The Influence of TikTok and Destination Image on the Decision to Visit Taman Impian Jaya Ancol Post-Pandemic and Visitor Satisfaction

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Abstract: This study aims to investigate the influence of TikTok and destination image on post-pandemic visit decisions to Taman Impian Jaya Ancol through visitor satisfaction. This type of research uses a quantitative descriptive approach with a path analysis method. The research was conducted at the Taman Impian Jaya Ancol and involved the entire population of visitors to Taman Impian Jaya Ancol. The research sample consists of 100 respondents selected through accidental sampling techniques. The results of the study show that: (1) TikTok and destination image significantly influence visitor satisfaction; (2) TikTok, destination image, and visitor satisfaction significantly influence visit decisions; (3) TikTok and destination image partially significantly influence visit decisions through visitor satisfaction. TikTok encourages users to create and share short videos that increase the popularity of travel destinations. Destination image can increase attractiveness, build trust, and increase visitor loyalty, which influences visiting decisions and recommendations to others. Visitor satisfaction also plays an important role in attracting potential visitors and maintaining a positive image. The implication of this research is that the management of Taman Impian Jaya Ancol prioritizes the TikTok application as an efficient and cost-effective tourism promotion media that has the potential to disseminate information quickly and attract visitors.

Keywords: Tiktok, Destination Image, Visiting Decision, Visitor Satisfaction.

1. Introduction

Developed in 1966, Taman Impian Jaya Ancol, also known as Pantai Ancol by the people of Jakarta, is an integrated tourist area and the number one tourism destination in DKI Jakarta based on the number of visitors. The COVID-19 pandemic in early 2020 had a significant negative impact on the number of tourist visits in 2019 and 2020. However, the number of visits increased again in 2021, as can be seen in the data in Table 1 below.

Table 1. Tourist visit data of Taman Impian Jaya Ancol.

Years	Tourist Visits
2017	19,261,212
2018	17,575,914
2019	9,282,441
2020	2,351,961
2021	3,248,408

Source: Badan Pusat Statistik Indonesia (2022).

Following the impact of the COVID-19 pandemic in February 2020, Indonesia has entered a new era where the lives of its people are increasingly reliant on technology. This is evidenced by the data on internet users in Indonesia in 2022, which reached 210 million people. For comparison, this is an increase of 8 million people from the previous year, and a total of 35 million people since the beginning of the pandemic in 2020. (Kompas.com, 2022). With the high number of internet users in Indonesia, digital marketing, especially social media marketing, has become a highly effective method in this era. This can be seen from the increasing popularity of digital marketing, which is starting to thrive in Indonesia, as it is said that digital marketing will become more popular as the use of the internet becomes more widespread (Ayu, 2021).

TikTok is an example of a social media application. Founded in 2016 by Byte Dance, a company led by Zhang Yiming, TikTok has become a platform for self-expression through video creation that supports its users' creativity by providing various unique and fun features such as filters, video soundtracks, and several other features. TikTok has become the world's fifth most active social media application, with a total of 1.2 billion active users in 2021 (Business of Apps, 2022). The use of the TikTok application has significant advantages when utilized for promotional activities. There are four elements that support successful marketing through social media, including TikTok, namely (Mumtaz & Saino, 2022): (1) Content creation, which refers to uploading videos; (2) Content sharing, which can be measured by the number of interactions that occur on a content upload, ranging from views

(how many times the upload has been viewed), likes (how many times the upload has been liked), and shares (how many times the upload has been shared); (3) Connecting, the effectiveness of this element can be measured through comments and how much interaction is done in the comments column; (4) Community Building, which is the natural formation of a community that can be done on TikTok through the followers and "followings" feature that can help bring the uploader closer to the consumers (Mumtaz & Saino, 2022).

As of April 2022, there were 99.1 million active monthly TikTok users in Indonesia, making it the second-largest TikTok active user country after the United States. TikTok has been downloaded 3 billion times to date, with a target demographic of 10-30-year-olds as its primary market segmentation, making it a social media platform widely used by Generation Z and Millennials. TikTok's popularity also experienced a drastic increase during the pandemic era, from 2019 to 2021, with the largest download explosion recorded at 1.5 billion downloads in 2020 (dataindonesia.id, 2022).

Amidst the flurry of digital marketing through social media, TikTok has successfully provided a platform for businesses from various sectors to market their products, including the tourism industry. According to the Google Web Index in Business of Apps.com, digital marketing through TikTok can increase purchase decision tendencies by 61%. This type of marketing can be done in several ways, including collaborating with TikTok's official accounts or companies in advertising placement, collaborating with TikTok influencers (account owners who have a significant influence on certain market segments), or self-publishing through one's own account.

Taman Impian Jaya Ancol itself has a TikTok account managed to increase tourism visits. The TikTok account named "Ancol Taman Impian" with the username @ancoltamanimpian regularly shares various video content, ranging from attractive promotions provided by Taman Impian Jaya Ancol, various tourist attractions worth visiting in the Taman Impian Jaya Ancol area, the latest news regarding the implementation of tourism activities in Taman Impian Jaya Ancol, and others. Taman Impian Jaya Ancol's official account has 231,3 thousand followers and a total of 3.2 million likes when this research was conducted.

Then, the image of the destination becomes one of the influencing factors visiting decisions and visitor satisfaction. Destination image becomes a driving factor and attraction for the success of tourism development and destination marketing (Absharina & Karmilasari, 2022). In improving tourism marketing, the image is a factor that can influence product and service demand. The destination image is a positive perception, collective belief, and thought of tourists toward destination products that can affect someone's decision to visit (Ayu, 2021). Some factors in destination image are (Ayu, 2021): (1) Cognitive image, the formation of perceptions through an active process where someone associates the concept of the problem and its solution to obtain input; (2) Affective image, the formation of perceptions that are more based on feelings than trust and knowledge about an object.

A tourist destination can attract visitors, one of which is through its positive image. A positive image is considered capable of helping a company to show the proportion of the value of its products and/or services, as well as helping the company compete in its sector. With a positive image embedded in people's consciousness, the trust of potential tourists in the decision-making process will increase, increasing the likelihood of someone visiting. A positive image is not only obtained, but consistency, uniqueness, and effective promotion are required to shape the interest of potential tourists. A good destination image must continue to be communicated by tourism managers to build a strong and positive perspective in people's minds about the position of the destination among other tourist destinations.

The visiting decision in the tourism context is the decision of a tourist to visit a tourist object/destination. The decision to choose a tourist destination is essentially a purchasing decision, namely the occurrence of a transaction to obtain satisfaction (Absharina & Karmilasari, 2022). There are five stages in determining the decision to visit a tourist object, namely: (1) Need or desire to travel, consumers first get a stimulus to travel; (2) Search and evaluation of information, consumers search and gather information needed to determine whether a trip is necessary or not; (3) Decision to travel, the decision-making process where consumers have made a choice and will make a transaction; (4) Travel preparation and tourism experience, consumers get the results of their transactions by traveling and enjoying it; (5) Evaluation of travel satisfaction, consumers learn and evaluate their experiences in visiting tourism as information to decide to visit again in the future (Ayu, 2021).

Visitor satisfaction can be defined as the level of satisfaction perceived by tourists after traveling or visiting tourist destinations, which can be measured through various methods such as surveys, interviews, and observation of tourist behavior (Soehardi, 2021). Tourist satisfaction is crucial for the tourism industry because it can affect tourists' decisions to revisit or recommend a particular tourist destination to others (Muliyanto et al., 2022). It is essential for tourism service providers to ensure that tourists feel satisfied with their experience by providing quality service, accurate information, and meeting tourists' expectations (Muliyanto et al., 2022).

Taman Impian Jaya Ancol, until the time this research was conducted, has a relatively positive destination image (Khotimah & KN, 2023). The refreshing and enjoyable atmosphere of Taman Impian Jaya Ancol creates a positive image as a family-friendly and attractive destination for young visitors. The positive image of Taman Impian Jaya Ancol continues to strengthen and facilitate tourism activities by convincing potential tourists that Taman Impian Jaya Ancol is a safe destination that can provide a pleasant experience for many people. Hypothesis development is a crucial step in quantitative research in this study are as follows:

TikTok inspires users with interesting travel videos of various tourist destinations, encouraging them to visit these places and experience similar experiences (Melati et al., 2022). TikTok's creative features, such as effects, filters, and music, allow users to create unique content about the destinations they visit. This content not only attracts the interest of other users but also increases visitor satisfaction at tourist destinations (Rostika & Yumna,2023).

H_1: TikTok has a significant effect on visitor satisfaction.

The positive image of a tourist destination increases its attractiveness. Visitors are more attracted to destinations with a good reputation. If the experience is as expected, visitors are satisfied (Herle, 2018). The positive image also influences pre-trip satisfaction. Positive information, such as previous visitor reviews and attractive promotions, increases visitor satisfaction and interest before arriving at the destination (Sunjaya et al, 2019).

H_2: Destination image has a significant effect on visitor satisfaction.

TikTok is becoming a popular platform for influencers to share their travel experiences. Influencers with a large number of followers can have a significant influence on visiting decisions (Wengel et al., 2022). TikTok users may feel inspired by an influencer's experience and choose to visit the places they recommend (Zhou et al., 2023).

H_3: Tiktok has a significant effect on visiting decision.

Destination image plays an important role in influencing a person's decision to visit a tourist destination, which refers to the general perception and impression that a person has of a particular tourist destination or place (Pektas et al., 2019). The influence of destination image on visiting decisions can determine whether someone will choose a tourist destination (Satyarini et al., 2017).

H_4: Destination image has a significant effect on visiting decision.

If visitors are satisfied with their experience, they are more likely to revisit and spend more time at the destination. They are more likely to recommend it to others, which has a major impact on the number of visits and the popularity of a tourist destination (Aliman et al., 2016).

H_5: Visitor satisfaction has a significant effect on visit decision.

TikTok allows users to share brief, captivating videos that cover various topics, such as travel and tourism. These videos highlight the scenic attractions and appealing aspects of popular tourist destinations. By watching these entertaining videos, viewers can develop an interest in visiting these destinations (Juliana et al., 2022).

H_6: TikTok has a significant effect on visit decisions through visitor satisfaction.

The relationship between destination image and visitor satisfaction is interconnected and mutually influential. A favorable perception of a destination can entice prospective visitors, while the contentment of visitors plays a crucial role in upholding a positive image and endorsing the tourist spot to others (Widayati, 2020).

H_7: Destination image has a significant effect on visit decisions through visitor satisfaction.
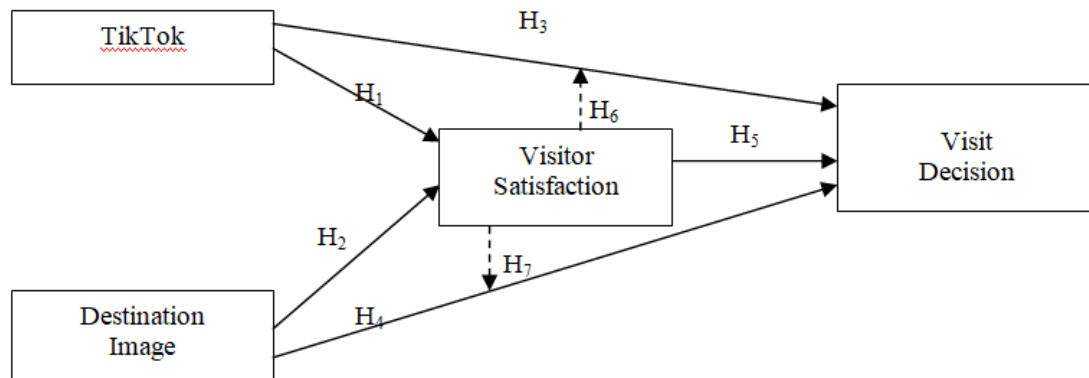

Fig 1. Research framework.

2.   Methodology

This research employed a quantitative approach with a path analysis method using Smart PLS and belongs to the descriptive research. The study was conducted at Taman Impian Jaya Ancol tourism destination and involved the entire population of visitors who came to Taman Impian Jaya Ancol. The research sample consisted of 100 respondents selected using an accidental sampling technique. The data collection method was carried out by submitting a list of closed questions to the respondent. Closed questions were measured using a scale with intervals of 1-5, namely strongly agree, agree, undecided, disagree, and strongly disagree. As well as using a measurement scale, according to Sugiyono (2019), a measurement scale is an agreement used as a reference to determine the

short length of the intervals in the measuring instrument so that when it is used in measurements, it will produce quantitative data. The analysis techniques used included validity testing, reliability testing, coefficient of determination, and hypothesis testing.

3.   Results and Discussion

Table 1. Characteristics of respondents.

Characteristics	Frequency	Percent
Age		
> 15 year	4	4%
15 – 20 year	23	23%
20 – 25 year	59	59%
30 – 40 year	8	8%
> 40 year	6	6%
Gender		
Male	61	61%
Female	39	39%
Residence		
Jabodetabek	87	87%
Outside Jabodetabek	13	13%

Source: Data processed by Researchers (2022).

Out of 100 respondents, the age range of the study sample was dominated by the 20-25 age group with 59% of the total respondents, followed by the 15-20 age group in second place with 23%, the 30-40 age group in third place with 8%, and the > 40 age group in fourth place with 6%. Interestingly, the > 15 age range had the smallest number of respondents, with only 4% of the total. In addition to age, TikTok is more popular among women, as evidenced by 61% of female and 39% of male respondents. Furthermore, the career stages of the respondents were dominated by school students and university students. Most visitors to Taman Impian Jaya Ancol come from Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) 87% of the total respondents, while outside Jabodetabek it is 13%.

Table 2. Validity test.

Variable	Average Variance Extracted
Media TikTok	0,820
Destination Image	0,736
Visiting Decision	0,843
Visitor Satisfaction	0,802

Source: Data processed by Researchers (2022).

The results of the validity test show that all variables in this study are valid because the average variance extracted value for all variables is greater than 0.500.

Table 3. Reliability test.

Variable	Cronbach's Alpha	Composite Reliability
TikTok	0,947	0,813
Destination Image	0,911	0,862
Visiting Decision	0,938	0,854
Visitor Satisfaction	0,947	0,845

Source: Data processed by Researchers (2022).

The reliability test results show that all variables in this study are reliable because the value of Cronbach's alpha and composite reliability of all variables is greater than 0.700.

Table 4. Determination coefficient test.

Variable	R-Square
Visiting Decision	0.429
Visitor Satisfaction	0.581

Source: Data processed by Researchers (2022).

The results of the R-Square show that 42.9% of the visiting decision variable is influenced by social media TikTok and destination image, while the remaining 57.1% is influenced by other factors not examined in this study. Then 58.1% of the visitor satisfaction variable is influenced by TikTok, destination image, and visiting decision, while the remaining 41.9% is influenced by other factors not examined in this study.

Table 5. Direct effect.

Variable		T-Statistic	P-Values
TikTok ⟶	Visitor Satisfaction	6,225	0,000
Destination Image ⟶	Visitor Satisfaction	4,109	0,008
TikTok ⟶	Visiting Decision	4,007	0,012
Destination Image ⟶	Visiting Decision	3,998	0,019
Visitor Satisfaction ⟶	Visiting Decision	3,125	0,024

Source: Data processed by Researchers (2022)

Based on the results of direct influence, it shows that: (1) TikTok has a significant influence on visitor satisfaction because it has a P-Values of 0.000 < 0.05; (2) Destination image has a significant effect on visitor satisfaction because it has a P-Values of 0.008 < 0.05; (3) TikTok has a significant effect on visiting decisions because it has a P-Values of 0.012 < 0.05; (4) The image of the destination has a significant effect on the decision to visit, because it has a P-Values of 0.019 < 0.05; (5) Visitor satisfaction has a significant effect on visiting decisions, because it has a P-Values 0.024 < 0.05.

Table 6. Indirect effect.

Variable			T-Statistic	P-Values
TikTok ⟶	Visitor Satisfaction ⟶	Visiting Decision	4,277	0.004
Destination Image ⟶	Visitor Satisfaction ⟶	Visiting Decision	3,118	0.026

Source: Data processed by Researchers (2022)

Based on the results of the indirect effect, it shows that: (1) TikTok has a significant influence on visiting decisions through visitor satisfaction because it has a P-Values of 0.004 < 0.05; (2) Destination image has a significant influence on visiting decisions through visitor satisfaction because it has a P-Values of 0.026 < 0.05.

The Influence of TikTok on Visitor Satisfaction

The study reveals that TikTok has a significant impact on the satisfaction level of visitors, as indicated by a P-value of 0.000. This can be attributed to TikTok's feature that enables users to produce and distribute brief, easily shareable videos. Many Tiktok users generate content featuring their experiences at Taman Impian Jaya Ancol, some of which gain viral status. The virality of these videos can draw more attention to the destination and potentially attract more visitors. With the abundance of Taman Impian Jaya Ancol-related content on Tiktok, the location's popularity can increase, making it accessible to people who were previously unaware of it, leading to a potential rise in visitor numbers. TikTok allows users to create imaginative videos that showcase their experiences at Taman Impian Jaya Ancol. Watching such videos can provide visitors with a fresh perspective of the destination, inspiring them to visit.

This research aligns with the findings of Melati et al. (2022) and Rostika &Yumna (2023) studies. Melati et al's study indicates that TikTok has the potential to enhance the emotional connection between visitors and tourist destinations. By watching videos showcasing the location, viewers can have a similar experience to those in the video and feel a stronger attachment to the place. Rostika & Yumna's research indicates that TikTok substantially impacts visitor satisfaction due to its ability to promote destinations, offer unique experiences, boost popularity, and enhance emotional bonds with visitors.

The Influence of Destination Image on Visitor Satisfaction

The study demonstrates that visitor satisfaction is significantly influenced by destination image, as supported by a P-value of 0.008. This is due to the fact that a favorable destination image can set positive expectations for visitors prior to their arrival at Taman Impian Jaya Ancol. A positive image can ignite visitors' enthusiasm and interest in visiting the location, contributing to their satisfaction. Moreover, a positive destination image can enhance the visitors' experience by providing a pleasant ambiance. Visitors who hold a positive perception of Taman Impian Jaya Ancol are more likely to be satisfied with their experience while touring the destination. A good destination image can also strengthen visitors' trust in Taman Impian Jaya Ancol as a secure, clean, and well-managed tourist spot. This trust can make visitors feel at ease and confident while exploring Taman Impian Jaya Ancol, ultimately leading to an increase in their satisfaction.

This study's findings are consistent with the studies carried out by Herle (2018) and Sunjaya et al. (2019). Herle (2018) research suggests that a favorable destination image can enhance visitors' positive impressions of their experiences in the tourist destination. Visitors who hold a positive image of the tourist destination are more likely to be impressed with the various attractions and activities offered, resulting in increased satisfaction. Similarly, Sunjaya et al. (2019) study highlights the crucial role of a positive destination image in enhancing visitor satisfaction at tourist destinations. A positive image can create positive expectations, provide a pleasurable experience, foster trust, and bolster visitors' positive impressions of their experiences at the tourist destination.

The Influence of TikTok on Visiting Decision

The study conducted indicates that TikTok significantly influences the decision to visit Taman Impian Jaya Ancol, with a p-value of 0.012. This can be attributed to the platform's widespread usage among young adults and teenagers and its capacity to display engaging, imaginative, and amusing content that captures users' attention. By utilizing this social media platform, Taman Impian Jaya Ancol can showcase its rides and attractions by producing concise and captivating videos that enable potential visitors to witness the rides in action and gain a more authentic understanding of the visitor experience.

The findings of this study align with the research conducted by Wengel et al. (2022) and Zhou et al. (2023). Wengel et al. (2022) found that TikTok enables users to watch videos of tourist destinations captured by other visitors, offering a better understanding of the destination's atmosphere and experiences that can be enjoyed there. Meanwhile, Zhou et al. (2023) discovered that TikTok promotions can help tourist destinations reach a broader audience, potentially increasing their popularity and appeal and influencing visitors' decision to visit.

The Influence of Destination Image on Visiting Decision

The results of this study indicate that destination image has a significant impact on visitors' decision to visit Taman Impian Jaya Ancol, as evidenced by a p-value of 0.019. A positive image of the destination can enhance its appeal and attract more visitors. Positive promotion, testimonials from previous visitors, and favorable media coverage are some of the ways to create a positive image. A positive image can also instill trust in the destination as a safe, comfortable, and enjoyable place to visit. This is crucial because people often prefer destinations that are reliable and credible. Additionally, a positive image can foster visitor loyalty. Satisfied visitors who enjoy the service and amenities provided by Taman Impian Jaya Ancol are more likely to revisit and recommend the destination to others.

The present study aligns with the findings of previous research conducted by Pektas et al. (2019) and Satyarini et al. (2017). The study conducted by Pektas et al. (2019) highlights that a favorable destination image can boost the reputation of a tourist destination in the tourism industry and among the public, leading to an increase in visitor numbers and overall business success. The study conducted by Satyarini et al (2017) reveals that the destination image plays a crucial role in an individual's decision to visit a tourist destination. Therefore, tourist destinations must prioritize their destination image and strive to cultivate a positive image that will entice more visitors and contribute to their success as tourist destinations.

The Influence of Visitor Satisfaction on Visit Decision

The present study shows that visitor satisfaction plays a significant role in the decision to visit with a P-value of 0.024. This is because a visitor's experience and perception of a destination can impact their future intention to revisit the place or recommend it to others. If visitors have a positive experience with the facilities, services, and overall ambiance of Taman Impian Jaya Ancol, they are more likely to revisit and recommend it to others. Conversely, if visitors are dissatisfied with their experience, they may not return and could potentially share negative feedback about the place to others.

This study is consistent with the research conducted by Aliman et al. (2016), which emphasizes the importance of visitor satisfaction in tourist destinations for business success and future growth in the number of visitors. Improving the visitor experience and ensuring their satisfaction with the facilities and services offered at a tourist destination can positively influence their decision to revisit the place in the future.

The Influence of TikTok on Visit Decisions through Visitor Satisfaction

The present study finds that TikTok has a significant impact on visit decisions through visitor satisfaction, with a P-Value of 0.004. Given its immense popularity, Taman Impian Jaya Ancol, a renowned tourist destination in Jakarta, utilizes TikTok as an effective promotional tool to reach millions of users worldwide. Through the creation and sharing of short, captivating videos, Taman Impian Jaya Ancol can showcase its various attractions and activities, piquing the interest of TikTok users. Furthermore, users can provide feedback and comments about their experience at Taman Impian Jaya Ancol, which can influence others' decisions to visit the place. Positive feedback expressed through TikTok videos and comments can improve the destination's image, enhancing its attractiveness to potential visitors.

This study is consistent with the research conducted by Juliana et al. (2022), which indicates that this platform enables its users to share engaging and captivating short videos, including travel and tourism-related content, showcasing scenic views and attractions at tourist destinations. Visitors can view these videos and become intrigued to visit the destination due to the captivating and entertaining nature of the video.

The Influence of Destination Image on Visitor Decision through Visitor Satisfaction

In this study, visitor decision-making is significantly influenced by the destination image through visitor satisfaction, with a P-value of 0.026. The attractiveness and desirability of Taman Impian Jaya Ancol as a tourist destination play a significant role in visitors' decisions to choose it as their travel destination. Conversely, if the destination image is negative, it will deter potential visitors from visiting the place. However, it is not only the destination image that affects visitor decision-making. Visitor satisfaction also has a significant impact on maintaining a positive and appealing destination image for potential visitors. Visitor satisfaction is shaped by various factors such as good service, security, comfort, and adequate facilities. If visitors have a satisfying experience at Taman Impian Jaya Ancol, they are more likely to recommend it to others and revisit it in the future. which contributes to maintaining the positive image of the destination. This study is consistent with the research conducted by Widayati et al. (2020), which shows that destination image and visitor satisfaction are interrelated and influence each other. A positive destination image can attract potential visitors, while visitor satisfaction can maintain a positive image and promote the tourist spot to others.

4.   Conclusion

TikTok significantly influences visitor satisfaction and decision-making at Taman Impian Jaya Ancol as this platform allows users to create and share short videos that can increase the popularity and destination image of the place. A good destination image also influences visitor decision-making and satisfaction as it can enhance attractiveness, build trust, and increase visitor loyalty. Visitor satisfaction also has a significant influence on decision-making and recommending the tourist spot to others.

TikTok can be a useful tool for Taman Impian Jaya Ancol's management to promote destination and attract younger visitors through interesting and creative content, paid advertising campaigns, and famous TikTok influencers. Additionally, the management can enhance the destination image by improving infrastructure, increasing the quality of services and facilities, and utilizing social media to showcase a positive image of Taman Impian Jaya Ancol. The management can also conduct surveys to understand visitors' views and opinions about the park, which can be used to improve services and identify visitors' needs and desires.

For the management of Taman Impian Jaya Ancol, it is necessary to pay more attention to the TikTok application. After all, it is the most efficient tourism promotion media because it does not incur a lot of costs and is easily viral so that in a matter of minutes information can be widely spread. For future researchers interested in this topic, it is advisable to explore additional factors influencing tourism decisions and satisfaction beyond 'TikTok'.

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