

**THE INFLUENCE OF DESTINATION AWARENESS, DESTINATION
IMAGE, AND PERCEIVED QUALITY TOWARD THE VISIT
INTENTION OF TIKTOK USERS TO DESTINATION IN YOGYAKARTA**

A THESIS

**Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department**



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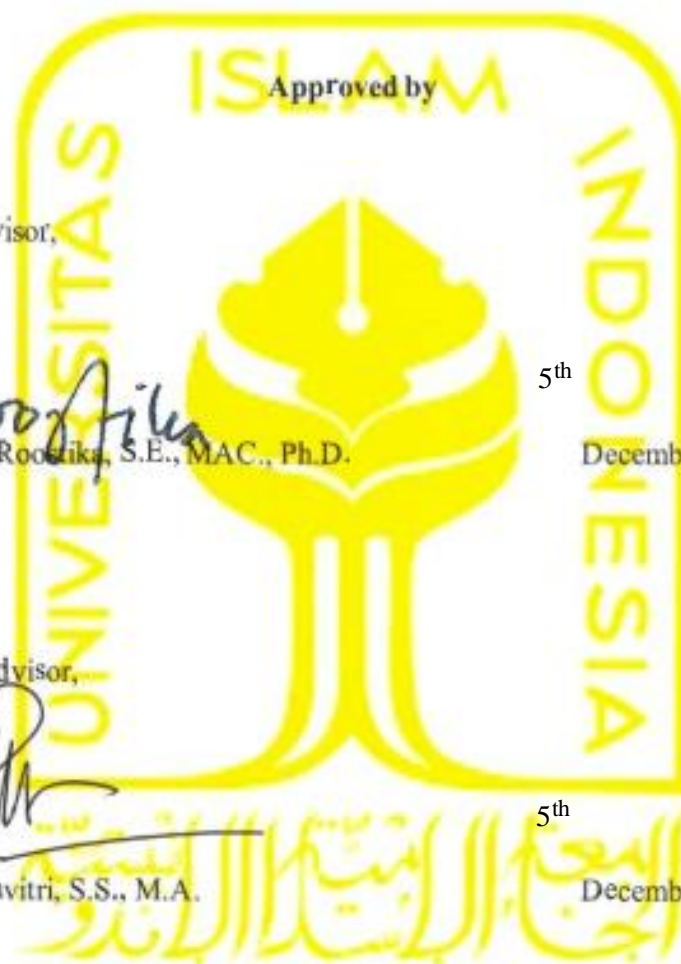
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DECLARATION OF AUTHENTICITY

Here I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 28 November 2022



Tasya Putri Yumna

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ABSTRACT

This research aims to explore the effectiveness of destination awareness, destination image, perceived quality, and brand engagement on visit intention among TikTok users toward destinations in Yogyakarta. The sample in this research are TikTok users who have seen tourism video content in Yogyakarta. Data was obtained through the use of an online survey constructed with Google Forms which was filled out by 225 respondents. The data used in this study were analyzed using the PLS-SEM method by SPSS and SmartPLS. According to the research findings, destination awareness and destination image have a positive effect on perceived quality for TikTok users. In addition, perceived quality even has a positive effect on intention to visit and brand engagement for TikTok users. These findings were expected to provide implications and empirical studies related to encourage marketing potential on social media TikTok for visiting the tourism industry in Yogyakarta.

Keywords: Destination Awareness, Destination Image, Perceived Quality, Intention to Visit, Brand Engagement.

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi efektivitas kesadaran destinasi, citra destinasi, persepsi kualitas, dan keterlibatan merek terhadap niat berkunjung pada pengguna TikTok tentang destinasi di Yogyakarta. Sampel dalam penelitian ini adalah pengguna TikTok yang pernah melihat konten video pariwisata di Yogyakarta. Data diperoleh melalui penggunaan survei online dengan Google Forms yang diikuti oleh 225 responden. Data yang digunakan dalam penelitian ini dianalisis dengan metode PLS-SEM menggunakan SPSS dan SmartPLS. Berdasarkan temuan penelitian, kesadaran destinasi dan kesadaran reputasi berpengaruh positif terhadap persepsi kualitas bagi pengguna TikTok. Selain itu, persepsi kualitas bahkan berpengaruh positif terhadap niat berkunjung dan keterlibatan merek bagi pengguna Tik-Tok. Temuan ini diharapkan dapat memberikan implikasi dan kajian empiris terkait dengan potensi pemasaran pada social media TikTok untuk berkunjung pada industri pariwisata di Yogyakarta

Kata kunci: Kesadaran Destinasi, Citra Destinasi, Persepsi Kualitas, Niat Berkunjung, Keterlibatan Merek.

الجمعة، الأستد الاندو
الجمعة، الأستد الاندو

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CHAPTER I

INTRODUCTION

1.1 Background

Tourism has become one of the factors that play an important role in encouraging the economic growth of a country. This was also mentioned by Shang et al. (2021) that tourism is an industry with great potential to be developed and strengthened to accelerate economic activities that contribute to world growth and development. Along with the increasing competition in tourism, social media has become one of the marketing strategies that has received a lot of attention and is also a significant source of obtaining tourism information (Tobias-Mamina, Kempen, Chinomona, & Sly, 2020).

According to Du et al. (2020), TikTok has now played a major role in shaping the image of a destination, changing tourist behavior, and influencing tourist perceptions. TikTok becomes a social media that has increased interest in certain locations, which then makes tourists more critical in the decision-making process of vacation destinations (Wengel et al., 2022). Furthermore, TikTok also has a unique recommendation algorithm that not only made a video viral quickly (Du et al., 2020), but also allowed them to expand on new topics that they may be interested in (Zhang & Liu, 2021). This made TikTok become the second most downloaded Android application worldwide (Rimadias, Alvionita, & Amelia, 2021) and became one of the reliable social media references for finding tourist destinations.

Through Tiktok's recommendation algorithm, which was previously mentioned, make the videos continue to be recommended to users and have increased the number of video views and the spread of content goes viral faster (Zhang & Liu, 2021). As long as the video has content that provides good quality, users are willing to like and share the videos they have seen. However, this resulted in the sinking of the tourist destination videos they had liked before. Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020) stated that this could be influenced by several factors; destination awareness, destination image, and the perceived quality of destination.

Nevertheless, Pasanen, Pesonen, and Murphy (2019) mentioned that this recommendation video created a potential intention to visit tourist destinations contained in the video. Moreover, Tiktok videos can affect the expected destination experiences and their subsequent destination choice (Pasanen et al., 2019). Thus, in this research there were five main variables studied; there are destination awareness, destination image, perceived quality, brand engagement, and intention to visit.

According to Vila et al. (2021), to be successful, a tourism destination must be recognized by its potential visitors. Milman & Pizam (1995) found that destination awareness is described as if someone has heard about a tourist destination and which tourist destination comes to mind first when someone thinks of a vacation. The influence of destination awareness is not only felt when visitors choose their destination but also affects tourist behavior in general (Junaedi & Harjanto, 2020). Therefore, destination awareness is considered as the first and

necessary step that leads potential tourists to visit tourist destinations (Isa & Ramli, 2014). Dodds, Monroe, and Grewal (1991) mentioned, when a brand has a greater reputation or awareness, it is expected to have a positive impact on consumers' perceptions of quality. This is also mentioned by Dedeoğlu et al. (2020) that the unavailability of detailed information about the destination increases the perception of destination risk. Therefore, destination awareness is found to be affected by perceived quality of destination (Dedeoğlu et al., 2020). In addition, in the context of celebrities, Han et al. (2019) found that brand awareness is also the first step towards consumer commitment to a brand and is consistently found to be associated with brand loyalty.

Apart from destination awareness, destination image is also a foundation dimension that has been proposed at the same level (Huerta-Álvarez et al., 2020). This is because destinations often use images in promotional materials to raise awareness of potential visitors (Chi, Huang, & Minh, 2018). Destination image is a collection of related connections with the destination in tourists' thoughts, involving tourists to recreate the destination correctly from mind (Chi et al., 2018). Destination image has some influence on the quality perceived by tourists (Sayyed, Khazaei, & Salehzadeh, 2015). Lopes (2011) argued even though a person has never been to a destination, he or she is able to have an image of a particular tourist destination in their mind, based on the information received. Therefore, image plays a key role in how people perceive tourism destinations (Vila et al., 2021). The destination image then generates awareness, leading to a quality of the destination, which in turn leads to actual visits (Vila et al., 2021). This is evidenced

by the findings by Huerta-Álvarez et al. (2020) which found that destination image has an effect on the perceived quality of destination.

Perceived quality is one of the important attributes of brand equity to create value for visitors to visit a destination. Perceived quality is defined as consumer ratings of overall product superiority (Susilowati & Sugandini, 2018). Therefore, maintaining or improving quality is necessary to develop brand equity (Chi et al., 2018). Chen and Tsai (2007) showed contrary results and mentioned that quality did not directly influence the behavioral intentions. However, Sayyed, Khazaei, and Salehzadeh (2015) re-examined and particularly found that quality significantly influences the tourist's revisit intentions. Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020) then also found something similar where perceived quality affects tourist loyalty to visit destinations.

Perceived quality, which related to brand engagement, is basically a consumer's perception of the reliability and dependability of a product or service and is closely related to customer preferences, satisfaction, and purchase choices (Nikhashemi, S.R., Valaei, N., & Tarofder, 2017). Especially on social media, brand engagement allows consumers to voice their perceived quality of a product or service through reviews or ratings (Shanahan, Tran, & Taylor, 2019). Su et al. (2020) indicated that consumer engagement was also a predictor of satisfaction towards consumption experiences. Brand engagement is defined as a customer's level of cognitive, emotional and behavioral investment in a particular brand interaction (Tsordia, Papadimitriou, & Parganas, 2018). Huerta-Álvarez et al. (2020) in their research pointed out that consumers tended to feel more connected

to a brand when they perceived a positive relationship outcome. Therefore, in the context of tourism, brand equity is expected to have a positive impact on customer engagement (Huerta-Álvarez et al., 2020).

Although there have been several researches examining the relationship between destination awareness, destination image, and perceived quality on intention to visit and brand engagement with destination, however, similar studies using Tik-tok as tourist references destinations for visiting Yogyakarta are quite limited. Based on the arguments identified, it is required to examine the key factors that lead Tik-tok users to visit Yogyakarta by reviewing the relationship between brand equity and perceived quality to tourists' visit intention. Research model from Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020) was replicated by removing DMO-generated social media communication and tourist-generated social media communication and changing the context from destination reference that conducted in Lima, Peru into destination reference through Tiktok in Yogyakarta, Indonesia.

1.2 Problem Formulation

This research intended to explore factors that lead Tik-tok user to visit tourist destination. Specifically, the problem formulation of this research are:

1. Does destination awareness have a significant impact on Tiktok users' perceived quality of destination towards intention to visit?

2. Does destination image have a significant impact on Tiktok users' perceived quality of destination towards intention to visit?
3. Does perceived quality of destination have a significant impact on Tiktok users' intention to visit towards tourist destinations?
4. Does perceived quality of destination have a significant impact on Tiktok users' brand engagement towards destination?

1.3 Research Objective

Generally, the intention of this study is to replicate and modify the Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020) model in the context of Tiktok user intention to visit tourist destinations. In specific, the research purpose of this research are:

1. To examine and analyze that destination awareness has a significant impact on Tiktok users' perceived quality of destination towards intention to visit
2. To examine and analyze that destination image has a significant impact on Tiktok users' perceived quality of destination towards intention to visit
3. To examine and analyze that perceived quality of destination has a significant impact on Tiktok users' intention to visit towards tourist destination

4. To examine and analyze that perceived quality of destination has a significant impact on Tiktok users' brand engagement towards destination

1.4 Research Benefits

This research, primarily in the context of Indonesian Tiktok users, made a theoretical and practical contribution to studying the factors that determine brand equity before other users make their own decisions. This research can also provide important information for evaluating the impact of communications on brand equity. Specifically, this research presented an integrated management model that considers brand equity management as fundamental factors in understanding user intention to visit tourist destinations.

1.5 Systematic of Writing

This study contained five chapters. The details will be specified below as followed:

Chapter I: Introduction

This chapter contained the background of the research, problems formulation, research objectives, benefits of the research, and the systematics writing of the research.

Chapter II: Literature Review

Relevant theoretical basis for each variable used and the hypothesis of the research were explained in this chapter. Furthermore, this chapter also provided the conceptual research model framework.

Chapter III: Research Methodology

This chapter described the methodology adopted in this study which contains information of research design, population and sample, operational definition and variable measurement, data analysis and pilot test.

Chapter IV: Data Analysis and Discussion

This chapter provided the results of the data analysis and discussion of the findings based on statistical computations using theoretical concepts. An interpretation of the research model, which is modified from previous existing theories, was presented in this chapter.

Chapter V: Conclusion

This chapter contained conclusions about the analytical results of the research conducted. In addition, this chapter also outlined the limitations of the studies conducted and recommendations for future studies.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

This research used the theory of S-O-R or Stimulus - Organism - Response as the theoretical framework. The theory was discovered by Mehrabian and Russell (1974) which is considered as a theoretical foundation for research on consumer behavior. Generally, the S-O-R framework proposes that the environment can provoke an individual's cognitive and affective states, which then influence him/her to do certain behavior. Mehrabian and Russell (1974) assumed stimulus (S) in an environment can cause changes in a person's internal organs which later will lead to a behavioral response in the form of approach or avoidance behavior. Thus, after the individual receives the external stimulus (S), the individual will react with the affective and internal emotional (O) depending on the stimulus, then the emotional state (O) will be generated in their mind and affect the individual's actual behavior as a response (R). Jiang et al. (2010) defined this as an environment (stimulus) that can trigger an internal evaluation of a person (organism), which then leads to positive or negative behavior in relation to the organism (response).

2.2 General Research Model

In this research, there were five variables that were examined, such as (a) destination awareness; (b) destination image; (c) perceived quality of destination;

(d) intention to visit; and (e) brand engagement with destination. These variables were replicated from Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020) study of the interplay between social media communication, brand equity, and brand engagement in tourist destinations. Yet, there are some changes. Besides changing the object and the location into destination in Yogyakarta, this study also modifies some variables, such as removing DMO-generated social media communication and Tourist-generated social media communication and changing loyalty towards destination into intention to visit a destination. The theoretical definition of the variables described in the following below.

2.3 Variables Definition

2.2.1 Destination Awareness

Brand awareness is referred to what someone knew or thought about a destination (Konecnik & Gartner, 2007). According to Milman and Pizam (1995) destination awareness is interpreted by whether people heard of a travel destination and which destination comes to mind first when they think of a vacation. However, according to Crompton (1992) destination awareness is not only about whether potential tourists have heard about the destination, but also about the possibility that the destination will appear in tourist destination choices.

It is very important to increase destination awareness through specific emotion and connection to the destination (Ngan & Chinh, 2020). Apart from indicating the cognitive of tourist behavior, destination awareness is also important because the higher destination brand awareness, the higher destination brand image

(Pike & Page, 2014). Social media is one example of an effective marketing tool that can be used to increase brand awareness (Camelia & Faculty, 2019). However, there are relatively few studies that identify the popularity of travel destinations associated with social media, especially Tiktok. In the more specific literature of intention to visit, the measurements have been changed to adapt the context. For example, Chi, Huang and Nguyen (2018) measured destination awareness by the following items:

1. I can picture what the destination looks like in my mind.
2. I am aware of the place as a travel destination.
3. I can recognize the destination among other similar travel destinations.
4. The characteristics of this destination come to my mind quickly.
5. When I am thinking about traveling, this destination comes to my mind immediately

2.2.2 Destination Image

Milman and Pizam (1995) mention that if a tourism destination wants to be successful, apart from having good destination awareness, it also must have a positive destination image. According to Chi et al. (2018), destination image refers to the collection of connections associated with destinations in tourists' minds, which required them to correctly recreate the brand from memory. In addition, Zahra (2012) indicated that the creation of an image in tourists' minds depends on the degree of familiarity obtained from the sources and the ability to understand tourists' expectations by offering appropriate tourism products. Destination image can be seen as anything that links the mind of a tourist about the attributes, the

general impression, or an interactive system of thoughts, opinions, emotions, visual images, and intentions of a particular city towards a destination (Yuwo, Ford, & Purwanegara, 2013).

The concept of destination image has received a lot of attention, but it is still rare to find an integrated concept in the tourism industry (Ngan & Chinh, 2020). Thus, studies identifying destination images related to intention to visit a tourist destination are rarely found. There was still a little research on the relationship between destination image and tourism, so this research was conducted. Huerta-Álvarez et al. (2020) measured donation intention by the following items:

1. I can visualize several characteristics of Lima as a tourist destination.
2. Lima is different from other tourist destinations.
3. Lima stands out above other tourist destinations.
4. I know what Lima is.

Chi, Huang and Nguyen (2018) added items such as:

1. This destination fits my personality.
2. My friends would think highly of me if I visited this destination
3. The image of this destination is consistent with my own self-image
4. Visiting this destination reflects who I am.

2.2.3 Perceived Quality

According to Aaker (1991) perceived quality is defined as the customer's perceptions of the overall quality or superiority of a product or service with respect to its intended purpose. Due to the fact that there are several factors that lead to

different quality judgments (Wang, et al., 2017). Therefore, perceived quality cannot be determined objectively and thus a subjective assessment of what is significant for the customers involved (Aaker, 1991). In tourism research, perceived of destination quality is a combination of a tourist's travel experience and perceived service acceptance related to the performance of tourism services that are expected to be received (Bolton & Drew, 1991). Specifically, destination perceived quality is related to the perceptions of the quality of the destination's infrastructure, hospitality services, and facilities such as accommodation (Pike, et al., 2010). Among many factors, researchers have identified that high quality services significantly affect customer satisfaction, so perceived quality is an important factor that should receive special attention in the management of tourism destinations (Sayyed et al., 2015).

Susilowati and Sugandini (2018) defined perceived quality as consumer ratings of overall tourist destination superiority. In this case, quality can be interpreted as potential tourists' ratings of tourist destinations by looking at the review videos in Tiktok. For instance, Huerta-Álvarez et al. (2020) measured perceived credibility by the following items:

1. The quality of lodging in Lima is excellent.
2. The quality of infrastructures in Lima is excellent
3. Lima, as a tourist destination, offers consistent quality.
4. The probability of Lima being reliable as a tourist destination is very high.
5. I can expect superior performance with regard to what's on offer in Lima.

Chi, Huang, and Nguyen (2018) added items such as:

1. This destination provides tourism offerings of consistent quality.
2. This destination provides quality experiences.
3. From this destination's offerings, I can expect superior performance
4. This destination performs better than other similar destinations

2.2.4 Intention to Visit

Based on research from Ajzen (1991), intention is described as a means to conquer the motivating factors that affect individuals to bring certain behaviors. It is suggested that consumer intention captures the motivational variables that affect consumer behavior and the greater the consumer's intention to engage in the behavior, the more likely should be its performance (Ajzen, 1991). Furthermore, in voluntary contexts, as in the case of environmentally friendly tourism, consumer intention to behave has been postulated as the best predictor of actual behavior (Eid, Agag, & Shehawy, 2020). For instance, in the case of environmentally friendly tourism, Eid, Agag, and Shehawy (2020) mentioned that consumers' intention to behave has been postulated as the best predictor of actual behavior.

According to Nechoud, Ghidouche, and Seraphin (2021), in the context of tourism, the behavioral intention of tourists includes the intention to visit a destination which is defined as a willingness to visit a destination and the intention to recommend a destination. The decision to visit a destination is interpreted as a consideration of the benefits of several selected destinations, obtained from external information sources, including social media (Y. Chen, Shang, & Li, 2014). Molinillo, Anaya-s, and Li (2018) in their prior study measured intention to visit by the following items:

1. I intend to visit Indonesia in the near future.
2. I would choose Indonesia as the destination for my next holiday.
3. I would prefer to visit Indonesia as opposed to other similar destinations.

Roostika and Winahyu (2018) added items such as:

1. I plan to visit Bali in the next 12 months.
2. I intend to visit Bali in the next 12 months.
3. I will expend effort to visit Bali in the next 12 months
4. If everything goes as I think, I will plan to visit Bali in the future
5. I would visit Bali rather than any other tourism destination

2.2.5 Brand Engagement

According to Hollebeek et al. (2011), the concept of brand engagement is defined as a level of motivation, brand-related and context-dependent individual customer characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions. In addition, Erdogmus and Tatar (2015) stated that brand engagement as a psychological state that occurred based on interactive and creative customer experiences with certain objects such as brands, products, or organizations. In short, brand engagement is the relationship between the consumer and the brand, that is, strengthened over time and generates shared value (Ismail, et al., 2020).

Furthermore, brand engagement has been applied to study the branding of tourism products, such as airlines, hotels, and resort brands (Saleem, Li, & Afzal, 2021). However, studies identifying brand engagement with destinations are

relatively inadequate. Therefore, further research is needed. For instance, Huerta-Álvarez et al. (2020) measured platform quality by the following item:

1. I would like to share my experience in Lima with other tourists.
2. If I'm asked my opinion, I will recommend Lima without hesitation.
3. I would always give my honest opinion about Lima as a tourist destination.
4. I would like to interact with the destination organizations in Lima.
5. I would participate with the destination organizations in Lima, making suggestions or providing ideas that would improve what they have on offer.
6. I like to help other tourists to clear up their doubts regarding Lima as a tourist destination

2.3 Hypothesis

2.3.1 Destination Awareness towards Perceived Quality

Macdonald and Sharp (2000) examined perception as a key heuristic that helps simplify decision-making and thereby influence buying behavior. He is considered one of the key aspects or assets of brand equity. (Aaker, 1991). According to Kaushal, Sharma and Reddy (2019), brand awareness was found to have a positive impact on tourists' perceived quality. Dedeoglu et al. (2020) also stated the positive effect of brand awareness on destination service quality. However, Kim and Lee (2018) found that tourism destination brand awareness did not affect brand perceived quality.

Destination marketers should increase awareness of the visual imagery associated with the destination as a means to instill awareness about the destination brand (Chi et al., 2018). Using Tik-tok could be a consideration for associating the destination. The research described above has shown that destination awareness indeed influences perceived quality of destination. However, researchers still found contradictory research. Thus, this research predicted that:

H1. Destination awareness positively impacts perceived quality of destination

2.3.2 Destination Image towards Perceived Quality

Destinations often use images in promotional materials to increase awareness of their competitive differentiators (Chi et al., 2018). Wu et al. (2011) analyzed customer perceptions of service quality for his brand and determined the positive effects. It has also been reported that there is a significant positive association between perceived quality and destination image (Chen & Tsai, 2007). Kaushal et al. (2019) found that the effect of destination image on perceived quality is insignificant.

Beside, destination image applies to advertise destinations to attract people to visit. Images are used to increase travelers' awareness and reduce the risk when considering a destination which few people know (Gartner, 1994). Therefore, destination image is considered as one of brand equity factors that may lead someone's perceived quality of destination. Based on the explanation, the hypothesis is as follow:

H2. Destination image positively impacts perceived quality of destination

2.3.3 Perceived Quality towards Intention to Visit

In general, the decision-making process to travel is influenced by tourists' perceptions of risk and safety (Aji & Muslichah, 2020). Previous studies have shown that perceived high brand quality plays an important role in increasing the value of brand loyalty, consumer purchases, and consumer satisfaction (Low & Lamb, 2000; Wang et al., 2017). According to Denis et al. (2003) satisfaction comes from the quality of the service and not the reverse. In addition, many empirical studies have confirmed the relationship between perceived quality and satisfaction (Chumpitaz & Swaen, 2003). For example, findings from an empirical study by Wang et al. (2017) showed a positive relationship between perceived service quality and customer satisfaction in Vietnam. Besides, Chi et al. (2018) visitors might be loyal to a destination and might show their intentions to visit a destination again in the future. Hence, the perceived quality of destination is an important consideration for tourists making a decision to visit. Hence, this research predicted that:

H3. Perceived quality of destination positively impacts intention to visit

2.3.4 Perceived Quality towards Brand Engagement

Perceived quality in the context of consumer brand engagement is essentially a consumer's perception of the authenticity and reliability of a product or service and is closely related to customer preference, satisfaction and purchase decisions. (Nikhashemi, S.R., et al., 2017). For customers to be willing to engage emotionally and cognitively with a brand, they need to perceive the appropriate level of quality (Cassandra, Bil, & Dale, 2016). In addition, Cassandra et al. (2016)

also mentioned that perceived quality is the customer's evaluation of the brand's quality and it leads to a global assessment of the overall quality, which may have an effect on customer brand engagement.

Research conducted by Huerta-Álvarez et al. (2020), brand engagement with destination is significantly influenced by the perceived quality of destination. In addition, Cassandra, Bill, and Dale (2016) in their research also found that perceived brand quality has a positive effect on customer-brand engagement. Hence, the hypothesis of this research is the following:

H4. Perceived quality of destination positively impacts on brand engagement with destination

2.4 Conceptual Research Model

From the hypothesis that has been mentioned, this research consisted of five variables: destination awareness, destination image, perceived quality of destination, brand engagement with destination, and intention to visit tourist destination. Figure 1.1 depicts the conceptual research model..

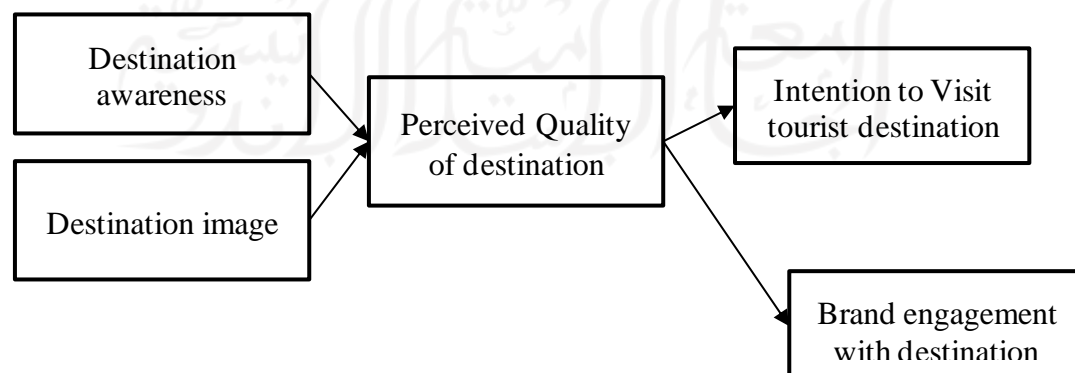


Figure 1.1 Research Model

Modified from Huerta-Álvarez, Cambra-Fierro, and Fuentes-Blasco (2020)



CHAPTER III

RESEARCH METHODOLOGY

3.1 Collecting Data Method

This study employed a quantitative method. Bassias and Pollalis (2018), considered quantitative research methods usually involve systematic and empirical investigation of phenomena through statistics and mathematics and the processing of numerical data. This is similar to Sheard (2018) that defined quantitative approach as a method commonly involved in statistical analysis that deals with numbers converted from data. In addition, Goertz and Mahoney (2012) mentioned quantitative research mostly carried out with questionnaires including simple questions and short answers that can easily be quantified and compared. The object examined in this study is one of the destination cities in Indonesia namely destinations in Yogyakarta in general that have gone viral on Tiktok. Tiktok itself has become a social media that can be reached by Indonesian. Therefore, the location for this study research is carried out in Indonesia.

In a quantitative method, the data collected using questionnaire form. However, due to a pandemic situation, the form was created with Google Forms, and the questionnaire was distributed online. The Google Form link was shared on social media platforms such as Instagram, WhatsApp and Line. Specifically, through Instagram the questionnaire was distributed through Instagram story. For WhatsApp and line, the questionnaire is utilized by personal chat to several people

and also several group chats. Besides, it was also distributed by posting a link in a status. To assess these variables, The Seven-Point Likert Scale was used in this study, with responses ranging from (1) strongly disagree to (7) strongly agree. As an example, consider the followed:

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- 1 - Strongly disagree
- 2 - Disagree
- 3 - Somewhat disagree
- 4 - Neither agree nor disagree
- 5 - Somewhat agree
- 6 - Agree
- 7 - Strongly agree

3.2 Population and Sample

According to Shukla (2020), population refers to the set or group of all units in which the research findings applied. In other words, population is a set of all the units which have variable characteristic match with the study and for which research findings can be generalized (Shukla, 2020). This study's population was Indonesian society. This study, however, focused on people in Indonesia. Therefore, researchers did a sampling. The sample itself is actually part of the population. According to Bhardwaj (2019), a sample is a group of people, objects, or items that are taken from a large population for measurement.

According to the research objectives, Non-probability sampling, namely purposive technique sampling, was used in this study. Shukla (2020) explained sampling as the process of selecting samples from the population. Stratton (2022) explained that nonprobability sampling is a form of sampling by which the participants were chosen by the researcher. Specifically, purposive sampling technique used in this study was participants' choices is determined to find individuals who could provide information based on their knowledge or experience (Tongco, 2007). The study used Tiktok to establish criteria for participants from Indonesia who watched viral videos of travel destinations in Yogyakarta.

According to Roscoe (1975), The specific number of samples can be determined using a formula with a minimum of 5 samples and a maximum of 10 times the number of items.

4.1 Operational Definition and Variables Measurement

2.3.2 Destination Awareness

According to Milman and Pizam (1995), destination awareness is defined as whether someone has heard of a destination and which destination first comes to mind when considering going on vacation. Operationally, destination perception is defined as whether Indonesian Tiktok users have heard of Yogyakarta as a tourist destination and whether Yogyakarta comes to mind when considering a vacation. Items examined in this study are from Chi, Huang, and Nguyen (2018).

Table 3. 1 Item for Measuring Destination Awareness

Code	Items
DA1	From a video on Tiktok, I can picture what the Yogyakarta destination looks like in my mind.
DA2	I am aware of Yogyakarta city as a travel destination.
DA3	The characteristics of the Yogyakarta destination come to my mind quickly.
DA4	When I am thinking about traveling, Yogyakarta comes to my mind immediately.

3.3.3 Destination Image

Destination image refers to anything that links the mind of a tourist about the attributes, the general impression, or an interactive system of thoughts, opinions, emotions, visual images and intentions of a particular city towards a destination (Yuwo et al., 2013). Operationally, destination image refers to anything that links Indonesia's mind about the attributes, general impression, or an interactive system of thoughts, opinions, emotions, visual images and intentions of Yogyakarta when they see a viral video of Yogyakarta destination on Tiktok. The items examined in this study were from Chi, Huang and Nguyen (2018) and Huerta-Álvarez et al. (2020) as shown in Table 3.2.

Table 3. 2 Item for Measuring Destination Image

Code	Items
DI1	Yogyakarta is different from other tourist destinations.

Code	Items
DI2	Yogyakarta stands out above other tourist destinations.
DI3	Destination di Yogyakarta fits my personality.
DI4	My friends will think highly of me if I visit Yogyakarta.
DI5	The image of the Yogyakarta destination is consistent with my own self-image.
DI6	Visiting Yogyakarta reflects who I am.

3.4.3 Perceived Quality

According to Aaker (1991) perceived quality is defined as the customer's perceptions of the overall quality or superiority of a product or service with respect to its intended purpose. Operationally, perceived quality is defined as Indonesian perceptions of the quality or superiority of Yogyakarta destination when they see a viral video of Yogyakarta destination on Tiktok.

Table 3. 3 Item for Measuring Perceived Quality

Code	Items
PQ1	Yogyakarta, as a tourist destination, offers consistent quality.
PQ2	The probability of Yogyakarta being reliable as a tourist destination is very high.
PQ3	Yogyakarta provides tourism offerings of consistent quality.
PQ4	Yogyakarta provides quality experiences.
PQ5	From the video on Tiktok, I can expect superior performance.

Code	Items
PQ6	Yogyakarta performs better than other similar destinations.

3.3.4 Intention to Visit

Based on the explanation from the previous chapter, intention can be defined as a method of assessing the factors that influence a person to perform a specific action (Ajzen, 1991). Visit intention can thus be defined as a method of assessing the factors that influence a person's decision to visit a tourist destination. Visit intention refers to a means of capturing factors influencing Indonesians to visit Yogyakarta after watching viral videos of travel destination Yogyakarta on Tiktok. Therefore, the elements investigated in this study come from Molinillo, Anaya-s and Li (2018) and Roostika and Winahyu (2018), presented Table 3.4.

Table 3. 4 Item for Measuring Intention to visit

Code	Items
VT1	I intend to visit Yogyakarta in the near future.
VT2	I would choose Yogyakarta as the destination from my next holidays.
VT3	I plan to visit Yogyakarta in the next 12 months.
VT4	I will expend effort to visit Yogyakarta in the next 12 months.
VT5	If everything goes as I think, I will plan to visit Yogyakarta in the future.
VT6	I would visit Yogyakarta rather than any other tourism destination.

3.3.5 Brand Engagement

According to Ismail, et al. (2020), brand engagement is the relationship between the consumer and the brand, that is, strengthened over time and generates shared value. Operationally, brand engagement is the relationship between Indonesian people and destination in Yogyakarta, that is, strengthened over time and generates shared value after seeing a viral video of a destination in Yogyakarta on Tiktok. The items examined in this study were from the research of Huerta-Álvarez et al. (2020).

Table 3. 5 Item for Measuring Brand Engagement with Destination

Code	Items
BE1	I would like to share my experience in Yogyakarta with other tourists.
BEI2	If I'm asked my opinion, I will recommend Yogyakarta without hesitation.
BE3	I would always give my honest opinion about Yogyakarta as a tourist destination.
BE4	I like to help other tourists to clear up their doubts regarding Yogyakarta as a tourist destination.

3.4 Data Analysis

In general, the data analyzed in this study were PLS-SEM methods SmartPLS software. It is divided into two models: model testing and model estimation. Model testing is also classified as inner model testing and outer model

testing. The goodness-of-fit for the two test models is measured separately. The outer model testing indicators are Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha, and Composite Reliability. The PLS Bootstrapping method, which uses t-values, p-values, and R-square as indicators, is used to assess the suitability of the model fit in the inner model. A detailed description of each test is provided in the following subchapter.

3.4.2 Goodness-of-fit (Outer Model)

3.4.1.1 Validity Test

In a quantitative method, validity is defined as the extent to which a concept is accurately measured (Heale & Twycross, 2015). Validity is an integrated evaluative assessment of the extent to which empirical evidence and theoretical reasons support the adequacy and appropriateness of interpretations and measures based on test scores or other modes of assessment (Messick, 1990). Based on Hair et al. (2017), normally there were two types of validity tests used in PLS; these are listed below.

1. Convergent Validity

Convergent validity shows that an instrument is highly correlated with instruments that measure similar variables (Heale & Twycross, 2015). According to Hair et al. (2017), to assess convergent validity, researchers consider the outer loadings of the indicators and the average variance extracted or often abbreviated as AVE. Convergent validity calculation is considered good when every item has an outer loading over 0.7 and when the average extracted variance (AVE) of each

construct is 0.5 or higher (Hair et al., 2017). AVE which does not exceed 0.5 means that there is an error variance that exceeds the variance described (Garson, 2016).

2. Discriminant Validity

Discriminant validity is the extent to which the latent variable differs from other latent variables (Farrell, 2009). Hair et al. (2017), described how the matrix calculation score was used to test discriminant validity by comparing the square root AVE with the latent variable correlations. The square root AVE should be higher than its correlation with any other latent variable (Garson, 2016).

3.4.1.2 Reliability Test

Reliability relates to the consistency of a measure (Heale & Twycross, 2015). According to Taherdoost (2016), reliability concerns the extent to which measurements provide stability. A test is said to be reliable if repeated measurements carried out under constant conditions will give the same results (Taherdoost, 2016). There are two types of reliability tests used; composite reliability and Cronbach's alpha.

1. Composite reliability

Composite reliability is a preferred alternative to Cronbach's alpha as a test of convergent validity in a reflective model (Garson, 2016). According to Hair et al. (2017), composite reliability value has at least a value of 0.7. If composite reliability has a value below 0.6, the value is indicate has inadequacy of reliability of internal consistency (Hair et al., 2017)

2. Cronbach alpha

According to Heale and Twycross (2015), Cronbach's alpha is the most commonly used test to determine the internal consistency of an instrument. In this test, the average of all correlations in every combination of split-halves is determined (Heale & Twycross, 2015). According to Garson (2016), the measurement of Cronbach's alpha has to be greater or equal to 0.80 for a good scale, 0.70 is still an acceptable scale, and 0.60 for a scale for exploratory purposes.

3.4.2 Inner Model

According to Hair et al. (2017), r-square (coefficient of determination) is used to account for variance in the inner model, and q-square (blindfolding) is used to examine predictive relevance. Blindfolding describes how much the independent variable influences the dependent variable, while R-square describes how much the dependent variable influences the independent variable (Hair et al., 2017). Harley et al. (2017) stated that the value of r-squared varies from 0 to 1, with higher values being more accurate. Meanwhile, for the value of q-square, The lesser the gap between predicted and original values, the higher the q-square and predictive accuracy of the model (Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014).

Model estimation on Smart-PLS is conducted using the PLS Bootstrapping method. According to Stone (1989), the bootstrapping method is a collection of sample reuse techniques designed to estimate standard errors and confidence intervals. The significance level of each indicator weight was determined using multiple outcome measures such as mean, t-statistic, and p-value (Jr et al., 2014). The t-value should be greater than 1.96, but the p-value tolerance is loosely below 0.05 and tightly below 0.01. (Garson, 2016).

3.5 Pilot Test

Pilot test conducted to determine the feasibility of using research questionnaires data collection processes (Fraser et al., 2018). A pilot test was used in this study to assess the effectiveness or accuracy, as well as the reliability or consistency, of questionnaire items. SPSS and SmartPLS were used to conduct the pilot tests. As a result, before distributing the data collection questionnaires, researchers ran a pilot test to ensure the validity and reliability of the variables and indicators used in this study. For the pilot test, 50 people were given the questionnaire. The results can be seen from Table 3.6 below:

Table 3.6 Pilot Test Result

Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Destination Awareness		0.702	0.6	Reliable
From a video on Tiktok, I can picture what the Yogyakarta destination looks like in my mind.	0.743		0.5	

I am aware of Yogyakarta city as a travel destination.	0.698		0.5	
The characteristics of the Yogyakarta destination come to my mind quickly.	0.786		0.5	
When I am thinking about traveling, Yogyakarta comes to my mind immediately.	0.691		0.5	
Destination Image		0.864	0.6	Reliable
Yogyakarta is different from other tourist destinations.	0.677		0.5	
Yogyakarta stands out above other tourist destinations.	0.776		0.5	
Destination di Yogyakarta fits my personality.	0.798		0.5	

My friends will think highly of me if I visit to Yogyakarta	0.759		0.5	
The image of the Yogyakarta destination is consistent with my own self-image.	0.830		0.5	
Visiting Yogyakarta reflects who I am.	0.823		0.5	
Perceived Quality		0.850	0.6	Reliable
Yogyakarta, as a tourist destination, offers consistent quality.	0.879		0.5	
The probability of Yogyakarta being reliable as a tourist destination is very high.	0.792		0.5	

Yogyakarta provides tourism offerings of consistent quality.	0.785		0.5	
Yogyakarta provides quality experiences.	0.740		0.5	
From the video on TikTok, I can expect superior performance.	0.653		0.5	
Yogyakarta performs better than other similar destinations	0.704		0.5	
Intention to Visit		0.904	0.6	Reliable
I intend to visit Yogyakarta in the near future.	0.793		0.5	
I would choose Yogyakarta as the destination for my next holiday.	0.865		0.5	

I plan to visit Yogyakarta in the next 12 months.	0.828		0.5	
I will expend effort to visit Yogyakarta in the next 12 months	0.851		0.5	
If everything goes as I think, I will plan to visit Yogyakarta in the future.	0.868		0.5	
I would visit Yogyakarta rather than any other tourism destination.	0.730		0.5	
Brand Engagement		0.862	0.6	Reliable
I would like to share my experience in Yogyakarta with other tourists.	0.838		0.5	
If I'm asked my opinion, I will recommend	0.874		0.5	

Yogyakarta without hesitation.				
I would always give my honest opinion about Yogyakarta as a tourist destination.	0.816		0.5	
I like to help other tourists to clear up their doubts regarding Yogyakarta as a tourist destination	0.855		0.5	

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

The survey was conducted via online Google Forms survey, which was completed by 225 respondents.

The descriptive analysis of respondent characteristics, descriptive analysis of responses, validity and reliability test, normality test, outlier, goodness-of-fit measure, and model hypothesis testing were used to explain the study's findings.

4.1 Statistic Descriptive

4.1.1. Respondent's Classification Based on Gender

Respondents are classified based on their gender in this classification. The frequency and percentage by gender are shown in the table below.

Table 4.1

Respondent's Classification Based on Gender

No.	Gender	Number (Person)	Percentage
1	Male	65	28.9%
2	Female	160	71.1%

Source: Data Processed, 2022

From the table, it can be seen that women made up the vast majority of survey respondents. According to the table, 71.1% of her respondents were women. Male respondents, on the other hand, accounted for about 28.9%. From the table

above, The difference between male and female respondents is approximately 42.2%, with females outnumbering males.

4.1.2. Respondent's Classification Based on Age

Respondents are classified according to their age as followed:

Table 4.2
Respondents' Classification Based on Age

No.	Age	Number (Person)	Percentage
1	< 20	14	6.2%
2	20 – 30	205	91.1%
3	31 - 40	5	2.2%
4	> 40	1	0.5%

From the table above, the majority of the respondents in this survey were between the ages of 20 and 30, about 91.1%, 6.2% under 20, 2.2% between 31-40, and 0.5% over 40. In summary, the majority of TikTok users who participated in this survey were between the ages of 20 and 30.

4.1.3. Respondent's Classification Based on Educational Backgrounds

The survey respondent falls into one of four of these categories based on their educational background. The frequency and percentage of each educational background are shown in the table below:

Table 4.3

Respondents' Classification Based on Educational Backgrounds

No.	Educational Backgrounds	Number (Person)	Percentage
1	Middle school	23	10.2%
2	High school	136	60.4%
3	Diploma / Bachelor	63	28.0%
4	Magister	3	1.3%

Table 4.3 shows that the majority of respondents in this survey came from high school, 136 respondents or 60.4%. Respondents with a diploma or bachelor's degree ranked second among 63 respondents (28.0%). In addition, 23 middle school students (10.2%). Finally, the respondent with a master's degree ranked lowest among her three respondents (1.3%). Regarding this data, it can be said that the majority of TikTok users have a high school degree.

4.1.4. Respondents' Classification Based on Monthly Expenses

According to this classification, the survey respondents are divided into four groups. The table below contains information about each category.

Table 4.4

Respondents' Classification Based on Monthly Expenses

No.	Monthly Expenses	Number (Person)	Percentage
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1	< IDR2,000,000	123	54.7%
2	IDR2,000,000 – 5,000,000	84	37.3%
3	IDR5,100,000 – 10,000,000	15	6.7%
4	> IDR10,000,000	3	1.3%

Table 4.4 showed that the majority of respondents who participated in this survey spend less than IDR 2,000,000 per month. Then, 84 people, or 37.3% of those polled, spend between IDR 2,000,000 and 5,000,000 per month. According to the data, the total amount spent by respondents was IDR 5,100,000-10,000,000 monthly is 6.7%, or 15 people. 1.3% or 3 respondents spend more than IDR 10,000,000 monthly.

4.1.5. Respondents' Classification Based on Occupation

This classification divides respondents in this survey into seven categories. The frequency and percentage of each occupation are shown in the table below.

Table 4.5

Respondents' Classification Based on Occupation

No.	Occupation	Number (Person)	Percentage
1	PNS / TNI / POLRI	7	3.1%
2	Wiraswasta	9	4.0%
3	Mahasiswa / Pelajar	172	76.4%

4	Pegawai Swasta	17	7.6%
5	Unemployed / Housewife	18	8.0%
6	Pegawai BUMN	1	0.4%
7	Fresh Graduate	1	0.4%

The respondents in this research were mostly students with 172 respondents or 76.4%. It is presented that 8.0% of the respondents were unemployed people or housewives. Meanwhile, 17 respondents are private employees or around 7.6%. Moreover, 4.0% of the respondents, 9 people are entrepreneurs. In the lowest position, there were respondents who worked in BUMN corporation and fresh graduates with the number of 1 respondent each or 0.4% respectively. This data showed that the majority of TikTok users were students.

4.1.6. Respondents' Classification Based on Area of Origin

The respondents are classified as followed based on Area of Origin. The categories were listed below::

Table 4.6

Respondents' Classification Based on Area of Origin

No.	Area of Origin	Number (Person)	Percentage
1	Bali and its surroundings	4	1.8%

2	Java and its surroundings	193	85.8%
3	Kalimantan and its surroundings	5	2.2%
4	Papua and its surroundings	1	0.4%
5	Sulawesi and its surroundings	4	1.8%
6	Sumatera and its surroundings	18	8.0%

Based on the area of origin listed on Table 4.6, the majority of respondents were from Java, accounting for 193 or 85.8%. The second highest position is people from Sumatra with the number of 18 respondents or 8.0%. It is presented that 2.2% people were from Kalimantan with the number of 5 people. There are two categories that have 4 respondents which are Bali and Sulawesi which accounted for 1.8% respectively. However, there is a category that only has 1 respondent from Papua which accounted for 0.4%.

4.1.7. Respondent's Classification Based on Tiktok Usage Time

The respondents are classified as follows based on Tiktok Usage Time. The categories were listed below:

Table 4.7

Respondents' Classification Based on Tiktok Usage Time

No.	Tiktok Usage Time	Number (Person)	Percentage
1	Less than five hours a week	21	9.3%

2	Less than two hours per day	37	16.4%
3	Less than four hours per day	58	25.8%
4	More than four hours per day	106	47.1%
5	On weekends only	3	1.3%

From this data, it is shown that most respondents use TikTok more than four hours per day with the total numbers of 106 respondents or 47.1%. Moreover, there are 58 respondents or 25.8% of the total respondents who scroll TikTok less than four hours per day. On the other hand, 16.4% or 37 people viewed TikTok in less than two hours per day. Moreover, 9.3% or 21 respondents watch TikTok less than five hours a week. The rest of the respondents, 1.3% or 3 people, chose to open TikTok on weekends only.

4.1.8. Respondents' Classification Based on Time Installed TikTok

This classification divides the respondents into four groups. The table below contains information about each category.

Table 4.8

Respondents' Classification Based on Time Installed TikTok

No.	Time Installed TikTok	Number (Person)	Percentage
1	Less than 1 year	29	12.9%
2	1 – 2 years	113	50.2%

3	2 – 3 years	63	28.0%
4	More than 3 years	20	8.9%

It is presented that the most respondents who contributed to this study have installed TikTok since one to two years ago. Secondly, 63 people or 28.0% of the respondents had TikTok from around two to three years ago. According to the data, the number of respondents who love scrolling through TikTok less than one year ago is 12.9% or 29 people. Lastly, respondents with more than three years installed TikTok are 8.9% or 20 people.

4.1.9. Respondent's Classification Based on Frequency Using TikTok

Respondents were divided into four groups based on how frequently they use TikTok. The following people responded:

Table 4.9

Respondents' Classification Based on Frequency Using TikTok

No.	Frequency Using TikTok	Number (Person)	Percentage
1	Infrequent compared to before the pandemic	33	14.7%
2	More often than before the pandemic	135	60.0%

3	Not changed compared to before the pandemic	57	25.3%
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From table 4.9, most of the respondents viewed TikTok more often compared to the time before the pandemic with the number of 135 respondents or 60.0% of all respondents. On the other hand, 57 people or 25.3% of the respondents did not find a change in the frequency of scrolling tik-tok compared to before the pandemic. Additionally, 33 respondents, or 14.7% of all respondents, and 10 respondents reduced their use of TikTok compared to before the pandemic.

4.2 Descriptive Analysis

The respondents' responses were summarized and then analyzed to determine the descriptive answers to each variable. This respondent's assessment value is based on the following criteria:

1 is the lowest perception score.

7 is the highest perception score.

$$\text{Interval} = \frac{7-1}{7} = 0.86$$

Detailed interval were listed below:

1.00 to 1.85 = Strongly Disagree

1.86 to 2.72 = Disagree

2.73 to 3.59 = Somewhat Disagree

3.60 to 4.46 = Fair

4.47 to 5.33 = Somewhat Agree

5.34 to 6.20 = Agree

Above 6.21 = Strongly Agree

4.2.1. Destination Awareness

Table 4.10 displayed the results of the descriptive analysis of Destination Awareness:

Table 4.10
Descriptive Analysis of Destination Awareness

Destination Awareness	Mean	Category
From a video on Tiktok, I can picture what the Yogyakarta destination looks like in my mind.	6.28	Strongly Agree
I am aware of Yogyakarta city as a travel destination.	6.36	Strongly Agree
The characteristics of the Yogyakarta destination come to my mind quickly.	6.24	Strongly Agree
When I am thinking about traveling, Yogyakarta comes to my mind immediately.	6.27	Strongly Agree
Mean	6.29	Strongly Agree

Table 4.10, the average assessment of 225 respondents from TikTok users for Destination Awareness indicators was 6.29. Among the four Destination Awareness indicators, the second indicator, "I am aware of Yogyakarta city as a travel destination," had the highest mean with a value of 6.36 and was classified as **Strongly Agree**. The third indicator with the lowest mean, "The characteristics of Yogyakarta destination come to mind quickly," had a value of 6.24 and was classified as Strongly Agree. As a result, the respondents' perception of Destination Awareness was **Strongly Agree**.

4.2.2. Destination Image

Table 4.11 displayed the results of the descriptive analysis of Destination Image:

Table 4.11

Descriptive Analysis of Destination Image

Destination Image	Mean	Category
Yogyakarta is different than other tourist destinations.	5.92	Agree
Yogyakarta stands out above other tourist destinations.	5.87	Agree
Destination di Yogyakarta fits my personality.	6.01	Agree
My friends will think highly of me if I visit to Yogyakarta	5.69	Agree

The image of the Yogyakarta destination is consistent with my own self-image.	5.82	Agree
Visiting Yogyakarta reflects who I am.	5.80	Agree
Mean	5.86	Agree

Presented in Table 4.11, the descriptive analysis of the destination image revealed that the average assessment of 225 respondents was 5.86, which was considered **Agree**. With a value of 6.01, this variable had the highest mean value for the third indicator "Destination di Yogyakarta fits my personality." and was classified as **Agree**. Meanwhile, the fourth indicator "My friends will think highly of me if I visit Yogyakarta." had the lowest mean of 5.69 and was classified as **Agree**. It is confirmed that the respondents' satisfaction level was **Agree**.

4.2.3. Perceived Quality

Table 4.12 displayed the results of the descriptive analysis of Perceived Quality:

Table 4.12

Descriptive Analysis of Perceived Quality

Perceived Quality	Mean	Category
Yogyakarta, as a tourist destination, offers consistent quality.	6.12	Agree
The probability of Yogyakarta being reliable as a tourist destination is very high.	6.08	Agree

Yogyakarta provides tourism offerings of consistent quality.	6.17	Agree
Yogyakarta provides quality experiences.	6.21	Agree
From the video on TikTok, I can expect superior performance.	6.21	Agree
Yogyakarta performs better than other similar destinations.	5.96	Agree
Mean	6.12	Agree

Based from Table 4.12, the mean assessment of 225 Tiktok users for Perceived Quality indicators was 6.12. The fourth and fifth indicators of Perceived Quality, "Yogyakarta provides quality experiences." and "From the video on TikTok, I can expect superior performance." had the same value as the highest mean with a value of 6.21 and were classified as **Agree**. The indicator with the lowest mean was the last one, "Yogyakarta performs better than other similar destinations," which had a value of 5.96 and was deemed Agree. As a result, the results showed that the respondents' perception of Perceived Quality was **Agree**.

4.2.4. Intention to Visit

The results of the descriptive analysis of Intention to Visit are shown in Table 4.13 as follows:

Table 4.13

Descriptive Analysis of Intention to Visit

Intention to Visit	Mean	Category
I intend to visit Yogyakarta in the near future.	6.05	Agree
I would choose Yogyakarta as the destination form my next holidays.	6.13	Agree
I plan to visit Yogyakarta in the next 12 months.	6.06	Agree
I will expend effort to visit Yogyakarta in the next 12 months.	5.97	Agree
If everything goes as I think, I will plan to visit Yogyakarta in the future.	5.97	Agree
I would visit Yogyakarta rather than any other tourism destination.	6.00	Agree
Mean	6.03	Agree

As shown in Table 4.13, the average assessment of 225 responses based on the Intention to Visit variable was 6.03, which was rated as Agree. The second indicator, "I would choose Yogyakarta as the destination for my next vacation," had the highest mean of 6.13 and was classified as **Agree**. The lowest mean, on the other hand, were the fourth and fifth indicators "I will expend effort to visit Yogyakarta in the next 12 months." and "If everything goes as I think, I will plan to visit Yogyakarta in the future." with both values of 5.97 and considered as

Agree. It is possible that the respondents' perception of Intention to Visit was **Agree.**

4.2.5. Brand Engagement

Table 4.14 displayed the findings of the descriptive analysis of Brand Engagement.:

Table 4.14

Descriptive Analysis of Brand Engagement

Brand Engagement	Mean	Category
I would like to share my experience in Yogyakarta with other tourists.	6.16	Agree
If I'm asked my opinion, I will recommend Yogyakarta without hesitation.	6.21	Agree
I would always give my honest opinion about Yogyakarta as a tourist destination.	6.26	Strongly Agree
I like to help other tourists to clear up their doubts regarding Yogyakarta as a tourist destination	6.18	Agree
Mean	6.20	Agree

From the Table 4.14, the average assessment of 225 responses for variable Brand Engagement was 6.20, scored as **Agree**. Among the four indicators, the third, "I would always give my honest opinion about Yogyakarta as a tourist destination." which had the highest mean of 6.26 and was classified as a **Strongly**

Agree category. The first indicator with the lowest mean, "I would like to share my experience in Yogyakarta with other tourists," had a value of 6.16 and was classified as **Agree**. As a result of this, the respondents' perception of Brand Engagement was **Agree**.

4.3 Measurement Model Test (Outer Model)

3.3.2 Convergent Validity

Convergent validity is the value of the loading factor on the latent variable with its indicators which can be seen from the correlation between the item scores/indicators and the construct scores. A convergent validity value that is too small indicates that the indicator on the reflective construct did not have a positive correlation, so the construct in question is not suitable for use in the path model. The calculation of convergent validity is considered good, every item has an outer loading over 0.7 and when the Average Variance Extracted (AVE) of each construct is 0.5 or higher (Hair et al., 2017). The following is the value of the outer loading of each indicator in this research variable as followed:

Table 4.15 Convergent Validity Result

Variable	Indicator	Factor Loading	AVE	Status
Destination Awareness	DA1	0.740	0,591	Valid
	DA2	0.761		Valid
	DA3	0.758		Valid

	DA4	0.815		Valid
Destination	DI1	0.826	0,638	Valid
Image	DI2	0.785		Valid
	DI3	0.790		Valid
	DI4	0.761		Valid
	DI5	0.780		Valid
	DI6	0.846		Valid
Perceived	PQ1	0.769	0,586	Valid
Quality	PQ2	0.754		Valid
	PQ3	0.795		Valid
	PQ4	0.796		Valid
	PQ5	0.749		Valid
	PQ6	0.728		Valid
Intention to	VT1	0.810	0,670	Valid
Visit	VT2	0.841		Valid
	VT3	0.827		Valid
	VT4	0.800		Valid
	VT5	0.832		Valid
	VT6	0.801		Valid
Brand	BE1	0.810	0,665	Valid
Engagement	BE2	0.859		Valid
	BE3	0.781		Valid

	BE4	0.811		Valid
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From the table above, it showed that all indicators on the research variables can be said to meet convergent validity because the value of the outer loading is > 0.70 and the AVE value is > 0.50 .

4.3.2 Discriminant Validity

The model's validity is tested using discriminant validity. The cross load value confirms discriminant validity. The magnitude of correlation between a constituent and its metrics and metrics from other constituents is indicated by the crossload value. Consistent with Mao et al. (2017) discriminant validity was tested by correlating the square root of the AVE with the correlation of the latent variables using matrix computation scores. The following is cross loading value of each indicator in this research variable as followed:

Table 4.16 Discriminant Validity Value

	Brand Engagement	Destination Awareness	Destination Image	Intention to Visit	Perceived Quality
Brand Engagement	0,816				
Destination Awareness	0,492	0,769			
Destination Image	0,518	0,501	0,799		

Intention to Visit	0,607	0,460	0,657	0,819	
Perceived Quality	0,681	0,639	0,668	0,632	0,766

According to the table above, the square root value of AVE in each variable is greater than 0.70. Furthermore, when linked to its latent variable, each variable has the greatest value when compared to other latent variables. This demonstrated that all items' discriminant validity was valid.

4.3.3 Composite Reliability

The reliability test aimed to measure the reliability of a measuring instrument or questionnaire. The instrument can be said to be reliable if it produced the same data when used several times to measure the object of research. The reliability test was conducted to prove the reliability, consistency, and accuracy of the instrument in measuring a construct. According to Taherdoost (2016), reliability concerned the extent to which the measurement provides stability. A test is said to be reliable if repeated measurements carried out under constant conditions gave the same results (Taherdoost, 2016). Cronbach's Alpha and Composite reliability are two methods for determining a construct's reliability. The table below displayed the results of reliability testing.

Table 4.17 Reliability Test Value

Variable	Cronbach's Alpha	Composite Reliability	Status
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Destination Awareness	0,770	0,852	Reliable
Destination Image	0,886	0,913	Reliable
Perceived Quality	0,859	0,895	Reliable
Intention to Visit	0,902	0,924	Reliable
Brand Engagement	0,832	0,888	Reliable

From table 4.17, it can be seen that the value of all variables in reliability testing using Cronbach's Alpha or Composite reliability is greater than 0.70, and the value of all variables in validity testing using AVE (Average Variance Extracted) is greater than 0.50. As a result, the variables tested are valid and reliable.

4.4 Structural Model Test (Inner Model)

The structural model or inner model was evaluated in order to predict the relationship between latent variables. According to Hair et al. (2017), the inner model is measured by r-square (coefficient of determination) to explain variance and q-square (blindfolding) to test predictive relevance. Hair et al. (2017), stated that blindfolding explained how much the independent variable influenced the dependent variable, while R-squared explained how much the dependent variable influenced the independent variable.

Model estimation on Smart-PLS is done by using the PLS Bootstrapping method. According to Stine (1989), the bootstrap method is a collection of sample reuse techniques designed to estimate standard errors and confidence intervals.

4.4.2 R-Square (R^2)

Table 4.18 R^2 Value Variable

Model	R Square	Adjusted R Square
Perceived Quality	0,569	0,566
Intention to Visit	0,400	0,397
Brand Engagement	0,463	0,461

From table 4.18 it can be shown that the Destination Awareness and Destination Image models for Perceived Quality give an R^2 value of 0.569, thus it can be interpreted that the Perceived Quality variable can be explained by the Destination Awareness and Destination Image variables of 56.9% while the remaining 43.1% (100% -56.9%) explained by other variables outside of this study.

The Perceived Quality model for Intention to Visit gave an R^2 value of 0.400, thus it can be indicated that the Intention to Visit variable can be explained by the Perceived Quality variable of 40.0% with the remaining 60.0% (100% - 40.0%) is explained by other variables outside this study.

The Perceived Quality model for Brand Engagement gave an R^2 value of 0.463, thus it can be interpreted that the Brand Engagement variable can be explained by the Brand Engagement variable by 46.3% while the remaining 53.7% (100% -40.0%) is explained by the variable other than this research.

4.4.3 Q-Square (Q^2)

The Predictive Relevance Evaluation (Q^2) assesses predictive relevance by determining how much the independent variable influences the dependent variable

(Hair et al., 2017). Q square (Q²) is used to present the cross-validation synthesis by predicting the observed variables and estimation of the construct parameters. The standard Predictive Relevance value is said to be good if > 0 and seen through the Blindfolding model.

Table 4.19 *Predictive Relevance*

	SSO	SSE	Q ² (=1- SSE/SSO)
Brand Engagement	900.000	630.078	0.300
Destination Awareness	900.000	900.000	
Destination Image	1350.000	1350.000	
Intention to Visit	1350.000	1000.685	0.259
Perceived Quality	1350.000	912.090	0.324

In table 4.19, the predictive relevance value or observation value in this study is > 0 so that it meant that the resulting observation value is good.

4.5 Hypothesis Testing (Path Coefficient)

The bootstrapping method was used for hypothesis testing to determine the effect of variables. The significance value (P Value) and the T-table value were used to determine whether the hypothesis should be accepted or rejected. If the significance value of t - value > 1.96 and/or p-value 0.05 at a significance level of 5% (5%), then H_a is accepted and H_o is rejected; otherwise, if the t-value 1.96

and/or the value $p\text{-value} > 0.05$ at a significance level of 5% (5%), then H_a is rejected and H_o is accepted.

Table 4.20 Hypothesis Testing Result

H	Model	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Label
H1	Destination Awareness - Perceived Quality	0,406	0.397	0.069	5,889	0,000	Supported
H2	Destination Image - Perceived Quality	0,464	0.476	0.064	7,289	0,000	Supported
H3	Perceived Quality - Intention to Visit	0,632	0.684	0.045	13,087	0,000	Supported
H4	Perceived Quality - Brand Engagement	0,681	0.640	0.048	14,973	0,000	Supported

From the results of hypothesis testing in the table, it can be implied that:

1. The first hypothesis showed that the effect of Destination Awareness on Perceived Quality has a coefficient of 0.406. This construct relationship has a t-statistic value of $14.973 > 1.96$ and a p-value of $0.000 < 0.05$. Thus, it can be concluded that the first hypothesis (**H1**) which states *Destination awareness positively impacts perceived quality of destination* is **accepted**.
2. The second hypothesis showed that the influence of Destination Image on Perceived Quality has a coefficient of 0.464. This construct relationship has a t-statistic value of $14.973 > 1.96$ and a p-value of $0.000 < 0.05$. Thus, it can be concluded that the second hypothesis (**H2**) which states *Destination image positively impacts perceived quality of destination* is **accepted**.
3. The third hypothesis showed that the effect of Perceived Quality on Intention to Visit has a coefficient of 0.632. This construct relationship has a t-statistic value of $14.973 > 1.96$ and a p-value of $0.000 < 0.05$. Thus, it can be concluded that the third hypothesis (**H3**) which states *Perceived quality of destination positively impacts intention to visit* is **accepted**.
4. The fourth hypothesis showed that the effect of Perceived Quality on Brand Engagement has a coefficient of 0.681. This construct relationship has a t-statistic value of $14.973 > 1.96$ and a p-value of $0.000 < 0.05$. Thus, it can be concluded that the fourth hypothesis (**H4**) which states *Perceived quality of destination positively impacts on brand engagement with destination* is **accepted**.

4.6 Discussion

4.6.1 Destination Awareness and Perceived Quality

Based on the result of hypothesis testing, the relation between destination awareness and perceived quality generated significant and positive results. Destination awareness can influence the perception and encourage Tiktok users to visit Yogyakarta. This was consistent with prior studies studying the influence of platform quality on donation intention. It is very important to increase destination awareness through specific emotion and connection to the destination (Ngan & Chinh, 2020). Camelia & Faculty (2019) added that social media is one example of an effective marketing tool that can be used to increase brand awareness. Dedeoglu et al. (2020) also found a positive effect of brand awareness on destination service quality.

The data presented 106 respondents (47.1%) spent their time browse on social media more than four hours per day. In fact, in today's digital era, technology including gadgets is needed to support social networking and give access to information, both in entertainment and tourism. Besides, the data also found that there are 113 people who have installed TikTok over the past two years, TikTok was the social media preferred by the respondents to browse videos (n = 73 or 44.8%), which was one of the most popular and fastest forms of content of social media (Viranti & Aji, 2021). Dilon (2020) discovered that platforms that provide good content can raise user awareness. The result showed that the higher destination awareness, then the higher perceived quality demanded by the Tiktok user. This was proven due to the user's perceived quality toward Yogyakarta, the

contents that contained any tourism information had been seen as the motivation for users to visualize Yogyakarta as a tourist destination. This meant that this destination awareness can influence perceived quality.

4.6.2 Destination Image and Perceived Quality

The relationship between destination image and perceived quality showed a positive significant result. This signified that the destination image can encourage the user's perceived quality. It means, video content displayed by the creator on TikTok can affect user's desire to visit Yogyakarta. This is in line with Wu et al. (2011) research that the perceptions of customers about service quality on the brand image determine the positive effect. Another research by Zahra (2012) analyzed that research result that the creation of an image in tourists' minds depended on the degree of familiarity obtained from the sources and the ability to understand tourists' expectations by offering appropriate tourism products.

This research was dominated by the 20s and 30s (n=205, 91.1%). The dominant age group was the generation that now relies on the use of technology and social media platforms to publish content that is now more easily accessible (Viranti & Aji, 2021). Respondents with this age range, usually consider destinations that represent their image. This idea might be applicable when users tried to find out any related information regarding a tourist destination. Tiktok users tend to like content that is viral so they can update it on their social media. From this study, it indicated that if the destination matches their perception, it will influence the user's urge to visit Yogyakarta.

4.6.3 Perceived Quality and Intention to Visit

According to the findings of this study, perceived quality has a significant positive effect on intention to visit. Aji & Muslichah, (2020) reported that the decision-making process to travel is influenced by tourists' perceptions of risk and safety. Another research by Bolton & Drew (1991), perceived destination quality is a combination of a tourist's travel experience and perceived service acceptance related to the performance of tourism services that are expected to be received. Filieri (2014) found that credibility positively impacts donors' trust in platforms, especially online transactions.

The majority of respondents had a bachelor's degree or high school graduates (n = 136 of 225, or 60.4%) who are basically now college students. This result is in line with the fact that many tourists in Yogyakarta are not only Gen-Z but also millennials aged 20-30 years old. The amount of content watched on TikTok made users have high expectations and wanted to go on vacation to Jogja. In addition, the facts showed that the frequency of respondents playing TikTok is currently more frequent than before the pandemic (n 135 or 60.0%). This fact is proven because during the pandemic people spent more time online, used gadget and looked for entertainment on social media and at that time it was difficult for people to get access to travel, as a result now, people's habits of playing TikTok have carried over and when they saw interesting content on social media, they had the desire to visit the destinations.

4.6.4 Perceived Quality and Brand Engagement

The result of this study proved that perceived quality has a positive and significant effect on brand engagement. This was in line with prior studies

investigating the impact of perceived quality to brand engagement. According to Erdogmus and Tatar (2015), brand engagement as a psychological state that occurred based on interactive and creative customer experiences with certain objects such as brands, products, or organizations. Research conducted by Huerta-Álvarez et al. (2020), brand engagement with destination is significantly influenced by the perceived quality of destination. Cassandra et al. (2016) argued that perceived quality is the customer's evaluation of the brand's quality and it led to a global assessment of the overall quality, which may have an effect on customer brand engagement.

From this study, it indicated that if the user is satisfied with the perceived tourism quality, it influences the tourists to spread positive brand engagement toward the destination. Moreover, if a destination pleased the user's expectation, they will likely recommend it to others. They could spread a positive impression to their relatives to have the same experience. Hence, when their relatives intended to search for a destination, they would believe in the suggestion with a high quality of arguments. These ideas can be linked in everyday life, as people need a helpful, trusted, and relevant opinion of another person's experiences toward a destination.

CHAPTER V

CONCLUSION

5.1 Conclusion

The conclusions was presented in a study titled “The Influence of Brand Awareness, Brand Image, and Perceived Quality toward the Visit Intention of Tiktok Users to Destination in Yogyakarta ” using SEM (Structural Equation Modeling). A questionnaire was distributed to 225 respondents in Indonesia and was analyzed. From this result and discussion, it can be implied that:

1. Destination awareness had a significant positive impact on Tiktok users' perceived quality. This is evidenced by the estimated parameter value of 0.000. These results showed that the P value is below 0.05.
2. Destination image had a significant positive impact on Tiktok users' perceived quality. The estimated parameter value of 0.010 proves this. The P value was less than 0.05 in these results.
3. Perceived quality had a significant positive impact on Tiktok users' intention to visit. The estimated parameter value of 0.010 proves this. The P value was less than 0.05 in these results.
4. Perceived quality had a significant positive impact on Tiktok users' brand engagement. The estimated parameter value of 0.010 proves this. The P value was less than 0.05 in these results.

5.2 Research Limitation

This study had limitations regarding the profile of the respondents. The percentage of respondents from the questionnaire distribution did not cover all ages. This happened due to the respondents' results being mostly in their 20s and 30s and most of them are women. This means that the sample of this study still may not speak for all of the TikTok users' intention to visit the destinations in Yogyakarta. The 225 respondents participated as the sample of this research did not represent the entire population of Indonesia, as mostly, 193 or 85.8% of the respondents come from Java. There are still very few people from islands other than Java who participated in this study.

5.3 Recommendation

For the future researcher, it is suggested to distribute the questionnaires and respondent criteria more evenly so that the samples can cover all levels of age needed and represent all places across this country. In terms of managerial implication, it can be said that the TikTok platform can be a powerful tool to create exposure for tourism destinations. The results can help Tik-tok creators to make more effective strategies in promoting the tourism sector. They needed to consider the detail dimensions that build perceived quality of the viewers. Nevertheless, as the Tiktok platform became popular in this last several years, the creators of video tourism content must be able to manage the reliability of the information regarding the destination they showed on their platform in as creative a way as

possible. Thus, in the future, positive and objective reviews from those who already experienced the destination, can be referred as reliable reference to others.



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ATTACHMENT

APPENDIX A

RESEARCH QUESTIONNAIRES

“Apakah Konten TikTok membuat kamu ingin mengunjungi destinasi yang ada di Yogyakarta?”

Assalamu'alaikum Warahmatullahi Wabarakatuh.

Berkembang pesatnya media sosial di masa sekarang sangat membantu kita dalam berkomunikasi, berjejaring sosial, mengakses informasi, baik tentang makanan, hiburan, dan pariwisata. Aplikasi TikTok contohnya, kegiatan pemasaran menjadi sangat mudah dengan membuat konten berisi video yang merekomendasikan dan mempromosikan destinasi yang ada di Yogyakarta. Konten tersebut bisa jadi objek wisata, kuliner, pameran seni, dll. Muncullah istilah “Viral” karena konten video tersebut menarik banyak pengguna aplikasi TikTok sehingga mereka menonton, menyukai, saling bertukar komentar, hingga memiliki keinginan untuk datang ke destinasi yang ada di video. Namun, nyatanya tidak semua orang yang menonton konten tersebut benar-benar berkunjung.

Saya Tasya Putri Yumna, mahasiswi Manajemen Program Internasional Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia, saat ini sedang melakukan penelitian dengan judul:

"Pengaruh Citra, Awareness, dan Persepsi Kualitas Destinasi terhadap Niat Berkunjung pada Pengguna Tiktok tentang Destinasi di Yogyakarta"

Saya memohon kesediaan saudara/i untuk mengisi kuisioner penelitian ini dengan persepsi pribadi. Perlu untuk kami sampaikan bahwa data responden dijamin kerahasiaannya dan hanya akan digunakan untuk kepentingan penelitian akademik saja. Atas waktu dan kesediaannya saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

SECTION I. DESKRIPTIF

Petunjuk pengisian:

Mohon untuk memberi tanda pada salah satu pilihan yang tersedia sesuai dengan keadaan bapak/ibu/saudara/i

1. Apakah Anda merupakan pengguna Tiktok?*

€ Ya

€ Tidak

2. Jenis Kelamin*

€ Laki-laki

€ Perempuan

3. Usia*

€ Kurang dari 20 Tahun

€ 20 sampai 30 Tahun

€ 31 sampai 40 Tahun

€ Lebih dari 40 Tahun

4. Pendidikan Terakhir*

€ SD - SMP

- € SMA/Sederajat
- € Diploma/Sarjana
- € Magister
- € Lainnya ...

5. Pengeluaran rata-rata Anda per Bulan*

- € Kurang dari Rp. 2.000.000
- € Rp 2.000.000 sampai Rp. 5.000.000
- € Rp 5.100.000 sampai Rp. 10.000.000
- € Lebih dari Rp. 10.000.000

6. Pekerjaan Anda*

- € PNS/TNI/POLRI
- € Wiraswasta
- € Mahasiswa / Pelajar
- € Pegawai Swasta
- € Belum Bekerja / Ibu Rumah Tangga

7. Asal Daerah*

- € Pulau Bali dan sekitarnya
- € Pulau Jawa dan sekitarnya
- € Pulau Kalimantan dan sekitarnya
- € Pulau Sulawesi dan sekitarnya
- € Pulau Sumatera dan sekitarnya
- € Pulau Papua dan sekitarnya

8. Lama Penggunaan Media Sosial TikTok*

- € Kurang dari lima jam dalam seminggu
- € Kurang dari dua jam perhari
- € Kurang dari empat jam perhari
- € Lebih dari empat jam perhari
- € Saat weekend (Sabtu - Minggu) saja

9. Lama bergabung di TikTok*

- € Kurang dari 1 tahun
- € 1-2 tahun
- € 2-3 tahun
- € Lebih dari 3 tahun

10. Frekuensi penggunaan Media Sosial TikTok*

- € Berkurang dibanding sebelum pandemi
- € Tidak berubah dibanding sebelum pandemi
- € Bertambah dibanding sebelum pandemi

SECTION II. VARIABEL

Petunjuk Pengisian

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah disediakan.

Keterangan :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Agak Tidak Setuju

4. Netral
5. Agak Setuju
6. Setuju
7. Sangat Setuju

Kesadaran Destinasi		1	2	3	4	5	6	7
1.	Melalui video Tiktok, saya bisa membayangkan seperti apa destinasi di Yogyakarta.							
2.	Saya menyadari bahwa Yogyakarta merupakan destinasi wisata.							
3.	Saya bisa membayangkan dengan cepat karakteristik destinasi di Yogyakarta.							
4.	Ketika saya berpikir tentang tujuan wisata, Yogyakarta muncul segera sebagai salah satu pilihan destinasi.							

Citra Destinasi		1	2	3	4	5	6	7
1.	Yogyakarta berbeda dari kota wisata lainnya.							
2.	Yogyakarta lebih unggul dibandingkan dengan kota lain.							
3.	Destinasi Yogyakarta sesuai dengan personality saya.							
4.	Teman-teman saya akan berpikir saya keren jika saya mengunjungi Yogyakarta.							

5.	Citra dari destinasi wisata Yogyakarta sesuai dengan diri saya.							
6.	Mengunjungi Yogyakarta menggambarkan siapa saya.							

Persepsi Kualitas		1	2	3	4	5	6	7
1.	Yogyakarta, sebagai destinasi wisata, menawarkan kualitas yang konsisten.							
2.	Peluang Yogyakarta sebagai kota wisata yang terpercaya sangat tinggi.							
3.	Yogyakarta memberikan tawaran wisata dengan kualitas yang baik.							
4.	Yogyakarta memberikan kualitas pengalaman yang baik.							
5.	Dari video di Tiktok, saya dapat berharap terhadap kinerja pariwisata Yogyakarta.							
6.	Yogyakarta berkinerja lebih baik daripada kota wisata lainnya.							

Niat Berkunjung		1	2	3	4	5	6	7
1.	Saya berniat mengunjungi Yogyakarta di waktu yang akan datang.							

2.	Saya akan memilih Yogyakarta sebagai destinasi wisata untuk liburan saya selanjutnya.							
3.	Saya berencana untuk mengunjungi Yogyakarta dalam 12 bulan yang akan datang.							
4.	Saya akan mengusahakan untuk dapat mengunjungi Yogyakarta dalam 12 bulan yang akan datang							
5.	Jika semua berjalan sesuai rencana, saya akan mengunjungi Yogyakarta di waktu kedepan							
6.	Saya lebih memilih mengunjungi Yogyakarta dibandingkan mengunjungi kota wisata lainnya.							

Keterlibatan Merek terhadap Destinasi		1	2	3	4	5	6	7
1.	Saya suka berbagi pengalaman saya di Yogyakarta dengan turis lainnya.							
2.	Jika saya ditanya tentang pendapat saya, saya akan merekomendasikan Yogyakarta tanpa ragu.							

3.	Saya akan selalu memberikan pendapat jujur tentang Yogyakarta sebagai kota wisata destinasi.						
4.	Saya suka membantu pengunjung lain menghilangkan keraguan mereka terhadap mengunjungi Yogyakarta.						

APPENDIX B

VALIDITY AND RELIABILITY TEST

Pilot Test (50 Respondents)

VALIDITY TEST

Destination Awareness

Correlations

		BA1	BA2	BA3	BA4	BA
BA1	Pearson Correlation	1	.301*	.460**	.478**	.743**
	Sig. (2-tailed)		.033	.001	.000	.000
	N	50	50	50	50	50
BA2	Pearson Correlation	.301*	1	.502**	.208	.698**
	Sig. (2-tailed)	.033		.000	.147	.000
	N	50	50	50	50	50
BA3	Pearson Correlation	.460**	.502**	1	.314*	.786**
	Sig. (2-tailed)	.001	.000		.026	.000
	N	50	50	50	50	50
BA4	Pearson Correlation	.478**	.208	.314*	1	.691**
	Sig. (2-tailed)	.000	.147	.026		.000
	N	50	50	50	50	50

BA	Pearson Correlation	.743**	.698**	.786**	.691**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Destination Image

		Correlations						
		DI1	DI2	DI3	DI4	DI5	DI6	DI
DI 1	Pearson Correlation	1	.568**	.619**	.404**	.405**	.332*	.677**
	Sig. (2-tailed)		.000	.000	.004	.004	.018	.000
	N	50	50	50	50	50	50	50
DI 2	Pearson Correlation	.568**	1	.534**	.464**	.534**	.546**	.776**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	50	50	50	50	50	50	50
DI 3	Pearson Correlation	.619**	.534**	1	.581**	.564**	.540**	.798**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50
DI 4	Pearson Correlation	.404**	.464**	.581**	1	.506**	.509**	.759**
	Sig. (2-tailed)	.004	.001	.000		.000	.000	.000
	N	50	50	50	50	50	50	50
DI 5	Pearson Correlation	.405**	.534**	.564**	.506**	1	.809**	.830**
	Sig. (2-tailed)	.004	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50
DI 6	Pearson Correlation	.332*	.546**	.540**	.509**	.809**	1	.823**
	Sig. (2-tailed)	.018	.000	.000	.000	.000		.000
	N	50	50	50	50	50	50	50
DI	Pearson Correlation	.677**	.776**	.798**	.759**	.830**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Perceived Quality

		Correlations						
		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ
PQ1	Pearson Correlation	1	.700**	.626**	.648**	.478**	.530**	.879**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50
PQ2	Pearson Correlation	.700**	1	.526**	.475**	.373**	.489**	.792**
	Sig. (2-tailed)	.000		.000	.000	.008	.000	.000
	N	50	50	50	50	50	50	50
PQ3	Pearson Correlation	.626**	.526**	1	.565**	.428**	.499**	.785**
	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000
	N	50	50	50	50	50	50	50
PQ4	Pearson Correlation	.648**	.475**	.565**	1	.431**	.339*	.740**
	Sig. (2-tailed)	.000	.000	.000		.002	.016	.000
	N	50	50	50	50	50	50	50
PQ5	Pearson Correlation	.478**	.373**	.428**	.431**	1	.278	.653**
	Sig. (2-tailed)	.000	.008	.002	.002		.050	.000
	N	50	50	50	50	50	50	50
PQ6	Pearson Correlation	.530**	.489**	.499**	.339*	.278	1	.704**
	Sig. (2-tailed)	.000	.000	.000	.016	.050		.000
	N	50	50	50	50	50	50	50
PQ	Pearson Correlation	.879**	.792**	.785**	.740**	.653**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Intention to Visit

Correlations

		IV1	IV2	IV3	IV4	IV5	IV6	IV
IV 1	Pearson Correlation	1	.664**	.483**	.572**	.713**	.544**	.793**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50
IV 2	Pearson Correlation	.664**	1	.665**	.662**	.713**	.574**	.865**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	50	50	50	50	50	50	50
IV 3	Pearson Correlation	.483**	.665**	1	.818**	.583**	.485**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	50	50	50	50	50	50	50
IV 4	Pearson Correlation	.572**	.662**	.818**	1	.648**	.434**	.851**
	Sig. (2-tailed)	.000	.000	.000		.000	.002	.000
	N	50	50	50	50	50	50	50
IV 5	Pearson Correlation	.713**	.713**	.583**	.648**	1	.629**	.868**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	50	50	50	50	50	50	50
IV 6	Pearson Correlation	.544**	.574**	.485**	.434**	.629**	1	.730**
	Sig. (2-tailed)	.000	.000	.000	.002	.000		.000
	N	50	50	50	50	50	50	50
IV	Pearson Correlation	.793**	.865**	.828**	.851**	.868**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Brand Engagement

		Correlations				
		BE1	BE2	BE3	BE4	BE
BE1	Pearson Correlation	1	.627**	.524**	.612**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	50	50	50	50	50

BE2	Pearson Correlation	.627**	1	.689**	.659**	.874**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	50	50	50	50	50
BE3	Pearson Correlation	.524**	.689**	1	.625**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
BE4	Pearson Correlation	.612**	.659**	.625**	1	.855**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
BE	Pearson Correlation	.838**	.874**	.816**	.855**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY TEST

Destination Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.702	4

Destination Image

Reliability Statistics

Cronbach's Alpha	N of Items
.864	6

Perceived Quality

Reliability Statistics

Cronbach's Alpha	N of Items

.850	6
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Intent to Visit

Reliability Statistics

Cronbach's Alpha	N of Items
.904	6

Brand Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

APPENDIX C

TABLES OF THE RESPONDENT'S CHARACTERISTICS

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	65	28.9	28.9	28.9
	Perempuan	160	71.1	71.1	100.0
	Total	225	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 20 Tahun	14	6.2	6.2	6.2
	20 sampai 30 Tahun	205	91.1	91.1	97.3
	31 sampai 40 Tahun	5	2.2	2.2	99.5
	Lebih dari 40 Tahun	1	.5	.5	100.0

Total	225	100.0	100.0
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Educational Background

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD - SMP	23	10.2	10.2	10.2
SMA/Sederajat	136	60.4	60.4	70.6
Diploma/Sarjana	63	28.0	28.0	98.7
Magister	3	1.3	1.3	100.0
Total	225	100.0	100.0	

Monthly Expenses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 2.000.000	123	54.7	54.7	54.7
Rp 2.000.000 - Rp 5.000.000	84	37.3	37.3	56.0
Rp 5.100.000 - Rp 10.000.000	15	6.7	6.7	93.3
> Rp 10.000.000	3	1.3	1.3	100.0
Total	225	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Belum Bekerja / Ibu Rumah Tangga	18	8.0	8.0	8.0
Fresh Graduate	1	.4	.4	8.4
Mahasiswa / Pelajar	172	76.4	76.4	84.9
Pegawai Swasta	17	7.6	7.6	92.4
Pegawai BUMN	1	.4	.4	92.9
PNS/TNI/POLRI	7	3.1	3.1	96.0
Wiraswasta	9	4.0	4.0	100.0
Total	225	100.0	100.0	

Area of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pulau Bali dan sekitarnya	4	1.8	1.8	1.8
	Pulau Jawa dan sekitarnya	193	85.8	85.8	87.6
	Pulau Kalimantan dan sekitarnya	5	2.2	2.2	89.8
	Pulau Papua dan sekitarnya	1	.4	.4	90.2
	Pulau Sulawesi dan sekitarnya	4	1.8	1.8	92.0
	Pulau Sumatera dan sekitarnya	18	8.0	8.0	100.0
	Total	225	100.0	100.0	

Tiktok Usage Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari lima jam dalam seminggu	21	9.3	9.3	9.3
	Kurang dari dua jam perhari	37	16.4	16.4	25.7
	Kurang dari empat jam perhari	58	25.8	25.8	51.5
	Lebih dari empat jam perhari	106	47.1	47.1	98.7
	Saat weekend (Sabtu - Minggu) saja	3	1.3	1.3	100.0
	Total	225	100.0	100.0	

Time Installed TikTok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang dari 1 tahun	29	12.9	12.9	12.9
	1-2 tahun	113	50.2	50.2	73.1
	2-3 tahun	63	28.0	28.0	91.1

Lebih dari 3 tahun	20	8.9	8.9	100.0
Total	225	100.0	100.0	

Frequency Using TikTok

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Berkurang di banding sebelum pandemi	33	14.7	14.7	14.7
Bertambah di banding sebelum pandemi	135	60.0	60.0	74.7
Tidak berubah di banding sebelum pandemi	57	25.3	25.3	100.0
Total	225	100.0	100.0	

APPENDIX D

RESULT OF THE FULL MODEL (SMART-PLS)

DESCRIPTIVE STATISTICS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DA1	225	4	7	6.28	.674
DA2	225	4	7	6.36	.791
DA3	225	3	7	6.24	.757
DA4	225	3	7	6.27	.881
Valid N (listwise)	225				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DI1	225	2	7	5.92	1.137
DI2	225	1	7	5.87	1.063

DI3	225	2	7	6.01	.942
DI4	225	1	7	5.69	1.323
DI5	225	2	7	5.82	1.101
DI6	225	1	7	5.80	1.196
Valid N (listwise)	225				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PQ1	225	3	7	6.12	.816
PQ2	225	2	7	6.08	.895
PQ3	225	4	7	6.17	.757
PQ4	225	3	7	6.21	.779
PQ5	225	2	7	6.21	.812
PQ6	225	3	7	5.96	.974
Valid N (listwise)	225				

Descriptive Statistics

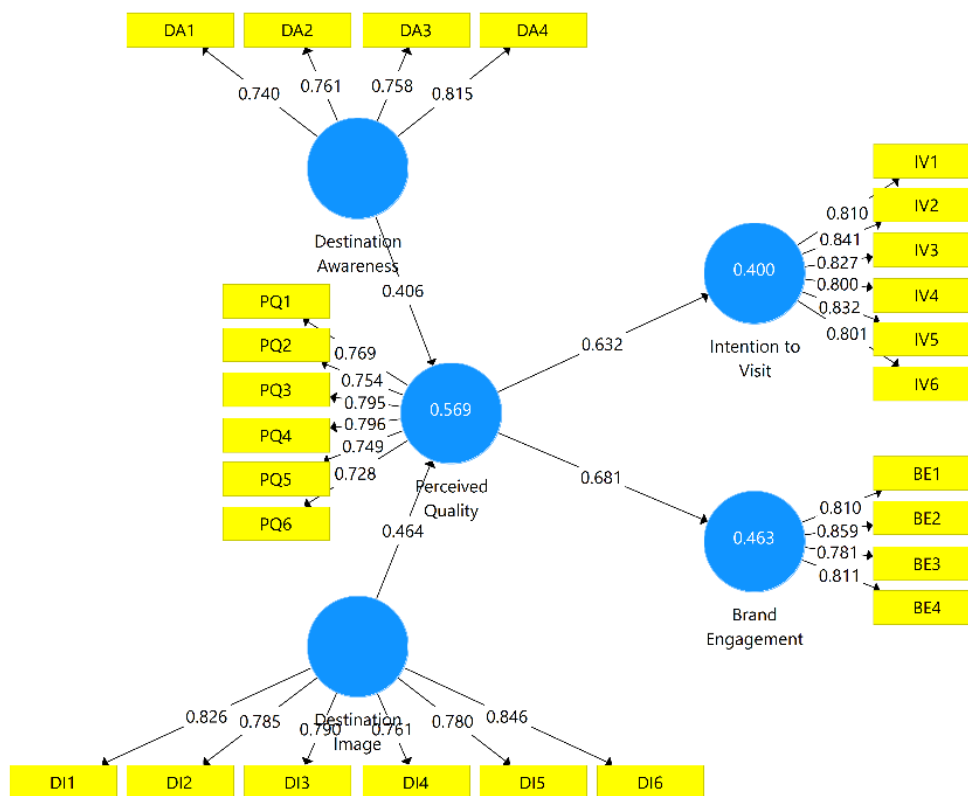
	N	Minimum	Maximum	Mean	Std. Deviation
IV1	225	1	7	6.05	1.093
IV2	225	2	7	6.13	.994
IV3	225	1	7	6.06	1.116
IV4	225	1	7	5.97	1.131
IV5	225	1	7	5.97	1.089
IV6	225	2	7	6.00	1.088
Valid N (listwise)	225				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BE1	225	1	7	6.16	.981
BE2	225	2	7	6.21	.929
BE3	225	3	7	6.26	.776
BE4	225	2	7	6.18	.837

Valid N (listwise)	225				
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OUTER LOADING



CONVERGEN VALIDITY TEST

	Brand Engagement	Destination Awareness	Destination Image	Intention to Visit	Perceived Quality
BE1	0.810				
BE2	0.859				
BE3	0.781				
BE4	0.811				
DA1		0.740			
DA2		0.761			
DA3		0.758			
DA4		0.815			
DI1			0.826		

DI2			0.785		
DI3			0.790		
DI4			0.761		
DI5			0.780		
DI6			0.846		
IV1				0.810	
IV2				0.841	
IV3				0.827	
IV4				0.800	
IV5				0.832	
IV6				0.801	
PQ1					0.769
PQ2					0.754
PQ3					0.795
PQ4					0.796
PQ5					0.749
PQ6					0.728



DISCRIMINANT VALIDITY

Fornell-Larcker Criterion

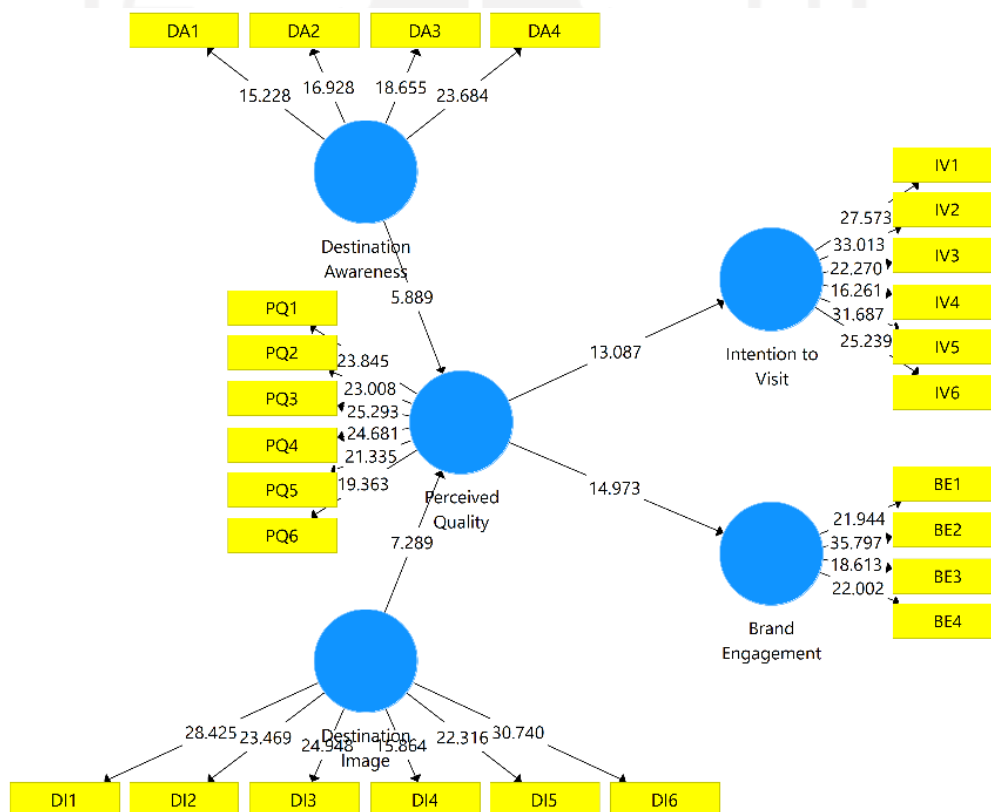
	Brand Engagement	Destination Awareness	Destination Image	Intention to Visit	Perceived Quality
Brand Engagement	0.816				
Destination Awareness	0.492	0.769			
Destination Image	0.518	0.501	0.799		
Intention to Visit	0.607	0.460	0.657	0.819	
Perceived Quality	0.681	0.639	0.668	0.632	0.766



RELIABILITY TEST

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Engagement	0.832	0.833	0.888	0.665
Destination Awareness	0.770	0.783	0.852	0.591
Destination Image	0.886	0.888	0.913	0.638
Intention to Visit	0.902	0.905	0.924	0.670
Perceived Quality	0.859	0.859	0.895	0.586

INNER LOADING



R-SQUARE

	R Square	R Square Adjusted
Brand Engagement	0.463	0.461
Intention to Visit	0.400	0.397

Perceived Quality	0.569	0.566
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PREDICTIVE RELEVANCE (Q2)

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Engagement	900.000	630.078	0.300
Destination Awareness	900.000	900.000	
Destination Image	1350.000	1350.000	
Intention to Visit	1350.000	1000.685	0.259
Perceived Quality	1350.000	912.090	0.324



HYPOTHESIS TESTING

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Awareness -> Perceived Quality	0.406	0.397	0.069	5.889	0.000
Destination Image -> Perceived Quality	0.464	0.476	0.064	7.289	0.000
Perceived Quality -> Brand Engagement	0.681	0.684	0.045	14.973	0.000
Perceived Quality -> Intention to Visit	0.632	0.640	0.048	13.087	0.000

