



The Effectiveness of Tiktok Content as a Marketing Social Media Through Tourist Attraction in Influencing the Purchase of MSME Products for Tourism Destinations in Bandung

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Abstract. One of them is Indonesia, which has been affected by the economic decline in the tourism sector. In research on how the influence of Tiktok as a social media marketing and tourist attraction in influencing the purchase intention of MSME products in tourist areas in the city and in the district of Bandung. The formulation of the problem in this study is how the effectiveness of Tiktok as social media marketing can affect the interest in tourist visits and is motivated by the effects of the pandemic on the tourism sector, especially in Bandung. The population of this research is Bandung tourists who make purchases at MSMEs around tourist attractions as many as 2.510.030. Data analysis techniques using structural model evaluation. The sample of this study used the formula of Isaac and Michael. The total sampling was 200, rounding the error rate of 5%. The sampling technique uses Cluster Sampling. The findings of this study are. The first finding is that we confirm that tourist attractions have a positive and significant influence on purchase intentions. The second finding of this study is that Tik Tok social media marketing has a positive and significant influence on purchase intention, and the third finding of this research is that Tiktoks social media marketing is a partially intervening variable because the tourist attractions variable has a significant direct effect on the purchase intention on buying product MSMEs in the tourism destination.

Keywords: Attraction of Tourist · content Tik Tok · MSMEs

1 Introduction

The decline in tourist attraction due to the COVID-19 pandemic results from tourism research in Asia [1]. The data has identified a recession in the tourism economy in several countries [2]. One of them is Indonesia, which has been affected by the economic decline in the tourism sector [3]. MSMEs that sell in tourist attractions have the most impact because tourist visits have decreased [4]. Therefore, many studies, especially in

the marketing field, still examine consumer behavior in terms of buying interest in a product [5–7]. Purchase intention (purchase interest) is an essential factor in running a business because, with purchase intention, consumers will decide to buy the products equipped with that interest [8]. Purchase interest in tourist attractions can be influenced by attractiveness ranging from packaging and characteristics of tourist attractions to social media [9, 10].

The current problem of tourist attraction is the fear of being exposed to the COVID-19 virus, the decline in tourist income due to the pandemic, many government regulations that must carry out vaccines when traveling by land or air [11]. The existence of social media is used as a promotional medium to attract visitors [12]. Suppose a consumer sees one of the travel content uploading a moment while in a tourist place; the consumer will surely find out where the place is [13].

Because consumers are seen from the side of the interest of the place, the state of the place, and the path to the place, the existence of social media is beneficial for businesses, especially MSMEs in Indonesia, through promotions on social media and each content related to the products they make so that consumers are interested in the products they make [14]. The impact of the decline in visits, namely MSMEs around tourist attractions, starting from selling food, drinks, and culinary, especially the sale of souvenir centers [15] the number of MSMEs in the Bandung group MSMEs 147,073. Furthermore, the number of assisted MSMEs registered with the MSMEs Service is 6,409 [16].

TikTok, as Social media marketing has become a new marketing communication tool with a fast and dynamic speed, an increasing number of businesses are utilizing social media and other electronic media in their marketing efforts, providing opportunities for digital-based marketing researchers to learn more in this field [17]. The use of TikTok interest has been growing since 2020 to the Hootsuite survey [18]. The two regional governments agreed to collaborate in developing the Cigadung-Lembang creative tourism route in the tourism sector. This creative tourist path will pass through the Hero's Cemetery (Cigadung), Rosid Studio (Cigadung), Komar Batik House (Cigadung), Bosscha, Sarae Hills (psdeumanah), Begonia Gardens (Lembang), and Lembang Tofu Milk [19]. Research on the effect of TikTok in increasing interest in visits is very significant in research [20]. Describes how the effectiveness of TikTok can affect the interest in visiting tourist attractions visited by influencer travelers when entering the For Your Page (FYP) column. Video content created by content creators is very influential, especially if the video is spread through the TikTok homepage or commonly called the for you page (FYP), where usually videos that enter FYP are likely to become viral and trending on TikTok [21]. The formulation of the problem in this study is how the effectiveness of TikTok as social media marketing can affect the interest in tourist visits and is motivated by the effects of the pandemic on the tourism sector, especially in Bandung [18].

1.1 Literature Review

Marketing communications changes, ranging from advertising on television to social media to technology related [22]. Effectiveness of marketing in the field of social media there is a positive relationship between perceived account credibility and this indicator of the effectiveness of social media marketing [23]. An important goal of marketing

on social media is creating a positive attitude towards the profile, convincing users to follow, and convincing users to recommend sizes by word of mouth [24].

Content creation is one of the fundamental steps for successful social media marketing, developing application designs using highly compatible content by entering the necessary information for mobile users [25]. The use of social media to access it flexibly can not only be accessed via a computer but also via a smartphone. Social media platforms such as TikTok, whose download rates have increased significantly in the past year, can serve as social media marketing platforms for entrepreneurs who want to promote their products and services [26]. Social media is a marketing process that is carried out indirectly or directly to build memory, awareness, recognition, and action for businesses, products, people, brands, or other entities, whose activities use social websites such as social networking, social bookmarking, microblogging, blogging, and sharing content [27]. Indicators of the effectiveness of TikTok content as social media marketing adapting from [23]:

1. Tiktok social media users like one of the influencer profiles as followers because it has content that attracts attention
2. Likelihood to Follow Account: positive attitude of TikTok social media users because the content shows usefulness and attracts attention
3. Likelihood to Recommend Following Account: social media TikTok users, after liking the profile account, will recommend it to others

Tourist Attractions are resources with tourist and non-tourist destinations, natural areas, or small-scale spaces that have been adapted and managed to attract visitors [28]. An essential factor in choosing a tourist destination and has a tremendous appeal to the economic impact [29]. Attractiveness tourism can be built from the characteristics of natural and cultural tourism, such as the seven wonders, authenticity, relaxation, discovery, and knowledge [30].

To attract more tourists and stay longer at tourist sites, tourism development needs to develop commodities, tourist monuments, recreational activities, and other tourism activities [31]. The increasing number of tourist visits, both by tourist attractions and vacation and inn accommodations, shows the interest of tourists [32, 33].

1. City attractions such as order services and activities at tourist sites, roads that attract visitors
2. Sightseeing street objects such as scenery showing the street, which consists of street layout and culinary attractions
3. Prehistoric sculpture attractions such as temples and shrines
4. A traditional market consists of a souvenir center for tourist attractions.

Interest is an intention that can be interpreted as a desire to be able to do an action that is liked [8]. Interest can be defined as a state consumers feel before taking action, which can be used as a benchmark for estimating the action. Buying interest is a model and a person's attitude towards the object of goods that is very suitable by measuring attitudes towards a particular product, service, or brand class [34].

Based on the theory explained by experts, it can be concluded that purchase intention is a condition or behavior of consumers interested in a product/service/brand that allows

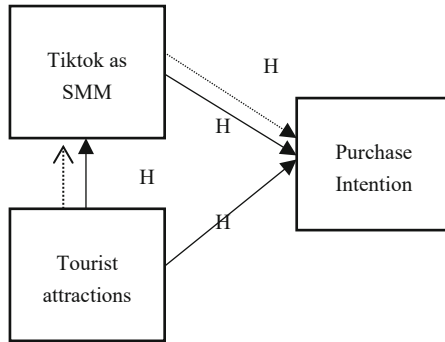


Fig. 1. A research paradigm.

and has the opportunity to buy the product. There are four indicators of purchase intention [35] as follows:

1. The possibility of a consumer purchasing a product/service on a marketplace site
2. The possibility of a consumer recommending a marketplace site to people
3. Interests that describe the behaviour of consumers who have top priority on the product or service. At the top priority, it can be replaced when something unexpected happens to the product.
4. Interests that provide an overview of consumer behaviour to seek information related to the product or service of interest and seek positive information that supports the product.

The next researcher will describe the research paradigm based on this description to facilitate the research process. A research paradigm can be seen in Fig. 1.

2 Methods

This study uses descriptive quantitative research methods and verification to examine the exogenous variable Tiktok as Content, social media marketing X1, Tourist Attractions X2, and purchase intention Y. data analysis techniques using structural model evaluation. The population of this research is Bandung tourists who make purchases at MSMEs around tourist attractions as many as 2.510.030 [36]. The sample of this study used the formula of Isaac and Michael. The total sampling was 200, rounding the error rate of 5%. The sampling technique uses Cluster Sampling, which in sampling, becomes a clump or area, namely Visitors to Tourist Attractions in Bandung which are taken are:

1. Farms House: 50
2. Asia Afrika: 50
3. Maribaya: 50
4. Ranca Upas: 50

3 Result and Discussion

The number of respondents in this study was 100 TikTok users in the city of Bandung. The survey was carried out by distributing questionnaires online in June 2022. The respondent characteristic in this research is presented in Table 1.

Descriptive Analysis

Table 2 shows that each indicator has an average value ranging from 4.15 – 4.30. It can be concluded that most respondents gave a very good response to each item in the research variable.

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Measurement Model Evaluation

The reflective construction has good internal reliability, as shown in Table 2, with composite reliability (CR) value of more than 0.70 and an outer loading factor of 0.832 to 0.951. The average variance extracted (AVE) for variables in the study with a value greater than 0.50 indicates the mean-variance of the measurement items contained by the variables above 50%. Statistic measurement model can be seen in Table 3.

Table 1. Characteristic Respondent.

Demography	category	Frequency	Percentage
sex	men	78	20.31%
	woman	122	31.77%
age	15–20	50	13.02%
	21–25	41	10.68%
	26–30	17	4.43%
	31–35	28	7.29%
	36–40	28	7.29%
	40–50	26	6.77%
	50 >	10	2.60%
education	SMA	49	12.76%
	D3	20	5.21%
	S1	51	13.28%
	S2	39	10.16%
	S3	41	10.68%
Visit object	Farmhouse	96	25.00%
	Maribaya	60	15.63%
	Asia Afrika	22	5.73%
	Ranca Upas	22	5.73%

Table 2. Descriptive Analysis

Indicator	response					Mean
	1	2	3	4	5	
Tourist Attraction						4.28
TA1	1	2	12	106	79	4.30
TA2	1	3	9	113	74	4.28
TA3	1	1	14	110	74	4.28
TA4	1	2	18	98	81	4.28
Tiktok social media marketing						4.25
SMM1	1	3	21	98	72	4.22
SMM2	2	1	26	92	79	4.24
SMM3	1	4	20	82	93	4.31
Purchase Intention						4.19
PI1	1	1	28	107	63	4.15
PI2	1	2	27	98	72	4.19
PI3	1	1	25	100	73	4.22
PI4	1	2	20	105	72	4.22

Table 3. Statistics Measurement Model.

	Outer loadings	Composite reliability	AVE
Tourist attractiveness		0.915	0.728
TA1	0.893		
TA2	0.838		
TA3	0.848		
TA4	0.832		
Tiktok as social media marketing		0.950	0.864
SMM1	0.951		
SMM2	0.919		
SMM3	0.919		
purchase intention		0.949	0.824
PI1	0.911		
PI2	0.934		
PI3	0.899		
PI4	0.887		

Table 4. Discriminant validity.

	Purchase intention	Tiktok SMM	Tourist attractions
Purchase intention	0.908		
Tiktok SMM	0.735	0.930	
Tourist attractions	0.566	0.639	0.853

Evaluation of discriminant validity at the variable level uses the Fornell-Lacker Criterion approach. Based on the Fornell Lacker Criterion criteria, the AVE root of purchase intention is (0.908) higher than the correlation with TikTok social media marketing (0.735). Likewise, each AVE root of Tiktok social media marketing and tourist attraction is higher than the correlation of other variables.

Discriminant validity can be seen in Table 4.

Cross loadings describe the evaluation of discriminant validity at the indicator level. Cross loadings contain an LF matrix or correlation between each measurement item and all variables. All measurement items PI1 to PI4 correlated more strongly with the purchase intention variable and weakly correlated with other variables. Cross loading can be seen in Table 5.

Structural Model Evaluation

Model of partial least squares can be seen in Fig. 2.

The coefficient determination (R-Squares) value for each latent variable endogenous as the predictive power of structural models can be used to evaluate the structural model. Significant, moderate, and weak R-squares values are 0.75, 0.50, and 0.25, respectively [37]. As seen from Table 6, the R-square values variables Purchase have moderate

Table 5. Cross Loadings.

	Purchase intention	Tiktok SMM	Tourist attractions
PI1	0.911	0.633	0.510
PI2	0.934	0.690	0.583
PI3	0.899	0.662	0.477
PI4	0.887	0.682	0.483
SMM1	0.700	0.951	0.594
SMM2	0.665	0.919	0.580
SMM3	0.685	0.919	0.607
TA1	0.509	0.527	0.893
TA2	0.439	0.510	0.838
TA3	0.462	0.531	0.848
TA4	0.515	0.602	0.832

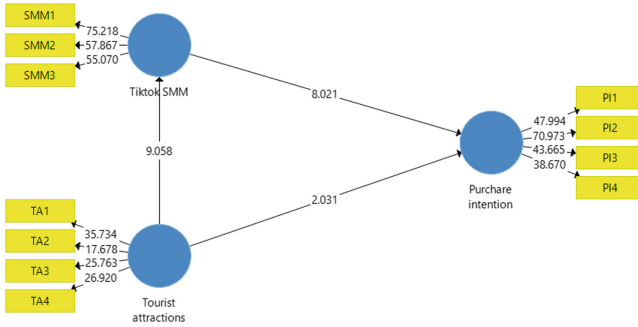


Fig. 2. Model of partial least squares.

predictive power, and variable social media marketing has weak predictive power. Tourist attraction and social media marketing can influence purchase intention by 55.6%, while tourist attraction can influence social media marketing by 40.8%.

Predictability can be seen in Table 6.

Furthermore, this hypothesis is set in testing with a significance level of 0.05 ($P < 0.05$) and two-tailed. The hypothesis can be accepted if the T statistical value exceeds 1.971.

Result of path significance can be seen in Table 7.

Table 6. Predictability

	R Square	R Square Adjusted
Purchase intention	0.556	0.552
Tiktok SMM	0.408	0.405

Table 7. Path significance.

Hypothesis	Original Sample (O)	T Statistics (IO/STDEVI)	P Values	Hypothesis support
H1 Tourist attractions -> Purchase intention	0.164	2.031	0.042	yes
H2 Tiktok SMM -> Purchase intention	0.631	8.021	0.000	yes
H3 Tourist attractions -> Tiktok SMM	0.639	9.058	0.000	yes

Table 8. Mediation analysis.

	Original Sample (O)	T Statistics (IO/STDEVI)	P Values	Hypothesis support
Specific indirect effect				
H4 Tourist attractions -> Tiktok SMM -> Purchase intention	0.403	6.415	0.000	yes
Total effect				
Tourist attractions -> Purchase intention	0.566	6.381	0.000	

Referring to Table 7, it is known that all the hypotheses are accepted. It was found that variable tourist attraction has a positive and significant effect on social media marketing and purchase intention. Social media marketing also has a positive and significant effect on purchase intention. The most influential variable the purchase intentions is social media marketing.

To find out whether social media marketing is full or partial intervening variable by looking at the results of Table 8.

The independent variable, the tourist attraction, can directly influence the dependent variable purchase intention or indirectly by involving the mediator variable social media marketing. Based on the variance accounted for (VAF) using the formula:

$$VAF = \frac{\text{Indirect effect}}{\text{Total Effect}} = \frac{(0.639 \times 0.631)}{(0.639 \times 0.631 + 0.164)} = 0.712$$

It can conclude that social media marketing is a partially intervening variable with a VAF value of 71.2%. Because the VAF is greater than 20% but lower than 80%, suggested by [38].

4 Conclusion

It is commonly acknowledged that travelers use online content as a major information source. Research conducted (36) shows that online content based on the attractiveness of tourist sites affects the buying interest of tourists to buy gifts or souvenirs. Tourists looking for information through online social media TikTok just look for local food or souvenirs and, based on the attractiveness of local tourist attractions, are made into content by tourists and influencer content creators.

The first finding is that we confirm that tourist attractions have a positive and significant influence on purchase intentions. The second finding of this study is that TikTok social media marketing has a positive and significant influence on purchase intention, and the third finding of this research is that Tiktos social media marketing is a partially intervening variable because the tourist attractions variable has a significant direct effect on the purchase intention on buying product MSMEs in the tourism destination.

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