



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 2 (2026) pp: 18187-18195

P-ISSN: 2963-9298, e-ISSN: 2963-914X

The Role of Tiktok-Based Digital Marketing Strategy in Increasing Tour Package Sales at Geopark Ciletuh

Barliani Dewi Setyawati¹, Amanda²

¹Sekolah Tinggi Manajemen Pariwisata Dan Logistik Lentera Mondial

²Universitas Muhammadiyah Tangerang

¹barlianisetyawati@yahoo.com*, ²amandafauzi@gmail.com

Abstract

The shift in tourist behavior from conventional information sources to digital platforms has pushed tourism businesses to adopt social media-based promotion strategies. This study examines the influence of TikTok on tour package sales at Geopark Ciletuh Sukabumi. A quantitative case study approach was employed with 120 respondents selected through purposive sampling. Data collection utilized questionnaires, interviews, and sales documentation. Validity and reliability tests were conducted before analyzing data using descriptive statistics and simple linear regression. The results show that TikTok has a positive and significant effect on purchase decisions with a significance value of $0.000 < 0.05$ and a determination coefficient of 61.3%, indicating that TikTok contributes substantially to explaining consumer purchasing behavior. Tour package sales increased by 47% after the implementation of TikTok promotional strategies, demonstrating tangible business impact. The platform's visual and interactive nature enables destinations to showcase their attractions more engagingly, building consumer trust and interest through authentic user-generated content. Furthermore, TikTok's algorithm effectively targets relevant audiences, increasing content reach and engagement rates compared to traditional promotional methods. These findings confirm that TikTok serves as an effective digital marketing tool for tourism promotion, particularly in enhancing destination visibility and driving consumer purchasing decisions. This research provides practical implications for tourism stakeholders in developing cost-effective digital marketing strategies to adapt to evolving consumer preferences in the digital era.

Keywords: TikTok; Digital Marketing; Tourism; Purchase Decision; Tour Package Sales

1. Introduction

The rapid development of information technology has fundamentally changed how tourists search for travel information and plan their trips. Modern travelers no longer rely solely on travel agents or printed brochures as their primary sources of reference. Instead, they increasingly turn to digital platforms, particularly social media that offers engaging visual content (Chaffey & Ellis-Chadwick, 2019). This phenomenon has driven a significant shift in tourism marketing strategies from conventional approaches toward more interactive digital media utilization.

Various social media platforms such as Instagram, YouTube, and TikTok have become integral parts of tourism destination promotion strategies. Among these platforms, TikTok has demonstrated the most rapid growth in recent years. Recent data indicates that Indonesia has become one of the largest TikTok user markets globally, with active users exceeding 125 million people (We Are Social, 2024). This figure represents enormous potential for tourism businesses to reach potential tourists through this platform.

TikTok's primary advantage lies in its For You Page (FYP) algorithm, which can distribute content quickly and precisely to target audiences. Unlike other platforms that heavily depend on follower counts, TikTok provides opportunities for every user to gain broad exposure as long as the uploaded content is relevant and interesting to other users (Bhandari & Bimo, 2022). This characteristic greatly benefits small and medium enterprises in the tourism sector that may have limited budgets for conventional promotion.

The short video format on TikTok, typically ranging from 15 to 60 seconds, suits the consumption patterns of modern audiences who have shorter attention spans. Tourism-related content showcasing natural scenery, travel activities, local culture, and tourist experiences has proven effective in capturing potential tourists' attention and building positive perceptions of destinations (Wang et al., 2022). The visual and immersive nature of this content allows potential tourists to experience virtual tours, which subsequently builds desire to visit destinations in person.

Geopark Ciletuh, located in Sukabumi Regency, West Java, represents a tourism destination with significant potential yet still faces considerable challenges in terms of promotion. This area was designated as a UNESCO Global Geopark in 2018 due to its unique geological features, biodiversity, and local cultural values (Pemerintah Kabupaten Sukabumi, 2023). However, tourist visitation rates to this area remain relatively low compared to its estimated optimal capacity. Data from the Sukabumi Regency Tourism Office shows that in 2023, tourist visits to Geopark Ciletuh only reached 285,000 people, far below the estimated optimal capacity of approximately 500,000 tourists per year. One contributing factor to these low visitation numbers is the limited digital promotion conducted by destination managers and local tourism businesses.

Previous studies have examined the role of social media in tourism promotion. Wang et al. (2022) found that short-video content on TikTok significantly influenced tourist visiting intentions to destinations in China. Suherlan et al. (2023) demonstrated that TikTok promotion could increase tourist visits to halal tourism destinations in Indonesia by 35%. Kim and Kim (2021) stated that social media influences nearly 70% of tourist travel decisions. Gonzalez-Rodriguez et al. (2023) revealed that TikTok has a moderate influence on tour package purchase decisions among younger generations. However, research specifically examining TikTok's influence on tour package sales at Geopark Ciletuh, which holds UNESCO Global Geopark status, remains limited.

This study's novelty lies in its specific examination of TikTok's effectiveness as a digital promotion medium at Geopark Ciletuh, combined with quantitative measurement of its influence on tour package purchase decisions. The research is expected to contribute theoretically to the development of digital marketing studies in tourism and provide practical insights for destination managers and tourism businesses in formulating effective promotion strategies.

Based on this background, this study aims to answer two main questions. First, how is TikTok utilized as a promotional medium for Geopark Ciletuh tour packages. Second, does TikTok usage significantly influence tour package purchase decisions at Geopark Ciletuh. The research objectives are to analyze TikTok's effectiveness as a promotional medium and measure its influence on increasing tour package sales.

2. Research Methods

This study employed a quantitative approach with a case study design focusing on the tour package operator "Ciletuh Adventure" which manages Geopark Ciletuh tourism packages. The research population comprised 340 tourists who purchased tour packages between January and December 2024, with a sample of 120 respondents determined using the Slovin formula and purposive sampling technique based on criteria of tourists who had viewed TikTok promotional content and purchased tour packages. Data collection was carried out through online Likert-scale questionnaires (1-5), semi-structured interviews with the manager, and sales documentation. The research instrument was tested for validity using Pearson Product Moment correlation and reliability using Cronbach's Alpha coefficient with 30 respondents for the pilot test. Data analysis included descriptive statistics, classical assumption tests (normality and linearity), and simple linear regression analysis using SPSS 26 to examine the effect of TikTok (X) on purchase decisions (Y). The validity test results showed r-count values ranging from 0.421 to 0.812, all exceeding r-table (0.361), while reliability tests yielded Cronbach's Alpha values of 0.879 for TikTok and 0.845 for purchase decisions, confirming the instrument's validity and reliability.

3. Results and Discussions

3.1. Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	52	43.3%
	Female	68	56.7%
Age	17-25 years	48	40.0%
	26-35 years	42	35.0%
	36-45 years	22	18.3%

DOI: <https://doi.org/10.31004/riggs.v5i2.11461>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

	>45 years	8	6.7%
Education	High School	36	30.0%
	Diploma/Bachelor	68	56.7%
	Master/Doctoral	16	13.3%
Occupation	Student	32	26.7%
	Private Employee	45	37.5%
	Government Employee	24	20.0%
	Entrepreneur	19	15.8%

Source: Primary data processed, 2025

Table 1 shows that the majority of respondents were female (56.7%), aged 17-35 years (75%), and had higher education qualifications (70%). These findings align with TikTok's user profile in Indonesia, which is dominated by Gen Z and Millennials (We Are Social, 2024). The dominance of young respondents is consistent with research by Gonzalez-Rodriguez et al. (2023), who found that TikTok users and tour package purchasers are predominantly from younger demographics. The educational profile of respondents, with 70% holding at least a bachelor's degree, indicates that TikTok users interested in Geopark Ciletuh tours are relatively well-educated, consistent with research by Suherlan et al. (2023) who found that social media users seeking tourism information in Indonesia have above-average education levels.

3.2. Validity and Reliability Test Results

3.2.1 Validity Test

Validity testing was conducted using Pearson Product Moment correlation on 30 respondents from the pilot test. The critical r-value at significance level 5% with n=30 is 0.361. The test results show that all statement items on both variables have r-count values greater than r-table, ranging from 0.421 to 0.812. Therefore, all 15 items for the TikTok variable and 12 items for the purchase decision variable are declared VALID and suitable for use in the research.

Table 2. Validity Test Results Summary

Variable	Items	r-count Range	r-table	Status
TikTok (X)	15 items	0.421 - 0.812	0.361	Valid
Purchase Decision (Y)	12 items	0.487 - 0.645	0.361	Valid

Source: Primary data processed, 2025

The validity test results demonstrate that all items effectively measure their intended constructs. The highest correlation values for TikTok items were found for FYP algorithm items (0.701) and sharing behavior items (0.678), indicating that algorithm reach and user sharing are particularly important components of TikTok's promotional effectiveness. For purchase decisions, information accessibility (0.645) and price-value considerations (0.623) showed the highest correlations, suggesting these are critical factors in tour package purchase decisions.

3.2.2 Reliability Test

Reliability testing was conducted using Cronbach's Alpha coefficient with the following results:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Status
TikTok (X)	0.879	15	Reliable

Purchase Decision (Y)	0.845	12	Reliable
-----------------------	-------	----	----------

Source: Primary data processed, 2025

Both variables have Cronbach's Alpha values above the minimum threshold of 0.60, indicating that the research instrument is RELIABLE and consistent in measuring the variables studied. The high alpha values (0.879 for TikTok and 0.845 for purchase decisions) indicate strong internal consistency among items within each variable. These values are comparable to those reported by Wang et al. (2022) and Suherlan et al. (2023) in their social media tourism research, confirming that the instrument is reliable for research purposes.

3.3 Descriptive Analysis of Research Variables

Table 4. Respondent Responses to TikTok Variable

Indicator	Mean	Category
Visual Content	4.32	High
For You Page (FYP)	4.18	High
e-WOM	4.25	High
Overall Mean	4.25	High

Source: Primary data processed, 2025

Based on Table 4, respondent responses to the TikTok variable are in the high category with an overall mean of 4.25. The visual content indicator received the highest mean (4.32), followed by e-WOM (4.25) and FYP (4.18). This indicates that respondents found TikTok promotional content visually appealing and informative. The FYP algorithm was considered quite effective in displaying Geopark Ciletuh promotional content, while interaction through like, comment, and share features also functioned well. The high rating for visual content aligns with research by Chen et al. (2020) showing that visual appeal is the primary driver of social media engagement in tourism contexts.

The mean score of 4.32 for visual content suggests that the destination's natural beauty translates well to short-video format, consistent with Wang et al. (2022) who found that visually striking destinations perform better on visual platforms like TikTok. The slightly lower score for FYP (4.18) may reflect occasional mismatches between user interests and recommended content, a common limitation of algorithm-based content delivery noted by Bhandari and Bimo (2022).

Table 5. Respondent Responses to Purchase Decision Variable

Indicator	Mean	Category
Need Recognition	4.15	High
Information Search	4.28	High
Alternative Evaluation	4.12	High
Purchase Decision	4.20	High
Overall Mean	4.19	High

Source: Primary data processed, 2025

Table 5 shows that respondent responses to the purchase decision variable are also in the high category with an overall mean of 4.19. The information search indicator received the highest mean (4.28), followed by purchase decision (4.20), need recognition (4.15), and alternative evaluation (4.12). These findings indicate that TikTok plays an important role in helping tourists search for information about Geopark Ciletuh tour packages, which ultimately encourages them to make purchase decisions. The high score for information search confirms research by Leung et al. (2013) that social media serves as a primary information source for modern tourists.

The relatively lower score for alternative evaluation (4.12) suggests that while TikTok provides useful information, tourists may still need additional sources to compare options comprehensively, consistent with Prayag et al. (2017) who found that tourists typically use multiple information sources before making final decisions. The purchase

decision score of 4.20 indicates that TikTok content sufficiently addresses information needs to facilitate actual purchases.

3.4 Classical Assumption Test Results

3.4.1 Normality Test

Table 6. Normality Test Results

Variable	Kolmogorov-Smirnov	Sig.	Status
TikTok (X)	0.087	0.327	Normal
Purchase Decision (Y)	0.092	0.284	Normal

Source: Primary data processed, 2025

The normality test results show significance values for TikTok (X) of 0.327 and purchase decision (Y) of 0.284. Both values are greater than 0.05, indicating that the data is normally distributed. This finding satisfies one of the key assumptions for parametric statistical analysis, allowing for valid interpretation of regression results. The normal distribution of both variables is consistent with expectations for survey data with adequate sample size ($n=120$), supporting the use of linear regression as the analytical framework.

3.4.2 Linearity Test

Table 7. Linearity Test Results

Relationship	Deviation from Linearity	Sig.	Status
TikTok → Purchase Decision	142.367	0.158	Linear

Source: Primary data processed, 2025

The linearity test results show a significance value for deviation from linearity of 0.158. This value is greater than 0.05, meaning the relationship between the TikTok variable and purchase decisions is linear. With the normality and linearity assumptions met, simple linear regression analysis can proceed. The linear relationship indicates that increases in TikTok engagement predict proportional increases in purchase decisions, supporting the use of linear regression as the analytical framework.

3.5 Simple Linear Regression Test Results

Table 8. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.783	0.613	0.607	2.845

Source: Primary data processed, 2025

Table 8 shows a correlation coefficient (R) of 0.783, indicating a strong relationship between TikTok and purchase decisions. The coefficient of determination (R^2) of 0.613 means the TikTok variable contributes 61.3% to tour package purchase decisions, while the remaining 38.7% is influenced by other factors outside the research model. These other factors may include tour package pricing, service quality, accessibility, promotions from other sources, and tourist personal characteristics.

The R^2 value of 0.613 is substantial for social science research and compares favorably with previous studies. Wang et al. (2022) reported R^2 values ranging from 0.45 to 0.58 for social media influence on tourism intentions, while Suherlan et al. (2023) found R^2 values between 0.50 and 0.55 for TikTok promotion effects. The higher value in this study may reflect the combined effect of attractive destination visuals and effective promotional content.

Table 9. ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1,402.531	1	1,402.531	173.285	0.000

Residual	885.469	118	8.096		
Total	2,288.000	119			

Source: Primary data processed, 2025

Table 9 shows an F value of 173.285 with a significance value of 0.000 (< 0.05). This result indicates that the regression model is feasible and the independent variable (TikTok) simultaneously influences the dependent variable (purchase decisions). The high F value confirms that the model explains significant variance in purchase decisions beyond what would be expected by chance.

Table 10. Regression Coefficients

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
(Constant)	8.542	1.287		6.637	0.000
TikTok	0.682	0.052	0.783	13.163	0.000

Based on Table 10, the regression equation $Y = 8.542 + 0.682X$ is obtained. The constant value of 8.542 indicates that if there is no influence from the TikTok variable, purchase decisions still occur at this base level. The regression coefficient of 0.682 means that every one-unit increase in the TikTok variable will increase purchase decisions by 0.682 units. The positive sign on the regression coefficient indicates a unidirectional relationship between TikTok and purchase decisions, meaning more effective TikTok promotion leads to higher purchase intention.

The standardized Beta coefficient of 0.783 indicates the relative strength of TikTok's influence compared to other potential variables. This high Beta value suggests that TikTok is a particularly strong predictor of purchase decisions in the Geopark Ciletuh context. The t-value of 13.163 far exceeds the critical value, confirming the statistical significance of the relationship.

3.6 Hypothesis Testing

The t-test was conducted to test the significance of TikTok's influence on purchase decisions. Based on Table 10, the t-value was 13.163 with a significance value of 0.000. Using a 5% significance level ($\alpha = 0.05$) and degrees of freedom ($df = 118$), the t-table value is 1.980. Since $t\text{-calculated} (13.163) > t\text{-table} (1.980)$ and the significance value ($0.000 < 0.05$), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that there is a positive and significant influence between TikTok usage and tour package purchase decisions at Geopark Ciletuh.

The rejection of H_0 with strong statistical evidence ($p < 0.001$) supports the hypothesis that TikTok serves as an effective promotional medium for tourism. This finding is consistent with research by Wang et al. (2022), Suherlan et al. (2023), and Gonzalez-Rodriguez et al. (2023), all of whom found significant positive relationships between social media content and tourism-related decisions. The strength of the relationship in this study suggests that TikTok may be particularly effective for destinations with strong visual appeal like Geopark Ciletuh.

3.8 Sales Data Analysis

Table 11. Tour Package Sales Comparison Before and After TikTok Promotion

Period	Packages Sold	Revenue (IDR)
January-June 2024 (before intensive promotion)	165	825,000,000
July-December 2024 (after intensive promotion)	243	1,215,000,000
Increase	78 packages (47.3%)	390,000,000 (47.3%)

Source: Tour operator documentation, 2025

Table 11 shows a tour package sales increase after implementing the TikTok promotion strategy. In the period January-June 2024, before intensive TikTok promotion, 165 packages were sold with revenue of IDR 825,000,000. After intensive TikTok promotion in the July-December 2024 period, package sales increased to 243 packages with revenue of IDR 1,215,000,000. This represents an increase of 78 packages (47.3%) or additional revenue of

IDR 390,000,000. The strong correlation between promotional implementation and sales increase provides practical validation of the statistical findings.

The 47.3% increase demonstrates that TikTok promotion generates substantial returns for tourism businesses. This percentage exceeds the 35% increase reported by Suherlan et al. (2023) for halal tourism destinations, suggesting that Geopark Ciletuh's visual appeal may be particularly well-suited to TikTok's format. The increase appears consistent across both package volume and revenue, indicating stable pricing during the promotional period. The revenue increase of nearly IDR 400 million within six months suggests that TikTok promotion provides significant return on investment for tourism businesses.

3.7 Discussion

3.7.1. TikTok Utilization for Geopark Ciletuh Tour Package Promotion

The descriptive analysis results show that respondents gave high ratings to TikTok's utilization as a promotional medium for Geopark Ciletuh tour packages. The visual content presented through short videos was considered highly attractive and informative, consistent with Tuten and Solomon's (2017) assertion that visual content has strong appeal in digital marketing.

Interview results with the tour operator manager revealed that the content strategy employed several video types. Videos showcasing Geopark Ciletuh's natural scenery, including waterfalls, beaches, and hills, attracted the most user attention. Behind-the-scenes videos showing tourist activities such as trekking, swimming, and cave exploration were also quite popular. Additionally, testimonial videos from tourists who had visited and educational content about local geology and culture enriched content variety.

The manager also applied a consistent upload frequency strategy, posting three to five videos per week. This consistency was considered important for maintaining engagement and leveraging the FYP algorithm, which tends to favor active accounts. Active interaction with users through comment features was also conducted to build relationships and trust with potential tourists. This approach aligns with recommendations from Bhandari and Bimo (2022) regarding effective TikTok content strategies.

The use of local influencers as content creators contributed significantly to promotional effectiveness. Influencers with regional followings helped establish authenticity and trust among potential tourists. This finding is consistent with research by Gonzalez-Rodriguez et al. (2023), who identified influencer collaboration as a key success factor in TikTok tourism promotion. The cost-effectiveness of influencer partnerships compared to traditional advertising was also noted as an advantage.

3.7. 2 TikTok's Influence on Tour Package Purchase Decisions

The regression analysis results demonstrate that TikTok has a positive and significant influence on tour package purchase decisions at Geopark Ciletuh. This finding supports the results of Wang et al. (2022), who found that short-video content on TikTok influences tourist visiting intentions. The study also aligns with Suherlan et al. (2023), who demonstrated TikTok's effectiveness in increasing tourist visits to Indonesian destinations.

The coefficient of determination of 61.3% shows that TikTok's contribution to purchase decisions is substantial. This figure is higher than Gonzalez-Rodriguez et al.'s (2023) finding of moderate influence, possibly due to respondent characteristics dominated by younger generations more familiar with TikTok, and higher quality promotional content. The higher explanatory power in this study may also reflect the specific appeal of Geopark Ciletuh's natural beauty, which translates exceptionally well to video format.

Several mechanisms explaining TikTok's influence on purchase decisions can be identified. First, authentic and immersive visual content allows potential tourists to experience virtual tourism, building emotional connections and desires to visit destinations physically (Chen et al., 2020). Second, TikTok's FYP algorithm ensures promotional content reaches audiences interested in natural tourism, thereby increasing promotional effectiveness (Bhandari & Bimo, 2022). Third, user interaction through like, comment, and share features creates electronic word of mouth that enhances information credibility and potential tourist trust (Litvin et al., 2008). Fourth, the brief format of TikTok content (15-60 seconds) aligns with attention constraints of modern consumers while efficiently conveying key destination information.

3.7.3 Tour Package Sales Increase

The 47.3% sales increase after implementing TikTok promotion demonstrates the platform's effectiveness in driving sales. This increase was not only seen in the number of tour packages sold but also in revenue earned by the tour operator. This finding strengthens evidence that investment in digital marketing through TikTok provides significant return on investment for tourism businesses.

Several factors contributing to this sales increase include increased destination visibility through FYP algorithm reach, positive destination image formation through attractive visual content, and increased potential tourist trust through testimonials and reviews from other users. Price factors and booking convenience integrated with digital platforms also influenced tourist purchase decisions.

The conversion from content view to actual purchase appears facilitated by the platform's features. TikTok's ability to include direct links and booking information in content and profiles creates a smooth path from inspiration to action. The integration of promotional content with practical booking capabilities reduces friction in the purchase process, a factor identified by Chaffey and Ellis-Chadwick (2019) as critical for digital marketing effectiveness.

4. Conclusion

Based on the research results and discussion, it can be concluded that TikTok utilization as a promotional medium for Geopark Ciletuh tour packages has been well implemented with an average respondent rating of 4.25 in the high category, where visual content, For You Page algorithm, and e-WOM interactions emerged as the main factors supporting promotional effectiveness. The regression analysis proves that TikTok has a positive and significant influence on tour package purchase decisions with a significance value of $0.000 < 0.05$, t -calculated (13.163) $> t$ -table (1.980), and a determination coefficient of 61.3%, meaning TikTok contributes substantially to purchase decisions while the remaining 38.7% is influenced by other factors outside the research model. The implementation of TikTok promotion strategies successfully increased tour package sales by 47.3%, from 165 packages before intensive promotion to 243 packages after intensive promotion, generating additional revenue of IDR 390,000,000. This research confirms that TikTok serves as an effective digital marketing medium in the tourism industry, particularly in increasing destination visibility, building potential tourist trust through authentic visual content, and encouraging tour package purchase decisions.

Reference

- [1] Anderson, K. E. (2023). Short-form video marketing and consumer engagement: Evidence from TikTok. *Journal of Digital Marketing*, 45(2), 112-128.
- [2] Bhandari, A., & Bimo, S. (2022). TikTok's algorithm and user engagement: Understanding the For You Page. *Social Media + Society*, 8(3), 1-12.
- [3] Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet. *Tourism Management*, 29(4), 609-623.
- [4] Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
- [5] Chen, Y., Wang, Y., & Li, X. (2020). User-generated content and destination image formation on social media. *Tourism Management*, 78, 104058.
- [6] Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- [7] Dinas Pariwisata Kabupaten Sukabumi. (2023). *Laporan Tahunan Kunjungan Wisata Geopark Ciletuh*. Sukabumi: Dinas Pariwisata Kabupaten Sukabumi.
- [8] Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- [9] Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44-57.
- [10] Fiore, A. M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail & Distribution Management*, 35(6), 421-442.
- [11] Gonzalez-Rodriguez, M. R., Dominguez-Quintero, A. M., & Paddison, B. (2023). TikTok and travel purchase decisions: The role of influencer marketing. *Journal of Travel Research*, 62(4), 891-908.
- [13] Huang, Y. C., & Chang, L. L. (2016). A study of the effects of social media on tourists' travel motivation and satisfaction. *Journal of Travel & Tourism Marketing*, 33(4), 549-566.
- [14] Jimenez, F. R., & Mendoza, N. A. (2013). Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products. *Journal of Interactive Marketing*, 27(3), 226-235.
- [15] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- [16] Kim, J., & Kim, M. (2021). Social media and travel decision-making: A comprehensive review. *International Journal of Tourism Research*, 23(4), 567-582.
- [17] Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- [18] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

- [19] Leung, X. Y., Bai, B., & Stahura, K. A. (2013). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147-169.
- [20] Li, Y., & Xie, Y. (2020). Is a picture worth a thousand words? An empirical study of image content and social media engagement. *Journal of Marketing Research*, 57(1), 1-19.
- [21] Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.
- [22] Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46-54.
- [23] O'Connor, P. (2014). Using social media to engage and connect with travelers. *Journal of Tourism Research*, 53(2), 1-15.
- [24] Prayag, G., Hosany, S., & Odeh, K. (2017). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 2(2), 118-127.
- [25] Ritchie, J. R. B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI Publishing.
- [26] Sotiriadis, M. D., & van Zyl, C. (2013). Electronic word-of-mouth and online reviews in tourism services: The use of twitter by tourists. *Electronic Commerce Research*, 13(1), 103-124.
- [27] Statista. (2023). *Social Media Usage Statistics and Trends*. New York: Statista Research Department.
- [28] Suherlan, M., Kusuma, A., & Rahayu, D. (2023). Digital marketing strategy and halal tourism: The role of TikTok in increasing tourist visits. *Journal of Islamic Marketing*, 14(5), 1345-1362.
- [29] Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). SAGE Publications.
- [30] Wang, Y., Chen, X., & Liu, S. (2022). Short-video social media and tourism intention: The mediating role of destination image. *Tourism Management Perspectives*, 42, 100962.
- [31] We Are Social. (2024). *Digital 2024 Report: Indonesia*. Jakarta: We Are Social Indonesia.
- [32] Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.
- [33] Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27-36.
- [34] Zhang, H., & Fu, X. (2022). The impact of short video content on tourist behavior: A study of Douyin. *Journal of Hospitality and Tourism Technology*, 13(3), 421-438.
- [35] Zulli, D., & Zulli, D. J. (2022). Extending the internet meme: Conceptualizing technological mimesis and imitation publics on the TikTok platform. *New Media & Society*, 24(8), 1872-1890.