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The Influence of Visual Appeal, Content Quality, and Credibility of User Generated Content (UGC) of Tiktok Platform and Destination Image on Visit Intention of Lokananta Gallery Surakarta

Khalisha Vira Salma [1*], Mutya Paramita Pratita [2]
Fakultas Ekonomi Dan Bisnis, Universitas Slamet Riyadi Surakarta, Indonesia
email:viraslma93@gmail.com

Article Info

Corresponding Author:
Khalisha Vira Salma,
Universitas Slamet Riyadi Surakarta*, Imdonesia*

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Abstract

This study aims to analyze the influence of visual appeal, content quality, and credibility of User Generated Content (UGC) on the TikTok platform, as well as destination image, on the visit intention to Lokananta Gallery Surakarta. A quantitative research method was employed, involving 120 respondents. The classical assumption tests indicate that the data is normally distributed and free from multicollinearity, autocorrelation, and heteroskedasticity. The t-test results reveal that visual appeal, content quality, credibility, and destination image each have a significant influence on visit intention. Furthermore, the F-test results confirm that these four independent variables simultaneously exert a significant effect with a significance value of 0.000 < 0.05. The Adjusted R Square value of 0.604 indicates that 60.4% of the variation in visit intention can be explained by the variables in this model, while the remaining 39.6% is influenced by other factors outside the scope of this study.

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1. Introduction

The development of information and communication technology has changed the pattern of public interaction, including in obtaining information, forming perceptions, and making decisions related to products, services, and tourist destinations. Digital transformation allows people not only to be recipients of information, but also to play an active role as producers and disseminators of content through various social media. This condition makes social media a communication space that has great ability to shape consumer opinions, preferences, and behaviors through information that spreads quickly and widely (Ananda et al., 2023; Syam, 2025). The development of communication technology also makes it easier to interact between users and expand public access to various information needed in daily life (Purba & Irwansyah, 2022).

In the context of tourism, social media has developed from just a means of entertainment and communication to a strategic medium in introducing destinations and shaping the perception of potential tourists. Content in the form of photos, videos, reviews, travel experiences, and recommendations shared by users can provide an initial overview of a destination before tourists visit directly (Nurbaiska et al., 2024; Elhuria et al., 2026). Social media also allows information about destinations to spread more quickly and interactively compared to conventional marketing communication, so it has the potential to influence the interest and decisions of potential tourists (Salsabila & Setiawan, 2025; Ramadani et al., 2026). The high use of social media in Indonesia further strengthens its role as one of the sources of information used by the public in seeking references about various products, services, and tourist destinations (Rakhmayanti, 2025).

One form of communication that is increasingly developing through social media is User Generated Content (UGC). User Generated Content is content that is created and published voluntarily by users based on their experiences, assessments, and views on a certain product, service, or destination (Willyanto & Tunjungsari, 2025). This content can be in the form of text, photos, images, or videos presented through various digital media (Rusnali et al., 2021). Compared to ads that are directly created by companies or destination

managers, UGC tends to be perceived as more authentic because it comes from the user's experience and does not always have direct commercial interests (Zahir, 2025). This characteristic makes UGC potentially a source of information that can shape perceptions and influence the behavior of potential tourists (Rahmawati & Pratita, 2026).

The effectiveness of UGC in influencing the audience is not only determined by the existence of the content, but also by the characteristics inherent in the content. Visual appeal is one of the important elements because the display of attractive photos and videos is able to get users' attention and build an initial impression of a destination. Visualizations displayed through social media can shape the expectations of potential tourists regarding the atmosphere, uniqueness, and experience that may be obtained when visiting (Simanjorang, 2024). However, high visual appeal needs to be supported by the quality of information so that content is not only aesthetically appealing, but also provides relevant, clear, accurate, and useful information in the decision-making process of tourists (Zaenal & Sahabuddin, 2023; Dewi & Thalib, 2026; Nurbaiska et al., 2024).

In addition to visual appeal and content quality, credibility is an important component in determining the level of audience acceptance of the information conveyed through UGC. Credibility is related to the extent to which users view the source of information as an honest, trustworthy, and real experience of the object being discussed. Messages that come from credible sources tend to have a higher level of persuasiveness because the audience has greater confidence in the information they receive (Armielia et al., 2023; Rahmawati & Pratita, 2026). Therefore, visual appeal, content quality, and credibility are three components that can determine the ability of UGC to build perception and encourage behavioral responses of potential travelers.

Among the various social media that is growing, TikTok is one of the platforms that has great potential in the distribution of UGC related to tourist destinations. The characteristics of short-form videos, attractive visual presentations, content recommendation systems, and ease of interaction allow information about a destination to reach a large audience (Dewi & Thalib, 2026; Elhuria et al., 2026). Indonesia is even recorded as one of the countries with the largest number of TikTok users in the world, with the number of users reaching around 180.11 million by 2025 (Maheswara, 2025). The large user base shows that TikTok no longer functions only as an entertainment medium, but also as a source of information and travel references that can shape the perception of potential tourists towards a destination.

This phenomenon can be observed in various TikTok content that discusses the Lokananta Surakarta Gallery. Content about Lokananta has various forms of presentation, ranging from videos that highlight visual beauty through room tours, content that explains gallery installations, ticket prices, and addresses, to content that provides information about operating hours, reservation systems, restrictions on the number of visitors, and the experience of the atmosphere when visiting. The difference in the form of content shows that UGC about Lokananta not only serves to display aesthetic aspects, but can also be a source of practical information for potential tourists. Thus, the visual appeal, content quality, and credibility of the information contained in TikTok UGC have the potential to have a different influence on the formation of intention to visit Lokananta Gallery (Dewi & Thalib, 2026; Rahmawati & Pratita, 2026).

Exposure to information through TikTok can then interact with the image that a destination already has. Destination image is the overall perception or image formed in the mind of tourists about a destination based on the information, experience, and knowledge they have (Wahyuni & Merdiani, 2025). A positive image of a destination can increase the confidence and interest of tourists because it helps individuals evaluate the attractiveness and feasibility of a destination compared to other choices (Nurbaiska et al., 2024; Elhuria et al., 2026). The image is ultimately related to visit intention, which is a person's tendency or desire to visit a destination in the future based on information and perceptions that have been formed previously (Indriyani & Artanti, 2021). The more positive the image that potential tourists have of a destination, the more likely it is that they will intend to visit (Hafiya & Trihantoro, 2024; Ramadani et al., 2026).

Lokananta Gallery has interesting characteristics to study because it is a destination with a historical image that has been formed long before the development of TikTok. Lokananta was established on October 29, 1956 and is known to have an important role in the history of the development of the

Indonesian music industry. After revitalization, Lokananta transformed into a music cultural heritage destination as well as a center of creative activities that integrates the functions of galleries, recording studios, performance spaces, public spaces, retail, and culinary (Lokananta, n.d.). This transformation makes Lokananta not only rely on historical values, but also offer visual experiences and creative spaces that are relevant to the character of tourists in the digital era.

The increase in popularity of Lokananta can also be seen from the growth in the number of visitors. The number of visitors to the Lokananta Gallery increased from 69,122 people in 2024 to 97,360 people in 2025, while the number of visitors to the area increased from 362,607 to 424,777 people in the same period (Lokananta, n.d.). This growth shows an increase in public interest in Lokananta. However, the increase in visits has not provided an explanation as to whether the interest of prospective tourists is more shaped by UGC content spread through TikTok or by Lokananta's destination image which has been strong as part of Indonesian music history. This condition is important because the high popularity and number of content impressions on social media do not automatically indicate a strong and planned visit intention.

A number of previous studies have identified the association between social media and tourist behavior. TikTok content has been found to have a positive and significant effect on visitor interest, but the study did not analyze credibility as a separate dimension of UGC (Almunawaroh & Djamhur, 2024). Tourist attraction and UGC on TikTok have also been shown to influence visiting decisions, although visual appeal, content quality, and UGC credibility were not integrated as individually tested constructs (Wahid et al., 2025). Meanwhile, the influence of TikTok UGC on visit intention has been examined by positioning destination image as a mediating variable (Aboalganam et al., 2025; Ramadani et al., 2026).

The increasing dependence of potential tourists on digital information also highlights the importance of how information is presented and interpreted through social media. Before visiting a destination, individuals commonly compare various forms of content to obtain an overview of facilities, attractions, accessibility, atmosphere, and possible experiences. Information that is considered relevant and useful can reduce uncertainty and strengthen confidence in evaluating a destination. In digital environments, the quality of marketing content and consumer-generated information has been shown to contribute to the formation of perceptions and behavioral responses toward products and services (Dewi & Thalib, 2026; Nurbaiska et al., 2024).

User Generated Content can also influence potential tourists because it provides information from the perspective of users who have experienced or observed a destination directly. The presence of photos, videos, comments, reviews, and recommendations allows audiences to obtain information that is different from formal promotional messages produced by destination managers. However, the persuasive ability of UGC depends on whether audiences perceive the content as informative, credible, and representative of actual conditions. Digital consumer studies have demonstrated that electronic word of mouth and social media communication can become important considerations in decision-making because they provide additional information that helps audiences evaluate alternatives before taking behavioral actions (Rahmawati & Pratita, 2026; Syam, 2025).

At the same time, the effect of social media content cannot be separated from the image already associated with a destination. For destinations with strong historical and cultural identities, digital content may function not only as a source of new information but also as a mechanism that reinforces, modifies, or even challenges existing perceptions. This condition is particularly relevant to Lokananta Gallery because its identity as part of Indonesian music history was established before the rapid development of TikTok and contemporary social media. Therefore, evaluating UGC characteristics together with destination image is important to determine whether potential tourists' visit intentions are more strongly associated with recent digital exposure or with the previously established image of the destination (Elhuria et al., 2026; Nurbaiska et al., 2024; Ramadani et al., 2026).

Based on the previous research, there is a research gap in the way destination images are placed in the relationship between UGC and visit intention. Previous research tends to view destination images as perceptions formed as a result of exposure to UGC or as a variable that bridges the relationship between social media content and visit intention (Aboalganam et al.,

2025). This approach has not fully described the character of destinations such as Lokananta which already had a historical image before the development of social media. In addition, previous studies are still relatively limited in testing the visual appeal, content quality, and credibility of TikTok's UGC separately together with destination images as independent factors that can affect visit intention.

The novelty of this research lies in the development of a model that places the visual appeal, content quality, and credibility of TikTok User Generated Content as three independent variables that are tested separately with destination image on visit intention. In contrast to the study that places destination image as a mediating variable, this study positions destination image as an independent variable because Lokananta Gallery already has a historical image that was formed before the massive UGC on TikTok. The model allows the study to compare the power of influence between the characteristics of relatively new digital content and the image of established destinations in shaping tourists' intentions to visit cultural heritage destinations.

Thus, this study aims to analyze the influence of visual appeal, content quality, and credibility of User Generated Content on TikTok and destination image on the visit intention of Lokananta Gallery Surakarta. This research is expected to expand the study of digital tourism marketing by explaining the extent to which user-generated content and the historical image of a destination have a contribution in shaping the intention to visit. Practically, the results of the research are also expected to be a consideration for Lokananta managers in developing a digital communication strategy that not only relies on visual appeal and popularity on social media, but also strengthens the quality of information, content credibility, and historical identity of Lokananta as a cultural and music tourism destination.

2. Literature Review

2.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) explains that individual behavior is preceded by intentions or behavioral intentions that are formed through the process of considering the actions to be taken. In TPB, intention is influenced by three main constructs, namely attitude toward behavior, subjective norms, and perceived behavioral control. Attitude toward behavior describes an individual's positive or negative evaluation of an action, subjective norms related to perceived social pressure or support, while perceived behavioral control shows the perception of an individual's ability and ease of carrying out the action (Ajzen, 1991). TPB assumes that individuals tend to consider consequences, social support, and abilities before deciding to perform a certain behavior (Evelyna, 2020; Nazarudin & Sayd, 2023).

In the context of this study, TPB is used to explain how the information received by potential tourists through TikTok's User Generated Content (UGC) and destination image can contribute to the formation of visit intention. Visual appeal, content quality, and credibility can form a positive evaluation of Galeri Lokananta, while information about costs, access, facilities, and experiences of other users can increase individual confidence about the ease of visiting. Social interaction through comments, recommendations, likes, and shares can also provide social references that support the formation of intentions. Thus, the digital stimulus that potential tourists receive can influence beliefs and evaluations that ultimately form the tendency to visit a destination (Fathurrahman & Mukaroma, 2023; Pahrudin et al., 2021).

2.2 Visit intention

Visit intention is the tendency or intention of individuals to visit a destination in the future after going through the process of searching and evaluating information. In tourism marketing, the concept of visit intention is related to purchase intention, because prospective tourists carry out an evaluation process of a number of alternative destinations before determining the place that best suits their preferences (Kotler et al., 2017). Intention to visit reflects a behavioral response formed after tourists obtain information about a destination, evaluate its benefits and attractions, and build confidence that the destination is worth visiting (Nadiastuti et al., 2025).

The formation of visit intention can be influenced by the digital information that prospective tourists receive before the visit is made. Information from social media, UGC, and destination images can reduce uncertainty while forming expectations for the experience to be obtained. The more positive the evaluation of potential tourists towards the information and image of a destination, the more likely they

are to include the destination in their itinerary, make it a choice, and choose it over other alternative destinations. Therefore, the visit intention in this study reflects the level of tendency of prospective tourists to plan and choose Lokananta Gallery as a destination to be visited (Nadiastuti et al., 2025).

2.3 User Generated Content

User Generated Content (UGC) is various forms of digital content created and disseminated by users based on their experiences, views, and assessments of a product, service, or destination. UGC can be in the form of online reviews, comments, photos, videos, blogs, or discussions shared through digital platforms and social media (Wahid et al., 2025; Willyanto & Tunjungsari, 2025). In contrast to marketing communications that are directly controlled by companies, UGC comes from users so it tends to be seen as a more natural and personalized representation of consumer experiences. These characteristics make UGC a digital source of information that is able to shape consumer perception and assessment of an object (Christine et al., 2024; Wisianto & Keni, 2023).

In tourism marketing, UGC has an important role because tourist experiences shared through social media can be a reference for potential visitors who do not have direct experience of the destination. Content in the form of destination visuals, facility information, experience reviews, visit costs, and recommendations can help prospective tourists evaluate the feasibility of a destination. UGC also has the ability to reach a wide audience and can give rise to the phenomenon of Fear of Missing Out (FOMO) when a destination becomes popular on social media. Thus, TikTok UGC regarding the Lokananta Gallery can function as a source of information and social reference that influences the formation of perceptions and intentions to visit prospective tourists (Wahid et al., 2025).

2.4 Visual Appeal

Visual appeal is the ability of visual elements in a content to attract attention while forming an impression of the object displayed. In the context of digital marketing, visual appeal is not only related to the beauty of the display, but also includes creativity, composition, color, layout, video, and the way of presenting information that is able to produce an attractive visual experience for the audience (Chaffey & Ellis-Chadwick, 2016). In destination marketing, visual appeal reflects the user's perception of the aesthetics of the destination displayed through the scenery, activities, colors, design, and quality of the media used in a content (Almohammed et al., 2025; Joseph et al., 2024).

Visual attraction has an important role in the pre-trip stage because prospective tourists generally do not have direct experience of the destination to be visited. Attractive visual content can cause positive emotions, curiosity, and imagination about the experience to be obtained so as to strengthen interest in a destination (Joseph et al., 2024). In the context of the Lonanta Gallery, the architectural display, music collections, gallery space, and atmosphere of the area visualized through TikTok UGC can be an initial stimulus that shapes the evaluation of tourists. Therefore, the more attractive the visual appearance of UGC regarding the Lokananta Gallery, the more likely it is that prospective tourists will form an interest in visiting (Prajarini & Sayogo, 2021).

2.5 Content Quality

Content quality describes the ability of a content to convey information that is relevant, informative, interesting, and useful to the audience. Quality content is not only oriented towards an attractive appearance, but must also be able to convey a message clearly and provide information that suits the needs of users (Estede et al., 2025). Content quality is also related to the effectiveness of content in achieving communication goals through a combination of information, visuals, music, narrative, and delivery techniques that are able to create a positive experience for the audience (Mustika et al., 2025; Putri & Tjokrosaputro, 2024). Relevance, originality, clarity, informative value, and the ability to build engagement are some of the characteristics that support the quality of digital content (Rosita & Darlin, 2024).

In the context of travel decisions, content quality can work through cognitive and affective aspects. Cognitively, complete and relevant information helps potential travelers reduce uncertainty about costs, facilities, location, operating hours, and experiences that can be obtained. Affectively, attractive presentations are able to build positive emotions and audience closeness to the destinations displayed (Almohammed et al., 2025). Therefore, the quality of TikTok's UGC regarding the Lokananta Gallery can make it easier for

potential visitors to evaluate the destination while increasing confidence that the information received is useful enough as a basis for planning a visit (Almunawaroh & Djamhur, 2024; Mustika et al., 2025).

2.6 Credibility

Credibility is the level of audience trust in the truth, accuracy, and reliability of information and the sources that convey it. Credibility has an important role in digital communication because consumers are faced with a lot of information that comes from various sources with different levels of quality. Information that is considered accurate, factual, and trustworthy tends to have a higher persuasive power than information that is doubtful (Armielia et al., 2023). Credibility also functions as an evaluation mechanism that consumers use to determine the extent to which a message has benefits and can be used as a basis in the decision-making process (Indrawati et al., 2023).

In the context of tourism UGC, credibility is formed when potential tourists judge that the content comes from real experiences, is delivered honestly, and is in accordance with the actual conditions at the destination. Accurate and accountable reviews can reduce doubts and increase the trust of potential tourists in the information they receive. This trust can further strengthen the belief that the destinations displayed have quality in accordance with expectations, thus encouraging the formation of visit intentions (Putri & Tjokrosaputro, 2024). Thus, the more credible TikTok's UGC regarding the Lokananta Gallery, the more likely it is that the information will be received and used as a reference by prospective tourists in planning a visit.

2.7 Destination image

Destination image is the overall perception, belief, knowledge, and feelings of tourists towards a destination. Destination image is formed through a combination of cognitive and affective components, namely knowledge about the characteristics of the destination and the emotional response that arises to the destination (Hafiya & Trihantoro, 2024). Image formation can be influenced by personal experiences, external information, recommendations from other parties, and communication carried out by destination managers. Therefore, destination image is a mental representation that describes tourists' overall impression of a place and distinguishes it from other alternative destinations (Kencana & Facrureza, 2023; Wahyuni et al., 2025).

In the context of this research, Lokananta Gallery has a relatively distinctive destination image because it not only functions as a tourist destination, but also has a strong historical value and identity in the development of Indonesian music. Perceptions of historical value, cultural attraction, facilities, atmosphere, and uniqueness of destinations can shape the cognitive and affective image of prospective tourists. A positive image can cause a sense of interest, comfort, and belief that the visiting experience will provide value that matches the expectations of tourists. Thus, the more positive the destination image of Lokananta Gallery in the minds of prospective tourists, the stronger the tendency to form visit intentions towards the destination (Hafiya & Trihantoro, 2024; Kencana & Facrureza, 2023).

3. Research Methods

This study uses a quantitative approach with an explanatory research design to analyze the influence of visual appeal, content quality, credibility of User Generated Content (UGC) on the TikTok platform, and destination image on visit intention of Lokananta Gallery Surakarta. The quantitative approach is used because research data is expressed in the form of numbers and analyzed using statistical techniques to test the relationship between research variables (Sugiyono, 2023). The data used are primary data obtained directly from respondents through the distribution of questionnaires.

The study population includes TikTok social media users in Indonesia who have an interest in tourism content or have been exposed to content about the Lokananta Gallery. Because the number of the population cannot be known for sure or is included in the infinite population category, the determination of the sample size is carried out by considering the number of research indicators. The minimum number of samples in quantitative research can be determined by 5–10 times the number of indicators used in the research instrument (Hair et al., 2019). This study uses 24 indicators so that the number of samples needed is in the range of 120–240 respondents.

The sampling technique uses non-probability sampling with a purposive sampling approach. The purposive sampling technique is a sample determination technique based on certain considerations or criteria that are in

accordance with the research objectives (Sugiyono, 2023). The criteria for respondents in this study include active TikTok users, at least 17 years old, have been exposed to content about the Lokananta Gallery on TikTok, and have an interest or plan to visit the Lokananta Gallery. The technique was chosen because the researcher does not have a complete list of all TikTok users in Indonesia that can be used as a sampling framework.

This study consists of four independent variables and one dependent variable. Visual appeal (X1) is measured through image or design, video, layout, and color indicators (Prajarini & Sayogo, 2021). Content quality (X2) is measured through the indicators of relevant, inform, credible, different, shareable, and create trustworthiness (Mustika et al., 2025). Credibility (X3) is measured through content accuracy, factuality, reliability, and object mastery (Putri & Tjokrosaputro, 2024). Destination image (X4) is measured through tourist attractions, infrastructure, outdoor activities, the surrounding environment, the uniqueness of the destination, fun places, and places of interest (Hafiya & Trihantoro, 2024). Dependent variables in the form of visit intention (Y) are measured through *future visit*, future choice, and preferential choice indicators (Nadiastuti et al., 2025).

Data collection was carried out using an online questionnaire through Google Forms. The questionnaire was used as a data collection technique by providing a set of written statements to respondents to obtain information related to the research variables (Sugiyono, 2023). Each statement item was measured using a five-level Likert scale consisting of strongly disagreeing with a score of 1, disagreeing with a score of 2, neutral with a score of 3, agreeing with a score of 4, and strongly agreeing with a score of 5. The Likert scale is used to measure individual attitudes, opinions, and perceptions of a social phenomenon that is set as a research variable (Sugiyono, 2023).

Before the main analysis is carried out, the research instrument is tested through validity and reliability tests. The validity test is used to determine the ability of each statement item to measure the construct that should be measured, with the criterion that the item is declared valid if the p-value < 0.05 (Ghozali, 2018). The reliability test is used to assess the consistency of respondents' answers to the research instrument using Cronbach's Alpha value. A construct is declared reliable if it has *a* Cronbach's Alpha value ≥ 0.70 (Ghozali, 2018).

The research data was analyzed using descriptive statistics and multiple linear regression analysis with the help of SPSS software. Descriptive analysis was used to provide an overview of the characteristics of respondents and the tendency of respondents' answers to each research variable (Sugiyono, 2023). Descriptive analysis was carried out through the distribution of the frequency and average value of respondents' answers in each research indicator.

Before the regression analysis was carried out, the research model was tested through a classical assumption test consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The normality test was used to determine whether the residual in the regression model had a normal distribution, with the criteria of data being stated to meet the assumption of normality if the p-value > 0.05 (Ghozali, 2018).

The multicollinearity test was used to determine the correlation between independent variables through tolerance values and Variance Inflation Factor (VIF), with the model being declared free of multicollinearity if the *tolerance* value > 0.10 and VIF < 10 (Ghozali, 2018). The heteroscedasticity test was carried out using the Glejser test with the criterion of no heteroscedasticity if the p-value ≥ 0.05 (Ghozali, 2018). The autocorrelation test was carried out using *the* Runs Test, with the model stated that it did not experience autocorrelation if the p-value ≥ 0.05 (Ghozali, 2018).

Hypothesis testing was carried out using multiple linear regression analysis to determine the influence of visual appeal, content quality, credibility, and destination image on visit intent. Multiple linear regression analysis was used to measure the strength and direction of the relationship between two or more independent variables and dependent variables (Ghozali, 2018). The regression equation model used in this study is , with Y as $(Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 3X_3 + \beta_4 X_4 + \varepsilon)$the visit intention, X1 as the visual appeal, X2 as the quality of the content, X3 as the credibility, X4 as the destination image , α as the constant, β as the regression coefficient, and e as the *error*.

The t-test is used to determine the influence of each independent variable partially on the visit intention. The hypothesis is stated to be supported if the p-value < 0.05, while the p-value ≥ 0.05 indicates that the influence of

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independent variables is not statistically significant (Ghozali, 2018). The F test is used to determine the feasibility of the regression model in explaining the influence of independent variables on dependent variables, with the model being declared feasible if the p-value is < 0.05 (Ghozali, 2018). Furthermore, the determination coefficient (R^2) is used to measure visual appeal, content quality, credibility, and destination image in explaining the variation in visit intention, where the R^2 value that is closer to one indicates the model's greater ability to explain the variation of dependent variables (Ghozali, 2018).

4. Results and Discussion

4.1 Respondent Characteristics

This study involved 120 respondents who had met the sample criteria. All respondents were active TikTok users, had seen User Generated Content (UGC) about the Lokananta Gallery on TikTok, and had never visited the Lokananta Gallery directly. Thus, the respondents in this study represented prospective tourists who had been exposed to digital information about the destination but had not had direct visit experience.

Table 1. Characteristics of *Respondents*

Features	Category	Frequency	Percentage
Active users of TikTok	Ya	120	100,0%
	No	0	0,0%
Have you ever seen UGC Lokananta Gallery	Ya	120	100,0%
	No	0	0,0%
Have you ever visited Lokananta Gallery	Not yet	120	100,0%
	Already	0	0,0%
Gender	Women	92	76,6%
	Male	28	23,4%
Age	17 years	22	18,3%
	18–25 years old	73	61,2%
	26–35 years old	21	17,1%
	>35 years old	4	3,4%
Domicile	Solo Raya	102	85,4%
	Outside of Solo Raya	18	14,6%

Source: Primary data processed, 2026.

Table 1 shows that all respondents met the research screening questions, namely actively using TikTok, having been exposed to the UGC of the Lokananta Gallery, and having never visited the destination. The respondents were dominated by women at 76.6%, the age group of 18–25 years at 61.2%, and domiciled in Solo Raya at 85.4%. These characteristics show that the results of the study mainly describe the visit intentions of prospective young tourists who have obtained information about the Lokananta Gallery through TikTok but have not had direct visit experience.

4.2 Validity and Reliability Tests

Validity tests were carried out on all statement items on the variables of visual appeal, content quality, credibility, destination image , and visit intention. The instrument was declared valid if the significance value was less than 0.05. Furthermore, the reliability of the construct was tested using Cronbach's Alpha with a critical value of 0.70.

Table 2. Instrument Validity and Reliability Test Results

Variabel	Number of Items	Validity p-value range	Validity Results	Cronbach's Alpha	Reliability Results
Visual Appeal	8	0,000	Valid	0,741	Reliabel
Content Quality	6	0,000–0,005	Valid	0,710	Reliabel
Credibility	4	0,000	Valid	0,939	Reliabel
Destination image	7	0,000	Valid	0,940	Reliabel
Visit intention	5	0,000	Valid	0,764	Reliabel

Source: Primary data processed, 2026.

Based on Table 2, all 30 statement items have a p-value of < 0.05 so that they are declared valid. The Cronbach's Alpha value of all variables is also above 0.70, which is between 0.710–0.940, so that the entire construct is declared reliable. Thus, the research instrument meets the requirements for validity and reliability and can be used for further analysis.

4.3 Classic Assumption Test

Before multiple linear regression analysis was carried out, the data were tested using classical assumption tests which included multicollinearity, autocorrelation, heteroscedasticity, and normality. The test was carried out to ensure that the regression model met the statistical requirements used in the analysis.

Each classical assumption test was conducted to identify potential statistical problems that could affect the accuracy of the regression results. The normality test was used to evaluate the distribution of residuals, the multicollinearity test examined the correlation among independent variables, the heteroscedasticity test assessed the consistency of residual variance, and the autocorrelation test determined whether residuals were

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correlated across observations. A regression model that satisfies these assumptions is expected to produce more reliable coefficient estimates and provide a more appropriate basis for hypothesis testing.

Table 3. Classical Assumption Test Results

Testing	Variable/ Statistics	Results	Criteria	Conclusion
Multikolinearitas	Visual Appeal	Tolerance = 0.560; VIF = 1.786	Tolerance > 0.10; VIF < 10	Multicollinearity does not occur
	Content Quality	Tolerance = 0.584; VIF = 1.712	Tolerance > 0.10; VIF < 10	Multicollinearity does not occur
	Credibility	Tolerance = 0.117; VIF = 8.545	Tolerance > 0.10; VIF < 10	Multicollinearity does not occur
	Destination image	Tolerance = 0.119; VIF = 8.397	Tolerance > 0.10; VIF < 10	Multicollinearity does not occur
Autocorrelates	Runs Test	p = 0.099	$p \geq 0.05$	No autocorrelation occurs
Heteroskedastisitas	Visual Appeal Visual	p = 0.696	$p \geq 0.05$	Heteroscedasticity does not occur
	Content Quality	p = 0,139	$p \geq 0,05$	Heteroscedasticity does not occur
	Credibility	p = 0,181	$p \geq 0,05$	Heteroscedasticity does not occur
	Destination image	p = 0,618	$p \geq 0,05$	Heteroscedasticity does not occur
Normality	Kolmogorov–Smirnov	p = 0,200	$p > 0,05$	Normally distributed residual

Source: Primary data processed, 2026.

The results in Table 3 show that all variables have *a* tolerance value of > 0.10 and a VIF of < 10 so that the model does not experience multicollinearity. The Runs Test value of 0.099 indicates that there is no autocorrelation, while the results of the Glejser test of all variables have a significance value of > 0.05 so that heteroscedasticity is not found. The Kolmogorov–Smirnov significance value of 0.200 also shows that the residual is normally distributed. Thus, the model has met all the classical assumption tests used in the study.

4.4 Descriptive Analysis of Research Variables

Descriptive analysis was used to determine the tendency of respondents' assessments of each research variable. The average score was obtained from respondents' answers to all items in each construct, then categorized based on the research scale interval.

Table 4. Results of Descriptive Analysis of Research Variables

Variabel	Average	Category	Highest Item	Value	Lowest Item	Value
Visual Appeal	4,41	Excellent	Aesthetic images increase interest in visiting	4,60	Cutouts of images/ layouts help understand the destination	4,33
Content Quality	4,27	Excellent	Audience content increases the confidence of visitors	4,49	Relevance of UGC Lokananta Gallery	4,11
Credibility	2,12	Low/not good	Consistency of information	2,27	Information can be trusted to be true	2,02
Destination image	2,22	Low/not good	The gallery is considered to have something fun	2,39	Environmental cleanliness and order	2,03
Visit intention	4,12	High/good	Desire to visit in the future	4,46	Desire to visit in the near future	3,63

Source: Primary data processed, 2026.

Table 4 shows that visual appeal obtained the highest average of 4.41, followed by content quality of 4.27 and visit intention of 4.12. On the other hand, credibility obtained an average of 2.12 and destination image of 2.22. These findings show a contrast between the high assessment of the appearance and quality of TikTok's UGC and the low level of trust in the content and image of the Lokananta Gallery in respondents' perceptions. Nevertheless, respondents still showed a relatively high level of intention to visit.

Multiple Linear Regression Analysis and Hypothesis Testing

Multiple linear regression analysis was used to test the influence of visual appeal (X1), content quality (X2), credibility (X3), and destination image (X4) on visit intention (Y). The results of the analysis resulted in regression equations:

$$Y = 12{,}059 - 0{,}180X_1 + 0{,}560X_2 - 0{,}946X_3 + 0{,}481X_4 + \varepsilon$$

The results of the regression coefficient estimation and hypothesis testing are partially presented in Table 5.

Table 5. Multiple Linear Regression and Hypothesis Test Results

Variabel	B	Std. Error	Beta	t	p-value	Direction of Influence	Verdict
Konstanta	12,059	1,567	–	7,696	0,000	–	–
Visual Appeal (X1)	-0,180	0,056	-0,247	-3,203	0,002	Negatives	H1 supported
Content Quality (X2)	0,560	0,061	0,696	9,217	0,000	Positive	H2 supported
Credibility (X3)	-0,946	0,107	-1,484	-8,805	0,000	Negatives	H3 supported

Destination image (X4)	0,481	0,072	1,122	6,715	0,000	Positive	H4 supported

Source: Primary data processed, 2026.

Based on Table 5, all independent variables had a significant effect on visit intention because they had *a* p-value < 0.05. However, the direction of influence produced was not entirely positive. Visual appeal had a negative and significant effect with B = -0.180 and p = 0.002, while credibility also showed a negative and significant influence with B = -0.946 and $p < 0.001$. On the other hand, content quality had a positive and significant effect with B = 0.560 and $p < 0.001$, while destination image had a positive and significant effect with B = 0.481 and $p < 0.001$. Thus, H1–H4 is supported in terms of the significance of the influence, but the direction of the relationship between visual appeal and credibility is negative.

Model Feasibility and Coefficient of Determination. Simultaneous model testing was carried out using the F test to determine the ability of visual attraction variables, content quality, credibility, and destination image in predicting visit intent. Furthermore, the determination coefficient was used to measure the magnitude of the variation in visit intent that could be explained by the research model. These two measures provide an overall assessment of the model's statistical significance and explanatory power.

Table 6. Model Feasibility Test Results and Coefficient of *Determination*

Statistics	Value
F	46,403
p-value Uji F	0,000
R	0,786
R^2	0,617
Adjusted R^2	0,604
Standard Error of the Estimate	1,445

Source: Primary data processed, 2026.

Table 6 shows an F value of 46.403 with *a* p-value of *< 0.001 so that* the *regression model is declared significant and feasible to be used to explain* visit intention*. An R^2 value* of *0.617 indicates that 61.7%* of the *variation* in visit intent *can be explained by visual appeal, content quality, credibility, and* destination image*, while* the Adjusted R^2 value of 0.604 indicates the explanatory ability of the model after adjusting for the number of predictors of 60.4%. The remaining 39.6% was influenced by factors outside the research model.

4.5 Discussion

4.5.1 The Influence of Visual Appeal on Visit intention

The test results showed that Visual Appeal had a regression coefficient of -0.180 with a p-value of 0.002 < 0.05. Thus, Visual Appeal had a negative and significant effect on the visit intention of Galeri Lokananta, so H1 was supported. These findings show that when content quality, credibility, and destination image *were* controlled in the model, the increase in the assessment of Visual Appeal was actually related to a decrease in visit intention. This condition is interesting because descriptively Visual Appeal obtained the highest average of 4.41, which means that respondents really liked the visual appearance of TikTok's UGC regarding Galeri Lokananta. Within the framework of the Theory of Planned Behavior, visuals can form behavioral beliefs and initial evaluation of destinations, but the intention to visit is still influenced by considerations of information and other beliefs (Ajzen, 1991).

These negative directions can indicate that visuals that are too aesthetically pleasing do not necessarily increase visitor intent if the audience considers the digital representation to be too ideal compared to actual conditions. Content that uses certain editing, filters, and angles can form high expectations while increasing potential travelers' caution about possible mismatches between digital displays and real experiences. These findings are different from studies that show that visual *appeal* has a positive effect on travel intentions, but at the same time reinforces the view that social media visuals have the potential to create a gap in expectations of destinations (Joseph et al., 2024; Simanjorang, 2024). Therefore, Lokananta managers need to encourage visual representations that remain attractive but realistic and authentic so that digital appeal does not create excessive expectations.

4.5.2 The Effect of Content Quality on Visit intention

The test results showed that the content quality had a regression coefficient of 0.560 with a p-value of 0.000 < 0.05. This showed that the quality of the content had a positive and significant effect on visit intention, so H2 was supported. Descriptively, the content quality obtained an average of 4.27 in the excellent category, while the item with the highest score showed that content from fellow users was able to increase confidence to visit. These findings show that potential tourists not only need interesting content, but also relevant, clear, authentic, and useful information about the

Lokananta Gallery. Within the framework of the Theory of Planned Behavior, quality information can help form positive beliefs and evaluations because it can reduce the uncertainty of potential tourists before making a visit (Ajzen, 1991). Information about ticket prices, operating hours, reservations, music collections, facilities, and available activities helps the audience form a more concrete picture of the visit experience. These results are in line with research that shows that the quality of information can direct tourists' cognitive processes towards travel decisions and increase the acceptance of information as the basis for visit planning (Almohammed et al., 2025; Zaenal & Sahabuddin, 2023). Therefore, Lokananta managers need to ensure that destination information is clearly available so that the UGC generated by visitors is not only visually appealing but also informative and educational.

4.5.3 The Influence of Credibility on Visit intention

The test results showed that credibility had a regression coefficient of -0.946 with a p-value of 0.000 < 0.05. Thus, credibility had a negative and significant effect on visit intention, so H3 was supported in terms of significance of influence, but the direction of the resulting relationship was negative. Descriptive results also showed that credibility obtained a low average of 2.12, especially in the aspect of trust in the truth of information. This condition shows that respondents have not fully trusted the accuracy, factuality, reliability, and mastery of objects from TikTok UGC creators regarding Lokananta Gallery.

This negative direction does not mean that more correct information always decreases the intention to visit, but it does show that when other variables are controlled, information that is considered more realistic can make the audience make a more critical evaluation of the destination. Credible content not only conveys advantages, but can also display actual conditions, limited facilities, visiting rules, and less than ideal experiences. Information that is considered credible has greater power in shaping consumer evaluations because it is seen as more trustworthy and relevant in decision-making (Armielia et al., 2023; Indrawati et al., 2023). This finding is different from research that found a positive influence of credibility on visit intention, so Lokananta managers need to maintain the compatibility between digital information and actual experiences so that authentic content continues to form positive trust in the destination (Putri & Tjokrosaputro, 2024).

4.5.4 The Influence of Destination image on Visit intention

The test results showed that the destination image had a regression coefficient of 0.481 with a p-value of 0.000 < 0.05. Thus, the destination image had a positive and significant effect on visit intention, so H4 was supported. Although descriptively the destination image obtained a relatively low average of 2.22, this variable still showed a positive influence on the intention to visit. This shows that the more positive the perception of prospective tourists towards the historical value, uniqueness, facilities, atmosphere, and attractiveness of the Lokananta Gallery, the higher their tendency to plan a visit.

These findings strengthen the position of destination image as an independent factor that can influence visit intention. Galeri Lokananta already has a historical identity as part of the development of Indonesian music so that its image is not only formed from exposure to TikTok, but also from cultural values and reputations that have developed before. Positive cognitive and affective images can help tourists evaluate the attractiveness of a destination and include it in travel choices (Hafiya & Trihantoro, 2024). These results are also in line with research showing that destination imagery plays a role in shaping interest in visiting historical and cultural tourist attractions (Kencana & Facrureza, 2023). Therefore, Lokananta managers need to strengthen the identity of music history while improving the quality of facilities and actual experience so that the image of the destination is more consistent with the expectations of prospective tourists.

5. Closing

This study shows that Visual Appeal, content quality, credibility of User Generated Content (UGC) on TikTok, and destination image *s* significantly affect visit intention to Lokananta Gallery Surakarta. Visual Appeal has a negative and significant effect with a coefficient of -0.180 and *a* p-value of 0.002, while content quality has a positive and significant effect with a coefficient of 0.560 and p-value of 0.000. Credibility also showed a negative and significant influence with a coefficient of -0.946 and *a* p-value of 0.000,

while destination image had a positive and significant effect with a coefficient of 0.481 and *a* p-value of 0.000. The findings show that the intention to visit is not only influenced by the Visual Appeal of the content, but also by the quality of information and the image of the destination formed in the minds of potential tourists.

Practically, the results of the study imply that the manager of Lokananta Gallery needs to strengthen the destination image *as a* destination for Indonesian music history and provide clear, relevant, and consistent digital information regarding ticket prices, operating hours, reservations, facilities, and visitor activities. UGC makers also need to maintain a balance between visual aesthetics, authenticity, and completeness of information so that audience expectations are in accordance with the actual conditions of the destination. This research is still limited to UGC on TikTok, the dominance of respondents from the Solo Raya area, behavioral measurements that only reach visit intention, and have not considered seasonal factors and special activities. Further research is suggested to expand the study by using respondents from more diverse geographic areas, testing actual visit behavior, and considering other aspects that may affect visit intention.

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