

## THE IMPACT OF TIKTOK TOURISM CONTENT ENGAGEMENT ON VISITING INTENTION: A SURVEY OF @JKTGO FOLLOWERS

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### ABSTRACT

TikTok has become an influential platform for discovering tourism recommendations in Indonesia, particularly through high-engagement accounts such as @jktgo. Despite its engagement rate of 4.27%, tourist visits to Jakarta have declined, indicating a potential gap between online engagement and behavioral intention. This study investigates the effect of engagement with TikTok tourism promotional content on followers' intention to visit Jakarta. Guided by the Elaboration Likelihood Model (ELM), this research employed a quantitative explanatory design and surveyed 400 @jktgo followers selected using purposive sampling. The study analyzes data using validity and reliability tests, normality testing, correlation analysis, simple linear regression, and the coefficient of determination. The results show that content engagement significantly influences visiting intention, with an R Square value of 0.711, showing that 71.1% of the variance in visiting intention is explained by engagement. The findings confirm that TikTok engagement can shape behavioral intention via both central and peripheral processing routes. This study highlights the strategic role of TikTok as a tourism promotion tool and offers insights for stakeholders to enhance digital tourism marketing initiatives.

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## INTRODUCTION

Social media enables users to create and interact with content through actions such as liking, commenting, saving, and sharing. Variations in displayed content occur because each platform has distinct features and audience characteristics. In Indonesia, social media usage continues to grow, with TikTok emerging as one of the most dominant platforms. According to (We Are Social, 2025), Indonesia recorded 194.37 million TikTok users as of July 2025, reflecting the platform's strong penetration. TikTok's algorithm, which personalizes recommendations based on user behavior including search activity, likes, and watch patterns significantly enhances content visibility. Within this

context, user interaction with content, or engagement, becomes a key indicator of audience involvement. Engagement encompasses measurable actions such as likes, comments, shares, and saves, and higher engagement levels are generally associated with increased perceived relevance. Empirical findings indicate that factors such as views, video duration, and interaction metrics contribute significantly to determining engagement performance.

Social media particularly TikTok has emerged as a dominant platform for seeking tourism recommendations. Data from (SiteMinder, 2023) indicates that 97% of Indonesians search for destinations they plan to visit through recommendations on social media. This aligns with a survey conducted by (IDN Research Institute, 2025) which found that 67% of Millennials and Gen Z planning to travel within the next 12 months use TikTok to search for recommendations and share their experiences. These findings indicate that TikTok plays a crucial role in shaping travel decision-making among Millennials and Generation Z.



**Figure 1.** Number of Domestic Tourist Trips by Destination in DKI Jakarta, 2019–2025  
Source: BPS DKI Jakarta Province, 2025

Jakarta, as the capital city, offers diverse entertainment and tourism attractions. Based on data from (Badan Pusat Statistik Provinsi DKI Jakarta, 2025) shows that tourist visits declined by 10.65% in 2025 compared to 2024, totaling 23.17 million visits. This downward trend highlights the challenge of renewing public interest in Jakarta's tourism sector. At the same time, the increasing reliance on social media for travel information particularly through TikTok has led to the rise of content curation accounts that actively promote destinations, culinary spots, and activity recommendations. This trend suggests a behavioral shift in which users rely on TikTok as a primary source of destination information and lifestyle guidance (Widiawanti et al., 2023).

To understand how TikTok content influences travel-related decisions, theoretical grounding is essential. The Elaboration Likelihood Model is based on the premise that attitude change is influenced through two processing routes: the central route and the peripheral route. The core assumption of this theory is that individuals process persuasive messages differently only certain individuals are likely to engage in elaboration of persuasive messages, while others tend to rely on external cues beyond the message itself. User motivation and ability determine which route is activated (Perloff, 2010). This theory is relevant in explaining how followers of @jktgo interpret tourism promotion content whether through message quality or peripheral cues such as visuals, popularity, or influencer credibility.

Engagement represents users' emotional, behavioral, and cognitive involvement with content on social media platforms according to Ni et al, 2020 in (Fajar et al., 2025). Higher engagement signals stronger user involvement and can shape perceptions of relevance and credibility. In tourism research, engagement often serves as a predictor of visit intention, a behavioral indicator describing an individual's likelihood to visit a destination (Basuki, 2021). Visit intention encompasses dimensions such as transactional, referential, preferential, and explorative interest according to Kotler & Keller, 2009 in (Nainggolan & Heryenzus, 2018).

Promotional content for tourist destinations has become increasingly prevalent on TikTok, with many curated accounts achieving high levels of engagement. These accounts serve as digital guides that help users discover attractions, culinary options, and current events in Jakarta. One notable example is the TikTok account @jktgo, which consistently delivers engaging content featuring entertainment venues, dining recommendations, and event information. As of September 2025, the account has accumulated 271,000 followers and an engagement rate of 4.27%, reflecting strong audience interaction.

This study examines how engagement with tourism-related content posted by @jktgo influences users' interest in visiting Jakarta. Although earlier studies have examined how social media influences tourism behavior, existing studies generally differ in scope. For instance, some focus on TikTok but in contexts outside Jakarta, while others analyze different platforms such as Instagram. These studies do not capture the distinctive characteristics of TikTok's short-video format and algorithm-driven personalization that may influence engagement differently. However, empirical research that specifically links TikTok content engagement with visiting intention particularly within the context of Jakarta and the @jktgo account remains limited. This gap is significant given the high penetration of TikTok in Indonesia and the growing influence of curated accounts in shaping users' travel decisions.

This study aims to determine the extent to which engagement with tourism promotion content on the @jktgo TikTok account affects users' interest in visiting Jakarta. The findings are expected to provide insights for the @jktgo team regarding the effectiveness of engagement as an indicator of audience interest, while also contributing to the broader literature by identifying behavioral patterns among TikTok users in the context of urban tourism promotion.

## METHOD

The study employed a quantitative explanatory design using a survey method to examine the causal influence of TikTok content engagement (X) on visiting intention (Y). This study adopts a quantitative approach to measure the relationships between variables through numerical data, enabling objective assessment of user behaviour on the @jktgo TikTok account. The survey method was considered appropriate as it efficiently captures responses from a large online population and aligns with the digital nature of the research context.

The population consisted of 271,000 followers of the @jktgo TikTok account, and a sample of 400 respondents was calculated using the Taro Yamane formula with a 5% margin of error. Purposive sampling was used to ensure that participants met specific criteria, namely being active followers who had interacted with @jktgo content through likes, comments, shares, or saves. The study collected data using a structured Likert-scale questionnaire distributed through Google Forms, which allowed effective and accessible data gathering from digital media users.

The study assesses instrument validity using Pearson correlation. The analysis also tests reliability with Cronbach's alpha, which produces coefficients between 0,829 and 0,846. These values show strong reliability. The data analysis process included normality testing to confirm distribution assumptions, and continues with correlation testing to identify the strength of the relationships between variables. The study uses simple linear regression to examine how TikTok engagement influences visiting intention. The analysis also uses the coefficient of determination ( $R^2$ ) to indicate the proportion of variance in the dependent variable accounted by the independent variable.

## RESULT AND DISCUSSIONS

### *Test Research Instruments*

#### *Validity Test*

**Table 1. Validity Test**

Variable	Question Items	Pearson Correlation	Sig.	Description
Content Engagement (X)	1	0,598	0,000	Valid
	2	0,575	0,001	Valid

3	0,534	0,002	Valid	
4	0,351	0,058	Invalid	
5	0,620	0,000	Valid	
6	0,627	0,000	Valid	
7	0,701	0,000	Valid	
8	0,657	0,000	Valid	
9	0,620	0,000	Valid	
10	0,559	0,001	Valid	
11	0,608	0,000	Valid	
12	0,565	0,001	Valid	
Visit Interest (Y)	13	0,555	0,001	Valid
	14	0,517	0,003	Valid
	15	0,540	0,002	Valid
	16	0,648	0,000	Valid
	17	0,564	0,001	Valid
	18	0,563	0,001	Valid
	19	0,553	0,002	Valid
	20	0,602	0,000	Valid
	21	0,523	0,003	Valid
	22	0,528	0,003	Valid
	23	0,581	0,001	Valid
	24	0,578	0,001	Valid
	25	0,326	0,079	Invalid

The results show that most items met the validity criteria, however, two items were found to be invalid with calculated R-values of 0,326 and 0,351. Therefore, these items were removed from further analysis.

#### Reliability Test

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	N of Items	Description
Content Engagement (X)	0,846	12	Reliable
Visit Interest (Y)	0,829	13	Reliable

The reliability result indicate that the reliability analysis produced Cronbach's alpha scores ranging from 0,829 to 0,846, signifying that the measurement instrument is highly consistent and reliable.

#### Normality Test

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test			
N			400
Normal Parameters	Mean		.0000000
	Std. Deviation		2.07675837

Most Extreme Differences	Absolute	.037
	Positive	.035
	Negative	-.037
Test Statistic		.037
Asymp. Sig. (2-tailed)		.194

Based on the analysis, the significance value of 0,194 exceeded the 0,05 threshold, suggesting that the data satisfy the assumption of normality.

#### *Simple Linear Regression Test*

**Table 4. Simple Linear Regression Test**

Model	B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant) 5.453	.974		5.597	.000
	Variable X .785	.025	.843	31.282	.000

The results show a significance value of 0,000, below 0,05 threshold. This value indicates that the independent variable influences the dependent variable significantly.

#### *Correlation Test*

**Table 5. Correlation Test**

		Variable X	Variable Y
Variable X	Correlation Coefficient	1.000	.783
	Sig. (2-tailed)		.000
	N	400	400
Variable Y	Correlation Coefficient	.783	1.000
	Sig. (2-tailed)	.000	
	N	400	400

The correlation coefficient ( $r = 0,783$ ,  $p < 0,001$ ) indicates a strong positive association, suggesting that higher engagement predicts stronger behavioral intention to visit Jakarta.

#### *Coefficient of Determination Test*

**Table 6. Coefficient of Determination Test**

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.843	.711	.710	2.079

The R square result of 0,711 demonstrates that the independent variable contributes to explaining 71,1% of the changes observed in the dependent variable. The R Square value was used because this research employed simple linear regression with two variables.

#### *Hypothesis Test*

**Table 7. Hypothesis Test**

Model	B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant) 5.453	.974		5.597	.000
	Variable X .785	.025	.843	31.282	.000

The findings demonstrate that the independent variable significantly influences the dependent variable, evidenced by a significance level of 0.000, which is below 0.05, and a t-value of 31.282, surpassing the t-table value of 1.966. This result leads to accepting Ha and rejecting H0.

### Discussion

The demographic profile of the 400 respondents shows that the majority are Gen Z and Millennials with 20-29 age group, predominantly female and largely residing in Jakarta groups known for their high digital literacy and strong presence on TikTok. These characteristics make them highly responsive to visual and interactive content, which aligns with TikTok's design as a platform driven by algorithmic personalization.

The statistical results provide strong empirical evidence of the relationship between engagement and visiting intention. The correlation coefficient (0.783) and regression results demonstrate that increased interaction with @jktgo's content through liking, commenting, saving, or sharing significantly elevates users' intention to visit Jakarta. With an R<sup>2</sup> value of 0.711, more than two-thirds of the variance in visiting intention is explained by engagement, underscoring its central role in shaping tourism-related behavioural intentions. The hypothesis test further confirms this effect, showing that engagement is a strong and statistically significant predictor.

The findings strongly support the Elaboration Likelihood Model. Respondents who frequently engage with @jktgo's content likely possess higher motivation and cognitive ability, prompting them to process the promotional messages through the central route. This occurs when they scrutinize information about destinations, events, and culinary experiences featured in the videos, ultimately forming stronger and more stable intentions to visit.

The platform's short-form, visually appealing nature activates the peripheral route for followers who process content more superficially. Elements such as aesthetic visuals, background music, influencer credibility, or trending formats serve as peripheral cues that can still shape intention despite limited cognitive elaboration. The combination of central and peripheral processing illustrates how TikTok's persuasive environment supports both deep and shallow engagement, both of which influence behavioral outcomes.

These findings are consistent with (Ekaviati et al., 2024), who demonstrated that social media engagement significantly increases visiting intention. However, this study highlights TikTok's stronger persuasive power due to its algorithmic precision and immersive short-form content features that amplify both central and peripheral processing routes. Similar patterns were found by (Ohorella et al., 2022) on Instagram and (Parhusip et al., 2025) in the context of purchase intention, indicating that engagement consistently emerges as a critical determinant of user intention across digital platforms, although TikTok's dynamic environment appears to intensify these effects.

The results show that @jktgo serves not only as a lifestyle recommendation channel but also as an effective strategic medium for tourism promotion. This is particularly relevant in addressing the documented 10.65% decline in Jakarta's visitor numbers. The @jktgo TikTok account is not merely an entertainment platform providing recommendations but can also be utilized as a strategic medium for promoting tourism destinations to increase visitor interest.

### CONCLUSION

This study demonstrates that engagement with tourism promotional content on TikTok significantly influences followers' intention to visit Jakarta. Engagement explains 71.1% of the variance in visiting intention, highlighting TikTok's effectiveness as a persuasive tourism marketing channel. The findings validate the Elaboration Likelihood

Model, showing that both central and peripheral routes contribute to attitude and intention formation. Practically, tourism marketers and government agencies should optimize visual appeal, narrative clarity, and interactive features to maximize engagement. This study is limited to the @jktgo account and Jakarta context; future research should compare multiple TikTok accounts, integrate additional variables such as trust or destination image, and apply mixed-method designs to deepen understanding.

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