



To cite this article: Ichwan masnadi, Rahmat Inkgadijaya, Willy Arafah and Hera oktadiana (2024). The Role of Instagram Marketing in Shaping Visit Intentions to the Jakarta Museum of Fine Arts and Ceramics: The Mediating Effect of Perceived Value. International Journal of Education, Business and Economics Research (IJEER) 4 (5): 350-362

THE ROLE OF INSTAGRAM MARKETING IN SHAPING VISIT INTENTIONS TO THE JAKARTA MUSEUM OF FINE ARTS AND CERAMICS: THE MEDIATING EFFECT OF PERCEIVED VALUE

Ichwan masnadi¹, Rahmat Inkgadijaya², Willy Arafah³ and Hera oktadiana⁴

¹²³⁴Institut Pariwisata Trisakti, Jakarta, Indonesia 12330

<https://doi.org/10.59822/IJEER.2024.4523>

ABSTRACT

This study investigates the role of Social Media Marketing (SMM) on Instagram users' intentions to visit the Jakarta Museum of Fine Arts and Ceramics, using Perceived Value as a mediating factor. The study used quantitative methodology, collecting data via a questionnaire survey distributed to 236 Instagram users in Jakarta. The findings show that SMM considerably impacts both perceived value and propensity to visit the museum. Specifically, the data show that Perceived Value mediates the association between SMM and the desire to visit, demonstrating that good social media marketing techniques can improve customers' perceived value, increasing their interest in visiting the museum. These findings highlight the need to create robust digital marketing strategies that attract the audience's attention and increase their view of the value provided by cultural heritage institutions. By doing so, museums and other comparable organizations may significantly increase visitor engagement and promote a more vital respect for cultural heritage. This study sheds light on the function of SMM in promoting cultural heritage sites. It has practical implications for marketers looking to employ social media tools to entice and sustain visitor engagement.

KEYWORDS:- Social Media Marketing, Perceived Value, Visiting Intention, Cultural Heritage Museums, Instagram Marketing.

© The Authors 2024
Published Online: October
2024

Published by International Journal of Education, Business and Economics Research (IJEER) (<https://ijeber.com/>) This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

1. INTRODUCTION

In an era dominated by digital connectivity and social media's influence, cultural heritage institutions such as museums increasingly leverage social media marketing to engage with audiences and promote their offerings. However, the effectiveness of these efforts in encouraging actual visits to museums remains an exciting and important topic. Thus, museum management and

marketing practitioners must understand the dynamics of social media marketing and its impact on visitors' intention to explore cultural heritage museums.

Cultural heritage museums, such as the Jakarta Museum of Fine Arts and Ceramics, function as guardians of a nation's history and cultural identity. Their significance goes beyond preservation, as they educate, inspire, and foster a sense of cultural pride among visitors. However, attracting and retaining visitors in today's fast-paced digital world poses challenges. Although museums adopt the SMM strategy widely, the extent to which any of that's efforts translate into actual visits remains uncertain. Furthermore, social media marketing will be called SSM, and investigating the influence of SMM on visitors' intention to explore cultural heritage museums is essential to optimize marketing strategies and increase visitor engagement (Narottama & Moniaga, 2022).

Numerous studies have demonstrated that social media marketing is highly effective at boosting brand awareness, engagement, and purchase intentions. Mulyawan et al. (2020) and Safitri & Alvin (2023) emphasized the importance of targeted content and influencer collaboration in building brand awareness and engagement. Viliaus & Matusin (2023) further underscore the positive impact of SMM on brand awareness and engagement, which in turn influences purchase intent. This is added by emphasizing the importance of consumer involvement as a mediating factor in the relationship between social media and purchase intention (Purba et al., 2023). These findings show that effective social media campaigns can increase brand awareness, engagement, and purchase intent. However, in the context of cultural heritage museums, the specific mechanisms by which SMM influences visitor behavior need to be better understood. While some studies have examined the relationship between visitor numbers and social media presence, there needs to be more comprehensive investigation into the mediating factors that explain how and why SMM influences visitors' intent to visit museums. Therefore, there needs to be more understanding of the fundamental processes that drive the effectiveness of SMM in the context of museums (Wangka, 2020).

Drawing from the previous literature discussion, this research intends to address and fill the existing knowledge gap by investigating SMM's influence on visitors' intention to visit cultural heritage museums. In this case, the Jakarta Museum of Fine Arts is used as a case study. We hypothesize that the efforts of SMM positively affect visitors' perception of the value of the information obtained through these platforms. Furthermore, this study suggests that the perceived value plays a role in connecting SMM with visitors' intention to visit the museum. This research contributes to existing theory and literature and provides significant practical benefits for stakeholders to increase engagement and appreciation of cultural heritage museums.

2. LITERATURE REVIEW

2.1 Social Media Marketing

SMM has become an indispensable tool for organizations looking to engage with diverse audiences and foster meaningful connections. Chris Heuer's 4C framework, outlined in Brian Solis' book "Engage," provides a comprehensive perspective on the critical components of effective social media engagement. According to Heuer, social media efforts should revolve around four key concepts: Context, Communication, Collaboration, and Connection. The importance of framing

stories and messages effectively is emphasized, ensuring that the content is made relevant and engaging to the audience. This aligns with previous studies that emphasize the significance of narrative construction and content relevance in capturing users' attention and eliciting emotional responses (Dessart & Pitardi, 2019). By crafting compelling narratives and utilizing language and imagery that resonates with their target audience, organizations can increase the impact of their SMM campaigns [8]

In addition, effective SMM requires the development of two-way communication and dialogue with users [9] The Heuer Communication component underscores the importance of sharing stories while also listening, responding, and facilitating meaningful interactions. This aligns with research emphasizing social media platforms' interactive nature, where users actively engage in conversations, share experiences, and provide feedback [10]. Research has shown that active and responsive engagement of organizations on social media contributes to increased user satisfaction and brand loyalty (Samarah et al., 2022). By fostering open communication channels and actively engaging with their audience, organizations can build stronger relationships and improve the effectiveness of their SMM efforts.

Additionally, Heuer highlights the importance of Collaboration and Connection within SMM. Collaboration involves working together to improve efficiency and effectiveness, while Connection focuses on nurturing and maintaining relationships (Lauren et al., 2022). These concepts resonate with research that emphasizes the value of user-generated content (UGC) and community building in SMM strategies. By collaborating with users and leveraging UGC, organizations can increase authenticity and credibility, thereby strengthening the Connection with their audience (Dunn & Harness, 2019). In summary, Heuer's 4C framework is valuable for guiding an effective SMM strategy, emphasizing the importance of context, communication, collaboration, and Connection in engaging with audiences and achieving organizational goals.

2.2 Perceived Value

Social media has become an essential tool in the marketing strategies of many organizations, including cultural institutions such as museums. With its attractive visuals and broad reach, Instagram is often used to promote museums and attract visitors. This research focuses on how SMM through Instagram influences the intention to visit the Jakarta Museum of Fine Arts and Ceramics, with perceived value as a mediating variable.

Perceived value is the consumer's perception of the benefits they receive compared to the sacrifices they spend to acquire the product or service [14]. In the context of museums, perceived value can include educational, aesthetic, emotional, and social aspects visitors feel. Engaging and informative Instagram content can increase the perceived value of visitors, resulting in a subsequent increase in their inclination to visit museums [15]. Research has shown that visitor perception and Instagram content can significantly influence the decision to visit a museum (Naseng et al., 2023). This is further supported by the finding that perceived quality and value can affect the intention to review, with satisfaction mediating this relationship [17]. Effective use of Instagram, as demonstrated by the National Museum of Indonesia, can play an essential role in increasing public interest and presence [18].”

Various researches have explored the connection between SMM, perceived value, and visiting intent. Chen and Lin (2019) and Nugraha and Adialita (2021) both found a positive relationship between social media marketing (SMM) and perceived value, as well as between SMM and visiting intention. Furthermore, Nugraha and Adialita (2021) found that perceived value mediates the relationship between SMM and visiting intention. However, Vidyanata (2022) found that although SMM positively affects perceived value, it has no direct influence on purchase intention. In contrast, perceived value fully mediates the relationship between SMM and purchase intent. These studies collectively show that SMM can affect perceived value, which can influence visit and purchase intent. This research will provide deeper insights into effective marketing strategies for museums and other cultural institutions.

2.3 Intention to Visit

Research on consumer buying interest has identified four main dimensions: transactional, referential, preferential, and exploratory. These dimensions are influenced by various factors, including ease of transactions and trust in social media [22], [23], customer perception and multi-attribute attitude model [24], and elements of the e-marketing mix, such as e-price, e-promotion, and e-place [25]. These studies collectively highlight the complex interplay of factors that shape consumer buying interest and the need for businesses to consider these dimensions in their marketing strategies. Transactional interest is the desire to engage in certain transactions or activities related to a product or service. Referential interest reflects an individual's aspiration to acquire knowledge or experience related to the product or service. Meanwhile, preferential interest describes an individual's preference for a particular expertise or product feature. Finally, exploratory interest indicates an individual's curiosity and openness to exploring new experiences or unknown product features. These concepts refer to the purchase process and can be applied to a person's intention to visit a tourist destination, such as a cultural heritage museum. By understanding these dimensions, we can more clearly understand the motivations and factors that drive visitors' interest in visiting museums.

Several studies have explored the influence of social media marketing (SMM) on the intention to visit cultural heritage museums, with perceived value perceived as a mediating variable. Nugraha & Adialita (2021) found that SMM positively affects perceived value and visit intention, with communication being a key factor. Juliana (2022) further supports this, showing a significant relationship between SMM, perceived value, and interest in visiting. Angellia & Mardalis (2024) expand on this by including electronic word-of-mouth (E-WOM) and destination image as mediating variables, finding that SMM and E-WOM directly affect visit intent, with destination image mediating this relationship. These studies collectively highlight the importance of SMM in shaping perceived values and visiting intentions, with potential implications for the cultural heritage museum sector. When taken as a whole, these studies demonstrate that SMM has the potential to significantly impact people's intentions to visit museums showcasing cultural heritage, with perceived value being perceived as the primary mediating factor.

Based on the literature discussion above, the study aims to evaluate the relationship between SMM and the intention to visit the Jakarta Fine Arts and Ceramics Museum with the mediation of perceived value. To achieve the research objectives, the following hypotheses are proposed:

H1: Social media marketing through Instagram has a positive and significant relationship with perceived value.

H2: Social media marketing through Instagram has a positive and significant relationship with the intention to visit the Jakarta Museum of Fine Arts and Ceramics.

H3: Perceived value has a positive and significant relationship with the intention to visit the Jakarta Museum of Fine Arts and Ceramics.

H4: Social media marketing through Instagram has a positive and significant relationship with the intention to visit the Jakarta Museum of Fine Arts and Ceramics through perceived value as a mediating variable.

The relationship between the variables mentioned in the hypothesis above can be seen in this image of the Proposed Framework.

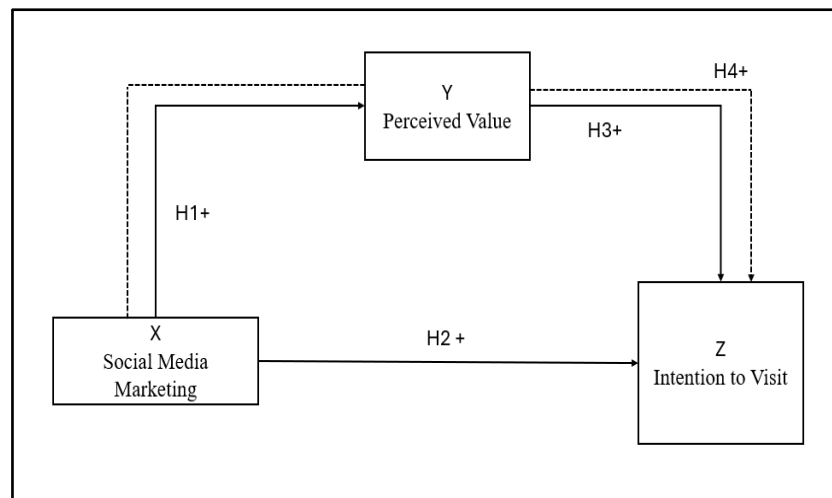


Figure 1. Framework

3. METHODOLOGY

The relationship between perceived value, Visit Intent, and Social Media Marketing is analyzed in this study using a quantitative approach. The data was collected through a questionnaire distributed to 236 Instagram social media users in Jakarta. Data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate and test the proposed hypothesis. This method was chosen because of its ability to deal with models with many variables and complex relationships. Using quantitative methods allows this research to obtain more objective results and can be generalized to a broader population. Furthermore, below, a discussion of research instruments will be described.

3.1 Instrument

This study employs a quantitative approach to assess the proposed model. The information was gathered by means of a survey questionnaire sent to Instagram users in Jakarta. The demographic information of the responders, including their gender, age, occupation, and residence, is collected in the first section of the questionnaire. The second part consists of questions designed to measure social media marketing, perceived value, and intention to visit. This questionnaire involves three variables, X, Y, and Z, and has been adapted from research [19]. The measurement was carried out using a Google form, with the X variable having eight items to assess social media marketing, the Y

variable having five items to assess perceived value, and the Z variable consisting of seven items to measure intention to visit. Respondents gave answers on a five-point Likert scale, from "(1) strongly disagree" to "(5) strongly agree."

3.2 Data Collection

The sample used in this study came from individuals living in the Greater Jakarta area. This survey will be distributed from February to April 2024. Data collection in this study was carried out through the use of convenience sampling. The questionnaire is distributed through messaging apps like WhatsApp and Line and spreads on popular social media platforms like Instagram. A total of 236 respondents have completed the questionnaire. The sample size is determined using a sample size calculator based on Cochran's formula. This formula is widely recognized for determining sample size, especially when dealing with large or unknown populations. The calculation determined that the optimal sample size was 230 samples. Therefore, a sample size of 236 is considered valid.

3.3 Data Analysis

This work uses SEM methods to analyze data. The PLS-SEM methodology does not require the data to conform to the normal distribution, as it does not make assumptions about the specific distribution. PLS-SEM can easily handle complex structural models that combine reflective and formative measurement approaches. Therefore, given the specific attributes of the sample, the PLS-SEM technique is accepted. The technique consists of two independent stages of analysis: first, the structural model will be evaluated, and then, the measurement model will be evaluated. While the latter is used to test hypotheses, the former is used to assess the reliability and accuracy of the research instruments. The measurement model is evaluated first before conducting structural equation modelling (SEM) analysis. It is essential to assess the validity and reliability of a survey instrument before analyzing inferential statistics. The researchers examined the survey for the validity of discrimination and convergence. The construct is considered convergent validity if the outer loading is above 0.70 and the extracted mean variance (AVE) exceeds 0.50 is considered necessary [27]. According to the analysis, it was concluded that this criterion was met. The outer loading of items fell between 0.745 and 0.918; the AVE value for construction varied between 0.638 and 0.766. Therefore, the validity of the model convergence has been verified, showing a solid correspondence between several items assessing identical fundamental ideas. It is also calculated to obtain Cronbach alpha and composite reliability (CR). All latent variables in the investigation showed reliability statistics that exceeded the minimum threshold of 0.70. As a result, it is considered accepted.

4. RESULTS AND DISCUSSION

The results of this study present the main findings of the data analysis conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The investigation reveals that Social Media Marketing significantly influences Perceive Value and Visiting Intention. These findings also reveal a direct and indirect relationship between the variables studied and test the hypothesis proposed in this study. By presenting the path coefficient, T-statistics, and P-values, this section provides a detailed overview of the strength and significance of the relationship between the variables. It supports the practical implications that can be drawn from the research results.

4.1 Demographic Analysis

A summary of the characteristics of the individuals who participated in the research is included in this section devoted to analyzing demographic data. This part contributes to a better understanding of the profiles of social media users in Jakarta who are the study samples by analyzing demographic data such as age, gender, education level, and industry. In order to contextualize the findings of the study and ensure that the sample utilized is representative of the population being studied, it is essential to have this demographic information. In addition, demographic research can offer additional insights into how various respondents may have variations in their perceptions and intents about social media marketing, perceived value, and the desire to visit.

Table 1. Data Distribution Questioner

<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Gender		
Male	86	36,4%
Female	150	63,6%
Age		
18-25 years old	189	80,1%
26-30 years old	31	13,1%
31-35 years old	11	4,7%
36-40 years old	3	1,3%
>40 years old	2	0,8%
Domisili		
West Jakarta	128	54,2%
Central Jakarta	43	18,2%
North Jakarta	41	17,4%
South Jakarta	20	8,5%
East Jakarta	4	1,7%
Occupation		
Student	158	66,9%
Employee	58	24,6%
Entrepreneur	14	5,9%
Freelance	5	2,1%
Unemployed	1	0,4%

Source: Primary data (2024)

Demographic data shows that this poll is particularly appealing to young women since 63.6% of respondents are female, and 80.1% are between 18 and 25. West Jakarta was also the most common place of residence for respondents (54.2%), followed by Central Jakarta (18.2%) and North Jakarta

(17.4%). East Jakarta (1.7% of the total) and South Jakarta (8.5%) were underrepresented. Students comprise the most significant job category (66.9%), followed by employees (24.6%). A lesser number of respondents are self-employed (5.9%), freelancing (2.1%), or unemployed (0.4%). The data reveals that young women residing in West Jakarta, still in formal school, are the demographic most interested in this survey. This information can be utilized to tailor future survey techniques to this demographic.

4.2 Validity Convergent And Reliability Test

In light of the findings of the validity and reliability study, all of the measured constructs (SSM, PV, and IV) exhibit high reliability and good consistency of validity. All items have loading factors greater than 0.7, implying they are legitimate. Also, the Average Variance Extracted (AVE) for SSM, PV, and IV were 0.705, 0.766, and 0.638, respectively, which were all higher than the criterion of 0.5, which indicates that the construction was able to extract a substantial amount of variance from the items that were measured.

The Composite Reliability (CR) for the three different structures is 0.950, 0.942, and 0.925, indicating the internal reliability is quite good. In terms of dependability, the three constructions are comparable. In addition, Cronbach's Alpha (CA) demonstrated outstanding results, with values of 0.940 for SSM, 0.923 for Perceive Value, and 0.908 for Intention to Visit. As a result, the instruments utilized in these measurements are sound and trustworthy, which indicates that they are constant in their measurement of the construction under consideration.

Table 2. Validity Convergent and Reliability Test

<i>Construct</i>	<i>Dimension</i>	<i>Loading Factor</i>	<i>AVE</i>	<i>CR</i>	<i>CA</i>
SSM1	Context	0.858	0.705	0.950	0.940
SSM2	Quality	0.848			
SSM3	Quality	0.870			
SSM4	Communication	0.836			
SSM5	Quality of	0.794			
SSM6	Collaboration	0.837			
SSM7	Connection	0.836			
SSM8	Quality	0.835			
PV1	Product Quality	0.909	0.766	0.942	0.923
PV2	Price	0.918			
PV3	service	0.905			
PV4	Emotional Relationships	0.855			
PV5	Easiness	0.780			
IV1	Transactional	0.813	0.638	0.925	0.908
IV2	interest	0.819			

IV3	Referral	0.802			
IV4	Interest	0.779			
IV5	Preferential	0.829			
IV6	Interest	0.802			
IV7	Exploratory Interest	0.745			

source: Primary data (2024)

4.3 Hypothesis Test

One example of a structural model is presented in Figure 2, which depicts an inquiry that was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM). Within this model, the blue circles represent three latent variables: social media marketing, perceived value, and intention to visit. These three variables are depicted by the model. Each of the latent variables is measured by a number of observable variables, which are represented by yellow boxes. Consider the following: Q1–Q8 for Social Media Marketing, Q9–Q13 for Perceive Value, and Q14–Q20 for Visit Intent all fall under this category. The route coefficients between the latent variables demonstrate the direct impact that social media marketing has on perceived value (31,734), the effect that perceived value has on visit intention (8,220), and the impact that social media marketing has on visit intention (3,421).

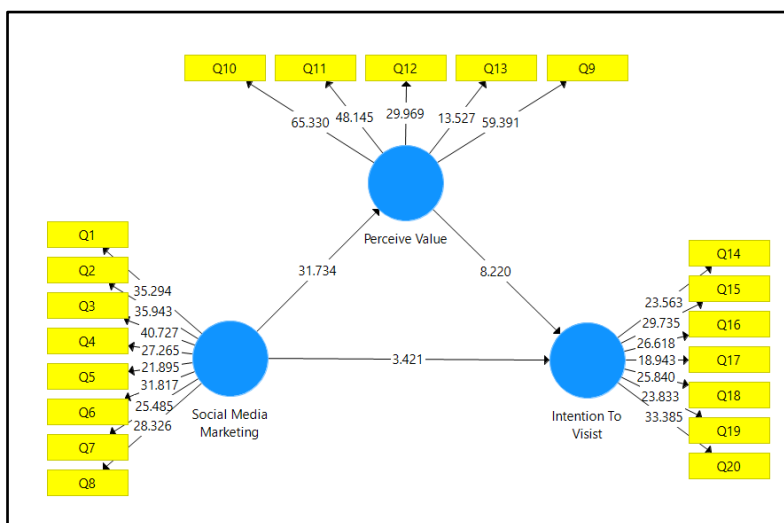


Figure 2. Path Model Analysis

For instance, Q1's loading for Social Media Marketing is 35,294, and Q10's loading for Perceive Value is 65,330; each seen variable has a corresponding loading value for the latent variable. According to this model's interpretation, social media marketing benefits perceived value, boosting visiting intent. Compared to the impact via Perceived Value, Social media marketing's direct impact on consumers' desire to visit is less significant. In order to help organizations develop successful marketing strategies, this model helps understand how social media marketing affects customers' perceptions of value and their intention to visit.

Results from a hypothesis test examining the impact of several variables on "Intention to visit" are presented in Table 4. By a very high degree of significance ($p < 0.05$), all the tested hypotheses are accepted according to the results of this analysis. Based on the data, it appears that Perceived Value strongly influences Visiting Intention, as supported by an Original Sample of 0.553 and a T Statistics of 8.550 for the first hypothesis. An Original Sample of 0.252 and a T Statistics of 3.608 led to the acceptance of the second hypothesis, which focuses on the influence of social media marketing on visiting intention. While the impact on Perceived Value is more substantial, Social Media Marketing does have a favorable effect on Visiting Intent.

A high Original Sample of 0.837 and T Statistics of 34.455 indicate that the third hypothesis, the impact of social media marketing on perceived value, is very firmly supported. This demonstrates how social media marketing significantly affects PV. With an Original Sample of 0.463 and a T Statistics of 8,001, the fourth hypothesis, which states that social media marketing influences visiting intention through perceived value, is likewise accepted. This indicates that Perceived Value acts as a mediator between Social Media Marketing and Visiting Intent. In sum, the results demonstrate that Visiting Intent is significantly affected by both Perceived Value and Social Media Marketing, but the direct effect of Perceived Value is more substantial. Furthermore, via Perceived Value, Social Media Marketing significantly influences Visiting Intention.

Table 3. Hypothesis Test

<i>Hypothesis</i>	<i>Original Sample</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Result</i>
Perceive Value -> Intention to Visit	0.553	8.550	0.000	Accepted
Social Media Marketing -> Intention to Visit	0.252	3.608	0.000	Accepted
Social Media Marketing -> Perceive Value	0.837	34.455	0.000	Accepted
Social Media Marketing -> Perceive Value-> Intention to Visit	0.463	8.001	0.000	Accepted

Source: Primary data (2024)

4.4 Discussion

The first hypothesis concerns perceived value and intention to visit. Results show a strong correlation, proving that people are more inclined to patronize a business or use a service if they think it has great value to them. This highlights the importance of perceived value in shaping consumer behavior and implies that companies should aim to increase customer visits by making their services seem more valuable.

The second hypothesis examines how social media marketing affects the intention to visit. According to the results, social media marketing campaigns can raise consumers' intent to visit. Social media techniques are crucial for attracting customers and increasing traffic, even though this effect is weaker than the Perceived Value's direct influence.

The third theory investigates the Connection between perceived value and marketing through social media. The results suggest that well-executed social media marketing techniques can significantly increase customers' perceptions of value. Consumers' perceptions of a product or service's quality and value can be boosted through targeted promotions, engaging content, and meaningful interactions on social media platforms.

The fourth and last hypothesis examines how Perceived Value mediates the Connection between Social Media Marketing and Intention to Visit. According to the findings, Perceived Value is the primary mechanism via which social media marketing affects visiting intention. Social media marketing that works raises the perceived value to customers, which makes them more likely to visit. This discovery highlights the significance of improving the perceived value to turn interest into actual visits and drawing attention through social media.

5. CONCLUSION

According to research utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) model, social media marketing significantly affects perceived value and intention to visit. There is a highly significant association between Perceive Value and Visiting Intention, as shown by the first hypothesis. The path coefficient is 0.553, and the T-statistic is 8.550. The second hypothesis proposes that social media marketing does, in fact, impact visiting intent positively; however, this effect is less pronounced than that of perceived value (T-statistic = 3.608), and the path coefficient = 0.252.

In addition, the T-statistic of 34.455 and path coefficient of 0.837 indicate that Social Media Marketing significantly affects perceived value, supporting the third hypothesis. This proves that social media marketing can augment consumers' perceived value. According to the fourth hypothesis, a path coefficient of 0.463 and a T-statistic of 8.001 indicate that perceived value mainly mediates the influence of Social Media Marketing on Visiting Intention.

The study found that both Perceived Value and Social Media Marketing significantly affected Visiting Intent, but Perceived Value had a more direct and significant effect. Advertising on social media platforms might indirectly affect people's propensity to visit a website by way of their perception of its value. In addition to helping companies develop effective marketing strategies, these results highlight the significance of social media marketing in raising consumers' perceptions of value and their intent to visit.

Several caveats should be kept in mind when evaluating this study. The first is that the sample may not represent the whole due to its limitation to a population subset. Secondly, because surveys rely on self-reporting, the data they provide may be skewed by respondents' own opinions. The third limitation is that this study does not consider external variables like demographics and psychographics; instead, only social media marketing, perceived value, and intention to visit are considered. As a fourth point, the study's model is cross-sectional, meaning it does not account for changes in the association between variables over time.

It is advised to make specific enhancements and additions for future research. To begin, consider ways to diversify the respondents based on different demographics and increase the study sample size to more accurately represent the public. Secondly, to lessen the impact of self-reported data's inherent subjectivity, researchers should use a wider range of data-gathering techniques, including in-depth interviews and observations. Finally, remember to include external variables that might influence the intention to visit and demographic and psychographic factors. The fourth piece of advice is to think about using a longitudinal study design so you can track the dynamics of the interactions between variables and how they evolve. Lastly, employing more sophisticated analysis approaches improves the model's validity and dependability.

REFERENCES

- [1] N. Narottama and N. E. P. Moniaga, "Pengaruh social media marketing terhadap keputusan pembelian konsumen pada destinasi wisata kuliner di kota Denpasar," *J. Master Pariwisata*, vol. 8, no. 2, pp. 741–773, 2022.
- [2] I. Mulyawan, D. Saefuloh, H. Wijaya, and W. Rafdinal, "Sikap Pada Iklan Media Sosial Instagram dan Kesadaran Merek Terhadap Niat Pembelian Pada Generasi Y dan Z," *J. Ris. Bisnis dan Investasi*, vol. 6, no. 3, pp. 143–153, 2020.
- [3] C. Safitri and S. Alvin, "UNVEILING THE EFFICACY OF SOCIAL MEDIA MARKETING TACTICS TO AMPLIFY BRAND AWARENESS: A CASE STUDY OF@ SHIPPER. ID ON INSTAGRAM," *Cerdika J. Ilm. Indones.*, vol. 3, no. 09, pp. 857–866, 2023.
- [4] J. Viliaus and I. O. Matusin, "PENGARUH SOCIAL MEDIA MARKETING, BRAND AWARENESS, BRAND ENGAGEMENT TERHADAP PURCHASE INTENTION," *J. Ekon. Trisakti*, vol. 3, no. 1, pp. 1765–1774, 2023.
- [5] J. W. P. Purba, P. Simbolon, and R. M. Girsang, "Pengaruh Pemasaran Jejaring Media Sosial Dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen," *Manaj. J. Ekon.*, vol. 5, no. 2, pp. 112–128, 2023.
- [6] H. A. Wangka, "PENGARUH PAPARAN MEDIA SOSIAL TERHADAP NIAT MENGUNJUNGI DESTINASI WISATA (STUDI PADA STUDIO ALAM GAMPLONG)." Universitas Atma Jaya Yogyakarta, 2020.
- [7] L. Dessart and V. Pitardi, "How stories generate consumer engagement: An exploratory study," *J. Bus. Res.*, vol. 104, pp. 183–195, 2019.
- [8] S. Zhou, L. Barnes, H. McCormick, and M. B. Cano, "Social media influencers' narrative strategies to create eWOM: A theoretical contribution," *Int. J. Inf. Manage.*, vol. 59, p. 102293, 2021, doi: <https://doi.org/10.1016/j.ijinfomgt.2020.102293>.
- [9] Y. Wang and Y. Yang, "Dialogic communication on social media: How organizations use Twitter to build dialogic relationships with their publics," *Comput. Human Behav.*, vol. 104, p. 106183, 2020.
- [10] S. Shawky, K. Kubacki, T. Dietrich, and S. Weaven, "A dynamic framework for managing customer engagement on social media," *J. Bus. Res.*, vol. 121, pp. 567–577, 2020.
- [11] T. Samarah, P. Bayram, H. Y. Aljuhmani, and H. Elrehail, "The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust," *J. Res. Interact. Mark.*, vol. 16, no. 4, pp. 648–664, 2022.
- [12] S. Lauren, H. Saputri, and S. Magda, "Analysis of the Use of Instagram as a Publication Media in Building a Brand Image of@ Kurve. official," *Budapest Int. Res. Critics Institute-Journal*, vol. 5, no. 1, pp. 1687–1696, 2022.
- [13] K. Dunn and D. Harness, "Whose voice is heard? The influence of user-generated versus company-generated content on consumer scepticism towards CSR," *J. Mark. Manag.*, vol. 35, no. 9–10, pp. 886–915, 2019.

- [14] A. Samudro, U. Sumarwan, M. Simanjuntak, and E. Yusuf, "Assessing the effects of perceived quality and perceived value on customer satisfaction," *Manag. Sci. Lett.*, vol. 10, no. 5, pp. 1077–1084, 2020.
- [15] V. Gaffar, B. Tjahjono, T. Abdullah, and V. Sukmayadi, "Like, tag and share: bolstering social media marketing to improve intention to visit a nature-based tourism destination," *Tour. Rev.*, vol. 77, no. 2, pp. 451–470, 2022.
- [16] J. A. Naseng, N. Riana, and K. Fajri, "Pengaruh Persepsi dan Media Sosial Instagram Terhadap Keputusan Berkunjung ke Museum Konperensi Asia Afrika Bandung," *Tour. Sci. J.*, vol. 8, no. 2, pp. 214–233, 2023.
- [17] D. Masithoh and W. Widiartanto, "Pengaruh Perceived Quality Dan Perceived Value Terhadap Revisit Intention Melalui Satisfaction Sebagai Variabel Intervening (Studi pada Pengunjung Destinasi Wisata Museum Kretek Kudus)," *J. Ilmu Adm. Bisnis*, vol. 9, no. 4, pp. 617–625, 2020.
- [18] S. Mayasari and C. Indraswari, "Efektivitas Media Sosial Instagram Dalam Publikasi HUT Museum Nasional Indonesia (MNI) Kepada Masyarakat," *J. Komun.*, vol. 9, no. 2, pp. 190–196, 2018.
- [19] A. S. Nugraha and T. Adialita, "Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan," *J. Akuntansi, Keuangan, Dan Manaj.*, vol. 2, no. 3, pp. 195–212, 2021.
- [20] S.-C. Chen and C.-P. Lin, "Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction," *Technol. Forecast. Soc. Change*, vol. 140, pp. 22–32, 2019.
- [21] D. Vidyanata, "Understanding the effect of social media marketing on purchase intention: A value-based adoption model," *JDM (Jurnal Din. Manajemen)*, vol. 13, no. 2, pp. 305–321, 2022.
- [22] A. Angellia and A. Mardalis, "Pengaruh SMM dan E-Wom Terhadap Visit Intention dengan Destination Image Sebagai Variabel Intervening pada Industri Pariwisata Religi: Studi Kasus Syekh Zayed Grand Mosque Solo," *Al-Kharaj J. Ekon. Keuang. Bisnis Syariah*, vol. 6, no. 5, pp. 5181–5195, 2024.
- [23] C. Raheni, "Pengaruh Media Sosial Terhadap Minat Beli Konsumen Studi Kasus Mahasiswa," *J. Sinar Manaj.*, vol. 5, no. 2, pp. 82–85, 2018.
- [24] Y. D. P. Limantara, "Pengaruh Customer Perception Terhadap Minat Beli Konsumen Melalui Multiattribute Attitude Model Pada Produk Makanan Organik," *J. Manaj. Pemasar.*, vol. 11, no. 2, pp. 69–78, 2017.
- [25] M. A. Bisma and A. S. Pramudita, "Analisa minat pembelian online konsumen pada saluran distribusi digital marketplace online di kota Bandung. *Competitive*, 14 (2), 36–44." 2019.
- [26] bunga aditi Juliana, "Tourist visiting interests: The role of social media marketing and perceived value," *Int. J. Data Netw. Sci.* 6 (2022). 469–470, 2022, doi: <http://dx.doi.org/10.5267/j.ijdns.2021.12.007>.
- [27] J. F. Hair Jr *et al.*, "An introduction to structural equation modeling," *Partial least squares Struct. Equ. Model. using R a Workb.*, pp. 1–29, 2021.