

Analisis Pengaruh Nilai Konten Destinasi Pariwisata terhadap eWOM Melalui Consumer Engagement dan Involvement pada TikTok = Analysis of the Influence of Tourism Destination Content Value on eWOM Through Consumer Engagement and Involvement on TikTok

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari faktor-faktor nilai yang terdapat pada konten destinasi yang diunggah oleh akun TikTok @backpackertampan terhadap eWOM melalui consumer engagement dan consumer involvement. Terdapat 8 hipotesis diuji dan teknik pengambilan sampel secara judgemental digunakan berdasarkan pertimbangan peneliti. Sebanyak 285 responden berhasil dikumpulkan secara online melalui kuesioner kemudian data tersebut diolah secara PLS-SEM dengan menggunakan SmartPLS 4. Hasil dari penelitian menemukan bahwa informativeness, irritation, credibility, personalization, dan incentives mempengaruhi penilaian konsumen saat melihat konten destinasi di TikTok secara signifikan dan consumer engagement dan involvement memediasi hubungan tersebut secara signifikan. Akan tetapi, entertainment tidak dibuktikan memiliki pengaruh yang signifikan terhadap penilaian konsumen saat melihat konten destinasi di TikTok. Penelitian ini akan berkontribusi terhadap pengembangan topik pemasaran pariwisata melalui TikTok mulai dari keefektifan konten destinasi, pengertian dan implementasi model Ducoffe dan teori elaboration likelihood model, dan eWOM.

.....This study aims to determine the effect of the value factors contained in destination content uploaded by the TikTok account @backpackertampan on eWOM through consumer engagement and consumer involvement. There are 8 hypotheses tested and a judgmental sampling technique is used based on the considerations of the researcher. As many as 285 respondents were collected online via a questionnaire and then the data was processed by PLS-SEM using SmartPLS 4. The results of the study found that informativeness, irritation, credibility, personalization, and incentives significantly influence consumer judgment when viewing destination content on TikTok and consumers engagement and involvement mediate the relationship significantly. However, entertainment has not been proven to have a significant influence on consumer ratings when viewing destination content on TikTok. This research will contribute to the development of tourism marketing topics with TikTok usage starting from the effectiveness of destination content, the understanding and implementation of the Ducoffe model and the elaboration likelihood model theory, and eWOM.