

From Social Media to Experience: A Digital Marketing Model for Tourism Destinations in Bandung Regency

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Abstract

This study evaluates how destination-focused social media promotion shapes destination image and attractiveness, enhances tourist experience quality, and strengthens revisit intention in Bandung Regency, integrating Stimulus–Organism–Response (S–O–R) with Attention–Interest–Desire–Action (AIDA). This study is using quantitative research with a cross-sectional online survey, which was distributed via social platforms from December 2024 to April 2025 using purposive sampling (n = 300 adults aged 18 years or above who had visited in the last two years or were considering a visit and had used social media in the past three months). After standard reliability and validity checks, data were analysed with PLS-SEM (SmartPLS 4). All hypothesised direct paths are positive and significant. The model explains a moderate share of variance in revisit intention and achieves an overall Goodness of Fit (GoF), indicating acceptable explanatory and practical relevance. Short-form visuals, credible User Generated Content (UGC)/testimonials, and interactive formats should be paired with on-site delivery that confirms expectations to convert engagement into repeat visitation. Limitations from this study are that using non-probability sampling yielded a student-dominated (69.3%) and female-skewed (61.7%) sample recruited via social media, a cross-sectional and self-report data limit generalisability to digitally active segments. Future research should adopt probability or quota sampling to balance demographics, assess out-of-sample prediction, include additional drivers (e.g., satisfaction, service quality), and replicate across seasons, platforms, and destinations. The study formalises AIDA stages as organismic states within the S–O–R framework and empirically tests this unified mechanism in a post-pandemic Indonesian destination context.

Keywords: social media promotion, destination image, destination attractiveness, tourist experience, revisit intention.

INTRODUCTION

Tourism is a strategic pillar of Indonesia's economy, yet the COVID-19 shock cut foreign arrivals by 78.84% in 2020 before a 447.08% rebound in 2022 (Dinas Pariwisata dan Kebudayaan Kabupaten Bandung, 2025). Social media is a high-leverage channel to restore visibility and stimulate travel decisions. Indonesia has approximately 139 million social media users, and TikTok and Instagram are the most-favoured platforms for trip inspiration (Kemp, 2024). In Bandung Regency, visits rose from 6.65 million in 2022 to more than 7 million in 2023 and are projected to reach 7.6 million in 2024 (Dinas Pariwisata dan Kebudayaan Kabupaten Bandung, 2025), while the Regency ranks third for foreign tourists after Bogor and Cianjur (BPS Provinsi Jawa Barat, 2024). Peak-season surges (Christmas–New Year) require destination management to safeguard service quality and strengthen destination image for sustained growth. Consistent with this context, social media marketing is crucial in recovery and can shift tourism trends and attract visitors (Baber & Baber, 2023). However, evidence remains limited on how social media stimuli translate into revisit intention via destination image, attractiveness, and experience quality in post-pandemic Indonesia. This study addresses that gap by integrating Stimulus–Organism–Response (S–O–R) with Attention–Interest–Desire–Action (AIDA) to model the mechanism in Bandung Regency.

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At the same time, social media broadens reach and shapes destination image in real time through user-generated content, influencing tourist decisions and revisit intentions (Baber & Baber, 2023). Beyond one-way promotion, it enables two-way interaction that strengthens perceived behavioural control during trip planning (Leung, Law, Van Hoof, et al., 2013), aligning with the Theory of Planned Behaviour in which attitudes, subjective norms, and perceived control drive intention (Ajzen, 1991). Destination image and experience are central mechanisms; positive imagery increases the likelihood of return, and experience quality mediates the image, such as the revisit link (Echtner & Ritchie, 2003; Prayag & Ryan, 2012). However, the evidence tracing these TPB-consistent pathways under social media promotion remains scarce. This study fills the gap by testing how social media stimuli translate into revisit intention via destination image and experience quality, offering an S-O-R and AIDA synthesis tailored to Bandung Regency.

This study examines whether and how social media activities drive tourists' revisit intentions to Bandung Regency by testing a unified S-O-R with the AIDA model. In this framework, social-media content acts as the external stimulus that captures attention and builds interest (A–I) (Leung, Law, van Hoof, et al., 2013; Mattei, 2024; Weng et al., 2021; Xiang & Gretzel, 2010a), then consolidates desire (D) through shifts in organismic evaluations central to tourism namely destination image (Beerli & Martín, 2004), destination attractiveness and expected or remembered experience quality which mediate the pathway to the response of revisit intention as action (A) (Chi & Qu, 2008a; Oliver, 1999). AIDA supplies the temporal micro-process across touchpoints (e.g., short-video hooks as attention; informative captions/carousels as interest; UGC/testimonials and sense-making as desire), while S-O-R provides the causal structure suitable for empirical testing. Integrating both yields a single, testable mechanism that links platform stimuli to loyalty.

The theoretical novelty lies in explicitly formalising AIDA stages as organismic states within S-O-R and the empirical test of this unified mechanism in Bandung Regency. The gap of this study is the lack of post-pandemic evidence on this integrated pathway, and this study addresses it by estimating an S-O-R with the AIDA model and translating results into actionable destination-marketing levers.

LITERATURE REVIEW

Digital Marketing in Tourism Context

In the tourism context, digital marketing can be understood as the technology-enabled orchestration of communications that reach broader audiences in personal and relevant ways, while cultivating emotional ties between travelers and destination brands (Kotler et al., 2021). Building on this view, Kotler highlights AI-driven personalization's role in tailoring experiences such as destination recommendations, customized itineraries, and targeted social media offers that deepen engagement and loyalty among prospective visitors (Kotler et al., 2021). Digital marketing is also defined as a multi-channel, interactive approach (spanning paid, owned, and earned media) aimed at lifting engagement, conversion, and brand awareness, with the added benefit of measurable performance at a global scale. Compared with relatively static, one-to-many tactics like email blasts or SEO, social platforms (e.g., Instagram, TikTok) enable destinations to broaden reach and facilitate two-way interaction with travelers in real time (Chaffey & Ellis-Chadwick, 2022).

Social Media in Tourism

Social media is a digital platform that allows people to create and share content and interact with each other (Kaplan & Haenlein, 2010). Social media engagement is how people interact with the content on these platforms. This engagement category includes cognitive, affective, and behavioral engagement (Hollebeek et al., 2014). Cognitive means attention/mental effort to explore destination information or watch informative videos, affective means feelings such as satisfaction, joy, or awe toward a place, and behavioral means actions like clicking links, sharing posts, or making inquiries/reservations (Hollebeek et al., 2014). To assess the effectiveness of engagement efforts, the study highlights commonly used metrics—reach, shareability, and click-through rate (CTR)—which indicate audience exposure, diffusion potential, and concrete interest in the destination.

Empirical evidence synthesized in this study reinforces that social media's strategic role shapes visitors' perceptions and decisions and is associated with tourists' choice of specific destinations (Joo et al., 2020), while visually rich content simultaneously promotes attractions and circulates traveler experiences. Effects can vary across market segments, such as gender moderating the link between social media marketing and purchase intention (Luong et al., 2021), and trust cultivated through social platforms significantly lifts purchase intention (Loan et al., 2020). Beyond direct effects, social media also influences tourism-friendly behavior by increasing destination attractiveness and positive attitudes (Alzaydi & Elsharnouby, 2023), and a destination's social media strategy has measurable impacts on online reputation and image, ultimately shaping desire to

visit (Baber & Baber, 2023). Consistent with this view, social media is not a one-way broadcast but supports two-way interaction that strengthens engagement and trust (Leung, Law, Van Hoof, et al., 2013). This aligns with customer engagement theory as a driver of loyalty and repeat visitation (Petit et al., 2019) and with findings that user-generated content forms destination image in real time, significantly affecting decisions (Xiang & Gretzel, 2010a). Complementing these managerial perspectives, social media shapes travel behavior, positioning social media as a strategic instrument to build awareness, strengthen image, and steer revisit intentions (Khan et al., 2025).

Revisit Intention

Revisit intention is framed as a traveler's inclination to visit—or return to—a destination, shaped by prior experiences, the destination's image, and a constellation of psychological and social influences. To explain these antecedents, the Theory of Planned Behavior (TPB) (Ajzen, 1991) is adopted, positing three proximal determinants of intention: attitude, subjective norm, and perceived behavioral control. In the tourism context, attitude reflects how positively or negatively travelers evaluate a place based on information and prior experience; subjective norm captures social pressure from referents (e.g., friends/family recommendations); and perceived behavioral control reflects the degree of control travelers feel over traveling, influenced by constraints like time, cost, and access.

Within this framework, the study highlights how social media helps configure the beliefs feeding TPB: platforms and user-generated content can elevate destination attractiveness and positive attitudes, while a destination's social media strategy shapes e-reputation and image, ultimately nudging the desire to visit. In addition, two-way interactions on social channels strengthen engagement and trust, enriching the informational base travelers rely on when forming intentions. Overall, TPB clarifies how attitudes, subjective norms, and perceived control—as influenced by destination images and communications circulating on social media—translate into decisions to visit or revisit Bandung Regency's attractions.

Destination Image

The destination image is the tourists' comprehensive perception of a tourist location. Previous research indicates that destination image comprises two primary dimensions: cognitive and emotive (Echtner & Ritchie, 2003). The mental dimension encompasses the knowledge and beliefs tourists hold about the destination, while the affective dimension relates to the emotions and feelings that arise when thinking about or experiencing the destination. These two dimensions interact and significantly affect travelers' intention to visit. In the digital marketing era, destination image is a mediator linking marketing efforts through social media with visitation intentions. An effective promotional strategy can enhance the positive image of a destination, thereby increasing tourist interest in visitation (Baber & Baber, 2023). A compelling image captures attention and fosters increased trust and interest among prospective visitors. Destination managers must prioritize developing and maintaining a favorable image via diverse marketing channels, such as social media, to enhance tourist attraction.

Destination Attractiveness

Destination attractiveness is conceived as a bundle of distinctive features that draw visitors and often constitute the primary reason for travel; in the study, it is positioned as an intervening link between pro-tourism behaviors and social media marketing, implying that places with stronger inherent appeal are easier to promote and more likely to convert attention into visits (Alzaydi & Elsharnouby, 2023). Building on classic typologies, attractions are grouped into natural, cultural, and artificial/man-made forms: natural assets (e.g., mountains, beaches, national parks), cultural assets (heritage sites, festivals, local traditions), and built facilities (theme parks, museums, shopping centers). These categories curate distinctive experiences that strengthen a destination's reputation and factor into travelers' revisit choices (Gunn, 1988). When appeal is high, visitors are more likely to form positive impressions, advocate for the place to others, and plan a return visit. Hence, destination managers should continually enhance and promote existing attractions while designing memorable on-site experiences—treating attractions as magnets and as the foundation for long-term relationships between tourists and the place.

Tourist Experience

Tourist experience in this study is conceived as the outcome of tourists' ongoing interactions with the local setting, services, and residents across the trip, with evaluative meaning built through those touchpoints; drawing on the Experience Economy, the research adopts four experiential realms—entertainment, education,

escapism, and aesthetics—as the lenses through which visitors perceive and interpret a destination (Pine & Gilmore, 2013).

A consistent pattern in the research's synthesis is that experience quality materially shapes downstream outcomes—satisfaction, perceived value, destination image, and behavioral intentions—such that high-quality experiences yield positive appraisals of place and a higher propensity to return (Joo et al., 2020). Moreover, authentic and immersive encounters heighten satisfaction and foster loyalty (Pine & Gilmore, 2013). Empirical evidence shows that emotional and aesthetic responses during travel increase both revisit willingness and word-of-mouth recommendations (Hosany et al., 2007), underscoring the value of designing meaning-rich experiences rather than merely promoting physical attributes. The study further notes that travelers' experiences are primed and filtered by digital cues—destination marketing content and social media reviews encountered before and during travel; favorable narratives and informative posts elevate expectations, whereas negative reviews can dampen interest, implying that managers should curate and learn from social feedback to strengthen attraction and loyalty.

Revisit Intention

In this study, revisit intention is understood as the likelihood that travelers will return to a destination based on what they experienced previously; consistent with consumer-behavior theory, intention to repurchase or revisit is primarily anchored in the satisfaction derived from prior consumption episodes (Oliver, 1999). Building on this, evidence compiled in the study indicates that previous experience directly shapes perceived value, satisfaction, and destination perceptions—factors that, taken together, strengthen the propensity to return; put simply, favorable past visits are strong predictors of a future revisit decision (Brown, 2006).

Revisit intention in today's tourism context also emerges from a synergy among social media promotion, destination image, and tourist experience: promotional content primes expectations and image, the on-site experience confirms or disconfirms those expectations, and the resulting satisfaction feeds intention to return. The study stresses that platforms such as Instagram and TikTok enable destinations to project attractive visuals, testimonials, and immersive narratives that shape tourists' cognitive and emotional appraisals before arrival, laying a base for the experience. When the on-site experience aligns with that image, stronger emotions and higher satisfaction follow—raising the likelihood of a repeat visit. To formalize these links, the study adopts S-O-R Model (Mehrabian & Russell, 1974) which treating social media promotion as the stimulus, destination image/attractiveness/experience quality as the organism, and revisit intention as the response and complements it with AIDA Model which developed by St Elmo Lewis in 1898 in attempt to explain how personal selling works (Doyle, 2011) to map how attention, interest, desire, and action unfold in digital touchpoints. This integrated lens clarifies how online cues shape internal states and return decisions in Bandung's tourism context.

Research Framework

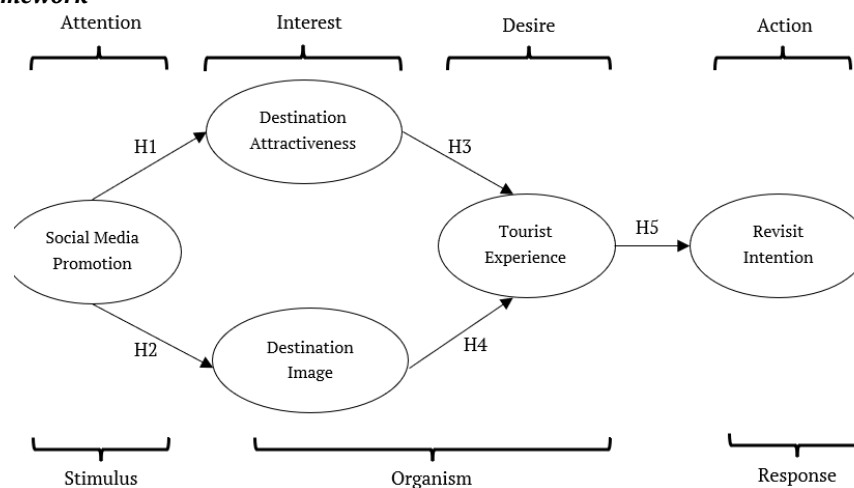


Figure 1. Proposed Framework

Source: Research data, 2025

This study defines the stimulus as social media promotions, the organism as destination image, destination attractiveness, and tourist experience quality, and the response as tourists' intention to revisit. This method offers a thorough framework for examining psychological processes and behaviors influencing tourists' decisions in Bandung Regency in the digital era. According to the framework (Figure 1), the formulated hypotheses are:

H1: Tourist destinations become more attractive if promoted on social media.

H2: Social media promotion positively influences destination image.

H3: The tourist destination's attractiveness influences the quality of the tourist experience.

H4: The tourist destination's image influences the quality of the tourist experience.

H5: Quality of the tourist experience increases the intention to revisit.

METHODS

This study evaluates social media's influence on tourist behavior, especially in Bandung Regency. This study uses a quantitative, cross-sectional survey of tourists who visited Bandung Regency in the past two years, with purposive sampling to ensure direct destination experience and exposure to social media promotions. The respondents were selected based on specific criteria that align with research objectives (Suhartanto et al., 2023). The data was collected through an online survey shared on social media platforms from December 2024 to April 2025. The survey questionnaire was divided into two sections. The first section focused on gathering demographic information from the respondents. The second section contains questions about the research variables using a five-point Likert scale ranging from "strongly disagree" to "strongly agree". The 300 collected respondents consist of adult tourists (18 and older) who have visited within the last two years or are considering visiting Bandung Regency, particularly those who engaged or interacted with the destination through social media platforms like Instagram and TikTok, and used social media in the past three months to gather information or make decisions about travel destinations. The data processing methods using SmartPLS 4 software for descriptive analysis and to examine correlations between variables (social media promotion, destination attractiveness, destination image, tourist experience, and revisit intention) using the Structural Equation Modeling (SEM-PLS) method. This design rigorously verifies social media and image/experience, revisits pathways, and yields actionable guidance for destination marketing in Bandung Regency.

Given this sampling frame, we acknowledge that the realized sample is student-dominated (69.3%) and female-skewed (61.7%). This constrains population representativeness but remains acceptable for our theory-testing aim, which is to estimate a causal mechanism rather than population prevalence. Theory advances cumulatively through analytical generalization and multi-context replication (Calder et al., 1982; Peterson & Merunka, 2014). The composition also fits the phenomenon under study of social media-driven travel decisions, because travelers, especially younger cohorts, rely heavily on social platforms for trip planning and exhibit documented gender differences in activity planning via social media (Karatsoli & Nathanail, 2020; Xiang & Gretzel, 2010a). Methodologically, using PLS-SEM for a complex, prediction-oriented model combined with complete measurement diagnostics and out-of-sample prediction helps attenuate inferential risk in non-probability samples (Hair et al., 2021; Shmueli et al., 2016).

The basic characteristics of the collected data are described and analyzed using this descriptive analysis. The descriptive statistics include mean, standard deviation, and frequency distribution, which are calculated to give an overview of the demographic profile of the participants and the distribution of the key variables in this study (Suhartanto, 2020). To analyze the relationship between latent constructs and relevant indicators in this study, SEM analysis was conducted to evaluate the complex cause-and-effect relationships while evaluating the structural and measurement models' validity (Suhartanto et al., 2023). At the measurement model (outer model) stage, the relationship between the latent construct and the relevant indicators is tested (convergent validity, discriminant validity, and construct reliability among the criteria). At the structural model (inner model) stage, the relationships between the latent constructs are examined to determine how consistent the theoretical model is with the data (path coefficients (β), R^2 values, and effect sizes (f^2)). This combination supports testing of research hypotheses and provides a broader view of the data. The next step is to evaluate the statistical significance of these relationships by bootstrapping, a technique that provides confidence intervals and stability for the path coefficients. Whether the hypothesis (H1-H5) is supported or rejected is based on the statistical significance of each path coefficient ($p < 0.05$). The hypothesis is validated if the path coefficient is significant and the R^2 value shows sufficient explanatory capacity. This indicates that the model fits the data well (Hair et al., 2021).

RESULTS AND DISCUSSION

Demographic Profile

Table 1 shows the demographic profile of 300 respondents collected in this research. In terms of age group, the majority of respondents are young adults, with 88% (200 respondents) being 18 to 29 years old, followed by the 30-39 age group at 8% (24 respondents), and respondents aged over 40 years in total accounted for around 5% (12 people). Regarding gender, female respondents dominate at 61.7% (185 respondents), while men represent 38.3% (115 respondents). Regarding educational background, the majority of respondents had completed a high school degree with 69.3% (216 respondents), followed by a bachelor's degree with 18.3% (55 people), a diploma with 8% (24 respondents), and postgraduate graduates with 1.7% (5 respondents). In terms of occupation, most respondents are students with 69.3% (208 respondents), and the rest consisted of private employees at 9.3% (28 respondents), entrepreneurs at 6.7% (20 respondents), civil servants at 4.3% (13 respondents), and various other occupations with a percentage of 10.4% (31 respondents). For the monthly income category, most respondents had an income of less than Rp1,000,000, which amounted to 46% (138 respondents). The income group between Rp1,000,001 to Rp3,000,000 reached 32.3% (97 respondents), the income group between Rp3,000,001 to Rp5,000,000 reached 13.7% (41 respondents), and the income group above Rp5,000,000 reached 8% (24 respondents). According to the data, the sample consists of individuals with diverse characteristics.

Table 1. Demographic Profile

	Characteristic	Frequency	Percentage (%)
Age	18-29	264	88
	30-39	24	8
	40-49	7	2.3
	>50	5	1.7
Gender	Male	115	38.3
	Female	185	61.7
Last Education	High School	216	72
	Diploma	24	8
	Bachelor	55	18.3
	Post Graduate	5	1.7
Occupation	Students	208	69.3
	Private Employee	28	9.3
	Civil Servants	13	4.3
	Entrepreneur	20	6.7
	Others	31	10.4
Income (Rp)	<1.000.000	138	46
	1.000.001-3.000.000	97	32.3
	3.000.001-5.000.000	41	13.7
	>5.000.000	24	8
Frequency of Visit	1 time	155	51.6
	2-3 times	134	44.7
	4-5 times	9	3
	>5 times	2	0.7

Source: Research Data, 2025

Descriptive Analysis

Descriptive analysis was conducted in this study to evaluate respondents' perceptions of each research variable. Each construct was analyzed using the mean and standard deviation to illustrate the general trend and the degree of variability in respondents' answers. Table 2 shows that Destination Image (DI) has the highest mean score (4.62), indicating that social media has played an important role in shaping perception, both the cognitive aspect (information about the destination) and affective aspect (emotional connection with the destination). Destination Attractiveness (DA), Tourist Experience (TE), and Revisit Intention (RI) have moderately high mean scores (4.28, 4.21 & 4.22), which describes a pleasant and satisfying experience, so they have a strong desire to revisit the destination in the future. Although Social Media Promotion (SMP) shows the lowest mean score (4.11), they generally agree on the importance of social media in promoting tourist destinations. However, all constructs show average scores above 4, suggesting positive perception toward Social Media Promotion, Destination Attractiveness, Destination Image, Tourist Experience, and Revisit intention. Most of the standard deviation values are below 1.0, indicating a good consistency level among respondents' answers. This indicates that perceptions of each indicator are fairly uniform within the sample

group. Overall, this descriptive analysis provides a solid initial understanding and supports the interpretation process in the subsequent structural model testing.

Table 2. Descriptive Analysis and Measurement Model Result

Construct / Item	Mean	Std. Deviation	Outer Loading	Cronbach's Alpha	AVE
Social Media Promotion (SMP)	4.11	0.759		0.874	0.570
SMP1	4.22	0.658	0.707*		
SMP2	4.13	0.664	0.729*		
SMP3	4.16	0.721	0.771*		
SMP4	4.13	0.722	0.780*		
SMP5	4.16	0.759	0.727*		
SMP6	3.91	0.970	0.771*		
SMP7	4.08	0.820	0.798*		
Destination Attractiveness (DA)	4.28	0.669		0.943	0.686
DA1	4.33	0.664	0.875*		
DA2	4.33	0.670	0.852*		
DA3	4.27	0.636	0.849*		
DA4	4.33	0.656	0.858*		
DA5	4.31	0.654	0.847*		
DA6	4.24	0.671	0.830*		
DA7	4.27	0.668	0.802*		
DA8	4.27	0.661	0.798*		
DA9	4.21	0.698	0.737*		
Destination Image (DI)	4.62	0.719		0.783	0.574
DI1	4.18	0.715	0.778*		
DI2	4.20	0.735	0.768*		
DI3	4.19	0.673	0.751*		
DI4	4.13	0.797	0.726*		
DI5	4.20	0.721	0.761*		
DI6	4.24	0.692	0.756*		
DI7	4.21	0.703	0.751*		
Tourist Experience (TE)	4.21	0.675		0.906	0.572
TE1	4.22	0.665	0.740*		
TE2	4.21	0.645	0.746*		
TE3	4.15	0.690	0.774*		
TE4	4.14	0.663	0.752*		
TE5	4.28	0.676	0.793*		
TE6	4.20	0.697	0.755*		
TE7	4.19	0.643	0.715*		
TE8	4.28	0.718	0.786*		
TE9	4.27	0.686	0.741*		
Revisit Intention (RI)	4.22	0.758		0.796	0.621
RI1	4.20	0.713	0.795*		
RI2	4.21	0.816	0.751*		
RI3	4.21	0.741	0.805*		
RI4	4.27	0.764	0.800*		

Source: Research Data, 2025

Measurement Model

The results of the external model testing, presented in Table 2, show that all indicators have a loading value of more than 0,7, which is in accordance with the minimum standard (Hair et al., 2021) to ensure the convergent validity of indicators. This suggests that each indicator accurately reflects the measured construct and is suitable for further analysis. The composite reliability values also range from 0,70 to 0,90, indicating construct reliability within the "fairly good to very satisfactory" category. This finding is further supported by the Cronbach's alpha values, which also fall within the same range, demonstrating good internal consistency among the variables. All constructs' Average Variance Extracted (AVE) values also meet the minimum threshold of 0.50. These AVE values indicate that each construct explains more than 50% of the variance in the indicators forming it, thereby confirming the fulfillment of the convergent validity of these constructs. Therefore, it can be concluded that the measurement model used in this study is valid and reliable, so it is ready to be used in structural analysis to test the relationship between constructs with a high confidence level.

Table 3. Heterotrait-Monotrait Ratio

	DA	DI	RI	SMP
DI	0.710			
RI	0.466	0.452		
SMP	0.506	0.644	0.569	
TE	0.634	0.603	0.782	0.659

Source: Research Data, 2025

As a more reliable method for assessing discriminant validity, the HTMT (Heterotrait-Monotrait) ratio correlation was applied. The suggested cutoff value for HTMT is 0,90, particularly in structural models involving constructs with high conceptual similarity (Hair et al., 2021). All HTMT values between variables below 0,90 indicate discriminant validity between constructs, as shown in the data in Table 3. Model measurements on each latent variable show valid and reliable results, as seen from the HTMT value. This indicates that each construct has a clear distinction without significant overlap. This allows further analysis of the relationships between constructs with high confidence in the model's validity. Consequently, the discriminant validity requirement of the measurement model has been met, as shown in the findings presented in Table 3.

Table 4. Structural Model Test Result

Test	Result
Average Path Coefficient	0.504
Average R ²	0.384
Average Adjusted R ²	0.382
Goodness of Fit (GoF)	0.465

Source: Research Data, 2025

Structural Model

After collecting the results of the reliability and construct validity tests, the structural model evaluation was conducted. Using the R^2 value as the main benchmark, this analysis evaluated the influence of independent variables on the dependent variable. According to general social science standards, a R^2 value of 0,75 indicates a very strong influence, a value of 0,50 indicates a moderate influence, and a value of 0,25 indicates a weak influence (Hair et al., 2021). The average R^2 value obtained was 0,384, indicating that the model resolved 38,4% of the variation in the dependent variable, and an acceptable mid-range for attitudinal models. Crucially, this magnitude is substantively expected for intention models; however, a seminal meta-analysis of the Theory of Planned Behavior reported that its predictors explain $\approx 39\%$ of the variance in intention, which is virtually identical to our estimate (Armitage & Conner, 2001). Given the multi-causal nature of revisit intention in tourism, a moderate R^2 is coherent with influential drivers not modeled here (e.g., satisfaction, service quality, risk/constraints, costs, seasonality). Prior tourism studies show that experience quality and destination image/satisfaction are strong antecedents of loyalty and revisit, suggesting that R^2 would plausibly increase when such constructs are added, albeit at the cost of parsimony (Chen & Chen, 2010; Chi & Qu, 2008b). The average R^2 value indicates that social media-driven organismic evaluations (image, attractiveness, experience) account for a meaningful share of revisit intention while leaving theoretically coherent scope for additional drivers—aligning with both PLS-SEM benchmarks and tourism-intention evidence.

The Tenenhaus Goodness of Fit (GoF) values are divided into three categories: small (0,10–0,24), medium (0,25–0,35), and large (more than 0,36). The results showed that the large category had the highest GoF value, indicating that the model fits the data well. Overall, the results of the structural model evaluation indicate that it functions well in explaining the relationships between variables and the influence of each of these variables on the outcomes. The relationship between variables is free from significant collinearity issues and has an adequate level of fit to the data used. In this study, the influence of the independent variable on the dependent variable is measured by the effect size value (f^2). According to the guidelines, the value (f^2) indicates the strength of the influence, with a small effect valued at 0,02, a medium effect valued at 0,15, and a large effect valued at 0.35 (Hair et al., 2021).

Table 5. Effect Size & Direct Effect Result

Variables	f^2	Interpretation	β	T-Value	P-Value	Remarks
SMP → DA	0.300	Big	0.471	0.053	0.000	Significant
SMP → DI	0.380	Big	0.571	0.052	0.000	Significant
DA → TE	0.298	Big	0.422	0.074	0.000	Significant
DI → TE	0.115	Currently	0.273	0.071	0.000	Significant
TE → RI	0.444	Big	0.666	0.041	0.000	Significant

Referring to the data in Table 5, the relationship between the variables indicates that the effect of SMP on DA has an (f^2) value of 0,300, which falls into the large category. In the same way, the influence of SMP on DI is considered strong, with a value of 0,380. The influence of DA on TE is also considered significant, with a value (f^2) of 0,298. Meanwhile, the effect of DI on TE with a value of 0.115 is in the medium category. Meanwhile, the relationship between TE and RI, with a value of 0,444, shows a very strong influence. The results, except for the influence of DI on TE, which is considered moderate, show that the DI variable has a relatively weak influence on the structural model used. Therefore, it can be said that the SMP, DA, and TE variables significantly influence the intended attachment variable. However, the DI variable has a relatively weak influence in this study.

Hypotheses Testing

Path coefficients, which indicate the strength and direction of the relationship between the hypothesis and the construct being tested, are used in structural models to indicate the relationship between constructs. Path coefficient values close to zero usually indicate a statistically insignificant relationship. The empirical t-value and the critical value are compared to measure statistical significance. The coefficient is considered significant if the empirical t-value is greater than the critical value (Hair et al., 2021). The critical values used in the two-tailed test are 1,65 for a 10% significance level, 1,96 for 5%, and 2,57 for 1%. In marketing research, a 5% significance level is commonly applied (Hair et al., 2021). The results of the path coefficient test are presented in Table 5 above.

As reported in Table 5, all hypothesised direct paths are positive and significant ($p < 0.001$). Specifically, social media promotion (SMP) exerts significant effects on destination attractiveness (DA) ($\beta = 0.471$) and destination image (DI) ($\beta = 0.571$); both DA to tourist experience (TE) ($\beta = 0.422$) and DI to TE ($\beta = 0.273$) are significant, confirming the organismic channel of the model. The largest standardised effect is TE to revisit intention (RI) ($\beta = 0.666$), identifying experience quality as the dominant proximal driver of loyalty intention. Accordingly, all direct-effect hypotheses are supported, and no unsupported paths are observed. Read together with the model's moderate explanatory power for RI ($R^2 = 0.384$), these coefficients indicate that social media stimuli chiefly operate indirectly by strengthening image and attractiveness, which, in turn, accumulate into experience quality that propels revisit intention.

Discussion

This study explores how promotion through social media contributes to shaping the image of a destination, increasing its appeal, influencing the tourist experience, and ultimately encouraging tourists to revisit tourist destinations in Bandung Regency. The findings of this study provide deep insights into the role of social media as an increasingly vital digital marketing tool in the context of modern tourism. Descriptive evidence indicates respondents view social media as providing accessible information, attractive visuals, and relevant content that facilitate planning and anticipation, consistent with interactive, two-way communication benefits often noted in the tourism digital literature (Xiang & Gretzel, 2010b). Extending this, recent work shows that social network members' destination images can shift one's own evaluations and choice, aligning with our context of Instagram and TikTok-driven cues (Pan et al., 2021). Within our S-O-R framing, social content functions as the stimulus that activates attention and interest, such as short-form hooks and informative captions, and also seeds desire via credible UGC or testimonials. AIDA thus supplies the temporal micro-process by which exposure becomes conation (Weng et al., 2021).

The results of the structural model testing show that promotion through social media has a significant and large influence on destination attractiveness ($\beta = 0.471$) and destination image ($\beta = 0.571$). These findings confirm the previous research, which asserts that social media marketing strategies can enhance destination attractiveness and positive attitudes toward the impacts of tourism, ultimately encouraging pro-tourism behavior (Alzaydi & Elsharnouby, 2023). Destination attractiveness, which includes cultural uniqueness, natural beauty, and supporting facilities, has been proven to be a key factor in creating positive tourist experiences (Echtner & Ritchie, 2003). Destination image, which consists of cognitive and affective dimensions, has also been proven to significantly contribute to tourist experiences, although with a more moderate influence compared to destination attractiveness. A previous study explains that a strong destination image can increase visitation intent by influencing positive perceptions and feelings toward the destination. This reinforces the argument that effective promotion must be able to build a good image to strengthen the emotional connection between tourists and the destination (Phillips & Jang, 2007). Image often works indirectly through satisfaction/experience; when these proximal evaluations are modeled, the direct image to revisit link shrinks (Chen & Tsai, 2007; Zhang et al., 2014). Measurement/sample effects can compress the

signal (generic, high-mean image items, student-dominated, female-skewed users who rely on vivid social content and judge destinations via realized experience quality) (Sparks & Browning, 2011). Last, destination image construct overlaps with destination attractiveness, which means shared variance is partialled out, leaving experience quality as the most proximal driver. This study's results clarify what is different from prior studies by demonstrating that image and attractiveness operate as distinct organismic channels that converge on experience quality, which in turn dominates revisit intention and thus extends experience-centric evidence in tourism. Image still matters, but mainly by seeding expectations that must be confirmed on site; hence, reporting indirect/total effects provides a fuller account of its role.

Consistent with the experience-economy logic, tourist experience quality is the strongest predictor of revisit ($\beta = 0.666$). Framed within the unified S-O-R with AIDA model, we interpret revisit intention (Action) as the behavioral response resulting from a sequence in which social media stimuli (Attention/Interest) reshape cognitive-affective image and attractiveness (Desire) and materialize as experience quality on site. This explicit formalization constitutes our novel theoretical contribution, which embeds AIDA stages as organismic states within S-O-R and tests the full pathway end-to-end in a social-media-intensive, post-pandemic destination in Bandung Regency, moving beyond parallel references to deliver a single, testable mechanism linking platform stimuli to loyalty intention (Beerli & Martín, 2004; Oliver, 1999; Weng et al., 2021). Compared with more conventional one-to-many tactics, coordinated social campaigns coupled with attraction and experience management create a stronger pathway to repeat visitation. Practically, destinations should prioritize creator collaborations, UGC programs, and service delivery that confirms the promises made online.

CONCLUSION

This study shows that destination-focused social media activities, especially on Instagram and TikTok, shape destination image and attractiveness, elevate tourists' on-site experience, and, in turn, strengthen their intention to revisit Bandung Regency. Using a quantitative survey and PLS-SEM, we find that social media promotion improves image and attractiveness, both feed into experience quality, the strongest proximal driver of revisit intention. Short-form visuals, credible testimonials, and interactive formats help capture attention, build trust, and align expectations with visitors' encounters. Destination managers can therefore prioritize creator collaborations, UGC programs, and clear calls to action online, while ensuring on-site delivery, such as facilities, service, and crowd management, to confirm the promise made digitally. Optimizing the link between online persuasion and on-site experience can boost loyalty and repeat visitation among domestic and international travelers to Bandung Regency.

Theoretical Implications

This study extends the Stimulus-Organism-Response (S-O-R) framework by integrating experience quality as a mediating variable between destination attributes (e.g., destination attraction and destination image) and revisit intention. It provides empirical support for the theoretical proposition that external stimuli (social media) influence internal responses (tourist perceptions and experiences), which ultimately affect behavior (Mehrabian & Russell, 1974). These findings support the Theory of Planned Behavior (Ajzen, 1991), which states that social media promotion can influence tourists' attitudes and perceived control over a destination. In addition, the Behavioral Engagement Model (Hollebeek et al., 2014) states that emotional connection and interaction with social content can increase tourists' loyalty and intention to revisit. In addition, this study emphasizes how important real experiences are in encouraging the desire to revisit. This is in line with the concept of the experience economy (Pine & Gilmore, 2013).

Managerial Implications

First, the Tourism Office should run an always-on social calendar that pairs flagship assets (TikTok, Instagram Reels, carousels) with community pages in Lembang, Ciwidey, and Pangalengan as engagement-focused promotion. Prioritize short hooks, clear captions, and subtitles; publish during peak windows and lean on micro-influencers who post episodic stories from trails, tea plantations, lakes, and markets. Launch monthly UGC challenges that invite visitors to share route tips, cost breakdowns, and safety advice, then re-share the best entries. Social listening tracks questions and pain points and answers them within hours. Maintain a distinct voice in Bahasa Indonesia and English, apply accessible design (alt text, readable type, safe color contrast), and moderate comments to protect community norms. Combine organic posts with small paid boosts targeted to lookalike audiences and interest clusters; cross-post with schools, clubs, and homestays. Measure engagement depth using saves, shares, profile taps, and click-throughs to WhatsApp or a booking microsite, then refine content themes weekly based on performance. Partner with local creators to co-produce bilingual

mini-guides and behind-the-scenes footage from festivals and harvest seasons, ensuring cultural authenticity and year-round storytelling.

Second, coordinate with site managers so that on-site reality matches the online promise. Standardize signage, cleanliness, and queue systems to ensure reliable basics such as toilets, prayer rooms, and first-aid. Curate photogenic and inclusive photo points, add QR-coded maps and free Wi-Fi in nodes with heavy footfall, and train frontliners to deliver five-minute wow moments through friendly scripts, wayfinding help, and rapid service recovery. Develop thematic micro-itineraries (tea gardens, sunrise hills, waterfalls, culinary streets) that bundle transport, tickets, and F&B, and coordinate opening hours to minimize congestion. Encourage vendors to offer small trials or demos that translate desire into hands-on experiences. Capture feedback through QR surveys and kiosk prompts at exit, monitor real-time sentiment, and close the loop within forty-eight hours. Track experience quality with simple dashboards covering cleanliness, staff warmth, crowding, safety, and value for money, and publish monthly scorecards to partners to drive continuous improvement. Where feasible, provide shaded rest areas, water refill points, stroller and wheelchair access, and clear emergency signage—pilot timed entry on weekends to smooth peaks and protect the visitor experience.

Last, make the action step effortless by linking every post and story to a fast mobile page or WhatsApp chat pre-filled with dates, prices, and directions as encouragement and conversion. Offer time-limited bundles for shoulder periods, family passes, and second-visit discounts, and retarget viewers who saved or shared content with reminders and itinerary nudges. Launch a lightweight loyalty program that issues digital stamps for each sub-district visited and unlocks local perks; add referral rewards for bringing friends. Maintain post-visit contact with email or messaging sequences that request reviews, prompt photo uploads, and suggest a complementary trail within three months. Instrument measurement with UTMs, pixels, and cohort tracking; run A/B tests on creatives, captions, and calls to action. Build a simple command center that reports weekly on reach, engagement depth, leads, bookings, and revisit intent, and use the insights to reallocate budget. Formalize roles, response-time standards, and a crisis protocol so campaigns stay consistent and resilient. Coordinate with hotels, transport operators, and MSMEs to create cross-merchant vouchers redeemable on a second trip, and recognize loyal visitors through community spotlights that showcase their stories.

Limitations and Future Research

This study is cross-sectional and concentrated on digitally active visitors, so the findings should be read as analytical generalizations rather than population-wide estimates. A key limitation is seasonality. Because travel demand, content creation, and engagement can vary substantially by month, week, and holiday periods, estimates may be sensitive to when data are captured. Future work should adopt time-aware sampling and modeling, for example, multi-wave panels spanning high and low seasons, month-of-year and holiday fixed effects, and seasonality matching or forecasting methods, to isolate social-media effects from recurrent demand cycles (Duro & Turrión-Prats, 2019; Wang et al., 2023).

A second limitation is that our model treats social media in aggregate, while platform architectures differ. Short-video platforms can trigger rapid attention spikes and demand surges that are operationally distinct from image-first platforms. Future research should run head-to-head, platform-specific tests such as TikTok versus Instagram that compare creative types and metrics such as reach, watch time, completion, saves, and shares, and then estimate treatment and platform interactions on perceptions, experience quality, and revisit. Evidence shows that TikTok can make destinations "famous overnight," highlighting the need for platform-tailored destination management (Wengel et al., 2022; Xu et al., 2023).

Third, the study relies on self-reported intentions. Future work should link survey responses to revealed behavior, such as conversion rates, hotel reservations, ticketing logs, mobility-based visitation, or data partnerships to strengthen behavioral outcomes. Finally, these demographics limit statistical generalization to the wider tourist population and likely emphasize responses of digitally active segments; findings are best viewed as analytical generalizations. Future research should mitigate this bias via probability-based or quota/stratified sampling to balance gender, age, and traveler types and oversampling underrepresented groups. A longitudinal approach could examine how social media promotions and destination images evolve and how these changes impact tourists' loyalty and revisit intentions.

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