



**THE INFLUENCE OF TOURISM
DESTINATION CONTENT ON TIKTOK ON
INDONESIA'S TOURISM VISIT INTENTION
(SURVEY ON INDONESIA)**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtains
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The COVID-19 epidemic has altered every aspect of the global system. A new virus immobilized every industry, and experts worldwide competed to find out which nation the infection originated in. This virus affected, Wuhan China at early 2020. And affected Indonesia by march 2020. Even though it was still a local issue, tourists began to focus on the dilemma that arose with the creation of COVID-19. Travellers decided to postpone or cancel their vacation almost simultaneously, and word quickly spread. that were Travel cancellations noted in 40.81% of instances, indicating that this was the primary item on travellers' agendas. **One of the sectors most impacted by the COVID-19 epidemic would be tourism.** (Restikadewi et al., 2021).

Social media and technology applications have blessed the world community by providing up-to-date health-related information during the pandemic. Social media has also made the world more unified and symbiotic by combining historically separate national markets into a large marketplace (Thomas et al.,

TABLE OF CONTENT

PANEL OF EXAMINERS APPROVAL SHEET	I
DECLARATION OF ORIGINALITY	II
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	III
ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S REPOSITORY.....	IV
TURNITIN	V
AI DETECTOR REPORT	VI
ABSTRACT	VII
ACKNOWLEDGEMENT	VIII
TABLE OF CONTENT.....	IX
LIST OF TABLES.....	XI
LIST OF FIGURES.....	XII
CHAPTER I INTRODUCTION	1
1.1 BACKGROUND OF THE PROBLEM.....	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTIONS.....	5
1.4 RESEARCH OBJECTIVES	5
1.5 OUTLINE OF THE RESEARCH.....	6
CHAPTER II LITERATURE VIEW.....	7
2.1 REVIEW OF LITERATURE	7
2.1.1 <i>Social Media Marketing</i>	7
2.1.2 <i>Content Quality</i>	9
2.1.3 <i>Source Credibility</i>	10
2.1.4 <i>Destination Image</i>	12
2.1.5 <i>Visit Intention</i>	13
2.2 HYPOTHESIS DEVELOPMENT	15
2.2.1 <i>Social Media Marketing and Visit Intention</i>	15
2.2.2 <i>Social Media Marketing and Destination Image</i>	16
2.2.3 <i>Content Quality and Destination Image</i>	17
2.2.4 <i>Source Credibility and Destination Image</i>	18
2.2.5 <i>Destination Image and Visit Intention</i>	19
CHAPTER III RESEARCH METHOD	21
3.1 RESEARCH DESIGN.....	21
3.2 SAMPLING DESIGN.....	21
3.3 RESEARCH INSTRUMENT AND OPERATIONAL DEFINITIONS.....	22
3.4 DATA COLLECTION DESIGN	23
3.5 DATA ANALYSIS.....	24
3.5.1 <i>Respondent's Profile</i>	24
3.5.2 <i>Descriptive Analysis</i>	24
3.5.3 <i>Inferential Analysis</i>	25

CHAPTER IV ANALYSIS AND DISCUSSION.....	29
4.1 RESPONDENTS PROFILE	29
4.2 DESCRIPTIVE ANALYSIS.....	31
4.2.1 Social Media Marketing.....	31
4.2.2 Content Quality	32
4.2.3 Source Credibility.....	32
4.2.4 Destination Image	32
4.2.5 Visit Intention.....	33
4.3 INFERENTIAL ANALYSIS	33
4.3.1 Validity Test.....	33
4.3.2 Reliability Test.....	34
4.3.3 Goodness of Fit (GOF).....	34
4.3.4 Hypothesis Result	34
4.3.5 R-Square.....	35
4.4 DISCUSSION	35
CHAPTER V CONCLUSION AND RECOMMENDATION	39
5.1 CONCLUSION.....	39
5.2 IMPLICATION	40
5.2.1 Theoretical Implication.....	40
5.2.2 Managerial Implication	41
5.3 LIMITATIONS AND FUTURE RECOMMENDATIONS.....	42
REFERENCES	45

LIST OF TABLES

Table 4. 1 Respondent's Profile	31
Table 4. 2 Social Media Descriptive Analysis.....	31
Table 4. 3 Content Quality Descriptive Analysis	32
Table 4. 4 Source Credibility Descriptive Analysis.....	32
Table 4. 5 Destination Image Descriptive Analysis.....	33
Table 4. 6 Visit Intention Descriptive Analysis.....	33
Table 4. 7 Outer Loading Value	33
Table 4. 8 AVE Value	33
Table 4. 9 Cronbach Alpha and Composite Reliability Value.....	34
Table 4. 10 GOF Test.....	34
Table 4. 11 Hypothesis Testing.....	35
Table 4. 12 R-Square Value	35

LIST OF FIGURES

Figure 1. 1 Change in international tourist arrivals during the coronavirus (COVID-19) pandemic worldwide from 2019 to 2023.....	1
Figure 1. 2 10 Global Social Media Users Spend More Time on TikTok Than Facebook (katadata.co.id)	2
Figure 1. 3 Social Media Has the Greatest Influence on Travel Destination Choice (Hinton, 2023)	3