

# Effect Of Social Media Tourism Information Quality On Travel Intentions: Mediation Effect Of Destination Image Formation (Case Study In Galeri Nasional Visitors)

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## Abstract

*The rapid development of information technology today makes the world seem to have no barrier to space and time. As one of the media for conducting conversations, social media has now developed into today's photo and video-sharing media. This study aims to analyze the effect of social media tourism information quality and destination image formation on tourists' decisions to visit the National Gallery of Indonesia. Furthermore, the method used in this research is a quantitative method with an explanatory format and assisted by Partial Least Square (PLS) statistical tools consisting of validity and reliability tests. Respondents in this study were 236 samples. Sampling was done using an accidental sampling technique on visitors who came by chance during the survey. Data analysis in this study used convergent validity and discriminant validity. The analysis results show that the amount of information, completeness, design, interest, relevance, timeliness, and added value affect the destination image, both affective and cognitive images. This study can give practical for DMO and theoretical implication for tourism information quality.*

**Keywords:** Information Quality, Social Media, Travel Intentions, Destination Image Formation, Art Gallery

## A. INTRODUCTION

The National Gallery of Indonesia is a gallery or museum of modern and contemporary art in Indonesia under the auspices of the Directorate General of Culture, Ministry of Education, Culture, Research and Technology. Additionally, fine arts including paintings, drawings, graphics, sculptures, ceramics, photographs, craft arts, and installation arts are stored, collected, and displayed by the National Gallery of Indonesia. As part of its digital marketing strategy, the National Gallery of Indonesia is now using social media to highlight its most recent exhibitions and artwork. Digitalizing marketing initiatives is crucial for a company's long-term viability. Due to the influence of social media, it is well known that a large number of millennials visit the National Gallery of Indonesia these days to appreciate the art collections. In the tourism industry, especially for Gen Y and Gen Z tourists, social media significantly impacts how people search for and share information, as well as how they decide on destinations (Beni Ismarizal & Ahmad Hudaiby Galih Kusumah, 2023). Therefore, social media is considered an essential source of tourism information (Kim et al, 2017; Zeng & Gerritsen, 2014). Social media is fundamentally altering how tourists access, consume, and evaluate information regarding service providers and travel destinations. Furthermore, these platforms (such as Facebook, Instagram, Twitter, YouTube, and TripAdvisor) enable

tourists to actively share their personal travel experiences and narratives (Chung & Koo, 2015). This aligns with data from We Are Social; 30.2 percent of social media users said they visit social platforms to "find and share content", like articles and videos.

Therefore, with the many Instagrammable spots at the National Gallery of Indonesia, visitors will happily upload the best photos and captions about their whereabouts to social media. The quality of the destination and the image of the destination will have a positive impact if it is spread through social media in the form of visitors' expressions and experiences (Arifiansyah et al., 2020). While it is true that many individuals enjoy watching material for their reason and find intrinsic worth in it, it is also true that entertainment content is one of the main subjects of conversation among friends and family. This could help explain why "social media" sites like TikTok have become so popular and why entertainment content finds such a wide audience there.

Previous research on tourism information quality shows that it can influence the conative destination image through a mediating variable, namely resonance (X. Wang et al., 2023), which shows that research on the quality of tourism information and looking at its influence on destination image is the most interesting to research. Another research that is in the spotlight is looking at the effects provided by the mediating factors of self-conformity and trust to influence tourism information quality on travel intentions (H. Wang & Yan, 2022), which shows that research on travel intentions is still in great demand and is a modification of revisit intentions (Kotler et al., 2022). From these two studies, it can be concluded that there is a discussion gap for the research to be carried out, namely discussing the influence of tourism information quality, in this case which includes online information using social media and is modified into online tourism information quality because of the urgency of the massive amount of information online which tourists access to obtain the information they want during their trip (X. Wang et al., 2023) and the use of online media to obtain information specifically discusses the role of social media, and becomes social media tourism information quality (H. Wang & Yan, 2022), because this research uses data resulting from tourists' experiences in accessing information via destination social media pages. Next, we want to see the influence of social media tourism information quality on revisit intentions; previous research has been carried out regarding the influence of the quality of a destination's official social page, which includes videos and images on return visit intentions (Firoz et al., 2021). Additionally, the term "revisit intention" is now substituted for "travel intentions," with a greater emphasis on actually going to the intended place (Smith, 2004). The contents of these variables remain primarily the same. Research on the impact of tourist information quality on travel intentions has recently been conducted. However, it does so through the mediating variable of self-conformity (H. Wang & Yan, 2022). Because there has not been much research on the mediating role of the destination's image formation variable, this study aims to close the gap left by other studies on the impact of social media tourism information quality on travel intentions.

This research examines the relationship between social media tourism information quality, cognitive and affective image, and travel intentions. This research contributes to research on tourism consumer behavior and social media-based tourism marketing, which looks at how destination image mediation can encourage tourists to travel to a destination when they see the quality of information presented via social media. This can have implications for destination stakeholders to improve the quality of information presented on their social media and package a good image of the destination to make tourists choose to visit that destination. This research is necessary because it wants to prove that destination marketers must provide accurate, interesting information and carry out more massive marketing from their social media that reflects a good image of the destination, which hopefully can make tourists want to visit and even want to return to the destination.

Since ancient times, when going on a trip, tourists will look for information about their trip; the information generally sought is regarding destination specifications, travel routes, accommodations,

restaurants, etc. (Panadea et al., 2017). The better the quality of the information provided, the more precise the direction of tourists' goals (Kim et al., 2017). Information quality research has previously been carried out by adopting information quality theory, which includes four dimensions of quality: intrinsic, contextual, representational, and accessibility quality (Kim et al., 2017). However, in this research, the difference is in the source of information obtained by tourists, namely obtaining information online. Therefore, online tourism information quality has become more comprehensive because it keeps up with the times.

Through the adoption of the concept of online tourism information quality, which has adopted current developments, the dimensions contained therein include value-added, relevance, timeliness, completeness, interestingness, design, and amount of information (X. Wang et al., 2023). The quality of information collected in this research explicitly discusses information originating from social media and using social media as information in looking for directions when traveling has a good effect on users, especially as the content provided is in the form of videos and images, making it easier for users to access more precise information with good visuals (Firoz et al., 2021). In addition, tourists can discuss travel information on social media to support their travel decisions before and during the trip and after the completion of the trip (H. Wang & Yan, 2022).

Destination image has emerged as the most prominent subject of investigation within the field of tourism research; the significance of destination image in influencing travel decisions cannot be overstated. The concept of destination image encompasses a multitude of impressions, perceptions, emotions, and convictions that individuals hold regarding a particular destination. Moreover, extensive research about destination image underscores the necessity of integrating cognitive (such as knowledge and perceptions) and affective (such as emotions) dimensions in its evaluation (Kim et al., 2017). Cognitive image pertains to the beliefs and understanding individuals possess about a destination, specifically in relation to the various elements that appeal to tourists, including the attractions available, the surrounding environment (such as climate and cleanliness), and the memorable experiences offered (Wang et al., 2010).

Furthermore, the effective image refers to the emotions and feelings tourists have concerning various destination features. Finally, conative images represent behavioral components that imply future actions and intentions (e.g., intentions to visit a destination and positive WOM comments) (Baloglu & McCleary, K, n.d.). Previous research has proven how a destination image can be formed from the quality of information obtained from the destination; the destination image in question is conative, cognitive and affective image (Kim et al., 2017). However, other research adopts some of the three dimensions of destination image formation; there is research that takes the conative images to see what tourists' opinions are after a visit because it is very close to the revisit intentions variable (X. Wang et al., 2023). In this research, we propose two dimensions of destination image formation to see how cognitive and affective images are mediator variables that are still little researched. We do not involve conative images because we prefer to use similar travel intentions variables and not use them as mediator variables.

The intention to travel generally arises when you want to take a trip that you have or have not done before; the experience factor and not having the same travel experience can now be overcome by obtaining information from online media (Baber et al., 2022). Behavioral intention usually refers to the possibility or tendency of an individual's attitude to take action toward an activity or object (Smith, 2004).

Behavioral intention is related to the intention to purchase consumers; this is included in the science of studying consumer behavior (Kotler et al., 2022). Furthermore, the intention to travel, which is included in it, is the behavior in making decisions while traveling, the main driver of tourists in traveling (H. Wang & Yan, 2022), which is the tendency of individual hopes, plans, or intentions regarding whether the behavior them in the future (Lam & Hsu, 2006).

Transparent sources of information influence tourist interest in the decision to visit a destination, whether information is obtained online or offline (Llodrá-Riera et al., 2015); the current source of information that is most in demand to strengthen intentions to visit a destination is the source of information. Information is obtained online, especially from social media (Al-Gasawneh & Al-Adamat, 2020). Several studies conducted show that the variable intention to travel can be determined by many variables, including social media promotional videos and images (Firoz et al., 2021), perceived destination image (Al-Gasawneh & Al-Adamat, 2020) and also social media tourism information quality (H. Wang & Yan, 2022), which will also be examined in this research.

## B. RESEARCH METHOD

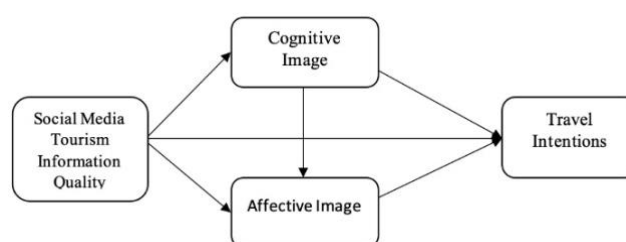
### Research design

This type of research is quantitative descriptive research with a survey method. Data sources are obtained from primary data and secondary data. In this case, a questionnaire with a Likert scale was distributed online via Google From. Based on the format, this research uses an explanatory format, which explains the generalization of the sample to the population or the relationship, differences or influence of one variable on other variables. The research sample consisted of those who had visited the National Gallery of Indonesia and those who shared their travel experiences on social media platforms, and the sample we analyzed in this study was 236. Next, data processing uses the help of SmartPLS, which consists of a Convergent Validity Test, Reliability Test, Discriminant Test and Structural Model. The data obtained will be analyzed and interpreted according to the research objectives.

### Data collection

This research collects data by distributing questionnaires with the help of Internet media, namely Google Forms. The online distribution of questionnaires is carried out considering the speed of obtaining data and the ease of reaching samples whose existence is difficult to access due to distance and time problems. Researchers in Indonesia commonly carry out surveys using Google Forms. With this online survey method, information regarding the questio4nnaires distributed can be assisted by social media. Data collection in this study is limited to the accuracy of the sample criteria that must be collected. Therefore, the researcher limits the individuals who can be sampled to those who have visited the National Gallery before, and other criteria such as age where the sample must be at least 17 years old because they consider consistency in answers and reliability and validity of answers from respondents.

### Hypothesis



**Figure 1**

Framework

Source: Data Analysis, 2024

In this research, the hypothesis used is:

1. Social media tourism information quality has a positive effect on travel intentions (H1)
2. Social media tourism information quality has a positive effect on cognitive image (H2)
3. Social media tourism information quality has a positive effect on travel intentions through cognitive image (H3)
4. Social media tourism information quality has a positive effect on affective image (H4)
5. Social media tourism information quality has a positive effect on travel intentions through an affective image (H5)
6. Cognitive image has a positive effect on affective image (H6)

### C. RESULTS AND ANALYSIS

The demographic profile in Table 3 below shows that there were 148 female respondents and 88 fewer male respondents out of 236 respondents deemed valid for processing from a total of 251 respondents. For the respondent category based on age, the respondents were dominated by teenagers aged 17-20 years, totaling 135 people; this shows that visitors to the National Gallery are still dominated by teenagers who are enthusiastic about art and places that pamper the eye and for the largest age category the fewest are aged 41-50 years. Furthermore, the respondents based on regional origin were dominated by local Jakarta respondents who were close to the destination, and the fewest respondents were from the city of Surabaya, which is quite a distance of 826 km from the destination.

Based on education and income, the respondents were dominated by graduates at 84.7% and those who did not have an income of more than 50% of the total respondents. Finally, following the topic of discussion regarding the quality of information presented by destination social media, the respondents looked at the intensity of their daily use of social media, and data was obtained that the respondents spent quite a long time using social media daily, respondents used social media 4 hours a day and followed by respondents who use social media 6 hours a day, a reasonably long duration because based on data compiled by data.id the average daily use of social media for Indonesian people is 3 hours 11 minutes.

**Table 1**  
Demographic characteristics of the sample

Variable	Value	n	%
<b>Gender</b>	Male	88	37.3
	Female	148	62.7
<b>Age</b>	17 – 20	135	57.2
	21 – 30	90	38.1
	31 – 40	10	4.2
	41 – 50	1	0.4
<b>Place/Domicile</b>	Jakarta	91	38.6
	Bogor	42	17.8
	Depok	48	20.3
	Tangerang	21	8.9
	Bekasi	33	14.0

Variable	Value	n	%
<b>Education</b>	Surabaya	1	0.4
	SMA/SMK	18	7.6
	D3	9	3.8
	D4/S1	200	84.7
	S2	9	3.8
<b>Income</b>	No Income	121	51.3
	<Rp.2.000.0000	21	8.9
	>Rp.2.000.000 - Rp.5.000.000	44	18.6
	Rp.5.000.000 - Rp.7.000.000	39	16.5
	>Rp.7.000.000	11	4.7
<b>Intensity of Social Media Use</b>	1 hour a day	4	1.7
	2 hours a day	34	14.4
	4 hours a day	86	36.4
	6 hours a day	63	26.7
	6 hours a day	49	20.8

Source: Data Analysis 2024

The inner model test is used to determine whether or not the structural model fits the research, along with the results of the inner model test.

**Table 2**  
Inner Structural Model Testing

	R Square	R Square Adjusted
<b>Affective Image (M2)</b>	0.242	0.235
<b>Travel Intention (Y)</b>	0.544	0.538
<b>Cognitive Image (M1)</b>	0.178	0.175

Source: Data Analysis 2024

R<sup>2</sup> shows that variable Y can be explained by variables X1, M1 and M2 amounting to 0.544 or 54.4%, while the remaining 45.6% is explained by other variables outside the research.

**Table 3**  
F Square

	<b>Affective Image (M2)</b>	<b>Social Media Tourism Information Quality (X)</b>	<b>Travel Intention (Y)</b>	<b>Cognitive Image (M1)</b>
<b>Affective Image (M2)</b>			0.122	
<b>Social Media Tourism Information Quality (X)</b>	0.122		0.314	0.217
<b>Travel Intention (Y)</b>				
<b>Cognitive Image (M1)</b>	0.064		0.076	

Source: Data Analysis 2024

The effect size for consecutive independent variables is more than 0.00 so it is fulfilled and well constructed.

**Table 4**  
Q-Square Predictive Relevance

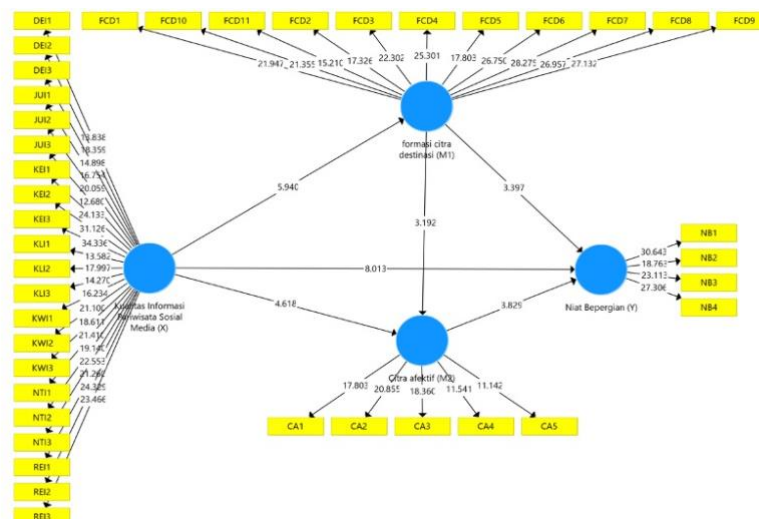
	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
<b>Affective Image (M2)</b>	1180.000	1029.909	0.127
<b>Social Media Tourism Information Quality (X)</b>	4956.000	4956.000	
<b>Travel Intention (Y)</b>	944.000	636.725	0.326
<b>Cognitive Image (M1)</b>	2596.000	2330.147	0.102

Source: Data Analysis 2024

The effect of variables X1, M1, and M2 on Y can be explained by the observation value of Y can be 0.326 > 0, then in the good category means that the observed values have been well reconstructed with predictive relevance.

### Hypothesis Test Results

Hypothesis testing conducted by examining the probability values and t-statistics. The criteria for significance require the p-value to be less than 0.05 (at  $\alpha = 5\%$ ). The corresponding t-table critical value is 1.967 for  $n=236$  (degrees of freedom,  $df = 232$ ). Therefore, the hypothesis acceptance criterion is met when the calculated t-statistic exceeds the t-table value ( $t\text{-statistic} > 1.967$ ). Using the Smart PLS method, this testing involves a bootstrapping process to determine the structural relationship and influence of exogenous variables on endogenous variables is obtained as follows:



**Figure 2**  
Result of Hypothesis Analysis  
Source: Data Analysis, 2024

**Table 5**  
Structural Model Testing (Direct)

Hypothesis Number	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Support
H1	SMTIQ (X) → Travel Intention (Y)	0.442	0.440	0.055	8.013	0.000	yes
H2	SMTIQ (X) → Cognitive Image (M1)	0.422	0.433	0.071	5.940	0.000	yes
H3	SMTIQ (X) → Cognitive Image (M1) → Travel Intention (Y)	0.090	0.091	0.036	2.489	0.014	Yes
H4	SMTIQ (X) → Affective Image (M2)	0.336	0.337	0.073	4.618	0.000	yes
H5	SMTIQ (X) → Affective Image (M2) → Travel Intention (Y)	0.091	0.092	0.030	3.011	0.003	Yes
H6	Cognitive Image (M1) → Affective Image (M2)	0.244	0.255	0.076	3.192	0.002	yes

Source: Data Analysis, 2024

Based on the output results in Table 10, it is known that hypothesis testing for structural equations is shown as follows:

1. SMTIQ (X) to TI (Y) (H1)  
T-statistic value for the effect of X on Y t count of 8.013 > t-table (1.967) and p-value 0.000 < 0.05, and the original sample value is positive. Thus, the hypothesis of this study is accepted. That is, X has a positive and significant effect on Y.
2. SMTIQ (X) to CI (M1) (H2)  
T-statistic value for the effect of X on M1 t count of 5.940 > t-table (1.967) and p-value 0.000 < 0.05, and the value of the original sample is positive. Thus, the hypothesis of this study is accepted. That is, X has a positive and significant effect on M1.
3. SMTIQ (X) to TI (Y) with variable mediation CI (M1) (H3)



T-statistic value for the effect of X on Y with the mediation of variable M1 obtained a t count of 2.489 > t-table (1.967) and p-value 0.014 < 0.05, and the original sample value is positive. Thus, the hypothesis of this study is accepted. That is, the variable M1 mediates the influence between X and Y positively and significantly

4. SMTIQ (X) to AI (M2) (H4)

T-statistic value for the effect of X on M2 t count of 4.618 > t-table (1.967) and p-value 0.000 < 0.05, and the value of the original sample is positive. Thus, the hypothesis of this study is accepted. That is, X has a positive and significant effect on M2.

5. SMTIQ (X) to TI (Y) with variable mediation AI (M2) (H5)

T-statistic value for the effect of X on Y with the mediation of variable M2 obtained a t count of 3.011 > t-table (1.967) and p-value 0.015 < 0.05, and the original sample value is positive. Thus, the hypothesis of this study is accepted. The variable M2 mediates the influence between X to Y positively and significantly.

6. CI (M1) to AI (M2) (H6)

T-statistic value for the effect of M1 on M2 t count of 3.192 > t-table (1.967) and p-value of 0.002 < 0.05, and the original sample value is positive. Thus, the hypothesis of this study is accepted. That is, M1 has a positive and significant effect on M2

## D. CONCLUSION

This research aims to provide a more in-depth picture of the quality of tourism information influencing destination image formation on social media. The demographic survey results indicated that nearly 100% of respondents had travel experience utilizing social media. This data strongly demonstrates that tourists belonging to Generations Y and Z use social media as a highly influential and crucial source for obtaining tourism-related information.

Furthermore, by analyzing and studying the quality of tourism information on social media, the author found interesting results that the amount of information, completeness, design, interest, relevance, timeliness and added value influence destination image, both affective and cognitive images. Therefore, this research will contribute to the literature on the role of social media in the tourism industry and information quality. In addition, this research strengthens the owners' reasons for being able to create a complete social media design to increase tourist visits.

## Practical Implication

In the current era, tourism destinations are encountering intense competition, leading many tourism organizations and Destination Marketing Organizations (DMOs) to seek practical marketing instruments for attracting a larger number of visitors to their respective locales (Ma et al., 2021). Consequently, destination marketers are required to enhance their comprehension of the factors influencing tourists' inclinations toward visiting a specific destination and advocating for it to others (Sharmin et al., 2021). Numerous existing studies have already deliberated on the significance of destination image, which is shaped by diverse tourism information, as a pivotal precursor for destination choices, tourist contentment, and the future (Enrique Bign et al., 2001; J. H. Kim, 2018). Thus, furnishing empirical proof concerning the determinants of various forms of destination image construction would offer valuable managerial perspectives to tourism destination marketers (Ruirui et al., 2024).

This research affirms that, overall, the tourism information disseminated by DMOs via social media channels positively affects the process of forming tourists' perceptions of a destination. Indeed, many DMOs employ various social media platforms to distribute top-notch information about their tourism destinations, often without confirming its efficacy. Ultimately, we posit that the insights derived from this study could be extrapolated to the tourism industry as well as other sectors. All organizations strive to cultivate and oversee an appealing image of their offerings by leveraging diverse social media platforms (Hudders et al., 2021). Presently, social media is acknowledged as a potent marketing tool across multiple industries, with countless companies establishing their presence and engaging with their clientele through these platforms (Khanom, 2023). Understanding the correlation between the quality of information shared on social media platforms regarding specific products or services and the processes of image

formation can be particularly beneficial when disseminating information or devising novel business strategies associated with social media.

### **Theoretical Implication**

This research contributes to the tourism consumer behavior literature by confirming the mediating role of both cognitive and affective images, a relationship previously less explored—in bridging the gap between digital information quality and future travel decisions. The study also modifies the traditional revisit intention to travel intention.

### **Recommendation for the future research**

While the current study deliberately excluded the conative image for simplicity, future research should re-integrate the conative component (intentions for future action, like WOM or revisit intention) alongside cognitive and affective images. This would allow for a more holistic understanding of the three-component model of destination image formation as a complete mediator. Future studies could differentiate SMTIQ not just by quality dimensions (completeness, design, etc. ), but by the specific social media platform type (e.g., short-form video content like TikTok vs. curated image content like Instagram). This would determine if the formation of cognitive image is more influenced by informative platforms (like TripAdvisor reviews) and affective image by visual platforms (like Instagram/TikTok). Research should explore if the influence of SMTIQ on destination image formation is moderated by generational differences (Gen Z vs. older demographics), travel experience levels, or specific psychographic traits (e.g., novelty-seeking or social conformism).

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