding the research sample size, Hair et al. (2010) suggested that in exploratory factor analysis (EFA), the number of observations should be 5 to 10 times the number of observed variables; the study used 19 observed variables, so the required research sample size must be at least  $5 \times 19 = 95$  observations. The survey sample included 350 people nationwide who had consulted Thanh Hoa tourism information on Digital marketing channels, ensuring the research sample size requirements of Hair et al. (2010) resulting in 305 valid survey forms for analysis.

The research process consisted of 2 phases: Preliminary research and official research.

**Preliminary research phase:** A qualitative research method was used, in which a group discussion technique was conducted with a group of 10 domestic tourists and a group of 5 experts. The discussion content is built to assess the factors belonging to Digital marketing that directly affect satisfaction and indirectly affect the intention to visit through satisfaction, and at the same time adjust the scales accordingly based on the scales of previous studies.

**Official research phase:** Quantitative research methods are used.

- **Data collection:** Data is collected by directly interviewing people who have consulted Thanh Hoa tourism information on Digital marketing channels using the convenience sampling method. The structures are assessed using indicators reflecting multiple items on a 5-point Likert scale, with answers ranging from "1 = completely disagree" to "5 = completely agree".

- **Data analysis tools:** The study uses the analytical tool of linear structural model (SEM). The method of analyzing the linear structural model SEM using Smart PLS 4 software is used to test the research model.

**RESEARCH RESULTS**

**Sample Characteristics**

Table 1 presents the demographic characteristics of the surveyed participants. Regarding the gender of the interviewees, the number of female and male participants is quite similar, the number of female participants is 159 (accounting for 52.13%), and male participants is 146 (accounting for 47.87%). Thus, it can be seen that the travel trends of men and women are the same.

In terms of age: According to the survey results, the majority of participants are in the age group from 18 to 30 (34.75%), followed by the group of tourists from 31 to 45 years old (accounting for 31.15%), the age group from over 45 and under 18 accounts for the smallest

proportion, with the respective proportions of 19.01% and 15.08%. It can be seen that people of working age tend to travel the most, which can be explained by the fact that these people often travel with their companies, friends, and family during the year.

Regarding occupation: For the group of people participating in the interview, the most common occupations are private business civil servants, and office workers with the proportions of 31.15% and 30.16% respectively. These are groups of people with stable incomes and many opportunities to travel. The group of ordinary workers accounts for 17.38%, students account for 12.13%, and the remaining 9.18% is for other groups (e.g. housewives, etc.). Thus, it can be seen that tourism is becoming a trend and everyone can travel. People with stable finances travel more, but those with lower incomes also tend to travel once a year (maybe not far away) it is also an opportunity for the whole family to rest and entertain.

About income: Currently, according to the general level, people's income has also increased. Moreover, most of the people who travel are people with a good income, so the group of respondents with an income of 10-15 million VND is the highest (38.69%), followed by the group with an income of 5 under 10 million VND (accounting for 34.43%), the group with an income of over 15 million VND and under 5 million VND accounts for the lowest percentage, respectively 15.74% and 11.15%.

**Table 1: Demographic information**

Characteristics	Categories	Number	Percentage
Gender	Male	146	47,87
	Female	159	52,13
Age	Under 18	46	15.08
	From 18-30	106	34.75
	From 31-45	95	31.15
	Over 45	58	19.01
Occupation	Pupils, students	37	12.13
	Entrepreneurs	95	31.15
	Servants, officers	92	30.16
	General labors	53	17.38
	Others	28	9.18
Income	Under 5 million VND	34	11.15
	Fromm 5-10 million VND	105	34.43
	From over 10 - 15 million VND	118	38.69
	From 15 million VND	48	15.74

**Results of Quantitative Analysis of Factors Affecting Satisfaction and Intention to Visit Tourist Destinations in Thanh Hoa**

To ensure discriminant validity, our study examined the cross-loading ratios, Fornell–Larcker ratios, and heterosexual–monosexual ratios. The results shown in Table 2 indicate that the external impact of each latent variable is greater than its cross-loading. Furthermore, Table 3 shows that the diagonal AVE score is greater than the correlation between the variables. These results indicate that the measures used do not have any theoretically expected relationships with other measures. In addition, the HTMT index is less than 0.85 (Table 3), so the set of indicators measuring the latent variables in this study ensures discriminant accuracy (Henseler et al., 2015). Next, the author conducts structural modeling to test the hypotheses of the study.

**Table 2: Cross Loadings**

	GD	SHL	TT	ThT	YD
GD1	0.834	0.330	0.255	0.060	0.149
GD2	0.809	0.250	0.264	0.044	0.122
GD3	0.850	0.285	0.248	0.035	0.174
GD4	0.847	0.272	0.241	0.068	0.150
SHL1	0.262	0.862	0.293	0.347	0.386
SHL2	0.293	0.833	0.334	0.313	0.349
SHL3	0.315	0.830	0.290	0.354	0.301
TT1	0.247	0.317	0.844	0.072	0.138
TT2	0.267	0.312	0.833	0.000	0.144
TT3	0.224	0.221	0.809	-0.032	0.043
TT4	0.252	0.327	0.818	0.015	0.070
ThT2	0.081	0.342	0.008	0.840	0.213
ThT3	0.027	0.325	0.008	0.834	0.182
ThT4	0.047	0.371	0.043	0.858	0.164
ThT5	0.055	0.307	0.010	0.833	0.153
YD1	0.141	0.300	0.080	0.182	0.802
YD2	0.144	0.310	0.117	0.148	0.797
YD3	0.150	0.380	0.105	0.184	0.832

**Table 3: Measures of scale discriminant validity**

	Fornell – Larcker Criterion						HTMT				
	FC	INT	PRG	STF	TF	WOM	FC	INT	PRG	STF	TF
FC	0.788										
INT	0.258	0.760					0.313				
PRG	0.264	0.370	0.797				0.333	0.446			
STF	0.349	0.583	0.573	0.869			0.422	0.708	0.692		
TF	0.142	0.282	0.383	0.453	0.846		0.182	0.353	0.479	0.551	
WOM	0.115	0.165	0.216	0.313	0.158	0.894	0.129	0.194	0.249	0.365	0.189

**Measurement Model**

To determine the reliability and validity of the measures included in our model, we conducted a thorough evaluation that included important tests such as internal consistency, convergent validity, and discriminant validity. We used composite reliability, as described by Hsieh et al. (2016), in our first stage of assessing the internal consistency of the measurement items. The results, as presented in Table 4, show that all composite reliability ratings exceeded the 0.7 criterion, indicating strong internal consistency. Additionally, all individual item loadings exceeded the minimum reliability level of 0.7 that was established. The composite results highlight the high level of internal consistency in the data set. Regarding the assessment of convergent validity, we followed the Fornell-Larcker criterion and calculated the average variance extracted (AVE) for each concept. The obtained AVE values ranged from 0.657 to 0.709, above the specified minimum threshold of 0.5. This confirms the existence of convergent validity among all constructs, reinforcing the consistency and reliability of the assessments used in our study.

**Table 4: Construct Reliability and Validity - Overview**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
GD	0.856	0.864	0.902	0.698
SHL	0.795	0.795	0.880	0.709
TT	0.846	0.856	0.896	0.682
ThT	0.863	0.866	0.906	0.708
YD	0.741	0.751	0.852	0.657

The assessment of discriminant validity was carried out by conducting a thorough analysis of the relationships between the different constructs. Table 4 clearly shows that the square root of the AVE for each construct is higher than the correlations between the constructs. Furthermore, all the correlations between the constructs are always less than the square root of the average variance extracted (AVE), which confirms the existence of discriminant validity. The thorough assessment of the loadings, both in the current study and on some of the constructs, reinforces the strong discriminant validity of all the components. The detailed analyses conducted in this study confirm the reliability, validity, and distinctiveness of the measures used.

Before proceeding with the hypothesis testing for the structural model, it is necessary to assess the existence of multicollinearity between the variables using a statistical measure called the Inner Variance Inflation Factor (Inner VIF). The estimation results indicate that all the intrinsic VIF values are less than 5. This observation indicates a low degree of multicollinearity among the variables. These findings confirm both the power of parameter estimation in Partial Least Squares Structural Equation Modeling (PLS-SEM) and its objective nature.

**Table 5: Collinearity Statistics (VIF)**

	<b>VIF</b>
<b>GD</b>	2,004
<b>SHL</b>	1,697
<b>TT</b>	1,892
<b>ThT</b>	2,026
<b>YD</b>	1.477

The estimation results show that all Variance Inflation Factor (VIF) values are below 5. This indicates minimal multicollinearity among the variables. These data support the view that parameter estimation is both flexible and unbiased.

## Data Analysis

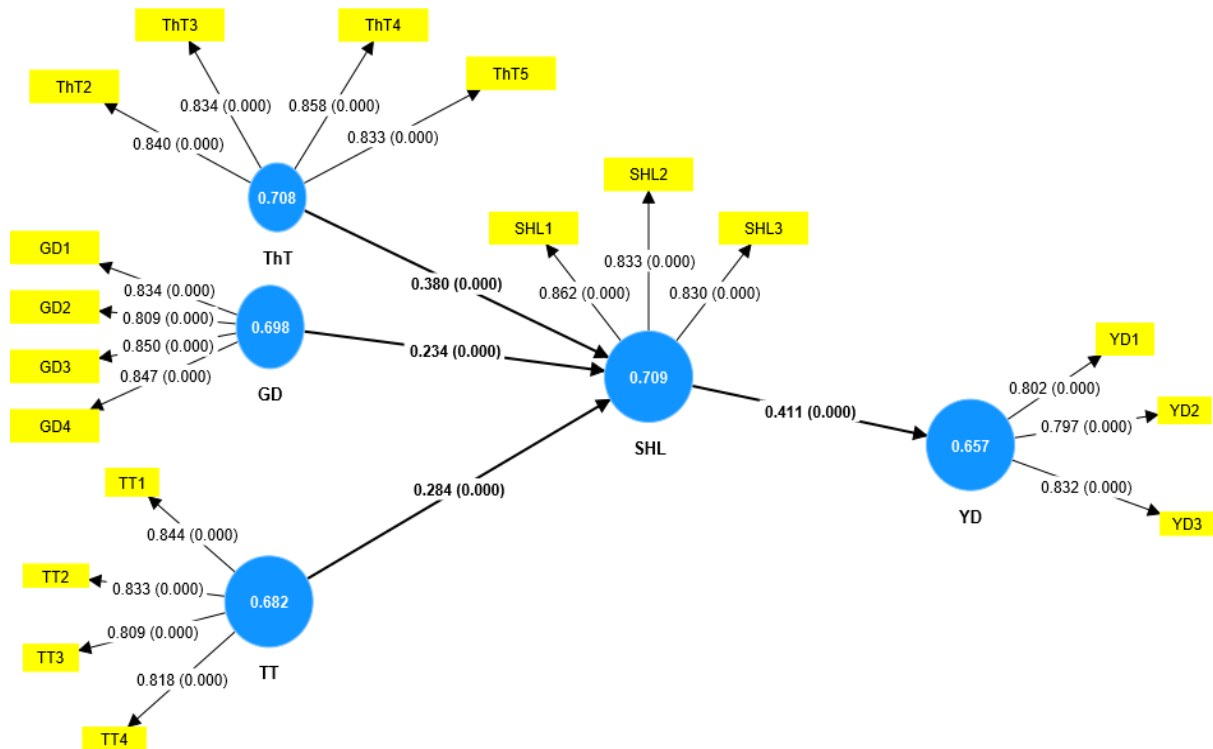


Figure 2: Path model analysis results

Figure 2 shows the hypotheses, their descriptions, corresponding path coefficients, p-values, and test results obtained from the analysis. The study aims to investigate the impact of information, interface, and interactivity of digital marketing channels on tourist satisfaction, as well as the extent to which these factors contribute to tourism trends at Thanh Hoa tourist destinations. Through data analysis, this study determined that all four hypotheses have significant impacts. Statistical data indicate that Hypothesis 1 (H1), including Information provided on digital marketing channels, has an impact on tourist satisfaction ( $P = 0.000 < 0.05$ ). Hypothesis 2 (H2), shows that the Interface of digital marketing channels has an impact on tourist satisfaction ( $P = 0.000 < 0.05$ ); Similarly, interactivity has a positive impact on tourist satisfaction ( $P = 0.000 < 0.05$ ); Tourist satisfaction has a positive impact on tourists' intention to visit tourist destinations in Thanh Hoa. Specifically, as follows:

*\* Direct effects*

Table 6: Path Coefficients, Mean, Stande, T values, P values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
GD -> SHL	0.234	0.235	0.046	5.139	0.000
SHL -> YD	0.411	0.414	0.059	6.970	0.000
TT -> SHL	0.284	0.287	0.046	6.236	0.000
ThT -> SHL	0.380	0.382	0.040	9.601	0.000

From the Bootstrap test results, it can be seen that there are 4 research hypotheses supported, no unsupported hypothesis, and summarized in the following table:



**Table 7: Summary of direct impact results**

Hypothesis	Direct effects	Expected	Result
H2	GD -> SHL	+	Accepted
H4	SHL -> YD	+	Accepted
H3	TT -> SHL	+	Accepted
H1	ThT -> SHL	+	Accepted

The survey results show that all three independent variables (Information, Interface, and Interactivity) have a positive impact on the satisfaction. Thus, it can be seen that digital marketing channels provide a lot of information that customers need, besides, beautiful, attractive interfaces and high interactivity will bring satisfaction to visitors to digital marketing channels; at the same time, satisfaction also directly affects the intention to visit.

**\* Indirect impact assessment**

**Table 8: Path Coefficients, Mean, Stande, T values, P values**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
ThT -> SHL -> YD	0.156	0.158	0.028	5.540	0.000
TT -> SHL -> YD	0.117	0.118	0.025	4.632	0.000
GD -> SHL -> YD	0.096	0.098	0.025	3.889	0.000

From the Bootstrap test results, it can be seen that there are 3 research hypotheses supported, no unsupported hypothesis, and summarized in the following table:

**Table 9: Summary of indirect effect results**

Hypothesis	Indirect effects	Expected	Result
H5a	ThT -> SHL -> YD	+	Accepted
H5b	TT -> SHL -> YD	+	Accepted
H5c	GD -> SHL -> YD	+	Accepted

The results of the mediating variable analysis show that satisfaction mediates the relationship between digital marketing factors and the intention to visit tourist destinations in Thanh Hoa. Thus, it can be seen that the more satisfied customers are with the digital marketing channels that tourism organizations and businesses use to attract tourists, the more tourists intend to visit tourist destinations advertised on digital marketing channels.

**DISCUSSION**

SEM demonstrated in the proposed hypothesized model that website marketing aesthetics, ease of use, and information quality positively influence customer satisfaction with website marketing. The hypothesized path in H1 demonstrated a strong positive relationship between perceived information quality and customer satisfaction with the highest standardized beta ( $\beta$ ) coefficient of 0.380. This suggests that perceived information quality influences customer satisfaction with digital marketing channels through the three suggested factors. Information quality refers to the quantity, accuracy, and format of information about products and services. Information quality attributes can be measured based on the extent to which the digital marketing channels can provide up-to-date, clearly written, and trustworthy information as well as whether the description of the company's platform, services, and design portfolio is

in-depth. Therefore, information quality should be emphasized and emphasized in digital marketing to increase customer satisfaction and choice intention. This result is similar to the research results of (Hollebeek & Macky, 2019).

Similarly, interactivity was also found to be positively related to satisfaction with digital marketing applications and indirectly influenced the intention to visit a tourist destination. When digital marketing channels allow users to easily access, leave comments, and interact with other users, they will increase their satisfaction with these applications, and from there they can learn more useful information for their trip. This leads to the intention to visit the tourist destination.

Interface is considered to be the factor with the lowest influence among the three factors but still significantly ( $\beta = 0.234$ ,  $P = 0.000 < 0.05$ ) on satisfaction with digital marketing applications and also indirectly affects the intention to visit tourist destinations in Thanh Hoa ( $\beta = 0.096$ ). Interface is the factor that first affects users when they access the applications. An attractive, eye-catching, and easy-to-use interface will satisfy visitors and thereby urge them to learn more information, leading to a higher intention to visit tourist destinations. Thus, it can be seen that Digital Marketing factors not only directly affect tourists' satisfaction with local digital marketing applications but also indirectly affect their intention to visit Thanh Hoa tourist destinations. It can be said that the use of Digital Marketing has a positive impact and is related to customer insight. The use of computerized media advertising can create local perceptions of performance quality.

## IMPLICATIONS AND CONCLUSIONS

### Practical Implications

Research on the relationship between digital marketing factors (information, interaction, interface) to satisfaction with digital marketing applications and intention to visit tourist destinations has important practical implications in many aspects, including 1) Improving user experience: Understanding how digital marketing factors affect user satisfaction helps businesses and tourism organizations optimize user experience on digital platforms, thereby increasing customer satisfaction. 2) Increasing marketing strategy effectiveness: Recognizing which digital marketing factors (such as accurate information, friendly interface, and positive interaction) have the greatest impact on satisfaction and intention to visit can help managers focus resources on activities that bring the highest efficiency. 3) Product and service development orientation: The findings from the study can guide software developers, travel applications, or travel websites in improving their products and services, ensuring that they meet the needs and expectations of users. 4) Enhance the competitiveness of tourist destinations: An effective digital marketing strategy can significantly increase the ability to attract tourists to tourist destinations. This study helps identify important factors, thereby creating marketing campaigns that are more attractive, different, and effective than competitors. 5) Optimize resources and costs: Understanding the relationship between digital marketing factors and customer behavior allows businesses to optimize resources and marketing budgets, focusing on activities that bring the highest value. 6) Support strategic decision-making: The research results can provide the necessary data and information for managers and leaders in the tourism industry to make strategic decisions, orienting the future of tourism marketing and development activities. 7) Enhance reputation and destination brand: When customers have a good experience with a travel application or website, they not only tend to visit but also share their experiences with others, helping to spread the reputation and brand of the destination. In other words, this research not only helps tourism businesses grasp customer trends and behaviors but also provides specific suggestions to improve digital marketing strategies to achieve business goals.

### **Theoretical Implications**

The study of the relationship between digital marketing factors (information, interaction, interface) to satisfaction with digital marketing applications and intention to visit tourist destinations has important theoretical significance in many aspects: First, this study expands the understanding of how consumers interact and respond to digital marketing factors in the tourism context. Identifying the relationship between factors such as information, interaction, and interface with satisfaction and intention to visit contributes to strengthening and developing the theory of consumer behavior in the online environment; Second, this study can contribute to building and perfecting the theoretical framework of user experience in digital marketing, especially in the tourism field. It helps clarify the factors that constitute and influence user experience, thereby creating a solid theoretical basis for future studies to rely on; Third, the results of this study can be used to strengthen existing models of customer satisfaction and also to extend them by including new variables related to digital marketing. This helps to improve the understanding of the determinants of satisfaction in the context of digitalization; Fourth, the study can help to better identify the role of digital marketing elements in the customer decision-making process regarding the choice of a tourism destination. This not only contributes to the theory of tourism marketing but also expands the understanding of the impact of digital marketing in influencing consumer behavior; Fifth, from a theoretical perspective, this study can help to identify specific elements of digital marketing that contribute to the success of marketing campaigns, especially in increasing customer satisfaction and influencing customer behavioral intentions. In summary, this study not only has practical significance but also brings important theoretical contributions, helping to expand and strengthen the theoretical foundation in the field of digital marketing and consumer behavior in the digital environment.

### **CONCLUSION**

Research on the field of tourist attraction is always of interest to local policymakers because tourism is considered an important economic sector, contributing to local economic growth. This study focuses on examining the relationship between digital marketing factors (information, interaction, and interface) to satisfaction with local digital marketing applications and indirectly to the intention to visit tourist destinations in Thanh Hoa. The research results show that information, interface, and interactivity all have a positive impact on satisfaction and lead to the intention to visit tourist destinations in Thanh Hoa, in which information has the greatest impact, followed by interaction and finally interface. In addition to acting as an intermediary, satisfaction also has a significant impact on the intention to visit, which is considered a premise for tourists to form the intention to visit tourist destinations. From the research results, the author has pointed out the theoretical and practical implications of the study. The article has provided a theoretical basis to evaluate the current situation of attracting tourists by applying digital marketing in Thanh Hoa, helping the province have a clearer view of the current tourism situation of the province and making certain contributions to planning local tourism development strategies in the future.

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