

HOW TIKTOK SHORT-FORM VIDEO CONTENT WILL EFFECT ON TOURISM DESTINATION VISIT INTENTION? THE ROLE OF CONSUMER ENGAGEMENT, CONSUMER INVOLVEMENT, AND E-WOM

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Abstract:

The development of short-form video-based social media has positioned TikTok as a strategic channel for tourism destination promotion because it can deliver visual experiences, information, and social validation quickly to prospective tourists. This study aims to analyze the effect of TikTok short-form video content value on visit intention toward Indonesian tourism destinations through the roles of consumer engagement, consumer involvement, and electronic word-of-mouth (eWOM). This study applies the Stimulus-Organism-Response (S-O-R) framework, with content characteristics as the stimulus, perceived value, consumer engagement, and consumer involvement as the organism, and eWOM and visit intention as the response. This study uses a quantitative explanatory approach through an online survey, and the data are analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The study involved 300 TikTok users in Indonesia who had been exposed to tourism destination video content, with respondents predominantly female, in the productive age group, and domiciled in Jabodetabek. The findings show that entertainment, informativeness, credibility, personalization, and irritation significantly influence perceived value, while incentives do not have a significant effect. The findings also reveal that perceived value positively influences consumer engagement, consumer involvement, and visit intention, while consumer engagement, consumer involvement, and eWOM contribute to increasing visit intention through psychological engagement and digital recommendation mechanisms. This study contributes theoretically by extending the application of the S-O-R framework to TikTok short-form video content in digital tourism marketing and managerially by providing implications for destination managers to design informative, credible, entertaining, personalized content that encourages user interaction and positive eWOM.

Keywords: TikTok, Short-Form Video, Perceived Value, Consumer Engagement, Consumer Involvement, Ewom, Visit Intention.

INTRODUCTION

Digital transformation in the current era of globalization has fundamentally changed the communication landscape, information consumption patterns, and consumer decision-making mechanisms across many industrial sectors, including tourism. Travel planning, which in previous decades relied heavily on conventional travel agents, physical brochures, and official guidebooks, has shifted radically toward the use of interactive digital platforms. Based on the international report Digital 2025: Indonesia, tourism consumer preferences increasingly show a strong tendency to rely on social media ecosystems to explore, evaluate, and determine their preferred travel destinations. This acceleration in internet technology use is supported by Indonesia's very high internet penetration rate. The latest report from the Indonesian Internet Service Providers Association (APJII)



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in 2025 shows that national internet penetration has reached 80.66%, representing more than 229 million active users, with active social media users reaching 143 million people who spend an average of four to six hours per day online.

This condition places social media as a core pillar of modern marketing strategy based on the creation of destination image and emotional attachment. The presence of digital content makes travel planning more experience-driven rather than merely information-driven. In the highly competitive attention economy, audiences tend to ignore rigid traditional marketing messages and shift toward media formats that offer instant gratification, content authenticity, and high personal relevance.

In its development, short-form video content has taken over the dominance of digital media consumption globally, outperforming static image formats and long-form video. Among short-form video platforms, TikTok occupies the most dominant and transformative position. TikTok's distinctive algorithm, especially through the For You Page (FYP), can distribute content precisely based on users' real-time behavioral preferences, regardless of the creator's number of followers. This makes TikTok a highly efficient and massive tourism promotion channel in Indonesia, especially during 2025-2026, a period marked by external challenges such as global economic uncertainty and inflationary pressure, requiring the domestic tourism industry to design promotional strategies that are adaptive, low-cost, and highly convertible.

Although the operational significance of TikTok in influencing visit intention has been recognized in several recent empirical studies, most prior studies remain focused on testing direct-effect models between content exposure and consumer visit intention, without comprehensively elaborating the internal psychological mechanisms underlying the process. Consumer behavior theory emphasizes that final behavioral responses do not emerge spontaneously from external stimuli but are first processed through affective and cognitive components within the individual.

To address this theoretical research gap, this study adopts the comprehensive Stimulus-Organism-Response (S-O-R) framework integrated with advertising value theory. The stimulus characteristics of TikTok content are divided into six main dimensions: entertainment, informativeness, credibility, personalization, irritation, and incentives. These dimensions are tested for their effects on perceived value, operationalized as social media image value, which represents users' initial cognitive evaluation. Furthermore, to capture the depth of consumers' psychological processing, this study simultaneously integrates two internal organism constructs: consumer engagement, which reflects active emotional and behavioral involvement, and consumer involvement, which reflects attachment based on personal relevance. These constructs are predicted to bridge the path toward final behavioral responses in the form of electronic word-of-mouth (eWOM) and actual visit intention toward tourism destinations in Indonesia.

Literature Review. Digital marketing has become an essential strategy in modern tourism promotion, particularly through social media platforms that enable interactive communication and user participation. Digital content, such as images, videos, and short-form videos, functions not only as an information delivery tool but also as a medium for creating symbolic experiences, emotional attachment, and destination image formation (Gretzel et al., 2023; Liu et al., 2023). The rapid growth of short-form video platforms such as TikTok has transformed consumer behavior in the tourism sector, where audiences increasingly rely on visually engaging, personalized, and entertaining content to evaluate travel destinations (Qiu et al., 2024; Khaled, 2025). In this context, content characteristics including entertainment, informativeness, credibility, personalization, irritation, and incentives are considered important digital stimuli that shape users' perceived value toward tourism content (Abbasi et al., 2023).

This study adopts the Stimulus–Organism–Response (S–O–R) framework proposed by Mehrabian and Russell (1974) to explain how digital content influences consumer behavioral intention. Within this framework, TikTok short-video content acts as the stimulus, while social media image value, consumer engagement, and consumer involvement represent the organism component reflecting users’ cognitive and emotional processing (Jacoby, 2002; Abbasi et al., 2023). Furthermore, the response component is reflected through electronic word-of-mouth (eWOM) and visit intention toward tourism destinations. Previous studies have demonstrated that higher levels of engagement and involvement significantly increase consumers’ intention to share information and visit destinations promoted through digital media (Mohammad et al., 2024; Shojaei et al., 2025). Therefore, the S–O–R framework provides a comprehensive theoretical foundation for understanding the psychological mechanism underlying tourists’ behavioral responses toward TikTok tourism content.

Stimulus–Organism–Response (S–O–R) Framework. The S–O–R framework, originally introduced by Mehrabian and Russell (1974) in environmental psychology, explains that the physical environment surrounding individuals acts as a stimulus (S) that triggers changes in the individual’s internal state or organism (O), which in turn encourages approach or avoidance behavior referred to as the response (R). In the context of contemporary digital marketing and tourism, scholars have expanded the application of this model to virtual environments. TikTok short-form video content acts as an integrated external stimulus that presents audio-visual cues simultaneously and dynamically. The organism refers to users’ internal state of awareness, including cognitive evaluation (perceived value) and deeper psychological involvement (consumer engagement and consumer involvement). Meanwhile, the response is manifested as future behavioral commitment, either in the form of digital communication (eWOM) or a strong desire to undertake an actual physical trip (visit intention).

The Relationship between Stimulus and Organism (Social Media Values). Within the S–O–R framework, stimulus represents the characteristics of digital content received by users, while organism represents internal psychological evaluation in the form of social media values (Abbasi et al., 2023). This study uses six stimulus dimensions: entertainment, informativeness, irritation, credibility, personalization, and incentives, which are assumed to influence the formation of social media values.

Entertainment reflects the ability of content to provide enjoyment and pleasant experiences, thereby increasing users’ positive evaluation of digital content (Abbasi et al., 2023; Liu et al., 2023).
H1.a: Entertainment has a positive effect on social media values.

Informativeness indicates the ability of content to provide relevant, clear, and useful information to users, thereby increasing content value (Abbasi et al., 2023).
H1.b: Informativeness has a positive effect on social media values.

Irritation describes content that is disruptive or causes discomfort, thereby reducing users’ evaluation of digital content value (Ducoffe, 1996; Abbasi et al., 2023).
H1.c: Irritation hurts social media values.

Credibility relates to the degree of trust in the information and source of content, thereby increasing users’ confidence in digital messages (Wei et al., 2025).
H1.d: Credibility has a positive effect on social media values.

Personalization indicates the degree to which content matches users’ personal needs and preferences, thereby increasing content relevance and value (Gretzel et al., 2023).
H1.e: Personalization has a positive effect on social media values.

Incentives represent additional benefits, such as discounts or promotions, that can increase the attractiveness and value of digital content (Martins et al., 2019).

H1.f: Incentives have a positive effect on social media values.

Relationships among Organism Variables. In this study, the organism is represented by social media values, consumer engagement, and consumer involvement. High perceived value of digital content can increase users' emotional and cognitive involvement.

High social media values encourage users to interact more actively with content, thereby increasing consumer engagement (Abbasi et al., 2023; Liu et al., 2023).

H2.a: Social media values have a positive effect on consumer engagement.

High content value also increases consumer involvement because users perceive the content as relevant to their personal needs and preferences (Zaichkowsky, 1985).

H2.b: Social media values have a positive effect on consumer involvement.

The Relationship between Organism and Response. In the S-O-R framework, response represents users' behavioral responses in the form of eWOM and visit intention.

High consumer engagement encourages users to participate in digital social interactions, such as commenting, sharing content, and providing recommendations, thereby increasing eWOM (Abbasi et al., 2023).

H3.a: Consumer engagement has a positive effect on electronic word-of-mouth (eWOM).

Users' emotional and behavioral engagement with content also increases their tendency to visit tourism destinations (Mohammad et al., 2024).

H3.b: Consumer engagement has a positive effect on visit intention.

Consumer involvement reflects personal relevance to the content, encouraging users to share opinions and recommendations through eWOM (Abbasi et al., 2023).

H4.a: Consumer involvement has a positive effect on electronic word-of-mouth (eWOM).

High involvement also increases visit intention because users process destination information more deeply (Shojaei et al., 2025).

H4.b: Consumer involvement has a positive effect on visit intention.

Social media values can also directly increase visit intention because content perceived as valuable can form user interest in tourism destinations (Wei et al., 2025).

H5: Social media values have a positive effect on visit intention.

Relationship between Response Variables. eWOM is a form of digital communication in the form of users' opinions, comments, and recommendations that can influence other tourists' decisions (Fileri et al., 2021). In the context of TikTok tourism, positive eWOM can increase prospective tourists' confidence and strengthen visit intention (Widaningsih et al., 2024).

H6: Electronic word-of-mouth (eWOM) has a positive effect on visit intention.

Indirect Relationships (Mediation). In the S-O-R model, relationships among variables can also occur through mediation mechanisms.

Consumer engagement mediates the relationship between social media values and eWOM because users who perceive content as valuable tend to interact more actively and disseminate digital information (Abbasi et al., 2023).

H7.a: Consumer engagement mediates the relationship between social media values and eWOM.

Consumer involvement also mediates the relationship between social media values and eWOM because personal relevance to content increases users' tendency to share tourism information (Shojaei et al., 2025).

H7.b: Consumer involvement mediates the relationship between social media values and eWOM.

Consumer engagement mediates the relationship between social media values and visit intention because user engagement with content can strengthen visit intention (Mohammad et al., 2024).

H7.c: Consumer engagement mediates the relationship between social media values and visit intention.

Consumer involvement mediates the relationship between social media values and visit intention because users' cognitive involvement increases their interest in tourism destinations (Ramadan et al., 2025). H7.d: Consumer involvement mediates the relationship between social media values and visit intention.

eWOM mediates the relationship between consumer engagement and visit intention because digital recommendations generated by users can increase prospective tourists' confidence (Widaningsih et al., 2024). H7.e: eWOM mediates the relationship between consumer engagement and visit intention.

eWOM also mediates the relationship between consumer involvement and visit intention because users with high involvement tend to produce digital recommendations that influence visit intention (Prasad et al., 2024). H7.f: eWOM mediates the relationship between consumer involvement and visit intention.

METHODS

Research Design and Sampling Procedure. This study adopts a quantitative approach with an explanatory research design to empirically test causal relationships and mediation mechanisms among latent variables in the proposed structural model. The time dimension used is a cross-sectional study, in which primary data were collected within a single centralized period through a structured online questionnaire facilitated by Google Forms. The questionnaire was distributed widely through various social networks such as WhatsApp, Instagram, and TikTok.

The population of this study includes all Indonesians who use the TikTok social media application. Due to limitations in accessing a definite sampling frame, the sampling technique applied was non-probability sampling using purposive sampling. The inclusion criteria or screening questions set strictly for respondents included: (1) individuals aged at least 18 years, (2) active TikTok users in Indonesia, and (3) individuals who had been exposed to or watched TikTok short-form video content discussing tourism destinations in Indonesia within the last month. This one-month time limit was intentionally applied to maintain the accuracy of respondents' cognitive memory recall regarding the tourism content they consumed. The valid sample size that met all testing criteria was exactly 300 respondents. This number satisfies the general rule of structural equation modeling, which requires a minimum sample size of five to ten times the total number of observed indicators used in the study.

Operationalization of Variables and Measurement Scale. All research variables were measured by adapting statement items from instruments validated in previous scientific literature, with wording adjustments relevant to the context of TikTok social media and Indonesian tourism destinations. Before the questionnaire was widely distributed, a wording test was conducted with a small panel of respondents to eliminate potential language comprehension bias, followed by an initial pre-test with 30 respondents. The response scale used was a five-point Likert scale, ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree."

PLS-SEM Data Analysis Technique. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. Model evaluation was carried out in two main stages: (1) Evaluation of the measurement model (outer model) to ensure



instrument validity and reliability through loading factor (> 0.70), Average Variance Extracted (AVE > 0.50), Composite Reliability (CR > 0.70), Cronbach's Alpha (> 0.70), and discriminant validity testing using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT < 0.90); and (2) Evaluation of the structural model (inner model) to test predictive strength and the significance of relationships among latent variables through coefficient of determination (R²), effect size (f²), predictive relevance (Q²), and path coefficient estimates, along with t-statistics (> 1.645) and p-values (< 0.05) obtained through a bootstrapping procedure with 5,000 subsamples.

RESULT AND DISCUSSION

Demographic and User Behavior Profile. Based on the processed primary questionnaire data involving 300 active TikTok users in Indonesia, a comprehensive demographic profile was obtained, as presented in Table 1.

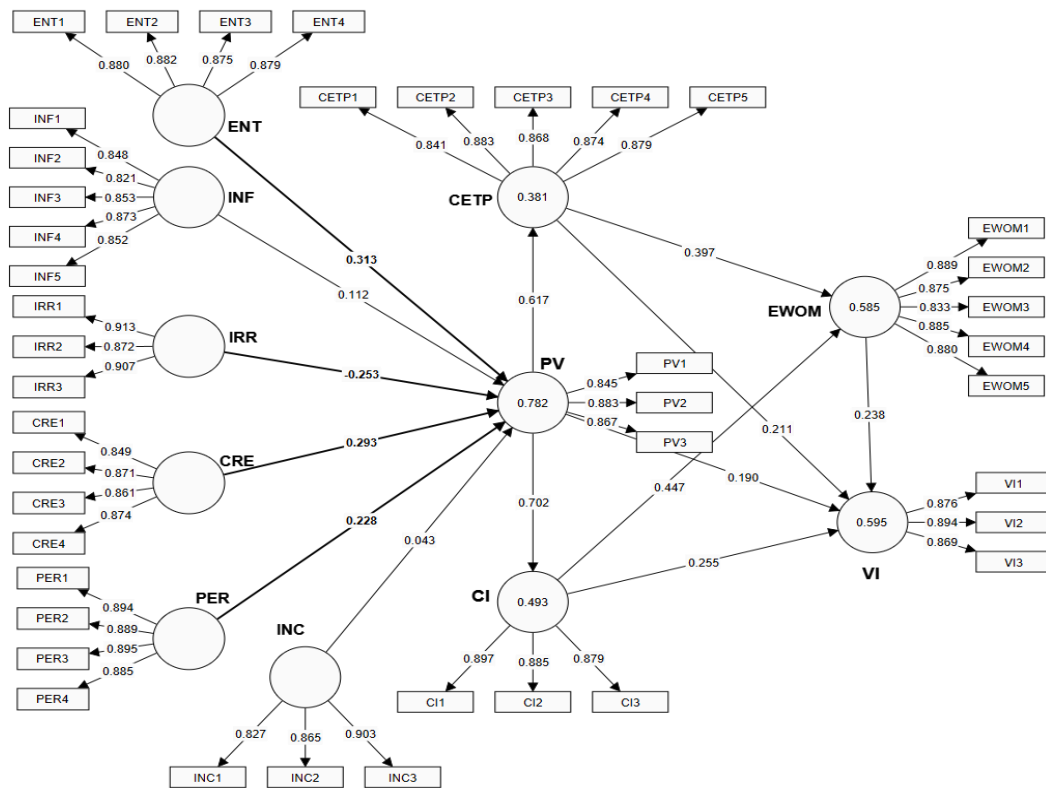
Table 1. Demographic Profile of Research Respondents (N = 300)

Respondent Profile	Category	Number	Percentage
Gender	Male	127	42.30%
	Female	173	57.70%
Age	18-24 years	86	28.70%
	25-34 years	94	31.30%
	35-44 years	58	19.30%
	45-54 years	41	13.70%
	>55 years	21	7.00%
Domicile	DKI Jakarta	143	47.70%
	Central Java	62	20.70%
	West Java	34	11.30%
	Banten	27	9.00%
	Bali	16	5.30%
Education	Kalimantan	18	6.00%
	Senior High School / Vocational School / Equivalent	104	34.70%
	Diploma (D1-D3)	27	9.00%
	Bachelor's Degree (S1)	169	56.30%
	Student	73	24.30%
Occupation	Private-sector employee	82	27.30%
	Civil servant (PNS/ASN)	57	19.00%
	Entrepreneur	43	14.30%
	Other	45	15.00%

Source: Author's processed data (2026)

Based on the survey of 300 active TikTok users in Indonesia, most respondents were female (57.7%) and belonged to the productive age group of 18-34 years. Most respondents were domiciled in DKI Jakarta and held a bachelor's degree. These findings indicate that TikTok users as an audience for tourism promotion are dominated by younger generations with high digital literacy.





Source: Author's processed data in SmartPLS (2026)

Figure 1. Measurement Model Evaluation (Outer Model)

Convergent validity testing was conducted by examining the loading factor values for each observed indicator and the Average Variance Extracted (AVE) values for each latent construct. Based on the PLS algorithm iteration, all indicators from the eleven latent variables showed loading factor values above the critical threshold of 0.70, ranging from 0.821 to 0.913. AVE values for all constructs also exceeded the minimum standard of 0.50. Detailed results of the measurement model evaluation are summarized in Table 2.

Table 2. Validity and Reliability Test Results of the Measurement Model

Variable	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Entertainment	0.875-0.882	0.902	0.932	0.755
Informativeness	0.821-0.873	0.904	0.928	0.787
Credibility	0.849-0.874	0.887	0.922	0.746
Irritation	0.872-0.913	0.879	0.925	0.773
Personalization	0.885-0.895	0.913	0.939	0.761
Incentive	0.827-0.903	0.839	0.899	0.749
Perceived Value	0.845-0.883	0.832	0.899	0.722
Consumer Engagement Through Platform	0.841-0.883	0.919	0.939	0.805
Consumer Involvement Value Alignment	0.879-0.897	0.864	0.917	0.794
Electronic Word of Mouth	0.833-0.889	0.922	0.941	0.749
Visit Intention	0.869-0.894	0.854	0.911	0.774



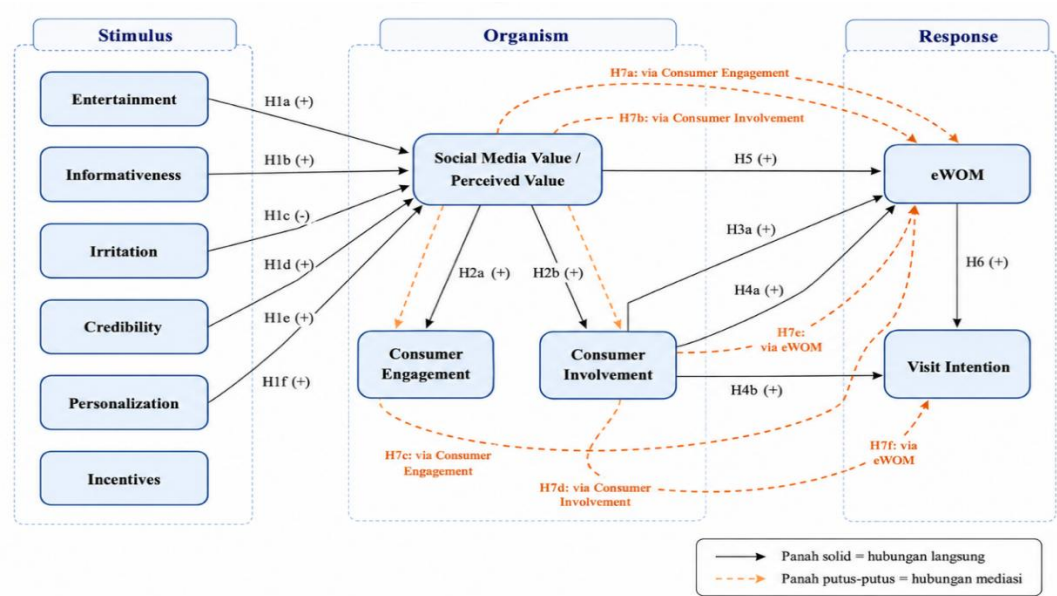
The outer model testing results show that all indicators meet convergent validity criteria, as indicated by loading factor values greater than 0.70 and AVE values greater than 0.50. In addition, all constructs meet reliability criteria because they have Cronbach's Alpha and Composite Reliability values above 0.70. Therefore, the research instrument is reliable and consistent in measuring the research constructs.

Discriminant validity testing using the Heterotrait-Monotrait Ratio (HTMT) method shows that all values are below 0.90, indicating that each construct can be clearly distinguished. The collinearity test also shows that the Variance Inflation Factor (VIF) values range from 1.056 to 2.689 (< 5), indicating that the research model does not experience multicollinearity problems.

Structural Model Strength Test. The test results show that the model has good predictive ability, with R2 values of 0.381 for CETP, 0.493 for CIVA, 0.585 for EWOM, 0.782 for PV, and 0.595 for VI. These values indicate a moderate to substantial level of prediction.

The f2 effect size test shows that PV has a large influence on CETP and CIVA, while the other relationships are in the small to medium categories. In addition, all endogenous constructs have Q2 values greater than zero, indicating that the model has good predictive relevance.

Overall Model Fit Test. Model fit evaluation was conducted using SRMR and NFI indicators. The test results show an SRMR value of 0.041 for the saturated model and 0.056 for the estimated model, both below the recommended threshold of 0.08, indicating that the model meets goodness-of-fit criteria (Henseler et al., 2014). In addition, NFI values of 0.825 and 0.823 indicate a fairly good model fit. Therefore, the research model is considered feasible for hypothesis testing.



Source: Author's processed data (2026)

Figure 2. Hypothesis Testing (Direct Effects and Indirect Effects)

Table 3. Summary of Direct Effect and Indirect Effect Test Results

Hypothesis	Relationship	Effect Type	Path Coefficient	T-Statistics	P-Values	Decision
H1a	ENT -> PV	Direct Effect	0.313	8.905	0.000	Accepted
H1b	INF -> PV	Direct Effect	0.112	3.816	0.000	Accepted



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H1c	IRR -> PV	Direct Effect	-0.253	8.192	0.000	Accepted
H1d	CRE -> PV	Direct Effect	0.293	9.116	0.000	Accepted
H1e	PER -> PV	Direct Effect	0.228	6.217	0.000	Accepted
H1f	INC -> PV	Direct Effect	0.043	1.331	0.184	Rejected
H2a	PV -> CETP	Direct Effect	0.617	11.578	0.000	Accepted
H2b	PV -> CIVA	Direct Effect	0.702	14.286	0.000	Accepted
H3a	CETP -> EWOM	Direct Effect	0.397	9.349	0.000	Accepted
H3b	CETP -> VI	Direct Effect	0.211	4.340	0.000	Accepted
H4a	CIVA -> EWOM	Direct Effect	0.447	8.918	0.000	Accepted
H4b	CIVA -> VI	Direct Effect	0.255	4.033	0.000	Accepted
H5	PV -> VI	Direct Effect	0.190	3.639	0.000	Accepted
H6	EWOM -> VI	Direct Effect	0.238	3.913	0.000	Accepted
H7a	PV -> CETP -> EWOM	Indirect Effect	0.245	6.745	0.000	Accepted
H7b	PV -> CIVA -> EWOM	Indirect Effect	0.314	6.461	0.000	Accepted
H7c	PV -> CETP -> VI	Indirect Effect	0.130	4.076	0.000	Accepted
H7d	PV -> CIVA -> VI	Indirect Effect	0.179	3.933	0.000	Accepted
H7e	CETP -> EWOM -> VI	Indirect Effect	0.094	3.551	0.000	Accepted
H7f	CIVA -> EWOM -> VI	Indirect Effect	0.106	3.443	0.001	Accepted

Source: Author's processed data (2026)

Hypothesis testing was conducted to identify relationships among variables in the research model through path coefficients, t-statistics, and p-values obtained from bootstrapping. A hypothesis is accepted when t-statistics exceed 1.645, and p-values are below 0.05. Based on the test results, most hypotheses in this study were accepted.

For direct relationships, entertainment, credibility, informativeness, and personalization were proven to have significant positive effects on perceived value. Conversely, irritation had a significant negative effect on perceived value, while incentives did not significantly affect perceived value. These results indicate that TikTok users value entertainment quality, information, credibility, and content suitability more than offered incentives. Furthermore, perceived value was proven to have a significant positive effect on consumer engagement through platform (CETP), consumer involvement value alignment (CIVA), and visit intention. This finding shows that the higher the value users perceive from TikTok tourism destination content, the higher their engagement and intention to visit the destination. Consumer engagement through the platform and consumer involvement were also proven to have significant positive effects on electronic word-of-mouth (eWOM) and visit intention. In addition, eWOM had a significant positive effect on visit intention. These results show that user involvement in TikTok content can encourage recommendation activities and online communication, which ultimately increases tourists' visit intention.

The mediation test results show that all mediation hypotheses (H7a-H7f) were accepted. Consumer engagement through the platform and consumer involvement were able to mediate the relationship between perceived value and both eWOM and visit intention. In addition, eWOM was proven to mediate the relationship between consumer engagement and consumer involvement toward visit intention. Therefore, the formation of visit intention in this study occurs not only directly but also through mechanisms of user involvement and digital communication among users.



Overall, this study demonstrates that the characteristics of TikTok tourism destination content as a stimulus can form users' perceived value, which then influences engagement, involvement, eWOM, and ultimately visit intention in line with the Stimulus-Organism-Response (S-O-R) framework. These findings also suggest that visit intention is formed through interconnected psychological and social mechanisms, in which perceived value strengthens engagement and involvement, which then stimulates eWOM and visit intention.

CONCLUSION

This explanatory quantitative study, which integrates the Stimulus-Organism-Response (S-O-R) framework with advertising value theory, draws several fundamental conclusions regarding the mechanism through which domestic tourists' visit intention is formed through TikTok social media. First, tourism TikTok content stimulus characteristics that are entertaining, rich in functional information, credible, and personally distributed significantly increase users' perceived content value. Second, visual and audio disturbances or irritation have an adverse effect by clearly eroding content value, while direct commercial benefits or incentives do not show a meaningful effect on value formation. Third, positive value evaluation serves as the primary trigger for active emotional engagement and personal relevance-based involvement among audiences. Fourth, these two internal organism conditions empirically mediate the formation of positive digital recommendations (eWOM) and increased actual visit intention among prospective tourists toward tourism destinations in Indonesia.

Theoretical Implications. This study contributes theoretically by extending the application of the Stimulus-Organism-Response (S-O-R) framework to the context of short-form video-based digital tourism marketing, particularly TikTok. The findings show that digital content characteristics as stimuli can shape perceived value as users' internal evaluation, which subsequently encourages consumer engagement, consumer involvement, eWOM, and visit intention. These findings strengthen the roles of perceived value, consumer engagement, and consumer involvement as organism mechanisms in explaining digital tourists' behavioral responses.

In addition, this study expands previous research models that positioned eWOM as the final response by adding visit intention as a behavioral outcome that is more relevant in the context of tourism destination marketing. Thus, eWOM is not only understood as an outcome of user engagement but also as a social mechanism that strengthens visit intention.

Managerial Implications. From a practical-managerial perspective, the findings provide applicable strategic guidance for destination management organizations (DMOs), hospitality industry players, travel agents, tourism digital marketers, and the Indonesian Ministry of Tourism and Creative Economy. Considering that entertainment is the most dominant value trigger, tourism marketers should move away from rigid conventional promotional methods and produce short-form videos that emphasize high visual aesthetics, trending background music, creative video transitions, and storytelling that evokes viewers' emotions in the first seconds of the video.

Limitations. This study has several limitations. First, it focuses only on TikTok and therefore does not compare the effectiveness of other short-form video platforms such as Instagram Reels and YouTube Shorts. Second, the research object is limited to Indonesian tourism destination content, so generalization to international or cross-cultural destination contexts should be made with caution. Third, the study uses a cross-sectional design, which cannot explain changes in user behavior over time or confirm whether visit intention is realized as actual visits. Fourth, data were obtained through a self-reported questionnaire, which may still involve respondent perception bias.



Future studies are advised to compare several short-form video platforms, use longitudinal designs, and combine survey data with digital behavioral data such as likes, comments, shares, watch time, or engagement rate. Future research may also distinguish content sources, such as official destination accounts, influencers, travel creators, and user-generated content, to test differences in their effects on perceived value, eWOM, and visit intention.

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