

The Effect of Social Media Content, Information Credibility, and Destination Image on Tourists' Intention to Visit Penglipuran Tourism Village, Bali

***¹Putu Cahaya Semesta, ²I Gusti Agung Rendra Wijaya.**

^{*1}Universitas Triatma Mulya, Indonesia

²Universitas Triatma Mulya, Indonesia

***Correspondence:**

cahaya.semesta@triatmamulya.ac.id

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Abstract

This study aims to analyze the influence of social media content, information credibility, and destination image on tourists' visit intention to Penglipuran Tourism Village, Bali. This research employed a quantitative approach with a causal associative design. Data were collected through questionnaires distributed to tourists or potential tourists who were familiar with Penglipuran Tourism Village and had seen its official social media content. The sampling technique used in this study was purposive sampling, while the data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that social media content has a positive and significant influence on tourists' visit intention. Destination image also has a positive and significant influence on visit intention and becomes the most dominant factor in shaping tourists' interest in visiting Penglipuran Tourism Village. Meanwhile, information credibility does not have a significant influence on tourists' visit intention. These findings suggest that the digital marketing strategy of Penglipuran Tourism Village should place greater emphasis on improving the quality of social media content and strengthening a positive destination image to increase tourists' visit intention.

Keywords: Social Media Content, Information Credibility, Destination Image, Visit Intention, Penglipuran Tourism Village

INTRODUCTION

The rapid development of digital technology has fundamentally transformed the way tourism destinations communicate with potential visitors. Social media has evolved from a supplementary communication channel into a strategic marketing platform through which tourists search for information, evaluate visual and experiential content, compare destinations, and form initial perceptions before making travel decisions. In this context, the effectiveness of destination promotion depends not only on the attractiveness of social media content but also on the credibility of the information conveyed and the destination image constructed through digital communication. Previous research has shown that Instagram-based social media marketing can strengthen cognitive and affective destination image and increase tourists' visit intention (Fitri et al., 2023). These findings underscore the strategic role of social media in shaping tourists' perceptions and behavioral intentions toward tourism destinations.

Penglipuran Tourism Village, located in Bangli Regency, Bali, is widely recognized as a cultural tourism destination distinguished by its traditional spatial layout, preserved architectural characteristics, environmental cleanliness, and strong adherence to Balinese local wisdom. These attributes contribute to the formation of a distinctive destination identity and positive perceptions among tourists. (Pratiwi Magvira Ardhia, 2022) explained that Penglipuran's cultural resilience is supported by customary institutions, community principles, traditional regulations, environmental conservation practices, and tourism infrastructure. The preservation of these cultural and environmental elements not only sustains the authenticity of the village but also strengthens its image as a unique, well-managed, and culturally meaningful tourism destination.

The distinctive identity of Penglipuran Tourism Village is further reinforced by the implementation of Tri Hita Karana, a Balinese philosophy that emphasizes harmony among humans, the natural environment, and spiritual life. (Bagus & Paramita, 2025) explained that these values are operationalized in Penglipuran through religious rituals, community cooperation, environmental conservation, bamboo forest management, and customary regulations governing spatial planning and village life. Such practices contribute to the sustainability, authenticity, and orderly appearance of the destination. These cultural and environmental characteristics constitute important elements of Penglipuran's destination image and provide distinctive content that can be communicated through social media to potential tourists.

The relevance of this study is also supported by the substantial number of tourists visiting Penglipuran Tourism Village. According to data from the Penglipuran Tourism Village Management, the destination recorded 1,023,143 tourist visits in 2024, increasing from 956,425 visits in 2023. Of the total visits in 2024, 870,337 were made by domestic tourists, while 152,806 were made by international tourists. The average daily number of visitors reached approximately 3,536, with the highest daily attendance of 5,298 visitors recorded on December 31, 2024. These figures demonstrate Penglipuran's strong market appeal and strategic position as a leading cultural tourism destination in Bali.

Tourist arrivals remained substantial in 2025. According to the Head of Penglipuran Tourism Village Management, as reported by SWA Online (2026), the destination recorded 902,544 tourist visits as of December 28, 2025, including 742,842 domestic visitors. The average daily number of visitors reached approximately 3,000, while arrivals exceeded 4,500 tourists during the 2025 Christmas holiday. These figures indicate that Penglipuran continued to maintain strong appeal among tourists. At the same time, the increasingly competitive tourism environment requires destination managers to sustain tourists' interest through consistent digital communication and promotional strategies that reinforce the village's distinctive cultural identity and destination image.

The consistently high number of tourist visits confirms Penglipuran Tourism Village's important position within Bali's cultural tourism sector. However, maintaining this position requires more than intensive promotion, as destination managers must also communicate the village's cultural and environmental attributes effectively through digital platforms. The official social media account therefore needs to provide attractive content, credible information, and messages that consistently reinforce Penglipuran's destination image. Nevertheless, the relative influence of these three factors on tourists' visit intention remains unclear, particularly regarding whether tourists respond more strongly to the quality of social media content, the credibility of the information presented, or the overall image of the destination.

Within digital destination marketing, social media content plays an important role in presenting a destination's attractions through visual and narrative communication. Photographs, videos, reels, captions, stories, and other interactive formats allow potential tourists to observe the destination's physical environment, cultural activities, facilities, and overall atmosphere before making a travel decision. Content that is visually appealing, informative, relevant, creative, and consistently published may increase tourists' attention, emotional engagement, and curiosity toward a destination. (Mutamakkinah et al., 2025;

Pratiwi Magvira Ardhia, 2022) found that attractive and authentic social media content can strengthen domestic tourists' intention to visit by increasing the destination's online visibility and encouraging digital interaction. In the context of Penglipuran Tourism Village, effective social media content can communicate its traditional architecture, cultural practices, environmental cleanliness, and distinctive village atmosphere, thereby encouraging potential tourists to consider visiting the destination.

In addition to content quality, information credibility is an important component of digital destination communication because tourists require information that is accurate, clear, complete, consistent, and trustworthy. Before visiting a destination, potential tourists may evaluate practical information concerning ticket prices, operating hours, location, available facilities, visitor regulations, and tourism activities. Credible information can reduce uncertainty and strengthen tourists' confidence in planning a visit. (Rafdinal et al., 2022) found that the quality and credibility of tourism information communicated through social media contribute to tourists' travel intention. However, the influence of information credibility may depend on how tourists process and verify information across multiple sources. Therefore, it remains necessary to examine whether the credibility of information presented through Penglipuran Tourism Village's official social media directly influences tourists' intention to visit the destination.

Destination image is another important factor in shaping tourists' intention to visit because it represents the overall perceptions and impressions that individuals hold about a destination. These perceptions may be formed through evaluations of the destination's physical attributes, cultural uniqueness, environmental quality, comfort, reputation, and emotional appeal. A positive destination image can reduce uncertainty, increase perceived attractiveness, and encourage potential tourists to include the destination in their travel plans. (Silaban, 2022) found that destination promotion through social media can strengthen destination attractiveness and image, which subsequently contributes to tourists' visit intention. In the context of Penglipuran Tourism Village, its image as a clean, well-organized, culturally authentic, comfortable, and reputable destination may become a key consideration for tourists when deciding whether to visit. Therefore, destination image is expected to have a positive influence on tourists' intention to visit Penglipuran Tourism Village.

Previous studies have demonstrated that social media marketing, content quality, information credibility, and destination image can influence tourists' behavioral intentions (Fitri et al., 2023; Rafdinal et al., 2022; Silaban, 2022; Mutamakkinah et al., 2025). However,

these factors have often been examined separately or within broader tourism destination contexts. As a result, there remains limited understanding of their simultaneous and relative effects on visit intention in the context of a community-based cultural tourism village. Furthermore, although information credibility is generally assumed to strengthen tourists' travel intention, it remains unclear whether credibility continues to exert a direct influence when social media content and destination image are considered within the same research model.

To address this gap, the present study simultaneously examines the effects of social media content, information credibility, and destination image on tourists' intention to visit Penglipuran Tourism Village. The novelty of this study lies in integrating these three predictors within a single model and comparing their relative influence in the context of a culturally distinctive and community-managed tourism village. Theoretically, this study contributes to digital tourism marketing literature by clarifying the respective roles of content, credibility, and destination image in shaping visit intention. Practically, the findings are expected to help the management of Penglipuran Tourism Village determine whether promotional efforts should prioritize content development, information credibility, or the reinforcement of a positive destination image.

METHOD

This study employed a quantitative approach with a causal-associative research design to examine the effects of social media content, information credibility, and destination image on tourists' intention to visit Penglipuran Tourism Village, Bali. Penglipuran Tourism Village in Bangli Regency, Bali, served as the empirical context of the study. The unit of analysis consisted of tourists and potential tourists who were familiar with Penglipuran as a tourism destination and had been exposed to content published through its official social media account.

The target population consisted of tourists and potential tourists who were familiar with Penglipuran Tourism Village and had previously viewed content published through the destination's official social media account. Respondents were selected using a non-probability purposive sampling technique based on the following inclusion criteria: they were at least 17 years old, were familiar with Penglipuran Tourism Village as a tourism destination, had been exposed to its official social media content, and voluntarily agreed to participate in the study. A total of 100 valid responses were included in the analysis. The

sample size was considered adequate for PLS-SEM because the method is suitable for estimating predictive models involving latent constructs and multiple indicators (Hair et al, n.d.). Primary data were collected through a structured questionnaire distributed both online and offline. Before completing the questionnaire, respondents were informed about the purpose of the study and the voluntary nature of their participation. All measurement items were assessed using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The research model consisted of three exogenous constructs—social media content, information credibility, and destination image—and one endogenous construct, namely tourists' visit intention.

The measurement items for each construct were adapted from relevant previous studies and adjusted to the context of Penglipuran Tourism Village. Social media content was operationalized through indicators covering visual attractiveness, the quality of photographs or videos, caption clarity, content creativity, posting consistency, and relevance to tourists' information needs. Information credibility was assessed through items related to the accuracy, clarity, completeness, and trustworthiness of the information presented through the destination's official social media account, as well as its consistency with the actual conditions of the destination. Destination image was measured through perceptions of Penglipuran's uniqueness, environmental cleanliness, comfort, cultural attractiveness, reputation, and the overall positive impression of the destination. Tourists' visit intention was assessed through their desire and intention to visit, interest in seeking further information, willingness to recommend the destination, and consideration of Penglipuran as a preferred tourism destination.

The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis was conducted in two stages: assessment of the measurement model and assessment of the structural model. The measurement model was evaluated to determine the reliability and validity of the constructs by examining indicator loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), and the heterotrait–monotrait ratio (HTMT). Indicator loadings of 0.70 or higher were considered satisfactory, while AVE values above 0.50 indicated adequate convergent validity. Internal consistency reliability was established when Cronbach's alpha and composite reliability values exceeded 0.70. Discriminant validity was assessed using HTMT, with values below 0.90 indicating acceptable distinction between constructs (Henseler et al., 2015; Hair et al., 2022).

After the measurement model satisfied the required reliability and validity criteria, the structural model was assessed to examine the relationships among the constructs. The evaluation included the path coefficients, t-statistics, p-values, coefficient of determination (R^2), and effect size (f^2). Hypothesis testing was performed using the bootstrapping procedure in SmartPLS. A hypothesized relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05 at the 5% significance level. The R^2 value was used to assess the model's explanatory power for tourists' visit intention, while the f^2 value was used to evaluate the relative contribution of each exogenous construct to the endogenous construct.

Research Hypotheses

Social Media Content and Tourists' Visit Intention

Social media content enables tourism destinations to communicate their attractions, cultural characteristics, facilities, and visitor experiences through visual and narrative formats. Content that is attractive, informative, creative, relevant, and consistently published can capture tourists' attention, stimulate curiosity, and reduce uncertainty about a destination. (Fitri et al., 2023) found that social media marketing contributes to tourists' visit intention by strengthening their cognitive and affective perceptions of a destination. Similarly, (Mutamakkinah et al., 2025) reported that attractive and authentic tourism content can encourage tourists' intention to visit by increasing online visibility and engagement. In the context of Penglipuran Tourism Village, social media content that effectively presents its traditional architecture, cultural activities, environmental cleanliness, and distinctive atmosphere is expected to strengthen potential tourists' desire to visit. Based on this reasoning, the following hypothesis is proposed:

H1: Social media content positively influences tourists' intention to visit Penglipuran Tourism Village, Bali.

Information Credibility and Tourists' Visit Intention

Information credibility refers to the extent to which destination-related information is perceived as accurate, clear, complete, reliable, and consistent with actual conditions. In digital tourism communication, credible information can reduce uncertainty and increase tourists' confidence when planning a visit, particularly regarding ticket prices, operating hours, accessibility, facilities, visitor regulations, and tourism activities. (Silaban, 2022) found that information quality and credibility communicated through social media

contribute to tourists' travel intention by supporting the information-adoption process. Although tourists may compare information from official social media accounts with online reviews, user-generated content, travel platforms, influencers, and personal recommendations, credible information is theoretically expected to strengthen their confidence in the destination. Therefore, the following hypothesis is proposed:

H2: Information credibility positively influences tourists' intention to visit Penglipuran Tourism Village, Bali.

Destination Image and Tourists' Visit Intention

Destination image represents the overall perceptions and impressions that tourists hold regarding a destination. These perceptions may be formed through assessments of the destination's physical attributes, cultural uniqueness, environmental quality, comfort, reputation, and emotional appeal. A positive destination image can increase perceived attractiveness, reduce uncertainty, and encourage potential tourists to include the destination in their travel plans. (Silaban, 2022) found that destination promotion through social media can strengthen destination attractiveness and destination image, which subsequently encourages tourists' visit intention. In the context of Penglipuran Tourism Village, perceptions of the village as a clean, well-organized, culturally authentic, comfortable, and reputable destination are expected to strengthen tourists' intention to visit. Based on this reasoning, the following hypothesis is proposed:

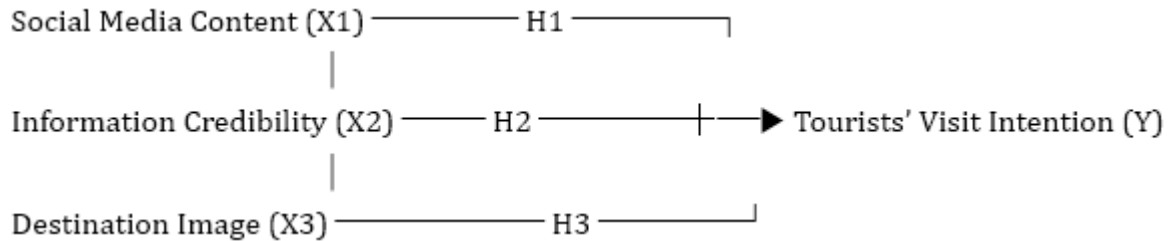
H3: Destination image has a positive and significant influence on tourists' visit intention to Penglipuran Tourism Village, Bali.

Research Model

Based on the theoretical framework and the proposed hypotheses, this study examines the direct effects of three exogenous constructs—social media content, information credibility, and destination image—on the endogenous construct, namely tourists' intention to visit Penglipuran Tourism Village. Social media content is expected to influence visit intention by presenting attractive, informative, and relevant destination-related content. Information credibility is expected to influence visit intention by reducing uncertainty and increasing tourists' confidence in the information provided. Meanwhile, destination image is expected to influence visit intention through tourists' overall perceptions of Penglipuran's cultural uniqueness, environmental quality, comfort, and reputation. The conceptual model of this study is presented in Figure 1.

The research model can be described as follows:

Figure 1. Research Model



Source: Developed by the authors (2026).

FINDING AND DISCUSSION

This study analyzed 100 valid responses from individuals who were familiar with Penglipuran Tourism Village and had viewed content published through its official social media account. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The research model consisted of four constructs: social media content (KMS), information credibility (KI), destination image (CD), and tourists' visit intention (MB). The analysis was conducted in two stages, namely the assessment of the measurement model and the assessment of the structural model.

During the initial assessment of the measurement model, three indicators—KI5, KI6, and CD4—were removed because their indicator loadings did not satisfy the recommended validity criterion. Following the removal of these indicators, the model was re-estimated. The final measurement model demonstrated satisfactory levels of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

Measurement Model Evaluation

The measurement model was evaluated by examining indicator loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), and the heterotrait–monotrait ratio (HTMT). The results presented in Table 1 show that all constructs had Cronbach's alpha and composite reliability values above 0.70, indicating satisfactory internal consistency reliability. In addition, all AVE values exceeded the recommended threshold of 0.50, confirming that the constructs achieved adequate convergent validity. Therefore, social media content, information credibility, destination image, and tourists' visit intention were considered reliable and valid for further structural model assessment.

Tabel 1. Construct Reliability and Validity

Konstruk	Cronbach's Alpha	Composite Reliability	AVE
Konten Media Sosial (KMS)	0,863	0,899	0,599
Kredibilitas Informasi (KI)	0,825	0,884	0,657
Citra Destinasi (CD)	0,868	0,908	0,665
Minat Berkunjung (MB)	0,900	0,929	0,724

The data were processed in May 2026

Discriminant Validity

Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT). As presented in Table 2, all HTMT values were below the recommended threshold of 0.90, ranging from 0.744 to 0.897. These results indicate that each construct was empirically distinct from the other constructs in the research model. The highest HTMT value was observed between destination image and tourists' visit intention at 0.897. Although this value was close to the recommended upper threshold, it remained within the acceptable criterion. Therefore, the measurement model demonstrated adequate discriminant validity.

Table 2. Heterotrait-Monotrait Ratio (HTMT) Test Results

Hubungan Konstruk	HTMT
KMS – KI	0,744
KMS – CD	0,853
KMS – MB	0,828
KI – CD	0,843
KI – MB	0,786
CD – MB	0,897

The data were processed in May 2026

Structural Model Evaluation

After the measurement model satisfied the reliability and validity criteria, the structural model was evaluated to examine the relationships between social media content, information credibility, destination image, and tourists' visit intention. The assessment

included the coefficient of determination (R^2), path coefficients, t-statistics, and p-values obtained through the bootstrapping procedure.

The R^2 value for tourists' visit intention was 0.692. This result indicates that social media content, information credibility, and destination image collectively explained 69.2% of the variance in tourists' visit intention. The remaining 30.8% was explained by other factors not included in the research model, such as electronic word of mouth, social media engagement, perceived authenticity, accessibility, service quality, previous travel experience, and recommendations from other individuals.

Hypothesis testing was subsequently conducted to determine the significance and direction of each relationship proposed in the research model. The results are presented in Table 3.

Table 3. Results of Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	t-Statistics	p-Values	Decision
H1	KMS → MB	0,272	3,171	0,002	Supported
H2	KI → MB	0,152	1,245	0,213	Not Supported
H3	CD → MB	0,489	5,818	<0,001	Supported

The data were processed in May 2026

The results show that social media content has a positive and statistically significant effect on tourists' intention to visit Penglipuran Tourism Village, with a path coefficient of 0.272, a t-statistic of 3.171, and a p-value of 0.002. Therefore, H1 was supported. This finding indicates that attractive, informative, creative, relevant, and consistent social media content can strengthen tourists' interest in visiting the destination. Through photographs, videos, reels, and informative captions, potential tourists can observe Penglipuran's traditional architecture, cultural activities, environmental cleanliness, and distinctive village atmosphere before making a travel decision. This result is consistent with (Fitri et al., 2023) and (Mutamakkinah et al., 2025), who found that attractive and authentic social media content contributes to tourists' visit intention.

Information credibility showed a positive but statistically insignificant effect on tourists' visit intention, with a path coefficient of 0.152, a t-statistic of 1.245, and a p-value of 0.213. Therefore, H2 was not supported. This finding differs from (Fitri et al., 2023), who found that information credibility contributes to travel intention. One possible explanation

is that tourists do not rely exclusively on the destination's official social media account, but also compare information from online reviews, travel platforms, influencers, user-generated content, and personal recommendations. Information credibility may also be perceived as a basic requirement of an official account rather than a factor that directly motivates tourists to visit. Nevertheless, accurate and updated information remains important for maintaining tourists' trust and the destination's reputation.

Destination image had a positive and statistically significant effect on tourists' visit intention, with a path coefficient of 0.489, a t-statistic of 5.818, and a p-value below 0.001. Therefore, H3 was supported. Destination image also had the strongest effect among the three predictors, indicating that tourists' perceptions of Penglipuran as a unique, clean, comfortable, culturally authentic, and well-managed destination play a major role in shaping visit intention. This finding supports (Silaban, 2022), who stated that a positive destination image can encourage tourists' intention to visit. Overall, the management of Penglipuran Tourism Village should prioritize attractive and authentic social media content that consistently reinforces the destination's cultural identity and positive image, while continuing to provide credible information as a fundamental aspect of responsible digital communication.

Research Limitations

This study has several limitations. First, the study involved 100 respondents selected using purposive sampling. Although this sample size was adequate for PLS-SEM analysis, the use of non-probability sampling limits the generalizability of the findings to the broader population of tourists and potential tourists interested in Penglipuran Tourism Village. Furthermore, respondents were limited to individuals who had viewed the destination's official social media content. Therefore, the findings may not represent tourists who primarily obtain destination information from other sources, such as online reviews, travel platforms, influencers, personal recommendations, or previous visiting experiences.

Second, the research model examined only social media content, information credibility, and destination image as predictors of visit intention. Other relevant factors, including electronic word of mouth, social media engagement, perceived authenticity, accessibility, service quality, travel costs, and previous tourism experience, were not included. In addition, this study measured behavioral intention rather than actual visiting behavior. Although intention can predict behavior, an actual visit may also depend on financial resources, available time, accessibility, and other situational constraints.

Third, the data were collected using self-reported questionnaires at a single point in time, which may be affected by respondent subjectivity and common method bias. Three indicators, namely KI5, KI6, and CD4, were also removed during the measurement model assessment because they did not meet the required validity criteria. Future studies should employ larger and more diverse samples, refine the measurement indicators, compare different digital platforms, and examine additional variables or mediating mechanisms, such as information adoption, trust, destination image, and actual visit decisions.

CONCLUSION

Based on the research findings, it can be concluded that social media content and destination image have a positive and significant influence on tourists' visit intention to Penglipuran Tourism Village, Bali, while information credibility does not have a significant influence on tourists' visit intention. These findings indicate that tourists' intention to visit Penglipuran Tourism Village is more strongly influenced by the attractiveness of the content presented through the official social media account and the positive destination image formed in tourists' perceptions.

The structural model testing results show that the R-square value is 0.692, which means that social media content, information credibility, and destination image are able to explain 69.2% of the variance in tourists' visit intention, while the remaining 30.8% is explained by other variables outside the research model. This finding indicates that the research model has a fairly strong explanatory ability in describing the factors that influence tourists' visit intention to Penglipuran Tourism Village.

Partially, social media content has a positive and significant influence on tourists' visit intention, with a coefficient value of 0.272, a t-statistics value of 3.171, and a p-value of 0.002. This means that the more attractive, creative, relevant, and informative the official social media content of Penglipuran Tourism Village is, the higher the tourists' intention to visit. This confirms that social media plays an important role as a digital promotion tool for tourism destinations.

Furthermore, information credibility does not have a significant influence on tourists' visit intention, with a coefficient value of 0.152, a t-statistics value of 1.245, and a p-value of 0.213. This finding indicates that although credible information remains important in digital

promotion, in this study, information credibility has not been proven to be a main factor that directly encourages tourists' intention to visit Penglipuran Tourism Village.

Meanwhile, destination image is the most dominant variable influencing tourists' visit intention, with a coefficient value of 0.489, a t-statistics value of 5.818, and a p-value of 0.000. This result indicates that positive perceptions of Penglipuran Tourism Village as a unique, clean, comfortable, well-organized cultural tourism destination with a good reputation are important factors in shaping tourists' intention to visit.

Therefore, this study concludes that the digital tourism marketing strategy of Penglipuran Tourism Village should place greater emphasis on improving the quality of social media content and strengthening a positive destination image. The official social media managers of Penglipuran Tourism Village need to present content that is visually attractive, consistent, creative, and capable of reinforcing Penglipuran's identity as a cultural tourism village. In addition, Penglipuran's image as a clean, unique, comfortable destination based on local culture should continue to be strengthened in order to increase tourists' visit intention.

Conflict of Interest Statement

The author declares that there is no potential conflict of interest related to the research, authorship, and/or publication of this article.

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