

SOCIAL MEDIA TO DESTINATION: THE ROLE OF CONTENT AND COMMUNICATION QUALITY IN DRIVING TOURIST VISIT INTENTION AND DECISION

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Abstract: The background of this research is the potential of social media as a powerful marketing tool in the tourism industry. This study tests a model that analyzes the direct influence of content quality and communication quality on social media on tourists' visit decisions, as well as their indirect influence mediated by visit intentions. The method used is a quantitative explanatory method with a variance-based Structural Equation Modeling (SEM) analysis technique through Partial Least Squares (PLS) with the help of SmartPLS 4.0 software. A total of 120 questionnaires were analyzed and showed that the measurement model (outer model) has met the validity and reliability criteria, and the structural model (inner model) has good predictive power ($Q^2 = 0.565$). The results of hypothesis testing indicate that all direct and indirect effects are significant. Communication quality was found to be the strongest predictor of visit intentions. Overall, exogenous variables were able to explain 85.9% of the variation in Visit Decisions. In conclusion, visit intentions play an important role as a partial mediation mechanism. The practical implication of this research is that destination managers should focus not only on the visual quality of content but also on the interaction and responsiveness of communication to build intention and ultimately drive the decision to visit.

Keywords : Content Quality, Communication Quality, Visit Intention, Visit Decision, Tourism Marketing

1. Introduction

Tourist is sector strategic contribution significant to growth economy , creation field work and promotion mark culture something area . Tourist activities impact on aspects economy and culture between tourists and the community local . In some year lastly , interest public For traveling Keep going increase along with shift preference going to more experience meaningful and appropriate with identity self (Prayag, 2020; Lee & Jan, 2021).

Development digital technology has change method traveler search , assess , and validate information travel . Social media now become channel main for traveler in form perception , acquiring inspiration , and determine decision visits (Sujatha, 2023). In Indonesia, social media penetration is classified as very high . The Digital Indonesia Report (DataReportal , 2024) shows that WhatsApp is the most widely used platform used by internet users aged 16–64 years (90.9%), followed by Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%) . This confirm the role of social media as room interactions and resources influential information in the process of taking decision tourists .

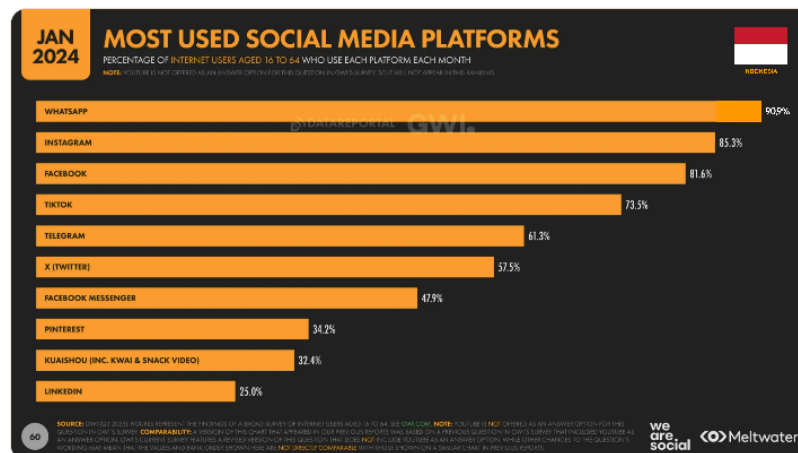


Figure 1
 Source : Data Report (2024)

Change pattern use of social media the show existence shift digital behavior of Indonesian society from share information going to formation perception and decision based visual experience. The dominance of platforms like WhatsApp, Instagram, and TikTok confirms importance fast two - way communication at a time presentation engaging visual content in influence decision tourists. Phenomenon This demand perpetrator tourist For adapt communication strategies digital in a way cross channel , with consider characteristics users on each platform so that messages promotion more effective build intentions and decisions visiting (Alghizzawi , 2023; Tussyadiah , 2020).

Trend this is also relevant with dynamics tourism at the regional level . Central Java, for example , shows mobility traveler high domestic . BPS data records as many as 134.59 million journey traveler archipelago to province the throughout January– December 2024, increased by 26.33% compared to year previously . Improvement This confirm role tourist as driving force economy area at a time expand market opportunities for destinations superior in it (BPS Central Java , 2025).

One of the contributing areas significant to writhing Central Java tourism is Jepara Regency . This area known with strength tour the maritime which becomes Power pull main traveler domestic . In addition to playing a role as a cultural icon coastal sector tourist Jepara also contributes around 8–9% of Product Regional Gross Domestic Product (GRDP) , as well as become source eye livelihood for more from 12 thousand perpetrator business local in the sector transportation , culinary , accommodation , and economy creative (BPS Jepara , 2025). For give description empirical about distribution visit tourists in this area , picture 2 below displaying quantity data visitors to various object tour main in the Regency Jepara during 2024.

Banyaknya Pengunjung Obyek Wisata (Orang) di Kabupaten Jepara, 2024

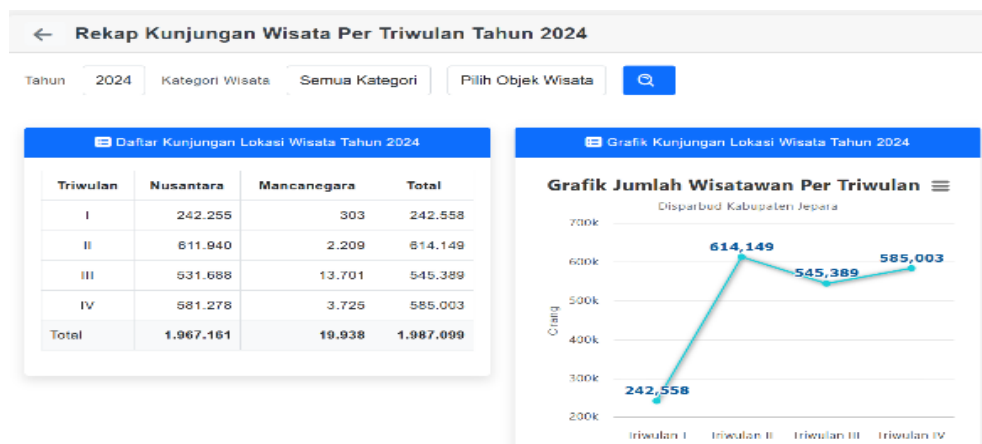
No	Obyek Wisata	Pengunjung		
		Wisman	Wisnus	Jumlah
1	Pantai Kartini	1 187	209 812	210 999
2	Pantai Bandengan	2 036	270 397	272 433
3	Pulau Panjang	-	33 667	33 667
4	Museum Kartini	123	10 907	11 030
5	KOP	81	25 761	25 842
6	Lomban	-	20 012	20 012
7	Pantai Pungruk	-	7 130	7 130
8	Benteng Portugis	-	22 156	22 156
9	Goa Tritip	-	518	518
10	Pulau Mandalika	-	372	372
11	Lainnya	16 511	1 366 429	1 382 940
JUMLAH		19 938	1 967 161	1 987 099

Sumber : Dinas Pariwisata dan Kebudayaan Kab. Jepara

Figure 2

Source: Department of Tourism and Culture Jepara Regency, 2024

In a way special , Regency Jepara recorded 1,987,099 visits object tour throughout 2024, dominated traveler archipelago ($\pm 99\%$) with contribution traveler overseas about 1%. Object with traffic the biggest includes Bandengan Beach , Kartini Beach, and Panjang Island, confirming strength Jepara on tourism maritime (BPS Jepara , 2025).



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Figure 3

Source: Communication and Information Service Jepara , 2025

Although Thus, the dynamics visit tourism in the Regency Jepara show pattern fluctuating between quarter. SAMUDRA Dashboard data recorded amount visit tourists in the first quarter amounted to 242,558, an increase sharply in the second quarter to 614,149, then decreased in the third quarter by 545,389, and rose again in the fourth quarter to reach 585,003, with a total of 1,987,099 visits throughout 2024. Up- down pattern This influenced by factors seasonality, event momentum, level accessibility, as well as intensity digital promotion (Disparbud Jepara, 2024).

Phenomenon the show the need for communication and marketing strategies sustainable tourism so that the destination still relevant in mind traveler throughout year . Efforts to improve visit No only depends on the campaign promotion seasonal , but on strengthening digital literacy of actors tourism , quality content and communication on social media , as well as collaboration cross sector in create experience adaptive tourism to digital trends . Approach

kind of This can guard consistency exposure destination , strengthening intention visit , and in the end increase decision traveler For come return to Jepara .

Determine who is being targeted become crucial . The 2024 APJII survey placed Gen Z as group age the biggest internet users (34.4%), with penetration national reached 79.5% or around 221 million users . With Thus , the mix “ Gen Z friendly ” channels (Instagram, TikTok, and WhatsApp) as well as style appropriate communication become key For expand reach , lift intention visit , and close it become decision (APJII, 2024).

In a way theoretically , two main digital elements are studied quality content and quality communication own base strong conceptual in study marketing and behavior tourists . In the context of digital marketing , quality content and interactivity between companies and users proven capable increase experience brand , trust , and intention purchase consumers (Zollo et al., 2020; Algharabat et al., 2022). Referring to the Elaboration Likelihood Model (ELM) approach , informative , credible , and engaging content visually functional as a stimulus that encourages processing cognitive deep and shaping intention behavior (Chen & Lee, 2022). In the realm of tourism , research the latest also shows that quality information and communication on social media in a way significant influence tourists' visit intention and destination image (Sano et al., 2023; Rahmi et al., 2023).

On the other hand , the quality communication that includes responsiveness, empathy /tone, interactivity , and accuracy time strengthen emotion pre-visit , social proof, and engagement that lead to visit intention and word-of-mouth. Experiment field and laboratory show communication destination in phase pre-visit influential to intention visiting and WOM (Schoner-Schatz, Hofmann, & Stokburger -Sauer, 2021). Findings in the context of destination chatbots also confirm informativeness, empathy , and interactivity. as predictor satisfaction that drives visit intention underlines importance fast and humanistic two - way communication (Orden-Mejia et al., 2023).

However, recent literature suggests that the influence of content and communication quality on visit decisions is not always direct. Several studies confirm that both effects are often mediated by visit intentions, as explained in the Theory of Planned Behavior, which positions intention as the closest predictor of actual behavior (Ajzen, 1991; Kim & Fesenmaier, 2022; Sano et al., 2023). Based on this gap, this study aims to analyze the mediating role of visit intentions in the relationship between content quality and communication quality on tourists' visit decisions. In addition to theoretical contributions, the results of this study are expected to provide practical strategies for tourism destination managers in optimizing digital communication by improving information quality, interactivity, and delivering messages relevant to audience characteristics at the district/city level.

2. Literature Review

2.1 Quality Content (Content Quality)

Quality content refers to how much Good information , visualization , and characters creative from something digital messages in fulfil need users (Wang & Yan, 2022). In the context of social media tourism , quality content covers aspect like accuracy information , relevance with need tourists , power visual appeal , as well as credibility source . According to *Elaboration Likelihood Model* (ELM), strong content become a stimulus that encourages elaboration cognitive more deep (central route) in the process of formation attitudes and intentions (Petty & Cacioppo, 1986 in adaptation contemporary).

In context digital tourism , quality content is very important Because traveler dependent on social media as source information inspiring at a time evaluative . Rich, relevant , and trustworthy content capable increase perception positive to destination , minimize concern to risk journey , and strengthen intention visits (Wang & Yan, 2022). As example, a studies find that quality social media information in a way significant influence *travel intention*, with trust as mediation (Wang & Yan, 2022).

For example , research *Effects of social media tourism information quality on destination travel intention* show that information from social media content — including clarity , relevance , and credibility — have an impact positive to intention visit , and that trust and *self-congruity* act as a mediator (Wang & Yan, 2022). In addition, the study “From likes to luggage: The role of social media content in attracting tourists” also highlights that curated content visually appealing and authentic trigger interest tourism (Susanto et al., 2024).

Even though thus, some study take notes that influence quality content to decision visit direct not enough consistent. In some case, the effect only appear through intention visit as a mediator. Research furthermore recommended test condition moderation (eg level user digital literacy, experience journey previously) and expand context destination local for generalization results more strong.

2.2 Quality Communication (Communication Quality)

Quality communication refers to the characteristics communication interactive between manager destination and audience, such as responsiveness, empathy, clarity message, speed response, and interactivity (Sano et al., 2023). In the realm of social media, the aspects communication No just delivery message One direction, but rather constructive two - way interaction closeness and trust.

In context digital tourism, quality communication become crucial for facilitate dialogue between candidate tourists and managers destination. Responsive and personal communication empathetic help reduce uncertainty, answer question candidate traveler in real-time, as well as grow a sense that destination care to need visitors . Communication effective can strengthen pre-visit digital experience and zoom possibility intention visit (Sano et al., 2023).

A number of study empirical support importance quality communication in social media tourism . For example , research that analyzes *social media communication quality, destination image, and behavioral intention* find that quality communication in a way significant influence image destination and intention visit (Sano et al., 2023). Also, in study *Driving forces of social media and its impact on tourist destination decisions* , good digital communication recognized as driver important in taking decision destination (coil) (author , 2024) shows that aspect communication No Can ignored in marketing strategy destination .

However , the challenge research appear when try differentiate effect communication compared to content . Some studies show that when response communication tall but content not enough interesting , its influence to intention or decision Can decreased . Therefore that , research advanced should explore interaction between quality content and quality communication , as well as inspect moderation like characteristics users and context destination local .

2.3 Intention Visit (Visit Intention) as Mediation

Intention visit (visit intention) is trend psychological somebody For do visit to something destination in time to front . In many behavioral models , intentions is stage crucial bridging

between antecedent variables (eg quality content / communication) with behavior actual (decision visit).

In context digital tourism , intention visit become indicator important Because act as predictor closest from decision visits . If digital content and communications are successful build intention positive , then the probability of an actual visit decision is greater high . Study in literature tourist generally find that digital variables (information , interaction , trust) have an influence through intention (Sano et al., 2023; Wang & Yan, 2022).

For example , research *Influencing Travel Decisions: Social Media's Role in Destination Perception and Visit Intentions* show relatedness strong between perceptions shaped by social media and intentions visit as a mediator in influence decision (Susanto et al., 2024). Other research in social media context tourism also shows that quality digital content and trust influence intention visit , which then mediate influence to action actual .

A number of studies state that intention visit No always fully mediate ; in a number of case , there is influence direct content or communication to decisions that are not mediated (Wang & Yan, 2022; other researchers). Therefore that , research This need testing the mediation model partial and ensure that effect as direct as possible There is can observed , as well as understand conditions under which mediation become more strong or weak .

2.4 Visit Decision

The decision to visit refers to action current traveler For choose destination and do journey go there after through the process of perception and intention. In the context theory behavior, decisions This is realization from intention in the real world.

In digital tourism , decisions visit reflect effectiveness of destination digital strategies in change preferences and interests become action real . This decision No only depends on the narrative attractive promotions , but also relevance communication and experience built since stage pre-visit . Studies such as *The Impact of Social Media on Tourist Destination Choices* confirm that social media own influence significant to decision destination in a way direct and No directly (researcher, 2024).

For example , research in China shows that intention traveler own influence positive and significant to decision destination tourism (Agyapong & Yuan, 2022). Another study in the context of social media and destinations journey confirm that quality digital information and satisfaction users influence decision visits (other researchers).

However , one of the criticism in literature is that studies often focused on relationships intention → decision without take into account variables other external such as obstacles (cost, distance , time) or factor situational (weather, pandemic, regulations). For that, future research recommended enter variables control or moderation that can explain conditions in which the intention No changed become decision.

Hypothesis and Rationale

- H1. Quality social media content destination influential positive to intention visit .
- H2. Quality social media communication destination influential positive to intention visit .
- H3. Quality content influential positive in a way direct to decision visit .
- H4. Quality communication influential positive in a way direct to decision visit .
- H5. Intention visit influential positive to decision visit .
- H6. Intention visit mediate influence quality social media content destination to decision visit.

H7. Intention visit mediate influence quality social media communication destination to decision visit .

3 Method

Study This use approach quantitative with design study explanatory purpose For test connection causal between variables through testing hypothesis . The variables studied consists of of two variables independent (Quality Content and Quality of Communication), one variables mediation (Intention Visiting), as well as One variables dependent (Visiting Decision). Population in study This is Generation Z who visited to destination tourism in Indonesia. Determination amount sample use Ferdinand's formula ($20 \times \text{number indicator}$), namely $20 \times 6 = 120$ respondents . The sampling technique samples used is purposive sampling, with criteria respondents that is Generation Z aged 18–27 years , active using social media (such as Instagram, TikTok, or YouTube), and having experience visit to destination tour .

Research data collected use questionnaire closed with 10- point Likert scale , which is sourced from primary data (results observation and dissemination online questionnaires) as well as secondary data (reports statistics tourism and digital publications). The analysis techniques used is Partial Least Squares Structural Equation Modeling (PLS-SEM) with help device soft SmartPLS 4, for testing the measurement model (validity and reliability), structural model (R-Square, Q-Square, GoF), and testing hypothesis to influence direct and indirect direct through analysis mediation use Variance Accounted For (VAF) method .

4 Results and Discussion

Measurement Model Testing (*Outer Model*)

Validity Test Convergent Validity

Test results validity convergent study This can observed with use mark *outer loading* is summarized in table 4.1 below.

Table 4.1 Outer Loading Values

Construct	<i>Outer Loading</i>	AVE	Information
KK1	0.985	0.970	Valid
KK2	0.985		
KK3	0.982		
KK4	0.991		
KK5	0.981		
KKM1	0.847	0.692	
KKM2	0.820		
KKM3	0.826		
KKM4	0.813		
KKM5	0.853		
NB1	0.883	0.748	
NB2	0.862		
NB3	0.793		
NB4	0.916		
KB1	0.885	0.715	
KB2	0.804		

Construct	Outer Loading	AVE	Information
KB3	0.858		
KB4	0.818		
KB5	0.860		

Source : Processed Primary Data, 2025

Based on table 4.1 is obtained mark overall *outer loading* > 0.70 and value *AVE* > 0.50 . This result show all instrument items variables Quality Content , Quality Communication , Intention Visiting , and the Decision to Visit used in study This stated valid .

Validity Test Discriminant Validity

In the *discriminant validity test* need show mark *Fornell Larcker Criterion* more from 0.7 to every construct .

Table 4.2 Fornell Larcker Criterion

Construct	KB	KK	Minimum Competency (KKM)	Note:
KB	0.845			
KK	0.861	0.985		
Minimum Competency (KKM)	0.890	0.826	0.832	
Note:	0.911	0.877	0.929	0.865

Source : Processed Primary Data, 2025

In accordance table 4.2 can described that *cross loading* from Quality Content , Quality Communication , Intention Visiting , and the Decision to Visit own mark more from 0.7. With Thus, each variable study can said to be valid.

Reliability Test

Test results reliability study This done with using two methods that is *Cronbach's alpha* and *composite reliability* can be seen in table 4.3 below.

Table 4.3 Cronbach's Alpha and Composite Reliability Values

Construct	Cronbach's Alpha	Composite Reliability	Information
KB	0.992	0.992	
Minimum Competency (KKM)	0.889	0.889	Reliable
Note:	0.886	0.888	
KB	0.900	0.901	

Source : Processed Primary Data, 2025

Table 4.3 above show that all latent variable in research This fulfil magnitude mark *Cronbach's alpha* and *composite reliability* namely > 0.70 . This means that the whole variables or instrument as tool measuring study This stated reliable or consistent.

Structural Model Testing (Inner Model)

Goodness of Fit (GoF)

Goodness of Fit value in research This aim For testing suitability or goodness of fit model. Value results *GoF* on research This can seen in table 4.4 as following :

Table 4.4 Goodness of Fit (GoF) Values

Construct	Saturated Model	Estimated Model
SRMR	0.070	0.070
NFI	0.784	0.784

Source : Processed Primary Data, 2025

Based on table 4.4 values from testing *Goodness of Fit (Gof)* in research This which is 0.827 and includes in criteria strong namely > 0.36 , so that there is suitability or model fit between results observation with frequency obtained from mark his hopes.

Coefficient Determination (R-Square)

R-square is the test used For indicates to what extent the impact variables free to variables bound . When *R-square* reaches 0.67, it considered influence strong , considered moderate when reached 0.33, and is considered weak when reached 0.19. The result value coefficient determination (*R-Square*) of the study This contained in table 4.5 below this.

Table 4.5 Value (R-Square)

Variables (Constructs)	R-Square	R-Square Adjusted
Note:	0.900	0.898
KB	0.859	0.855

Source : Processed Primary Data, 2025

Based on The results in table 4.5 show mark *R-square* for and Decision to Visit is 0.859 while mark *R-square adjusted* 0.855 . Indicates all construct exogenous together own impact of 85.9% against Y, which can considered as influence Strong. While the remaining 14.1% can explained by other variables and indicators that are not described in the research this .

Analysis Q-Square

In the research model This show the size of the evaluation model can see from *Q-square predictive relevance* , where *Q-square* more big from 0 (zero) with show the model not enough own *predictive relevance* . So the Q- square value > 0 indicates that the model has mark *predictive relevance* and if *Q-Square* < 0 indicates that not enough own mark *predictive relevance* , as following :

Table 4.6 Value (Q-Square)

	SSO	SSE	Q ² (=1-SSE/SSO)
KK	600,000	39,209	0.935
Minimum Competency (KKM)	600,000	281,160	0.531
Note:	480,000	207,594	0.568
KB	600,000	261,191	0.565

Source : Processed Primary Data, 2025

Result of Table 4.6 provides results Q-square value $0.565 > 0$ for Visiting Decision. Which has *predictive relevance* or term other is own mark good observation . This can it is said that this model own mark *predictive relevance* .

Test Results Hypothesis

Testing hypothesis in research This done with see the *bootstrapping* model that can seen in Figure 4.2 below .

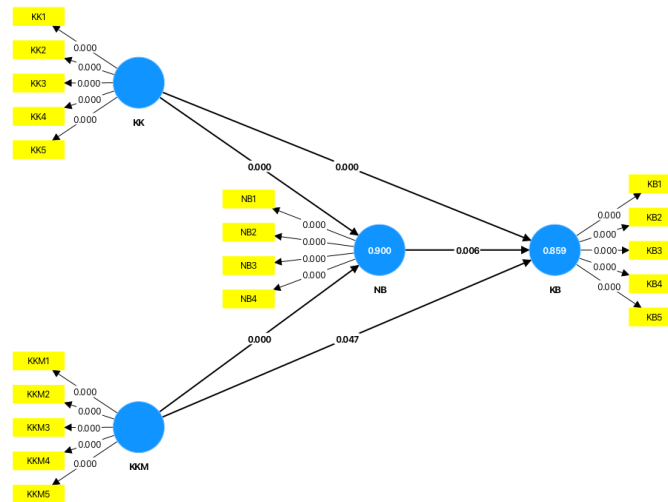


Figure 4.2 PLS Bootstrapping Model

Source : Processed Primary Data, 2025

Figure 4.2 is a *bootstrapping* model in the study this includes testing *direct effect* and testing *specific indirect effect* with explanation as following .

Test Results Influence Direct Effect

Test results influence direct done with see mark *original sample* and *t-statistic* . Measurement can it is said significant if > 1.65 with level significance of 5% and *p-value* < 0.05 . The value coefficient path (*path coefficients*) of influence direct effect is shown in table 4.7 below .

Table 4.7 Path Coefficients (Direct Effect)

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
KK -> KB	0.255	0.249	0.065	3,900	0,000
Minimum Competency Level -> Minimum Competency Level	0.298	0.310	0.150	1,982	0.047
KK -> NB	0.344	0.344	0.063	5,457	0,000
Minimum Competency Criteria -> NB	0.644	0.645	0.064	10,070	0,000
NB -> KB	0.410	0.404	0.150	2,736	0.006

Source : Processed Primary Data, 2025

Based on table 4.7 can known results from testing influence direct effect with explanation as following :

- Based on results acquisition mark *original sample* as big as 0.255 and the t-statistic value is $3,900 < 1.65$ and *p-value* $0.000 < 0.05$. This result can interpreted as a hypothesis that states that Quality Content influence on the decision to visit **accepted** . The results show that in a way direct Quality Content influential positive and significant on Decision to Visit.
- Based on results acquisition mark *original sample* of 0.298 and the t-statistic value of 1.982 < 1.65 and *p-value* $0.047 < 0.05$. This result can interpreted as a hypothesis that states that Quality Communication influence on the decision to visit **accepted** . The results show that in a way direct Quality Quality Communication influential positive and significant on Decision to Visit.
- Based on results acquisition mark *original sample* of 0.344 and the t-statistic value of 5.457 < 1.65 and *p-value* $0.000 < 0.05$. This result can interpreted as a hypothesis that states that Quality Content influence on intention Visiting **accepted** . The results show that in a way direct Quality Content influential positive and significant on Intention Visiting .
- Based on results acquisition mark *original sample* of 0.644 and the t-statistic value of 10.070 < 1.65 and *p-value* $0.000 < 0.05$. This result can interpreted as a hypothesis that states that Quality Communication influence on intention Visiting **accepted** . The results show that in a way direct Quality Communication influential positive and significant on Intention Visiting .
- Based on results acquisition mark *original sample* of 0.410 and the t-statistic value of 2.736 < 1.65 and *p-value* $0.006 < 0.05$. This result can interpreted as a hypothesis that states that Intention Visiting influence on the decision to visit **accepted** . The results show that in a way direct Intention Visiting influential positive and significant on Decision to Visit .

Indirect Test Results (*Specific Indirect Effect*)

Testing influence No direct (mediation) in research This can observed from mark *original sample* and t-statistic in *specific indirect effects* . *Specific indirect effect* value obtained through method *bootstrapping* shown in table 4.8 below :

Table 4.8 Specific Indirect Effect

Variables	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
KK -> NB -> KB	0.141	0.142	0.064	2,203	0.028
KKM -> NB -> KB	0.264	0.257	0.094	2,812	0.005

Source : Processed Primary Data, 2025

Based on table 4.8 above can found results from testing influence No direct (*indirect effect*) with explanation as following :

- Results obtained mark *original sample* of 0.141 and the t-statistic value of 2.203 > 1.65 and *p-value* of $0.028 < 0.05$. Based on results said , stating that Intention Visiting can mediate influence Quality Content on Visiting Decision **accepted** . This result show that Intention Visiting in a way No direct proven capable play a role mediate connection Quality Content on Visiting Decisions .
- Results obtained mark *original sample* of 0.264 and the t-statistic value of 2.812 > 1.65 and *p-value* of $0.005 < 0.05$. Based on results said , stating that Intention Visiting can mediate influence Quality Communication on Visiting Decisions **accepted** . This result show that Intention Visiting in a way No direct proven capable play a role mediate connection Quality Communication on Visiting Decisions .

Discussion

Influence Quality Content regarding the Visiting Decision

Test results hypothesis show that Quality Content influential positive and significant regarding the Visiting Decision . With acquisition the original sample value is 0.255, the t- statistic value is 3.900 (> 1.65), and the p-value is 0.000 (< 0.05), then hypothesis This accepted . Findings This indicates that quality content on social media in a way direct can push audience For take decision end For visit . In specific , when candidate visitors find informative , useful and well - presented content visually appealing (such as picture or quality video high), thing the in a way effective increase Power pull destination and encourage they For decide visit , even without through stage deep intention .

Influence Quality Communication regarding the Visiting Decision

Test results hypothesis show that Quality Communication influential positive and significant regarding the Visiting Decision . With acquisition the original sample value is 0.298, the t- statistic value is 1.982 (> 1.65), and the p-value is 0.047 (< 0.05), then hypothesis This accepted . This is means that effective interactions on social media in a way direct contribute to decisions somebody For visit something destination . When social media managers tourist give fast and clear response , and in a way active push participation users (such as reviews and testimonials), things This will build trust . Sense of trust this is what it is foundation strong for candidate visitors For make decision a great visit .

Influence Quality Content to Intention Visiting

Test results hypothesis show that Quality Content influential positive and significant to Intention Visiting . With acquisition the original sample value is 0.344, the t- statistic value is 5.457 (> 1.65), and the p-value is 0.000 (< 0.05), then hypothesis This accepted . Findings This confirm that quality content is trigger main formation interest visits . Relevant content with need information , always updated (*up-to-date*), and capable increase Power pull destination in a way effective grow strong desire in the audience For enter destination the to in plan journey them in the future .

Influence Quality Communication to Intention Visiting

Test results hypothesis show that Quality Communication influential positive and significant to Intention Visiting . With acquisition the original sample value is 0.644, the t- statistic value is 10.070 (> 1.65), and the p-value is 0.000 (< 0.05), then hypothesis This accepted . This is influence the strongest direct in this model , which indicates that two- way communication is factor crucial in build interests . Social media skills For create interaction , closeness (engagement), and growing trust through responsive communication in a way significant form strong intention of the candidate visitors . They No only interested in the place , but also feel connected and trust the manager .

Influence Intention Visiting regarding the Decision to Visit

Test results hypothesis show that Intention Visiting influential positive and significant regarding the Visiting Decision . With acquisition the original sample value is 0.410, the t- statistic value is 2.736 (> 1.65), and the p-value is 0.006 (< 0.05), then hypothesis This accepted . Findings This in a way logical confirm that intention is bridge important going to action real . When someone Already own desire strong and has planning allocate time For visit , possibly big intention the will realized become A actual decisions and visits .

Mediation Intention Visiting the Relationship Quality Content and Visiting Decisions

Test results show that Intention Visiting in a way significant mediate influence Quality Content regarding the Visiting Decision . With the original sample value is 0.141, t- statistic 2.203 (> 1.65), and p-value 0.028 (< 0.05), the hypothesis This accepted . This means that one of the track important How content quality push visit is with moreover formerly build intention . The process is : informative and interesting content No necessarily produce decision , but rather grow desires and plans For visit , which then push individual For take decision end .

Mediation Intention Visiting the Relationship Quality Communication and Visiting Decisions

test results also show that Intention Visiting in a way significant mediate influence Quality Communication regarding the Visiting Decision . With the original sample value is 0.264, t- statistic 2.812 (> 1.65), and p-value 0.005 (< 0.05), the hypothesis This accepted . This is explain that effectiveness good communication lies in its ability form intention . Responsive and constructive interactions trust will create intention strong visit to the audience . Strong intention this is what it is driver main for they For Finally decide truly visit .

5 Conclusions

Research result This show that quality content and quality social media communication destination tourist own influence positive and significant to intention and decision visiting . This means that social media is capable of present content quality informative , relevant , and visually appealing as well as interactive and responsive communication , proven effective in push interest until decision visit traveler Generation Z. Quality content capable grow Power pull and desire visit with present credible , creative and appropriate information with need digital audience . Meanwhile that , quality communication play a role more Far in build proximity emotional and trust , so strengthen intention until Finally push decision real For traveling .

The role of intention visit as variables mediation confirm that decision visit No happen in a way instant , but rather through a psychological process in which interests and plans are formed from positive digital experiences become bridge going to action . In a way strategic , findings This implies that manager destination tour need optimizing social media- based digital marketing strategies with emphasizes two things main :

1. Strengthening visual and narrative content that is capable of display uniqueness as well as experience authentic destination .
2. Improvement quality communication interactive through response fast , open dialogue , and engagement audience For build trust as well as loyalty .

With Thus , marketing strategy tourist social media based that combines quality content and communication in a way synergistic will capable form intention strong visit and in the end increase decision visit tourists , in particular from circles Generation Z is very digital-oriented.

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