

The Effect of TikTok Content, Tourist Attraction and Online Customer Review on Interest in Visiting Nusantara Tourist on Telawas Beach of Central Lombok

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ABSTRACT

Telawas Beach in Central Lombok, West Nusa Tenggara, Indonesia, is a hidden tourist destination near Kuta Beach, called a hidden paradise. However, lack of exposure hinders its potency. Managers need to develop and maintain these destinations. The Tourism Unit must design an effective marketing strategy. This research is quantitative, using primary data through questionnaires. The population is domestic tourists or TikTok users who have watched content from @ninaapni, a sample of 48 people. Analysis using PLS 4.0. The results show that TikTok content, tourist attractions and online reviews have a significant influence on the interest of domestic tourists to visit.

Keywords: Tiktok content, tourist attraction, online customer review, interested in visiting.

1. INTRODUCTION

The importance of the internet is increasingly visible with the rise of social media users in the business world. Social media has become an effective tool in creating close relationships between marketers and consumers in cyberspace (Jan & Khan 2014). This phenomenon has also spread to the tourism and travel sector, one of which is Tiktok which has become a popular platform that helps promote destinations and creates virtual experiences for potential tourists (Escamilla, et al., 2021). In Indonesia, in 2024 it will become one of the largest users, reaching 126.83 million users. Based on information obtained from databoks.katadata.co.id. The high number of TikTok users in Indonesia reflects a great opportunity for the tourism industry to expand the promotional reach of existing tourist destinations through creative and interesting content. One of TikTok's main advantages is its ability to empower its users' creative thinking. Through sophisticated algorithms, TikTok can serve content tailored to each user's preferences, even if they don't already follow the content creator. This provides an opportunity for content creators, such as @ninaapni who shares Telawas Beach tourism experiences to reach a wider audience and attract the attention of potential tourists. seen in figure 1.



Figure 1 Tiktok Content Upload @ninaapni

In the image of the content uploaded by @ninaaprni above, the duration is 27 minutes and the number of viewers who watched it was 904.7 thousand and received a good response from the audience. The upload shows the beauty of Telawas Beach in Mekar Sari Village, West Praya District, Central Lombok Regency. Telawas Beach itself is in the same area as Kuta Beach, but Telawas Beach is hidden. However, this beach tourist attraction is often said to be a hidden paradise by some local people.

However, In developing tourism destination promotions, it is not only about content creativity. Tourist attractions include the uniqueness, beauty and value of nature, culture and artificial products, which are tourist destinations. Although tourist attractions are attractive, tourism potential is also important for sustainable development. Kotler (2019) in (Saputri, et al., 2020) put forward the 3A concept: Attraction, Accessibility, and Amenities, which influences tourists' decisions in choosing tourist destinations.

Telawas Beach stands out with its unique coral rock formations, which resemble stacked blocks, creating a special view to photograph. The trip there is also an interesting adventure with adequate facilities such as parking, rest area with gazebo, toilet, prayer room, camping ground and rubbish dump. Even though the destination is not as comprehensive, the facilities are sufficient for visitor comfort. The potential of Telawas attracts the attention of Nusantara tourists looking for a unique beach experience in Lombok.

Apart from developing tourism potential, online reviews also play a significant role in shaping tourists' perceptions of a destination. According to Moe et al., (2015) explained that online customer reviews are reviews given by consumers about a product they have purchased regarding various aspects providing additional information, which helps other consumers find information about the product, by providing an overview of the quality. on the product through the reviews provided. The following is a review of several Online Customer Reviews uploaded content by @ninaaprni in image 2



Figure 2 Online Customer Reviews uploaded content by @ninaaprni

The review above regarding this tourist destination shows that there is visitor dissatisfaction with the management and maintenance of Telawas Beach. According to (Chen & Tsai 2007) the positive role of content on social media in shaping tourist interest can have a significant influence on visiting interest, because many tourists trust the personal experiences of fellow tourists. Another thing that underlies tourists in searching for information needs before traveling is evaluating the quality, reliability and understanding of the content provided. According to (Grant et al., 2008) content quality is an information attribute used by consumers to find out about travel products and help tourists evaluate tourist attractions. According to (Xu and Chen 2006) Content reliability is content related to the extent to which the content can be trusted or considered true regarding tourism in terms of accuracy by tourists. Content understanding is a message or information created by a content creator so that it is easy to understand and read by recipients of the information. Not only that, the thing that underlies tourists in visiting, namely reviews given by other visitors, can give rise to tourists' perceptions about the attractiveness of a destination that provides satisfaction and benefits to meet their needs. A tourist attraction that has many positive reviews will have an influence in determining tourists' choices when visiting a place (Hu & Ritchie, 1993).

According to the foundation's explanation, the reasons for this research are (1) to determine the impact of Tiktok ownership on people who need financial reports and (2) to determine the impact of travelers' interest in travel. Determine the effect of an online consumer survey on consumers who (3) want to review financial reports and (3) want to review financial reports.

2. RESEARCH METHODS

This study takes a quantitative approach using a correlational strategy. Correlational research investigates the relationship between two or more variables (Sugiyono, 2017). In this situation, the population factors (Sugiyono 2017). In this scenario, the population being researched includes domestic tourists who have expressed an interest in visiting and seen TikTok content uploaded by @ninaapni. The sampling was done utilizing targeted sampling approaches. The sample selection criteria are based on domestic passengers outside of Lombok and TikTok app users who have viewed TikTok content submitted by @ninaapni. Based on these criteria, the sample consists of 48 samples. Primary data serves as a data source. The data collection method employed is a questionnaire. The researcher employed a closed-ended questionnaire. Partial least squares (PLS)

The variables examined in this study are (1) independent variables or external variables, that is, TikTok content, tourism sites, and online customer feedback. (2) The dependent variable or finite variable is the price of the trip. The index using these variables is (1) the TikTok content index according to: Xiang (2015) in the research of Adeis Sitorus (2022), namely content quality, content reliability and content understanding; (2) indicators of tourist attraction according to Kotler (2019) in research (Saputri et al., 2020), namely attractions, accessibility and amenities; (3) online customer review indicators according to Latifa P. and Harimukti W in (Shidieq 2020) namely perceived usefulness, source credibility, argument quality, and valance; (4) Indicators of interest in visiting according to ferdinand in (Suwaeduki et.al 2016) are transactional interest, referential Interest, professional interest and explorative interest.

3. RESULT AND DISCUSSIONS

The model used is SEM analysis with the Partial Least Square (PLS) approach. Researchers processed data using the software SmartPLS 4.0. PLS model evaluation is based on prediction measurements that have non-parametric properties and is divided into two stages: outer model evaluation and inner model evaluation. Factor loading and convergent validity, loading level between 0,5 and 0,06 are deemed for early research in the creation of measuring scales (Gozali and latan 2012). Deep model testing was carried out evaluate the structural model and use hypothesis test.

After completing the measurement model testing (outer model), structural model analysis was carried out using partial least squares (PLS) analysis. At this stage, emphasis is placed on metrics such as t-values, path coefficients, and R^2 for dependent constructs to assess the relevance between constructs in the structural model. The degree of variation of the dependent variable explained by the independent variable is shown by the R^2 statistic. Using SmartPLS 4.0, the values are calculated and displayed in abbreviated in a table.

Table 1. R-Square (R^2) Test

| | R-Square | R-Square Adjusted |
|----------------------|----------|-------------------|
| Interest in visiting | 0.837 | 0.826 |

Looking at Table 1, we can see that the R^2 value is 0.837 or 83.7%. This shows that TikTok content, tourist attractions, and online customer reviews in explaining the variable interest in visiting are 83.7%, while the remaining 16.3% is explained by other variables outside those discussed in this section.

Table 2. Path Coefficients

| | Original Sample (O) | Sample Mean (M) | Standard deviation (STDEV) | T statistic (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|-----------------------|----------|
| Tiktok Content -> Interest in visiting | 0.356 | 0.358 | 0.109 | 3.259 | 0.001 |
| Tourist Attractions -> Interest in visiting | 0.260 | 0.286 | 0.127 | 2.043 | 0.041 |
| Online Customer Review -> Interest in visiting | 0.361 | 0.337 | 0.122 | 2.965 | 0.003 |

Based in table 2, it can be seen that the TikTok content variable has a P value of 0.001, less than 0.05, which indicates the acceptance of the first hypothesis (H1). A P value of 0.001, which is less than 0.05, indicates the acceptance of the first hypothesis (H1). This shows how TikTok content increase visitor interest. The ICT content variable has a positive influence on interest in visiting, indicated by the latent variable coefficient value of 0.356, which means there is an increase in interest in visiting by 0.376%. The variable has a positive influence on interest in

visiting as shown by the latent variable coefficient value of 0.356, meaning there is an increase in interest in visiting, amounting to 0.376%. This shows that the TikTok content provided is able to provide good understanding for the audience watching, and if the TikTok content can be used as a smart marketing plan by local management, it will be able to attract and increase visitor interest. Keep an eye on the audience, and if TikTok content can be used as a smart marketing plan by local management, it will be able to attract and increase visitor interest.

Variable P variable-value P-value 0.041 indicates acceptance of the second hypothesis (H2). 0.041 indicates acceptance of the second hypothesis (H2). This shows how the attractiveness of tourist attractions influences interest in visiting. The tourist attraction variable attraction has a positive influence on interest in visiting, as evidenced by the latent variable coefficient value of 0.260, meaning there is an increase in interest in visiting by 0.260%. It has a positive influence on interest in visiting, as evidenced by the latent variable coefficient value of 0.260, which means an increase interest in visiting was 0.260%. This shows that if tourist attractions can be controlled in each tourist destination, then their management will be effective. in each tourist destination it will be managed effectively. The impression and interest of tourists visiting a site may be influenced by the introduction of new attractions, the introduction of new attractions, effective maintenance, or promotion.

Online customer reviews. The P-value of the factor I variable is 0.003, which means the hypothesis is accepted; Thus, this study accepts the third hypothesis (H3). H3). This shows that. Consumer reviews online reviews influence visitor attention. The online customer review variable has a positive influence on visiting interest, this is shown by the latent variable coefficient value of 0.361 causing an increase in visiting interest by %. visits amounted to 0.361%. This shows that paying attention to online customer reviews or reviews from other customers can arouse interest in visiting. Online customer reviews or reviews from other customers can arouse interest in visiting.

4. CONCLUSION

The findings of this study are that Tiktok content had an impact. interest in visiting, tourist attraction influenced the interest in visiting, and online customer review had an effect on the interest in visiting.

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