

Analysis Of @indonesia.travel's TikTok Marketing Activities: The Mediation Of Social Identification, Perceived Value, And Satisfaction = (Efek Mediasi Perceived Value, Social Identification, dan Satisfaction pada Social Media Marketing Activities akun TikTok @indonesia.travel.)

Zalvarani Fitri Sarjana, author

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Abstrak

Many business industries are experiencing a downfall due to COVID-19 pandemic that has hit the whole world since early 2020. Destination and travel industries that rely on offline interaction not able to do their daily businesses. The development of social media to execute marketing activities, one of which using TikTok as one of the rising social media, The Ministry of Tourism and Creative Economy of Indonesia make @Indonesia.Travel's account on TikTok as a promotion channel in digital platform. This research is aimed to analyze the mediation effect of social identification, perceived value, and satisfaction towards @indonesia.travel's social media marketing activities, which further influenced continuance intention, participation intention, and purchase intention of the audience. Online questionnaires were spread and collected 231 respondent data which analyzed using PLS-SEM. The results of this research supported the positive and direct influence between @indonesia.travel's social media marketing activities towards social identification, perceived value, and satisfactions. Lastly, social media marketing activities of @indonesia.travel generate positive influence to three types of audiences intention including continuance intention, participation intention, and purchase intention.

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